

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

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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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clients. Today, business travelers are being pampered by airlines as well as the hotels. From flat beds in business class in airlines to Wi-Fi in hotels, from customized meals on board and tele check-ins to eight-hour late checkout facilities at hotels, the travel industry has gone all out to please its prestigious customer.

The researcher has taken this project in order to analyze if the present services by various hotels of the Nagpur city are fulfilling the business class guest's requirements and their expectations from the hotels in the near future.

Objectives:

- To study the services provided to the business class guests in the hotels of Nagpur city.
- To study the significance of business class guest in the hotel industry.
- To survey the present services provided by the hotel to the business class guests.
- To analyze if the services are fulfilling the needs of present business class guests.
- To study the requirements of business class guests with regards to the upcoming projects of the city.

Limitations :

- The study was limited to:
 - Specified services provided to business class guests only
 - Hotels providing three star facilities in Nagpur city
 - Nagpur city only.

In context to the present study some references have been taken from previous studies namely on the topics "Study of changing trends in business centers in five star hotels in Mumbai", "Study of cashier section and current practices in five star, four star and three star hotels of Mumbai and Nagpur" and "Use of internet in tourism".

In the report "Study of changing trends in business centers in five star hotels in Mumbai", it was concludes that guests are expecting new and more hi-tech facilities from the hotels. Business centers are being made available for guests 24/7. This helps guest to be available for their business any time during day or night.

In the report "Study of cashier section and current practices in five star, four star and three star hotels of Mumbai and Nagpur" the researcher said that the use of computers has drastically changed the cashiering procedures. Earlier what was done manually and use to take long hours can now be done in minutes (Pandey, 2006 and Muley, 2007).

In the study "Use of internet in tourism" it was concluded that the internet is a worldwide network of computers that allow to send receive information practically instantly. Hence, it is said that when it comes to travel, the internet is very convenient (Chandak, 2006).

According to American express business travel's new global business traveler survey, it was found that the preferences and expectations of global business travelers are extremely different.

RESEARCH METHODOLOGY

The information required to compile the research involves the study of various services provided to the business class guest by the hotels of Nagpur city. To carry out the study in a well-mannered way, detailed information about the services provided to the business class guest, was collected from the hotels through a structured questionnaire. The business class guest staying in those hotels were also interviewed and their information was collected through various books, publications and hotel websites. The primary data was collected through the questionnaire, interview and observations while the secondary data was collected from various books, magazines, newspapers, journals and websites. Thus, the data collected was tabulated and analyzed.

RESEARCH AND REMONSTRATION FINDINGS

When questioned, about the type of hotel preferred by guests, many respondents (42%) answered economy class hotels while 35 per cent said business class hotels, 21 per cent said luxury class and none said extreme luxury.

Furthermore when asked about the factors considered while selecting hotel location of the hotel was the most preferred one because business class guests need commercial area of the city and they also have to meet different people. The second most preferred option was facilities provided by the hotel followed by the price, benefits on offer, standard, service and comfort (Fig. 1).

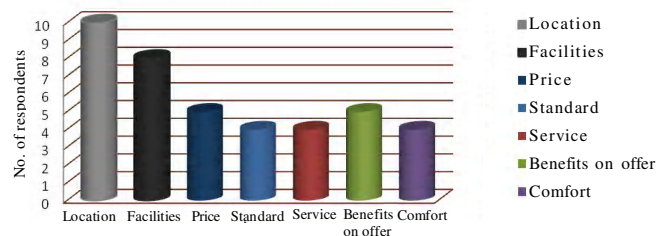


Fig. 1: Factors considered while selecting hotel

Regarding the facilities used by the business class guests while staying in the hotel, use the wake-up call facility mostly. The next most used facility was mobile recharge facility followed by express laundry, air booking, gym/health club, left luggage facility, booking for other hotels, safe deposit lockers, rail booking, swimming pool, car rental for local use, courier service and the facility which is not at all used was car

Sr. No.	Facilities used by guests	No. of respondents
1.	Safe deposit lockers	3
2.	Wake-up call facility	10
3.	Left luggage facility	4
4.	Air booking	5
5.	Rail booking	3
6.	Car rental (Local use)	2
7.	Car rental (Outstation)	0
8.	Bookings for other hotels	4
9.	Express laundry	6
10.	Swimming pool	3
11.	Courier service	1
12.	Gym/ health club	5
13.	Mobile recharge cards	7

rental for outstation use (Table 1).

The facilities used in the business centers by the business class guest in their hotel stay are conference facility, internet surfing, Wi-Fi connectivity, printing/copying/scanning, LCD/OHP, video conferencing and lamination. All these facilities are used by the business class guests either sometimes or always (Fig. 2).

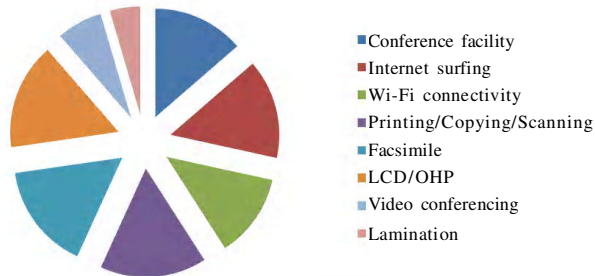


Fig. 2: Facilities used by business class guests in the business centres

The researcher found that the overall satisfaction of the business class guests with their present hotels was good for majority of cases. Some said it was average while some said it was excellent and only one said it was poor (Fig. 3).

From the research conducted by the researcher it was found that the services provided by the hotels to the business class guests are meant to meet all the basic requirements of the guests.

Conclusion:

The research titled “Study of services provided to business class guests in the hotels of Nagpur” aimed at studying the significance of services offered to business class guests and their perceptions about the present services.

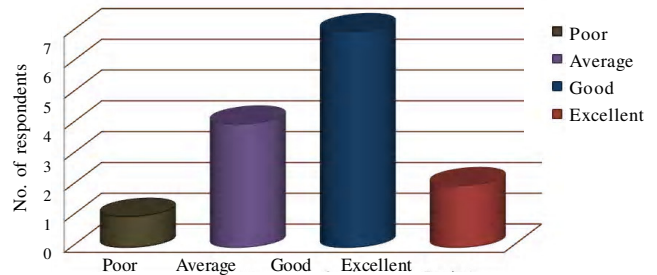


Fig. 3: Overall satisfaction with existing hotel

The research study can be concluded in the following points:

- Business class guests are the dominating segment in the hotel industry business in Nagpur.
- The services provided by the hotels on Nagpur to the business class guest, on a whole was found from the survey as good. At present, the services provided by the hotels of Nagpur are fulfilling all the basic needs of the business class guest and thus on an overall basis, the services are sufficient to satisfy the basic needs of any business class guest.
- In the years to come, the hotel industry will have to adapt to the changing tourism scenario. As demand expands and expectations evolve, so must the facilities, which a responsive hospitality organization provides.
- Many business hotels are coming up these days looking at the increasing number of business class guest in India and abroad.

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