PREFACE

The present study entitled “Customer Profiling, Attribute Evaluation and Customer Loyalty in the Lodging Industry” was conducted in the department of Management of Maharishi Markandeshwar University, Mullana - Ambala (Haryana)

The author had very precisely explained in the first chapter about lodging industry and the attributes associated with the same.

Tourism industry had a direct impact on the revenue generation avenues in the lodging industry.

Tourism has been a major social phenomenon of the society all along. It is improved by the natural urge of every human being for new experience, adventure, education and entertainment. The motivations for tourism also include social, religious and business interest. The spread of education has fostered a desire to know more about different part of the globe. The basic human thirst for new experience and knowledge has become stronger, as communication barriers are getting overview by technological advances. Progress in air transport and development for tourism facilities have encouraged people to venture out to the foreign lands.

Another important feature of the tourism industry which is of particular significance to in India, is its contribution to national integration and preservation of natural as well as cultural environment and enrichment of the social and cultural live of the people. Over 740 million domestic tourist visiting different parts of the country every year return with a better understanding of the people living in different regions of the country. They have a better appreciation of the cultural diversity of India. Tourism also encourages preservation of monuments and heritage properties and helps the survival of the art forms, craft and cultural.

The Indian Travel & Tourism Industry is expected to be the second largest employer in the world by 2019.

The severe supply-demand imbalance has prompted hoteliers to increase rates significantly over the past two to three years. HVS maintains that India needs approximately 160000 new rooms in the nation’s top 25
markets. As this new supply enters the market a rate rationalization is expected;

The second chapter outlines the benefit & facilities sought by the customer of lodging industry. Hotel market profiling and segmentation based on psychographic, demographic & behavioural variable has been explained. The interrelationship providing quality services an essential strategy for the success and survival of any company and represents a challenge to the managers. The characteristics of services perish ability, heterogeneity, inseparability and intangibility – present certain difficulties with definition, standardization and control. However, the quality of service, marketing relationship and global satisfaction with service may improve the chances of the customer returning to the company.

Therefore all companies must improve their quality standards and keep customer happy if they are to maintain a competitive position in the market. The quality of the service renders by the hotel is fundamental aspect of its competitiveness, since the expectations of the customer increase continually. However, like the other organizations, the Hotel business must take this juncture as an opportunity and not as a threat. An overview of Indian Lodging sector has been given in this chapter. The author has explained that the Indian hospitality industry is one of the fastest growing sectors of the Indian economy. Riding on the economy growth and rising income level that India has witnessed in recent years. The sector has emerged as one of the key sectors driving the country’s economy. The current market size is US$ 23 billion, accounting for 2.2% of India’s GDP. Rising disposable incomes and increase in double-income households have also played a part in this growth phenomenon.

Chapter – III focus on research aim and objectives and its methodology. The overall aim of this research is to identify and explore the major determinants in relation to building customer loyalty specifically the customer experience variable. The study focuses on indentifying the benefits and facilities sought by the customers of hotel industry. Further, the market for hotel industry is segmented and profiled based on psychographic, demographic and behavioural variables.
The chapter – IV deals with factor analysis in assessing Customer Satisfaction of Lodging Industry in India. It emphasizes on customer profiling, demographic age, and country of origin occupation and behavioural aspects of customers are analyzed and tabulated.

The chapter – V shows the major findings and suggestions. It shows the final findings of the study regarding customer behavioural profiling and service satisfaction which has been documented through a self-prepared questionnaire and field surveys an analyzed factorized and regrets to get total outcome of the research.

Further the customers were factored on being price sensitive, brand sensitive and quality sensitive.

However, for the four star category of customers both the service and accessibility factors were found to be insignificant. However, the regressions on customers on behavioural profiling confirmed the guest loyalty comprising of future intentions, Loyal Guest and switching Intentions and Recommend intentions was the only significant factor.

Each of the clues has an indirect relationship with loyalty, each of which is partially mediated by value and quality. Additionally, the humanic clues were the only variable that had a direct relationship with loyalty as well as an indirect relationship through value and quality. This is a tiny step forward in understanding the complex paradigm of service, quality, satisfaction and loyalty paradigm.

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