

## RESEARCH PAPER

# Services provided to business class guests in the hotels of Nagpur city

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## ABSTRACT

New business opportunities have proved as the motivation to tourism in Nagpur. With the new companies with their big new projects the city hotels, there is an increase in the number of business guests visiting the city. These business guests cover nearly 50 per cent occupancy of the city hotels. The business travelers are always pampered by the three major components of service industry *i.e.* the tourism industry, the hotel industry and the airline industry. These prestigious guests have been provided with the various services like flat beds on board, Wi-Fi, Tele check-in etc. The researcher, through this research has tried to find out the various services provided to the business class guests by the hotels of Nagpur city and whether these services are fulfilling the requirements of these guests. For collecting the data for the study of this research, the researcher used questionnaire cum interview method as the primary source of data and visited various website of the hotels and books and vouchers as the secondary source of data. Conference facility, internet surfing, Wi-Fi connectivity, printing/copying/scanning, LCD/OHP, video conferencing, safe deposit lockers, wake-up call facility, left luggage facility, air bookings, rail bookings, rental cars for local use, express laundry, swimming pool, courier service, gym/health club etc are the facilities provided by the hotels of Nagpur city which are used by the business guests. From the study it was concluded that business class guests are the dominating segment of hotel industry in Nagpur. On the whole, the business class guests' needs are being fulfilled by the services provided to them by the hotel.

**Key Words :** Service, Business class guests, Tourism

**View point paper :** Huddar, Shivani, Patil, Jyotsna and Borkar, Sunita (2012). Services provided to business class guests in the hotels of Nagpur city. *Asian Sci.*, 7(1): 64-66.

Tourism has been major phenomenon of the societies all along (Gill, 1999). The motivations for tourism also include social, religious and business interests. Thus it can be said that traveling for business purpose is now considered as tourism activity. A study conducted by FHRAI states that 57 per cent of all the guests in Indian hotel industry comprises of business guests.

Nagpur is the second capital of Maharashtra and one of the most upcoming cities of the state. The city is soon to emerge as country's cargo hub and centre of SEZ (Special Economic Zone). Thus it can be said that city is likely to attract more and more business class guests.

Nagpur has been the centre of commerce in the Vidarbha

region since early days and currently is a large trading centre for a number commodities and services. At the western border of the city lies the Hingna industrial area, which is made up of around 900 small and medium industrial units.

Nagpur is also the most favoured information technology (IT) destination in Maharashtra after Mumbai and Pune due to factors favourable to the IT industry like city's location, good infrastructure and the availability of a large and relatively cheap pool of skilled labour from local and regional educational institutions.

More than 50 per cent of occupancy of majority of hotels in the city reportedly comes from the business travel segment. Business travelers, for travel industry are the most valuable

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