CHAPTER VII
SUMMARY, CONCLUSIONS AND SUGGESTION’S

This Chapter highlights on the overall summary of the present study, major conclusions drawn by the researcher and important suggestions made by the researcher to overcome the problems. After having been studied the various aspects of Hotel industry in Maharashtra State, here the researcher is giving the summary of main findings. The finding and the conclusion will be useful to the management of hoteliers regarding to understand the problems and finding the better solution on it in Maharashtra State.

The study of important aspect of hotel problems, guest problems, employee’s problems and forthcoming opportunities has been analyzed. The need for effective controlling the hospitality sector is studied. The main findings and conclusion have been derived by the researcher on the basis of the available data of the field.

This chapter is divided into six different parts i.e.

A. Summary of the present study.
B. Major Conclusions
C. Important Implications
D. Overall Conclusions
E. General Observation and
F. Scope for Further Research

Summary of the present study.

1) Introduction

The first chapter deals with a brief introduction, background of the study, research methodology and its limitation. The sources of data and objectives of the research have been discussed and on the basis
of hypothesis the method used for primary survey, the objectives of statistical test and different questionnaire have been clearly mentioned. This chapter also gives the chapter scheme of the study.

2) Review of Literature

The second chapter deals with the overall review of the literature available on the particular topic. Literature is the most important part of any research. In this topic, the review is taken near about 49 books and 14 articles regarding the research topic. This chapter is divided into two parts i.e. Review of Research Articles, Review of Books, thesis and other related published or unpublished literature on this particular topic.

3) Profile of tourist places in Maharashtra

The third chapter devoted to the presentation of general profile of the area under study. In this chapter the researcher has covered geographical, historical, demographical and socio-economical aspects of the Maharashtra State.

Third chapter linked to the information of all tourist places situated in Maharashtra state which are the major attraction of tourist. Maharashtra is one of the most sought after tourist destinations in India. The chapter included the entire destination where Tourists are visiting.

4) Performance of the five stars industry in Maharashtra

The fourth chapter deals with the five stars hotels in Maharashtra, as the main subject theme is related to the problems and prospects of five star hotels it is needed to explain the detail profile of Five Star Hotels as there are 59, Five Star hotel are situated in Maharashtra. Hence brief information related to specialty, services, facilities and
rooms details and different departments have been collected about hotel and presented in this chapter.

5) Human resource Management in Five star hotels

The fifth chapter deals with Human resource management in five star hotels the chapter focus on current status of the hotel industry.

The chapter also highlights on the requirement of human resource management in hospitality sector in Maharashtra state, the purpose of Human Resource Development is to improve the capacity of the human resource through learning and performance at the individual, process and organizational levels.

6) Data collection & Analysis

This Chapter is based on the data collected in the field of investigation. Analysis of the data pertaining to 98 Hotel Managers and Executives out of 981, including all five star hotels of Maharashtra state, has been carried out.

The main objective of this analysis is to see the hotel problems and upcoming opportunities for hotel and what lesson can be drawn for reducing the difficulties and the benefit for industry.

7) Summary, Conclusions and Suggestion’s

This Chapter highlights on the overall summary of the present study, important conclusions drawn by the researchers and important suggestions made by the researchers to overcome the problems which found in this study.
B) Major Conclusions

1. Out of 98 employees 44 (44.90 percent) are working since three years, 28 (28.57 percent) employees are working from five years, whereas 19 (19.39 percent) are from 2 years and remaining 7 respondent (7.14 percent) working from 1 year. (Table No:-6.1)

2. 40 employees (40.82 percent) are working from 2 years, whereas 28 (28.57 percent) are associated from three years, 17 employees (17.35 percent) are from one year and there are 13 (13.27 percent) employees are working since last five year with their current organizations. (Table No:-6.2)

3. 38 (39.77 percent) are having foreign tourist segment, 27 (28.55 percent) are having family holidays segment whereas 18 (18.37 percent) are having business people segment and rest 15 (15.31 percent) are company guest segments. (Table No:-6.3)

4. 41 respondents (42.86 percent) out of 98 are providing the best services as compare to other hotels, 24 (24.49 percent) are giving quality and specialty foods, 19 (19.39 percent) having the good accommodation facilities and 14 (14.29 percent) are giving the advantages of location of the hotel. (Table No:-6.5)

5. 36 (36.73 percent) hotels are arranging the indoor Festivals; 21 respondents (21.43 percent) willing to organize on request, 12 (12.24 percent) are often organized and 29 respondents (29.59 percent) are not arranged. It shows that most of the hotels are celebrating the indoor festivals for their staying gusts. (Table No:-6.7)
6. 34 (34.69 percent) are providing the indoor game facilities, 26 respondents (26.53 percent) willing to provide but it is depends on package, 22 (22.45 percent) are not providing often and 16 respondents (16.33 percent) are not providing. (Table No:-6.8)

7. 74.49 percent have and providing additional facilities Like Beauty parlor, Spa, Doctor on call and Wi-Fi connectivity to the guests, 20 are not having the all above facilities, but still they are providing as they have and 5 hotels respondents (5.10 percent) merely are not providing. (Table No:-6.12)

8. 74 (75.51 percent) are having the string tie-ups with travel agencies, 19 (19.39 percent) are keeping the tie –ups only occasionally, whereas 2 (2.4 percent) are seasonally. (Table No:-6.13)

9. 69 respondents (70.41%) are not facing any difficulties because of string tie-ups, 24 (24.49 percent) are facing difficulties some times and only 5 respondent (5.10 percent) are regularly facing difficulties because of tie-ups. (Table No:-6.14)

10. 58.16 percent are not providing the outdoor catering, 16 are (16.33 percent) are providing occasionally and again 16 i.e. (16.33 percent) are providing and remaining 9 (9.18 percent) are providing on request. (Table No:-6.15)

11. 72 (73.47 percent) are committed that they are not having any difficulties because of the recession, 9 (9.18 percent) are facing the little difficulties because their tourist segment is business
people and the rest 17 (17.35 percent) are not facing much. (Table No:-6.19)

12. 42 (42.86 percent) respondent out of 98, says tourists are expecting the better services, whereas 29 (29.59 percent) are demanding the quality food, cleanliness is a demand of tourists says 18(18.37 percent) and 9 (9.18 percent) says that tourist are seeking the cooperation of the tourists. (Table No:-6.20)

13. 84 (85.71 percent) are agree that they are fulfilling the expectation of the tourists, whereas the 14 (14.29 percent) are fulfilling to some extent. (Table No:-6.21)

14. 42 (42.86 percent) are measuring the customer satisfaction by taking the feedback froms.26 respondents (26.53 percent) are using the tool of comment book which is basically available at front desk, 21 respondent (21.43 percent) are believing in personal conversation and remaining 9 (9.18 percent) are keeping the complain book in the room for getting the feedback from the guest. (Table No:-6.22)

15. Only 19 respondents (19.39 percent) are having the Advertisement campaign near Airport vicinity and the majority i.e. 79 (80.61 percent) are not feeling any need of Advertisement campaign near airport. (Table No:-6.25)

16. 53 (54.8 percent) offers the complementary breakfast for their guests, 20 (20.41 percent) are providing the free transportation, 15 (15.31 percent) are offering the group discount facilities to the guest those are willingly to come for stay and rest 10 respondent
(10.20 percent) have said that they are arranging the sightseeing to their guest, but that to again depend upon the package of stay. (Table No:-6.26)

17. 42 (42.86 percent) are celebrating different festivals for attracting the tourists and the guests, followed by 26 (26.53 percent) are arranging the events, 21 (21.43 percent) offering the free coupons and rest 9 (9.18 percent) are keeping the contest for guest and outsiders; those would like to participate in. (Table No:-6.28)

18. Development and growth of the industry, out of 98 respondent’s majority i.e. 62 (63.27 percent) have replied that government of Maharashtra started providing legislative and regulatory support to protect the tourist, 19 (19.39 percent) said that they have increased the promotional activities. (Table No:-6.30)

19. 21 (21.43 percent) are recruiting the hotel management graduates, followed by 68 (69.39 percent) are having the experiment parameters, and 9 (9.18 percent) are going with the references. (Table No:-6.34)

20. 98 respondent were asked the tourist behavior after bob blast in Mumbai, 51 (52.4 percent) are facing the difficulties of cancellation of booking, 14 (17.29 percent) said tourists are cancelling their reservations, and 30 (30.61 percent) have noticed that the foreign tourist are scared to come to the India. (Table No:-6.38)
C. Important Implications

1. All the parties should take hardest possible actions against terrorists. They should not look at their religion;

2. There must be proper management for strengthen our intelligence services;

3. Our police force needs to be improved in big extent with modern amenities to confront terrorists and they should be well trained;

4. There should a proper security plan in place and there should be routine checkups.

5. All the state government should act equally on terror. They should not ignore security alerts and make sure that it is happening at all levels.

6. There should be a proper coordination among foreign, home and defense ministry.

7. India’s law is too soft to handle terrorism. We have to take drastic step against these extremists. After getting information from them it’s better to kill them instead of keeping in prison.

8. The country needs to highlight the unique sights and offerings it has that are unavailable anywhere else.
9. India’s government should be aware of the different types of tourists that may want to visit India—eco tourists, history buffs or those seeking meditative retreats.

10. India should take advantage of the West’s scheme with Indian culture, including yoga, ayurvedic medicine, Hinduism and meditation, and market itself accordingly.

11. Business and government interests should consider collaborating to improve and modernize India’s infrastructure.

12. Aviation sector should be flexible in fare.

13. Maharashtra hoteliers association should also arrange for trainers forum for interaction and information sharing.

14. Maharashtra hoteliers’ association role should be more prominent in encouraging practices relating to training and development in hospitality units.

15. Certain common problems that PHA should be taking initiative are human resource development, training, security and safety.

16. PHA can also partner with other professional bodies for e.g. MCCIA, STD, NHRD, AIMA etc.
17. Management must encourage training department to prepare Training annual and policy. These training manual and policy should be clear and known to all in the organization.

18. Training department should be empowered to take action related to raining areas. Empowerment reflects in management top down approach. Some small things like less interference in day to day working, involving training department in knowledge sharing at strategic level etc could make a difference in such a scenario.

19. Management should take keen interest in important training as induction. A representation of management in from of welcome address or so in such a program can change the outlook of the new employees.

20. Certain soft skills, team building and out bound training can help employees connect to each other better and hence resolve issues relating to coordination and communication gaps.

21. Last minute nominations and cancellations for the training programmers should be discouraged by the management and head of the departments should relive employees for the scheduled training programmes.

22. Ensure that training contribute to competitive strategies of the firm. Different strategies need different HR skill for implementation. Let training help employees at all levels
acquire the needed skill. Trainers and training managers should be aware of such skills which lead to competitive advantage.

23. Ensure that a comprehensive and systematic approach to training exists. Training and retraining are done at all levels on a continuous and ongoing basis.

24. Training department should define its vision, mission and policy clearly and with SMART (specific, measurable, achievable, realistic, time based goals.

D. Overall Conclusions

Hotel Industry in India has witnessed tremendous boom in recent years. Hotel Industry is inextricably linked to the tourism industry and the growth in the Indian tourism industry has fuelled the growth of Indian Hotel industry. The thriving economy and increased business Opportunities in India have acted as a boon for Indian hotel industry. The Arrival of low cost airlines and the associated price wars have given domestic tourists a host of options. The 'Incredible India' destination campaign and the recently launched 'Atithi Devo Bhavah' (ADB) campaign have also helped in the growth of domestic and international tourism and consequently the hotel industry.

According to a report, Hotel Industry in India currently has supply of 110,000 rooms and there is a shortage of 150,000 rooms fuelling hotel room rates across India. According to estimates demand is going to exceed supply by at least 100% over the next 2 years. The future scenario of Indian hotel industry looks extremely rosy.
It is expected that the budget and mid-market hotel segment will witness huge growth and expansion while the luxury segment will continue to perform extremely well over the next few years.

The hotel industry in India having a tremendous opportunity in the coming era, because of increasing trends in the tourism industry and government is promoting the “Incredible India” campaign and other tourism promotion measures. The hotel industry in India is mix of many brand internationally established hotels having the scope to attract shares in the brand hotels which will help to expand the industry and the innovations in the industry is helping the hotels to retain the customers with them.

Though the industry is having opportunities in future it is suffering with the cost of land which is costing 50% of the total cost and the taxes are main drawbacks for the industry.

Industry is opening gates for the foreign investment which is a good sign for the industry and industry is working toward the fulfillment of the demand and supply gap.

**E. General Observation**

1. The World Travel and Trade Council, figures indicate that the Indian tourism demand is expected to grow at 8.8% from 2007-2016. According to the World Travel and Tourism Council, revenue from foreigners traveling to India is expected
to grow to US$424 billion by 2015. Indians traveling in India as well as abroad are expected to spend US$63 billion by 2015.

2. The country has the potential to become a major global tourist destination, with the Tourism sector expected to contribute around INR 3,414.8 billion (US$ 77.0 billion*) by 2021, according to a report by the World Travel and Tourism Council (WTTC).

3. As per the Travel and Tourism Competitiveness Report 2011 by the World Economic Forum, India is ranked 12th in the Asia Pacific region and 68th overall, on the list of the world’s attractive destinations. It is ranked the 14th best tourist destination for its natural resources and 24th for its cultural resources, with many World Heritage sites, both natural and cultural, rich fauna, and strong creative industries in the country.

4. India also bagged 37th rank for its air transport network. The India travel and tourism industry ranked 5th in the long-term (10-year) growth and is expected to be the second largest employer in the world by 2019.

5. To encourage the tourism sector, the government in recent times, has taken some measures which will benefit the sector. In FY09, Rs.5.2 bn for development of tourism infrastructure was allocated. This figure is higher by Rs.970 m as compared what was allocated in the previous year. However, it is only 1% of the total government spending. RBI has allowed ECB upto US$ 100 m in January 2009, which would help in raising
funds. The Centre and States are also working out a PPP (Public-Private-Partnership) model to increase hotel capacity.

6. The tourism sector is expected to generate around US$42.8 billion (INR 1,897.7 billion) by 2017, according to an industry research note by auditing and consulting firm Deloitte Touche.

7. The Tourism and the Hospitality sector generated a total of US$ 2,468.39 billion (INR 1,094,48.4 billion) in Foreign Direct Investment (FDI) during April 2000-April 2011, according to the Department of Industrial Policy and Promotion (DIPP).

8. The Indian Hospitality industry contributes around 2.2 per cent of India’s GDP. The industry is expected to reach INR 230 billion (US$ 5.2 billion*) by 2015, growing at a robust CAGR of 12.2 per cent. India will be investing around INR 448 billion (US$ 10.1 billion*) in the hospitality industry in the next five years, according to a report ‘The Indian Hotel Industry Report - 2011 Edition’ by CYGNUS Business Consulting & Research Firm. In the next two years, a total investment of US$ 12.2 billion (INR 545.2 billion*) is expected that will add over 20 new international brands in the hospitality sector.

9. The who’s who of the world of international fund companies - Blackstone, Morgan Stanley, Walton Street Capital, Starwood Capital, Merrill Lynch, West bridge Capital, Lehman Brother are looking to invest in the hospitality sector.
10. Around 500 million domestic tourists are projected to travel across India by 2010 compared to around 325 million in 2006 and growing at over 10% annually.

11. India's hospitality sector is expected to see an estimated investment of US$11.41 billion in the next two years, and around 40 international hotel brands making their presence in the country by 2011, according to a report by Ma Foi Management Consultants. Moreover, the sector is expected to provide over 400,000 jobs.

12. In India, the industry supports 48 million jobs, directly or indirectly or 8.27 per cent of total employment and accounts for 5.83 percent of the GDP, according to Department of Tourism estimates.

13. According to an HVS International report average employee to room ratio is 1:8 in Indian hotels across all markets and drops to 1:5 for three star categories of hotels. The report also states that the hotel sector would need a fresh workforce of at least 94,000 by 2015-16.

14. India currently has over 200,000 hotel rooms spread across hotel categories and guest-houses and is still facing a shortfall of over 100,000 rooms the country is witnessing an unprecedented growth in hotel constructions and will be adding almost 114,000 hotel guest rooms to its inventory over the next five years.

15. In the FHRAI's memorandum presented to the government recently, it is said that at least 1, 50,000 additional rooms are
required to meet the target of 5 million foreign tourist arrivals. This entails an investment to the tune of over Rs.15,000 crores. Currently there are 1,05,000 hotel rooms in the three to five-star category in India. The annual growth rate of hotel rooms in India is 6%. Nearly 11 per cent of the hotel demand in the country is from long stay guests.

16. To set up a 5-star deluxe hotel with 250-300 rooms will cost approximately Rs.300 crores, excluding the land cost. As per estimates by hospitality consultancy HVS International, around 150 hotel projects are in the works across the country, which are likely to add around 53,000 rooms over the next five years.

17. There are about 1,285 approved budget hotels across the country with about 51,000 rooms apart from guesthouses, dharamshalas and devasthans in the unapproved sector. The footprints of the IT and ITES in Tier 2 cities like Indore, Jaipur, Agra, et al, have played a role in driving the demand for budget hotels in these cities.

E. Scope for Further Research

Due to time and cost constraints this study covers only the hotel industry in Maharashtra, but for the post doctoral research it needs to cover all the industry where hotel industry exits. To the other researcher it will provide the wider scope to study hotel industry in India.
The researchers can go for comparative study also with Maharashtra state and other state; they can go for national and international level also and can study the hotel industry with some topics like A comparative study of problems hotel industry in metro cities and cites India, Impact of Hotel industry on the economic development of tourist places in India.