Appendices

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Questionnaire

I, Pooja Deshmukh, Pursuing Ph.D. studies from Dr. Babasaheb Ambedkar Marathwada University, Aurangabad entitled “A Study of Problems & Prospectus of five Star Hotels in Maharashtra State” the questionnaire is a part of research and I promise the information provided by the respondents will be used purely for academic purpose.

Name of Hotel : -

Year of establishment : -

Address : -

Name of Contacted Person : -

Qualification : -

Designation : -

General Questions:

1. Since how many years you are in this profession?

   a. One year
   b. Two years
   c. Three years
d. More than five years

2. From how many years you are with this hotel?

   a. One year
   b. Two years
   c. Three years
   d. More than five years

3. Which segment of customer are more in number-

   a. Foreign Tourists
   b. Family Holidays
   c. Businessman
   d. Company Guest

4. What is the percentage of occupancy in your hotel in peak season?

   a. 100 %
   b. 75 %
   c. 50 %
   d. Average

Indoor Services:

5. Which facilities differs you from other hotels?

   a. Services
   b. Food
   c. Accommodation
d. Location of Hotel

6. What Special variety of food do you have in your hotel?

   a. As per the guest order
   b. Continental
   c. Maharashtrian
   d. Chinese.

7. Are you arranging any indoor festivals for your guests?

   a. Yes
   b. No.
   c. On request
   d. Often

8. Do you offer any indoor game facilities to your guests?

   a. Yes,
   b. No,
   c. Depend upon package
   d. Not always.

9. Are you offering free gym facility to the guest?

   a. Yes
   b. No
   c. Only VIP guests
   d. Only regular guests
Outdoor Services:

10. Are you arranging the sightseeing?
   a. Yes
   b. No
   c. Only package guest
   d. According to the tariff

11. Is hotel providing the Pick-up and Drop Facilities?
   a. Yes
   b. No.
   c. Only groups
   d. Special Request

12. Rather than above facility additionally what do you provide to your guests i.e. beauty parlor, spa, doctor on call, Wi-Fi connectivity.
   a. Yes
   b. No.
   c. Some of above

13. Do you have string tie-up with any Travel agencies?
   a. Yes
   b. No
14. Are you facing any problem due to these tie ups?

   a. Yes
   b. No
   c. Sometime
   d. All the time.

15. Do you provide the outdoor catering services?

   a. Yes
   b. No
   c. Occasionally
   d. On request

**Business Performance**

16. How many complains do you receive every day?

   a. None
   b. Few
   c. Many
   d. Depend upon situation

17. From which department do you receive complain in more numbers?
18. Rather than above which are problems occurred in the day to day work?
   a. Staff related problems
   b. Union Problems
   c. Management regulations
   d. Customer retention

19. Is there any affect in the frequency of customer due to recession?
   a. Yes
   b. No
   c. Not Much

Customer Satisfaction

20. What are the general expectations of the customers?
   a. Good Food
   b. Cleanliness
   c. Better Services
   d. Cooperation
21. What do you think are you fulfilling the expectation of your customers?
   a. Yes
   b. No,
   c. To some extent

22. What is your criterion to measure the satisfaction of customers?
   a. Feedback Form
   b. Comment Book
   c. Personal Conversation
   d. Complain Book

23. What is a daily an average percentage of satisfaction of your guest?
   a. 100 %
   b. 75 %
   c. 50 %
   d. None

24. From which service area they feel most satisfied?
   a. Room service
   b. Front office
c. Restaurant
d. House keeping

**Marketing Strategy**

25. **Do you have any advertisement campaign near Airport vicinity?**

   a. Yes
   b. No

26. **What special efforts are you taking to attract the tourists?**

   a. Group discount
   b. Free Transportation
   c. Complementary B/F
   d. Sightseeing

27. **Would you like to implement some new strategies for better business?**

   a. Yes
   b. No

28. **What kind of promotional activity are you arranging?**

   a. Free coupons
b. Contests
c. Seasonal Events
d. Festival celebration

29. **Any special strategy for invention of your hotel?**

30. **What are your ideas to growth of hotel industry in coming days?**

**Other**

31. **Is there any compulsion to follow the rules of government?**

   a. Yes
   b. No
   c. Most of the times
   d. Some times

32. **Have you accepted the rules and regulation which are imposed by government?**

   a. Yes
   b. No
   c. Some of them
   d. Most of them

33. **Are you facing any difficulties from the changing Government Policies?**

   a. Yes
   b. No.
c. Some time

34. **What is the staff recruitment criterion of your hotel?**

   a. Hotel Management Graduates
   b. Experience
   c. Personal reference

35. **What is the staff selection process of your hotel?**

   a. Direct Interview
   b. Testing
   c. References
   d. Medicals
   e. Probation

36. **Do you have the employee as per the criteria?**

   a. Yes
   b. No
   c. Some of them

37. **Are employees getting the satisfactory Remuneration according to their Expectation?**

   a. Yes
   b. No

38. **What changes do you feel in tourist occupancy in your hotel after Mumbai Blast?**
a. Cancelling the booking
b. Minimizing the holidays
c. Afraid by India

39. **Does the attack on Mumbai Hotels recently, affect on your business? (If yes in what way?)**

a. Affected the occupancy level;
b. Revenue generation;
c. Tourists reduces the duration of stay;
d. Management is adopting Retrenchment policy
e. Reduction in wages.
f. Reduction in manpower.
g. Increases the Unemployment.

40. **What government should do to recover the faith of the tourists?**