ANNEXURE - 1

INTERVIEW SCHEDULE:

My name is SNOWBER; I am a Ph.D researcher at School of Tourism and Hospitality Services Management, Indira Gandhi National Open University, New Delhi. My area of study is District Srinagar of Kashmir and my study is focused on the Hospitality of Kashmir provided in the accommodation industry with special reference to Houseboats. I am presently researching some of the aspects of service quality being offered to the tourists staying in various accommodation types located across the length and breadth of district Srinagar.

First of all I would like to thank you for your willingness to be a part of my study. Further I would like to reassure you that the interview is being conducted for the academic purpose only and the information provided will be kept confidential.

Feel free to ask me anything that comes to your mind before we start!

PART 1: Service Providers

Can you recall any recent incident when you as the service provider were approached by the guests to give you any kind of feedback about your accommodation unit? After recalling a specific incident they were asked to answer some questions like:

- When the incident did took place?
- Was the feedback positive or otherwise?
- Can you elaborate on the things that were not much satisfactory?
- So you think such incidents take a toll on your business?
- What all measures do you take to tackle with such situations?
- What kind of services and facilities are demanded by the tourists now a day?
- Do these demands make it tough for you to survive in such competitive environments?
- What kind of strategies do you apply to ensure your sustained growth?
SAMPLE OF THE INTERVIEWS

INTERVIEW 1

Age: 39 Years

Gender: Female

Place of Residence: Srinagar

Accommodation Provided: Hotel

Can you think of any recent incident when you as a service provider were approached by the guests staying in your hotel to give you any kind of feedback?

_Hmmmm yes....._

When the incident did take place?

_It was on 22^nd_ August 2016

Was the feedback positive or otherwise?

_Mostly satisfactory except a few things!_

OK, can you elaborate on the things that were not much satisfactory?

_Yes! It was actually due to some uncontrolled factors like clashes between security personnel and stone palters after some terrorists were killed in the month of July. They were feeling insecure, which was quite normal on their part you see! But then they were provided all the required help to ensure their safe return._

So you think such incidents take a toll on your business?

_Certainly! It has a considerable share of influence on every segment of tourism in particular._

Alright! What all measures do you take to tackle with such situations?

_See, it is something that cannot be corrected by people like you and me, but definitely having some kind of preparedness in this regard can help to mitigate the negative influence of such problems on our guests as well as our business._
What kind of services and facilities are demanded by the tourists now a day?

As far as my experience is concerned, I can sense the change that has taken place in the taste of tourists if I take last ten years into consideration. The services and products that were asked for earlier are not relevant to the modern tourist.

Fine, can you please elaborate it further?

You see, today a tourist seeks kind of experiences that cannot be delivered unless and until we have people specialised to cater to each and every segment of the experience demanded! They are very much conscious about environment, they want to understand Kashmiri culture and equally they want maximum value for their money.

Do these demands make it tough for you to survive in such competitive environments?

Indeed! It is not easy to gain and maintain a loyal customer base in such tough competitive markets. We need to have proper strategies to ensure sustained growth of our business.

Alright! What kind of strategies you are talking about? Can you please further elaborate it?

Well, we must understand the taste of our guests and must provide services accordingly and to do so we need to have such kind of motivated staff who can make it possible practically. We have to maintain the balance and give equal consideration to both supply and demand.

What should be the motive of hoteliers as per your opinion?

See, this is a very tricky question, but what I believe personally is that we should understand the nature of modern tourism phenomenon and focus not only on meeting the expectations of our guests rather try to exceed their expectation to earn their loyalty. That is what I personally believe and practice within my business unit.
ANNEXURE - 2

INTERVIEW SCHEDULE

My name is SNOWBER; I am a Ph.D researcher at School of Tourism and Hospitality Services Management, Indira Gandhi National Open University, New Delhi. My area of study is District Srinagar of Kashmir and my study is focused on the Hospitality of Kashmir provided in the accommodation industry with special reference to Houseboats. I am presently researching some of the aspects of service quality that are being considered essential by the tourists staying in various accommodation types located across the length and breadth of district Srinagar.

First of all I would like to thank you for your willingness to be a part of my study. Further I would like to reassure you that the interview is being conducted for the academic purpose only and the information provided will be kept confidential.

Feel free to ask me anything that comes to your mind before we start!

PART 2: Tourists staying at various Accommodation Units

Think of any incident that provided you any memorable experience during your stay in the accommodation unit. After recalling a specific incident, the guests were asked to answer certain questions like:

- When the incident took place?
- Was it a kind of good experience or otherwise? The first one that comes to your mind!
- Can you mention some good experience that you had during your stay in accommodation unit?
- To what extent were you disturbed because of the unrest that was going on in the valley?
- Did the accommodation providers handle you well during such problems?
- Has it been a satisfactory interaction?
- Did they interact with you enough?
• Did you stay in any other accommodation type during your entire trip to Kashmir?
• If yes, did you find any striking difference between the accommodation types?
• Would you like to revisit the place and stay in the same accommodation type?

SAMPLE INTERVIEW 2

Age: 31 Years

Gender: Male

Place of Residence: U.S

Accommodation Used: Houseboat

Can you recount any recent incident that provided you any memorable experience during your stay in the Houseboat/ hotel or any other accommodation type?

Yes with a houseboat!

When the incident took place?

20th March 2016

Was it a kind of good experience or otherwise? The first one that comes to your mind!

Yaa! I am trying to recall my good and bad experiences with the houseboat I was staying in 5 days back, I can’t think of many negative or what you call bad experiences; I am certainly thinking of some good ones!

Alright, Can you mention some good experience that you had during your stay in accommodation unit?

Yes… I was told by my father about the houseboat stay in Kashmir many times and every time I used to imagine “me staying in one”. So you can relate to the kind of excitement! It is not as the hotels are but they provided me with some unique kind of hospitality…..!

Houseboats are way more beautiful than my imagination.

To what extent were you disturbed because of the unrest that has become synonymous with the valley?

See, I have always heard about it, but honestly I was not much influenced with any such thing during my stay as the accommodation providers were quite sensitive and proactive in this regard…..!
Alright, so it has been a satisfactory interaction?

Absolutely!!

What all specific features could you recount while saying that it has been a satisfactory interaction?

Well.... It was the kind of approach; you see everything was taken care of personally. At the same time the architecture was amazing, the surroundings were just mesmerising, it wasn’t expensive at all. The staff was well trained is what I could relate to.

Did they interact with you enough?

Yes! And I think it was probably because the manager who was taking care of almost everything was the son of houseboat owner. It seems that taking care of guest personally is their business philosophy as the family emphasis was very much visible there.

Did you stay in any other accommodation type during your entire trip to Kashmir?

Yes! I am currently staying in a Hotel.

If yes, did you find any striking difference between the accommodation types?

Certainly! There are many....... But both are good for staying.

Would you like to revisit the place and stay in the same accommodation type?

Yes! Next time I will come along with my family and will definitely recommend my friends and colleagues too! And certainly I will stay in the same houseboat again at least for 2 Nights!

Would you like to give some suggestions to your friends or colleagues before they decide on the type of accommodation to stay in?

Well it is very sensitive question but still I would definitely like to give them some suggestions! Mmmmmmm ......yes in positive way only!
ANNEXURE -3
LOCAL HOSPITALITY: AN ANALYTICAL STUDY OF ACCOMMODATION SECTOR IN KASHMIR VALLEY WITH SPECIAL REFERENCE TO THE HOUSEBOAT BUSINESS
A DOCTORAL RESEARCH PROJECT
At
School of Tourism and Hospitality Services Management,
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
NEW DELHI

Research Scholar: Snowber
School of Tourism and Hospitality and services Management,
Indira Gandhi National Open University
E-mail: sayedsanober@gmail.com

Supervision: Prof Kapil Kumar
Director IGCFS,
Chairperson History
SOSS, Indira Gandhi National Open University
Maidan Garhi, New Delhi
&
Dr. Riyaz Qureshi
Asst. Prof. & Programme Coordinator,
MTTM, Deptt. of Management Studies
University of Kashmir

To be filled by Service providers

Note: Dear respondent, this information is being collected for the purpose of research, the analysis of which will be published as a thesis. All personal information shall strictly be kept confidential. I will be grateful if you kindly fill it for me

Day & Date …………………………………………………………………………………………………..
Name of the Accommodation Unit…………………………………………………………………………...
Location of the Accommodation Unit…………………………………………………………………………
Year of establishment…………………………………………………………………………………………..

Kindly give your assessment by (✓) in the appropriate box below statement.
GENERAL INFORMATION ABOUT THE ACCOMMODATION UNIT

1. The Accommodation unit is used mainly for:
   - Individual tourist
   - Group tourist
   - Conferences
   - Corporate events
   - Other

2. How do you take the bookings
   - Through Tour Operators
   - Via Travel Agents
   - Accommodation service websites
   - Direct Selling
   - All of the above

3. Specify the type of ownership of your accommodation unit
   - Government entity
   - Franchised
   - Privately owned and operated
   - Leased
   - Managed

4. What is the room strength of your accommodation Units?
   - 150 to 200 rooms
   - 100 to 150 rooms
   - 50 to 100 rooms
   - 20 to 50 rooms
   - Less than 20 rooms

HRM PRACTICES

5. Does your accommodation unit have a recruitment plan?
   - Yes
   - No
   - Can’t say

6. Do you recruit professionally trained people in your accommodation unit?
   - Yes
   - No

7. If yes, trained where?
   - NCHMCT Post Graduates
8. What kind of external recruitment sources do you use?
   □ Advertising on newspaper
   □ Internet
   □ Direct recruiting
   □ Employment agencies

9. Which external recruitment source do you think is the most favorable?
   (Please select only one)
   □ Advertising on newspaper
   □ Internet
   □ Direct recruiting
   □ Employment agencies

10. Do you evaluate the effectiveness of recruitment?
    □ Yes
    □ No

11. How do you select the people in your accommodation unit?
    □ Interviews
    □ Psychological testing
    □ Reference checking
    □ Combination of all the three
    □ Others……………………..

12. Do you hire:
    □ Seasonal employees
    □ Permanent employees
    □ Both

13. Do you offer orientation programme for your new employees?
    □ Yes
    □ No

14. Who conducts the orientation programme?
    □ Human resources department
    □ Department manager
    □ Immediate supervisor
    □ Employees
15. Do you have a training plan for your accommodation unit which includes training needs, goals, and objectives?
   □ Yes
   □ No

16. How do you train your staff within your accommodation unit?
   □ On the job
   □ Off the job
   □ Both

17. Do you believe in giving incentives to your employees?
   □ Yes
   □ No

18. How do you motivate your employees?
   □ By giving awards on achieving goals and performance targets
   □ By using Guest Cards
   □ By offering Capacity Bonuses
   □ By rewarding with Gifts
   □ By Involving Staff

**CUSTOMER CARE**

19. Do you think training is essential for better customer care?
   □ Yes
   □ No
   □ Can’t say

20. Tick the areas which you consider essential for the success of your business through better customer care:
   □ Trained manpower
   □ Behaviour towards customers
   □ Efficiency in service
   □ Responsiveness in attending to complaints
   □ price

21. Do you generally provide service and quality which you advertise in your accommodation unit?
   □ Yes
   □ No
   □ Can’t say

22. Is your accommodation unit catering to:
   □ High spenders
23. Do you take Feedback from the guests?
   - Yes
   - No
   - Can’t say

24. Do you give importance to their feedback and make the changes?
   - Yes
   - No
   - Can’t say

25. What all measures do you take to ensure safety and security of your guests?
   *(Please select from the list)*
   - Video surveillance outside the rooms
   - Photo ID verification at check-in
   - First-aid kits in each room
   - Metal detectors
   - Armed guard
   - Other………………………………

26. Do you personally attend to the complaints of your Guests?
   - Yes
   - No
   - Can’t say

27. Do you keep a watch on how your employees serve and behave with the guests?
   - Yes
   - No
   - Can’t say

28. Do you want your customers to get satisfied?
   - Yes
   - No
   - Can’t say

**SUSTAINABLE PRACTICES**

**ENVIRONMENTAL ASPECT**

29. Do you think that the protection of natural environment is important for the development and survival of accommodation sector?
   - Yes
30. To what extent does the accommodation sector influence the natural environment?
   - To a great extent
   - To smaller extent
   - Does not influence at all

31. Do you consider environmental issues in your accommodation unit?
   - Yes
   - No
   - Can’t say

32. Do you practice any such activities within your accommodation unit that can mitigate the negative influence of accommodation units?
   - Yes
   - No
   - Can’t say

33. If yes, mark the given field of activities
   - Environmental policy
   - Energy conservation
   - Water conservation
   - Reduction and recycling of waste
   - Eco friendly cooking methods
   - Others…………………………..

SOCIO-CULTURAL ASPECT

34. Do you feel any responsibility in fulfilling socio-cultural obligations within your accommodation unit?
   - Yes
   - No
   - Can’t say

35. Do you give any consideration to the revival of local architectural traditions while constructing or renovating your accommodation Unit?
   - Yes
   - No
   - Can’t say

36. Do you showcase cultural richness of Kashmir in your accommodation unit
   - Yes
   - No
   - Can’t say
37. If yes, please mark from the given list
   - Themed rooms reflecting traditional architectural styles
   - Theme based public areas decorated with local arts and crafts
   - Theme based restaurants providing unique hospitality and cuisine to the guests
   - Others………………………

38. What kind of hospitality attitudes and services do you provide in your accommodation unit?
   - Traditional and unique Kashmiri hospitality
   - Adopting and applying modern hospitality concepts
   - Combination of both

39. Do you give a souvenir of your place to your guests?
   - Yes
   - No
   - Can’t say

**ECONOMIC ASPECTS**

40. Do you think economic sustainability is equally important as environmental and socio-cultural sustainability for the success of any business entity?
   - Yes
   - No
   - Can’t say

41. Do you consider significance of economic sustainability within your accommodation unit?
   - Yes
   - No
   - Can’t say

42. If yes, specify your considerations from the given list:
   - The financial performance of your accommodation unit
   - Management of intangible assets
   - Management of tangible assets
   - Influence on the wider economy
   - Others……………..

43. Specify from the given list, the strategies ensuring the economic sustainability within your accommodation unit:
   - Revenue management
   - Profit maximization
   - Cost competences
   - Use of alternative energies at the property level
Employee satisfaction
Customer loyalty
Others

44. Would you like to provide Value Addition to your services and Facilities?

☐ Yes
☐ No
☐ Can’t say

45. Which of the following is your business Motive?

(Please select from the list)

☐ You have guests only for one time, so make money as much as you can
☐ You would like to have a long standing relationship with the guests for repeat visit
☐ You would like that the guest promotes your accommodation among relatives and friends
☐ I just do my business
☐ None of the above

CRISIS MANAGEMENT

46. Do you have crisis preparedness within your accommodation unit?

☐ Yes
☐ No
☐ Can’t say

47. Do you provide fire safety to your guests

☐ Yes
☐ No
☐ Can’t say

48. Are you providing Ambulance, Fire service and police helpline numbers to your guests in the rooms?

☐ Yes
☐ No
☐ Can’t say

49. Can your accommodation doctor on call for the Guests?

☐ Yes
☐ No
☐ Can’t say

50. If yes, specify the time undertaken to provide the service

☐ Immediately after the call
☐ Usually take some time to respond
51. What is the impact of Strikes and Bhands on your business?
   - Negative
   - Positive
   - No impact at all

52. How do you handle the trauma of the guests/tourists staying in your unit in case of bhands or any security concerns?
   - Personal assurances
   - It is not your concern
   - Ask tourists to contact the authorities
   - Make efforts with authorities to ensure safety and security of guests

Would you like the researcher to be in touch with you for gaining more information about your experiences in the near future, if yes, please write your

Email ........................................... or Contact No. ........................................................

Any other comments

................................................................................................................................
................................................................................................................................
................................................................................................................................

Thanks
Snowber
Ph.D. Research Scholar
ANNEXURE -4
LOCAL HOSPITALITY: AN ANALYTICAL STUDY OF ACCOMMODATION SECTOR IN KASHMIR VALLEY WITH SPECIAL REFERENCE TO THE HOUSEBOAT BUSINESS
A DOCTORAL RESEARCH PROJECT

At
School of Tourism and Hospitality Services Management,
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
NEW DELHI

To be filled by Tourists

Note: Dear tourist/visitor to the site, this information is being collected for the purpose of research, the analysis of which will be published as thesis. All personal information shall strictly be kept confidential. I will be grateful if you kindly fill it for me.

Date …………………City/ Destination ………………………………………………………………………………………………………

Name (optional)……………………………………………………………………………………………………………………………………

Gender (✓):  □ Female    □ Male  
Marital Status (✓):  □ Married    □ Unmarried  
Age Group (✓):  □ 18 to 25    □ 26 to 35    □ 36 to 50    □ above 50  
Occupation (✓):  □ Business    □ Service    □ Others  
Visits (✓):  □ First    □ Second    □ Third    □ More than Three visits  
Education (✓):  □ Secondary    □ SSC    □ Graduation    □ P.G and Above
The Ratings are as follows:-

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poor</td>
<td>Average</td>
<td>Can’t say</td>
<td>Good</td>
<td>Excellent</td>
</tr>
</tbody>
</table>

1. Specify the accommodation type you are staying in
   - [ ] Hotel
   - [ ] Houseboat
   - [ ] Guest house
   - [ ] Paying guest accommodation
   - [ ] Hut

2. Has the accommodation been originally in your travel plan? [ ] Or included afterwards? [ ]

3. Source of information for Accommodation unit has been
   - [ ] Literature
   - [ ] Website
   - [ ] Verbal promotion
   - [ ] Travel trade organisation
   - [ ] Others

4. When did you make your accommodation reservation?
   - [ ] In advance
   - [ ] On Arrival

5. Why did you decide to stay in this accommodation type?
   - [ ] Location
   - [ ] Image
   - [ ] Personalised attention
   - [ ] Cheaper
   - [ ] Adventure
   - [ ] Uniqueness

Was the only accommodation unit available
To have a feel of Traditional Kashmiri Hospitality

The courtesy and friendliness of the staff.

To have a feel of staying on water

Exposure to authentic Kashmiri culture

6. Did you compare the accommodation type with other accommodation units before taking the Decision?
   □ Yes  □ No

7. If yes in terms of □ Price  □ Facilities

8. Was there any reflection of Kashmiri culture and traditions in the accommodation unit you were staying in?
   □ Yes  □ No

9. If yes, how would you rate authenticity of the cultural and traditional practices prevalent in the accommodation unit?
   Poor 1. □ 2. □ 3. □ 4. □ 5. □ Excellent

10. Do these Accommodation units have any theme based rooms showcasing the traditional Kashmiri culture?
   □ Yes  □ No

11. Please rate the accommodation type in which you stayed for the following services.
    Poor 1. □ 2. □ 3. □ 4. □ 5. □ Excellent
    Communication centre............
    Room amenities.................
    Heating/Cooling.................
    Safety and Security.............
    Food and beverage.............
    Hygiene and sanitation.........
    Recreation centre............... 
    Physical appearance of the accommodation unit............
    View of the surrounding areas of the accommodation unit............
    Welcoming atmosphere in the accommodation unit............

12. Was it the Family serving you or hired labour?
13. How would you rate the behaviour of the staff?
Poor 1. 2. 3. 4. 5. Excellent
Etiquettes
Response to the service
Gesture
Problem solving attitude

14. What type of food you opted for?
☐ Kashmiri ☐ Western ☐ Chinese ☐ Other

15. Food quality was
Poor 1. 2. 3. 4. 5. Excellent
Taste and flavour
Menu variety
Fresh
Knowledgeable server
Temperature of food

16. The billing process was
Accurate ☐ Yes ☐ No
Timely ☐ Yes ☐ No
Understandable ☐ Yes ☐ No

17. Was the stay worth the money you paid?
☐ Yes ☐ No

18. How do you rate the value for money for staying in the accommodation unit?
Poor 1. 2. 3. 4. 5. Excellent

19. Prices are competitive ☐ Yes ☐ No

20. How do you rate the accommodation unit you stayed, in overall terms?
Poor 1. 2. 3. 4. 5. Excellent

21. Throughout your entire stay did you encounter any problem?
22. How would you rate the timely response to the solution of problem?

Poor 1. □ 2. □ 3. □ 4. □ 5. □ Excellent

23. Based on your preference which accommodation unit would be your first choice of stay for a repeat visit? (Please tick only one box)

Hotel □ Houseboat □ Guest house □ Tourist hut □

24. Will you recommend this accommodation type stay to others?

□ Yes □ No

25. Would you like to give any suggestions to the friends to whom you recommend this accommodation type to stay?

□ Yes □ No

26. Did you also stay in any other accommodation unit during your visit to Kashmir?

□ Yes □ No

27. Do you think the accommodation providers are environmentally aware/ cautious?

□ Yes □ No □ Can’t say

28. Do they train their staff for environment Consciousness?

□ Yes □ No □ can’t say

29. Does the staff practice that?

□ Yes □ No □ Can’t say

30. Do these accommodation types have any environmental Code of Conduct for their guests?

□ Yes □ No □ Can’t say

31. Are you aware of any Environmental Code of Conduct/ Law made by the State Government for the Tourists who stay in these accommodation units?

□ Yes □ No □ Can’t say

32. If No would you like to recommend that? □ Yes □ No □ can’t Say

33. Would you like their owners/ mangers and staff to respect Environmental laws?

□ Yes □ No □ Can’t say

34. During your stay did you point out to them anything related to Environmental Conservation?

□ Yes □ No □ Can’t say
1. Would you like the researcher to be in touch with you for gaining more information about your experiences in the near future, if yes, please write your Email………………………………………………………. or Contact No. ……………

2. Any other comments

........................................................................................................................................
........................................................................................................................................
........................................................................................................................................
........................................................................................................................................

Thanks
Snowber
Research Scholar