HOTELS IN TEZPUR:

Profiling the Guests

A Report Prepared for NEDFi

Research Team

Dr Mrinmoy K Sarma,
Professor in Management,
Coordinator

Dr Runumi Das,
Assistant Professor in Management,
Assistant Coordinator

Field Supervisors:

Upakul Sarmah

Jayanta Kumar Dutta

(Research Scholars in Management)

On Behalf of the

Department of Business Administration
School of Management Sciences,
TEZPUR UNIVERSITY, Assam

July, 2010

PREFACE

As it is evident from the trend available elsewhere in the world, more and more people are coming out of their usual environment for various reasons. These roamers, however, as per the estimate of World Tourism Organisation, constitute only a miniscule percentage of the world population. According to their estimation, only 7% of the world population in 2020, 10 years from now, will be able to move out temporarily. If only a little more than one percent of the international travelers do chose to visit India by that time, we are afraid, proper accommodation will not be available throughout the country. Again, if 1% of these international travelers do come to North East India, we can hardly receive them in the peak tourism season, since our accommodation industry can provide overnight hospitality only to 1894 tourists (as per FHRAI directory of hotels, which does not include any hotel below two star category). The inbound tourist figure will increase many-fold if domestic tourists (business and leisure) are taken into consideration.

Thus it is obvious that the region should have more accommodation and can sustain properties without much demand crisis. But then, it is seen that the ground level situation may be auger well for the optimists. We have found out that the almost 1000 per day capacity hotel industry of Tezpur can achieve only 80% utilisation in the most optimistic estimation. We, therefore, tried to segment the market, so that the investors can easily target the most lucrative ones.

We sincerely hope that our efforts will bear fruit, and the clients will be able to generate valuable insight into the ground level realities of the industry at Tezpur.

I, on behalf of the Research Team, take this opportunity to offer our gratitude to NEDFi authority for trusting us with the work. We tried to do our best with all sincerity and honesty. We are also thankful to the Tezpur University authority for giving us necessary go ahead. We are grateful to the managements of the hotels of Tezpur for allowing us to gather information about their property and guests.

We are especially thankful to our team of Field Assistants namely, Annesha, Shyamali, Banti, Anindita and Kusum who had worked outdoor tirelessly during the June and July heat.

At last we thank the Almighty who bestowed us with this opportunity to serve the mankind.

Tezpur, the 29th of July, 2010

For and on behalf of the Research Team

Mrinmoy K Sarma

EXECUTIVE SUMMARY

Objectives:

1. To create a directory of hotels and other lodging facilities in and around Tezpur.
2. To estimate the room capacity of existing hotels in Tezpur, 2-star category and above, in terms of seat capacity, facilities, tariff, occupancy levels, marketing strategies.
3. Comparison of existing star category hotels in terms of existing infrastructure, facilities available, services provided, room categories, room tariff, customer segmentation, market segmentation, occupancy levels, human resources and income.
4. To find out the drivers of demand i.e the customers profile, target market, market segmentation, enabling environments etc. of existing hotels in Tezpur.
5. To determine the key areas/issues of making hotel project success /failure in and around Tezpur.

Perceived Limitations:

It is a well known fact that the hospitality industry is very secretive about their client base. Efforts, however, were made to garner cooperation form the hotel management. Even though the data gathered are totally presumptive. The time period of the study (i.e. June 2010) is off-peak season for the tourism industry and hence, profiling of "leisure seekers" was difficult to achieve. Historical data from the hotels could not be collected even after many attempts and hence the projection of future demand could be made only partially and only for the leisure seeking toursists. This is a major limitation of the study vis-à-vis one objective.

Methodology:

Two surveys were done to achieve the objectives of the study.

Survey 1: The first survey was to explore the existing infrastructure of the hotels and other lodging facilities in and around Tezpur. Among others, the variables measured were capacity, facilities, services, occupancy level, marketing strategies, human resources etc.

Survey 2: The second survey was done amongst the guests of so-called 2-Star and above category with geographical extent up to Balipara, Silghat, Burha Pahar and Tezpur. The sample size was 300 and variables measured included existing infrastructure, perception towards facilities available, room categories, tariff, customer and market segmentation etc. For this purpose, a structured questionnaire was prepared with 49 response formats and the findings analyzed using MS-Excel and SPSS software.

Major Findings:

1. A directory of 30 lodging establishments is created and reproduced. All the 30 Hotels studied can be grouped into 'A', 'B', 'C' and 'R (Resorts)' Categories. 'A' category can be further divided into 'A+' and 'A' categories.
2. The general room tariff for 'A' category hotels comes in the range of Rs.1200 to 2500, while in case of Suites; it hovers between Rs. 2500 to 4600.
3. Again 'A' category hotels have the highest number of employed manpower and a few of them apart from the Resorts provide some kind of training to their staff.
4. All 'A' category hotels provides more or less all kinds of services like restaurant, conference hall, emergency, pick-up, websites etc. Centre Point and KRC Palace provides all of them.
5. While majority of the guests (63%) visit Tezpur for business or official purpose, it is encouraging to note that more than a-quarter of them are leisure/vacation travelers.
6. The preferences for the basic quality dimensions do not vary across the work levels of the guests. This is meaningful for the fact that the hotels cannot be segmented on the basis of guests work profile, as far as the preferences towards basic facilities are concerned.
7. The guests are successfully clustered into three different groups. Depending on their preferences towards the basic quality dimensions they are christened as *Average Clients, Undecided Guests* and *Luxury Seekers.*
8. On an average, 664 persons seek hotel accommodation in Tezpur each day while the capacity is to accommodate more than a thousand persons.
9. The tourists' inflow to Tezpur is projected to be more than the 2008-09 figures in the future years, however, this is supposed to be going down from the 2009-10 arrival figure (which saw a big jump over the last years' figures). The projected tourist arrival in Tezpur will be 3242 in 2011, 2997 in 2012, 2771 in 2013 and so on.

Table of Contents

CHAPTER 1

INTRODUCTION

1. Introduction:

"Hospitality services" achieved a "major growth" after the Second World War (Hsu and Powers, 2002). Besides, from the last couple of years there has been a tremendous growth in the tourism and hospitality industry in India (Mohsin and Lockyer, 2010). The same authors have also stated the World Travel and Trade Council report for 2008 which rated India as "number 1" in "long term travel" growth. They further stated that this growth in international as well as "domestic" tourism can be attributed to the forthcoming Commonwealth Games scheduled to be held in 2011. The Indian hotel industry, which is an important part of the tourism and hospitality industry, is largely dependent on "time availability and disposable income" on the part of both domestic and foreign tourists (Bhattacharya, 2009). The same author has suggested that this sector has been an important contributor towards the employment, economic development and foreign exchange earnings particularly in the tourism sector in the country. Bhattacharya (2009) has concluded that this industry has witnessed a marked realization in relation towards developing strategies to improve "competitiveness to survive, meet customers' demands and retain them". Barros et al. (2008) have highlighted the importance of "both inputs and outputs" in enhancing the efficiency of hotels. This fact has been supported by Ecckles and Durand (1997) who have stated that improved management of resources, increased focus on quality management and improved efficiency are essentially important for any service industry of which the hotel industry is an indispensable part. They have also stated that these are important from the point of view of survivability in the coming years in the face of stiff competition. Ahmed (2005) has identified that three basic concepts namely hospitality, food and accommodation are associated with any kind or category of hotels. Henceforth the points suggested by Ecckles and Durand (1997) are mainly applicable in these three areas. This warrants proper attention of hotel managers (Simón *et. al.*, 2007). In fact, today most hotels are finding it increasingly challenging while penetrating markets to provide consumer awareness (Magnini *et. al.*, 2007). Magnini *et al.* (2007) state that the main cause behind this fact is the limited cognitive capacity of customers to comprehend large number of promotional messages that are present in the current scenario of hospitality markets. This fact must be given due emphasis by the management of hotels so as to ensure better profitability and sustainability in

the long run. In addition, Phillips and Moutinho (1999) have identified six important parameters to be emphasized for strategic planning in hotels. These include future performance, past performance, functional coverage, reliance on analytical techniques and staff planning assistance. These are very important for effective planning in hotels so as to ensure their all round development. Kandampully and Suhartanto (2000) have stated that customer loyalty, customer satisfaction and image are also important for success in the hotel industry. Therefore, there must be proper focus in these areas from the part of the hotel management. Groenenboom and Jones (2003) have thrown additional light on security as another essential requirement for customers in hotels. Torres and Kline (2006) have further highlighted the important of customer delight as yet another essential factor for achieving loyal customers by moving beyond customer satisfaction in the hotel industry. This can be obtained by providing positive surprise arising from extremely good service or product performance (Keiningham *et al.*, 2001) for the guests in hotels. This may include providing better technological amenities like internet etc. to guests (Aksu and Tarcan, 2002). Pallet *et. al.* (2003) have analyzed quality as an essential part of any organization including hotels. They have identified emphasis on customer needs, seeking suggestions from staff, developing corporate quality, flexibility, proper training and empowerment, incorporating motivational strategies, entering into partnerships with suppliers and developing quality products and developing proper international and national benchmarks as important aspects for all round quality improvement in the hotel industry. The issue of incorporating motivational strategies (Pallet *et al.*, 2003) has been supported by Cooper (2001) who has stated that this is possible through proper communication to all levels of staff. Poon and Low (2005) have identified hospitality as the most important factor for providing satisfaction to customers in hotels. Kilic and Okumus (2005) have established that staff recruitment, staff training, meeting guest expectations and service quality are the main influencing factors for productivity in hotels. The importance of service quality has also been supported by Mohsin and Lockyer (2010). They have established that it is related to customer satisfaction that leads to repeat customers. This can assist in maintaining the profitability and survivability of the hotels in the future. Pallet *et. al.* (2003) have also stated that service quality "has to be visioned, initiated, planned, delivered, monitored and sustained". Briggs *et. al.* (2007) have emphasized the importance of "personal touch" and proper complaint handling by hotel employees as the main determinants of a hotel's success in providing good service quality. Further Kilic and

Okumus (2005) have also found that "crisis, technology, marketing and forecasting" are the secondary influencing factors for "productivity" in hotels.

Hotels and lodging facilities have been playing a vital role in economic development of a country by way of facilitating a "home away from home" for the travelers, specifically for those who are travelling for profit. The sub-urban areas are also playing a vital role in this regard. Specially the middle and lower level executives who pay regular visits (the fact that is also established in our sample survey) to such business hubs and thereby contribute towards the overall activity. If the place happens to be a tourist destination, the role of such facilities increases manifolds. The tourists, though, supposedly non repeaters, are also a great contributor to the economic development of the local area. Tourists' contribution towards the economic development of the local area is subject to high multiplier effect as leakage from such expenditure is minimal.

In another sense the sub-urban areas cannot sustain properties with out-of-the-region or out-of-the-country investment as the demand from high end of the market is minimal. Hence the income/ profit generated through the business is liable to be reinvested in the economy and hence its contribution too is supposed to be high.

CHAPTER 2

OBJECTIVES OF THE STUDY

A place like Tezpur is not only fed by the business travellers as it has many tourist attractions and other activity hubs. For example, being on the way to Tawang, it is frequented by tourists during November to April. Also the guardians of the students of the Assam Valley School and Tezpur University flock during the admission season and thus create a heavy demand on the existing supply of accommodation. However, these are all predictable temporary surge in demand and the industry may not be able to sustain if it relies thoroughly on such erratic demand. The business travellers are like the spring that flows from the melting ice and never dries up.

In order to explore the demand for the hospitality industry in and around Tezpur, a study was commissioned during June 2010 with the following objectives in mind.

2.1 Objectives:

1. To create a directory of hotels and other lodging facilities in and around Tezpur.
2. To estimate the room capacity of existing hotels in Tezpur, 2 star category and above, in terms of seat capacity, facilities, tariff, occupancy levels, marketing strategies.
3. Comparison of existing star category hotels in terms of existing infrastructure, facilities available, services provided, room categories, room tariff, customer segmentation, market segmentation, occupancy levels, human resources and income.
4. To find out the drivers of demand i.e the customers profile, target market, market segmentation, enabling environments etc. of existing hotels in Tezpur.
5. To carry out the demand supply gap analysis for the next 5-7 years based the present trend.
6. To estimate the additional capacities of different categories of hotels which can be accommodated in and around Tezpur under the prevailing market scenarios and trends.

7. To determine the key areas/issues of making hotel project success /failure in and around Tezpur.

2.2 Perceived Limitations:

It is a well known fact that the hospitality industry is very secretive about their client base. Efforts, however, were made to garner cooperation form the hotel management. Even though the data gathered are totally presumptive, which is reflected in the fact that demand projection is only exploratory. This can be perceived as the greatest limitation of the study.

Unfortunately, however, the time period that is following was off-peak season (June 2010) for the tourism industry and hence specific profiling of "leisure seekers" will be difficult to be achieved. This can be treated as another perceived limitation of the study.

CHAPTER 3

METHODOLOGY FOLLOWED FOR THE STUDY

A two pronged strategy was followed to achieve the above objectives. Two surveys: one with the management and the other with the guests were conducted. While conducting the first survey, all available accommodation providers irrespective of the category of hotel were contacted and data collected.

3.1 Survey of Existing Properties (Survey 1): For objectives 1, 2, and 3 a quick survey was conducted. This helped in determining the following for 2 star and above hotels (in Tezpur)

- Total capacity,
- Facilities,
- Services provided,
- Occupancy level,
- Marketing strategies,
- Human resources
- Historical data (for last 5 years) of occupancy rate

A group of trained enumerators met the representative of the management and got a structured schedule filled up. The schedule consists of 22 questions. The schedule is reproduced in Appendix.

3.2 Survey of Guests (Survey 2): To fulfill the objectives number 4 a customers' survey shall be conducted. This survey will give ideas about the guest profile, target customers, segmentation and enabling environments of the hotels in Tezpur

3.2.a **Population:**

Element: Guests of hotels of so-called 2 Star and above category

Unit: Guests of hotels though the Front Office Desk

Extent: Tezpur town, Balipara, Silghat and Burha Pahar (near Kaziranga)

Time: June 2010.

3.2.b **Sample size: 300**

3.2.c **Variables to be measured:** This survey should be able to measure the following.

- Existing infrastructure.
- Perception towards facilities available.
- Perception towards room categories.
- Perception towards room tariff.
- Customer and market segmentation.
- Cross verification about occupancy levels.

3.2.d . **The Questionnaire:** A structured questionnaire is prepared with 20 main questions and another 33 intervally measured variables in between. Thus the questionnaire consists of **49 response formats**. The distribution of the format in terms of scales used is given in Table 3.2 and Graph 3.2.

Table 3.2
Question Scales

Scale	Number of questions
Nominal	12
Ordinal	1
Interval	33
Ratio	3
TOTAL	49

Graph 3.2: Question Scales

3.2.e **The Survey:** They second survey was conducted through five trained interviewers. All five were girls and passed out students from the Post Graduate Diploma in Tourism Management course of the University. The two Ph. D. scholars who are MBAs were supervising the data collection. The Interviewers were paid an amount of Rs. 6000.00 (six thousand only) each. The interviewers were instructed to coordinate with the front desk of the particular hotel to find out respondents willing to co-operate. The respondents were paid an amount of Rs. 20/- for each questionnaire. Basically the receptionists/front desk officers were provided with the amount so that the same can be receipted by them.

3.2.f **Data Processing:** The information gathered are processed and first entered into an excel sheet. The Asstt. Coordinator then verified the data after calling a number of respondents randomly over phone just to make sure that no ghost respondents

were included in the survey process. The data was then checked and ultimately imported to SPSS for further analysis.

CHAPTER 4

HOTEL PROFILES

4.1 Hotel Profiles:

Tezpur does not have any "star category" hotels as certified by the Ministry of Tourism, Govt. of India. However, certain hotels claim to be of the 2 star (**) category or better. Our estimation also shows that these hotels could be categorized as 2 star ones. Certain interesting facts regarding hospitality industry in Tezpur are discussed below.

4.1.1 Oldest Hotels of Tezpur: Table below depicts the hotels those are oldest in Tezpur. Hotel Himalaya was established in the year 1952. From that point of view the hospitality industry in Tezpur is in maturity stage in the product life cycle.

Table 4.1.1: Oldest Hotels in Tezpur

Sl. No.	Name of the Hotel	Year of Estd.
1	Himalaya	1952
2	Aditya	1962
3	Blue Star	1970
4	Chaliha's Inn	1975
5	Madhuban	1976

4.1.2 Top Hotels in terms of Room Capacity: Table 4.1.2 shows the top five hotels of Tezpur In terms of room capacity. It is seen that Hotel KRC Palace and Kanyapur do have almost same capacity.

Table 4.1.2: Top Hotels in Terms of Room Capacity

Sl. No.	Name of the Hotel	Room Capacity
1	KRC Palace	32
2	Kanyapur	31
3	Centre Point	28
4	Luit	28
5	Himalaya	27

4.1.3 Top Hotels in terms of Average Room Occupancy: Table 4.1.3 shows the top five hotels in terms of average room occupancy. 80% room occupancy is seen in all the cases.

Table 4.1.3: Top Hotels in Terms of Average Room Occupancy

Sl. No.	Name of the Hotel	Avg Occupancy (in %)
1	Luit	80
2	KF	80
3	Parijat	80
4	Indralay	80
5	Jibika Lodge	80

4.1.4 Top Hotels in terms of AC Double bedded room tariff: Table 4.1.4 shows the top five hotels in terms of AC Double bedded room tariff. Wild Mahseer, which is a resort, charges more than the others. However, incidentally the Resort caters to a separate clientele than that of the rest.

Table 4.1.4: Top Hotels in Terms of AC Double Bedded Room Tariff

Sl. No.	Name of the Hotel	Tariff (in Rs.)
1	Wild Mahseer	6000.00
2	KRC Palace	2500.00
3	KF	2100.00
4	Centre Point	1400.00
5	Luit	1200.00

4.1.5 Top Hotels in terms of AC Suites tariff: Top five hotels in terms of tariff of AC Suites is shown in Table 4.1.5. The KRC Palace, a 3-star category hotel, charging more than others.

Table 4.1.5: Top Hotels in Terms of AC Suites Tariff

Sl. No.	Name of the Hotel	Tariff (in Rs.)
1	KRC Palace	4600.00
2	KF	3500.00
3	Luit	3500.00
4	Centre Point	2500.00
5	Royal Regency	2500.00

4.1.6 Top Hotels in terms of Non-AC Single Room Tariff: Table 4.1.6 shows the top five hotels in terms of Non-AC Single Room Tariff. While many top category hotels do not offer Non-AC rooms, those providing it charges in the range of 300 to 450.

Table 4.1.6: Top Hotels in Terms of Non-AC Single Room Tariff

Sl. No.	Name of the Hotel	Tariff (in Rs.)
1	Centre Point	450.00
2	Grand City	450.00
3	Royal Regency	400.00
4	Aniruddha	350.00
5	Durba	300.00

4.1.7 Top Hotels in terms of Non-AC Double Room Tariff: Similarly, Table 4.1.7 shows the top hotels in terms of Non-AC Double Room Tariff. Kaliabor Manor, being a resort, charges more than others.

Table 4.1.7: Top Hotels in Terms of Non-AC Double Room Tariff

Sl. No.	Name of the Hotel	Tariff (in Rs.)
1	Kaliabor Manor	5000.00
2	Grand City	900.00
3	Centre Point	800.00
4	Aniruddha	800.00
5	Prashanti Tourist Lodge	650.00

4.1.8 Hotels with Conference Room Facility: Table 4.1.8 shows the hotels with conference room facility along with the capacity and charges. KRC Palace has got two such conference room facilities.

Table 4.1.8: Hotels with Conference Room Facility

Sl. No.	Name of the Hotel	Tariff (in Rs.)	Capacity *(person)*
1	KRC Palace	4000/1500	500/200
2	GL's Resort	3000	150
3	Green View	2000	125
4	Centre Point	2500	100
5	Luit	2000	100
6	Grand City	1000	50
7	Wild Mahseer	N/A	38
8	Prashanti Lodge	1200	20

4.1.9 Top Hotels in terms of Employed Manpower: Table 4.1.9 shows the top five hotels with employed manpower strength. Here again, KRC Palace outscores the others in terms of human resource strength.

Table 4.1.9: Top Hotels in Terms of Employed Manpower

Sl. No.	Name of the Hotel	Manpower Strength
1	KRC Palace	63
2	KF	50
3	Centre Point	46
4	Luit	43
5	GL's Resort	28

4.1.10 Hotels providing Staff Training: Table 4.1.10 shows the names of hotels which provide some kind of training to its staff.

Table 4.1.10: Hotels Providing Staff Training

Sl. No.	Name of the Hotel	Type of Training
1	Kaliabor Manor	Induction
2	GL's Resort	Basic Hospitality
3	Wild Mahseer	N/A
4	Luit	Communication Modules
5	Amber	N/A

4.1.11 Hotels doing Promotional Activities: Table 4.1.11 shows the names of hotels doing promotional activities and types of the same. It is observed that the hotels do resort to different kind of promotional techniques.

Table 4.1.11: Hotels Engaged in Promotional Activities

Sl. No.	Name of the Hotel	Type of Promotion
1	Centre Point	Print/Video Ad
2	GL's Resort	Print Ad
3	Wild Mahseer	Website
4	Luit	Print Ad
5	Royal Regency	Print/Video Ad
6	Indralay	Print/Video Ad

4.1.12 Comparison on Key Facilities: Table 4.1.12 provides a comparison of key facilities in top category hotels. It is to be seen that hotels Centre Point and KRC Palace provides all the key facilities to its guests/customers.

Table 4.1.12: Comparison on Key Facilities/Services

Sl. No.	Hotel Name	TV	Room Service	Geysers	Restaurant	Conference Hall	Party etc.	Emergency Service	Pick-up	Website
1	Centre Point	Y	Y	Y	Y	Y	Y	Y	Y	Y
2	Kaliabor Manor	N/A	Y	Y	Y	N	Y	Y	Y	Y
3	Royal Regency	Y	Y	Y	Y	U/C	Y	Y	Y	Y
4	GL's	Y	Y	N	Y	Y	Y	Y	Y	Y
5	Luit	Y	Y	Y	Y	Y	Y	Y	Y	N
6	Wild Mahseer	N/A	Y	Y	N	Y	N	Y	N	Y
7	KF	Y	Y	Y	Y	N	Y	Y	Y	N
8	KRC Palace	Y	Y	Y	Y	Y	Y	Y	Y	Y
9	Grand City	Y	Y	Y	U/C	Y	N	Y	Y	N

(where, Y= Yes, N= No, N/A= Non reply, U/C= Under Construction)

4.2 Brief Profiles of Hotels of Tezpur:

All hotels studied in and around Tezpur has been grouped into four broad categories viz. Resorts, Category A, Category B and Category C. The same has been done based on the criterions like tariff, facilities, manpower etc. However, Category A has been subdivided into 'A+' and 'A' categories. The guests' survey was done among those of the A+ and A category hotels.

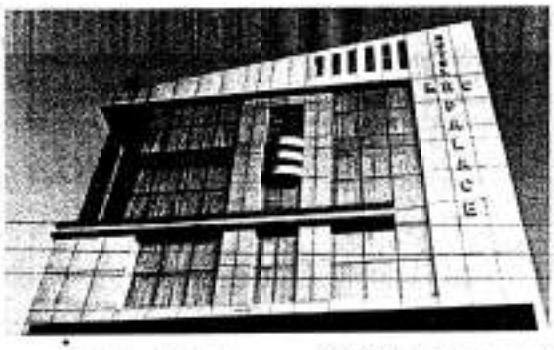
Table 4.2.1: Categorization of Hotels (Total number: 30)

Category	A+	A	B	C	R
	KRC Palace	Grand City	Durba	Himalaya	Kaliabor Manor
	KF	Amber	Kanyapur	Barsha	Kaziranga GL's
	Centre Point	----	D-Monal	Radha	Wild Mahseer
	Royal Regency	----	Park	Chaliha's Inn	----
	Luit	----	Madhuban	Parijat	----
	----	----	Indralay	Jibika Lodge	----
	----	----	Basant	Blue Star	----
	----	----	Prashanti	DL	----
	----	----	Aniruddha	Aditya	----
	----	----	Green View	Shanti Niketan	----

CATEGORY A

A+.1. KRC Palace

Kacharigaon, Near Triveni Hall, Tezpur
Phone No- 03712-222688, 222788
E-mail: info@krcpalace.com
Website: www.krcpalace.com



It is the first 3-Star category hotel in Tezpur established in the year 2009. It boasts of state-of-the-art lodging facilities in Imperial Suites, Sparkling Executive, and Elegant Executive category rooms. Premium bar, banquet hall, multi-cuisine restaurant and two conference halls are among other facilities available. The tariff ranges from Rs. 1200/- in Deluxe Single room to Rs. 4600/- in Imperial Suite (exclusive of 15% luxury tax and 10% service tax).

A+.2. KF

Mission Chariali, Tezpur
Phone No- 03712-237825, 237526, 255601
E-mail: skfood@gmail.com
Website: N/A

Situated at the crossroad of National Highway 37-A and National Highway 52, KF is a constituent hotel of Shree Krishna Associates which runs one of the best confectionaries of the North Bank in Assam. The facilities among others include multi-cuisine restaurant, departmental stores, internet facility in all rooms. The room tariff comes in the range of Rs. 1600/- in Deluxe Single room to Rs. 3500/- in Suites (exclusive of taxes).

A+.3. Centre Point

Main Road, Opp. Police Station, Tezpur
Phone No- 03712-232359, 232295
E-mail: hotelcentrepoint.tezpur@gmail.com
Website: hoteladityacentrepoint.com

One of the latest entrants to the hotel industry in Tezpur is the Aditya Group's Hotel Centre Point. Multi-cuisine restaurant and conference room facilities are available. Room tariff ranges between Rs. 600/- in Non-AC Single room to Rs. 2500/- in Suites.

A+.4. Royal Regency

A H Road, Near Baan Theatre, Tezpur
Phone No. 99540-47905
E-mail: N/A
Website: N/A

The most recent addition to the hospitality industry in Tezpur, hotel Royal Regency has lodging facilities in Suites and AC Single-Double occupancy rooms. It also has a multi-cuisine restaurant and a well furnished conference hall is under construction. The room tariff ranges between Rs. 400 to Rs. 2500.

A+.5. Luit

Ranu Singh Road, Tezpur
Phone No- 03712-222083
E-mail: N/A
Website: N/A

The oldest Star category hotel in Tezpur has 27 AC rooms including suites with tariff ranging from Rs. 1200 to Rs. 3500. It also has a multi-cuisine restaurant and good capacity conference hall. Institutional tie-up is with State Bank of India.

A.1. Grand City

N B Road, Tezpur
Phone No- 03712-223393
E-mail: hotelgrandcity@gmail.com
Website: N/A

With 14 rooms in both AC and Non-AC category, hotel Grand City provides wifi facility to all its guests apart from accepting credit/debit cards. It has a conference hall and a restaurant is under construction. Tariff ranges from Rs. 450 to Rs. 1050.

A.2. Amber

N C Road, Tezpur
Phone No- 94350-80297
E-mail: N/A
Website: N/A

Hotel Amber in the heart of the town has a total of 15 rooms in both AC and Non-AC category. It has its own restaurant and also institutional tie-up with HDFC and LIC. Tariff ranges from Rs. 220 in Single Non-AC room to Rs. 950 in Double AC room. It also conducts staff training from time to time.

CATEGORY B

B.1. Durba

K K Road, Tezpur
Phone No- 03712-224276
E-mail: N/A
Website: N/A

With 26 AC and Non-AC rooms, it is one of the largest in terms of capacity. It has got its own restaurant. The tariff ranges from Rs. 300 to Rs. 1000.

B.2. Kanyapur

N T Road, Hatipilkhana, Tezpur
Phone No- 03712-220261
E-mail: N/A
Website: N/A

With 31 rooms, it is one of the largest hotels in Tezpur in terms of room capacity, hotel Kanyapur has AC & Non-AC rooms in Single, Double, 3-bedded and 4-bedded capacity. A conference hall is under construction. Tariff ranges between Rs. 350/- to Rs. 1460/-.

B.3. D-Monal

N T Road, Kacharigaon, Tezpur
Phone No- 03712-252955
E-mail: N/A
Website: N/A

A small hotel with total 8 rooms in Non-AC and AC category. Tariff ranges from Rs. 350/- to Rs. 900/-.

B.4. Park

Main Road, Tezpur
Phone No- 99544-20052
E-mail: N/A
Website: N/A

Situated at the heart of Tezpur town, hotel Park has 16 AC and Non-AC rooms with TV and Geysers in all of them. Tariff ranges from Rs. 250/- to Rs. 1200/- in Suite.

B.5. Madhuban

N C Road, Tezpur
Phone No- 03712-221180
E-mail: N/A
Website: N/A

Another old hotel in Tezpur with 22 AC and Non-AC rooms. A restaurant is also present with a capacity of 50 persons. Tariff ranges from Rs. 250 to Rs. 800.

B.6. Indralay

N C Road, Tezpur
Phone No- 03712-232918
E-mail: N/A
Website: N/A

With a variety of rooms in Suites, Four-bedded, Single, Double etc in both AC & Non-AC category, hotel Indralay also has institutional tie-up with UCO Bank, Indian Overseas Bank etc. Tariff ranges from Rs. 250 to Rs. 1500.

B.7. Basant

Main Road, Tezpur
Phone No- 94012-78499
E-mail: N/A
Website: N/A

With 22 rooms in both AC & Non-AC category, hotel Basant has Single, Double and Suites types of lodging facilities. It has got its own restaurant with a capacity to sit 20 people. All the rooms are equipped with TV sets and Geysers. Tariff ranges from Rs. 250 to Rs. 1000.

B.8. Prashanti Tourist Lodge

Jenkins Road, Near Chitralekha Park, Tezpur
Phone No- 92070-47856
E-mail: astdcorpn@sancharnet.in
Website: N/A

Run by the Assam Tourism Development Corporation, Prashanti Tourist Lodges are to be found in major cities and tourist destinations of Assam. Having its own restaurant and conference hall facilities, Prashanti, Tezpur provides guests with boarding facilities in single, double, triple and dormitory type rooms. The room tariff range between Rs. 450/- to Rs. 650/-.

B.9. Aniruddha

N T Road, Hatipilkhana, Tezpur
Phone No- 03712-252590
E-mail: N/A
Website: N/A

A 10 room capacity with Non-AC Single and Double capacity rooms along with two AC Deluxe rooms. Tariff ranges between Rs. 350/- to Rs. 1200/-.

B.10. Green View

Main Road, Tezpur
Phone No- 03712-223685
E-mail: N/A
Website: N/A

It has got 24 Non-AC rooms the tariff of which ranges from Rs. 250 to Rs. 500. A conference hall is also there with 100 to 125 capacity.

CATEGORY C

C.1. Himalaya

N C Road, Tezpur
Phone No- 03712-223047
E-mail: N/A
Website: N/A

Hotel Himalaya is about 60 years old and one of the biggest in terms of capacity with 27 rooms. Tariff of these Non-AC rooms ranges from Rs. 199 to Rs. 350. It has a restaurant as well.

C.2. Barsha

Main Road, Tezpur
Phone No- 94350-81650
E-mail: N/A
Website: N/A

A small hotel with 14 Non-AC Single and Double capacity rooms, it is situated at the heart of the Tezpur town catering to the needs of lower spectrum of hotel customers. Tariff ranges between Rs. 90/- to Rs. 150/-.

C.3. Radha

N C Road, Tezpur
Phone No- 03712-223837
E-mail: N/A
Website: N/A

Another small hotel with 12 room capacity. Tariff ranges between Rs. 170/- in Non-AC Single room to Rs. 270/- in Non-AC Double room.

C.4. Chaliha's Inn

M C Road, Tezpur
Phone No- 03712-221692
E-mail: N/A
Website: N/A

One of the oldest hotels in Tezpur, Chaliha's Inn has 14 Non-AC rooms in the tariff range of Rs. 250/- to Rs. 350/-.

C.5. Parijat

Main Road, Tezpur
Phone No- 03712-220565
E-mail: N/A
Website: N/A

With tariff ranging from Rs. 220/- to Rs, 500/-, hotel Parijat has 12 Non-AC rooms in single, double and triple bedded capacity. The in-house restaurant can accommodate 36 persons.

C.6. Jibika Lodge

Kacharigaon, Tezpur
Phone No- 94350-82557
E-mail: N/A
Website: N/A

A small lodge with 4 Non-Ac rooms and dormitory. Tariff ranges from Rs. 125 per bed in dormitory to Rs. 240 in double bedded room.

C.7. Blue Star

J C Road, Tezpur
Phone No- 03712-220682
E-mail: N/A
Website: N/A

With 18 Non-AC rooms, it is the 3rd oldest hotel in Tezpur. Tariff ranges from Rs. 200 to Rs. 375.

C.8. D L

N C Road, Tezpur
Phone No- 98542-30337
E-mail: N/A
Website: N/A

It has got 23 Non-AC rooms. Tariff ranges from Rs. 210 to Rs. 450

C.9. Aditya

J C Road, Tezpur
Phone No- 03712-220724
E-mail: N/A
Website: N/A

The second oldest hotel in Tezpur has 11 Non-AC rooms in single and double occupancy type. Its own restaurant can sit 36 persons at a time. Tariff ranges from Rs. 120 to Rs. 350.

C.10. Shanti Niketan

C K Das Road, Tezpur
Phone No- 94350-88736
E-mail: N/A
Website: N/A

One of the new entrants to the industry, hotel Shanti Niketan 14 Non-AC rooms with single, double and triple occupancy type. Tariff ranges from Rs. 110 to Rs. 450

CATEGORY RESORTS

R.1. Kaliabor Manor

Kaliabor Tea Estate, Silghat (Nagaon)
Phone No- 94350-93550, 98649-49827
E-mail: info@kaliabormanor.com
Website: N/A

A wildlife resort inside Kaliabor Tea Estate, Kaliabor Manor provides exotic lodging facilities in natural surroundings. It has got its own restaurant and conference hall facilities and the tariff is Rs. 5000/-.

R.2. Kaziranga GL's Resort

Burha Pahar Range, KNP, NH-37
Phone No- 92073-04671/2
E-mail: N/A
Website: N/A

Owned by Assam Tourism Development Corporation, it is another wildlife resort in the vicinity of the majestic Kaziranga National Park. It has 2 AC Cottages and 16 Non-AC cottages in Assamese, Karbi etc. style. It has got its own restaurant and conference rooms. Tariff ranges from Rs. 900 to Rs. 2500.

R.3. Wild Mahseer

Addabarie Tea Estate, Lokra, Balipara
Phone No- 03714-292336
E-mail: wildmahseer@yahoo.com
Website:
www.oldassam.com/wildmahseer/default.html

Owned by the River Journey's and Bungalows of India (P) Ltd, Wild Mahseer is a British Assam Heritage resort promoting the idea of Tea Tourism. The heritage bungalows' tariff falls in the range of Rs. 5356 to Rs. 19283. It also has conference room facilities.

4.3 Comparison among the high category hotels:

As per the objectives of the work a comparison is provided below on certain facilities provided by each of the hotels. These have been discussed in detail in individual profile of the hotels. A point to point comparison among A category hotels of Tezpur is offered in Table 4.3.1 below.

Table 4.3.1: Comparison Among 'A' Category Hotels of Tezpur

HOTEL	Infrastructure	Facilities Available	Services Provided	Room Categories	Room Tariff	Av. Occupancy Level	
KRC Palace	32 Rooms, Parking, Conference, Restaurant	TV, Geysers, Sunbath, Party	Room Service, Wifi, Emergency, Pick-up	AC Double, Suites	Rs. 2500-Rs. 4600	13	40%
Centre Point	28 Rooms, Parking, Conference, Restaurant	TV, Geysers, Party	Room Service, Emergency, Pick-up	Non-AC Single, AC Double, Suites	Rs. 800-Rs. 2500	17	62%
Luit	28 Rooms, Parking, Conference, Restaurant	TV, Geysers, Party	Room Service, Emergency, Pick-up	AC Double, Suites	Rs. 1200-Rs. 3500	22	80%
KF	19 Rooms, Restaurant, Dept. Store, Parking	TV, Geysers, Party	Room Service, Wifi, Emergency, Pick-up	AC Double, Suites	Rs. 2100-Rs. 3500	15	80%
Royal Regency	Restaurant, Parking	TV, Geysers, Party	Room Service, Emergency, Pick-up	Non-AC Single, AC Double, Suites	Rs. 400-Rs. 2500	N/A	N/A

Table 4.3.1: Comparison Among 'A' Category Hotels of Tezpur

HOTEL	Infrastructure	Facilities Available	Services Provided	Room Categories	Room Tariff	Av. Occupancy Level	
Grand City	14 rooms, Conference room	TV, Geysers	Room Service, Wifi, Emergency, Pick-up	Non-AC Single, Double, AC Double	Rs. 450-Rs. 1050	10	70%
Amber	15 rooms, Restaurant, Parking	TV, Geysers, Party	Room Service, Emergency, Pick-up	Non-AC Single, Double, AC Double	Rs. 300-Rs. 950	11	75%

CHAPTER 5

GUESTS' PROFILE

As mentioned in the Methodology a customer survey was conducted during June 2010 in and around Tezpur. Guests from almost all so called Two Star category hotels were contacted (except for one) for their responses to a predetermined questionnaire. Other details including the variables covered are discussed in the Methodology Chapter.

A detail discussion on the responses of the guests is offered below. It should give us an idea about the kind of guests the hotels of Tezpur cater to, including their preferences towards certain variables.

5.1 Respondent Profile:

5.1.1 Respondents in terms of Patrons: Table 5.1.1 offers the respondents of the survey and their hotels. It is seen that minuscule data could be collected from two hotels, namely, GL's Resort and Koliabar Manor. This is due to the fact that June being a rainy season tourists apparently avoided moving out and hence the guest turnout during the month of June , 2010 in those hotels were very negligible. Hence the responses are poor. It is worth mentioning that these two hotels (including another surveyed, Wild Mahseer, wherefrom no response could be collected) mainly cater to leisure tourists, and hence the draught.

Table 5.1.1: Respondents and Patron Hotel

	Frequency	*Percent*
G L Resort	3	1.00
Hotel Amber	101	33.67
Hotel Centre Point	64	21.33
Hotel Grand City	36	12.00
Hotel KRC Palace	12	4.00
Hotel Luit	76	25.33
Hotel Royal Regency	7	2.33
Koliabor Manor	1	0.33
Total	**300**	**100**

It is seen from the table that maximum respondents are from Hotel Amber. However, this response rate does not show popularity of the hotels as the sampling was not random; rather it was more of a convenience. The number, then, translates only the cooperation received from the Front Office of that particular hotel. Nevertheless, there should not be any confusion regarding the composition of the respondents, as the overall group is homogenous and their preferences and other attributes are thought to be similar. We shall test appropriate

hypotheses to check the belief that the respondents from different hotels might have significantly different preferences. We are hopeful that these null hypotheses will not be rejected.

5.1.2 Respondents and Their Purpose of Visit: The motivation for travel to Tezpur was another variable that was measured in nominal scale during the survey. The results show that maximum of them are visiting Tezpur for Business/Official Purpose. However, it is interesting to note that 25% of the respondents are visiting Tezpur for Relaxation/Vacation. This verifies that the hotels do not only cater to the business travelers. We shall conduct a cross tabulation to see if the vacationers do have certain preferred hotels. Table 5.1.2 offers the detail of the respondent types interviewed during the survey.

Table 5.1.2: Purpose of Travel

	Frequency	*Percent*
Business/Official	188	62.67
Vacation/Relaxation	76	25.33
Personal Reasons	21	7.00
Others	14	4.67
Missing (non response)	*1*	*0.33*
Total	**300**	**100**

The table 5.1.2a offers a quick look at the cross tabulation of the respondents' purpose of visit and their patron hotel. If we observe the row percentage (in italics) it is seen that certain hotels are popular among the vacationers and some others have strong clientele among the business/official category.

Table 5.1.2a: Purpose of visit and Patron Cross tabulation

		Business/ Official	Vacation/ Relaxation	Personal Reasons	Others	Total
Hotel Amber	Count	90	9	1	0	100
	Row %	*90.0*	*9.0*	*1.0*	*0.0*	*100.0*
Hotel Centre Point	Count	30	30	1	3	64
	Row %	*46.9*	*46.9*	*1.6*	*4.7*	*100.0*
Hotel Grand City	Count	16	13	4	3	36
	Row %	*44.4*	*36.1*	*11.1*	*8.3*	*100.0*
Hotel KRC Palace	Count	10	2	0	0	12
	Row %	*83.3*	*16.7*	*0.0*	*0.0*	*100.0*
Hotel Luit	Count	39	18	14	5	76
	Row %	*51.3*	*23.7*	*18.4*	*6.6*	*100.0*
Hotel Royal Regency	Count	2	3	1	1	7
	Row %	*28.6*	*42.9*	*14.3*	*14.3*	*100.0*
Total	**Count**	**187**	**75**	**21**	**12**	**295**
	Row %	***63.4***	***25.4***	***7.1***	***4.1***	***100.0***

Another Table (5.1.2b) can be constructed showing the popularity of Tezpur hotels among the two distinct tourists categories- Business Travellers and Non-business Travellers.

Table: 5.1.2b: Popularity Rank of Tezpur Hotels

Rank	Business Travellers	Non-business Travellers
1	Hotel Amber	Hotel Royal Regency
2	Hotel KRC Palace	Hotel Centre Point
3	Hotel Luit	Hotel Grand City
4	Hotel Centre Point	Hotel Luit
5	Hotel Grand City	

It is seen that Hotel Amber is extremely popular among the business travellers while Hotel Royal Regency is popular among non-business category. However Hotel Centre Point is almost equally popular among the two categories. Same is almost true for Hotel grand City. A Chi square test to check the null hypothesis that there remain no relationship between selection of hotel and purpose of travel is also been rejected at α=.01 (p=.000), which doubly verifies that the guests do have significant preference of hotels (at α=0.01) according to their purpose of visit.

5.1.3 Sponsors of the Business Travellers: The business/official travellers are sometimes sponsored by the oraganisation they represent. However, it is seen from the Table 5.1.3 that majority of the respondents are said to have paid cash. It might so happen that the sponsor pay Per Diem basis and hence the travellers do not submit the bills etc. for reimbursement. This figure, however, includes those travellers who travel for non-business purposes. 19% percent of the respondents' bills are paid directly by their sponsoring company, while 7.7% of them are reimbursed.

Table 5.1.3: Sponsors of the Travellers

	Frequency	*Percent*
Bill payment directly by company	57	19.0
Cash Payment by self and subsequent reimbursement	23	7.7
Self Payment	217	72.3
Missing (non-response)	*3*	*1.0*
Total	**300**	**100.0**

5.1.4 Gender of the Respondents: Table 5.1.4 shows the distribution of the respondents on the basis of their gender. As it is seen that only 9 respondents (3%) were female. This, however, would bias the results of our preference analysis as it is well known fact that the gender significantly affects the preferences.

Table 5.1.4: Gender of Respondents

	Frequency	*Percent*
Female	9	3
Male	291	97
Total	300	100

5.1.5 Age Range of Respondents: As seen from the table 5.1.5 majority of the respondents are from the age range of 26 and 35 years of age, whish is followed by the next higher group i.e. 36 to 45 years of age. Thus it is seen that almost 70% of the respondents are of the range of 26 and 45 years of age.

Table 5.1.5: Age Range of the Respondents

	Frequency	*Percent*
21-25	17	5.7
26-35	116	38.7
36-45	90	30.0
46-55	67	22.3
More than 56	10	3.3
Total	**300**	**100.0**

5.1.6 Managerial Position of the Respondents: The respondents were asked to give their managerial position in three categories, Top, Middle and Junior level. The responses are tabulated and presented in the following table (Table 5.1.6). There is a sizeable non response as the self employed and leisure tourists might like to skip the information.

Table 5.1.6: Managerial level of the respondent

	Frequency	*Percent*
Top Level	35	11.7
Middle Level	175	58.3
Junior Level	16	5.3
Total	226	75.3
Missing	*74*	*24.7*
Total	**300**	**100.0**

At Tezpur, as expected the travelling business persons are mostly that of middle level managerial positions, which is almost 60% of the total respondents.

5.1.7 Marital Status of the Respondents: As a part of classification data the travellers were requested to give their marital status to determine their life cycle stage. Table 5.1.7 depicts the marital status of the respondents.

Table 5.1.7: Marital Status of the Respondents

	Frequency	*Percent*
Married	211	70.3
Unmarried	89	29.7
Total	**300**	**100.0**

5.1.7a Status of Children: To further determine the life cycle stages the respondents were requested to provide with their number of children. We have received 188 responses to that question which is less than the total number of respondents reported to be married. Two responses were of no children, while the others have reported in range from 1 to 4. The responses are depicted in Table 5.1.8a.

Table 5.1.7a: Number of Children of Patrons

Children	*Frequency*	*Percent*
0	2	0.7
1	81	27.0
2	82	27.3
3	15	5.0
4	2	0.7
Missing	*118*	*39.3*
Total	**300**	**100.0**

It is seen that maximum respondents have reported to have up to 2 children.

5.2 Loyalty of Guests:

5.2.1 Measurement of Loyalty: To test the loyalty of the guests interviewed three simple questions were asked. First one a straight question on loyalty, second one was to check if the guest will go away if better facilities are provided, and finally they were asked if they are going away even if same facilities are offered by another hotel. We did not bring in the question of tariff deliberately as we know that the guests would compare the hotels with

similar tariff while making a decision to switch. Table 5.2.1 depicts the responses to the loyalty variable.

Table 5.2.1: Loyalty of Guests

	Frequency	*Percent*
Loyal	209	69.7
Not Loyal	91	30.3
Total	**300**	**100.0**

The Table shows an overwhelming number (70%) of the respondents are loyal to their respective hotels. However, interestingly Table 5.2.1a shows that 45% respondents are willing to change their loyalty if better facilities are found in other places. These 137 respondents might also include those who said they are loyal in the response to the first question.

Table 5.2.1a: Propensity of Changing Hotel for Better Facility

	Frequency	*Percent*
No	163	54.3
Yes	137	45.7
Total	**300**	**100.0**

A cross tabulation will clear if any loyal guest might like to go away at the prospect of getting better facilities. Table 5.2.1b, which depicts the results shows that 68 (32.5%) out of 209 guests who wanted to stick only to their favorite hotel would leave at the prospect of better facility (for the same tariff). The hotels thus should be careful of these fence sitters.

Table 5.2.1b: Loyalty and Propensity of Leaving Cross Tabulation

		Propensity to leave for better facility		
		Yes	*No*	**Total**
Loyalty	*Loyal*	68	141	209
		32.5%	*67.5%*	*100%*
	Not Loyal	69	22	91
		75.8%	*24.2%*	*100%*
	Total	**137**	**163**	**300**
		45.7%	***54.3%***	***100%***

The third variable wanted to cross check the findings of the first loyalty variable. The cross tabulation should ideally return a result that is almost the same as in the Table 5.2.1. Table 5.2.1c depicts the findings. The Table shows that 40% of the Non-loyal guests are not willing to shift even without any benefit. This is a silver lining for the industry.

Table 5.2.1c: Loyalty and Propensity to Change without any Benefit

			Propensity of Leaving without benefit		
			Yes	No	Total
Loyalty	Loyal	Count	12	192	204
		Row %	5.9	94.1	100
		Column %	18.2	84.2	69.4
	Not Loyal	Count	54	36	90
		Row %	60.0	40.0	100
		Column %	81.8	15.8	30.6
	Total	Count	66	228	294
		Row %	22.4	77.6	100
		Column %	100.0	100.0	100

Further investigation reveals that this **36** consists of 15, 12, 5, 2 and 1 respectively from Hotel Grand City, Hotel Amber, Hotel Royal Regency, Hotel Luit and Hotel Centre Point. Thus there is something to cheer about for Hotel Grand City and Hotel Amber.

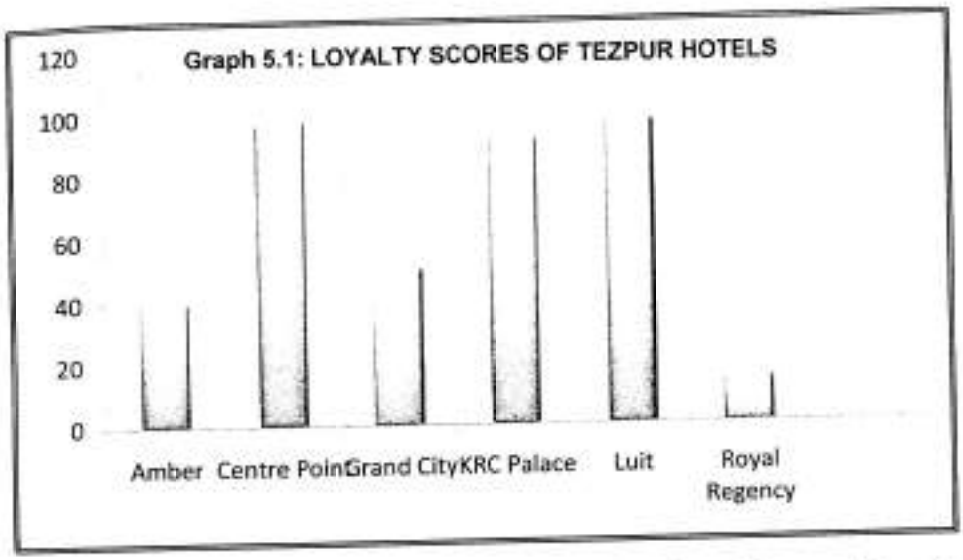
5.2.2 Hotel-wise Loyalty of Guests: It is, however, interesting to check if certain hotels of Tezpur enjoy more loyal patronage. A cross tabulation between loyalty and favourite hotel, which is shown in Table 5.2.2 below will throw light in this area. Interestingly enough the Chi square test conducted to check the hypothesis that Loyalty and Hotels are not related was rejected at a very low level of significance (0.01) with a p value of 0.000. The Chi-square test results are shown in Table 5.2.2a, which implies that the Loyalty of patrons depend upon the hotel even for the population of all guests.

Table 5.2.2: Hotel-wise Loyalty

		Amber	Centre Point	Grand City	KRC Palace	Luit	Royal Regency	Total
Loyal	Count	40	63	18	11	74	1	207
	Row %	19.3	30.4	8.7	5.3	35.7	0.5	100.0
	Column %	39.6	98.4	50.0	91.7	97.4	14.3	69.9
Not Loyal	Count	61	1	18	1	2	6	89
	Row %	68.5	1.1	20.2	1.1	2.2	6.7	100.0
	Column %	60.4	1.6	50.0	8.3	2.6	85.7	30.1
Total	Count	101	64	36	12	76	7	296
	Row %	34.1	21.6	12.2	4.1	25.7	2.4	100.0
	Column %	100.0	100.0	100.0	100.0	100.0	100.0	100.0

* 4 guests from Kaliabor Manor and GL's Resorts are excluded.

Pearson Chi-Square	135.63	5	0.000
Likelihood Ratio	138.32	5	0.000
Linear-by-Linear Association	32.88	1	0.000
N of Valid Cases	295		



Graph 5.1 shows the Loyalty Score for different hotels of Tezpur. It is clear from the picture that three hotels enjoy clear patronage loyalty. They are **namely, Hotel Centre Point, Hotel Luit** and **Hotel KRC Palace**. Out of these Hotels Centre Point can boast of almost 100% (98.4%) loyalty among its clients.

5.2A Reservation Method:

Respondents were asked to indicate their reservation method while they made booking for the hotel. Table 5.2A shows the results of the same. The Table indicates that maximum bookings are done through telephone. Other bookings methods like e-mail/snail mail etc. are not very popular.

Table 5.2A: Method of Booking

	Frequency	*Percent*
Telephonic	214	71.3
On-site	40	13.3

Table 5.2A: Method of Booking

	Frequency	*Percent*
Travel Agency	12	4.0
Others	34	11.3
Total	**300**	**100.0**

There may be a relationship between method of booking and the respondents' choice of hotel. A cross tabulation (Table 5.2A.1) on these two variables will help us in checking this.

Table 5.2A.1: Cross Tabulation Between Favourite Hotel and Method of Booking

Hotel		Method of Booking				
		Telephonic	On-site	Travel Agency	Others	Total
Hotel Amber	Count	85	9	1	6	101
	Row %	*84.2*	*8.9*	*1.0*	*5.9*	*100.0*
Hotel Centre Point	Count	42	5	0	17	64
	Row %	*65.6*	*7.8*	*0*	*26.5*	*100.0*
Hotel Grand City	Count	12	17	1	6	36
	Row %	33.3	47.2	2.8	16.7	100.0
Hotel KRC Palace	Count	10	2	0	0	12
	Row %	*83.3*	*16.7*	*0.0*	*0.0*	*100.0*
Hotel Luit	Count	56	7	10	3	76
	Row %	*73.7*	*9.2*	*13.2*	*3.9*	*100.0*
Hotel Royal Regency	Count	6	0	0	1	7
	Row %	*85.7*	*0.0*	*0.0*	*14.3*	*100.0*
Total	Count	211	40	12	33	296
	Row %	*71.3*	*13.5*	*4.1*	*11.1*	*100.0*

The Table shows that irrespective of choice of hotel the guests do resort to telephone booking most frequently. In all hotels (except for Grand City) telephone booking is the most popular method of reservation. In Grand City, on site reservation is more prevalent with 47.2% opting for it.

5.3 Guests' Age and Choice of Hotels:

Guests were asked to offer their age in an open-ended question. This was done knowing fully well that it is outrageous to ask the age of a respondent in an open ended question. The offense was worth well for the fact that the age and the choice of hotel might give important insight if the hotels do appeal to a particular age group of tourists. The following table (Table 5.3.1) shows the descriptive statistics as well as the ANOVA test results.

Table 5.3.1 : Respondents' Choice of Hotel and Age							
Hotels	N	Mean	Std. Deviation	Minimum	Maximum	F value	p value
Hotel Amber	101	33.66	7.55	24	65	23.39	0.01
Hotel Centre Point	64	36.27	8.82	21	56		
Hotel Grand City	36	37.94	9.71	23	57		
Hotel KRC Palace	12	42.17	12.21	26	61		
Hotel Luit	76	46.50	6.70	32	61		
Hotel Royal Regency	7	36.86	6.82	25	45		
Total	296	38.46	9.55	21	65		

The test results show that the average age of the guests interviewed significantly different for separate hotels. The descriptive data show that hotel Luit and KRC Palace is preferred mostly by the mid age patrons while other hotels are more or less have the patrons of the same age brackets. A pair-wise post hoc analysis also shows that Hotel Luit has got significant difference in the age of patronage with Hotel Amber, Hotel Centre Point and Hotel Grand City. Thus it can safely be presumed that Hotel Luit is preferred by older guests especially in relation to Amber, Centre point and Grand City.

5.4 Guests' Preferences of Food:

Guests were asked to indicate their preferences towards different kinds of food. Table 5.4.1 depicts the findings of the survey.

Table 5.4.1: Guests' Food Preferences

(1 being least preferred while 5 denotes maximum preference)

	Responses Received	Minimum	Maximum	Mode	Mean	Std. Deviation
Continental Food	296	1	5	4	3.5	1.2
Chinese Food	299	1	5	4	3.9	1.0
Indian Food	300	1	5	5	4.6	0.8
Thai Food	277	1	5	1	2.7	1.4
Traditional food	292	1	5	4	3.7	1.3

The Table shows that maximum preference is accorded to Indian food (with a mode of 5 and mean of 4.6 and a low standard deviation of 0.8), traditional, continental and Chinese go hand in hand with mode 4 and mean of 3.7, 3.9 and 3.5 respectively, while Thai food is given least preferences. The proximity of mean and mode shows that the responses are symmetrical and distributed randomly and thus the mean actually represent the true mood of the respondents.

5.4.1 Hotel-wise Food Preference: Let us now see if the food preferences of the guests do significantly vary from hotel to hotel. For this we take up the following null hypothesis of equality of mean preference across different hotels. Symbolically the hypothesis would look like the following:

H_{01}: $\mu_{1AMBER} = \mu_{1CENTRE\ POINT} = \mu_{1GRAND\ CITY} = \mu_{1K.R.C.\ PALACE} = \mu_{1LUIT} = \mu_{1ROYAL\ REGENCY}$

H_{02}: $\mu_{2AMBER} = \mu_{2CENTRE\ POINT} = \mu_{2GRAND\ CITY} = \mu_{2K.R.C.\ PALACE} = \mu_{2LUIT} = \mu_{2ROYAL\ REGENCY}$

H_{03}: $\mu_{3AMBER} = \mu_{3CENTRE\ POINT} = \mu_{3GRAND\ CITY} = \mu_{3K.R.C.\ PALACE} = \mu_{3LUIT} = \mu_{3ROYAL\ REGENCY}$

H_{04}: $\mu_{4AMBER} = \mu_{4CENTRE\ POINT} = \mu_{4GRAND\ CITY} = \mu_{4K.R.C.\ PALACE} = \mu_{4LUIT} = \mu_{4ROYAL\ REGENCY}$

H_{05}: $\mu_{5AMBER} = \mu_{5CENTRE\ POINT} = \mu_{5GRAND\ CITY} = \mu_{5K.R.C.\ PALACE} = \mu_{5LUIT} = \mu_{5ROYAL\ REGENCY}$

Where,

μ_1 → *Mean of continental food preferences*

μ_2 → *Mean of Chinese food preferences*

μ_3 → *Mean of Indian food preferences*

μ_4 → *Mean of Thai food preferences*

μ_5 → *Mean of traditional food preferences*

Table 5.4.1: Hotel-wise Food Preference

Food-type Preference	Hotels								Null Hypo. RESULT
		N	Mean	Std. Deviation	Min.	Max.	F Value	P value	
Continental	Amber	98	3.3	1.3	1	5	13.10	0.00	Rejected at α = 0.01
	Centre Point	64	4.3	0.6	2	5			
	Grand City	36	2.8	1.4	1	5			
	KRC Palace	12	2.9	1.4	1	5			
	Luit	76	3.6	0.9	2	5			
	Royal Regency	6	1.8	1.3	1	4			
	Total	**292**	**3.5**	**1.2**	**1**	**5**			
Chinese	Amber	101	3.7	1.0	1	5	9.03	0.00	Rejected at α = 0.01
	Centre Point	64	4.5	0.6	2	5			
	Grand City	36	3.3	1.6	1	5			
	KRC Palace	11	3.7	0.5	3	4			
	Luit	76	3.8	0.9	1	5			
	Royal Regency	7	4.3	0.8	3	5			

Table 5.4.1: Hotel-wise Food Preference

Food-type Preference	Hotels	N	Mean	Std. Deviation	Min.	Max.	F Value	P value	Null Hypo. RESULT
	Total	**295**	**3.9**	**1.0**	**1**	**5**			
Indian	Amber	101	4.6	0.7	1	5	2.02	0.08	**Rejected at α = 0.1**
	Centre Point	64	4.7	0.5	4	5			
	Grand City	36	4.8	0.7	1	5			
	KRC Palace	12	4.4	1.2	1	5			
	Luit	76	4.6	0.7	1	5			
	Royal Regency	7	4.0	1.4	1	5			
	Total	**296**	**4.6**	**0.7**	**1**	**5**			
Thai	Amber	99	2.4	1.4	1	5	32.16	0.00	**Rejected at α = 0.01**
	Centre Point	63	4.2	0.5	3	5			
	Grand City	33	1.9	1.1	1	4			
	KRC Palace	10	1.3	0.7	1	3			
	Luit	61	2.2	1.2	1	5			
	Royal Regency	7	2.1	1.6	1	5			
	Total	**273**	**2.7**	**1.4**	**1**	**5**			
Traditional	Amber	100	3.6	1.4	1	5	9.15	0.00	**Rejected at α = 0.01**
	Centre Point	64	4.4	0.5	3	5			
	Grand City	36	3.9	1.2	1	5			
	KRC Palace	10	2.7	1.3	1	5			
	Luit	72	3.7	1.2	1	5			
	Royal Regency	6	1.7	1.2	1	4			
	Total	**288**	**3.7**	**1.3**	**1**	**5**			

The ANOVA test results show that all the null hypotheses can be rejected. Most of them (4) can be rejected with a very comfortable level of confidence, while one (for Indian food) the level of confidence is 90%.

This shows that the guests patronizing different hotels have different preference towards kind of food they expect in their place of stay. From Table 5.4.1 it is clear that Hotel Royal Regency is scoring comparatively higher for Indian cuisine, while Hotel Centre point is the top scorer for all other food categories. However, Post Hoc analyses show that the following hotels do have significant pair-wise differences of preference of patrons for different food categories.

Table 5.4.1a: Significant Pair-wise Difference Across Hotels for Different Food Types
(through Bonferroni method of multiple Comparison at α=0.05)

Food-type Preference	Pair-wise Differences Found Between Hotels
Continental	Hotel Centre Point *(High)* with all other Hotels Hotel Amber *(High)* and Hotel Royal Regency *(Lower)* Hotel Grand City (*Low*) and Hotel Luit (*Higher*) Hotel Luit and Hotel Royal Regency *Equal for all other pairs*
Chinese	Hotel Amber (*Low*) and Hotel Centre Point (*Higher*) Hotel Centre Point (*High*) and Hotel Grand City(*Lower*) Hotel Center Point (*High*) and Hotel Luit (*Lower*)
Indian	*Equal for all Hotels*
Thai	Hotel Centre Point *(High)* with all other *(all lower)* *Equal for all other pairs*
Traditional	Hotel Centre Point *(High)* with all other Hotels (*all lower*) Hotel Royal regency *(Low)* with all other Hotels (except Hotel KRC Palace)- *all higher*

The analysis above indicates that the guests of Hotel Centre Point prefer better food in all categories. However, certain other hotels scores significantly higher pair-wise difference against some other hotels. It might also indirectly mean that guests prefer these hotels because the food (that particular category) in these hotels are better than other hotels.

5.4.2 Gender and Food Preference: Gender may have significant relationship with their preference of food. Independent sample T test was conducted to test the hypothesis that the mean preferences of both the sexes across all food categories are equal. If we can reject this hypotheses we would be able to conclude that one gender's preferences are significantly different than the other gender. The T test results are reproduced in Table 5.4.2.

Table 5.4.2: T Test for Equality of Means Across Gender

Preferences Towards Food Type	*Gender*	*N*	*Mean*	*T Test Results α=0.05*
Continental Food	Male	287	3.5	*NO DIFFERENCE (Not Rejected)*
	Female	9	3.1	
Chinese Food	Male	290	3.9	*NO DIFFERENCE (Not Rejected)*
	Female	9	3.9	
Indian Food	Male	291	4.6	*NO DIFFERENCE (Not Rejected)*
	Female	9	4.8	
Thai Food	Male	268	2.7	*NO DIFFERENCE (Not Rejected)*
	Female	9	2.3	
Traditional food	Male	283	3.7	*NO DIFFERENCE (Not Rejected)*
	Female	9	4.0	

The Table shows that none of the hypotheses could be rejected and hence conclusions could be drawn that the food preference of guest of hotels of Tezpur does not depend on the gender.

5.4.3 Age Group and Food Preference: Age group might affect the preference towards food type. A series of ANOVA tests was run to check the belief that food preference does not depend on the age group of the guests. The test results are shown in Table 5.4.3.

Table 5.4.3: ANOVA Results for Food Preference Across Age Groups

Preferences Towards Food Type	Age Groups	N	Mean	Results at *α=0.05*
Continental Food	21-25	16	3.6	***NO DIFFERENCE*** *(Not Rejected)*
	26-35	113	3.5	
	36-45	90	3.4	
	46-55	67	3.7	
	More than 56	10	3.6	
	Total	296	3.5	
Chinese Food	21-25	17	4.1	***NO DIFFERENCE*** *(Not Rejected)*
	26-35	116	3.8	
	36-45	90	3.8	
	46-55	66	4.0	
	More than 56	10	3.7	
	Total	299	3.9	
Indian Food	21-25	17	4.7	***NO DIFFERENCE*** *(Not Rejected)*
	26-35	116	4.6	
	36-45	90	4.6	
	46-55	67	4.6	
	More than 56	10	4.7	
	Total	300	4.6	
Thai Food Preferences	21-25	17	2.8	***NO DIFFERENCE*** *(Not Rejected)*
	26-35	113	2.7	
	36-45	82	2.8	
	46-55	55	2.5	
	More than 56	10	2.3	
	Total	277	2.7	
Traditional food	21-25	16	4.1	***NO DIFFERENCE*** *(Not Rejected)*
	26-35	116	3.7	
	36-45	88	3.7	
	46-55	62	3.8	
	More than 56	10	3.4	
	Total	292	3.7	

This Table also shows that the guests of different age groups do not have any significantly different preference towards any food habit.

5.4.4 Managerial Level and Food Preference: Let us now see the employee category and their preferences towards food type. ANOVA test results are shown in Table 5.4.4.

Table 5.4.4: ANOVA Results on Food Preference Across Managerial Level

Preferences Towards Food Type	Level	N	Mean	RESULT at α=0.1
Continental Food	Top	35	3.4	*NO DIFFERENCE (Not Rejected)*
	Middle	173	3.5	
	Junior	14	3.5	
	Total	222	3.5	
Chinese Food	Top	35	4.1	*NO DIFFERENCE (Not Rejected)*
	Middle	174	3.8	
	Junior	16	4.1	
	Total	225	3.9	
Indian Food	Top	35	4.7	*NO DIFFERENCE (Not Rejected)*
	Middle	175	4.6	
	Junior	16	4.6	
	Total	226	4.6	
Thai Food	Top	35	2.5	*NO DIFFERENCE (Not Rejected)*
	Middle	155	2.6	
	Junior	16	2.4	
	Total	206	2.6	
Traditional	Top	35	3.5	*DIFFERENCE FOUND (Rejected)*
	Middle	170	3.8	
	Junior	15	3.1	
	Total	220	3.7	

The results as shown in table suggest that only for traditional food significant difference across the managerial level exists. It is seen from the mean column that the middle level managers prefers the traditional food more than the other two categories, while the junior employees prefers it the least.

5.5 Importance to Service:

A guest in a hotel looks for other basic facilities beside a well furnished room to stay. These basic facilities influence a guest in choosing a particular hotel. To determine the importance of these basic facilities, the respondents were administered a questionnaire

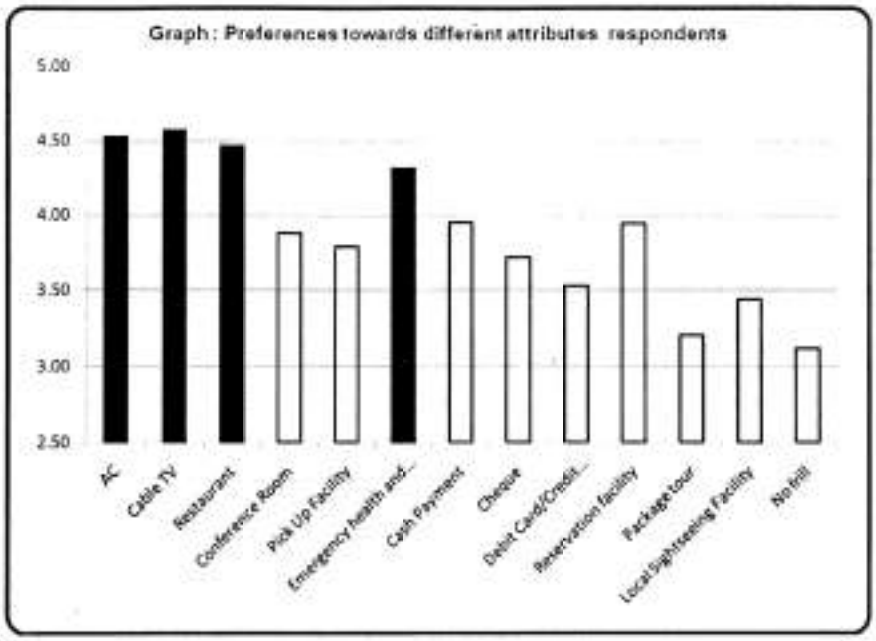
containing 13 facilities that a guest may expect in a hotel. A five point scale was used for rating *(1 being the lowest and 5 being the highest).*Guests were also asked to indicate their importance towards certain infrastructural as well as service facilities those form part of service quality of a general hotel. After analyzing these we would be able to predict the linking and disliking of certain segments based on a few classification variables as used in earlier analysis.

Table 5.5 and the following graph describe the average importance of the guests surveyed on the service quality dimensions.

Table 5.5: Importance to Basic Quality Dimensions

Quality Dimensions	*Responses Received*	*Minimum*	*Maximum*	*Mode*	*Mean*	*Std. Deviation*
Air Conditioning	300	1	5	5	**4.53**	0.86
Cable TV	300	1	5	5	**4.57**	0.85
Restaurant	299	1	5	5	**4.46**	0.82
Conference Room	297	1	5	4	3.88	1.07
Pick Up Facility	298	1	5	4	3.79	1.27
Emergency Services	299	1	5	5	4.31	0.80
Cash Payment	299	1	5	5 ⟷	3.95	1.09
Cheque payment	296	1	5	4	3.72	1.11
e-payment	296	1	5	5	3.53	1.37
Reservation Facilty	299	1	5	4	3.94	1.07
Package Tour	296	1	5	4	3.21	1.21
Local Sightseeing	296	1	5	4	3.45	1.19
No frill	221	1	5	4	**3.12**	1.22

It is seen that there is an abnormally huge difference between mean and mode against the variable 'cash payment'. This signifies that though most of the guests have given highest preference to cash payment, many did not, and thus the inequality is observed.



It is clear from the table that guest's in a hotel gives more importance to *Air Conditioning* (mean= 4.53), *Cable TV* (mean= 4.57), *Restaurant* (mean= 4.46) and *Emergency Services* (mean= 4.31) than other facilities. Also the standard deviations for these factors are low (around 0.8). *No frill* has the lowest mean of 3.12 and a standard deviation of 1.22. Thus guest staying in the hotels doesn't prefer 'no frill' concept. It can be also concluded that the responses are symmetrical and distributed randomly (*except for cash payment*) as the mean and mode are in quite proximity to each other.

5.5.1 Hotel-wise Guest preference towards Facilities: The importance of the different facilities by a guest might be different depending on their choice of the hotel. To determine if there is any difference across the chosen hotels, one way ANOVA can be used. Accordingly the Null hypothesis is formulated as there is no difference in the importance of a facility given by guest across the hotels. The Null Hypotheses are shown below.

H_{0_AC} : $\mu_{1AMBER} = \mu_{1CENTRE\ POINT} = \mu_{1GRAND\ CITY} = \mu_{1KRC\ PALACE} = \mu_{1LUIT} = \mu_{1ROYAL\ REGENCY}$

$H_{0\_CableTV}$: $\mu_{2AMBER} = \mu_{2CENTRE\ POINT} = \mu_{2GRAND\ CITY} = \mu_{2KRC\ PALACE} = \mu_{2LUIT} = \mu_{2ROYAL\ REGENCY}$

$H_{0\_Restaurant}$: $\mu_{3AMBER} = \mu_{3CENTRE\ POINT} = \mu_{3GRAND\ CITY} = \mu_{5KRC\ PALACE} = \mu_{3LUIT} = \mu_{3ROYAL\ REGENCY}$

$H_{0\_ConferenceRoom}$: $\mu_{4AMBER} = \mu_{4CENTRE\ POINT} = \mu_{4GRAND\ CITY} = \mu_{4KRC\ PALACE} = \mu_{4LUIT} = \mu_{4ROYAL\ REGENCY}$

H_{0_PickUp} : $\mu_{5AMBER} = \mu_{5CENTRE\ POINT} = \mu_{5GRAND\ CITY} = \mu_{5KRC\ PALACE} = \mu_{5LUIT} = \mu_{5ROYAL\ REGENCY}$

$H_{0\_Emergency}$: $\mu_{6AMBER} = \mu_{6CENTRE\ POINT} = \mu_{6GRAND\ CITY} = \mu_{6KRC\ PALACE} = \mu_{6LUIT} = \mu_{6ROYAL\ REGENCY}$

H_{0_Cash} : $\mu_{7AMBER} = \mu_{7CENTRE\ POINT} = \mu_{7GRAND\ CITY} = \mu_{7KRC\ PALACE} = \mu_{7LUIT} = \mu_{7ROYAL\ REGENCY}$

H_{0_Cheque} : $\mu_{8AMBER} = \mu_{8CENTRE\ POINT} = \mu_{8GRAND\ CITY} = \mu_{8KRC\ PALACE} = \mu_{8LUIT} = \mu_{8ROYAL\ REGENCY}$

$H_{0\_e\text{-}payment}$: $\mu_{9AMBER} = \mu_{9CENTRE\ POINT} = \mu_{9GRAND\ CITY} = \mu_{9KRC\ PALACE} = \mu_{9LUIT} = \mu_{9ROYAL\ REGENCY}$

$H_{0\_Reservation}$: $\mu_{10AMBER} = \mu_{10CENTRE\ POINT} = \mu_{10GRAND\ CITY} = \mu_{10KRC\ PALACE} = \mu_{10LUIT} = \mu_{10ROYAL\ REGENCY}$

$H_{0\_Package}$: $\mu_{11AMBER} = \mu_{11CENTRE\ POINT} = \mu_{11GRAND\ CITY} = \mu_{11KRC\ PALACE} = \mu_{11LUIT} = \mu_{11ROYAL\ REGENCY}$

$H_{0\_Local\_Sightseeing}$: $\mu_{12AMBER} = \mu_{12CENTRE\ POINT} = \mu_{12GRAND\ CITY} = \mu_{12KRC\ PALACE} = \mu_{12LUIT} = \mu_{12ROYAL\ REGENCY}$

$H_{0\_No\_Frill}$: $\mu_{13AMBER} = \mu_{13CENTRE\ POINT} = \mu_{13GRAND\ CITY} = \mu_{13KRC\ PALACE} = \mu_{13LUIT} = \mu_{13ROYAL\ REGENCY}$

Where,

μ_1 → *Mean of importance towards Air Conditioning*

μ_2 → *Mean of importance towards Cable TV*

μ_3 → *Mean of importance towards Restaurant*

μ_4 → *Mean of importance towards Conference Room*

μ_5 → *Mean of importance towards Pick Up Facility*

μ_6 → *Mean of importance towards Emergency health and other services*

μ_7 → *Mean of importance towards Cash Payment*

μ_8 → *Mean of importance towards Cheque Payment*

μ_9 → *Mean of importance towards e-payment*

μ_{10} → *Mean of importance towards Reservation Facility*

μ_{11} → *Mean of importance towards Package Tour*

μ_{12} → *Mean of importance towards Local Sightseeing*

μ_{13} → *Mean of importance towards No Frill*

The results of the ANOVA tests along with the descriptive statistics are shown in Table 5.5.1 below.

Table 5.5.1: Importance to Basic Quality Dimensions Across Hotels

Quality Dimensions	Hotels	N	Mean	Std. Deviation	Min.	Max.	F Value	P Value	Null Hypothesis Result
Air Conditioning	Amber	101	4.54	0.96	1	5	4.146	0.001	Rejected at α = 0.01
	Centre Point	64	4.67	0.64	2	5			
	Grand City	36	4.89	0.52	2	5			
	KRC Palace	12	3.83	1.59	1	5			
	Luit	76	4.34	0.66	3	5			
	Royal Regency	7	4.43	1.51	1	5			
	Total	**296**	**4.53**	**0.86**	**1**	**5**			
Cable TV	Amber	101	4.50	1.01	2	5	5.874	0.000	Rejected at α = 0.01
	Centre Point	64	4.89	0.31	4	5			
	Grand City	36	4.81	0.82	1	5			

Table 5.5.1: Importance to Basic Quality Dimensions Across Hotels

Quality Dimensions	Hotels	N	Mean	Std. Deviation	Min.	Max.	F Value	P Value	Null Hypothesis Result
	KRC Palace	12	4.17	1.27	1	5			
	Luit	76	4.42	0.68	3	5			
	Royal Regency	7	3.57	1.40	1	5			
	Total	**296**	**4.56**	**0.85**	**1**	**5**			
Restaurant	Amber	101	4.50	0.74	2	5	10.144	0.000	**Rejected at α = 0.01**
	Centre Point	64	4.86	0.35	4	5			
	Grand City	36	4.72	0.88	1	5			
	KRC Palace	12	3.83	1.53	1	5			
	Luit	75	4.13	0.74	1	5			
	Royal Regency	7	3.71	1.38	1	5			
	Total	**295**	**4.47**	**0.82**	**1**	**5**			
Conference Room	Amber	100	3.86	1.16	1	5	4.446	0.001	**Rejected at α = 0.01**
	Centre Point	64	4.13	0.83	1	5			
	Grand City	36	4.31	1.17	1	5			
	KRC Palace	12	3.00	1.60	1	5			
	Luit	76	3.83	0.91	1	5			
	Royal Regency	5	3.80	0.45	3	5			
	Total	**293**	**3.88**	**1.08**	**1**	**5**			
Pick Up Facility	Amber	101	3.24	1.51	1	5	11.535	0.000	**Rejected at α = 0.01**
	Centre Point	64	4.27	0.54	2	5			
	Grand City	35	4.34	1.03	1	5			
	KRC Palace	12	2.58	1.51	1	5			
	Luit	76	4.01	0.97	1	5			
	Royal Regency	7	4.14	1.46	1	5			
	Total	**295**	**3.79**	**1.26**	**1**	**5**			
Emergency Services	Amber	101	4.28	0.69	2	5	3.988	0.002	**Rejected at α = 0.01**
	Centre Point	64	4.50	0.50	4	5			
	Grand City	36	4.67	0.72	2	5			
	KRC Palace	12	3.92	1.31	1	5			
	Luit	76	4.17	0.91	2	5			
	Royal Regency	6	3.83	0.98	2	5			
	Total	**295**	**4.32**	**0.78**	**1**	**5**			
Cash Payment	Amber	101	4.10	0.78	1	5	10.36	0.000	**Rejected at α = 0.01**
	Centre Point	64	4.39	0.68	2	5			
	Grand City	36	4.08	1.18	1	5			
	KRC Palace	11	3.73	1.19	1	5			
	Luit	76	3.29	1.36	1	5			
	Royal Regency	7	4.71	0.76	3	5			

Table 5.5.1: Importance to Basic Quality Dimensions Across Hotels

Quality Dimensions	Hotels	N	Mean	Std. Deviation	Min.	Max.	F Value	P Value	Null Hypothesis Result
	Total	**295**	**3.95**	**1.09**	**1**	**5**			
Cheque payment	Amber	101	3.62	1.02	1	5	9.672	0.000	**Rejected at α = 0.01**
	Centre Point	63	**4.37**	0.63	2	5			
	Grand City	36	3.97	1.13	1	5			
	KRC Palace	11	2.82	1.40	1	5			
	Luit	76	3.32	1.17	1	5			
	Royal Regency	6	3.33	1.51	1	5			
	Total	**293**	**3.71**	**1.11**	**1**	**5**			
e-payment	Amber	101	3.39	1.14	1	5	17.604	0.000	**Rejected at α = 0.01**
	Centre Point	64	**4.67**	0.64	2	5			
	Grand City	36	3.36	1.44	1	5			
	KRC Palace	12	3.92	1.51	1	5			
	Luit	74	2.81	1.42	1	5			
	Royal Regency	6	3.17	1.72	1	5			
	Total	**293**	**3.54**	**1.36**	**1**	**5**			
Reservation facility	Amber	101	3.61	0.93	1	5	16.28	0.000	**Rejected at α = 0.01**
	Centre Point	64	3.88	0.85	1	5			
	Grand City	36	3.42	1.32	1	5			
	KRC Palace	12	3.83	1.19	1	5			
	Luit	76	**4.76**	0.73	1	5			
	Royal Regency	7	3.43	1.72	1	5			
	Total	**296**	**3.95**	**1.07**	**1**	**5**			
Package tour	Amber	101	2.84	1.21	1	5	7.801	0.000	**Rejected at α = 0.01**
	Centre Point	64	**3.86**	0.87	1	5			
	Grand City	36	3.08	1.27	1	5			
	KRC Palace	12	2.33	1.37	1	5			
	Luit	74	3.27	1.14	1	5			
	Royal Regency	6	3.50	1.38	1	5			
	Total	**293**	**3.19**	**1.21**	**1**	**5**			
Local Sightseeing	Amber	101	3.19	1.16	1	5	6.608	0.000	**Rejected at α = 0.01**
	Centre Point	64	**4.08**	0.63	1	5			
	Grand City	36	3.08	1.36	1	5			
	KRC Palace	12	3.17	1.40	1	5			
	Luit	75	3.52	1.22	1	5			
	Royal Regency	5	2.60	1.34	1	5			
	Total	**293**	**3.44**	**1.18**	**1**	**5**			
No frill	Amber	37	2.46	1.19	1	5	7.058	0.000	**Rejected at α = 0.01**
	Centre Point	64	**3.77**	0.96	1	5			

Table 5.5.1: Importance to Basic Quality Dimensions Across Hotels

Quality Dimensions	Hotels	N	Mean	Std. Deviation	Min.	Max.	F Value	P Value	Null Hypothesis Result
	Grand City	36	2.69	1.41	1	5			
	KRC Palace	2	3.00	1.41	2	5			
	Luit	75	2.97	1.14	1	5			
	Royal Regency	4	3.25	0.96	2	5			
	Total	**218**	**3.11**	**1.22**	**1**	**5**			

Highest mean for a particular facility

Lowest mean for a particular facility

Hotel Grand City has highest mean value for eight (8) of the facilities followed by Grand City, which has topped four (4) times. The lowest mean value was for KRC (5 times) and Royal Regency (3times).

All the null hypotheses could be rejected at significance level of 0.01 ($\alpha = 0.01$). Thus it can be safely concluded that the guests' importance towards the facilities across different hotels is significantly different. To probe deeper into the findings a Post Hoc analysis is conducted to see if certain hotels have got pair-wise differences with another. The results are depicted in Table 5.5.1a, which is shown below.

Table 5.5.1a: Significant Pair-wise Difference Across Hotels for Facilities

through Bonferroni method of multiple comparison at α=0.05	
Facilities	**Hotels**
Air Conditioning	Hotel Grand City (*high*) and Hotel KRC Palace (*low*)
	Hotel Centre Point (*high*)and Hotel KRC Palace (*low*)
	Hotel Grand City (*high*) and Hotel Luit (*low*)
	For all other pairs it is equal
Cable TV	Hotel Centre Point (high)and Hotel Royal Regency (low)
	Hotel Centre Point (*high*) and Hotel Amber (*low*)
	Hotel Centre Point (*high*) and Hotel Luit (*low*)
	Hotel Grand City (*high*) and Hotel Royal Regency (*low*)
	For all other hotels it is equal
Restaurant	Hotel Amber (*high*) and Hotel Luit (*low*)
	Hotel Centre Point (*high*) with Hotel KRC Palace, Luit and Royal Regency (*low*)
	Hotel Grand City (*high*) with Hotel KRC Palace, Luit and Royal Regency (*low*)
	Other pairs are equal
Conference Room	Hotel Centre Point (*high*) and Hotel KRC Palace (*low*)

Table 5.5.1a: Significant Pair-wise Difference Across Hotels for Facilities

through Bonferroni method of multiple comparison at α=0.05	
	Hotel Grand City (*high*) with Hotel KRC Palace and Hotel Luit (*low*)
	Equal for all other pairs
Pick Up Facility	Hotel Amber (*low*) with Hotel Centre Point, Grand City and Luit (*high*)
	Hotel Centre Point (*high*) with Hotel Amber and Hotel KRC Palace (*low*)
	Hotel Grand City (*high*) with Hotel Amber and Hotel KRC Palace (*low*)
	Equal for all other pairs
Emergency Services	Hotel Grand City (high) and Hotel Luit (low)
	All other hotels has no significant difference
Cash Payment	Hotel Amber (*high*) and Hotel Luit (*low*)
	Hotel Centre Point (*high*) and Hotel Luit (*low*)
	Hotel Grand City (high) and Hotel Luit (*low*)
	Hotel Royal Regency (*high*) and Hotel Luit (*low*)
	No significant difference between other hotels
Cheque payment	Hotel Centre Point (*high*) and Hotel Hotel Amber, KRC Palace and Luit (*low*)
	Hotel Grand City (*high*) and Hotel KRC Palace, Hotel Luit (*low*)
	Equal for all other pairs
e-payment	Hotel Centre Point (*high*) and Hotel Amber , Grand City and Luit (*low*)
	Hotel Amber (high) and Hotel Luit (low)
	All other hotels has no significant difference
Reservation Facility	Hotel Luit(*high*) with all other Hotels (*all lower*)
	No significant difference between other hotels
Pacakge Tour	Hotel Centre Point (*high*) with all other hotels (*low*) except Hotel Royal Regency
	Equal for all other pairs
Local Sightseeing	Hotel Centre Point (*high*) and Hotel Amber and Hotel Grand City (*low*)
	Equal for all other pairs
No frill	Hotel Centre Point (*high*) and Hotel Amber, Grand City and Hotel Luit (*low*)
	No significant difference between other hotels

Looking at the pair-wise difference table (table 5.5.1a) the difference in perception of the facilities towards the hotels can be determined. It is seen that Hotel Centre Point and Hotel Grand City has the highest number of differences across the hotels. If we look into the importance given to Cable TV for different hotels, it is seen that Hotel Centre has difference with Hotel Royal Regency, Amber and Luit. Hotel Centre point has a higher rating than that of the other hotels, thus meaning that the guests staying at Hotel Centre Point give more importance towards Cable TV or in other words they are quite happy with the Cable TV connection provided in the hotel. Similarly conclusion can be derived for the other facilities by having a look into the table. Hotel Luit and Hotel KRC Palace scored towards the lower side for the facilities in most of the cases. Facilities like *reservation, local sightseeing,*

package tour and no frill have registered no significant differences across the hotels except with Hotel Centre Point.

5.5.2 Gender wise Facilities preferences: Among our respondents we are privileged to have a few lady guests. The number was, of course alarmingly low. Even with this miniscule data we might be able to figure out if the women guests' preferences are different than their male counterpart. With this aim in mind we proceed further.

5.5.2a: Air Conditioning: To check if difference exists between male and female respondents on their preference towards Air Conditioning in a hotel we have decided to test the following two hypotheses using Independent sample T test.

Table 5.5.2a: Mean and Std. Deviation for preference towards AC

	GENDER	*N*	*Mean*	*Std. Deviation*
Air Conditioning	Male	291	4.54	0.86
	Female	9	4.11	0.93

H_0: *There is no difference in the mean for importance to AC between male and female.*

H_1: *There is no difference in the mean for importance to AC between male and female.*

The value of significance is 0.843, thus we have to look for *p-value* in equal variance assumed. The *p-value* is 0.138, which is greater than level of significance (0.05). Thus we reject the null hypothesis and presume that there is no significance difference for preference towards Air Conditioning between male and female guests.

5.5.2b: Cable TV: Is there any significant difference on preference of cable TV in a hotel room based on gender of the guest? To answer this question we assumed that the male and female guests' preferences are same and test this hypothesis with T test.

Table 5.5.2b : Importance of Cable TV Across Gender

	GENDER	N	Mean	Std. Deviation
Cable TV	Male	291	4.58	0.83
	Female	9	4.22	1.30

The '*p*' value is found out to be 0.213 assuming equal variances in two populations. Thus the null hypothesis couldn't be rejected and we can conclude that there is no difference among male and female towards Cable TV.

The mean and '*p*' value for all other dimensions are given below in the Table 5.5.2c which is shown below.

Table 5.5.2c: Importance of Various Dimensions Across Gender

	GENDER	N	Mean	Std. Deviation	p value	Null Hypothesis	Inference
Restaurant	M	290	4.47	0.80	0.375	***Not Rejected*** **α = 0.05**	No significant difference
	F	9	4.22	1.30			
Conference Room	M	288	3.89	1.07	0.548	***Not Rejected*** **at α = 0.05**	No significant difference
	F	9	3.67	1.22			
Pick Up Facility	M	289	3.80	1.27	0.576	***Not Rejected*** **at α = 0.05**	No significant difference
	F	9	3.56	1.13			
Emergency Services	M	290	4.32	0.80	0.727	***Not Rejected*** **α = 0.05**	No significant difference
	F	9	4.22	0.83			
Cash Payment	M	290	3.96	1.09	0.632	***Not Rejected*** **α = 0.05**	No significant difference
	F	9	3.78	1.20			
	F	9	4.11	0.60			
E-payment*	M	287	3.51	1.37	0.075	**Rejected at α = 0.10**	Significant difference exists
	F	9	4.33	0.87			
Reservation facility	M	290	3.94	1.08	0.878	***Not Rejected*** **at α = 0.05**	No significant difference
	F	9	3.89	0.78			
Package tour	M	287	3.20	1.22	0.55	***Not Rejected*** **at α = 0.05**	No significant difference
	F	9	3.44	0.88			
Local Sightseeing	M	287	3.45	1.18	0.997	***Not Rejected*** **at α = 0.05**	No significant difference
	F	9	3.44	1.51			
No frill	M	213	3.13	1.21	0.774	***Not Rejected*** **at α = 0.05**	No significant difference
	F	8	3.00	1.69			

Thus the independent sample t-tests show that there is no difference between male and female towards the different quality dimensions except in case of e-payment. The hypothesis that there is no significant difference exists between male and female guests as for the preference towards e payment is rejected at a lower confidence level (**α = 0.10**). This gives us enough reason to assume that the lady guests visiting Tezpur would look for e payment facility in a hotel. Interestingly enough the standard deviation from mean for the said dimension is also small which signifies that the difference of opinion among women guests are minimum (0.8 in a 5 point scale).

5.5.3 Age-wise Preference Towards Quality Dimensions: The preferences for different quality dimensions might have bearing with the age of the guests. To nullify this we have formulated null hypotheses that presume that there is no difference in average preference levels of age groups. A sample null hypothesis is reproduced below, which says that that there is no difference of mean preference for Air Conditioning across five age groups namely '21 to 25 years of age', '26 to 35 years of age', '36 to 45 years of age', '46 to 55 years of age' and guests with 'more than 56 years of age'.

$$H_{0\_AC}: \mu_{121\text{-}25} = \mu_{126\text{-}35} = \mu_{136\text{-}45} = \mu_{146\text{-}55} = \mu_{1>56}$$

Where,

$\mu_I \rightarrow$ *Mean of importance towards Air Conditioning*

Similarly null hypothesis for the other 12 dimensions are also formed. These hypotheses are to be tested using One Way ANOVA. The descriptive statistics and hypothesis test results are shown in Table 5.5.3.

Table 5.5.3 : Age Group and Facilities' Importance

Facilities	Age Group	N	Mean	Std. Deviation	Min.	Max.	F Value	P Value	Null Hypothesis RESULT
Air Conditioning	21-25	17	4.82	0.39	4	5	0.89	0.47	Could not be rejected at α=0.05
	26-35	116	4.52	0.97	1	5			
	36-45	90	4.51	0.82	1	5			
	46-55	67	4.55	0.78	1	5			
	> 56	10	4.20	0.79	3	5			
	Total	**300**	**4.53**	**0.86**	**1**	**5**			
Cable TV	21-25	17	4.88	0.33	4	5	0.74	0.57	Could not be rejected at α=0.05
	26-35	116	4.52	1.00	1	5			
	36-45	90	4.60	0.83	1	5			
	46-55	67	4.55	0.68	2	5			
	> 56	10	4.50	0.71	3	5			
	Total	**300**	**4.57**	**0.85**	**1**	**5**			
Restaurant	21-25	17	4.88	0.33	4	5	1.50	0.20	Could not be rejected at α=0.05
	26-35	116	4.45	0.93	1	5			
	36-45	89	4.42	0.84	1	5			
	46-55	67	4.40	0.70	3	5			
	> 56	10	4.70	0.48	4	5			

Table 5.5.3 : Age Group and Facilities' Importance

Facilities	Age Group	N	Mean	Std. Deviation	Min.	Max.	F Value	P Value	Null Hypothesis RESULT
	Total	**299**	**4.46**	**0.82**	**1**	**5**			
Conference Room	21-25	17	4.00	1.00	1	5	**1.46**	**0.21**	Could not be rejected at α=0.05
	26-35	115	3.89	1.18	1	5			
	36-45	88	3.94	0.98	1	5			
	46-55	67	3.87	0.94	1	5			
	> 56	10	3.10	1.45	1	5			
	Total	**297**	**3.88**	**1.07**	**1**	**5**			
Pick Up Facility*	21-25	17	3.88	1.22	1	5	**2.46**	**0.046**	Rejected at α=0.05
	26-35	115	3.72	1.33	1	5			
	36-45	90	3.64	1.31	1	5			
	46-55	66	4.17	0.99	1	5			
	> 56	10	3.20	1.40	1	5			
	Total	**298**	**3.79**	**1.27**	**1**	**5**			
Emergency Services	21-25	17	4.29	0.47	4	5	**1.21**	**0.30**	Could not be rejected at α=0.05
	26-35	116	4.38	0.84	1	5			
	36-45	89	4.20	0.77	2	5			
	46-55	67	4.40	0.82	2	5			
	> 56	10	4.00	0.94	2	5			
	Total	**299**	**4.31**	**0.80**	**1**	**5**			
Cash Payment*	21-25	17	4.47	0.51	4	5	**2.18**	**0.07**	Rejected at α=0.1
	26-35	115	3.99	1.05	1	5			
	36-45	90	4.00	1.08	1	5			
	46-55	67	3.67	1.25	1	5			
	> 56	10	4.00	1.05	2	5			
	Total	**299**	**3.95**	**1.09**	**1**	**5**			
Cheque Payment	21-25	17	4.06	0.66	3	5	**1.11**	**0.35**	Could not be rejected at α=0.05
	26-35	115	3.79	1.13	1	5			
	36-45	88	3.70	1.10	1	5			
	46-55	66	3.59	1.16	1	5			
	> 56	10	3.30	1.16	1	5			
	Total	**296**	**3.72**	**1.11**	**1**	**5**			
e-payment*	21-25	17	3.94	0.90	2	5	**2.56**	**0.04**	Rejected at α=0.05
	26-35	116	3.59	1.35	1	5			
	36-45	88	3.72	1.31	1	5			
	46-55	65	3.09	1.51	1	5			
	> 56	10	3.50	1.27	1	5			
	Total	**296**	**3.53**	**1.37**	**1**	**5**			
Reservation*	21-25	17	4.00	0.71	3	5	**7.92**	**0.00**	Rejected at α=0.05
	26-35	116	3.61	1.09	1	5			
	36-45	90	3.92	1.10	1	5			

Table 5.5.3 : Age Group and Facilities' Importance

Facilities	Age Group	N	Mean	Std. Deviation	Min.	Max.	F Value	P Value	Null Hypothesis RESULT
	46-55	66	4.48	0.88	1	5			
	> 56	10	4.30	0.95	3	5			
	Total	**299**	**3.94**	**1.07**	**1**	**5**			
Package tour	21-25	17	3.59	1.18	1	5	1.66	0.16	Could not be rejected at α=0.05
	26-35	116	3.03	1.30	1	5			
	36-45	88	3.30	1.15	1	5			
	46-55	65	3.35	1.15	1	5			
	> 56	10	2.80	1.03	1	5			
	Total	**296**	**3.21**	**1.21**	**1**	**5**			
Local Sightseeing	21-25	17	3.88	0.93	2	5	1.90	0.11	Could not be rejected at α=0.05
	26-35	116	3.31	1.22	1	5			
	36-45	88	3.34	1.19	1	5			
	46-55	65	3.66	1.19	1	5			
	> 56	10	3.80	0.92	2	5			
	Total	**296**	**3.45**	**1.19**	**1**	**5**			
No frill	21-25	12	3.83	0.72	2	5	1.19	0.32	Could not be rejected at α=0.05
	26-35	73	3.10	1.36	1	5			
	36-45	70	3.01	1.20	1	5			
	46-55	58	3.16	1.15	1	5			
	> 56	8	3.00	1.20	1	5			
	Total	**221**	**3.12**	**1.22**	**1**	**5**			

ANOVA Test results show that null hypotheses could be rejected for the dimensions *e-payment, Pick Up Facility, Reservation* (at α=0.05) and *cash payment* (at α=0.1). This shows that there remain significant differences of preferences across age groups for these dimensions. The descriptive statistics show that the pick-up facilities are mostly preferred by guests with age within 46 and 55, whereas the same is least preferred by the oldest guests.

Cash payment is preferred mostly by the young guests (within age of 21 -25), while the same is lest preferred by the age group 46-55. In case of e payment, almost all age groups' responses are in the mid high category, but among it, young guests prefer it the most while the age group of 46-55 prefers it the least. The age group of 46-55 has high preference for reservation facility, while the older young segment (26-36) does not give much preference to this dimension.

Overall, it is seen that the guests with 46-55 age group has high liking and disliking and thus need more attention. It seems that the youngest group is not very decisive about

5.5.4 Preference Towards Dimensions and Managerial Level:

Facilities preference of guests can be different for different levels of work. In order to look into this we have conducted ANOVA. This will give us some ideas about preferences of guests from different background as far as their position at work is concerned. This is more meaningful for this study because as mentioned in limitation, we are getting respondents mostly from the business tourists, and as such they might have strong preference for the probed quality dimensions.

The null hypothesis would presume that there is no significant difference of average preference for a particular facility across the managerial levels. Accordingly the alternative hypothesis would be that there is no significant difference across the managerial level for the preference towards the facilities.

It can be represented mathematically as,

$\mathbf{H_{0\_AC}}$: $\mu_{1TOP} = \mu_{1MIDDLE} = \mu_{1JUNIOR}$
Where,
$\mu_1 \rightarrow$ *Mean of importance towards Air Conditioning*

Accordingly other hypotheses are also formed in the similar line. The ANOVA test results and the descriptive statistics are shown in Table 5.5.4 below.

Table 5.5.4 : Managerial Level and Importance to Facilities

Facilities	Managerial Level								Null Hypothesis RESULT
		N	*Mean*	*Std. Deviation*	*Min.*	*Max.*	*F value*	*P Value*	
Air Conditioning	TOP	35	4.63	0.81	1	5	1.53	0.22	Could not be rejected at α=0.05
	MIDDLE	175	4.47	0.86	1	5			
	JUNIOR	16	4.81	0.54	3	5			
	Total	**226**	**4.52**	**0.84**	**1**	**5**			
Cable TV	TOP	35	4.49	0.74	2	5	2.14	0.12	Could not be rejected at α=0.05
	MIDDLE	175	4.61	0.75	1	5			
	JUNIOR	16	4.94	0.25	4	5			
	Total	**226**	**4.61**	**0.73**	**1**	**5**			
Restaurant	TOP	35	4.57	0.81	1	5	1.00	0.37	Could not be rejected at α=0.05
	MIDDLE	174	4.44	0.82	1	5			
	JUNIOR	16	4.69	0.60	3	5			

Table 5.5.4 : Managerial Level and Importance to Facilities

Facilities	Managerial Level								Null Hypothesis RESULT
		N	*Mean*	*Std. Deviation*	*Min.*	*Max.*	*F value*	*P Value*	
	Total	**225**	**4.48**	**0.81**	**1**	**5**			
Conference Room	TOP	35	3.74	1.34	1	5	0.51	0.60	Could not be rejected at α=0.05
	MIDDLE	174	3.84	1.02	1	5			
	JUNIOR	16	3.56	1.50	1	5			
	Total	**225**	**3.80**	**1.11**	**1**	**5**			
Pick Up Facility	TOP	35	3.80	1.41	1	5	0.07	0.93	Could not be rejected at α=0.05
	MIDDLE	174	3.71	1.28	1	5			
	JUNIOR	16	3.69	1.45	1	5			
	Total	**225**	**3.72**	**1.31**	**1**	**5**			
Emergency Services	TOP	35	4.40	0.77	2	5	0.58	0.56	Could not be rejected at α=0.05
	MIDDLE	175	4.28	0.78	1	5			
	JUNIOR	16	4.44	0.81	2	5			
	Total	**226**	**4.31**	**0.78**	**1**	**5**			
Cash Payment	TOP	35	3.94	1.08	1	5	0.27	0.76	Could not be rejected at α=0.05
	MIDDLE	175	3.91	1.15	1	5			
	JUNIOR	16	4.13	1.02	2	5			
	Total	**226**	**3.93**	**1.13**	**1**	**5**			
Cheque	TOP	35	3.63	1.09	1	5	0.71	0.49	Could not be rejected at α=0.05
	MIDDLE	173	3.66	1.13	1	5			
	JUNIOR	16	4.00	1.03	2	5			
	Total	**224**	**3.68**	**1.12**	**1**	**5**			
e-payment	TOP	35	3.66	1.39	1	5	0.42	0.66	Could not be rejected at α=0.05
	MIDDLE	172	3.47	1.37	1	5			
	JUNIOR	16	3.69	1.40	1	5			
	Total	**223**	**3.51**	**1.38**	**1**	**5**			
Reservation	TOP	35	3.91	1.31	1	5	0.95	0.39	Could not be rejected at α=0.05
	MIDDLE	174	4.14	0.95	1	5			
	JUNIOR	16	3.94	0.85	2	5			
	Total	**225**	**4.09**	**1.01**	**1**	**5**			
Package tour	TOP	35	2.97	1.32	1	5	0.71	0.49	Could not be rejected at α=0.05
	MIDDLE	172	3.24	1.23	1	5			
	JUNIOR	16	3.25	1.24	1	5			
	Total	**223**	**3.20**	**1.24**	**1**	**5**			
Local Sightseeing	TOP	35	3.34	1.28	1	5	0.72	0.49	Could not be rejected at α=0.05
	MIDDLE	173	3.53	1.15	1	5			
	JUNIOR	16	3.25	1.13	1	5			
	Total	**224**	**3.48**	**1.17**	**1**	**5**			
No frill	TOP	28	3.11	1.34	1	5	0.05	0.96	Could not be rejected at α=0.05
	MIDDLE	124	3.14	1.20	1	5			
	JUNIOR	13	3.23	1.30	1	5			

Table 5.5.4 : Managerial Level and Importance to Facilities

Facilities	Managerial Level								Null Hypothesis RESULT
		N	*Mean*	*Std. Deviation*	*Min.*	*Max.*	*F value*	*P Value*	
	Total	**165**	**3.14**	**1.22**	**1**	**5**			

From the table it is clear that the null hypothesis couldn't be rejected for any case. The results show that our earlier belief of having different preferences for different work level does not hold good. This means that the preferences for the basic quality dimensions do not vary across the work levels of the guests. This is meaningful for the fact that the hotels cannot be segmented on the basis of guests work profile, as far as the preferences towards basic facilities are concerned. It means to be seen if some finer points would have shown some differences and if a hotel is really targeted based on the work profile of the guests, these could have been fine tuned to reach the targeted group(s). However, this is beyond the scope of this research and hence left alone.

5.6 Guests' Perception Regarding Service

Guests were also asked to offer their perceived value in a five point scale on certain parameters of service. The average perception against each parameter is listed in Table 5.6.1

Table 5.6.1 Guests' Perception Regarding Certain Service Dimensions

Perception regarding	N		*Mean*	*Median*	*Mode*
	Valid	Missing			
Staff hospitality	300	0	4.7	5	5
Room tariff	300	0	4.5	5	5
Ambience	297	3	4.5	5	5
Room/Suite	299	1	4.5	5	5

Let us now make some classification analysis to understand if there is any segment-wise variation on these services.

5.6.1 Hotel-wise Differences of Perception: As obvious let us take hotel-wise differences in the beginning. Table 5.6.2 describes the hotel-wise differences on the average perception level on these four variables. The table shows that significant difference exists at 0.05 level of significance for all the variables across the hotels. A pair-wise comparison will

throw light on who scored significantly more that which hotel. The pair-wise comparisons are offered in table 6.6.2a.

Table 5.6.2 Hotel-wise Perception Regarding Certain Service Dimensions

Perception regarding		N	Mean	F	Sig.	Significant Difference
Staff Hospitality	Hotel Amber	101	4.4	5.28	0.000	***FOUND***
	Hotel Centre Point	64	5.0			
	Hotel Grand City	36	4.7			
	Hotel KRC Palace	12	4.3			
	Hotel Luit	76	4.9			
	Hotel Royal Regency	7	4.6			
	Total	*296*	*4.7*			
Room Tariff	Hotel Amber	101	4.4	6.54	0.000	***FOUND***
	Hotel Centre Point	64	4.9			
	Hotel Grand City	36	4.6			
	Hotel KRC Palace	12	3.6			
	Hotel Luit	76	4.5			
	Hotel Royal Regency	7	4.9			
	Total	*296*	*4.5*			
Ambience	Hotel Amber	100	4.5	5.10	0.000	***FOUND***
	Hotel Centre Point	64	4.7			
	Hotel Grand City	36	4.6			
	Hotel KRC Palace	11	3.7			
	Hotel Luit	75	4.6			
	Hotel Royal Regency	7	4.3			
	Total	*293*	*4.5*			
Room/Suite	Hotel Amber	101	4.2	10.36	0.000	***FOUND***
	Hotel Centre Point	64	4.7			
	Hotel Grand City	36	4.7			
	Hotel KRC Palace	11	3.7			
	Hotel Luit	76	4.8			
	Hotel Royal Regency	7	4.7			
	Total	*295*	*4.5*			

From the above Tables it is seen that the guests interviewed in Hotel Centre Point score high for Staff Hospitality compared to Hotel Amber, while hotel Luit scores better than Hotel Amber on the same count.

Likewise Centre Point again scores significantly higher than Amber and Hotel Luit on Room Tariff. Royal Regency, however, scores higher than KRC Palace.

For Ambience Centre Point and Hotel Luit guests score more than KRC.

Table 5.6.2a: Pair-wise Differences Found Between Hotels

Perception regarding	Hotels
Staff Hospitality	Centre Point (*High*) and Amber (*Low*) Luit (*High*) and Amber (*Low*)
Room Tariff	Centre Point (*High*) and Amber (*Low*) Centre Point (*High*) and Luit (*Low*) Royal Regency (*High*) and KRC Palace (*Low*)
Ambience	Centre Point (*High*) and KRC Palace (*Low*) Luit (*High*) and KRC Palace (*Low*)
Room/Suite	Centre Point (*High*) and Amber (*Low*) Centre Point (*High*) and KRC Palace (*Low*) Grand City (*High*) and Amber (*Low*) Luit (*High*) and Amber (*Low*) Luit (*High*) and KRC Palace (*Low*)

For Room / Suite Centre Point, Hotel Grand City and Hotel Luit score higher than Hotel Amber. Hotel Luit and Centre Point also score higher than KRC Palace.

CHAPTER 6

DEMAND ASSESSMENT

6. Demand for Hotel Rooms in Tezpur:

The demand estimation for hotels in Tezpur is done by calculating the number of occupied rooms out of the total available capacity. The questionnaire for the infrastructure/facility survey of the hotels provided the responses regarding the total number of rooms and also the average occupancy level in terms of percentage. Multiplying both these figures, the average number of rooms occupied was arrived at. The following tables throw light on the overall demand for hotel accommodation in Tezpur as well as the category wise demand in case of A+, A, B, C and R (Resort) Accommodation.

6.1 Total demand for Hotel Accommodation vis-à-vis Capacity:

Sl No.	Hotel Name	Category	Avg Occupancy	Total Rooms	Avg. No. of Room Occupied
1	Aditya	C	70%	11	8
2	Amber	A	75%	15	11
3	Aniruddha	B	65%	16	10
4	Barsha	C	70%	14	10
5	Basant	B	70%	22	15
6	Blue Star	C	60%	18	11
7	Centre Point	A+	62%	28	17
8	Chaliha's Inn	C	65%	14	9
9	D L	C	60%	23	14
10	D-Monal	B	73%	8	6
11	Durba	B	60%	26	16
12	G L's Resort	R	10%	20	2
13	Grand City	A	70%	14	10
14	Green View	B	65%	24	16
15	Himalaya	C	75%	27	20
16	Indralay	B	80%	6	5
17	Jibika Lodge	C	80%	4	3
18	Kaliabor Manor	R	75%	4	3
19	Kanyapur	B	50%	31	15
20	KF	A+	80%	19	15
21	KRC Palace	A+	40%	32	13
22	Luit	A+	80%	28	22
23	Madhuban	B	75%	22	17
24	Parijat	C	80%	11	9
25	Park	B	70%	16	11
26	Prashanti Lodge	B	60%	12	7
27	Radha	C	65%	12	8
28	Royal Regency	A+	65%	26	17
29	Shanti Niketan	C	70%	14	10
30	Wild Mahseer	R	15%	12	2
TOTAL			**62.7%**	**529**	**332**

Total Rooms: 529

Total Occupied Rooms: 332

This translates into **664** (332*2) **persons** in an average per day *(with the most optimistic assumptions that each room will be occupied by two guests)*

Therefore, Demand= 332/529= 62.7%

6.2 Total demand for A+ Category Hotel Accommodation vis-à-vis Capacity:

Sl No.	Hotel Name	Avg. Occupancy	Total Rooms	Avg. No. of Room Occupied
1	Centre Point	62%	28	17
2	KF	80%	19	15
3	KRC Palace	40%	32	13
4	Luit	80%	28	22
5	Royal Regency	65%	26	17
TOTAL		**62.6%**	**133**	**84**

Total Rooms: 133

Total Occupied Rooms: 84

Therefore, Demand= 84/133= 63.2%

6.3 Total demand for A Category Hotel Accommodation vis-à-vis Capacity:

Sl No.	Hotel Name	Avg Occupancy	Total Rooms	Avg. No. of Room Occupied
1	Amber	75%	15	11
2	Grand City	70%	14	10
TOTAL		**72.4%**	**29**	**21**

Total Rooms: 29

Total Occupied Rooms: 21

Therefore, Demand= 21/29= 72.4%

6.4 Total demand for B Category Hotel Accommodation vis-à-vis Capacity:

Sl No.	Hotel Name	Avg Occupancy	Total Rooms	Avg. No. of Room Occupied
1	Aniruddha	65%	16	10

Sl No.	Hotel Name	Avg Occupancy	Total Rooms	Avg. No. of Room Occupied
2	Basant	70%	22	15
3	D-Monal	73%	8	6
4	Durba	60%	26	16
5	Green View	65%	24	16
6	Indralay	80%	6	5
7	Kanyapur	50%	31	15
8	Madhuban	75%	22	17
9	Park	70%	16	11
10	Prashanti Lodge	60%	12	7
	TOTAL	**64.5%**	**183**	**118**

Total Rooms: 183

Total Occupied Rooms: 118

Therefore, Demand= 118/183= 64.5%

6.5 Total demand for C Category Hotel Accommodation vis-à-vis Capacity:

Sl No.	Hotel Name	Avg Occupancy	Total Rooms	Avg. No. of Room Occupied
1	Aditya	70%	11	8
2	Barsha	70%	14	10
3	Blue Star	60%	18	11
4	Chaliha's Inn	65%	14	9
5	D L	60%	23	14
6	Himalaya	75%	27	20
7	Jibika Lodge	80%	4	3
8	Parijat	80%	11	9
9	Radha	65%	12	8
10	Shanti Niketan	70%	14	10
	TOTAL	**68.9%**	**148**	**102**

Total Rooms: 148

Total Occupied Rooms: 102

Therefore, Demand= 102/148= 68.9%

6.6 Total demand for R (Resort) Category Hotel Accommodation vis-à-vis Capacity:

Sl No.	Hotel Name	Avg Occupancy	Total Rooms	Avg. No. of Room Occupied
1	G L's Resort	10%	20	2
2	Kaliabor Manor	75%	4	3
3	Wild Mahseer	15%	12	2

TOTAL	19.4%	36	7

Total Rooms: 36

Total Occupied Rooms: 7

Therefore, Demand= 7/36= 19.4%

It is, therefore, inferred that the demand for Hotel Accommodation is lowest in case of Resorts (with 19.4%) while it is highest in case of A category hotels (with 72.4%). The overall demand stands at 62.6% for all category of Hotel Accommodation.

6.7 Drivers of Demand in Tezpur:

6.7.1 Tourist Attractions: The word *'Tez'* means blood and *'pur'* means town. The name literally means town of blood. The name is derived from the war between Lord Krishna and King Banasura's army. It is said that there was so much bloodshed during the war, that the entire land turned red. Thus came the name Tezpur. Some say that the original name of the town was Sonitpur, which also means town of blood. Situated on the banks of River Brahmaputra, Tezpur is one of the oldest inhabited town in the state. Tezpur is also regarded as the educational capital of Assam. The contribution of this place to the art, culture, and literature especially during the freedom struggle, is remarkable, and has earned it a niche in the history of Assam. Apart from that, Tezpur is also known for being home to a number of tourist places. The most important attractions have been mentioned below.

According to the web-sites www.travelmasti.com, http://sonitpur.nic.in/tourism.htm
the following places are of tourist interest in and around Tezpur.

Agnigarh

Agnigarh is one of the most important tourist destinations of Tezpur. A circular stairway leads to the peak of the hill and offers a good trekking option. In fact, people often come here for picnic or simply to enjoy the scenes and sights. There is a very famous legendary story behind this place.

Cole Park

Located in one of the most beautiful and legendary places of Assam, the Cole Park attracts a host of travelers and nature lovers every year. This park was established by Mr. Cole, a Commissioner of Assam under British rule. It was later renovated by Mr. M.G.V.K. Bhanu, the deputy Commissioner of Tezpur, in 1996.

Mahabhairab Temple

Mahabhairab Temple, located atop a small hill in the northern part of Tezpur, is considered as a major landmark of this ancient city and contributes a lot to the magnetic charm and beauty of the place. It is believed that the original temple was made of stone, constructed by Banasura, the demon king who had his capital at Tezpur.

Ketakeshwar Dewalaya

Ketakeshwar Dewal is one of the holiest Hindu shrines in the northeast zone of India. The entire temple is dedicated to the worship of Lord Shiva and enshrines one of the biggest Shiva lingams in the entire world. Over the years, the temple has emerged as the most important pilgrimage centre in the state of Assam.

Hazara Pukhuri

Hazara Pukhuri is a very large tank, spreading across 70 acres (280,000 sq m), situated in the Tezpur city of Assam. It dates back to 19th century tank and was built by the famous king of the Ahom Dynasty, Harjjar Varma.

Bamuni Hills

To the east of Tezpur city are the remnants of Bamuni Hill, are renowned for their excellent artistic finesse. The structural remains present here date back to the 9th and 10th century and attract historians and art lovers from all over the world. A group of seven shrines is located here and figures of ten incarnations of Lord Vishnu are carved over the horned Kirtimukha panels that adorn the cross-shaped bracket lintel.

Nag Sankar Temple

East of Tezpur, at Jamuguri, we can find a very well-known temple, which is known as Nag Sankar. It is said that King Narasankar of Nagakha built the shrine, sometime around the 4th century. The place has now become a very famous pilgrimage centre of not only Tezpur, but the whole of Assam.

Padum Pukhuri

Padum Pukhuri (padum means lotus) is a well-known lake, with an island situated inside. This island has been converted into a park, with a musical fountain and it is connected with the mainland by means of an iron bridge. The main attractions within the park are the water sports, like rowing and paddling. It also has a toy train.

Nameri National Park

Around 35 km from the city of Tezpur, at the foothills of the eastern Himalayas, is situated one of the most exquisite park of Assam - Nameri National Park. Covering a total area of about 200 sq km, it is considered to be one of the richest as well as the most threatened reservoirs of the plant and the animal kingdom. The park was originally set up as Nameri Wildlife Sanctuary, on 18th September 1985.

Eco Camp

Around 50 km from the center of the Tezpur city of Assam, off the road to Arunachal Pradesh, is the unique Eco Camp, which can be reached by a short drive over creaky bridges and a dirt tract. This is one of the most favorite excursions and outdoor recreational sites around the city of Tezpur and is the outcome of the united efforts of the Assam Anglers' Association and the Forest Department of the state.

Tezpur-Bhalukpong-Bomdila-Tawang Pass

One of the most beautiful tourist routes from Tezpur is the Tezpur-Bhalukpong-Bomdila-Tawang. Starting from the plains of the Tezpur city, it goes to Tawang Monastery, with a number of interesting places seen all along the route. One such place is Nuranang, which provides ample opportunities to for fishing; the famous snow and rainbow fish found in abundance in this region. Another attraction is the Sella Pass (14000 feet high), which runs across a beautiful blue lake containing exquisite species of rhodendrons. The other places of interest include War Memorial, Mayadia, Bhismaknagar, Mehao Lake, Namdapha National Park, Parasuramkund, Miao Mini Zoo, etc.

Bhomoraguri

Bhomoraguri is a bridge connecting Nagaon district with Tezpur. A massive stone inscription made by the Ahom General Kalia Bhomora Phukan, who had initially planned to construct this bridge, stands here. Almost about two centuries later, the bridge was constructed, 3.05 km long and dedicated to this great Ahom general. The bridge was opened for vehicular traffic on 3rd April 1987.

Orang Wildlife Sanctuary

Orang Wildlife Sanctuary is situated at a distance of 31 km from the city of Tezpur and is popularly known as mini-Kaziranga. The entire sanctuary occupies a total area of 72 sq km and is the home to a large number of wild animals, like the one-horned rhino, elephant,

leopard, barking deer, tiger and a variety of water birds, green pigeon, florican, teal, and geese.

Kaziranga National Park

Kaziranga National Park, a World Hertage Site is about 45 kms away from Tezpur. One horned rhinoceros is the main attraction of the national park, besides, other animals like tigers, birds, elephants, sambar, barking deer and a variety of avian species in the park can be seen in the park.

6.7.2 Educational Institutes:

Tezpur University

Established in the year 1994 by an act of Parliament, Tezpur University is slowing growing into learning centre for Science and Technology in the region. Its objective is to offer employment oriented and interdisciplinary courses to meet the regional to national aspirations and the development of the state of Assam. People visiting to this University for various academic and business reasons will stay at the hotels of Tezpur. Also demand for hotel during admission time i.e. during end July can be expected.

Assam Valley School

Spread across 79 hectares, The Assam Valley School is around 25 km from Tezpur in a place called Balipara. The school has well-trained and qualified teachers, modern classrooms, fully loaded laboratories, well stocked library, and modern hostel facilities. Classes usually starts from May and thus a demand for hotel rooms can be expected during this time.

6.7.3 Defence Establishments

1. 4 Corps Indian Army Eastern Command Headquarters.
2. Defence Research Laboratory.
3. Tezpur Air Force Station.
4. Sema Shastra Bal (SSB).

6.7.4 Corporate Houses and Business Establishments

1. T & I Industry
2. Krishna Foods
3. Nezone

4. Madahabi Biscuits Pvt. Ltd.
5. Himatsingka
6. Central Government District establishments.

Besides these almost all major marketing orgnisations house their branch offices in Tezpur. Many orgnisations have set up offices here that look after the entire north bank-upper Assam region.

6.7.5 Tourists Inflow and Demand for Hotel Accommodation:

Since the timing of the survey is in off peak period (July, 2010) for tourist a small analysis is offered below on the number of tourists arrivals in Tezpur at different points of time. Table 6.7.1 offers the total tourist inflow to Tezpur. It is seen that the inflow is slowing down over the years (since 2006). However, the trend this year is encouraging as almost 66% of the last year's (2009) inflow was received only in the first half of the peak period. Last year the first four months received only 9.5% of the total inflow of the year. In the year 2008 the first four months fetched 29.5% of the total arrival. Thus it can be assumed that the trend of tourists' inflow would pick up this year. This inflow can directly affect the accommodation sector and thus a good tourism year would mean good business for the hotel industry.

Table 6.7.1: Tourist Inflow to Tezpur

Month	Year	Number of Domestic Tourist	Number of Foreign Tourist	Total Tourist Arrival
Partial TOTAL for 2010 (for 4 months)				**1067***
April	2010	190	9	199
March	2010	300	23	323
February	2010	268	6	274
January	2010	237	34	271
TOTAL for 2009				**1501**
December	2009	309	11	320
November	2009	300	15	315
October	2009	327	4	331
September	2009	256	6	262
August	2009	24	0	24
July	2009	53	0	53
June	2009	13	2	15
May	2009	38	0	38
April	2009	27	0	27
March	2009	27	2	29
February	2009	46	3	49
January	2009	37	1	38
TOTAL for 2008				**1619**
December	2008	162	2	164
November	2008	112	10	122
October	2008	229	2	231
September	2008	98	0	98

Table 6.7.1: Tourist Inflow to Tezpur

Month	Year	Number of Domestic Tourist	Number of Foreign Tourist	Total Tourist Arrival
August	2008	111	1	112
July	2008	145	6	151
June	2008	100	0	100
May	2008	160	3	163
April	2008	125	3	128
March	2008	127	3	130
February	2008	91	3	94
January	2008	105	21	126
TOTAL for 2007				1828
December	2007	137	11	148
November	2007	187	5	192
October	2007	214	2	216
September	2007	97	0	97
August	2007	73	0	73
July	2007	115	0	115
June	2007	105	0	105
May	2007	301	0	301
April	2007	188	7	195
March	2007	163	4	167
February	2007	101	7	108
January	2007	106	5	111
TOTAL for 2006				1868
December	2006	213	4	217
November	2006	149	11	160
October	2006	288	4	292
September	2006	153	0	153
August	2006	77	5	82
July	2006	166	2	168
June	2006	100	0	100
May	2006	159	3	162
April	2006	98	3	101
March	2006	150	6	156
February	2006	103	5	108
January	2006	164	5	169

Source: Tourist Information Office, Govt. of Assam, Tezpur

Table 6.7.2 offers a moth-wise analysis of the tourist arrivals and it is seen that the best months of the year are October and December. East productive months are June and August.

Table 6.7.2: Month-wise Tourist Inflow to Tezpur

Year	2010		2009		2008		2007		2006		2005		Average		Total Avg.
Month	D	F	D	F	D	F	D	F	D	F	D	F	D	F	
January	237	34	37	1	105	21	106	5	164	5	-	-	130	13	143
February	268	6	46	3	91	3	101	7	103	5	-	-	122	5	127

March	300	23	27	2	127	3	163	4	150	6	-	-	153	8	161
April	190	9	27	0	125	3	188	7	98	3	-	-	126	4	130
May	-	-	38	0	160	3	301	0	159	3	195	3	171	2	172
June	-	-	13	2	100	0	105	0	100	0	125	1	89	1	89
July	-	-	53	0	145	6	115	0	166	2	249	2	146	2	148
August	-	-	24	0	111	1	73	0	77	5	133	0	84	1	85
September	-	-	256	6	98	0	97	0	153	0	128	0	146	1	148
October	-	-	327	4	229	2	214	2	288	4	275	0	267	2	269
November	-	-	300	15	112	10	187	5	149	11	161	2	182	9	190
December			309	11	162	2	137	11	213	4	176	7	199	7	206

Source: Tourist Information Office, Govt. of Assam, Tezpur. LEGENDS: D→Domestic; F→ Foreign

6.7.5 a: Estimation of Tourist Inflow in the next Five years:

The historical tourist inflow data of last five years can be utilized for projecting the same for next five years. For this purpose the historical data is divided into five Peak (October to April) and five Off-peak (May to September) Seasons as Tourist inflow shows seasonal variations. The **ratio-to-moving average method** is then used to find the patterns for the next 10 seasons (5 Peak and 5 Off-Peak). The finding is illustrated in the following table and graph.

Table 6.7.3: Merged Tourists Inflow Figure

Season	No. of Tourist *(Historical data)*	Season	No. of Tourist *(Future projection)*
Off-Peak 2005	836	Off-Peak 2010	1474
Peak 2005-06	1155	Peak 2010-11	1879
Off-Peak 2006	665	Off-Peak 2011	1363
Peak 2006-07	1250	Peak 2011-12	1737
Off-Peak 2007	691	Off-Peak 2012	1260
Peak 2007-08	1034	Peak 2012-13	1606
Off-Peak 2008	624	Off-Peak 2013	1165
Peak 2008-09	660	Peak 2013-14	1485
Off-Peak 2009	392	Off-Peak 2014	1077
Peak 2009-10	2033	Peak 2014-15	1373

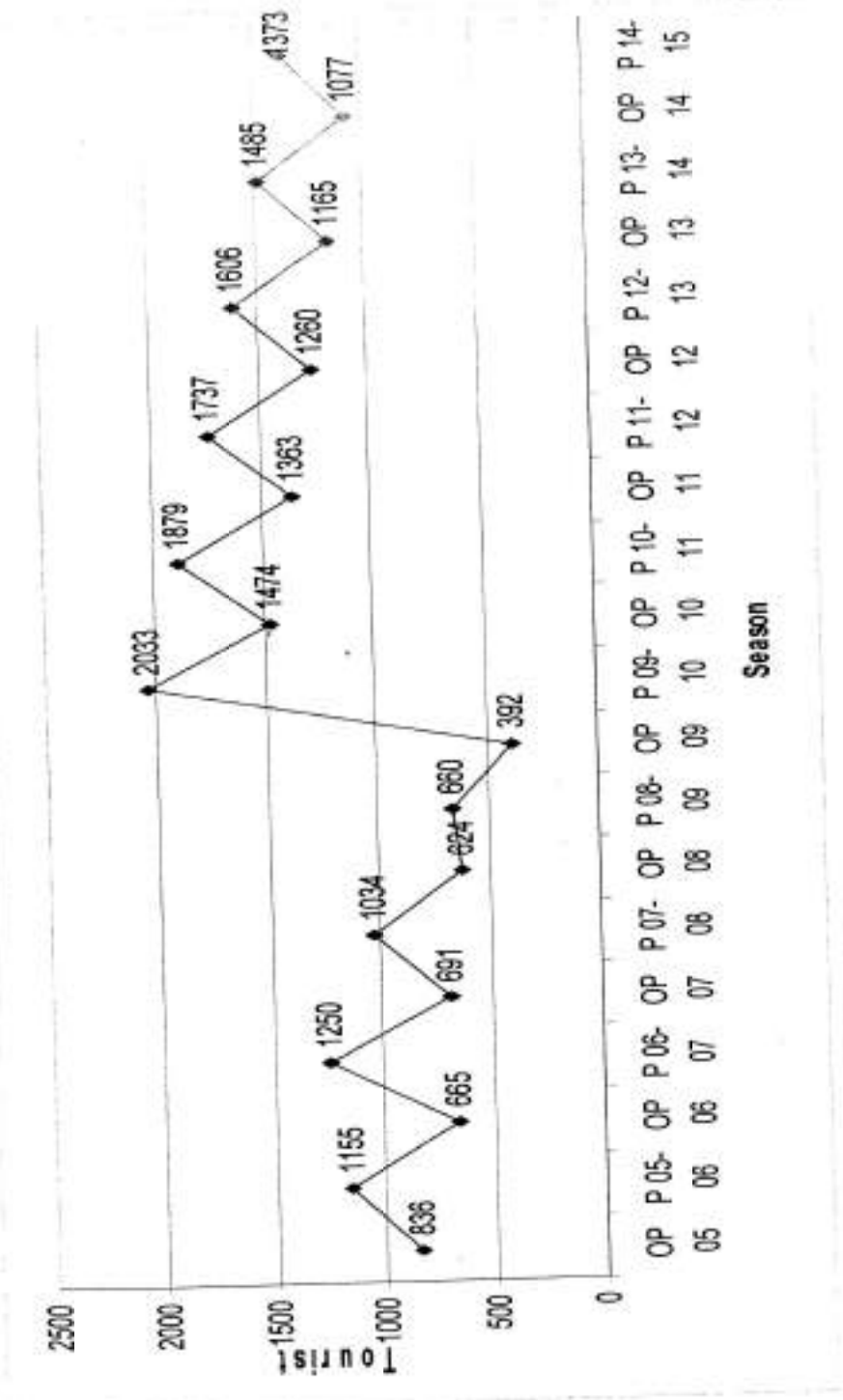


Fig 6.1:- Projected tourist inflow.

The extrapolated data show a steady decline in the tourist inflow to Tezpur. However, the projected figures are above the historical data for the last four years. The inflow saw a rise only in the year 2009-10 and hence the expected declining trend. The data were collected from the Tourist Office of Govt. of Assam at Tezpur and thus suffer from certain inherent

limitations as might be expected any govt. data set. However, the trend could be assumed correct and thus the projected trend might also be acceptable.

It is seen from the respondent profile that the leisure tourists make up for almost 33% of the total guest visiting Tezpur in June-July, 2010. Since this season is off peak period for leisure tourists in Assam, the percentage might be towards a higher side in the peak period. However, this is only a guess, which may not have any scientific evidence.

CHAPTER 7

SEGMENTING THE GUESTS

In order to arrive at a conclusive judgment regarding the composition and profile of tourists we have conducted a cluster analysis using SPSS. Cluster analysis will help us dividing the guests into certain segments on the basis of their preferences towards 13 basic quality dimensions of the hotel. Each cluster will also be profiled on the basis of the classification variables so that the segments become actionable.

7.1 Technicalities: Following is the technicalities of conducting cluster analysis. Table 7.1 shows the agglomeration values those were returned by the software. This will help u sin determining the number of clusters.

Table 7.1 : Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
190	23	225	21.00	185	177	192
191	94	254	21.00	188	0	199
192	23	134	21.94	190	0	196
193	71	252	22.00	163	0	210
194	92	184	22.89	167	162	200
195	72	296	23.10	182	0	198
196	23	83	23.50	192	183	198
197	82	104	23.58	186	187	200
198	23	72	24.87	196	195	208
199	94	275	25.60	191	170	206
200	82	92	26.23	197	194	205
201	164	249	27.00	0	0	214
202	180	292	27.50	0	142	207
203	42	117	28.50	0	175	204
204	37	42	31.67	189	203	207
205	82	151	33.13	200	171	206
206	82	94	33.59	205	199	208
207	37	180	39.33	204	202	211
208	23	82	39.77	198	206	210
209	127	271	43.00	0	0	213
210	23	71	44.53	208	193	212
211	37	85	*48.40*	207	0	212
212	23	37	*51.25*	210	211	213
213	23	127	*58.03*	212	209	214
214	23	164	*112.78*	213	201	0

According to the table we should have 3 distinct clusters based on the thirteen quality dimensions. A look into the agglomeration schedule will help us to identify large differences in the coefficient *(4th column)*. The agglomeration schedule from top to bottom (*stage 1 to 214)* indicates the sequence in which cases get combined with others, until all 300 cases are combined together in one cluster at the last stage. Therefore stage 214 represents 1-cluster solution, stage 213 represents 2-cluster solution and accordingly the cluster number is determined.

Now the difference between stage 214 and 213 coefficient is (*112.78-58.03*) **54.75**, stage 213 and 212 coefficients is (*58.03-51.25)* **6.78**, stage 212 and 211 coefficients (*51.25-48.40)* **2.85.** After this step the difference in the coefficients are almost same. Thus we propose a 3 cluster sample. Our proposition is further substantiated by the dendrogram. Hence we can profile our guests in 3 segments. The number of guests which falls under each cluster is given below.

Table 7.2: Number of Cases in each Cluster

		Number	*Percentage*
Cluster	1	162	54
	2	38	12.67
	3	100	33.33
Total		**300**	**100**

To further substantiate our findings and profile the guests, *k-means* cluster needs to be performed. The results of K-means cluster is shown in Table 7.3 that is shown below.

Table 7.3: ANOVA for the 3 clusters

Quality Dimensions	*Cluster*		*F value*	*p value*	*Null Hypothesis*
	Mean Square	*df*			
Air Conditioning	34.00	2	66.11	0.00	Rejected at α = 0.01
Cable TV	37.36	2	78.80	0.00	Rejected at α = 0.01
Restaurant	40.04	2	98.57	0.00	Rejected at α = 0.01
Conference Room	34.65	2	37.40	0.00	Rejected at α = 0.01
Pick Up Facility	55.34	2	44.73	0.00	Rejected at α = 0.01
Emergency Services	8.66	2	14.64	0.00	Rejected at α = 0.01
Cash Payment	34.03	2	34.95	0.00	Rejected at α = 0.01
Cheque	69.44	2	91.29	0.00	Rejected at α = 0.01
e-payment	101.55	2	85.36	0.00	Rejected at α = 0.01
Reservation	20.84	2	20.40	0.00	Rejected at α = 0.01

Table 7.3: ANOVA for the 3 clusters

Quality Dimensions	Cluster		F value	p value	Null Hypothesis
	Mean Square	df			
Package tour	115.99	2	167.88	0.00	Rejected at α = 0.01
Local Sightseeing	85.71	2	102.21	0.00	Rejected at α = 0.01
No frill	84.96	2	115.91	0.00	Rejected at α = 0.01

The ANOVA table reveals that the 3 segments are significantly different from one another. Thus the 3 segments formed have characteristics unique to that group only and are not significantly related to the other groups.

To look into the characteristics of the 3 groups, we need to look into the final cluster table given below.

Table 7.4: Final Cluster Centers

Quality Dimensions	Cluster		
	1	2	3
Air Conditioning	4.66	3.29	4.79
Cable TV	4.73	3.26	4.81
Restaurant	4.66	3.11	4.66
Conference Room	4.25	2.79	3.71
Pick Up Facility	4.35	3.03	3.16
Emergency Services	4.40	3.68	4.42
Cash Payment	4.30	2.84	3.80
Cheque	4.29	2.37	3.31
e-payment	4.30	2.55	2.68
Reservation	4.22	4.13	3.41
Package tour	4.01	2.59	2.12
Local Sightseeing	4.13	3.03	2.49
No frill	3.86	2.81	1.89

On the basis of the values of Table 7.4 we are now trying to describe each of the clusters.

7.2 Cluster 1 (Average Clients):

People in this cluster give higher rating to almost all of the quality dimensions. The variables *Air conditioning, Cable TV* and *Restaurant* get near to 5 rating while the rest of the dimensions have a rating of almost 4. Thus people in this category, preference of the basic quality dimensions are very high. They will most probably be spending enough money to

have these facilities in the hotel. This cluster comprises of the highest number of guests and since their preference is high across all variables they can be termed as Average Clients.

7.3 Cluster 2 (Undecided Guests):

People belonging to this cluster have moderate preferences towards the quality dimensions, except for *emergency services* and *reservation*, which they rate in the higher side. Thus they don't give much importance to other facilities but they need *emergency services* in the hotel with better *reservation method.* Since the scores of this cluster is average and mostly towards the lower side, we can term the segment as Undecided Guests.

7.4 Cluster 3 (Luxury Seekers):

Members in this group give highest preference towards *Air Conditioning, Cable TV, emergency services* and *restaurant,* while *conference room, pick up facility, cash payment, cheque* and *reservation* get moderate ratings. *No frill* scored the lowest in this category. Thus people in this category are most probably officials of different companies who visit Tezpur for work related matters and after the day's work would like to relax in the hotel. Thus their preference towards *Air conditioning, Cable TV* and *Restaurant* is on the higher side. Also *No frill* gets the least importance as they want to relax during the stay and would like all facilities nearby them. That's why they can be termed as Luxury Seekers.

It is seen from the Table that guests in clusters 1 and 3 do have almost equal preference towards AC, Cable TV and restaurant (all top preferences). Both the clusters are showing equal preferences in emergency and cash payments (less than top preference, but more than average). However the clusters are different in case of local sight-seeing, participation in package tour and no frill. The third cluster offers minimum preferences towards these three variables while the first cluster offers almost top (4) preferences. Thus it seems that the third cluster is made up of basically visiting business professionals, while the first cluster is a mixture of business and leisure tourists.

The second cluster is totally different in preferences for the quality dimensions 9except for emergency services, where all guests offer equal preferences).

7.5 Classification Characteristics:

7.5.1 Food Type and Clusters: Let us have a look into the variation towards the preference of different food by the three segments. In order to do that we have conducted and

ANOVA test to test five different hypotheses concerning food types preference and cluster membership. The *'p' value* for the all the cases is 0.00, hence all the hypotheses can be rejected at α=0.01 (confidence level of 99%). It implies that there is variation in the preferences towards different food by the three segments. Table 7.5.1explains the intricacies of ANOVA test.

Table 7.5.1: Cluster Membership and Preferences for Food Type

		N	Mean	*p* Value	Hypothesis test results
Food Types	**Clusters**				
Continental	1	158	3.8	.00	***Rejected***
	2	47	3.0		
	3	91	3.2		
	Total	296	3.5		
Chinese	1	160	4.0	.00	***Rejected***
	2	48	3.4		
	3	91	3.8		
	Total	299	3.9		
Indian	1	161	4.7	.00	***Rejected***
	2	48	4.0		
	3	91	4.7		
	Total	300	4.6		
Thai	1	145	3.3	.00	***Rejected***
	2	46	2.3		
	3	86	1.8		
	Total	277	2.7		
Traditional	1	156	4.3	.00	***Rejected***
	2	47	3.1		
	3	89	3.1		
	Total	292	3.7		

A detail pair-wise analysis shows that Cluster 1 has more preference towards having different food types. This implies that they are experimental with different food types. However, Cluster 2 likes to have Indian and Thai foods relative to their counterparts.

7.5.2 Loyalty and Cluster Membership: Let us now run a Chi square test to check if some clusters show significant behaviour towards being loyal to a hotel. The cross-tabulation at Table 7.5.2 shows the detail. The results show that the cluster membership has got dependency with the expressed loyalty of the guests.

Table 7.5.2: Loyalty and Cluster Membership

Loyalty		Cluster Membership			Total
		1	2	3	
Yes	Count	121	35	53	209
	Column %	75.16	72.92	**58.24**	69.67
No	Count	40	13	38	91
	Column %	24.84	27.08	**41.76**	30.33
Total	Count	161	48	91	300

The *p* value for chi-square test is 0.017 which is less than the accepted level of significance and hence it is proved that there is a relationship between cluster membership and stated loyalty of the guests. If we look into the figures under the cluster 3 it is seen that even though for other clusters the percentage of guests with stated loyalty is more, it is almost 50:50 in cluster 3. This shows that the guests in this cluster are more slippery than the other clusters.

7.5.3 Cluster Membership and Purpose of Visit: Let us now see if the clusters consist of guests coming for different purposes. The result of the chi-square test is offered in table 7.5.3. The table clearly shows that while clusters 2 and 3 consist of business travelers, Cluster 1 do have 30% of its members as leisure travelers. So it can be conclusively said that the cluster 1 is a mixture of business and leisure tourists, while for other two clusters it is mainly the business travellers.

Table 7.5.3: Cluster Membership and Purpose of Travel

Purpose		Cluster Membership			Total
		1	2	3	
Business/Official	Count	92	29	67	188
	Column %	*57.5*	*60.4*	*73.6*	*62.9*
Vacation/Relaxation	Count	49	9	18	76
	Column %	*30.6*	*18.8*	*19.8*	*25.4*
Personal Reasons	Count	11	8	2	21
	Column %	*6.9*	*16.7*	*2.2*	*7.0*
Others	Count	8	2	4	14
	Column %	*5.0*	*4.2*	*4.4*	*4.7*
Total	Count	160	48	91	299

CHAPTER 8

MAJOR FINDINGS OF THE STUDY

8.1 Directory of Hotels:

8.1.1 A directory of 30 lodging establishments is created and reproduced. All the 30 Hotels studied can be grouped into 'A', 'B', 'C' and 'R (Resorts)' Categories. 'A' category can be further divided into 'A+' and 'A' categories.

8.2 Overall Estimation:

8.2.1 'A' category hotels are amongst those which have the largest capacity to accommodate guests.

8.2.2 Barring the 'R' category, all other category hotels have a few or more hotels those register high occupancy level (80%)

8.2.3 The general room tariff for 'A' category hotels comes in the range of Rs. 1200 to 2500, while in case of Suites, it hovers between Rs. 2500 to 4600.

8.2.4 Again 'A' category hotels have the highest number of employed manpower and a few of them apart from the Resorts provide some kind of training to their staff.

8.3 Comparison of Star Category:

8.3.1 All 'A' category hotels provides more or less all kinds of services like restaurant, conference hall, emergency, pick-up, websites etc. Centre Point and KRC Palace provides all of them.

8.3.2 Among the 'A' category hotels, Hotel Amber is extremely popular among the business travelers while Hotel Royal Regency is popular among non-business category. However, Hotel Centre Point is almost equally popular among the two categories.

8.3.3 In most of the cases, the guests show preference towards telephonic reservation for hotel accommodation.

8.3.4 More than two-third (i.e. 69%) of the guests, fall in the age bracket of 26 to 46 years and about 70% of them are married.

8.4 Drivers of Demand:

8.4.1 While majority of the guests (63%) visit Tezpur for business or official purpose, it is encouraging to note that more than a-quarter of them are leisure/vacation travelers.

8.4.2 As around 70% of the guests show loyalty to a particular hotel, more than half of the respondents replied in the negative to the proposition of changing a hotel if provided with better facilities. Moreover, Hotel Centre Point, Luit and KRC Palace enjoy clear patronage loyalty compared to other hotels. Interestingly, Hotel Luit is preferred by the older guests in comparison to other hotels.

8.4.3 The guests patronizing different hotels have different preference towards kind of food they expect in their place of stay and such preference does not depend on the gender as well as the age of the respondent. Such difference of preference can be seen in case of managerial level of the guests and traditional food items with middle level managers preferring traditional food the most.

8.4.4 The concept of 'no-frill' is discarded by the guests as far as basic facilities are concerned.

8.4.5 The guests' importance towards the facilities across different hotels is significantly different. Pair wise difference among hotels occurs in perception towards facilities. Moreover, lady guests visiting Tezpur looks for e-payments more often than not. High likings and disliking is observed in the respondent age group of 46 to 55 years while the younger lots are less decisive about.

8.4.6 The preferences for the basic quality dimensions do not vary across the work levels of the guests. This is meaningful for the fact that the hotels cannot be segmented on the basis of guests work profile, as far as the preferences towards basic facilities are concerned.

8.4.7 **Clustering the Guests:** The guests are successfully clustered into three different groups. Depending on their preferences towards the basic quality dimensions they are christened as *Average Clients, Undecided Guests* and *Luxury Seekers.*

8.4.7a The Average Clients are the largest group and they do have high or next to high preferences towards all variables measured. They are mostly business clients, but a sizeable number (30%) are from leisure seekers. This number could have been more had the survey season been a tourist peak period. The other two clusters are mostly consists of business guests. Most of them are loyal to the hotel.

8.4.7b Undecided Guests have medium and sometimes lower preference towards almost all the dimensions measured signifying that they are mostly interested in work and in

nothing else. This group has the lowest clientele and is loyal to their hotels. This group has minimum preferences towards different types of foods across the boards compared to other two clusters. The group mainly consists of business travelers.

8.4.7c The Luxury Seekers have high orientation towards variables those can give comfort in a hotel. They also do not want no frills hotels. They do not want to buy package tour, nor are they interested in sight-seeing. They do not want to use e payment facilities but like to make cash payments. These clients are not always loyal to the hotel and at least 42% say that they might change hotels given a choice. The group mainly consists of business travelers.

8.5 Demand-Supply Gap Analysis:

8.5.1 On an average, 664 persons seek hotel accommodation in Tezpur each day while the capacity is to accommodate more than a thousand persons.

8.5.2 Since certain clusters are looking for luxury and at the same time they want to change hotel given a choice, there is still demand for hotels that provides luxury.

8.6 Estimation of Additional Capacities:

8.6.1 The analysis in para 6.7 shows a healthy sign in tourist arrivals in 2010, which is expected to continue. In that case Tezpur may receive few more leisure travelers. It may be mentioned that the estimation by the Tourism Department runs through certain flaws as they do not have requisite system to determine the purpose of visit. Thus their estimation may be treated as understatement. However, the trend that's been shown through the tourist arrival data may be taken as accurate.

CHAPTER 9
CONCLUSION

The study is a major initiative in delineating the profile of the hotel industry in Tezpur. The study did it in two parts: (1) it profiled the hotel establishments of Tezpur and adjoining areas; (2) it profiled the guests visiting the 'A' category hotels in the month of June-July, 2010.

There are 7 'A' category hotels, which are reasonably equipped to satisfy a middle class traveler. Out of these 5 Hotels are relatively better off with their infrastructural facilities, which are termed as 'A+' category. However, none of these 'A' category hotels are officially certified with any star by the Ministry of Tourism, Govt. of India.

It is seen that the hotels of Tezpur, particularly that of the A category do suffer from unused capacity in a day-to-day basis. The surge in demand can be expected during winter due to increase in tourist arrivals and especially during the admission season of the Assam Valley School and Tezpur University.

A detailed discussion is offered in the Chapters above on the clientele of these hotels. A look at the products of the present 'A' category hotels would reveal that these hotels are offering conferencing facilities, moderate banquette halls and restaurants apart from mid luxurious rooms at different price ranges. As such there are four such hotels competing with each other with the same kind of infrastructure. It is worth mentioning here that Hotel Royal Regency has started business only recently (early 2010). Hotel Luit has the oldest property and does not possess most of the modern amenities like separate and well equipped conference and banquette halls. But they have high loyalty. Most of the hotels are catering to the business travelers, which ultimately confine themselves to business class facilities rather than leisure tourist oriented products. As such it is apparently observed that the region is not ready to host more accommodations targeted towards the business travelers. The resorts nearby are catering to the need of middle class leisure travelers also.

New accommodation might, however, be created in extra luxury segment, which is yet to be catered to. However, estimation of demand in this category is beyond the scope of

this study. The investor will be benefitted from the insights those are discussed in Chapter 7. It is recommended that the new investors must not offer a "me-too" hotel in the A+ category and must think about differentiation. Discussions in Chapters 5 and 6 would help in identifying the right kind of facilities to right kind of clientele.

Limitation: Unfortunately, the hotels did not give the research team the historical data of the last years (even after repeated attempts) and hence the researchers do not have any scientific evidence to project the future demand for the hotel industry in Tezpur. However, as discussed in Chapter 6 the leisure tourists' inflow might rise marginally in future than that of 2008-09 season. But this is not conclusive of the business travelers as well. The projection of the demand for hotels cannot also be made on the basis of temporary human migration like that of daily inflow of passengers through road (rail link is not available and air passengers are scanty) as ascertaining their staying habits (if they do not go back same day) and clientele towards a particular hotel would not have based on any scientific foundation. Hence that route was completely avoided.

BIBLIOGRAPHY

Aksu, A A and Tarcan, E (2002), "Internet and five star hotels: A case study from the Antalya region in Turkey", *International Journal of Contemporary Hospitality Management,* Vol.14 No.2, pp.94-97.

Ahmed, M N (2005), *Hotel Organisation* (1st Edition), New Delhi: Anmol Publication Pvt. Ltd., pp.71-72.

Barros, C P, Peypoch, N and Solonandrasana, B (2009), Efficiency and Productivity Growth in Hotel Industry, *International Journal of Tourism Research*, Vol.11, pp.389-402.

Bhattacharya, D (2009), Indian Hotel Industry: Strategies for Enhancing Competitiveness, *Marketing Mastermind*, pp.25-29.

Briggs, S, Sutherland, J and Drummond, S (2007), "Are hotels serving quality? An exploratory study of service quality in the Scottish hotel sector", *Tourism Management*, Vol.28 No.4, pp.1006-1019.

Cooper, S (2001), "Just rewards- Boosting staff morale and your business", *Hotel*, April, p.14.

Ecckles, G and Durand, P (1997), "Improving service quality: lessons and practices from the hotel sector", *Managing Service Quality*, Vol.7 No.5, pp.224-226.

Hsu, C H C and Powers, T (2002), *Marketing Hospitality* (3rd Edition), New York: John Wiley and Sons, Inc., pp.66-67.

Groenenboom, K and Jones, P (2003), "Issues of security in hotels", *International Journal of Contemporary Hospitality Management,* Vol.15 No.1, pp.346-351.

Kandampully, J and Suhartanto, D (2000), "Customer loyalty in the hotel industry: the role of customer satisfaction and image", *International Journal of Contemporary Hospitality Management,* Vol.12 No.6, pp.346-351.

Keiningham, T L, and Vavra, T G (2001), *The Customer Delight Principle* (1st Edition), McGraw-Hill Companies, Inc., New York, pp.25.

Kilic, H and Okumus, F (2005), "Factors influencing productivity in small island hotels: Evidence from Northern Cyprus", *International Journal of Contemporary Hospitality Management,* Vol.17 No.4, pp.315-331.

Magnini, V P, Honeycut, E D and Cross, A M (2007), Understanding the use of celebrity endorsers for hospitality firms, *Journal of Vacation Marketing,* Vol.14 No.1, pp.57-69.

Mohsin, A and Lockyer, T (2010), "Customer perceptions of service quality in luxury hotels in New Delhi, India: an exploratory study", *International Journal of Contemporary Hospitality Management*, Vol.22 No.2, pp.160-173.

Pallet, W J, Taylor, W W and Jayawardena, C (2003), "People and Quality: The case of Delta hotels", *International Journal of Contemporary Hospitality Management*, Vol.15 No.6, pp.349-351.

Phillips, P A and Moutinho, L (1999), "Measuring strategic planning effectiveness in hotels", *International Journal of Contemporary Hospitality Management*, Vol.11 No.7, pp.349-358.

Poon, W and Low, K L (2005), "Are travelers satisfied with Malaysian hotels", *International Journal of Contemporary Hospitality Management*, Vol.17 No.3, pp.217-227.

Simón, F J G, Marqués, D P and Narangajavana, Y (2008), "Improving the perception of hotel managers", *Annals of Tourism Research*, Vol.35 No.2, pp.359-380.

Torres, E N and Kline, S (2006), "From Satisfaction to Delight: a model for the hotel industry", *International Journal of Contemporary Hospitality Management*, Vol. 18 No.4, pp. 290-301.

ANNEXURE A: Questionnaire for Hotel Management

TEZPUR UNIVERSITY

QUESTIONNAIRE

A survey is being out to find out to determine the hotel facilities of Tezpur. Your co-operation in this regard is solicited.

1. Name of the Hotel or Lodge

.....

.....

2. Location:-

.....

.....

.....

.....

3. Owner(s) Name:-

.....

.....

4. General Manager Name:-

.....

.....

5. Contact No:- .....

6. Establishment Year:- .....

7. Average yearly Turnover:- .....

8. What is your average occupancy level? (in terms of percentage)

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
2009-10													
2008-09													
2007-08													

2006-07													
2005-06													

9. Please fill up the particulars of the table given below

Type of Rooms	Number		Rate per Day		TV		Room Service	Geyser
	AC	Non-AC	AC	Non-AC	Colour	B/W		
Single								
Double								
Suites								
Others								

10. Do you have a Restaurant?

YES ☐ NO ☐

If Yes, total Capacity .....

11. Do you have a Conference Hall?

YES ☐ NO ☐

If Yes, how much do you charge ..... & Capacity

.....

12. Do you entertain birthday and other parties?

YES ☐ NO ☐

If yes, how much do you charge .....

13. Do you have emergency services?

YES ☐ NO ☐

14. Do you provide pick up Service?

YES ☐ NO ☐

Pick up charge from Guwahati ..... & Tezpur Airport .....

15. Do you have tie-up with a travel agent?

YES ☐ NO ☐

16. Do you have your own marketing staff?

YES ☐ NO ☐

17. Do you have your own website? YES ☐ NO ☐

18. Do you have any institutional tie-ups?

YES ☐ NO ☐

Please name the organizations

.....

.....

.....

19. Do you provide any group discounts?

YES NO

If Yes, any criteria.....

20. Do you undertake any promotional measures?

YES NO

If Yes, please tick at the appropriate place

TYPE	Local	Regional	National
Print Ad			
Video Ad			

21. Human Resource personnel at your Hotel

	Permanent	Temporary
Cook		
Receptionist		
Waiter		
House Keeping		
Security		
Office Staff		

22. Do you provide any training to the staff people?

YES NO

If Yes, please provide us the details about the training programs provided.

.....

.....

.....

THANK YOU FOR YOUR CO-OPERATION

ANNEXURE B: Questionnaire for the Guests

TEZPUR UNIVERSITY

QUESTIONNAIRE

CODE ☐☐☐☐☐☐

A survey is being carried out to find the preferences of lodging facilities among tourists staying at Tezpur. Your co-operation in this regard is solicited. The responses will be kept confidential.

HOTEL:- .....

Where from .....

Where to .....

1. Method of Booking

   a) Telephonic ☐ b) On-site ☐ c) Travel Agency ☐ d) Others ☐

2. Your food Preferences. (1 being lowest and 5 being highest)

	1	2	3	4	5
Continental					
Chinese					
Indian					
Thai					
Traditional					
Others, Please specify					

3. Why are you visiting Tezpur?

   a) Business/Official Travel ☐ d) Vacation/Relaxation ☐

   b) Personal Reasons ☐

   c) Others, Please specify .....

   If Business/Official,

   a) Bill payment directly by company ☐ Max Limit.....

b) Cash Payment by self and subsequently reimbursed ☐ Max Limit.....

c) Self payment ☐

4. Are you loyal to the particular hotel?

YES ☐ NO ☐

If Yes, Why?

.....

5. Given better facilities at the same price will you switch over to another hotel?

YES ☐ NO ☐

6. Given same facilities at the same price will you switch over to another hotel?

YES ☐ NO ☐

7. How much importance do you give to the following facilities in hotel?

(Please tick at the appropriate place, 1 being lowest and 5 being highest)

Basic Facilities	**1**	**2**	**3**	**4**	**5**
A/C					
Cable TV					
Restaurant					
Conference Room					
Pick Up Facility					
Emergency health and Other Services					
Cash Payment					
Cheque					
Debit Card/Credit Card/E- payment					
Reservation Facility					
Package Tour					
Local Sightseeing Facility					
No Frill					
Other, Please specify					

8. What is your perception regarding the following factors in the hotel you are staying?

(Please tick at the appropriate place, 1 being lowest and 5 being highest)

Perception	1	2	3	4	5
Staff Hospitality					
Room Tariff					
Ambience					
Room/Suite					
Others, please specify					

9. Would you like to avail the following facilities?

	Always	Sometimes	Never
Disco			
Night Club			
Local Cultural programs			
Others, Please specify			

10. Age:- .....

11. Married ☐ Unmarried ☐

If Married, number of children .....

12. Does your spouse work YES ☐ NO ☐

13. What you are occupying?

a) Single Room ☐ b) Double Room ☐ c) Suites ☐

14. Managerial Level:- a) Top Level ☐ b) Middle Level ☐ c) Junior Level ☐

15. Name of the Organization .....

Thank you for your Co-operation

NEDFi
Project

FINAL A/C

AMOUNT RECEIVED:

(a)	1st instalment : CDD No. 379853 dtd 1/6/10 P/o. Registration C.)	Rs. 44,850/-
(b)	2nd instalment : (DD No. 290307 dtd 4/2/11)	Rs. 1,04,650/-
	TOTAL:	Rs. 1,49,500/-

AMOUNT SPENT

(a)	1st Advance Settlement : (dated 7/9/10)	Rs. 40,649.00
(b)	2nd Advance Settlement : (dated 13/6/11)	Rs. 53,542.00
		Rs. 94,191.00

AMOUNT REMAINS UNSPENT: Rs. 55,305.00

(fifty five thousand, three hundred & five only)

19/8/15

28.9.20

Mrinmoy K Sarma
Professor,
Department of Business Administration
Tezpur University