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Perception and Problems Faced by Visitors of Three Star Hotels in Coimbatore City

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Abstract

Tourism industry has become one of the most profitable industries in the India, three-star hotels business a major source of income of the country has highly competitive and there are also some problems that affect the hotel and guests. Customers satisfaction has been identified as a key performance indicator in hotel industry. Despite the great number of tourists that attracted each year, there are only limited number of studies that have looked at customers perception and problems. This study, hence, is an attempt to fill a part of this gap and this study forecasts perception and problem faced by visitors in three-star hotels in Coimbatore city. Perception means the ability to notice or understand something. The objective of this case study is to study the socio-economic background of the respondents. The data were collected using a questionnaire containing 27 questions and data were analyzed using simple percentage, weighted average, chi-square and ranking analysis. Findings revealed that hotel had not fulfilled the customers towards 'quality of goods in hotel, and also the government should incentivize hotel accreditation so that more hotels enroll for accreditation to standardize their services'. The current study is one of the studies that canonize customers satisfaction of three-star hotels in Coimbatore city based on the data collected.

1. Introduction and Design of the Study

1.1 Introduction

Ancient India upheld the dectium "Athithi Devo Bhava", which indicates that the ancient sages advocated the guest as par to the god. Hotel is considered to be the most essential factor and infact the basic element of tourism infrastructure. It provides the basic services and facilities for the travellers. The growth of 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 '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. Hotel is generally considered to be a trade or an industry. It is one of the seventh largest industries in the world. It directly increases the revenue to the tourist industry and it is also a cause for the global employment generation. The hotel industry ranks as one of the major foreign exchange earners. Hotel industry contributes 50% to the total business for the foreign exchange earnings. The success of the tourism industry depends upon a great extent on the availability of accommodation facilities (ie) hotel and are the most vital and essential component of tourist industry. So, they can be called the key star in the arc of global tourism. It brings people from all parts of the world and from all walks of life into a common vertex.

1.2 Statement of the Problem

Existing hotels need to invest for maintenance, refurbishing and maintaining their brand standards and the main business is from room occupancy and many of the overseas business visitors book rooms through their local partners, these partners look at more benefits at a relatively lower price. Hence, the location of the hotel property is an important factor to attract more visitors. Hotels should jointly look at promoting the development of facilities such as sports complex and attracting more events to the city that will bring in more visitors.

1.3 Objectives of the Study

- To study the socio-economic background of the respondents.

- To find the perception of the visitors towards the three-star hotels.
- To assess the problems faced by the visitors in the three-star hotels.

1.4 Research Methodology
Methodology in research is defined as the systematic method to resolve a research problem through data gathering using various techniques, providing an interpretation of data gathered and drawing conclusions about the research data.

Research methodology is defined as a systematic way to solve a research problem by collecting data using various techniques, providing an interpretation of the collected data, and drawing conclusions about the research data. A research method is fundamentally the blueprint of the research or study.

1.5. Limitations of the Study
- The study would cover only 145 samples.
- The research area is confirmed to Coimbatore city alone.
- The duration for the study is too short to make an in-depth study in the perception and problems faced by the visitors in the three-star hotels.

1.6 Chapter Scheme
Chapter I This chapter deals with introduction, Statement of the problems, objectives of the study, Scope of the study, Methodology of the study, limitations of the study and chapter scheme.

Chapter II This chapter deals with the Review of Literature which consists of Information collected through reports, journals, websites and its references.

Chapter III This chapter contains the overview of the theoretical framework of the study.

Chapter IV This chapter deals with the Analysis and Interpretation of the data collected. Analysis was done with the help of Simple percentage analysis, ranking analysis and Chi-square test.

Chapter V This chapter deals with the findings of the study, suggestions and conclusion of the study.

2. Review of Literature
Thakur S.K. (2014) [1] This Industry needs star-performer. Nothing good is possible, when we continue with a pool of non-performer and nothing is impossible when we peak a team of star- performer. Presently we find tourism industry of India is facing image problem. Increasing the number of star performers need top priority in this sector. The apex institutions in India have stopped to offer specialization in Tourism Education courses. This has resulted complete negative effect over the fate and future of tourism education and supply of right kind of people. Therefore, immediate attention of educational institutes, public and government is required in this regard to capitalize this Industry.

Popat K. (2013) [2] Work in the area of Hotel Management involves ensuring that all operations, including accommodation, food and drink and other hotel services run smoothly. It includes instructions in hospitality administration, hotel or motel management, restaurant and food services management, facilities planning, leisure studies, recreation administration, marketing, recreation equipment and grounds operations and maintenance, business finance, insurance and taxation, event management

and guest services, personnel management, travel and logistics management, safety and health services, professional standards and ethics, and applications to specific vacation types and locations.

Singh S., *et al*. (2012) [3] Guest will choose where to stay and what to do on basis of the recommendations of their personal social network. Guest has reason not to trust all the hype and marketing when they have perfectly good friends and likeminded acquaintances that have been to a good hotel and done activities they would like to do. Not only are the distribution and commission margins costs are a lot lower, but the quality of referrals is a lot more credible and brings in exactly the kind of guest's hotel is looking for.

3. Analysis and Interpretations
Introduction
In this chapter the analysis and interpretation of the study on Perception and problems faced by three-star hotel based on the information supplied by a sample of 145 respondents selected from Coimbatore city.

This chapter contains four different analysis namely.
- Simple percentage analysis.
- Chi-Square analysis.
- Ranks analysis.
- Weighted analysis.

3.1 Simple Percentage Analysis
Simple percentage analysis is one of the basic statistical tools which is widely used in the analysis and interpretation of primary data. It deals with the number of respondents response to a particular question in percentage arrived from the total population selected for the study.

Table 1: Sex of the Respondents

S. No	Sex	No. of Respondents	Percentage
1	Male	86	59.31%
2	Female	59	40.68%
	Total	145	100%

Source: Primary data

Interpertation
It is evident from Table 1 that a significant part of the respondents 59.31 per cent were 'Male'. And 40.68 per cent were 'Female'.

Inference
Majority 59.31% of the respondents were 'Male'.

Table 2: Problems Faced by Visitors in House Keeping

S. No	Problems Faced	No. of Respondents	Percentage
1	Low quality goods	54	37.24%
2	Broken lights	37	25.51%
3	Damp patchs	21	14.48%
4	Dusts	33	22.75%
	Total	145	100%

Source: Primary data

Interpretation
The above table depicts that 21.37 per cent of the respondents spend 'below ₹2000' during their visit'. About 48.96 per cent spend '₹2000-₹5000' during their visit. And 20 per cent of respondents spend '₹5000-₹10000' during their visit. And 9.6 per cent spends 'Above ₹10000' during the visit.

Inference

Majority 48.96% of the respondents spends '₹2000-₹5000'.

3.2 Chi Square Analysis

A statistical test used to determine the probability of obtaining the observed by chance, under a specific hypothesis. It is used to test if the standard deviation of a population is equal to the specific value. Chi-square is a statistical significance test based on frequency of occurrence, it is applicable both to qualitative and quantitative variables. Among its many uses, the most common are tests of hypothesized probabilities or probability distributions, statistical dependence or independence and common population. A Chi-square test is any statistical hypothesis test in which the test statistic has a Chi-square distribution if the null hypothesis is true.

Table 3: Relationship between Monthly Income of the Respondents and Amount Spend for Hotel

Monthly Income	Amount Spend				Total
	Below ₹2000	₹2000-₹5000	₹5000-₹10000	Above ₹10000	
Less than ₹20000	5	0	5	3	13
₹20000-₹40000	5	21	10	1	37
₹40000-₹60000	0	7	26	5	38
Above ₹60000	4	3	30	20	57
Total	14	31	71	29	145

To find out the association between monthly income and amount spend for hotel, chi square test is used and result is given below.

Hypothesis

H0: There is no significant between the monthly income and amount spend for hotel.
H1: There is a significant relationship between the monthly income and amount spend for hotel.

Table 4: Chi-Square Test

Factor	Calculation Value	Df	Table Value	Remarks
Monthly Income	67.34	9	16.91	Rejected

Interpretation

It is clear from the that table shows that, the calculated value of chi square at 0.05% level is more than the table value. Hence the hypothesis is rejected stating that there is a significant relationship between the monthly income of the respondents and amount spend by them for a hotel.

3.3 Ranking Analysis

Ranking the observation according the size and the basis of the calculation on the rank rather than the original observation in the research rank is used to determine the exporters in term of the number of respondents. The average is used to find the factors that have the highest priority. The highest priority is ranked as first followed by second, third and so on.

Table 5: Visitors Level of Acceptance towards Assurance

Factors	1(5)	2(4)	3(3)	4(2)	5(1)	Total	Rank
Behaviour of hotel staff gives sense of trust.	57 285	64 256	14 42	6 12	4 4	145 599	I
Staffs of the hotels are knowledgeable and	19 95	90 360	23 69	8 16	5 5	145 545	II
provide information.							
The facilities of the hotel are conveniently located.	30 150	65 260	33 99	10 20	7 7	145 536	III
Professionalism of the employees in the hotel is high order.	21 105	68 272	36 108	13 26	7 7	145 518	V
Employee treat me with due respect.	34 170	61 244	26 78	13 26	11 11	145 529	IV

Interpretation

From the ranking, it is found that behavior of hotel staff gives sense of trust (Rank 1), which comes next followed by 'Staffs of the hotels are knowledgeable and provide information' (Rank 2), 'The facilities of the hotels are conveniently located' (Rank 3), 'Employee treat me with due respect' (Rank 4), 'Professionalism of the employees in the hotel is high order' (Rank 5).

Inference

Majority of the respondent's behaviour towards "hotel staff gives sense of trust" has the major factor in ranking (rank1).

3.4 Weighted Average

Under this method, the respondents are asked to rank their choices. This method involves ranking of the factors given. To secure a ranking of all the factors involved, the researchers total the weights which are given to each factor. The highest weighted score is ranking first and correspondingly the other ranks are assigned.

Table 6: Factors Influencing the Visitors to Prefer the Three Star Hotel

Factors	HS	S	N	DS	HDS	Total	Mean
Reputation of Hotel	56 280	76 304	9 27	1 2	3 1	145 614	**4.23**
Excellent Guest Service	24 120	100 400	13 39	4 16	4 4	145 579	**3.99**
Range of Services	26 130	85 340	24 72	8 16	2 2	145 560	**3.86**
Friendilines of Hotel Staff	24 120	85 340	17 51	18 36	1 1	145 548	**3.77**
Reasonable Service Charge	34 170	72 288	18 54	12 24	9 9	145 545	**3.75**
Tight Security	33 165	81 24	16 48	13 26	2 2	145 265	**1.827**

Interpretation

The above table depicts the factors influencing the respondents to prefer for a three-star hotel 'Reputation of hotel' (mean score: 4.23), 'Excellent guest services' (mean score: 3.99), 'Range of services' (mean score: 3.86), 'Friendliness of hotel staff' (mean score: 3.77), 'Reasonable services change' (mean score: 3.75) and 'Tight security' (mean score: 1.827).

Inference

Most of the respondents were influenced by the 'Reputation of hotel' while preferring for a three-star hotel (mean score: 4.23).

4. Findings, Suggestion and Conclusion
4.1 Findings of the Study
4.1.1 Simple Percentage

- Majority 59.31% of the respondents were 'Male'.

- Majority 37.24% of the respondents faces the problem of 'Low quality goods'.

4.1.2 Chi-Square Analysis
Chi-square result shows that there is a significant relationship between the monthly income and amount spend by the respondents for hotel.

4.1.3 Ranking Analysis
Majority of the respondent's behaviour towards 'Hotel staff gives sense of trust' has the major factor in ranking (Rank 1).

4.1.4 Weighted Average
Most of the respondents were influenced by the 'reputation of hotel' while preferring for a three-star hotel (mean score: 4.23).

4.2 Suggestion and Recommendations
- Visiting of three-star hotel should be promoted among the elderly people too.
- Quality of goods should be increased.
- The government should incentivize hotel accreditation so that more hotels enroll for accreditation to standardize their services.

4.3 Conclusion
Hotel is considered to be the most essential factor and infact the basic element of tourism infrastructure. It provides the basic services and facilities for the travellers. The growth of the Indian tourism industry has fuelled the growth of Indian hotel industry. The hotel industry ranks as one of the major foreign exchange earners. Hotel industry contributes 50% to the total business for the foreign exchange earnings. The success of the tourism industry depends upon a great extent on the availability of accommodation facilities (ie) hotel and are the most vital and essential component of tourist industry. Hence the present study aimed to study the perception and problems faced by visitors of three-star hotel in Coimbatore city. The study revealed that most of the respondents preferred 'Double' type of rooms, 'Downtown' location, most of the respondents faces problems of 'Low quality goods'.

5. References
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