CHAPTER NUMBER FIVE

DATA ANALYSIS & INTERPRETATIONS

TOPIC NUMBER	PARTICULARS	PAGE NUMBER
5.I.0	Introduction	240
	PART –I- CUSTOMERS' STUDY	
5: I.1:	Profile Of Selected Hotel guests [Or] Customers:	240
5:I.2:	Selected Hotel Guests [Or] Customers Responses On Sources Of Information For Hotel	253
5: I .3:	Hotel Related Activities Of The Guests	254
5: I.4:	Selected Hotel Guests Awareness And Use Of Hotel Facilities	260
5:I.5:	Expectations And Experiences Of The Selected Hotel Guests On The Selected Customer Relationship Management Practices	266
5:I.6:	Selected Hotel Guests Overall Expectations On The Selected Customer Relationship Management Practices	290
5:I.7:	Selected Hotel Guests Overall Satisfaction/Dissatisfaction On The Selected Customer Relationship Management Practices	292
5:I.8:	Selected Guests Loyalty Towards Hotel	293

	PART-II-HOTELIERS' RESEARCH STUDY	
5:II. 1:	Profile Of Selected Respondents [Hotel Staff Members]:	297
5:II.2:	Selected Hoteliers Responses On Frequency Of Updating Hotel Guests' Information In Hotel	303
5:II.3:	Selected Hoteliers Responses On Collection Of Hotel Guests Information In Hotel	304
5:II.4:	Selected Hoteliers Responses On Objectives Of Maintaining Relationships With Hotel Guests	305
5:II.5:	Selected Hoteliers Responses On Availability Of Selected Facilities In The Hotel	309
5:II.6:	Selected Hoteliers Responses On Areas Of Improvement In Hotels	311
5:II.7:	Selected Hoteliers Responses On Evaluation Of Hotel Performance And Service Outcome	312
5:II.8:	Selected Hoteliers Responses On Selected Customer Relationship Management Practices Practiced In Hotel	317

CHAPTER NUMBER FIVE
DATA ANALYSIS AND INTERPRETATION

5: I.0.: INTRODUCTION:

The researcher, after the collection of primary data , had attempted to analyze, interpret, and report its results by using SPSS 15.0 for windows .The entire data analysis and interpretation is divided into two parts. The First Part-I has dealt with Customers' study, and the Second Part-II has dealt with Hoteliers' study for which separately primary data were collected by the researcher and thereafter, collected data have been separately tabulated, analyzed and interpreted, and results for both the studies separately have been presented in tabular and graphical form as follows.

Note:
The respondents herewith referred as the 'Customers' or the 'Hotel Guests' in the Part-I.

PART –I
CUSTOMERS' STUDY

5: I.1:PROFILE OF SELECTED HOTELGUESTS [OR] CUSTOMERS:

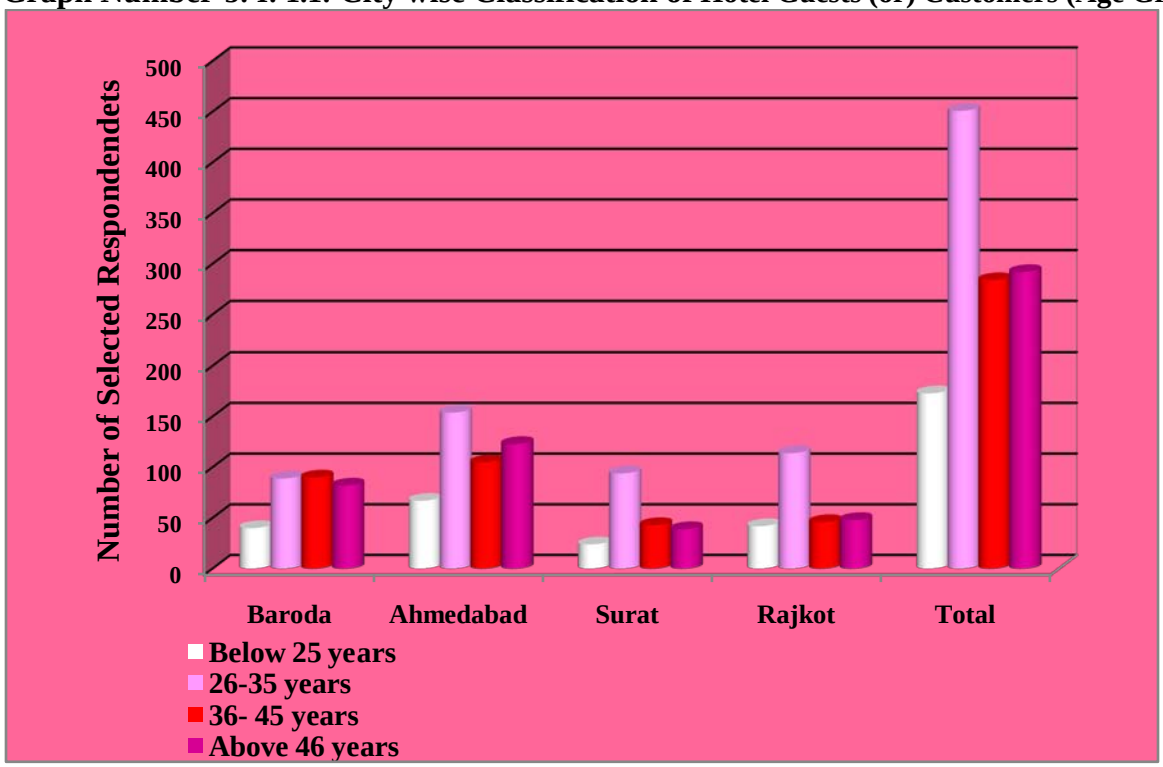
The researcher has provided profile of those respondents that are also referred herewith in this chapter also as hotel guests or customers whohad stayed and also availed various hotel services considering their selected demographic variables viz., age, educational qualifications, marital status, and monthly income as follows. The researcher had undertaken both the surveys a survey in the four selected cities viz., Baroda, Ahmedabad, Surat and Rajkot in the State of Gujarat.

The Profile of the selected hotel guests' or customers who had stayed and also availed various hotel services has been presented from Table Number 5: I: 1.1 to Table Number 5: I: 1.11as follows.

Table Number: 5: I: 1.1: Profile of Selected Hotel Guests (or) Customers (Age Groups)

Sr. No	Cities / Age(in years)	City wise Classification of Respondents				Number & Percentages of Selected Respondents
		Baroda	Ahmedabad	Surat	Rajkot	
01	**Below 25 years**	40 (13.3)	67(14.9)	24(12.0)	42(16.8)	**173(**14.4**)**
02	**26to35 years**	89(29.6)	154(34.3)	94(47.0)	114(45.6)	**451(**37.6**)**
03	**36-to45 years**	90 (29.9)	105 (23.4)	43 (21.5)	46 (18.4)	**284 (**23.7**)**
04	**Above 46 years**	82 (27.2)	123 (27.4)	39 19.5)	48 (19.2)	**292 (**24.3**)**
Total		**301(100)**	**449(100)**	**200(100)**	**250(100)**	**1200(100.0)**

Graph Number-5: I: 1.1: City wise Classification of Hotel Guests (or) Customers (Age Groups)

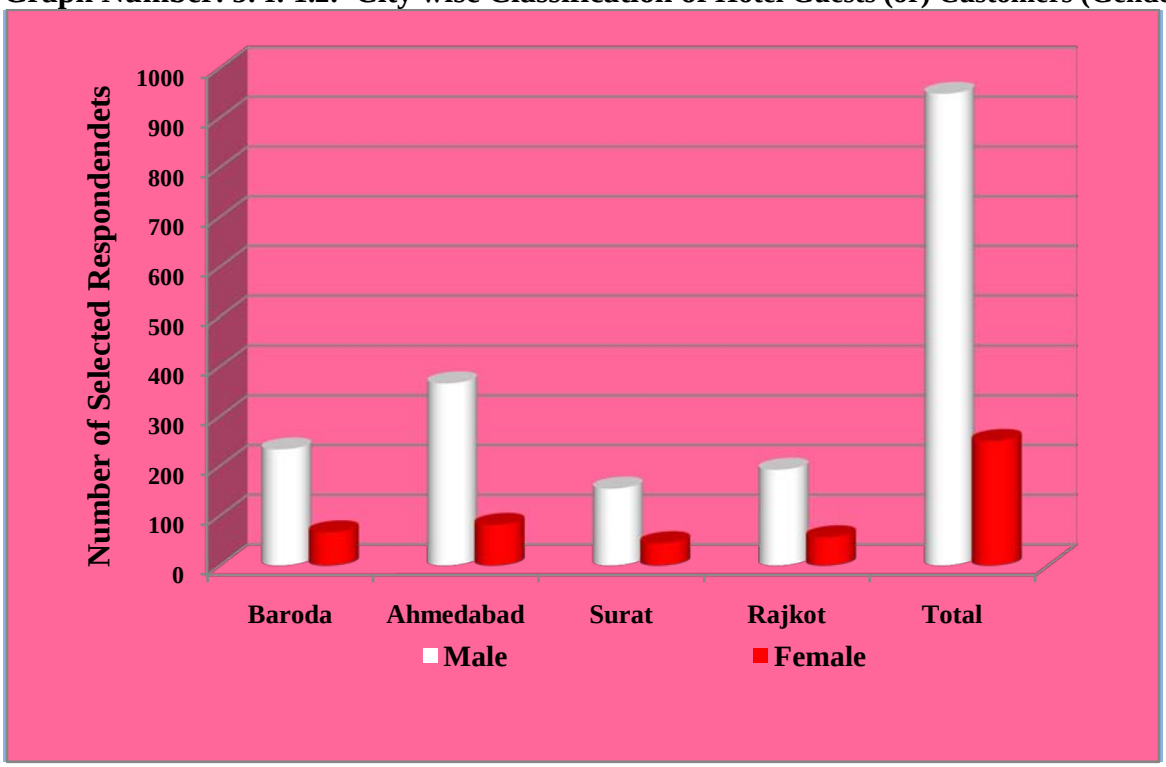


- The data analysis of age groups of respondents according to City revealed that in case of Baroda and Ahmedabad Cities, 58 percent respondents were found belonging to the age group of 26 to45 years, whereas in Surat and Rajkot City, more than 65 percent respondents were found belonging to age group of 26 to 45 years respectively.
- Least number of respondents in the age group of below 25 years were found overall and also in each of the city respectively, Except, in case of Baroda City, maximum number of respondents were found as placed in the age group of 36 to 45 years.
- Data analysis revealed that 61 percent of respondents were belonging to the age group of 26 to35 years followed with 24 percent in the age group of above 46 years, and remaining 15 percent were found as placed in the age group of below 25 years.

Table Number: 5: I: 1.2: Profile of Selected Hotel Guests (or) Customers (Gender)

Sr. No	Cities / Gender	City wise Classification of Respondents				Number & Percentages of Selected Respondents
		Baroda	Ahmedabad	Surat	Rajkot	
01	**Male**	234(77.7)	367(81.7)	155(77.5)	193(77.2)	**949(**79.1**)**
02	**Female**	67(22.3)	82(18.3)	45(22.5)	57(22.8)	**251(**20.9**)**
Total		301(100)	449(100)	200(100)	250(100)	**1200(**100.0**)**

Graph Number: 5: I: 1.2: City wise Classification of Hotel Guests (or) Customers (Gender)



- The data analysis of Gender of respondents revealed that overall and City wise, male respondents were found around 80 percent whereas nearly 20 percent of them were females.
- It implies that the maximum number of customers' in the hotel were found as males, and it indicates opportunity for the hoteliers for attracting female as their hotel guest by implementing befitting marketing strategies.

Table Number: 5: I: 1.3: Profile of Selected Hotel Guests (or) Customers (Marital Status)

Sr. No	Cities / Marital Status	City wise Classification of Respondents				Number & Percentages of Selected Respondents
		Baroda	Ahmedabad	Surat	Rajkot	
01	**Unmarried**	128(42.5)	173(38.5)	95(47.5)	143(57.2)	**539(**44.9**)**
02	**Married**	173(57.5)	276(61.5)	105(52.5)	107(42.8)	**661(**55.1**)**
Total		**301(**100**)**	**449(**100**)**	**200(**100**)**	**250(**100**)**	**1200(**100**)**

The data analysis yielded mixed results for marital status. Overall, 45 percent respondents were found as unmarried, and Rajkot topped the list in this category where as in case of married respondents Ahmedabad had topped the list .The study revealed similar trend in almost each of theselected cities of the Gujarat State.

Graph Number: 5: I: 1.3: City wise Classification of Hotel Guests (or) Customers (Marital Status)

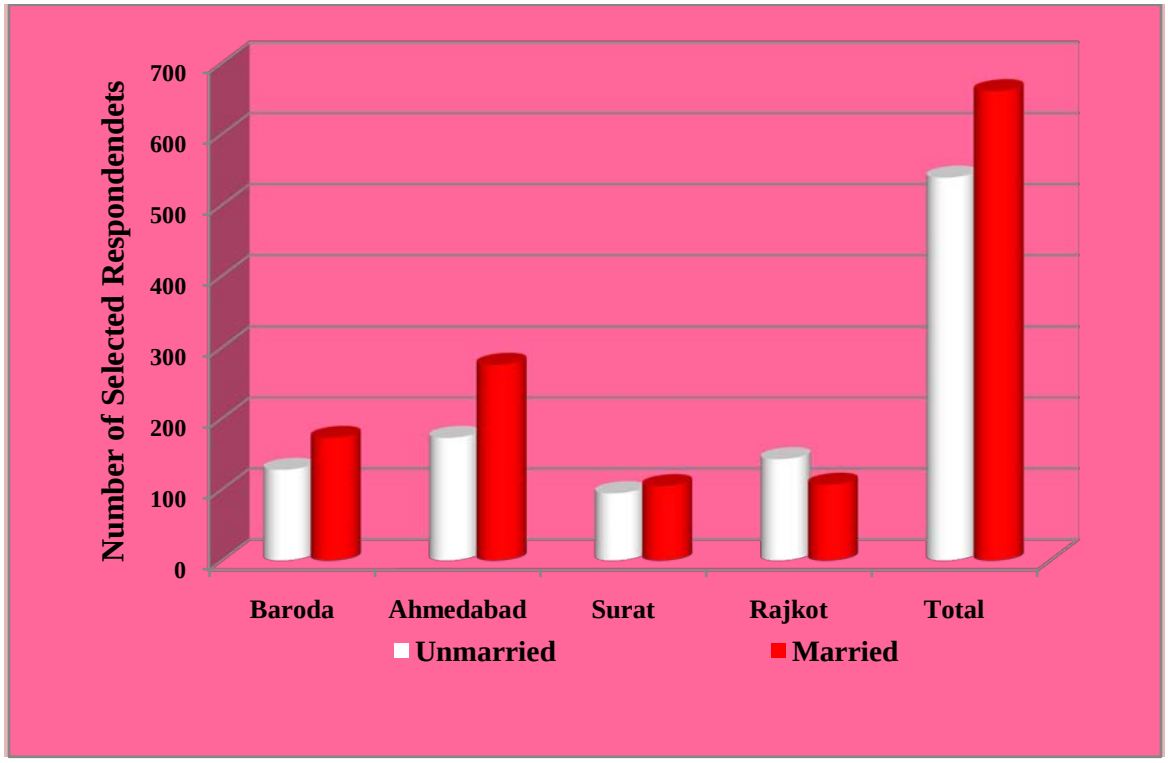
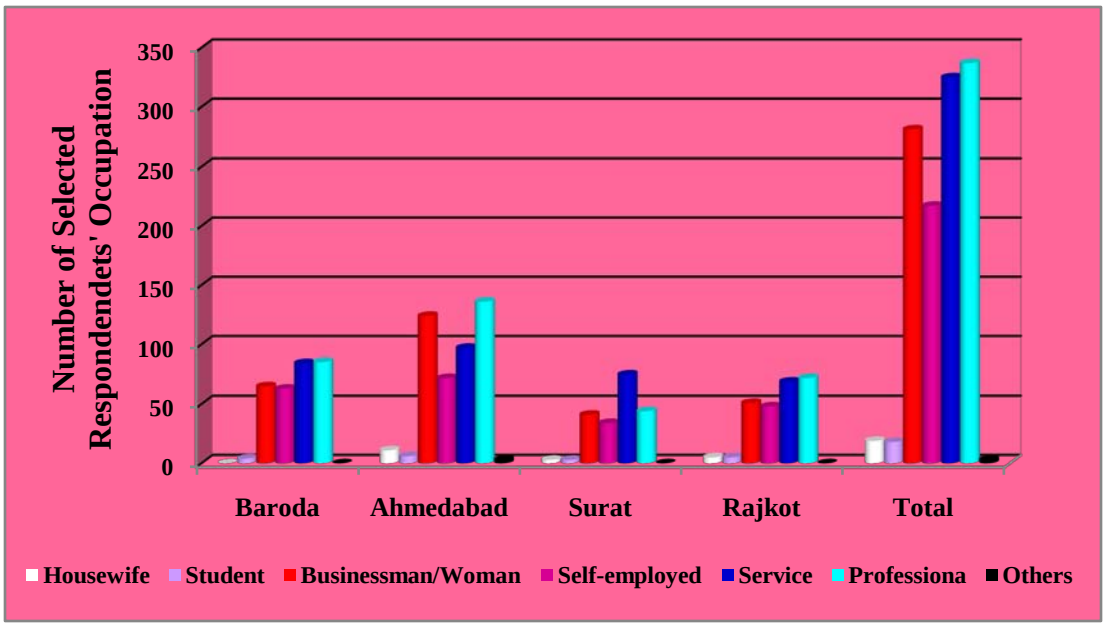


Table Number: 5: I: 1.4: Profile of Selected Hotel Guests (or) Customers (Occupation)

Sr. No	Cities / Occupation		City wise Classification of Respondents			Number & Percentages of Selected Respondents
		Baroda	Ahmedabad	Surat	Rajkot	
01	**Housewives**	0(.0)	11(2.4)	3(0.015)	5(2.0)	**19(**1.6**)**
02	**Student**	4(1.3)	6(1.3)	3(0.015)	5(2.0)	**18(**1.5**)**
03	**Businessman/Women**	65(21.6)	124(27.6)	41(0.215)	51(20.4)	**281(**23.4**)**
04	**Self-employed**	63(20.9)	72(16.0)	34(0.215)	48(19.2)	**217(**18.1**)**
05	**Service**	84(27.9)	97(21.6)	75(0.415)	69(27.6)	**325(**27.1**)**
06	**Professional**	85(28.2)	136(30.3)	44(0.215)	72(28.8)	**337(**28.1**)**
07	**Others**	0(.0)	3(.7)	0(0.015)	0(.0)	**3(**.3**)**
Total		**301(**100.0**)**	**301(**100.0**)**	**200((**100.0**)**	**250**(100.0)	**1200(**100.0**)**

Graph Number: 5: I: 1.4:City wise Classification of Hotel Guests (or) Customers (Occupation)

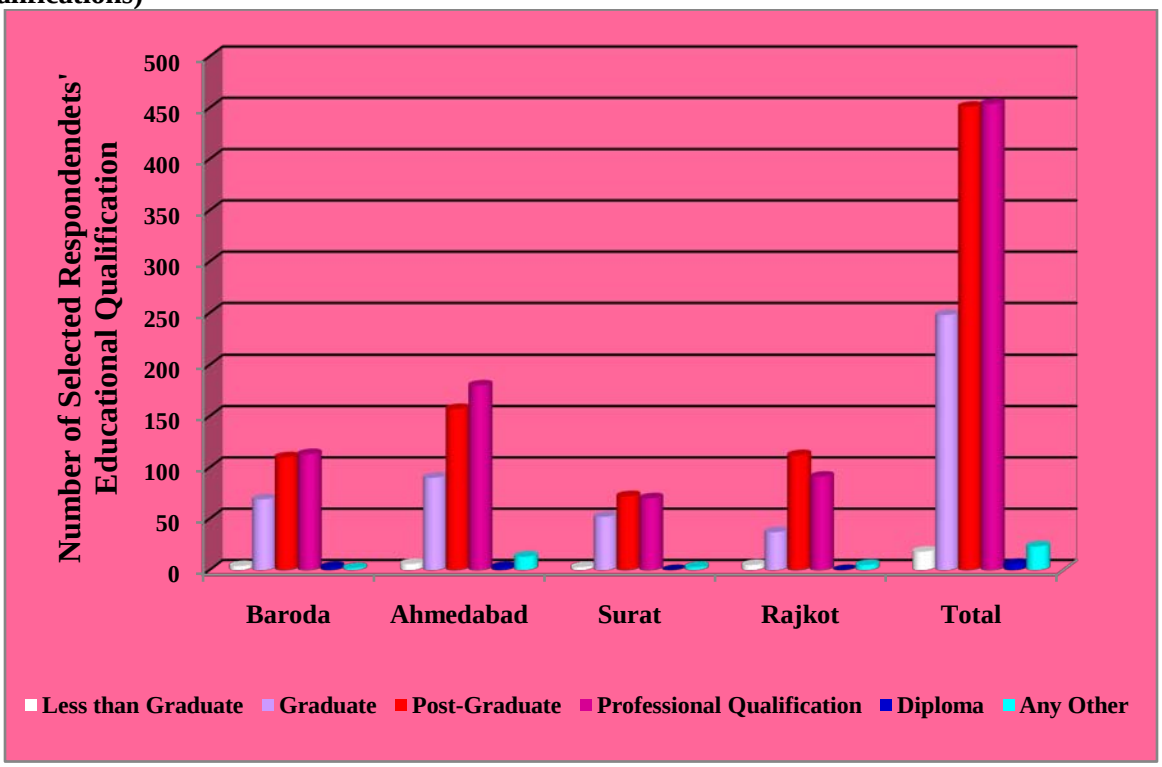


- The data analysis of occupational status of the selected respondents revealed that very few respondents were found in the occupation category of Housewife, Student and others (3 percent). Apart from that overall, and in each of the city, least number of respondents were found as self-employed (18 percent).
- The maximum number of them were found as having occupationas 'profession' (28 percent)whereas mixed results were found for the occupation category of 'Businessman/Woman' and 'Service groups' respectively.
- The overall data analysis revealed that the maximum number of respondents were found as belonging to occupation category of "Profession" followed with "Service", and thereafter "Businessman/Women" and "Self-employed" categories respectively.

Table Number: 5: I: 1.5: Profile of Selected Hotel Guests (or) Customers (Educational Qualifications)

Sr. No	Cities / Educational Qualifications	City wise Classification of Respondents				Number & Percentages of Selected Respondents
		Baroda	Ahmedabad	Surat	Rajkot	
01	**Less than Graduate**	4(1.3)	6(1.3)	3(1.5)	5(2.0)	18(1.5)
02	**Graduate**	69(22.9)	90(20.0)	52(26.0)	37(14.8)	248(20.7)
03	**Post-Graduate**	110(36.5)	157(35.0)	72(36.0)	112(44.8)	451(37.6)
04	**Professional Qualification**	113(37.5)	180(40.1)	70(35.0)	91(36.4)	454(37.8)
05	**Diploma**	3(1.0)	3(.7)	0(.0)	0(.0)	6(.5)
06	**Any Other**	2(.7)	13(2.9)	3(1.5)	59(2.0)	23(1.9)
Total		**301**(100.0)	**301**(100.0)	**449**(100.0)	**200**(100.0)	**1200 (100.0)**

Graph Number: 5: I: 1.5: City wise Classification of Hotel Guests (or) Customers (Educational Qualifications)

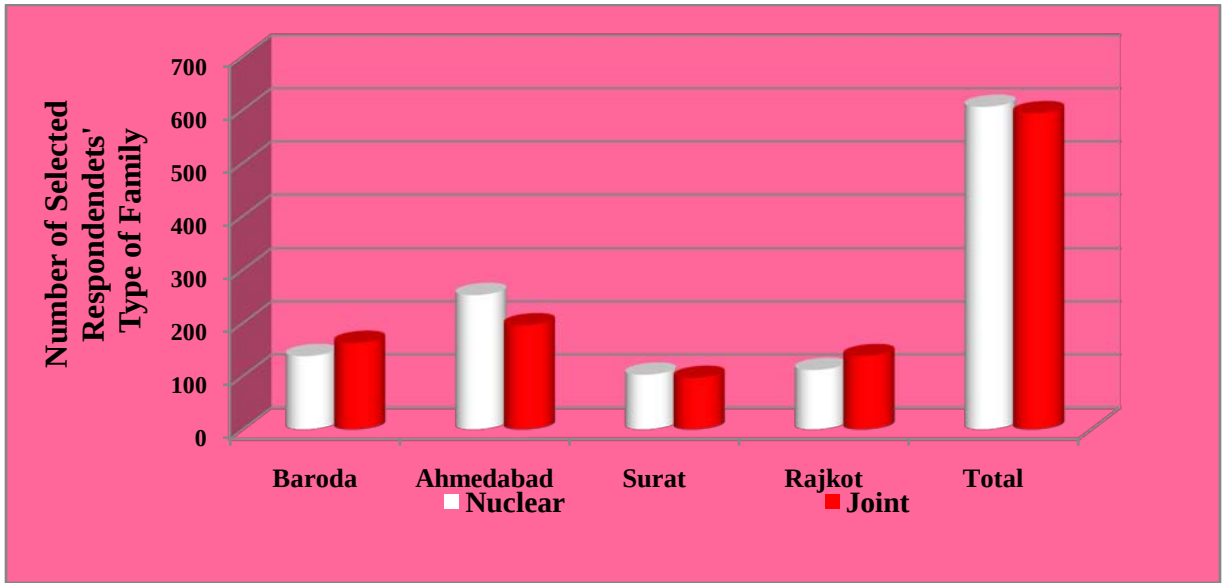


- The city wise data analysis of Educational Qualifications revealed that maximum number of hotel guests' were found as professionally qualified that is nearly 39 per cent in Baroda and Ahmedabad Cities, whereas in case ofSurat and Rajkot Cities, maximum number of hotel guests(40 percent) were found having Post-Graduationas their educational qualifications.
- Least number of respondents was found as having educational qualification of less than graduation (2 percent).
- The overall dataanalysis hadrevealed that the maximum number of respondents were found to be professionally qualified followed with Post-Graduation as their educationalqualifications (40 percent).
- It implies that the hotel guests selected as respondents were found to be highly qualified, and they visit hotels with high expectation, and therefore hoteliers should be vigilant enough to take a note of what kind of services should be offered to them? And, the hoteliers must critically evaluate what are their food habits, and what kind of room they prefer? This will not only stabilize the chance of getting the same guest repeatedly, but also enhance the chance of attracting the new guest in the hotel.

Table Number: 5: I: 1.6: Profile of Selected Hotel Guests (or) Customers (Type of Family)

Sr. No	Cities / Type of Family	City wise Classification of Respondents				Number & Percentages of Selected Respondents
		Baroda	Ahmedabad	Surat	Rajkot	
01	**Nuclear**	138(45.8)	253(56.3)	103(51.5)	112(44.8)	**606**(50.5)
02	**Joint**	163(54.2)	196(43.7)	97(48.5)	138(55.2)	**594**(49.5)
Total		**301** (100.0)	**449** (100.0)	**200** (100.0)	**250** (100.0)	**1200**(100.0)

Graph Number: 5: I: 1.6: City wise Classification of Hotel Guests (or) Customers (Type of Family)

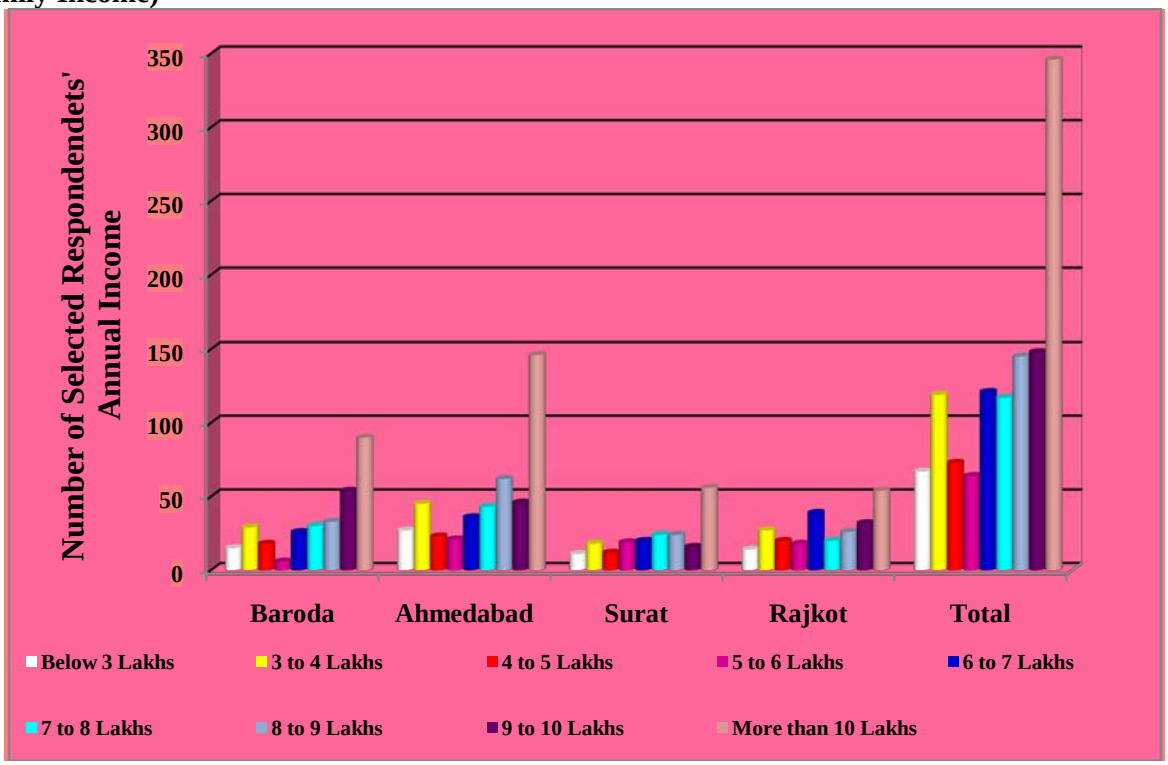


- The data analysis of the type of family of the selected respondents revealed that joint family topped the list in comparison to nuclear families in Baroda and Rajkot Cities with 54.7 percent.
- In case of Ahmedabad and Rajkot City, 53.9 percent respondents were found to be living in a nuclear family, and rest 46.1 percent of them were belonging to joint family.
- It can be discerned from the above data analysis, that all of the selected cities in Gujarat reported mixed pattern whereas overall, half of the respondents (50.5 Per cent) reported in favour of a nuclear family in comparison to (49.5 Per cent) joint families.

Table Number: 5: I: 1.7:
Profile of Selected Hotel Guests (or) Customers (Annual Family Income)

Sr. No	Cities / Annual Family Income (In Rupees)	City wise Classification of Respondents				Total Number & Percentage of Selected Respondents
		Baroda	Ahmedabad	Surat	Rajkot	
01	**Below 3 Lakhs**	15(5.0)	27(6.0)	11(5.5)	14(5.6)	**67(5.6)**
02	**3 to 4 Lakhs**	29(9.6)	45(10.0)	18(9.0)	27(10.8)	**119(9.9)**
03	**4 to 5 Lakhs**	18(6.0)	23(5.1)	12(6.0)	20(8.0)	**73(6.1)**
04	**5 to 6 Lakhs**	6(2.0)	21(4.7)	19(9.5)	18(7.2)	**64(5.3)**
05	**6 to 7 Lakhs**	26(8.6)	36(8.0)	20(10.0)	39(15.6)	**121(10.1)**
06	**7 to 8 Lakhs**	30(10.0)	43(9.6)	24 (12.0)	20(8.0)	**117(9.8)**
07	**8 to 9 Lakhs**	33(11.0)	62(13.8)	24(12.0)	26(10.4)	**145(12.1)**
08	**9 to 10 Lakhs**	54(17.9)	46(10.2)	16(8.0)	32(12.8)	**148(12.3)**
09	**More than 10 Lakhs**	90(29.9)	146(32.5)	56(28.0)	54(21.6)	**346(28.8)**
Total		**301(100.0)**	**449(100.0)**	**200(100.0)**	**250(100.0)**	**1200(100.0)**

Graph Number: 5: I: 1.7: City wise Classification of Hotel Guests (or) Customers (Annual Family Income)



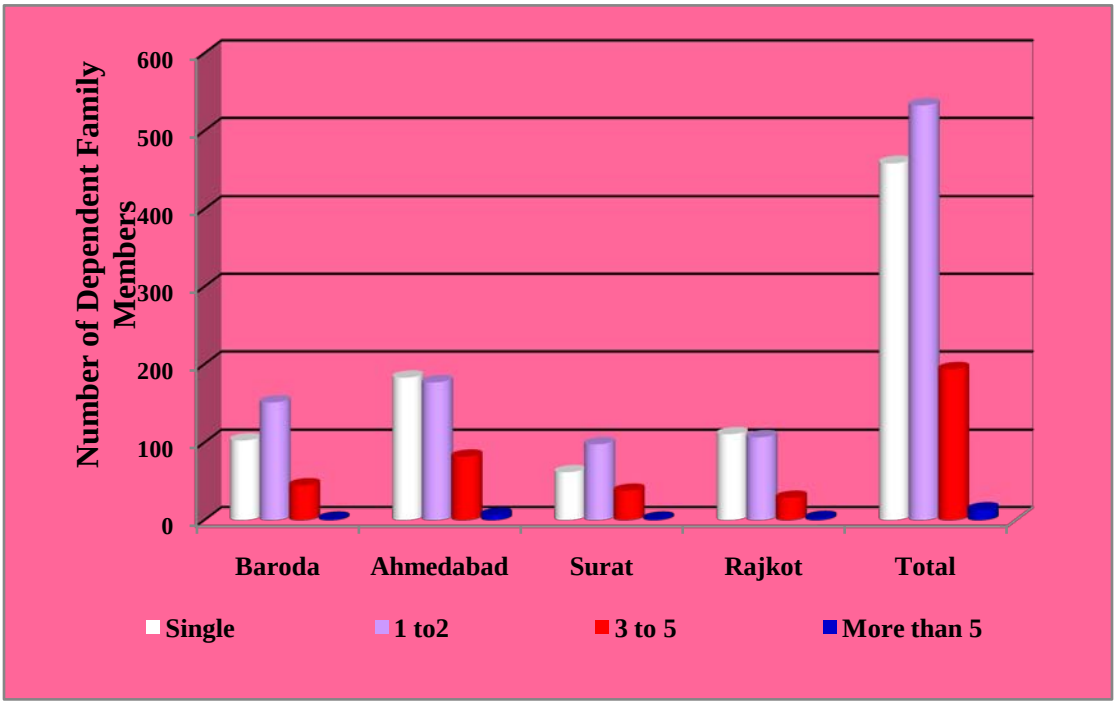
- In comparing, annual family income in various cities, it was found that 7 percent of hotel guests in Baroda City were having annual family income below Rs 5 lakhs, followed by almost similar trend that is 7 percent in Ahmedabad City followed by 6.8 percent in Surat City, and 8 percent in Rajkot City respectively.

- Overall, 29 percent respondents were found as having more than Rs 10 lakhs annual family income and Ahmedabad topped the list in this category with 32 percent whereas in case of respondents having annual family income between Rs. 9 to 10 lakhs, Baroda Cityhad topped the list .The study revealed similar trend in almost each of the selected cities of the Gujarat State.
- It implies that the guests with the annual family income of below Rs.3 lakhshad also obtained the benefits and facilities of hotels followed with the guest having annual family income of more than Rs 10 lakhs. It would be a challenging task for hoteliers to cater the needs of two different income groups as there would be diverse needs of dissimilar income groups and maintaining relationship with different income groups would require different efforts.

Table Number: 5: I: 1.8:
Profile of Selected Hotel Guests (or) Customers (Number of Dependent Family Members)

Sr. No	Cities / Type of Family	City wise Classification of Respondents				Number & Percentages of Selected Respondents
		Baroda	Ahmedabad	Surat	Rajkot	
01	**Single**	103 (34.2)	183(40.8)	62(31.0)	111(44.4)	459(38.3)
02	**1-2**	151 (50.1)	177(39.4)	98(49.0)	107(42.8)	533(44.4)
03	**3- 5**	45 (15.0)	82(18.2)	38(19.0)	29(11.6)	194(16.2)
04	**More than 5**	2 (.7)	7(1.6)	2(1.0)	3(1.2)	14(1.1)
Total		**301** (100.0)	**449** (100.0)	**200** (100.0)	**250** (100.0)	**1200**(100.0)

Graph Number: 5: I: 1.8: City wise Classification of Hotel Guests (or) Customers (Number of Dependent Family Members)

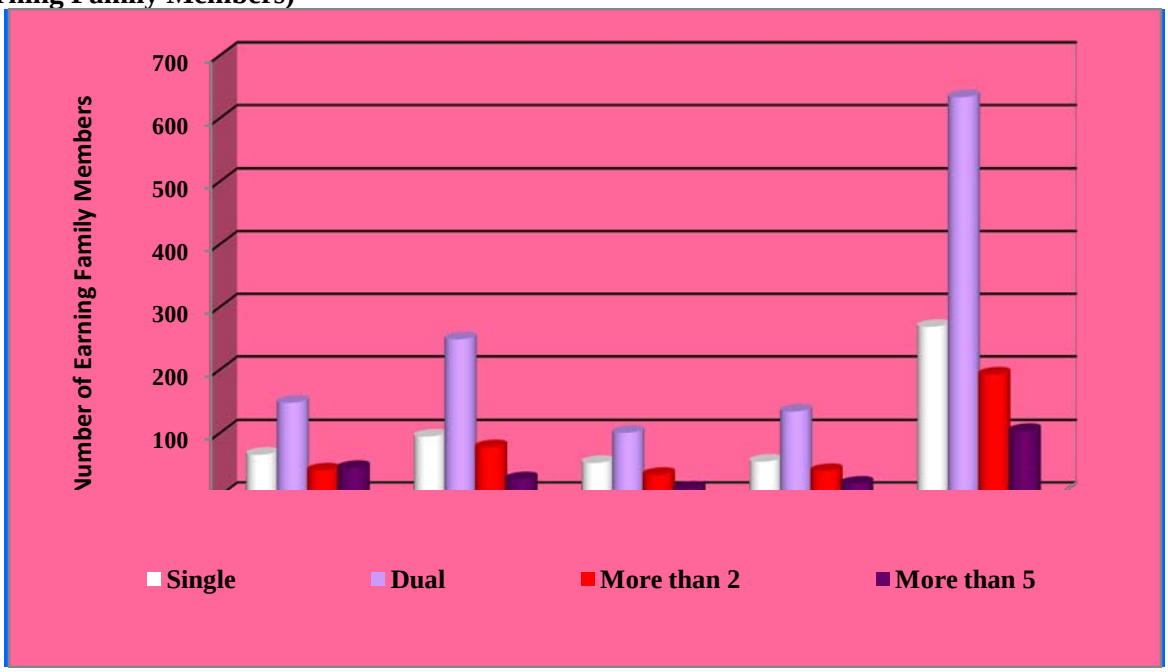


- Majority of respondents from Baroda and Surat City were found to have 02 dependent family member (49.5 percent) followed by Ahmedabad and Rajkot, where there were having 01 dependent family member (42.6 percent).
- The data analysis revealed that in case of each city, there were very few respondents who were having more than 05 dependents in their family.
- The overall data analysis had revealed that the maximum number of respondents (82.7 percent) were found having 01 or 02 as the dependent family members.
- It implies that maximum number of respondents were found aware of benefit of having less number of dependent family members which not only enhances their spending power as the hotel guests, but it also enhances their choice of services in the hotels of Gujarat.

Table Number: 5: I: 1.9:
Profile of Selected Hotel Guests (or) Customers (Number of Earning Family Members)

Sr. No	Cities / No of Earning Family Members	City wise Classification of Respondents				Number & Percentages of Selected Respondents
		Baroda	Ahmedabad	Surat	Rajkot	
01	**Single**	66(21.9)	95(21.2)	53(26.5)	55(22.0)	269(22.4)
02	**Dual**	149(49.5)	249(55.5)	101(50.5)	135(54.0)	634(52.8)
03	**More than 2**	41(13.6)	78(17.4)	34(17.0)	40(16.0)	193(16.1)
04	**More than 5**	45(15.0)	27(6.0)	12(6.0)	20(8.0)	104(8.7)
	Total	**301** (100.0)	**449** (100.0)	**200** (100.0)	**250** (100.0)	**1200**(100.0)

Graph Number: 5: I: 1.9: City wise Classification of Hotel Guests (or) Customers (Number of Earning Family Members)



- In case of number of earning family members in various cities, it was found that maximum number of respondents in each of the selected cities (75.2 percent) were found as having single or dual earning family members.
- Least number of respondents were found in each of the city as well as overall that were having more than 2 (23.46 percent) earning family members. Except, Baroda City, where minimum numbers of respondents were found having more than 5 earning family members.

Table Number: 5: I: 1.10:
Profile of Selected Hotel Guests (or) Customers (Place of Belongingness)

Sr. No	Cities / Place They Belong	City wise Classification of Respondents				Number & Percentages of Selected Respondents
		Baroda	Ahmedabad	Surat	Rajkot	
01	**Delhi**	41(13.6)	62(13.8)	27(13.5)	42(16.8)	**172(**14.3**)**
02	**Mumbai**	20(6.6)	46(10.2)	43(21.5)	50(20.0)	**159(**13.3**)**
03	**Turkey**	18(6.0)	20(4.5)	7(3.5)	7(2.8)	**52(**4.3**)**
04	**Germany**	20(6.6)	6(1.3)	2(1.0)	(1.4)	**29(**2.4**)**
05	**Denmark**	14(4.7)	3(.7)	5(2.5)	2(.8)	**24(**2.0**)**
06	**Hyderabad**	16(5.3)	31(6.9)	9(4.5)	7(2.8)	**63(**5.3**)**
07	**Kerala**	12(4.0)	24(5.3)	7(3.5)	7(2.8)	**50(**4.2**)**
08	**Bangalore**	24(8.0)	37(8.2)	15(7.5)	10(4.0)	**86(**7.2**)**
09	**China**	7(2.3)	7(1.6)	2(1.0)	3(1.2)	**19(**1.6**)**
10	**Italy**	15(5.0)	7(1.6)	0(.0)	15(6.0)	**37(**3.1**)**
11	**USA**	2(.7)	9(2.0)	0(.0)	2(.8)	**13 (**1.1**)**
12	**Kolkata**	9(3.0)	11 (2.4)	6(3.0)	3(1.2)	**29(**2.4**)**
13	**Poland**	2(.7)	2(.4)	1(.5)	0(.0)	**5(**.4**)**
14	**Ahmedabad**	7(2.3)	7(1.6)	4(2.0)	10(4.0)	**28(**2.3**)**
15	**Singapore**	4(1.3)	5(1.1)	10(5.0)	3(1.2)	**22(**1.8**)**
16	**Tripura**	6(2.0)	7(1.6)	1(.5)	1(.4)	**15(**1.3**)**
17	**Surat**	7(2.3)	3(.7)	0(.0)	9(3.6)	**19(**1.6**)**
18	**Chennai**	9 (3.0)	8 (1.8)	6 (3.0)	8 (3.2)	**31 (**2.6**)**
19	**Ghaziabad**	6 (2.0)	2 (.4)	0 (.0)	0(.0)	**8 (**.7**)**
20	**Noida**	1 (.3)	1 (.2)	0 (.0)	0 (.0)	**2 (**.2**)**
21	**Spain**	5 (1.7)	5 (1.1)	1 (.5)	0 (.0)	**11 (**.9**)**
22	**Gurgaon**	2 (.7)	0 (.0)	2 (1.0)	2 (.8)	**6 (**.5**)**
23	**Rajkot**	10 (3.3)	4 (.9)	3 (1.5)	1 (.4)	**18 (**1.5**)**
24	**Junagadh**	1 (.3)	0 (.0)	1 (.5)	1 (.4)	**3 (**.3**)**
25	**Jamnagar**	3 (1.0)	1 (.2)	0 (.0)	1 (.4)	**5 (**.4**)**
26	**Pune**	5 (1.7)	4 (.9)	1 (.5)	12 (4.8)	**22 (**1.8**)**
27	**Australia**	1 (.3)	0 (.0)	0 (.0)	0 (.0)	**1 (**.1**)**
28	**Kolkata**	1 (.3)	0 (.0)	0 (.0)	2 (.8)	**3 (**.3**)**
29	**California**	1 (.3)	5 (1.1)	0 (.0)	0 (.0)	**6 (**.5**)**
30	**Jaipur**	2 (.7)	10 (2.2)	1 (.5)	3 (1.2)	**16 (**1.3**)**
31	**Rajasthan**	6 (2.0)	1 (.2)	1 (.5)	1 (.4)	**9 (**.8**)**
32	**Bihar**	2(.7)	2(.4)	0 (.0)	0 (.0)	**4 (**.3**)**
33	**NewJersey**	10 (3.3)	3 (.7)	1 (.5)	2 (.8)	**16 (**1.3**)**
34	**Washington DC**	2 (.7)	0 (.0)	0 (.0)	0 (.0)	**2 (**.2**)**
35	**Ludhiana**	3 (1.0)	0 (.0)	0 (.0)	0 (.0)	**3 (**.3**)**

36	**Chandigarh**	1 (.3)	2 (.4)	0 (.0)	0 (.0)	**3 (.3)**
37	**Moradabad**	0 (.0)	4 (.9)	1 (.5)	1 (.4)	**6 (.5)**
38	**Navsari**	1 (.3)	3 (.7)	3 (1.5)	1 (.4)	**8 (.7)**
39	**Meerut**	0(.0)	1 (.2)	1 (.5)	0(.0)	**2 (.2)**
40	**London**	1 (.3)	6 (1.3)	5 (2.5)	7 (2.8)	**19 (1.6)**
41	**Netherlands**	0 (.0)	3 (.7)	0(.0)	1 (.4)	**4 (.3)**
42	**Mexico**	1 (.3)	4 (.9)	1 (.5)	0 (.0)	**6 (.5)**
43	**Baroda**	(.0)	30 (6.7)	8 (4.0)	12 (4.8)	**50 (4.2)**
44	**Anand**	0 (.0)	2 (.4)	1 (.5)	0 (.0)	**3 (.3)**
45	**Surendranagar**	1 (.3)	1 (.2)	0 (.0)	0 (.0)	**2 (.2)**
46	**Tanzania**	1(.3)	1 (.2)	0 (.0)	0 (.0)	**2 (.2)**
47	**Jodhpur**	0 (.0)	6 (1.3)	1 (.5)	2(.8)	**9 (.8)**
48	**Kheda**	0 (.0)	12 (2.7)	0 (.0)	0 (.0)	**12 (1.0)**
49	**Billimoria**	0 (.0)	1 (.2)	3 (1.5)	0 (.0)	**4 (.3)**
50	**Nasik**	0 (.0)	1 (.2)	4 (2.0)	0 (.0)	**5 (.4)**
51	**Indore**	0 (.0)	1 (.2)	1 (.5)	2 (.8)	**4 (.3)**
52	**Faridabad**	0 (.0)	2 (.4)	1 (.5)	0 (.0)	**3 (.3)**
53	**Udaipur**	1 (.3)	1 (.2)	0 (.0)	5 (2.0)	**7 (.6)**
54	**Bengaluru**	0 (.0)	2 (.4)	0 (.0)	0 (.0)	**2 (.2)**
55	**Canada**	0 (.0)	7 (1.6)	1 (.5)	1 (.4)	**9 (.8)**
56	**Bhopal**	0 (.0)	2 (.4)	1 (.5)	1 (.4)	**4 (.3)**
57	**Lucknow**	0 (.0)	7 (1.6)	1 (.5)	2 (.8)	**10 (.8)**
58	**Sydney**	0 (.0)	5 (1.1)	1 (.5)	1 (.4)	**7 (.6)**
59	**Nagpur**	0 (.0)	0 (.0)	2 (1.0)	1 (.4)	**3 (.3)**
60	**Cuttack**	0 (.0)	0 (.0)	0 (.0)	1 (.4)	**1 (.1)**
61	**Guwahati**	0 (.0)	0 (.0)	2 (1.0)	0(.0)	**2 (.2)**
62	**Jharkhand**	0 (.0)	0 (.0)	0 (.0)	3(1.2)	**3 (.3)**
63	**Patna**	0 (.0)	2 (.4)	0 (.0)	1 (.4)	**3 (.3)**
64	**Malaysia**	0 (.0)	4 (.9)	0 (.0)	1 (.4)	**5 (.4)**
65	**chicago**	0 (.0)	5 (1.1)	0 (.0)	0 (.0)	**5 (.4)**
66	**Ankleshwar**	0 (.0)	0 (.0)	2 (1.0)	0 (.0)	**2 (.2)**
67	**Bhavnagar**	0 (.0)	0 (.0)	0 (.0)	2 (.8)	**2 (.2)**
	Total	**301 (100.0)**	**449 (100.0)**	**200 (100.0)**	**250 (100.0)**	**1200(100.0)**

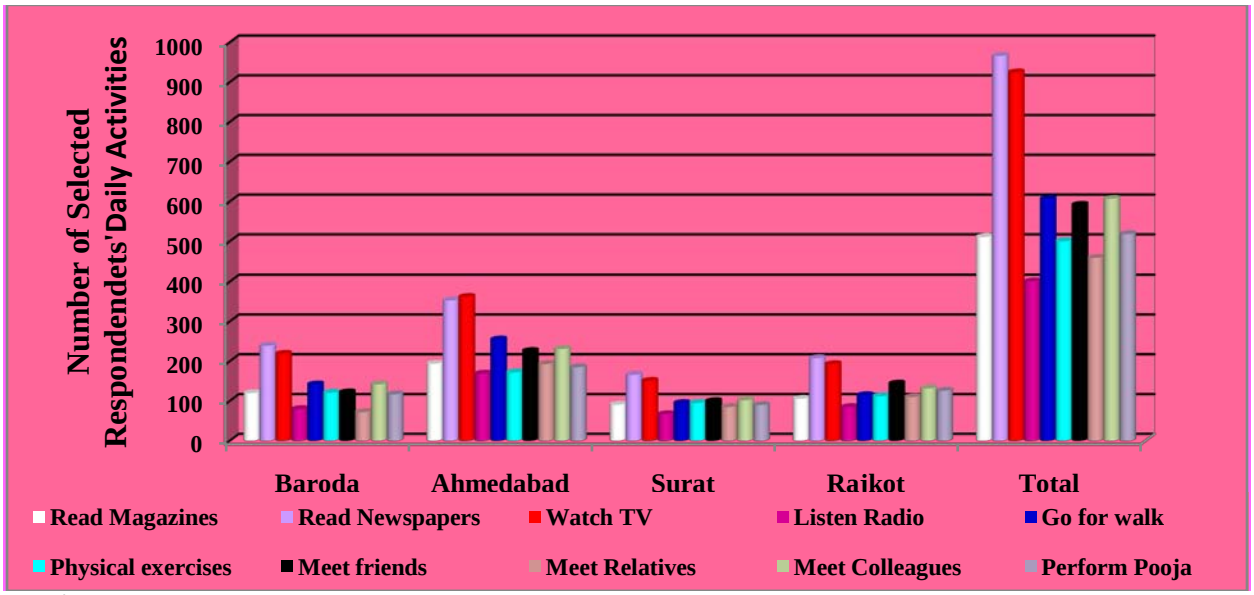
- The data analysis revealed that the selected hotel guests' who had visited selected hotels in selected four cities of the Gujarat State were belonging to 67 places across India.
- It was found that the maximum number of hotel guests who had stayed and availed hotel services in Baroda City belonged to Delhi and Bangalore City, whereas in case of Ahmedabad, Surat and Rajkot Cities, maximum number of hotel guests who had stayed and availed hotel services were from Delhi and Mumbai City (31.93percent) respectively.
- It was also found that the hotel guests who had stayed and availed hotel services were also from the different parts of the world Viz; Turkey, Germany, Denmark, China, Italy ,Poland, Singapore, Spain, Australia, California, New jersey, Washington DC, Netherlands, Tanzania, Canada, Sydney, Malaysia, and Chicago respectively.
- Overall, City wise it was found that 47.5 percent of selected hotel guests who had stayed and availed hotel services were from Delhi, Mumbai, Bangalore, Kerala, Baroda and Turkey respectively.

It implies that the hoteliers need to check and improve upon their services to bettermeet and satisfy the needs of hotel guests' coming from different parts of the world with diverse expectations to be fulfilled at each touch point so as to make their journey pleasurable and memorable.

Table Number: 5: I: 1.11: Profile of Selected Hotel Guests (or) Customers (Daily Activities)

Sr. No	Cities / Daily Activities	City wise Classification of Respondents				
		Baroda	Ahmedabad	Surat	Rajkot	Number & Percentages of Selected Respondents
01	**Read Magazines**	120 (39.9)	194 (43.2)	91 (45.5)	106 (42.4)	**511** (42.6)
02	**Read Newspapers**	239 (79.4)	353 (78.6)	166 (83.0)	208 (83.2)	**966** (80.5)
03	**Watch TV**	219 (72.8)	362 (80.6)	151 (75.5)	193 (77.2)	**925** (77.1)
04	**Listen Radio**	80 (26.6)	169 (37.6)	67 (33.5)	85 (34.0)	**401** (33.4)
05	**Go for walk**	142 (47.2)	255 (56.8)	95 (47.5)	115 (46.0)	**607** (50.6)
06	**Physical exercises**	121 (40.2)	172 (38.3)	95 (47.5)	112 (44.8)	**500**(41.7)
07	**Meet friends**	122 (40.5)	226 (50.3)	100 (50.0)	144 (57.6)	**592** (49.3)
08	**Meet Relatives**	72 (23.9)	193 (43.0)	85 (42.5)	110 (44.0)	**460** (38.3)
09	**Meet Colleagues**	142 (47.2)	231 (51.4)	102 (51.0)	132 (52.8)	**607** (50.6)
10	**Perform Pooja**	117 (38.9)	185 (41.2)	90 (45.0)	126 (50.4)	**518** (43.2)

Graph Number: 5: I: 1.10:City wise Classification of Hotel Guests (or) Customers (Daily Activities)



- The daily activities of the selected hotel guests from various selected cities of Gujarat provided following mixed results.

- In case of the Baroda City, on an average 76.1 percent respondents hadfavourably reported for reading of newspapers, and had also preferred to watch T.V followed by (47.2 percent) Going for a Walk, (47.2 percent) Meeting their Colleagues in their free time whereas (40.5 percent) meeting to Friends was followed by (40.2 percent) Physical Exercise, (39.9 percent); Reading of Magazines during their free time, whereas(38.9 percent)Performing Pooja as their daily activity, (26.6 percent) of respondents as well as listening of Radio, and (23.9 percent) and also Going for Walk daily.
- In case of Ahmedabad City, different trend was found compared to other selected cities of Gujarat.Watching ofT.V had topped the list in their daily activities (80.6 percent) with Reading of Newspaper (78.6 percent) followed by Going for Walk, Meeting Colleagues in their free time, as well as meeting friends and reading of newspaper respectively.
- The researcher had found similar trend in case of the Surat City where 83 percent of the selected hotel guests had reported favourably preferences towards reading of newspaper which had topped the list of their daily activities. Besides, they have also positively reported for Going for Walk but figure was less compared to Baroda and Ahmedabad cities respectively.
- In case of Rajkot City, similar trend was found where 83.2 percent customers had preferred to read Newspaper, while 77.2 percent of them had preferred to watch TV as second option followed by meeting friends, meeting colleagues and performing pooja as their other daily activities in high percentages.

5: I.2: SELECTED HOTEL GUESTS [OR] CUSTOMERS RESPONSES ON SOURCES OF INFORMATION FOR HOTEL

Table Number: 5: I: 2.12

Selected Hotel Guests' (or) Customers' Responses on Sources of Information for Hotel

Sr. No	Cities / Sources	City wise Classification of Respondents				
		Baroda	Ahmedabad	Surat	Rajkot	Number & Percentages of Selected Respondents
01	**Friend**	108(35.9)	126(28.1)	59(29.5)	71(28.4)	**364(**30.3**)**
02	**Relatives**	52(17.3)	48(10.7)	26(13.0)	27(10.8)	**153(**12.8**)**
03	**Radio**	13(4.3)	10(2.2)	5(2.5)	20(8.0)	**48(**4.0**)**
04	**Books**	16(5.3)	21(4.7)	6(3.0)	24(9.6)	**67(**5.6**)**
05	**Travel guide**	69(22.9)	41(9.1)	18(9.0)	34(13.6)	**162(**13.5**)**
06	**Travel agency**	75(24.9)	71(15.8)	30(15.0)	54(21.6)	**230(**19.2**)**
07	**Internet**	159(52.8)	234(52.1)	103(51.5)	118(47.2)	**614(**51.2**)**
08	**Fairs**	5(1.7)	1(.2)	0(.0)	0(.0)	**6(**.5**)**
09	**Exhibitions**	6(2.0)	2(.4)	1(.5)	9(3.6)	**18(**1.5**)**
10	**Travel Package**	31(10.3)	25(5.6)	15(7.5)	10(4.0)	**81(**6.8**)**
11	**Previous Experience**	156(51.8)	226(50.3)	98(49.0)	140(56.0)	**620(**51.7**)**
12	**Office**	74(24.6)	129(28.7)	46(23.0)	60(24.0)	**309(**25.8**)**

- The data analysis had revealed that 52 percent of selected respondents in three major cities of Gujarat viz., Baroda, Ahmedabad and Surat had used Internet as a source to acquire information of hotel which had topped the list among all other sources of information.
- In the case of Rajkot City, 56 percent of them had used their previous experience to know more about hotel.
- It was found that Internet, previous experience, friend, office and travel agency were the most preferred sources of information put to use by the selected guests to get information about the hotel.
- Fairs, Exhibitions, Radio, Books and Travel Package were found as the least preferred sources to gather information about the hotels.
- The overall data analysis revealed that half number of hotel guests (51.7 percent) had used "Previous Experience" followed with "Internet" (51.2 percent), and thereafter "Friend" (30.3 percent) as well as Office (25.8 percent) as a source of information to get information about hotel in the State of Gujarat.

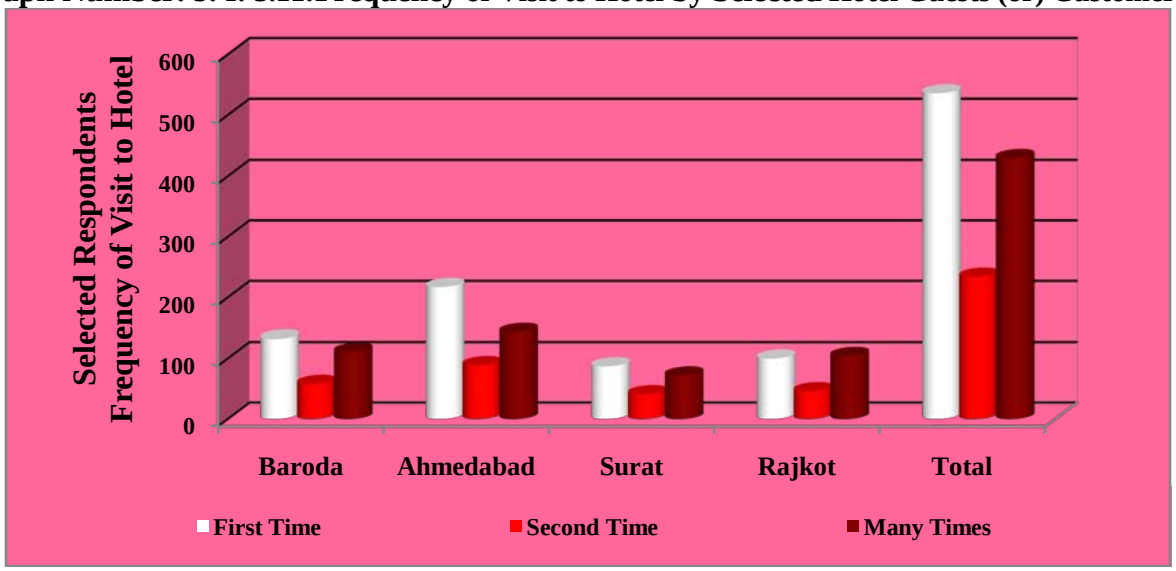
5: I .3: HOTEL RELATED ACTIVITIES OF THE GUESTS

Table Number: 5: I: 3.13

Selected Hotel Guests' (or) Customers' Responses on Frequency of Visit to Hotel

Sr. No	Cities / Frequency of Visit	City wise Classification of Respondents				Number & Percentages of Selected Respondents
		Baroda	Ahmedabad	Surat	Rajkot	
01	**First Time**	132(43.9)	217 (48.3)	87 (43.5)	100 (40.0)	**536 (**44.7**)**
02	**Second Time**	58(19.3)	89 (19.8)	41 (20.5)	46 (18.4)	**234 (**19.5**)**
03	**Many Times**	111 (36.9)	143 (31.8)	72 (36.0)	104 (41.6)	**430 (**35.8**)**
	Total	**301 (**100.0**)**	**449 (**100.0**)**	**200 (**100.0**)**	**250 (**100.0**)**	**1200(**100.0**)**

Graph Number: 5: I: 3.11:Frequency of Visit to Hotel by Selected Hotel Guests (or) Customers

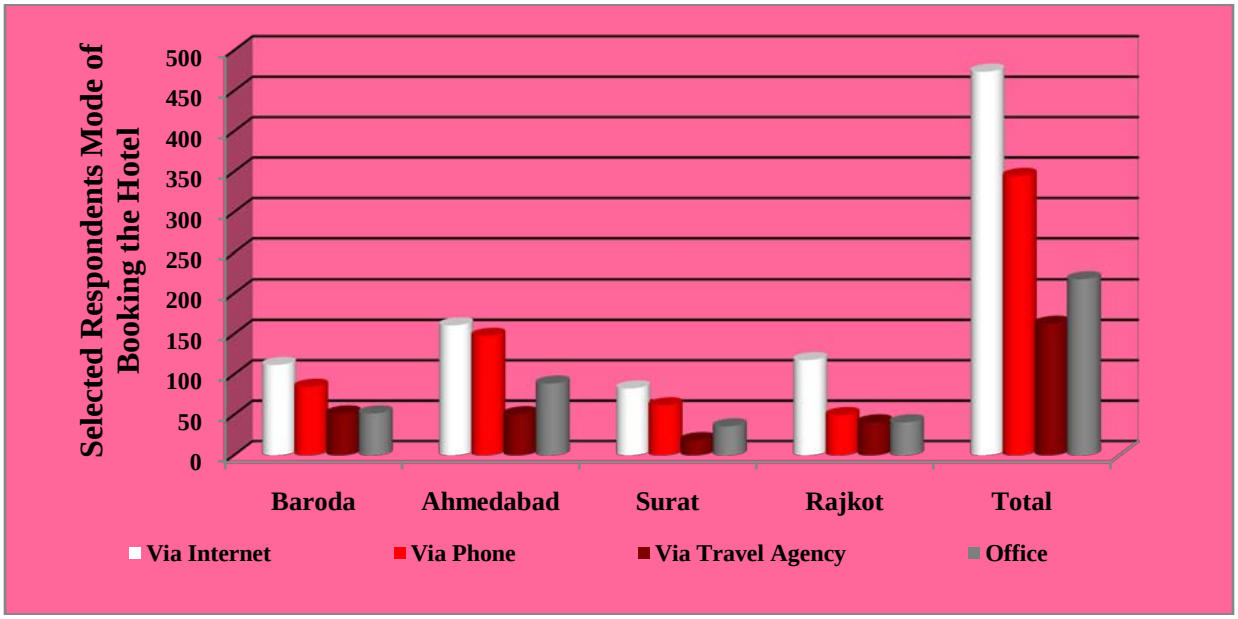


- The data analysis of frequency of customers' visit to hotel in four selected cities of Gujarat yielded similar trend in Baroda, Ahmedabad and Surat Cities as 45.23 percent of them had visited hotels for the first time, whereas 34.9 percent of them had visited similar hotel number of times.
- In case of the Rajkot City, 41.6 percent of selected hotel guests who stayed and availed various hotel services, visited selected hotels many times which had topped the list amongst various cities.
- Overall, it was found that 44.7percent of selected hotel guests hadvisited selected hotels for the first time, whereas 19.5 percent of them visited selected hotels for the second time.
- It was found that frequency of visit to the hotel has significant concern and implications in terms of expectations of the visitors, purposes for visit and rate of usage of services provided to them by the hotels. Infrequent visit of customers in hotels leads to expected loss of customers, reduced profit, and poor performance with more number of switchers with low customer loyalty.

Table Number: 5: I: 4.14
Selected Hotel Guests' (or) Customers' Responses on Mode of Booking of the Hotel

Sr. No	Cities / Booking in Hotel	City wise Classification of Respondents				Number & Percentages of Selected Respondents
		Baroda	Ahmedabad	Surat	Rajkot	
01	**Via Internet**	112 (37.2)	161 (35.9)	83 (41.5)	118 (47.2)	**474**(39.5)
02	**Via Phone**	85 (28.2)	148 (33.0)	62 (31.0)	50 (20.0)	**345**(28.8)
03	**Via Travel Agency**	52 (17.3)	51 (11.4)	19 (9.5)	41 (16.4)	**163**(13.6)
04	**Office**	52 (17.3)	89 (19.8)	36 (18.0)	41 (16.4)	**218**(18.2)
	Total	**301** (100.0)	**449** (100.0)	**200** (100.0)	**250** (100.0)	**1200**(100.0)

Graph Number: 5: I: 4.12: Selected Hotel Guests' (or) Customers' Mode of Booking of the Hotel

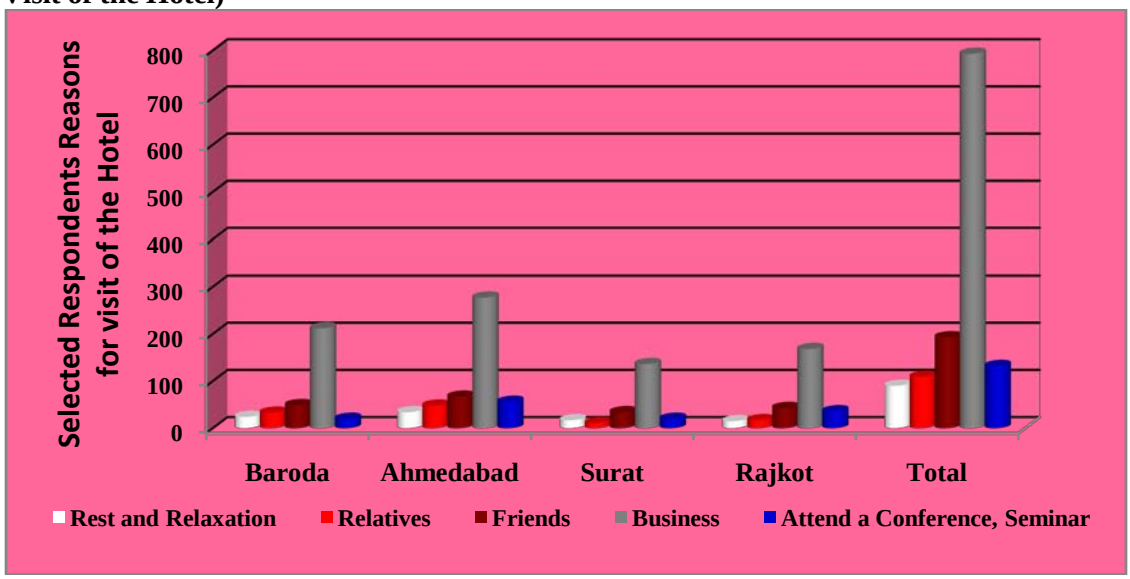


- The data analysis yielded similar results for mode of booking of the hotelin each of the 04 selected cities of the Gujarat State where Internet had topped the list with maximum number of them who had booked their hotel through Internet followed by booking through phone as the second option. In case of booking through Internet, Rajkot topped the list with 47.2 percent where as in case of booking of hotel done through phone,Ahmedabad city had topped the list.
- It was also found that the least preferred option for bookinghotel wasthroughoffice(18.2percent), followed by booking through travel agency (13.6 percent) respectively.
- The data analysis had revealed that Information and Technology has changed the facets of business. Nearly, 40 percent of the bookings in the hotels were being done through Internet. The data is also indicative of the fact that bookings using telephone are also not completely out-of-date as 28.8 percent respondents had booked hotel telephonically.

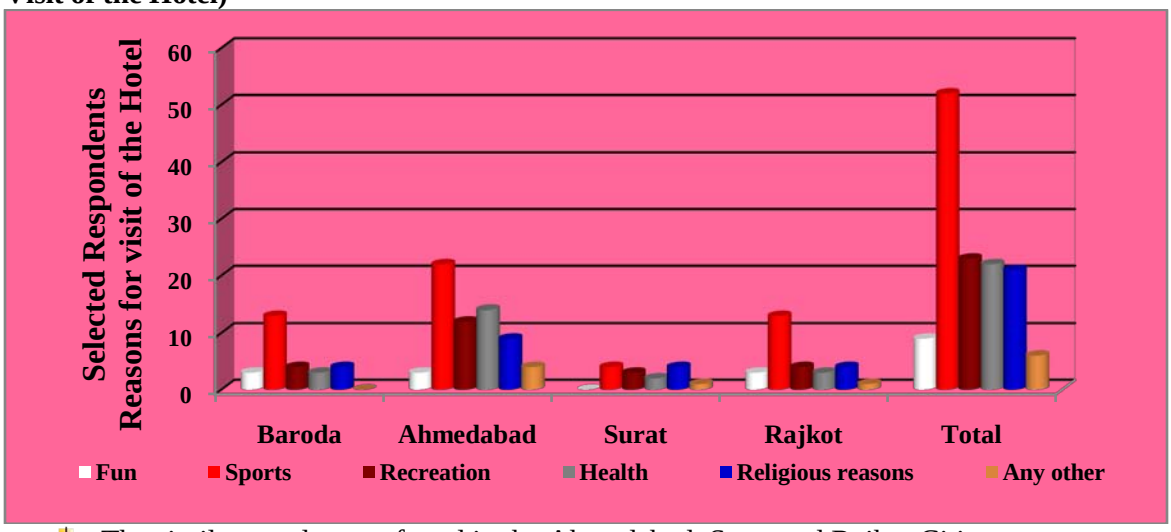
Table Number: 5: I: 5.15
Selected Hotel Guests' (or) Customers' Responses on Reasons for Visit of the Hotel

Sr. No	Cities / Purpose	City wise Classification of Respondents				
		Baroda	Ahmedabad	Surat	Rajkot	Number & Percentages of Selected Respondents
01	**Rest and Relaxation**	24 (8.0)	34 (7.6)	17 (8.5)	15 (6.0)	**90(**7.5**)**
02	**Relatives**	33 (11.0)	48 (10.7)	11 (5.5)	17 (6.8)	**109(**9.1**)**
03	**Friends**	49 (16.3)	67 (14.9)	34 (17.0)	43 (17.2)	**193(**16.1**)**
04	**Business**	212(70.4)	277 (61.7)	136 (68.0)	168 (67.2)	**793(**66.1**)**
05	**Attend a Conference, Seminar**	20 (6.6)	56 (12.5)	20 (10.0)	36 (14.4)	**132(**11.0**)**
06	**Fun**	3 (1.0)	3 (.7)	0 (.0)	3 (1.2)	**9(**.8**)**
07	**Sports**	13 (4.3)	22 (4.9)	4 (2.0)	13 (5.2)	**52(**4.3**)**
08	**Recreation**	4 (1.3)	12 (2.7)	3 (1.5)	4 (1.6)	**23(**1.9**)**
09	**Health**	3 (1.0)	14 (3.1)	2 (1.0)	3 (1.2)	**22(**1.8**)**
10	**Religious reasons**	4 (1.3)	9 (2.0)	4 (2.0)	4 (1.6)	**21(**1.8**)**
11	**Any Other**	0 (.0)	4 (.9)	1 (.5)	1 (.4)	**6(**.5**)**

Graph Number: 5: I: 5.13:City wise Classification of Hotel Guests (or) Customers (Reasons for Visit of the Hotel)



Graph Number: 5: I: 5.14:City wise Classification of Hotel Guests (or) Customers (Reasons for Visit of the Hotel)



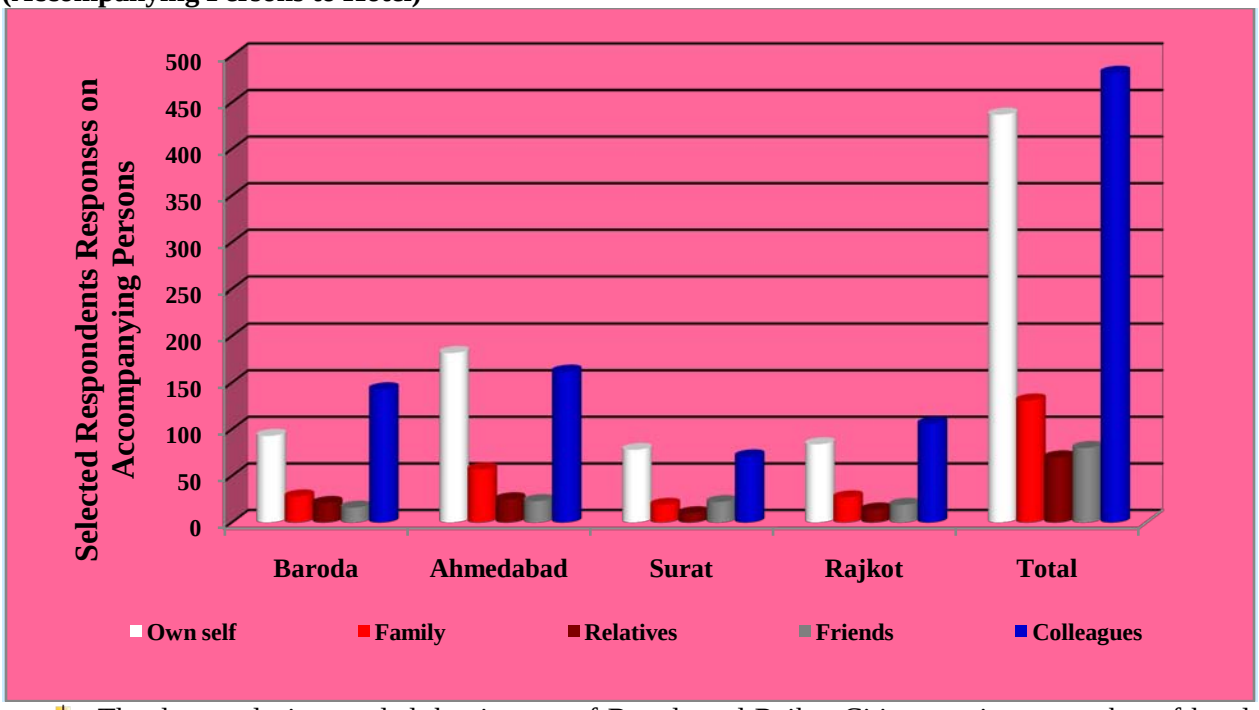
- The similar trends were found in the Ahmedabad, Surat and Rajkot Cities.
- In case of the Baroda City, 70.4 percent of selected respondents had affirmed that business commitments served the main purpose of visiting hotels at various occasions followed by meeting friends (16.3 percent) asanother key reason for visiting hotels in Baroda City.
- Maximum number of selected respondents that is hotel guests had agreed upon that business, meeting friends, attending conferences as well as seminars, and meeting relatives arethe key reasons for visiting hotels amongst selected cities in the State of Gujarat. Besides, rest and relaxation, fun, sports, recreation, health and religious reasons (18.1 percent) too were cited as reasons for availing hotel facilities.

- It implies that hoteliers need to be innovative in bringing guests for the reasons viz; rest and relaxation, fun, sports, recreation, health and religious motives that can act as a support system to tourism and health sector.

Table Number: 5: I: 6.16
Selected Hotel Guests' (or) Customers' Responses on Accompanying Persons to Hotel

Sr. No.	Cities / Accompanied with	City wise Classification of Respondents				
		Baroda	**Ahmedabad**	**Surat**	**Rajkot**	**Number & Percentages of Selected Respondents**
01	**Own self**	93 (30.9)	182 (40.5)	78 (39.0)	84 (33.6)	**437 (**36.4**)**
02	**Family**	28 (9.3)	57 (12.7)	19 (9.5)	27 (10.8)	**131(**10.9**)**
03	**Relatives**	21 (7.0)	25 (5.6)	10 (5.0)	14 (5.6)	**70 (**5.8**)**
04	**Friends**	16 (5.3)	23 (5.1)	22 (11.0)	19 (7.6)	**80(**6.7**)**
05	**Colleagues**	143 (47.5)	162 (36.1)	71 (35.5)	106 (42.4)	**482(**40.2**)**
	Total	**301 (**100.0**)**	**449 (**100.0**)**	**200 (**100.0**)**	**250 (**100.0**)**	**1200(**100.0**)**

Graph Number: 5: I: 6.15:City wise Classification of Hotel Guests (or) Customers (Accompanying Persons to Hotel)



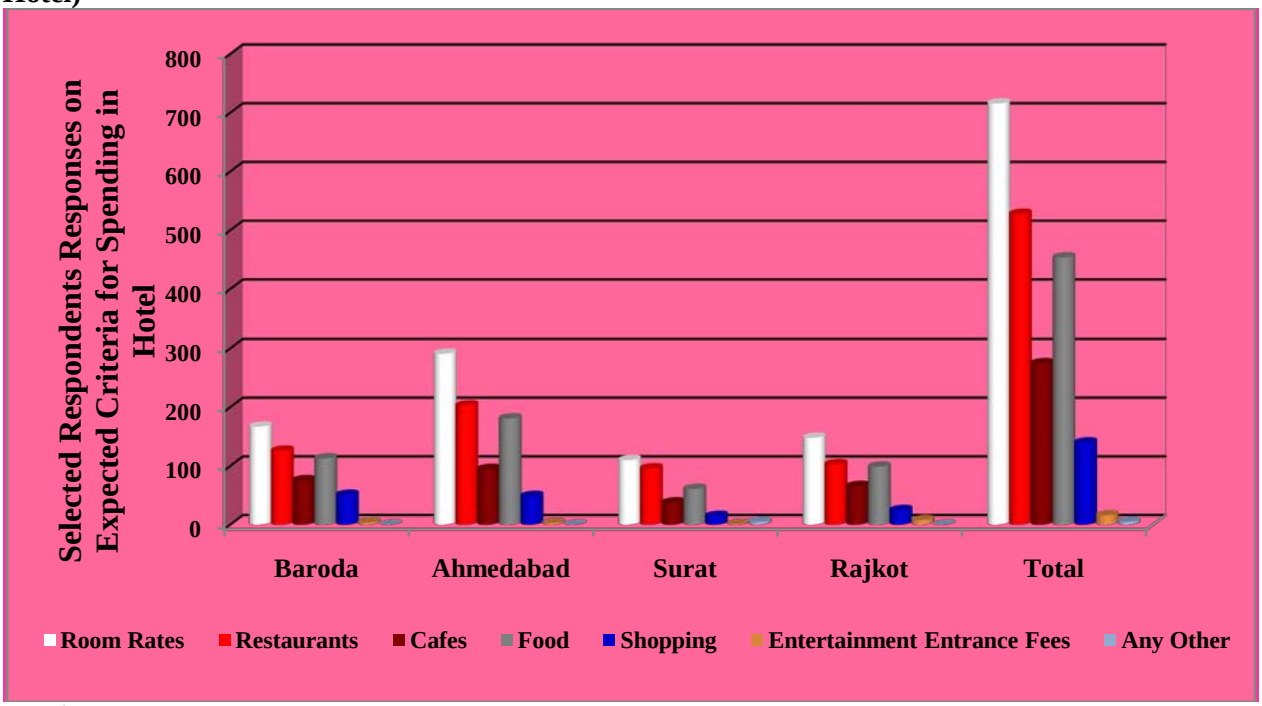
- The data analysis revealed that in case of Baroda and Rajkot Cities, maximum number of hotel guests had accompanied colleagues with them whereas in case of Ahmedabad and SuratCities, selected respondents had visited hotel alone .Ahmedabad had topped the list with 40. 5 percent, where hotel guest visited hotel all alone.

- More than 10 percent of them had accompanied family with them while visiting selected hotels in Gujarat State, and Ahmedabad topped the list in it with 12.7 percent.
- Overall, itwas found that 40 percent of them had accompanied colleagues with them and less than 7 percent were accompanied with relatives and friends.

Table Number: 5: I: 7.17
Selected Hotel Guests' (or) Customers' Responses on Spending in Hotel

Sr. No	Cities / Spending in Hotel on Selected Criteria	City wise Classification of Respondents				
		Baroda	Ahmedabad	Surat	Rajkot	Number & Percentages of Selected Respondents
01	**Room Rates**	167 (55.5)	291 (64.8)	110 (55.0)	148 (59.2)	**716(**59.7**)**
02	**Restaurants**	126 (41.9)	203 (45.2)	96 (48.0)	103 (41.2)	**528(**44.0**)**
03	**Cafes**	76 (25.2)	95 (21.2)	38 (19.0)	66 (26.4)	**275(**22.9**)**
04	**Food**	113 (37.5)	181 (40.3)	61 (30.5)	99 (39.6)	**454(**37.8**)**
05	**Shopping**	51 (16.9)	49 (10.9)	15 (7.5)	25 (10.0)	**140(**11.7**)**
06	**Entertainment Entrance Fees**	4 (1.3)	3 (.7)	1 (.5)	8 (3.2)	**16(**1.3**)**
07	**Any Other**	0 (.0)	0 (.0)	5 (2.5)	0 (.0)	**5(**.4**)**

Graph Number: 5: I: 7.16:City wise Classification of Hotel Guests (or) Customers (Spending in Hotel)



- The spending on room rates topped the list, and similar trend was found in all the selected cities.
- Overall, maximum number of hotel guests liked to spend on room rates, in which Ahmedabad had topped the list with64.8 percentages.

- It was also found that spending on restaurants emerged as the second most preferred option, wherein Surat had topped the list with 48 percentages.
- The most preferred option for spending in hotels were room rates, restaurants, food, and least preferred were shopping, entertainment, and entrance fees respectively .

5: I.4: SELECTED HOTELGUESTS AWARENESS AND USE OF HOTEL FACILITIES

Table Number 5: I: 8.18
Selected Hotel Guests' (or) Customers' Awareness and Use of Hotel Facilities in the Baroda City

Sr. No.	Selected Hotel Facilities	Awareness	Awareness But No Usage	Unawareness	Occasional Use	Frequent Use
(01)	**Fax in the Hotel**	42(14.0)	121 (40.2)	113 (37.5)	16 (5.3)	9 (3.0)
(02)	**Internet in Room**	77(25.6)	85 (28.2)	15 (5.0)	37 (12.3)	87 (28.9)
(03)	**Laptop in Room**	55(18.3)	56 (18.6)	125 (41.5)	28 (9.3)	37 (12.3)
(04)	**Direct line of Phone in Room**	88(29.2)	51 (16.9)	37 (12.3)	54 (17.9)	71 (23.6)
(05)	**Answering phone in Room**	60(19.9)	44 (14.6)	69 (22.9)	54 (17.9)	74 (24.6)
(06)	**Xerox in the Hotel**	58(19.3)	77(25.6)	160 (53.2)	6 (2.0)	0 (.0)
(07)	**Scanner the Hotel**	48(15.9)	79 (26.2)	162 (53.8)	7 (2.3)	5 (1.7)
(08)	**Safe deposit locker in Room**	111(36.9)	60 (19.9)	11 (3.7)	65 (21.6)	54 (17.9)
(09)	**Non-Smoking Rooms**	96(31.9)	49 (16.3)	71 (23.6)	36 (12.0)	49 (16.3)
(10)	**Smoking Rooms**	105(34.9)	55 (18.3)	82 (27.2)	20 (6.6)	39 (13.0)
(11)	**Wi-Fi enabled Rooms**	103(34.2)	37 (12.3)	14 (4.7)	60 (19.9)	87 (28.9)
(12)	**Gym in the Hotel**	60(19.9)	80 (26.6)	31 (10.3)	62 (20.6)	68 (22.6)
(13)	**Swimming pool in the Hotel**	42(14.0)	52 (17.3)	166 (55.1)	25 (8.3)	16 (5.3)
(14)	**Sports Facility in the Hotel**	46(15.3)	46 (15.3)	147 (48.8)	33 (11.0)	29 (9.6)
(15)	**Spa Facility in the Hotel**	58(19.3)	88 (29.2)	155 (51.5)	0 (.0)	0 (.0)
(16)	**Discotheque in the Hotel**	64(21.3)	49 (16.3)	176 (58.5)	12 (4.0)	0 (.0)
(17)	**Yoga room in the Hotel**	47(15.6)	64(21.3)	190(63.1)	0 (.0)	0 (.0)
(18)	**Beauty Parlor in the Hotel**	47(15.6)	58(19.3)	196(65.1)	0 (.0)	0 (.0)
(19)	**Sauna & Jacuzzi in the Hotel**	48(15.9)	45 (15.0)	199 (66.1)	9 (3.0)	0 (.0)
(20)	**Shopping Center in the Hotel**	41(13.6)	37 (12.3)	201 (66.8)	22 (7.3)	0 (.0)
(21)	**Wake-up Calls in the Hotel**	127(42.2)	45 (15.0)	19 (6.3)	53 (17.6)	57 (18.9)
(22)	**Restaurant Reservations in the Hotel**	100(33.2)	60 (19.9)	35 (11.6)	58 (19.3)	48 (15.9)
(23)	**Babysitters Facility in the Hotel**	33(11.0)	74(24.6)	189 (62.8)	5 (1.7)	0 (.0)
(24)	**Money Changing Facility**	156(51.8)	34 (11.3)	43 (14.3)	47 (15.6)	21 (7.0)
(25)	**Banquet Facility in the Hotel**	119(39.5)	49 (16.3)	81 (26.9)	27 (9.0)	25 (8.3)
(26)	**Laundry Facility in the Hotel**	103(34.2)	41 (13.6)	17 (5.6)	64 (21.3)	76 (25.2)
(27)	**Buying movie Ticket from Multiplex**	59(19.6)	67 (22.3)	157 (52.2)	17 (5.6)	1 (.3)
(28)	**Taking to the Local Market**	43(14.3)	49 (16.3)	161 (53.5)	45 (15.0)	3 (1.0)
(29)	**Doctor on Call**	105(34.9)	66 (21.9)	79 (26.2)	36 (12.0)	15 (5.0)
(30)	**Car Rental**	114(37.9)	50 (16.6)	64 (21.3)	52 (17.3)	21 (7.0)
(31)	**Kids Activity Centre**	34(11.3)	61 (20.3)	203 (67.4)	2 (.7)	1 (.3)
(32)	**Authorized Liquor Shop for Permit holders**	59(19.6)	53 (17.6)	125 (41.5)	25 (8.3)	39 (13.0)

- The hotels provide a lot of facilities to allure its customers for sustaining themselves in the fast competing world by offering facilities available at the click of button or a call away to make them at home or to provide them an extended home, ranging from wake up call, to babysitting, doctor on call, car rental and even kids activity centre respectively.

- The high degree of awareness and usage for a particular service reveals strong conformation for appropriate marketing strategy and core competence of the marketer as 51.8 percent of hotel guests who had stayed and availed various hotel services were foundaware about the money changing facilities. But, only 15.6 percent had used it occasionally, and 7 percent of hotel guests hadused it most of the time.
- 42.2percent of the hotel guests were found as aware about the wake-up calls in the hotel, but only 17.6 percent had used it occasionally whereas 18.9 percent of them had used it most of the time.
- 39.5 percent of the hotel guests were found aware about the Banquet Facility, but only 9 percent of them had used it occasionally whereas 8.3 percent of had used it frequently.
- In case of car rental services, 37.9 percent were foundaware andonly 17.3 percent had used it sometimes, and 7 percent had used it frequently.
- 36.9 percent of hotel guest were found aware about the safe deposit locker in room, but only 17.9 percent had used it frequently.
- In case of Baroda City, lesserawareness followed by no usage of services was found for the facilities such as Spa Facility in the hotel, Discotheque in the hotel, Yoga Room, Beauty Parlor, Sauna & Jacuzzi, and Shopping Center in the hotel respectively. It was also found that highest awareness of hotel guests was found with regard to availability of money changing facilities and wake-up calls in the hotel.

Table Number 5: I: 8.19
Selected Hotel Guests' (or) Customers' Awareness and Use of Hotel Facilities in Ahmedabad City

Sr. No.	Selected Hotel Facilities	Awareness	Awareness But No Usage	Unawareness	Occasional Use	Frequent Use
(01)	**Fax in the Hotel**	93(20.7)	172 (38.3)	150 (33.4)	33 (7.3)	1 (.2)
(02)	**Internet in Room**	108 (24.1)	111 (24.7)	20 (4.5)	49 (10.9)	161 (35.9)
(03)	**Laptop in Room**	55(12.2)	77 (17.1)	235 (52.3)	29 (6.5)	53 (11.8)
(04)	**Direct line of Phone in Room**	102(22.7)	60 (13.4)	68 (15.1)	86 (19.2)	133 (29.6)
(05)	**Answering phone in Room**	106(23.6)	73 (16.3)	101 (22.5)	58 (12.9)	111 (24.7)
(06)	**Xerox in the Hotel**	101(22.5)	95(21.2)	217(48.3)	13 (2.9)	23 (5.1)
(07)	**Scanner the Hotel**	103(22.9)	88 (19.6)	210 (46.8)	20 (4.5)	28 (6.2)
(08)	**Safe deposit locker in Room**	143(31.8)	80 (17.8)	14 (3.1)	94 (20.9)	118 (26.3)
(09)	**Non-Smoking Rooms**	189(42.1)	52(11.6)	83 (18.5)	34 (7.6)	91 (20.3)
(10)	**Smoking Rooms**	146(32.5)	51 (11.4)	159 (35.4)	17 (3.8)	76 (16.9)
(11)	**Wi-Fi enabled Rooms**	128(28.5)	47(10.5)	19 (4.2)	89 (19.8)	166 (37.0)
(12)	**Gym in the Hotel**	106(23.6)	100 (22.3)	64 (14.3)	59 (13.1)	120 (26.7)
(13)	**Swimming pool in the Hotel**	38(8.5)	57 (12.7)	304 (67.7)	18 (4.0)	32 (7.1)
(14)	**Sports Facility in the Hotel**	40(8.9)	51 (11.4)	292 (65.0)	40 (8.9)	26 (5.8)
(15)	**Spa Facility in the Hotel**	96(21.4)	72 (16.0)	270 (60.1)	11 (2.4)	0 (.0)
(16)	**Discotheque in the Hotel**	76(16.9)	52 (11.6)	313 (69.7)	8 (1.8)	0 (.0)
(17)	**Yoga room in the Hotel**	71(15.8)	61 (13.6)	317 (70.6)	0 (.0)	0 (.0)
(18)	**Beauty Parlor in the Hotel**	82(18.3)	55 (12.2)	301 (67.0)	11 (2.4)	0 (.0)
(19)	**Sauna & Jacuzzi in the Hotel**	91(20.3)	43 (9.6)	313 (69.7)	2 (.4)	0 (.0)

Sr. No.	Selected Hotel Facilities	Awareness	Awareness But No Usage	Unawareness	Occasional Use	Frequent Use
(20)	**Shopping Center in the Hotel**	50(11.1)	43 (9.6)	348 (77.5)	8 (1.8)	0 (.0)
(21)	**Wake-up Calls in the Hotel**	161(35.9)	80 (17.8)	16 (3.6)	87 (19.4)	105 (23.4)
(22)	**Restaurant Reservations in the Hotel**	132(29.4)	100 (22.3)	57 (12.7)	94 (20.9)	66 (14.7)
(23)	**Babysitters Facility in the Hotel**	24(5.3)	67 (14.9)	355 (79.1)	3 (.7)	0 (.0)
(24)	**Money Changing Facility**	208(46.3)	77 (17.1)	92 (20.5)	43 (9.6)	29 (6.5)
(25)	**Banquet Facility in the Hotel**	205(45.7)	102 (22.7)	85 (18.9)	23 (5.1)	34 (7.6)
(26)	**Laundry Facility in the Hotel**	141(31.4)	77 (17.1)	28 (6.2)	97 (21.6)	106 (23.6)
(27)	**Buying movie Ticket from Multiplex**	76(16.9)	76 (16.9)	279 (62.1)	16 (3.6)	2 (.4)
(28)	**Taking to the Local Market**	56(12.5)	53 (11.8)	288 (64.1)	48 (10.7)	4 (.9)
(29)	**Doctor on Call**	170(37.9)	113 (25.2)	109 (24.3)	24 (5.3)	33 (7.3)
(30)	**Car Rental**	149(33.2)	82 (18.3)	82 (18.3)	100 (22.3)	36 (8.0)
(31)	**Kids Activity Centre**	32(7.1)	69 (15.4)	345 (76.8)	2 (.4)	1 (.2)
(32)	**Authorized Liquor Shop for Permit holders**	71(15.8)	73 (16.3)	218 (48.6)	49 (10.9)	38 8.5)

- In case of Ahmedabad City,46.3 percent of hotel guests were foundas aware about the money changing facilities, but only 9.6 percent had used it occasionally, and 6.5 percent had used it most of the time.
- 45.7 percent of them were found aware about the banquet facility in the hotel, but only 5.1 percent had used it occasionally, and 7.6 percent had used it most of the time.
- 42.1 percent of hotel guests'were foundaware about the non-smoking rooms in the hotel, but only 7.6 percent hadused it occasionally, and 20.3 percent had used it frequently.
- In case of doctor on call, 37.9 percent were found asaware, but only 5.3 percent had used it sometimes, and 7.3 percent had used it frequently.
- 33.2 percent of hotel guest were found aware about the car rental, but8 percent of them had used it frequently.
- In case of AhmedabadCity, less awareness followed by minimal or no use of services was found to be made for hotel respondents for the facilities viz; Swimming pool in the hotel, Sports Facility in the hotel, Spa Facility, Discotheque and Yoga Room, Beauty Parlor as well as Sauna & Jacuzzi in the hotel, and Shopping Center in the hotel, Babysitters Facility in the hotel, Buying Movie Ticket from Multiplex, Taking to the Local Market and Kids Activity Centre.
- It was also found that highest awareness of hotel guests was found with regard to the availability of Banquet Facility and Wake-up calls in the hotel.

Table Number 5: I: 8.20
Selected Hotel Guests' (or) Customers' Awareness and Use of Hotel Facilities in the Surat City

Sr. No.	Selected Hotel Facilities	Awareness	Awareness But no Usage	Unawareness	Occasional Use	Frequent Use
(01)	**Fax in the Hotel**	34(17.0)	75 (37.5)	79 (39.5)	12 (6.0)	0(.0)
(02)	**Internet in Room**	62 (31.0)	53 (26.5)	7 (3.5)	12 (6.0)	66 (33.0)
(03)	**Laptop in Room**	25(12.5)	43 (21.5)	98 (49.0)	11 (5.5)	23 (11.5)
(04)	**Direct line of Phone in Room**	68(34.0)	25 (12.5)	19 (9.5)	22 (11.0)	66 (33.0)
(05)	**Answering phone in Room**	61(30.5)	27 (13.5)	35 (17.5)	17 (8.5)	60 (30.0)
(06)	**Xerox in the Hotel**	47(23.5)	39 (19.5)	98 (49.0)	13 (6.5)	3 (1.5)
(07)	**Scanner the Hotel**	35(17.5)	44 (22.0)	100 (50.0)	15 (7.5)	6 (3.0)
(08)	**Safe deposit locker in Room**	86(43.0)	38 (19.0)	5 (2.5)	22 (11.0)	49 (24.5)
(09)	**Non-Smoking Rooms**	80(40.0)	35 (17.5)	33 (16.5)	11 (5.5)	41 (20.5)
(10)	**Smoking Rooms**	75(37.5)	36 (18.0)	48 (24.0)	7 (3.5)	34 (17.0)
(11)	**Wi-Fi enabled Rooms**	79(39.5)	28 (14.0)	8 (4.0)	22 (11.0)	63 (31.5)
(12)	**Gym in the Hotel**	46(23.0)	57 (28.5)	21 (10.5)	19 (9.5)	57 (28.5)
(13)	**Swimming pool in the Hotel**	42(21.0)	32 (16.0)	102 (51.0)	7 (3.5)	17 (8.5)
(14)	**Sports Facility in the Hotel**	21(10.5)	37 (18.5)	101 (50.5)	17 (8.5)	24 (12.0)
(15)	**Spa Facility in the Hotel**	38(19.0)	61 (30.5)	98 (49.0)	3 (1.5)	0 (.0)
(16)	**Discotheque in the Hotel**	32(16.0)	29 (14.5)	127 (63.5)	4 (2.0)	8(4.0)
(17)	**Yoga room in the Hotel**	35(17.5)	32 (16.0)	133 (66.5)	0 (.0)	0 (.0)
(18)	**Beauty Parlor in the Hotel**	29(14.5)	32 (16.0)	136 (68.0)	3 (1.5)	0 (.0)
(19)	**Sauna & Jacuzzi in the Hotel**	36(18.0)	44 (22.0)	111 (55.5)	1 (.5)	8(4.0)
(20)	**Shopping Center in the Hotel**	22(11.0)	26 (13.0)	149 (74.5)	3 (1.5)	0 (.0)
(21)	**Wake-up Calls in the Hotel**	63(31.5)	35 (17.5)	9 (4.5)	36 (18.0)	57 (28.5)
(22)	**Restaurant Reservations in the Hotel**	79(39.5)	32 (16.0)	15 (7.5)	34 (17.0)	40 (20.0)
(23)	**Babysitters Facility in the Hotel**	16(8.0)	32 (16.0)	149 (74.5)	3 (1.5)	0 (.0)
(24)	**Money Changing Facility**	94(47.0)	51 (25.5)	28 (14.0)	12 (6.0)	15 (7.5)
(25)	**Banquet Facility in the Hotel**	89(44.5)	45 (22.5)	33 (16.5)	8 (4.0)	25 (12.5)
(26)	**Laundry Facility in the Hotel**	63(31.5)	25 (12.5)	8 (4.0)	36 (18.0)	68 (34.0)
(27)	**Buying movie Ticket from Multiplex**	47(23.5)	54 (27.0)	90 (45.0)	9 (4.5)	0 (.0)
(28)	**Taking to the Local Market**	31(15.5)	38(19.0)	106 (53.0)	23 (11.5)	2 (1.0)
(29)	**Doctor on Call**	66(33.0)	65 (32.5)	33 (16.5)	16 (8.0)	20 (10.0)
(30)	**Car Rental**	72(36.0)	33 (16.5)	33 (16.5)	33 (16.5)	29 (14.5)
(31)	**Kids Activity Centre**	18(9.0)	44 (22.0)	135 (67.5)	2 (1.0)	1 (.5)
(32)	**Authorized Liquor Shop for Permit holders**	51(25.5)	39 (19.5)	78 (39.0)	11 (5.5)	21 (10.5)

- More than 46 percent of the hotel guests in Surat City were found aware about the money changing facilities but only 6 percent had used it occasionally, and 7.5 percent had used it most of the time.

- 44.5 percent of the hotel guests were found as aware about the banquet facility in the hotel, but only 4 percent had used it occasionally, and 12.5 percent had used it most of the time.
- 43 percent of them were found as aware about the safe deposit locker in room in the hotel, but only 11 percent had used it occasionally, 24.5 percent ofguests have used it frequently.
- In case of non-smoking rooms, 40percent of themwere found as aware about it, while only 5.5percent had used it sometimes, and 20.5 percent of them had used it frequently.
- 39.5 percent of hotel guest were found aware about the Wi-Fi enabled rooms, but31.5 percent of them had used it frequently.
- In case of Surat City, less awareness followed by minimal or no usage of services was found for the facilities such as viz; Sports Facility in the hotel, Spa Facility in the hotel, Discotheque in the hotel, Yoga Room in the hotel, Beauty Parlor in the hotel, Sauna & Jacuzzi in the hotel, and Shopping Center in the hotel, Babysitters Facility in the hotel, Taking To The Local Market and Kids Activity centre respectively.
- It was also found that highest awareness of hotel guests was found with regard to the availability of MoneyChanging Facilities and Banquet facility in the hotel respectively.

Table Number 5: I: 8.21

Selected Hotel Guests' (or) Customers' Awareness and Use of Hotel Facilities in Rajkot City

Sr. No.	Selected Hotel Facilities	Awarenes s	Awareness But no Usage	Unawareness	Occasional Use	Frequent Use
(01)	**Fax in the Hotel**	57(22.8)	114 (45.6)	66 (26.4)	13 (5.2)	0 (.0)
(02)	**Internet in Room**	64 (25.6)	59 (23.6)	10 (4.0)	22 (8.8)	95 (38.0)
(03)	**Laptop in Room**	37(14.8)	48 (19.2)	121 (48.4)	15 (6.0)	29 (11.6)
(04)	**Direct line of Phone in Room**	65(26.0)	30 (12.0)	26 (10.4)	37 (14.8)	92 (36.8)
(05)	**Answering phone in Room**	63(25.2)	29 (11.6)	35 (14.0)	34 (13.6)	89 (35.6)
(06)	**Xerox in the Hotel**	60(24.0)	57 (22.8)	107 (42.8)	5 (2.0)	21 (8.4)
(07)	**Scanner the Hotel**	52(20.8)	59 (23.6)	106 (42.4)	10 (4.0)	23 (9.2)
(08)	**Safe deposit locker in Room**	70(28.0)	46 (18.4)	13 (5.2)	39 (15.6)	82 (32.8)
(09)	**Non-Smoking Rooms**	93(37.2)	36 (14.4)	37 (14.8)	23 (9.2)	61 (24.4)
(10)	**Smoking Rooms**	80(32.0)	53 (21.2)	72 (28.8)	5 (2.0)	40 (16.0)
(11)	**Wi-Fi enabled Rooms**	77(30.8)	45 (18.0)	20 (8.0)	40 (16.0)	68 (27.2)
(12)	**Gym in the Hotel**	54(21.6)	52 (20.8)	24 (9.6)	47(18.8)	73 (29.2)
(13)	**Swimming pool in the Hotel**	32(12.8)	30 (12.0)	135 (54.0)	35 (14.0)	18 (7.2)
(14)	**Sports Facility in the Hotel**	35(14.0)	39 (15.6)	109 (43.6)	49 (19.6)	18 (7.2)
(15)	**Spa Facility in the Hotel**	80(32.0)	59 (23.6)	108 (43.2)	3 (1.2)	0 (.0)
(16)	**Discotheque in the Hotel**	52(20.8)	39 (15.6)	141 (56.4)	15 (6.0)	3 (1.2)
(17)	**Yoga room in the Hotel**	42(16.8)	46 (18.4)	162 (64.8)	0 (.0)	0 (.0)
(18)	**Beauty Parlor in the Hotel**	43(17.2)	41 (16.4)	161 (64.4)	5 (2.0)	0 (.0)
(19)	**Sauna & Jacuzzi in the Hotel**	51(20.4)	34 (13.6)	162 (64.8)	0 (.0)	3 (1.2)
(20)	**Shopping Center in the Hotel**	37(14.8)	29 (11.6)	176 (70.4)	8 (3.2)	0(.0)
(21)	**Wake-up Calls in the Hotel**	90(36.0)	37 (14.8)	10 (4.0)	52 (20.8)	61 (24.4)
(22)	**Restaurant Reservations in the Hotel**	80(32.0)	48 (19.2)	17 (6.8)	70 (28.0)	35 (14.0)

Sr. No.	Selected Hotel Facilities	Awarenes s	Awareness But no Usage	Unawareness	Occasional Use	Frequent Use
(23)	**Babysitters Facility in the Hotel**	33(13.2)	50 (20.0)	166 (66.4)	1 (.4)	0 (.0)
(24)	**Money Changing Facility**	134(53.6)	57 (22.8)	26 (10.4)	15 (6.0)	18 (7.2)
(25)	**Banquet Facility in the Hotel**	129(51.6)	56 (22.4)	31 (12.4)	17 (6.8)	17 (6.8)
(26)	**Laundry Facility in the Hotel**	76(30.4)	44 (17.6)	9 (3.6)	42 (16.8)	79 (31.6)
(27)	**Buying movie Ticket from Multiplex**	38(15.2)	75 (30.0)	113 (45.2)	24 (9.6)	0 (.0)
(28)	**Taking to the Local Market**	35(14.0)	37 (14.8)	124(49.6)	53 (21.2)	1 (.4)
(29)	**Doctor on Call**	78(31.2)	60 (24.0)	55 (22.0)	40 (16.0)	17 (6.8)
(30)	**Car Rental**	84(33.6)	44 (17.6)	47 (18.8)	58 (23.2)	17 (6.8)
(31)	**Kids Activity Centre**	30(12.0)	59 (23.6)	160 (64.0)	1 (.4)	0 (.0)
(32)	**Authorized Liquor Shop for Permit holders**	42(16.8)	49 (19.6)	135 (54.0)	8 (3.2)	16(6.4)

- In case of Rajkot City, 53.6 percent of selected respondents, that is, hotel guests were found as aware about the money changing facilities but only 6 percent had used it occasionally, and 7.2 percent had used it most of the time.

  51.6 percent were foundaware about the banquet facility in the hotel but only 6.8 percent of hotel guests have used it occasionally, and 6.8 percent of them guests had used it most of the time. 37.2percent of hotel guests were found aware of the non-smoking rooms in the hotel but only 9.2 percent hadused it occasionally, and 24.4 percent had used it frequently, In case of wake-up calls in the hotel, 36 percent were foundaware aboutit facilities but only 24.4 percent had used it frequently and 33.6 percent of hotel guest were found aware about the car rental but only 6.8 percent had used it frequently.

- In case of Rajkot City, less degree of awareness followed by minimal or no usage of services was found for the facilities such as viz; Swimming pool in the hotel, Sports Facility in the hotel, Spa Facility in the hotel, Discotheque in the hotel, Yoga room in the hotel, Beauty Parlor in the hotel, Sauna & Jacuzzi in the hotel, and Shopping Center in the hotel, Babysitters Facility in the hotel, Buying Movie Ticket from Multiplex, Taking to the Local Market and Kids Activity Centre respectively. It was also found that highest awareness of hotel guests was found with regard to the availability of Money Changing Facilities and Banquet Facility in the hotel respectively.

5:I.5: EXPECTATIONS AND EXPERIENCES OF THE SELECTED HOTELGUESTS ON THE SELECTED CUSTOMER RELATIONSHIP MANAGEMENT PRACTICES

Table Number 5: I: 9.22: Selected Hotel Guests' (or) Customers' Responses on Ambience of the Hotel

Sr. No.	Selected Criteria	(Number and Percentages of Respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		UI	IM	UI	IM	UI	IM	UI	IM	UI	IM
01	Located at a Convenient place	43 (14.3)	258 (85.7)	74 (16.5)	375 (83.5)	24 (12.0)	176 (88.0)	45 (18.0)	205 (82.0)	186 (15.5)	1014 (84.5)
02	Is well Signposted	83 (27.6)	218 (72.4)	91 (20.3)	358 (79.7)	32 (16.0)	168 (84.0)	53 (21.2)	197 (78.8)	259 (21.6)	941 (78.4)
03	Sufficient Parking space	88 (29.2)	213 (70.8)	90 (20.0)	359 (80.0)	50 (25.0)	150 (75.0)	52 (20.8)	198 (79.2)	280 (23.3)	920 (76.7)
04	Free from Pollution	51 (16.9)	250 (83.1)	82 (18.3)	367 (81.7)	38 (19.0)	162 (81.0)	49 (19.6)	201 (80.4)	220 (18.3)	980 (81.7)
05	Is well Painted	53 (17.6)	248 (82.4)	48 (10.7)	401 (89.3)	30 (15.0)	170 (85.0)	40 (16.0)	210 (84.0)	171 (14.3)	1029 (85.8)
06	Is well Furnished	42 (14.0)	259 (86.0)	61 (13.6)	388 (86.4)	19 (9.5)	181 (90.5)	39 (15.6)	211 (84.4)	161 (13.4)	1039 (86.6)
07	Sufficient Lighting	57 (18.9)	244 (81.1)	54 (12.0)	395 (88.0)	23 (11.5)	177 (88.5)	39 (15.6)	211 (84.4)	173 (14.4)	1027 (85.6)

- Overall, it was found that on most of the selected criteria viz; Sufficient Lighting, Furnishings, Paintings, Convenient Location and Free from Pollution, around 80 to 86 percent hotelguests had rated as most important. The study revealed similar trend in most of the criteria in each of the cities of the Gujarat State.
- It was found that out of seven criteria selected for ambience of the hotel, the most important criteria emerged were Furnishing and Sufficient Lighting.
- It implies that the hotelier should take utmost care in it because the impression it makes on hotel guest should be attractive, calm and conducive through proper furnishing. It was found that furnishing too is one of the most important criteria of ambience in all the selected cities. There are various important areas of the hotel like lobby where guests would usually start his or her visit, and end their visit, so it also need to be considered by the hoteliers. The restaurants is a place where hotel guest would indulge for diverse type of food and rooms, and special attention therefore on furnishing is required as guest checks-in for good night's sleep so beds and bedding too deserve special attention of the hoteliers.
- It should be noted that eachand every corner of the hotel requires focus on furnishing, and it should be altered and renovated undergo a change as per the change in fashion.
- Sufficient Lighting should be provided in each and every corner of the hotel, it is one of the easier and relatively inexpensive ways to complement architecture and make every corner of hotel lively.

- As each area of hotel requires different lighting the hoteliers should be vigilant enough for the requirements of different types of lighting. To illustrate lighting at work place should be bright, direct light would be preferred in serving food, soft, comfortable general light should be made available while watching TV or while having a conversation and decorative lighting helps to portray some architectural effect, or piece of artwork or to create relaxing mood of the hotel guest.

Table Number 5: I: 9.23: Selected Hotel Guests' (or) Customers' Responses on Service Quality of the Hotel

Sr. No.	Selected Criteria	(Number and Percentages of Respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		UI	IM	UI	IM	UI	IM	UI	IM	UI	IM
01	Provides 24 hours Online reservation	78 (25.9)	223 (74.1)	97 (21.6)	352 (78.4)	32 (16.0)	168 (84.0)	60 (24.0)	190 (76.0)	267 (22.3)	933 (77.8)
02	Check-in Process in Hotel is simple	50 (16.6)	251 (83.4)	35 (7.8)	414 (92.2)	19 (9.5)	181 (90.5)	37 (14.8)	213 (85.2)	141 (11.8)	1059 (88.3)
03	Check-in process takes less time	60 (19.9)	241 (80.1)	64 (14.3)	385 (85.7)	28 (14.0)	172 (86.0)	48 (19.2)	202 (80.8)	200 (16.7)	1000 (83.3)
04	Prompt Room Service	68 (22.6)	233 (77.4)	56 (12.5)	393 (87.5)	29 (14.5)	171 (85.5)	53 (21.2)	197 (78.8)	206 (17.2)	994 (82.8)
05	Offers Wake-up calls	82 (27.2)	219 (72.8)	84 (18.7)	365 (81.3)	40 (20.0)	160 (80.0)	55 (22.0)	195 (78.0)	261 (21.8)	939 (78.3)
06	Offers Restaurant Reservations	83 (27.6)	218 (72.4)	95 (21.2)	354 (78.8)	61 (30.5)	139 (69.5)	59 (23.6)	191 (76.4)	298 (24.8)	902 (75.2)
07	Provides Babysitters Service	189 (62.8)	112 (37.2)	266 (59.2)	183 (40.8)	133 (66.5)	67 (33.5)	135 (54.0)	115 (46.0)	723 (60.3)	477 (39.8)
08	Arranges purchase of Movie Ticket from Multiplexes, if required	186 (61.8)	115 (38.2)	273 (60.8)	176 (39.2)	129 (64.5)	71 (35.5)	118 (47.2)	132 (52.8)	706 (58.8)	494 (41.2)
09	Take for visit to the Local Market	156 (51.8)	145 (48.2)	260 (57.9)	189 (42.1)	106 (53.0)	94 (47.0)	123 (49.2)	127 (50.8)	645 (53.8)	555 (46.3)
10	Arranges for Doctor when required	112 (37.2)	189 (62.8)	145 (32.3)	304 (67.7)	67 (33.5)	133 (66.5)	78 (31.2)	172 (68.8)	402 (33.5)	798 (66.5)
11	Provides Quick Service in Dining section	64 (21.3)	237 (78.7)	78 (17.4)	371 (82.6)	29 (14.5)	171 (85.5)	38 (15.2)	212 (84.8)	209 (17.4)	991 (82.6)

- In case of "Service Quality of the hotel", overall it was found that most of the selected criteria viz; check-in process in hotel is simple, check-in process takes less time, prompt room service ,provides quick service in dining section and offers wake-up calls were rated around 78 to 88.

- Percent as most important. The study yielded mixed result in all theselected citiesin the State of Gujarat.
- It was found that out of eleven criteria for "Service Quality of the Hotel", the most important criteria for the guests' amongst all the selected cities were simple check-in process and check-in process should take less time**.**
- The study also revealed that in case of Baroda, Ahmedabad and Surat Cities, more than 50 percent of respondents perceived high importance for criteria viz; provides babysitters service, arranges purchase of movie ticket from multiplexes, if required and take for visit to the local market it as unimportant, followed by Rajkot City where more than 54 percent of them felt provision of babysitters service as unimportant. But, more than 50 percent of guests' considered criteria viz; arrange purchase of movie ticket from multiplexes, if required, and take for visit to the local market as important.
- It implies that in the era of online booking, hotels should change the way guests check in to their rooms, eradicating the conventional stop at the front desk to speed up, simplify and, in some cases, personalize the process. In case of guests, who have booked the hotel online, the task of hotel staff becomes much easier as guest even mention their expected arrival time which helps the housekeeping staff well prepared with the room cleaning schedule and check-in becomes speedy and fast. The hotel staff should put efforts to make guest comfortable while they enter the hotel by offering welcome drinks or refreshments and some of the staff member should handle the process of check-in to make it simple andfast. But, in case of manual booking extra care need to be taken by the hotel staff to make each touch point of guest simple, fast and memorable when they check-in to the hotel as the case may be.

Table Number 5: I: 9.24: Selected Hotel Guests' (or) Customers' Responses on Facilities in the Hotel

Sr. No.	Selected Criteria	(Number and Percentages of Respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		UI	IM	UI	IM	UI	IM	UI	IM	UI	IM
01	Sports Facility	185 (61.5)	116 (38.5)	292 (65.0)	157 (35.0)	119 (59.5)	81 (40.5)	127 (50.8)	123 (49.2)	723 (60.3)	477 (39.8)
02	Gym Facility	131 (43.5)	170 (56.5)	194 (43.2)	255 (56.8)	85 (42.5)	115 (57.5)	87 (34.8)	163 (65.2)	497 (41.4)	703 (58.6)
03	Swimming Pool	162 (53.8)	139 (46.2)	238 (53.0)	211 (47.0)	80 (40.0)	120 (60.0)	100 (40.0)	150 (60.0)	580 (48.3)	620 (51.7)
04	Money changing Facility	98 (32.6)	203 (67.4)	183 (40.8)	266 (59.2)	75 (37.5)	125 (62.5)	93 (37.2)	157 (62.8)	449 (37.4)	751 (62.6)

- Overall, it was found that most of the selected criteria concerning "Facilities in the hotel" viz; money changing, gym and swimming pool were rated by around51 to 62guests' percent as most important. The study revealed similar trend in the selected cities in most of the criteria, except in Rajkot City wherein more than 65 percent of hotel guests' considered gym facility in hotel as the most important.
- It was found that out of four criteria for "facilities in the hotel", the most important criteria for the guests' in each of the selected cities except Rajkot City, wasmoney changing facility.
- It implies that the hotel should offer money changing facility as thosehotel guests who had stayed and availed hotel services were also from the different parts of the world such as viz; Turkey, Germany, Denmark, China, Italy, Poland, Singapore, Spain, Australia, California, New Jersey, Washington DC, Netherlands, Tanzania, Canada, Sydney, Malaysia and Chicagorespectively. Availability of such facility in hotels would thereforebe helpful in attracting more hotel guests'from various countries.

Table Number 5: I: 9.25: Selected Hotel Guests' (or) Customers' Responses on Rooms of the Hotel

Sr. No.	Selected Criteria	(Number and Percentages of Respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		UI	IM	UI	IM	UI	IM	UI	IM	UI	IM
01	Rooms of Hotel are well Furnished	57 (18.9)	244 (81.1)	91 (20.3)	358 (79.7)	31 (15.5)	169 (84.5)	38 (15.2)	212 (84.8)	217 (18.1)	983 (81.9)
02	Rooms in the Hotel are Safe	48 (15.9)	253 (84.1)	57 (12.7)	392 (87.3)	30 (15.0)	170 (85.0)	38 (15.2)	212 (84.8)	173 (14.4)	1027 (85.6)
03	Provides Safe Deposit locker in Room	65 (21.6)	236 (78.4)	63 (14.0)	386 (86.0)	39 (19.5)	161 (80.5)	43 (17.2)	207 (82.8)	210 (17.5)	990 (82.5)
04	Wi-Fi Connectivity is available in the Room	64 (21.3)	237 (78.7)	62 (13.8)	387 (86.2)	16 (8.0)	184 (92.0)	30 (12.0)	220 (88.0)	172 (14.3)	1028 (85.7)
05	Arrangement inside the Room is Comfortable	48 (15.9)	253 (84.1)	49 (10.9)	400 (89.1)	25 (12.5)	175 (87.5)	25 (10.0)	225 (90.0)	147 (12.3)	1053 (87.8)
06	Maintains Cleanliness in Room	48 (15.9)	253 (84.1)	46 (10.2)	403 (89.8)	24 (12.0)	176 (88.0)	26 (10.4)	224 (89.6)	144 (12.0)	1056 (88.0)
07	Maintains cleanliness in Bath Room	57 (18.9)	244 (81.1)	48 (10.7)	401 (89.3)	14 (7.0)	186 (93.0)	26 (10.4)	224 (89.6)	145 (12.1)	1055 (87.9)

- Overall, it was found that most of the selected criteria concerning "Rooms of the hotel"viz; maintains cleanliness in room, maintains cleanliness in bath room and arrangement inside the room is comfortable were rated by around 87to 88 percent hotel guests as most important. The study revealed mixed results in each of the selected cities in the State of Gujarat.

- It was found that out of seven criteria for "rooms of the hotel", the most important criteria for the guests' in case of Baroda and Ahmedabad cities wereviz., maintains cleanliness in room as well as in bath room whereas in case of Surat City, more than 90 percent of them had considered criteria like viz., maintenance of cleanliness in bath room and availability of Wi-Fi Connectivity in the room as important followed by more than 90 percent of guests in Rajkot City had considered comfortable arrangement inside the room as most important.
- It implies that cleanliness emerged as the most important criteria for most of the selected hotel guests' in each of the selected cities. The housekeeping staff should use quality room cleaning service to achieve consistent customer satisfaction, as cleanliness in room and bathroom emerged as the most critical criteria for guests while forming his or her opinions. The hotel staff should also ensure that clean linen is provided in room, floor of room is clean and no dust is found in cupboard or any other furniture within room, absence of bad smells or odorare very important apart from this no evidence of previous guest in room should be found.
- It is very important for hotel staff to take care of cleanliness in bathroom also, where in cleanliness of toilet seats and clean towels is a matter of crucial concern, and this can help in creating clean and hospitable environment and positive frame of mind for hotel guest to come back again.

Table Number 5: I: 9.26
Selected Hotel Guests' (or) Customers' Responses on Functioning of the Product in the Hotel

Sr. No.	Selected Criteria	(Number and Percentages of Respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		UI	IM	UI	IM	UI	IM	UI	IM	UI	IM
01	Fax Facility	152 (50.5)	149 (49.5)	231 (51.4)	218 (48.6)	95 (47.5)	105 (52.5)	95 (38.0)	155 (62.0)	573 (47.8)	627 (52.3)
02	Air Conditioning	28 (9.3)	273 (90.7)	19 (4.2)	430 (95.8)	9 (4.5)	191 (95.5)	8 (3.2)	242 (96.8)	64 (5.3)	1136 (94.7)
03	T.V	74 (24.6)	227 (75.4)	73 (16.3)	376 (83.7)	33 (16.5)	167 (83.5)	40 (16.0)	210 (84.0)	220 (18.3)	980 (81.7)
04	Telephone	46 (15.3)	255 (84.7)	62 (13.8)	387 (86.2)	27 (13.5)	173 (86.5)	21 (8.4)	229 (91.6)	156 (13.0)	1044 (87.0)

- The researcher made an attempt to sought responses of selected guests' on their perceived importance reflective of his/her 'Expectations' on a selected factor identified as "Functioning of the Product in the Hotel".
- In case of one of the selected criteria concerning "Functioning of the Product in the hotel" viz; Air Conditioning was rated by around 90 to 96 percent guests as most important. Whereas, other criteria viz; Telephone was rated around 84 to 86 percent as important. In Rajkot City more than 90 percent of hotel guests' had considered it as important. The study revealed similar trend in each of the selected cities in the State of Gujarat.

- It was found that out of four criteria concerning functioning of the product in the hotel, the most important one was Air Conditioning.
- It implies that the hotel should offer controlled and comfortable temperatures in all possible areas of hotel. The Air conditioning units should also be used for removing dust and dirt and adjusting the humidity. It should be noted that merely presence of air-condition is not sufficient, but it should be in a workable condition. If not found in workable condition, itmay irritate guest leading to dissatisfaction and poor loyalty respectively.

Table Number 5: I: 9.27: Selected Hotel Guests' (or) Customers' on Responses Housekeeping of the Hotel

Sr. No.	Selected Criteria	(Number and Percentages of Respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		UI	IM	UI	IM	UI	IM	UI	IM	UI	IM
01	Housekeeping services are satisfactory	56 (18.6)	245 (81.4)	32 (7.1)	417 (92.9)	16 (8.0)	184 (92.0)	32 (12.8)	218 (87.2)	136 (11.3)	1064 (88.7)
02	Housekeeping staff services are satisfactory	48 (15.9)	253 (84.1)	45 (10.0)	404 (90.0)	32 (16.0)	168 (84.0)	30 (12.0)	220 (88.0)	155 (12.9)	1045 (87.1)
03	Provides timely Housekeeping Services	47 (15.6)	254 (84.4)	39 (8.7)	410 (91.3%)	23 (11.5)	177 (88.5)	34 (13.6)	216 (86.4)	143 (11.9)	1057 (88.1)

- Overall, it was found that most of the selected criteria concerninghousekeeping of the hotel viz; satisfactory housekeeping services and timely housekeeping services were rated by around 88 percent of hotel guests, as most important. The study revealed similar trend in Ahmedabad and Surat cities. But, mixed results were found for Baroda and Rajkot cities in case of the selected criteria.
- In case of Ahmedabad and Surat Cities, more than 90 percent of hotel guests' considered satisfactory housekeeping services as most important, whereas in case of Baroda City, timely housekeeping services was rated as most important followed by Rajkot City where satisfactory housekeeping staff service was considered as most important.
- It implies that hotel guests' carries high expectations for satisfactory housekeeping services. The selected hotels in Gujarat should follow standardized steps to deliver satisfactory services, viz; greeting and asking for permission to get into the room as every guest is different, and some may not like any kind of interruption in their room even though clearing the rubbish is required. The hotels should inculcate standardized way of providing housekeeping services to make it satisfactory.

Table Number 5: I: 9.28: Selected Hotel Guests' (or) Customers' Responses on Food Quality of the Hotel

Sr. No.	Selected Criteria	(Number and Percentages of Respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		UI	IM	UI	IM	UI	IM	UI	IM	UI	IM
01	Quality of food offered by the Hotel is as per standards mentioned	62 (20.6)	239 (79.4)	89 (19.8)	360 (80.2)	32 (16.0)	168 (84.0)	53 (21.2)	197 (78.8)	236 (19.7)	964 (80.3)
02	Provides a Menu for Diet	129 (42.9)	172 (57.1)	233 (51.9)	216 (48.1)	89 (44.5)	111 (55.5)	81 (32.4)	169 (67.6)	532 (44.3)	668 (55.7)
03	Serves Food according to need of the Guest/Visitors	55 (18.3)	246 (81.7)	81 (18.0)	368 (82.0)	38 (19.0)	162 (81.0)	46 (18.4)	204 (81.6)	220 (18.3)	980 (81.7)

- Overall, it was found that most of the selected criteria concerning food quality of the hotel viz; serves food according to need of the hotel guest and offers quality food as per standards mentioned were rated by more than 80 percent of hotel guests as most important. The study revealed similar trend in most of the criteria in eachof theselected cities of the State of Gujarat.
- It was found that criteria like provides a menu for diet wasperceived as important by more than 50 percent of guests' in all the selected cities, except in Ahmedabad City, where more than 50 percent of them had expressed it as unimportant.
- The data analysis revealed that out of three criteria for food quality of the hotel, the most important criteria for the guests' in the selected cities, except Surat City was Serves Food according to need of the Guest/Visitors.
- It implies that thehotel staff should customize the experience of guest on a one to one basis by serving food to the guest as per his or her need;as each guest places orders for food with certain expectations. Thus, thekitchen staff should put efforts tomake his/her experience memorable.

  The restaurant staff should be trained to attend confused, new and regular guest as each guest require attention. In case if guest is new and is confused in ordering food then restaurant staff shall help them.
- The restaurant staff should be vigilant enough to know and understand the need of guest by closely observing the guest, ifguest seems to be celebrating; very cautiously staff can ask for the kind of occasion been celebrated, and then offer to bring an appropriate beverage, dessert or any other popular food item. This should be done to create every engagement of hotel with the hotel guest memorable and enjoyable.

Table Number 5: I: 9.29: Selected Hotel Guests' (or) Customers' Responses on Personalization in the Hotel

Sr. No.	Selected Criteria	(Number and Percentages of Respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		UI	IM	UI	IM	UI	IM	UI	IM	UI	IM
01	Considers Request for Specific Room Number	159 (52.8)	142 (47.2)	195 (43.4)	254 (56.6)	87 (43.5)	113 (56.5)	95 (38.0)	155 (62.0)	536 (44.7)	664 (55.3)
02	Considers Special need during Check-in	89 (29.6)	212 (70.4)	89 (19.8)	360 (80.2)	33 (16.5)	167 (83.5)	56 (22.4)	194 (77.6)	267 (22.3)	933 (77.8)
03	Receive Special Discount on Room	102 (33.9)	199 (66.1)	96 (21.4)	353 (78.6)	54 (27.0)	146 (73.0)	59 (23.6)	191 (76.4)	311 (25.9)	889 (74.1)
04	Manager Escorts us to the Room	98 (32.6)	203 (67.4)	156 (34.7)	293 (65.3)	60 (30.0)	140 (70.0)	70 (28.0)	180 (72.0)	384 (32.0)	816 (68.0)
05	Greeted with Flowers in Room	126 (41.9)	175 (58.1)	182 (40.5)	267 (59.5)	80 (40.0)	120 (60.0)	92 (36.8)	158 (63.2)	480 (40.0)	720 (60.0)
06	Offers Welcome Drink to me	113 (37.5)	188 (62.5)	152 (33.9)	297 (66.1)	66 (33.0)	134 (67.0)	78 (31.2)	172 (68.8)	409 (34.1)	791 (65.9)
07	Given personalized Welcome Letter in Room	121 (40.2)	180 (59.8)	176 (39.2)	273 (60.8)	69 (34.5)	131 (65.5)	85 (34.0)	165 (66.0)	451 (37.6)	749 (62.4)
08	Recognized by Name during Stay	108 (35.9)	193 (64.1)	155 (34.5)	294 (65.5)	72 (36.0)	128 (64.0)	80 (32.0)	170 (68.0)	415 (34.6)	785 (65.4)
09	Provides Membership Card of the Hotel to the guest	85 (28.2)	216 (71.8)	117 (26.1)	332 (73.9)	45 (22.5)	155 (77.5)	64 (25.6)	186 (74.4)	311 (25.9)	889 (74.1)
10	Frequent guest programme that allows to earn points towards free accommodation	108 (35.9)	193 (64.1)	122 (27.2)	327 (72.8)	69 (34.5)	131 (65.5)	72 (28.8)	178 (71.2)	371 (30.9)	829 (69.1)
11	Provides programs for Children	187 (62.1)	114 (37.9)	276 (61.5)	173 (38.5)	140 (70.0)	60 (30.0)	157 (62.8)	93 (37.2)	760 (63.3)	440 (36.7)

- Overall, it was found that most of the selected criteria concerning 'Personalization in the hotel' viz; considers special need during check-in, receive special discount on room, provides membership card of the hotel to the guest, frequent guest programme that allows to earn points towards free accommodation.

- Manager escorts us to the room, offers welcome drink to me and recognized by name during stay were rated around 65 to 77 percent as most important. The study yielded mixed result in most of the criteria in all the selected cities in the State of Gujarat.
- It was found that out of eleven criteria for 'Personalization in the hotel', the most important criteria for the guests' was consideration of his or her special need during check-in the hotel.
- More than 60 percent of guests considered criteria likeprovide programs for children as unimportant.
- It implies that treating each guest differently is the need of an hour personalizing their stay from check-in to check-out by identifying type of room preferred by them as well as his or her dietary preferences, choice of T.V programme by informing them about the customized services available to them, giving discount on some services ,providing them with membership card of the hotel, and delivering a unique service or product to each guest according to his or her preferences thatwould differentiate a hotel from the service of other hotel thusstrengthening hotel guests' loyalty.

Table Number 5: I: 9.30: Selected Hotel Guests' (or) Customers' Responses on Reliability of the Hotel

Sr. No.	Selected Criteria	(Number and Percentages of Respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		UI	IM	UI	IM	UI	IM	UI	IM	UI	IM
01	Stay in Hotel is Safe	43 (14.3)	258 (85.7)	31 (6.9)	418 (93.1)	13 (6.5)	187 (93.5)	22 (8.8)	228 (91.2)	109 (9.1)	1091 (90.9)
02	Feel Comfortable leaving Valuables in Room	87 (28.9)	214 (71.1)	68 (15.1)	381 (84.9)	50 (25.0)	150 (75.0)	46 (18.4)	204 (81.6)	251 (20.9)	949 (79.1)

- Overall, it was found that one of the selected criteria concerning 'Reliability ofthe hotel'viz; stay in hotel is safe was rated by more than 90 percent respondents as most important. The study revealed similar trend in both the criteria in each of the selected cities of the Gujarat State.
- In case of Baroda and Rajkot City, 70 to 75 percent respondents had considered criteria like feel comfortable leaving valuables in room as the most important whereas in case of Ahmedabad and Rajkot City, 80 to 84 percent had rated it as most important. It implies that guest should feel safe as if he or she is at home. It is the most important part of any hotel. Safety from theft, fire and consideration of others' pointof view by the hotel staff was found as important.
- The hotels should have proper security staff and identity of each guest should be checked properly so that terrorist cannot enter the premises of hotel.

Table Number 5: I: 9.31
Selected Hotel Guests' (or) Customers' Responses on Social Bonding in the Hotel

Sr. No.	Selected Criteria	(Number and Percentages of Respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		UI	IM	UI	IM	UI	IM	UI	IM	UI	IM
01	Gives Get well soon card to guest who are ill	134 (44.5)	167 (55.5)	163 (36.3)	286 (63.7)	75 (37.5)	125 (62.5)	96 (38.4)	154 (61.6)	468 (39.0)	732 (61.0)
02	Gives Special Discounts on special occasion during stay	135 (44.9)	166 (55.1)	144 (32.1)	305 (67.9)	61 (30.5)	139 (69.5)	66 (26.4)	184 (73.6)	406 (33.8)	794 (66.2)
03	Gives Special Discounts during festivals	137 (45.5)	164 (54.5)	182 (40.5)	267 (59.5)	75 (37.5)	125 (62.5)	84 (33.6)	166 (66.4)	478 (39.8)	722 (60.2)
04	Provides Complementary cake on Birthday during Stay	147 (48.8)	154 (51.2)	185 (41.2)	264 (58.8)	87 (43.5)	113 (56.5)	94 (37.6)	156 (62.4)	513 (42.8)	687 (57.3)
05	Arranges for get together every fortnight for long Stayers	133 (44.2)	168 (55.8)	190 (42.3)	259 (57.7)	90 (45.0)	110 (55.0)	97 (38.8)	153 (61.2)	510 (42.5)	690 (57.5)
06	Repeat Guest not to Wait at Reception	91 (30.2)	210 (69.8)	89 (19.8)	360 (80.2)	42 (21.0)	158 (79.0)	51 (20.4)	199 (79.6)	273 (22.8)	927 (77.3)
07	Provides Special privileges to Repeat guest	65 (21.6)	236 (78.4)	87 (19.4)	362 (80.6)	34 (17.0)	166 (83.0)	37 (14.8)	213 (85.2)	223 (18.6)	977 (81.4)
08	Wishes us on Important Occasion	87 (28.9)	214 (71.1)	87 (19.4)	362 (80.6)	41 (20.5)	159 (79.5)	50 (20.0)	200 (80.0)	265 (22.1)	935 (77.9)
09	Provides with Occasional Gifts	132 (43.9)	169 (56.1)	185 (41.2)	264 (58.8)	89 (44.5)	111 (55.5)	83 (33.2)	167 (66.8)	489 (40.8)	711 (59.3)
10	Thank you mail sent to Customers for choosing Hotel	95 (31.6)	206 (68.4)	103 (22.9)	346 (77.1)	50 (25.0)	150 (75.0)	63 (25.2)	187 (74.8)	311 (25.9)	889 (74.1)
11	Connecting with customers on Face book after they Leave	162 (53.8)	139 (46.2)	222 (49.4)	227 (50.6)	91 (45.5)	109 (54.5)	122 (48.8)	128 (51.2)	597 (49.8)	603 (50.3)

- Overall, it was found that most of the selected criteria concerning' Social bonding in the hotel' viz; repeat guest not to wait at reception, provides special privileges to repeat guest, wishes us on important occasion and thank you mail sent to customers for choosing hotel were rated by 74to 81 percent respondents as most important. Mixed results in most of the criteria in each of the selected cities were found.
- Out of eleven criteriaselected for social bonding in the hotel, the most important criteria for the hotelguests' amongstall the selected cities were 'provides special privileges to repeat guest', and 'wishes us on important occasion'.
- It implies that getting social bonding with the hotel guest is not an easy task as it would require lot of personal involvement of the staff members towards guest with lot of emotional content that hotel guest requires in each service encounter. If, social bonding is found between the hotel staff and guest then hotel staff can wish guest even on an important occasion, and can make each service encounter memorable.

Table Number 5: I: 9.32
Selected Hotel Guests' (or) Customers' Responses on Complaint Management in the Hotel

Sr. No.	Selected Criteria	(Number and Percentages of Respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		UI	IM	UI	IM	UI	IM	UI	IM	UI	IM
01	Complaints are welcomed by Hotel	103 (34.2)	198 (65.8)	114 (25.4)	335 (74.6)	54 (27.0)	146 (73.0)	64 (25.6)	186 (74.4)	335 (27.9)	865 (72.1)
02	Provides Facility of Written Complaint System	80 (26.6)	221 (73.4)	106 (23.6)	343 (76.4)	47 (23.5)	153 (76.5)	54 (21.6)	196 (78.4)	287 (23.9)	913 (76.1)
03	Regret letter for Specific Complaint is given to the concerned guest	117 (38.9)	184 (61.1)	124 (27.6)	325 (72.4)	62 (31.0)	138 (69.0)	62 (24.8)	188 (75.2)	365 (30.4)	835 (69.6)

- Overall, it was found that most of the selected criteria concerning' Complaint management in the hotel' viz; provides facility of written complaint system and complaints are welcomed by hotel were rated by around 65 to 78 percent of hotel guests as most important. The study revealed similar trend in all the selected criteria in all selected cities except Rajkot City.
- It was found that out of three criteria for complaint management in the hotel, the most important criterion for the hotelguests'was'providingfacility of written complaint system'.

Table Number 5: I: 9.33: Selected Hotel Guests' (or) Customers' Responses on Trust in the Hotel

Sr. No.	Selected Criteria	(Number and Percentages of Respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		UI	IM	UI	IM	UI	IM	UI	IM	UI	IM
01	Informs about the progress of Complaints	130 (43.2)	171 (56.8)	155 (34.5)	294 (65.5)	64 (32.0)	136 (68.0)	76 (30.4)	174 (69.6)	425 (35.4)	775 (64.6)
02	Feedback is taken seriously by Hotel	81 (26.9)	220 (73.1)	100 (22.3)	349 (77.7)	54 (27.0)	146 (73.0)	69 (27.6)	181 (72.4)	304 (25.3)	896 (74.7)

- Overall, it was found that one of the selected criteria concerning 'Trust in the hotel'viz; feedback is taken seriously by hotel was rated by 72 to 78 percent respondents as most important. The study revealed similar trend in each of the cities in most of the criteria.
- In case of Baroda City only, more than 40 percent of respondents considered criteria like informs about the progress of complaints as less important.

Table Number 5: I: 9.34: Selected Hotel Guests' (or) Customers' Responses on Pricing in the Hotel

Sr. No.	Selected Criteria	(Number and Percentages of Respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		UI	IM	UI	IM	UI	IM	UI	IM	UI	IM
01	Charges for Room is as per Market rate	94 (31.2)	207 (68.8)	87 (19.4)	362 (80.6)	38 (19.0)	162 (81.0)	49 (19.6)	201 (80.4)	268 (22.3)	932 (77.7)
02	Charges for Restaurant is as per Market rate	86 (28.6)	215 (71.4)	94 (20.9)	355 (79.1)	50 (25.0)	150 (75.0)	45 (18.0)	205 (82.0)	275 (22.9)	925 (77.1)
03	Charges for special services is as per Market rate	84 (27.9)	217 (72.1)	89 (19.8)	360 (80.2)	37 (18.5)	163 (81.5)	47 (18.8)	203 (81.2)	257 (21.4)	943 (78.6)

- Overall, it was found that most of the selected criteria concerning "Pricing in the hotel" viz; charges for special services is as per market rate, charges for room is as per market rate and charges for restaurant is as per market rate were rated by 77 to 78 percent respondents as most important. Mixed results in most of the criteria in each of the selected cities were found.
- More than 80 percent of respondents in Ahmedabad and Surat city considered criteria like charges for room is as per market rate as most important whereas in case of Baroda city criteria like charges for special services is as per market rate was considered as most important followed by Rajkot City in which criteria like charges for restaurant is as per market rate was considered as important.

- It was found that out of three criteria for Pricing in the Hotel, the most important criteria overall for the hotelguests' of all the selected cities was "charges for special services is as per market rate".

Table Number 5: I: 9.35:
Selected Hotel Guests' (or) Customers' Responses on Behaviour of Staff in the Hotel

Sr. No.	Selected Criteria	(Number and Percentages of Respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		UI	IM	UI	IM	UI	IM	UI	IM	UI	IM
01	Is well Dressed	25 (8.3)	276 (91.7)	30 (6.7)	419 (93.3)	14 (7.0)	186 (93.0)	23 (9.2)	227 (90.8)	92 (7.7)	1108 (92.3)
02	Sincere	34 (11.3)	267 (88.7)	48 (10.7)	401 (89.3)	27 (13.5)	173 (86.5)	29 (11.6)	221 (88.4)	138 (11.5)	1062 (88.5)
03	Reliable	42 (14.0)	259 (86.0)	55 (12.2)	394 (87.8)	18 (9.0)	182 (91.0)	35 (14.0)	215 (86.0)	150 (12.5)	1050 (87.5)
04	Honest	31 (10.3)	270 (89.7)	31 (6.9)	418 (93.1)	17 (8.5)	183 (91.5)	19 (7.6)	231 (92.4)	98 (8.2)	1102 (91.8)
05	Courteous	27 (9.0)	274 (91.0)	49 (10.9)	400 (89.1)	17 (8.5)	183 (91.5)	25 (10.0)	225 (90.0)	118 (9.8)	1082 (90.2)
06	Friendly towards the Guest	25 (8.3)	276 (91.7)	25 (5.6)	424 (94.4)	9 (4.5)	191 (95.5)	15 (6.0)	235 (94.0)	74 (6.2)	1126 (93.8)
07	Knowledgeable	38 (12.6)	263 (87.4)	44 (9.8)	405 (90.2)	26 (13.0)	174 (87.0)	14 (5.6)	236 (94.4)	122 (10.2)	1078 (89.8)
08	Competent in providing Service	43 (14.3)	258 (85.7)	23 (5.1)	426 (94.9)	17 (8.5)	183 (91.5)	28 (11.2)	222 (88.8)	111 (9.3)	1089 (90.8)
09	Tries to understand Customers' needs	13 (4.3)	288 (95.7)	19 (4.2)	430 (95.8)	14 (7.0)	186 (93.0)	13 (5.2)	237 (94.8)	59 (4.9)	1141 (95.1)
10	Pays Special attention to each Guest	38 (12.6)	263 (87.4)	49 (10.9)	400 (89.1)	32 (16.0)	168 (84.0)	31 (12.4)	219 (87.6)	150 (12.5)	1050 (87.5)
11	Behaves Politely	28 (9.3)	273 (90.7)	20 (4.5)	429 (95.5)	25 (12.5)	175 (87.5)	20 (8.0)	230 (92.0)	93 (7.8)	1107 (92.3)
12	Attends Complaints Politely	32 (10.6)	269 (89.4)	35 (7.8)	414 (92.2)	21 (10.5)	179 (89.5)	24 (9.6)	226 (90.4)	112 (9.3)	1088 (90.7)
13	Responds to Inquiry Quickly	52 (17.3)	249 (82.7)	58 (12.9)	391 (87.1)	30 (15.0)	170 (85.0)	33 (13.2)	217 (86.8)	173 (14.4)	1027 (85.6)
14	Resolves Complaint Quickly	25 (8.3)	276 (91.7)	52 (11.6)	397 (88.4)	26 (13.0)	174 (87.0)	21 (8.4)	229 (91.6)	124 (10.3)	1076 (89.7)
15	Handles problem effectively	37 (12.3)	264 (87.7)	81 (18.0)	368 (82.0)	30 (15.0)	170 (85.0)	31 (12.4)	219 (87.6)	179 (14.9)	1021 (85.1)
16	Behaves well with all Customers' in Hotel	28 (9.3)	273 (90.7)	33 (7.3)	416 (92.7)	28 (14.0)	172 (86.0)	22 (8.8)	228 (91.2)	111 (9.3)	1089 (90.8)

- The researcher had also attempted to seek responses of selected hotelguests' on their perceived importance reflective of his or her 'Expectations' on a selected factor identified as "Behaviour of Staff in the Hotel".
- Overall, it was found that most of the selected criteria concerning Behaviour of Staff in the hotel viz; tries to understand customers' needs, friendly towards the guest, behaves politely, is well dressed, honest, competent in providing service, attends complaints politely and courteous were rated by 90 to 95 percent respondents as most important. The study revealed mixed results in most of the criteria in each of the cities of the Gujarat State.
- Overall, it was found that, the most important criteria for the guests' were to understand customers' needs and friendliness.

Table Number 5: I: 9.36: Selected Hotel Guests' (or) Customers' Responses on Commitment in the Hotel

Sr. No.	Selected Criteria	(Number and Percentages of Respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		UI	IM	UI	IM	UI	IM	UI	IM	UI	IM
01	Hotel promises to update about New Events in Hotel	96 (31.9)	205 (68.1)	130 (29.0)	319 (71.0)	51 (25.5)	149 (74.5)	53 (21.2)	197 (78.8)	330 (27.5)	870 (72.5)
02	Hotel promises to update about ongoing Schemes	70 (23.3)	231 (76.7)	80 (17.8)	369 (82.2)	32 (16.0)	168 (84.0)	36 (14.4)	214 (85.6)	218 (18.2)	982 (81.8)
03	Hotel promises to update about Upcoming Schemes	66 (21.9)	235 (78.1)	71 (15.8)	378 (84.2)	38 (19.0)	162 (81.0)	38 (15.2)	212 (84.8)	213 (17.8)	987 (82.3)

- The researcher made an attempt to sought responses of selected guests' on their perceived importance reflective of his or her expectations' on a selected factor identified as "Commitment in the Hotel".
- Overall, it was found that in most of the selected criteria concerning 'Commitment in the hotel' viz; hotel promises to update about upcoming schemes, hotel promises to update about ongoing schemes and hotel promises to update about new events in hotel were rated by 72 to 82 percent respondents as most important.
- The study revealed similar trend in Baroda and Ahmedabad cities, and different trend inSurat and Rajkot cities in each ofthe selected criteria.
- It was found that out of three criteria for commitment in the hotel, overall the most important criteria for the hotelguests' of all the selected cities wasmaking guest aware about upcoming schemes.

Table Number 5: I: 9.37

Selected Hotel Guests' (or) Customers' Satisfaction/Dissatisfaction on Ambience of the Hotel

Sr. No.	Selected Criteria	(Number and Percentages of respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		S	DS	S	DS	S	DS	S	DS	S	DS
01	Located at a Convenient place	49 (16.3)	252 (83.7)	53 (11.8)	396 (88.2)	21 (10.5)	179 (89.5)	40 (16.0)	210 (84.0)	163 (13.6)	1037 (86.4)
02	Is well Signposted	109 (36.2)	192 (63.8)	122 (27.2)	327 (72.8)	62 (31.0)	138 (69.0)	89 (35.6)	161 (64.4)	382 (31.8)	818 (68.2)
03	Sufficient Parking space	133 (44.2)	168 (55.8)	140 (31.2)	309 (68.8)	79 (39.5)	121 (60.5)	80 (32.0)	170 (68.0)	432 (36.0)	768 (64.0)
04	Free from Pollution	71 (23.6)	230 (76.4)	100 (22.3)	349 (77.7)	56 (28.0)	144 (72.0)	72 (28.8)	178 (71.2)	299 (24.9)	901 (75.1)
05	Is well Painted	57 (18.9)	244 (81.1)	60 (13.4)	389 (86.6)	28 (14.0)	172 (86.0)	34 (13.6)	216 (86.4)	179 (14.9)	1021 (85.1)
06	Is well Furnished	70 (23.3)	231 (76.7)	105 (23.4)	344 (76.6)	44 (22.0)	156 (78.0)	52 (20.8)	198 (79.2)	271 (22.6)	929 (77.4)
07	Sufficient Lighting	53 (17.6)	248 (82.4)	58 (12.9)	391 (87.1)	37 (18.5)	163 (81.5)	36 (14.4)	214 (85.6)	184 (15.3)	1016 (84.7)

- The overall response of all the selected guests' about their experiences on "Ambience of the hotel;" revealed that, 76 to 86 percent of them had expressed dissatisfaction with most of the selected criteria.The study revealed similar trend in most of the criteria in each of the selected cities,except RajkotCity where mixed results were found.
- The highest dissatisfaction was experienced by the hotelguests' in each of the selected cities on convenient location that is place of the hotel.

Table Number 5: I: 9.38

Selected Hotel Guests' (or) Customers' Satisfaction/Dissatisfaction on Service Quality of the Hotel

Sr. No.	Selected Criteria	(Number and Percentages of Respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		S	DS	S	DS	S	DS	S	DS	S	DS
01	Provides 24 hours Online reservation	93 (30.9)	208 (69.1)	129 (28.7)	320 (71.3)	56 (28.0)	144 (72.0)	68 (27.2)	182 (72.8)	346 (28.8)	854 (71.2)
02	Check-in Process in Hotel is simple	67 (22.3)	234 (77.7)	64 (14.3)	385 (85.7)	44 (22.0)	156 (78.0)	61 (24.4)	189 (75.6)	236 (19.7)	964 (80.3)
03	Check-in process takes less time	59 (19.6)	242 (80.4)	77 (17.1)	372 (82.9)	37 (18.5)	163 (81.5)	47 (18.8)	203 (81.2)	220 (18.3)	980 (81.7)
04	Prompt Room Service	103 (34.2)	198 (65.8)	131 (29.2)	318 (70.8)	69 (34.5)	131 (65.5)	82 (32.8)	168 (67.2)	385 (32.1)	815 (67.9)
05	Offers Wake-up calls	108 (35.9)	193 (64.1)	109 (24.3)	340 (75.7)	53 (26.5)	147 (73.5)	67 (26.8)	183 (73.2)	337 (28.1)	863 (71.9)
06	Offers Restaurant Reservations	109 (36.2)	192 (63.8)	136 (30.3)	313 (69.7)	67 (33.5)	133 (66.5)	89 (35.6)	161 (64.4)	401 (33.4)	799 (66.6)

Sr. No.	Selected Criteria	(Number and Percentages of Respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		S	DS	S	DS	S	DS	S	DS	S	DS
07	Provides Babysitters Service	219 (72.8)	82 (27.2)	325 (72.4)	124 (27.6)	150 (75.0)	50 (25.0)	178 (71.2)	72 (28.8)	872 (72.7)	328 (27.3)
08	Arranges purchase of Movie Ticket from Multiplexes, if required	217 (72.1)	84 (27.9)	337 (75.1)	112 (24.9)	154 (77.0)	46 (23.0)	168 (67.2)	82 (32.8)	876 (73.0)	324 (27.0)
09	for visit to the Local Market	209 (69.4)	92 (30.6)	326 (72.6)	123 (27.4)	140 (70.0)	60 (30.0)	170 (68.0)	80 (32.0)	845 (70.4)	355 (29.6)
10	Arranges for Doctor when required	182 (60.5)	119 (39.5)	229 (51.0)	220 (49.0)	94 (47.0)	106 (53.0)	131 (52.4)	119 (47.6)	636 (53.0)	564 (47.0)
11	Provides Quick Service in Dining section	108 (35.9)	193 (64.1)	150 (33.4)	299 (66.6)	75 (37.5)	125 (62.5)	80 (32.0)	170 (68.0)	413 (34.4)	787 (65.6)

- 71 to 81 percent of the hotel guests' indicated dissatisfaction with most of the selected criteria concerning service quality.The study yielded mixed results in each of the selected cities.
- The highest dissatisfaction was experienced by the guests' in each of the selected cities on check-in process taking longer time except in the Ahmedabad City, where more than 85 percent of respondents revealed dissatisfactionon check-in processwas felt as complex by them.

Table Number 5: I: 9.39

Selected Hotel Guests' (or) Customers' Satisfaction/Dissatisfaction on Facilities in the Hotel

Sr. No.	Selected Criteria	(Number and Percentages of Respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		S	DS	S	DS	S	DS	S	DS	S	DS
01	Sports Facility	122 (40.5)	179 (59.5)	219 (48.8)	230 (51.2)	54 (27.0)	146 (73.0)	108 (43.2)	142 (56.8)	503 (41.9)	697 (58.1)
02	Gym Facility	85 (28.2)	216 (71.8)	154 (34.3)	295 (65.7)	52 (26.0)	148 (74.0)	102 (40.8)	148 (59.2)	393 (32.8)	807 (67.3)
03	Swimming Pool	105 (34.9)	196 (65.1)	189 (42.1)	260 (57.9)	50 (25.0)	150 (75.0)	118 (47.2)	132 (52.8)	462 (38.5)	738 (61.5)
04	Money changing Facility	140 (46.5)	161 (53.5)	184 (41.0)	265 (59.0)	92 (46.0)	108 (54.0)	121 (48.4)	129 (51.6)	537 (44.8)	663 (55.3)

- The overall response of all the selected hotelguests' on his or her experiences on "Facilities in the Hotel" revealed that61 to 67percent of them expressed dissatisfaction with most of the selected criteria. The study also revealed mixed results in each of the selected cities of the Gujarat State.
- It was found that out of four criteria concerning facilities in the hotel, the highest dissatisfaction was experienced by the hotelguests' in each of the selected cities on "gym facility", however in case of Baroda City,maximum number of them showed dissatisfaction for the "swimming pool".

Table Number 5: I: 9.40
Selected Hotel Guests' (or) Customers' Satisfaction/Dissatisfaction on Rooms of the Hotel

Sr. No.	Selected Criteria	(Number and Percentages of Respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		S	DS	S	DS	S	DS	S	DS	S	DS
01	Rooms of Hotel are well Furnished	88 (29.2)	213 (70.8)	115 (25.6)	334 (74.4)	55 (27.5)	145 (72.5)	56 (22.4)	194 (77.6)	314 (26.2)	886 (73.8)
02	Rooms in the Hotel are Safe	52 (17.3)	249 (82.7)	60 (13.4)	389 (86.6)	33 (16.5)	167 (83.5)	43 (17.2)	207 (82.8)	188 (15.7)	1012 (84.3)
03	Provides Safe Deposit locker in Room	70 (23.3)	231 (76.7)	51 (11.4)	398 (88.6)	53 (26.5)	147 (73.5)	40 (16.0)	210 (84.0)	214 (17.8)	986 (82.2)
04	Wi-Fi Connectivity is available in the Room	46 (15.3)	255 (84.7)	72 (16.0)	377 (84.0)	25 (12.5)	175 (87.5)	34 (13.6)	216 (86.4)	177 (14.8)	1023 (85.3)
05	Arrangement inside the Room is Comfortable	75 (24.9)	226 (75.1)	70 (15.6)	379 (84.4)	41 (20.5)	159 (79.5)	47 (18.8)	203 (81.2)	233 (19.4)	967 (80.6)
06	Maintains Cleanliness in Room	59 (19.6)	242 (80.4)	67 (14.9)	382 (85.1)	33 (16.5)	167 (83.5)	57 (22.8)	193 (77.2)	216 (18.0)	984 (82.0)
07	Maintains cleanliness in Bath Room	65 (21.6)	236 (78.4)	72 (16.0)	377 (84.0)	42 (21.0)	158 (79.0)	50 (20.0)	200 (80.0)	229 (19.1)	971 (80.9)

- The overall response of all the selected guests' about their experiences on rooms of the hotel revealed that 80 to 85 percent of them were found as dissatisfied with most of the selected criteria viz; maintains cleanliness in bath room, maintains cleanliness in room, arrangement inside the room is comfortable, Wi-Fi connectivity is available in the room, provides safe deposit locker in room, and rooms in the hotel are safe. The study provided mixed results in each of the selected citiesin most of theselected criteria.
- The highest dissatisfaction was experienced by the guests' for Wi-Fi connectivity in the room except in the Ahmedabad City where maximum numbers of hotel guests werefound dissatisfiedon provision of the safe deposit locker in room.

Table Number 5: I: 9.41

Selected Hotel Guests' (or) Customers' Satisfaction/Dissatisfaction on Functioning of the Product in the Hotel

Sr. No.	Selected Criteria	(Number and Percentages of Respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		S	DS	S	DS	S	DS	S	DS	S	DS
01	Fax Facility	142 (47.2)	159 (52.8)	211 (47.0)	238 (53.0)	108 (54.0)	92 (46.0)	103 (41.2)	147 (58.8)	564 (47.0)	636 (53.0)
02	Air Conditioning	60 (19.9)	241 (80.1)	43 (9.6)	406 (90.4)	29 (14.5)	171 (85.5)	23 (9.2)	227 (90.8)	155 (12.9)	1045 (87.1)
03	T.V	60 (19.9)	241 (80.1)	57 (12.7)	392 (87.3)	35 (17.5)	165 (82.5)	30 (12.0)	220 (88.0)	182 (15.2)	1018 (84.8)
04	Telephone	62 (20.6)	239 (79.4)	83 (18.5)	366 (81.5)	39 (19.5)	161 (80.5)	42 (16.8)	208 (83.2)	226 (18.8)	974 (81.2)

- The overall response of all the selected hotel guests' about their experiences on 'Functioning of the Product in the Hotel'revealed that, 81 to 87 percent of them had reported dissatisfaction on most of the selected criteria. The study offered similar trend in each of the selected cities except the BarodaCity,where mixed results were found in few of the criteria.
- The highest dissatisfaction was experienced by the hotel guests' on Air Conditioning followed by T.Vin the room.
- The study also revealed that more than 90 percent of hotel guests' in Ahmadabad and Rajkot Cities were found as dissatisfied with the criterion viz; Air Conditioning in hotels.

Table Number 5: I: 9.42

Selected Hotel Guests' (or) Customers' Satisfaction/Dissatisfaction on Housekeeping of the Hotel

Sr. No.	Selected Criteria	(Number and Percentages of Respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		S	DS	S	DS	S	DS	S	DS	S	DS
01	Housekeeping services are satisfactory	91 (30.2)	210 (69.8)	92 (20.5)	357 (79.5)	40 (20.0)	160 (80.0)	56 (22.4)	194 (77.6)	279 (23.3)	921 (76.8)
02	Housekeeping staff services are satisfactory	74 (24.6)	227 (75.4)	88 (19.6)	361 (80.4)	58 (29.0)	142 (71.0)	51 (20.4)	199 (79.6)	271 (22.6)	929 (77.4)
03	Provides timely Housekeeping Services	71 (23.6)	230 (76.4)	78 (17.4)	371 (82.6)	56 (28.0)	144 (72.0)	64 (25.6)	186 (74.4)	269 (22.4)	931 (77.6)

- The overall experiences on housekeeping of the hotel revealed that 76 to 77 percent of hotel guests' revealed their dissatisfaction with most of the selected criteria.
- Thestudy revealed similar trend in Baroda and Ahmedabad cities where as in case of the Surat and Rajkot cities, mixed results were found.
- The highest dissatisfaction was experienced by the hotel guests' in providing them with timely housekeeping services.

Table Number 5: I: 9.43
Selected Hotel Guests' (or) Customers' Satisfaction/Dissatisfaction on Food Quality of the Hotel

Sr. No.	Selected Criteria	(Number and Percentages of Respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		S	DS	S	DS	S	DS	S	DS	S	DS
01	Quality of food offered by the Hotel is as per standards mentioned	63 (20.9)	238 (79.1)	114 (25.4)	335 (74.6)	37 (18.5)	163 (81.5)	64 (25.6)	186 (74.4)	278 (23.2)	922 (76.8)
02	Provides a Menu for Diet	119 (39.5)	182 (60.5)	319 (71.0)	130 (29.0)	122 (61.0)	78 (39.0)	137 (54.8)	113 (45.2)	697 (58.1)	503 (41.9)
03	Serves Food according to need of the Guest/Visitors	73 (24.3)	228 (75.7)	166 (37.0)	283 (63.0)	70 (35.0)	130 (65.0)	95 (38.0)	155 (62.0)	404 (33.7)	796 (66.3)

- The overall experiences of selected guests on "Food Quality of the Hotel' revealed that 65 to 76 percent of them showed dissatisfaction in most of the selected criteria viz; quality of food offered by the hotel is as per standards mentioned, and serves food according to need of the hotel guests or visitors. The study revealed similar trend in most of the selected criteria in each of the selected cities of the Gujarat State.
- The highest dissatisfaction was experienced by the hotel guests' with regard to quality of food offered by the hotel as per the mentioned standard.

Table Number 5: I: 9.44
Selected Hotel Guests' (or) Customers' Satisfaction/Dissatisfaction on Personalization in the Hotel

Sr. No.	Selected Criteria	(Number and Percentages of Respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		S	DS	S	DS	S	DS	S	DS	S	DS
01	Considers Request for Specific Room Number	147 (48.8)	154 (51.2)	205 (45.7)	244 (54.3)	87 (43.5)	113 (56.5)	93 (37.2)	157 (62.8)	532 (44.3)	668 (55.7)
02	Considers Special need during Check-in	121 (40.2)	180 (59.8)	135 (30.1)	314 (69.9)	42 (21.0)	158 (79.0)	75 (30.0)	175 (70.0)	373 (31.1)	827 (68.9)
03	Receive Special Discount on Room	149 (49.5)	152 (50.5)	188 (41.9)	261 (58.1)	80 (40.0)	120 (60.0)	98 (39.2)	152 (60.8)	515 (42.9)	685 (57.1)
04	Manager Escorts us to the Room	164 (54.5)	137 (45.5)	259 (57.7)	190 (42.3)	105 (52.5)	95 (47.5)	133 (53.2)	117 (46.8)	661 (55.1)	539 (44.9)
05	Greeted with Flowers in Room	197 (65.4)	104 (34.6)	337 (75.1)	112 (24.9)	141 (70.5)	59 (29.5)	162 (64.8)	88 (35.2)	837 (69.8)	363 (30.3)
06	Offers Welcome Drink to me	189 (62.8)	112 (37.2)	256 (57.0)	193 (43.0)	106 (53.0)	94 (47.0)	132 (52.8)	118 (47.2)	683 (56.9)	517 (43.1)

Sr. No.	Selected Criteria	(Number and Percentages of Respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		S	DS	S	DS	S	DS	S	DS	S	DS
07	Given personalized Welcome Letter in Room	190 (63.1)	111 (36.9)	264 (58.8)	185 (41.2)	120 (60.0)	80 (40.0)	141 (56.4)	109 (43.6)	715 (59.6)	485 (40.4)
08	Recognized by Name during Stay	137 (45.5)	164 (54.5)	168 (37.4)	281 (62.6)	66 (33.0)	134 (67.0)	89 (35.6)	161 (64.4)	460 (38.3)	740 (61.7)
09	Provides Membership Card of the Hotel to the guest	185 (61.5)	116 (38.5)	279 (62.1)	170 (37.9)	117 (58.5)	83 (41.5)	162 (64.8)	88 (35.2)	743 (61.9)	457 (38.1)
10	Frequent guest programme that allows to earn points towards free accommodation	209 (69.4)	92 (30.6)	329 (73.3)	120 (26.7)	131 (65.5)	69 (34.5)	172 (68.8)	78 (31.2)	841 (70.1)	359 (29.9)
11	Provides programs for Children	229 (76.1)	72 (23.9)	363 (80.8)	86 (19.2)	167 (83.5)	33 (16.5)	188 (75.2)	62 (24.8)	947 (78.9)	253 (21.1)

- The overall response of all the selected hotel guests' concerning his or her experiences on 'Personalization in the Hotel' revealed that 55 to 68 percent of them had expressed dissatisfaction on most of the selected criteria viz; considers special need during check-in , recognized by name during stay, receive special discount on room, and considers request for specific room number. The study revealed mixed results in most of the selected criteria in each of the selected cities of the Gujarat State.
- It was found that out of eleven criteria considered for personalization in the hotel, the highest dissatisfaction was reported by the hotel guests' on their special need during check-in.

Table Number 5: I: 9.45

Selected Hotel Guests' (or) Customers' Satisfaction/Dissatisfaction on Reliability of the Hotel

Sr. No.	Selected Criteria	(Number and Percentages of Respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		S	DS	S	DS	S	DS	S	DS	S	DS
01	Stay in Hotel is Safe	62 (20.6)	239 (79.4)	68 (15.1)	381 (84.9)	50 (25.0)	150 (75.0)	41 (16.4)	209 (83.6)	221 (18.4)	979 (81.6)
02	Feel Comfortable leaving Valuables in Room	85 (28.2)	102 (71.8)	216 (22.7)	347 (77.3)	68 (34.0)	132 (66.0)	69 (27.6)	181 (72.4)	324 (27.0)	876 (73.0)

- The overall experiences of the selected guests' on reliability of the hotel revealed that, 73 to 81 percent of them were found as dissatisfied with most of the selected criteria viz; stay in hotel is safe and feel comfortable leaving valuables in room. The study revealed similar trend in each of the selected cities of the Gujarat State.
- The highest dissatisfaction was experienced by the guests' on his or her safety during their stay in the hotel.

Table Number 5: I: 9.46
Selected Hotel Guests' (or) Customers' Satisfaction/Dissatisfaction on Social Bonding in the Hotel

Sr. No.	Selected Criteria	(Number and Percentages of respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		S	DS	S	DS	S	DS	S	DS	S	DS
01	Gives Get well soon card to guest who are ill	178 (59.1)	123 (40.9)	256 (57.0)	193 (43.0)	115 (57.5)	85 (42.5)	142 (56.8)	108 (43.2)	691 (57.6)	509 (42.4)
02	Gives Special Discounts on special occasion during stay	201 (66.8)	100 (33.2)	294 (65.5)	155 (34.5)	113 (56.5)	87 (43.5)	154 (61.6)	96 (38.4)	762 (63.5)	438 (36.5)
03	Gives Special Discounts during festivals	190 (63.1)	111 (36.9)	289 (64.4)	160 (35.6)	118 (59.0)	82 (41.0)	149 (59.6)	101 (40.4)	746 (62.2)	454 (37.8)
04	Provides Complementary cake on Birthday during Stay	206 (68.4)	95 (31.6)	269 (59.9)	180 (40.1)	120 (60.0)	80 (40.0)	154 (61.6)	96 (38.4)	749 (62.4)	451 (37.6)
05	Arranges for get together every fortnight for long Stayers	186 (61.8)	115 (38.2)	293 (65.3)	156 (34.7)	129 (64.5)	71 (35.5)	161 (64.4)	89 (35.6)	769 (64.1)	431 (35.9)
06	Repeat Guest not to Wait at Reception	157 (52.2)	144 (47.8)	221 (49.2)	228 (50.8)	105 (52.5)	95 (47.5)	132 (52.8)	118 (47.2)	615 (51.3)	585 (48.8)
07	Provides Special privileges to Repeat guest	137 (45.5)	164 (54.5)	218 (48.6)	231 (51.4)	86 (43.0)	114 (57.0)	122 (48.8)	128 (51.2)	563 (46.9)	637 (53.1)
08	Wishes us on Important Occasion	169 (56.1)	132 (43.9)	264 (58.8)	185 (41.2)	96 (48.0)	104 (52.0)	143 (57.2)	107 (42.8)	672 (56.0)	528 (44.0)
09	Provides with Occasional Gifts	227 (75.4)	74 (24.6)	343 (76.4)	106 (23.6)	140 (70.0)	60 (30.0)	194 (77.6)	56 (22.4)	904 (75.3)	296 (24.7)
10	Thank you mail sent to Customers for choosing Hotel	144 (47.8)	157 (52.2)	206 (45.9)	243 (54.1)	84 (42.0)	116 (58.0)	114 (45.6)	136 (54.4)	548 (45.7)	652 (54.3)
11	Connecting with customers on Face book after they Leave	219 (72.8)	82 (27.2)	334 (74.4)	115 (25.6)	141 (70.5)	59 (29.5)	181 (72.4)	69 (27.6)	875 (72.9)	325 (27.1)

- The overall experiences of the selected guests' on social bonding in the hotel revealed that 40 to 54 percent of them werefound as dissatisfied with most of the selected criteria. The study yielded mixed results in most of the selected criteria in the selected cities of the Gujarat State.
- The highest dissatisfaction was experienced by them on thank you mail sent to them for choosing hotel in all the selected cities,exceptBaroda City, where highest dissatisfaction was found concerning provision of special privileges to repeat guest.

Table Number 5: I: 9.47

Selected Hotel Guests' (or) Customers' Satisfaction/Dissatisfaction on Complaint Management in the Hotel

Sr. No.	Selected Criteria	(Number and Percentages of respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		S	DS	S	DS	S	DS	S	DS	S	DS
01	Complaints are welcomed by Hotel	173 (57.5)	128 (42.5)	218 (48.6)	231 (51.4)	103 (51.5)	97 (48.5)	127 (50.8)	123 (49.2)	621 (51.8)	579 (48.3)
02	Provides Facility of Written Complaint System	125 (41.5)	176 (58.5)	192 (42.8)	257 (57.2)	72 (36.0)	128 (64.0)	100 (40.0)	150 (60.0)	489 (40.8)	711 (59.3)
03	Regret letter for Specific Complaint is given to the concerned guest	177 (58.8)	124 (41.2)	243 (54.1)	206 (45.9)	97 (48.5)	103 (51.5)	129 (51.6)	121 (48.4)	646 (53.8)	554 (46.2)

- The overall experiences on complaint management in the hotel revealed that 48 to 59 percent of hotel guests' were found as dissatisfied with most of the selected criteria. The study offered similar trend in each of the selected citiesin case of most of the selected criteria.
- It was found that out of three criteria for complaint management in the hotel, the highest dissatisfaction was experienced by them on providing facility of written complaint system

Table Number 5: I: 1.48: Selected Respondents' Satisfaction/Dissatisfaction on Trust in the Hotel

Sr. No.	Selected Criteria	(Number and Percentages of Respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		S	DS	S	DS	S	DS	S	DS	S	DS
01	Informs about the progress of Complaints	166 (55.1)	135 (44.9)	233 (51.9)	216 (48.1)	86 (43.0)	114 (57.0)	114 (45.6)	136 (54.4)	599 (49.9)	601 (50.1)
02	Feedback is taken seriously by Hotel	158 (52.5)	143 (47.5)	206 (45.9)	243 (54.1)	80 (40.0)	120 (60.0)	118 (47.2)	132 (52.8)	562 (46.8)	638 (53.2)

- The overall experience of the selected guests' on trust in the hotel revealed that more than 50 percent of them reporteddissatisfaction with each of the selected criteria. The study revealed similar trend in each of the selected cities, except Rajkot City where mixed results were found.

- The highest dissatisfaction was experienced by the guests' on feedback taken seriously by the hotel.

Table Number 5: I: 9.49
Selected Hotel Guests' (or) Customers' Satisfaction/Dissatisfaction on Pricingin the Hotel

Sr. No.	Selected Criteria	(Number and Percentages of Respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		S	DS	S	DS	S	DS	S	DS	S	DS
01	Charges for Room is as per Market rate	146 (48.5)	155 (51.5)	172 (38.3)	277 (61.7)	78 (39.0)	122 (61.0)	103 (41.2)	147 (58.8)	499 (41.6)	701 (58.4)
02	Charges for Restaurant is as per Market rate	135 (44.9)	166 (55.1)	161 (35.9)	288 (64.1)	83 (41.5)	117 (58.5)	81 (32.4)	169 (67.6)	460 (38.3)	740 (61.7)
03	Charges for special services is as per Market rate	163 (54.2)	138 (45.8)	206 (45.9)	243 (54.1)	83 (41.5)	117 (58.5)	108 (43.2)	142 (56.8)	560 (46.7)	640 (53.3)

- The overall experiences on pricing in the hotel revealed that 57 to 61 percent of hotel guests' were found as dissatisfied with most of the selected criteria. The study revealed similar trend in all selected cities except in Surat City.
- The highest dissatisfaction was experienced by them oncharges for restaurant as per market rate in each of the selected cities, except for Surat City, where maximum number of them were found as dissatisfied with the criteria viz; charges for room is as per market rate.

Table Number 5: I: 9.50
Selected Hotel Guests' (or) Customers' Satisfaction/Dissatisfaction onBehaviour of Staff in the Hotel

Sr. No.	Selected Criteria	(Number and Percentages of Respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		S	DS	S	DS	S	DS	S	DS	S	DS
01	Is well Dressed	54 (17.9)	247 (82.1)	48 (10.7)	401 (89.3)	21 (10.5)	179 (89.5)	44 (17.6)	206 (82.4)	167 (13.9)	1033 (86.1)
02	Sincere	46 (15.3)	255 (84.7)	54 (12.0)	395 (88.0)	28 (14.0)	172 (86.0)	34 (13.6)	216 (86.4)	162 (13.5)	1038 (86.5)
03	Reliable	43 (14.3)	258 (85.7)	51 (11.4)	398 (88.6)	27 (13.5)	173 (86.5)	28 (11.2)	222 (88.8)	149 (12.4)	1051 (87.6)
04	Honest	57 (18.9)	244 (81.1)	62 (13.8)	387 (86.2)	33 (16.5)	167 (83.5)	35 (14.0)	215 (86.0)	187 (15.6)	1013 (84.4)
05	Courteous	57 (18.9)	244 (81.1)	66 (14.7)	383 (85.3)	30 (15.0)	170 (85.0)	32 (12.8)	218 (87.2)	185 (15.4)	1015 (84.6)
06	Friendly towards the Guest	32 (10.6)	269 (89.4)	34 (7.6)	415 (92.4)	23 (11.5)	177 (88.5)	21 (8.4)	229 (91.6)	110 (9.2)	1090 (90.8)
07	Knowledgeable	66 (21.9)	235 (78.1)	76 (16.9)	373 (83.1)	33 (16.5)	167 (83.5)	27 (10.8)	223 (89.2)	202 (16.8)	998 (83.2)

Sr. No.	Selected Criteria	(Number and Percentages of Respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		S	DS	S	DS	S	DS	S	DS	S	DS
08	Competent in providing Service	60 (19.9)	241 (80.1)	38 (8.5)	411 (91.5)	31 (15.5)	169 (84.5)	44 (17.6)	206 (82.4)	173 (14.4)	1027 (85.6)
09	Tries to understand Customers' needs	60 (19.9)	241 (80.1)	50 (11.1)	399 (88.9)	29 (14.5)	171 (85.5)	26 (10.4)	224 (89.6)	165 (13.8)	1035 (86.3)
10	Pays Special attention to each Guest	66 (21.9)	235 (78.1)	67 (14.9)	382 (85.1)	37 (18.5)	163 (81.5)	36 (14.4)	214 (85.6)	206 (17.2)	994 (82.8)
11	Behaves Politely	53 (17.6)	248 (82.4)	50 (11.1)	399 (88.9)	26 (13.0)	174 (87.0)	29 (11.6)	221 (88.4)	158 (13.2)	1042 (86.8)
12	Attends Complaints Politely	68 (22.6)	233 (77.4)	78 (17.4)	371 (82.6)	32 (16.0)	168 (84.0)	40 (16.0)	210 (84.0)	218 (18.2)	982 (81.8)
13	Responds to Inquiry Quickly	73 (24.3)	228 (75.7)	76 (16.9)	373 (83.1)	28 (14.0)	172 (86.0)	32 (12.8)	218 (87.2)	209 (17.4)	991 (82.6)
14	Resolves Complaint Quickly	88 (29.2)	213 (70.8)	103 (22.9)	346 (77.1)	44 (22.0)	156 (78.0)	56 (22.4)	194 (77.6)	291 (24.3)	909 (75.8)
15	Handles problem effectively	92 (30.6)	209 (69.4)	121 (26.9)	328 (73.1)	41 (20.5)	159 (79.5)	63 (25.2)	187 (74.8)	317 (26.4)	883 (73.6)
16	Behaves well with all Customers' in Hotel	57 (18.9)	244 (81.1)	57 (12.7)	392 (87.3)	23 (11.5)	177 (88.5)	35 (14.0)	215 (86.0)	172 (14.3)	1028 (85.7)
17	Is available when required	50 (16.6)	251 (83.4)	44 (9.8)	405 (90.2)	31 (15.5)	169 (84.5)	51 (20.4)	199 (79.6)	176 (14.7)	1024 (85.3)

- The overall response of all the selected hotel guests' about their experiences on behaviour of staff revealed that85 to 90 percent of them showed dissatisfaction with most of the selected criteria viz; friendly towards the guest, reliable, behaves politely, sincere, tries to understand customers' needs, is well dressed, behaves well with all customers' in hotel, competent in providing service, and is available when required. The study revealed mixed results in almost all the selected cities in most of the selected criteria.
- The highest dissatisfaction was experienced by the hotel guests' of all the selected cities in the selected criteria that is friendliness towards the guest.

Table Number 5: I: 9.51
Selected Hotel Guests' (or) Customers' Satisfaction/Dissatisfaction on Commitment in the Hotel

Sr. No.	Selected Criteria	(Number and Percentages of Respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		S	DS	S	DS	S	DS	S	DS	S	DS
01	Hotel promises to update about New Events in Hotel	195 (64.8)	106 (35.2)	341 (75.9)	108 (24.1)	144 (72.0)	56 (28.0)	169 (67.6)	81 (32.4)	849 (70.8)	351 (29.3)
02	Hotel promises to update about ongoing Schemes	189 (62.8)	112 (37.2)	296 (65.9)	153 (34.1)	129 (64.5)	71 (35.5)	162 (64.8)	88 (35.2)	776 (64.7)	424 (35.3)
03	Hotel promises to update about Upcoming Schemes	192 (63.8)	109 (36.2)	341 (75.9)	108 (24.1)	148 (74.0)	52 (26.0)	174 (69.6)	76 (30.4)	855 (71.3)	345 (28.8)

- The overall response of all the selected hotel guests' about their experiences on commitment in the hotel revealed that more than 35 percent of guests' showed dissatisfaction with the selected criteria viz; hotel promises to update about ongoing schemes. The study revealed similar trend in almost all the selected cities except in the Baroda City where mixed results were found in most of the criteria.
- The highest dissatisfaction was experienced by the hotel guests' in case of the selected cities in case of criteria viz., hotel promises to update guests about ongoing schemes followed by hotel promises to update guests about new events in hotel.

5:I.6: SELECTED HOTEL GUESTS OVERALL EXPECTATIONS ON THE SELECTED CUSTOMER RELATIONSHIP MANAGEMENT PRACTICES

Table Number 5: I: 10.52:
Selected Hotel Guests' (or) Customers' Overall Expectation on Selected Criteria of the Hotel

Sr. No.	Selected Criteria	(Number and Percentages of Respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		UI	IM	UI	IM	UI	IM	UI	IM	UI	IM
01	Ambience of the Hotel	3 (1.0)	298 (99.0)	4 (.9)	445 (99.1)	0 (.0)	200 (100.0)	0 (.0)	250 (100.0)	7 (.6)	1193 (99.4)
02	Room of the Hotel	23 (7.6)	278 (92.4)	24 (5.3)	425 (94.7)	9 (4.5)	191 (95.5)	12 (4.8)	238 (95.2)	68 (5.7)	1132 (94.3)
03	Functioning of products in Hotel	16 (5.3)	285 (94.7)	25 (5.6)	424 (94.4)	13 (6.5)	187 (93.5)	15 (6.0)	235 (94.0)	69 (5.8)	1131 (94.3)
04	Housekeeping Services	20 (6.6)	281 (93.4)	24 (5.3)	425 (94.7)	8 (4.0)	192 (96.0)	16 (6.4)	234 (93.6)	68 (5.7)	1132 (94.3)
05	Facilities in Hotel	38 (12.6)	263 (87.4)	63 (14.0)	386 (86.0)	35 (17.5)	165 (82.5)	36 (14.4)	214 (85.6)	172 (14.3)	1028 (85.7)
06	Food Quality	37 (12.3)	264 (87.7)	34 (7.6)	415 (92.4)	20 (10.0)	180 (90.0)	24 (9.6)	226 (90.4)	115 (9.6)	1085 (90.4)
07	Service Quality	21 (7.0)	280 (93.0)	13 (2.9)	436 (97.1)	3 (1.5)	197 (98.5)	9 (3.6)	241 (96.4)	46 (3.8)	1154 (96.2)

Sr. No.	Selected Criteria	(Number and Percentages of Respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		UI	IM	UI	IM	UI	IM	UI	IM	UI	IM
08	Behavior of Staff	10 (3.3)	291 (96.7)	7 (1.6)	442 (98.4)	4 (2.0)	196 (98.0)	3 (1.2)	247 (98.8)	24 (2.0)	1176 (98.0)
09	Social bonding	57 (18.9)	244 (81.1)	52 (11.6)	397 (88.4)	27 (13.5)	173 (86.5)	19 (7.6)	231 (92.4)	155 (12.9)	1045 (87.1)
10	Personalization	60 (19.9)	241 (80.1)	55 (12.2)	394 (87.8)	26 (13.0)	174 (87.0)	23 (9.2)	227 (90.8)	164 (13.7)	1036 (86.3)
11	Reliability	42 (14.0)	259 (86.0)	47 (10.5)	402 (89.5)	16 (8.0)	184 (92.0)	19 (7.6)	231 (92.4)	124 (10.3)	1076 (89.7)
12	Commitment	37 (12.3)	264 (87.7)	31 (6.9)	418 (93.1)	15 (7.5)	185 (92.5)	14 (5.6)	236 (94.4)	97 (8.1)	1103 (91.9)
13	Trust	19 (6.3)	282 (93.7)	33 (7.3)	416 (92.7)	10 (5.0)	190 (95.0)	13 (5.2)	237 (94.8)	75 (6.3)	1125 (93.8)
14	Pricing in the Hotel	43 (14.3)	258 (85.7)	48 (10.7)	401 (89.3)	21 (10.5)	179 (89.5)	20 (8.0)	230 (92.0)	132 (11.0)	1068 (89.0)
15	Complaint Management	39 (13.0)	262 (87.0)	80 (17.8)	369 (82.2)	28 (14.0)	172 (86.0)	32 (12.8)	218 (87.2)	179 (14.9)	1021 (85.1)

- The perceived importance for maximum number of hotel guests' in each of the selected cities and overall for ambience of the hotel, behaviour of staff, service quality, room of the hotel, functioning of products in hotel, and housekeeping services were high compared to other selected criteria.
- More than 90 percent of hotelguests reported higher expectation for food quality in the selected cities except in case of Baroda City.
- The perceived importance for social bonding, personalization, reliability, commitment and pricing in the hotel was higher for the hotel guests' of Rajkot City compared to other selected cities of the Gujarat State.
- In the Surat City, maximum number of hotelguests' hadexpressed high perceived importance for trust in the hotel compared to other selected cities of the Gujarat State.
- In case of Baroda and Rajkot cites, more than 86 percent of hotelguests' hadexpressed high perceived importance for complaint management in the hotel except in case of Ahmedabad and Surat Cities of the Gujarat State.

5:I.7: SELECTED HOTEL GUESTS OVERALL SATISFACTION/DISSATISFACTION ON THE SELECTED CUSTOMER RELATIONSHIP MANAGEMENT PRACTICES

Table Number 5: I: 10.53:

Selected Hotel Guests' (or) Customers' Overall Satisfaction/Dissatisfaction on Selected Criteria of Hotel

Sr. No.	Selected Criteria	(Number and Percentages of Respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		S	DS	S	DS	S	DS	S	DS	S	DS
01	Ambience of the Hotel	43 (14.3)	258 (85.7)	54 (12.0)	395 (88.0)	36 (18.0)	164 (82.0)	28 (11.2)	222 (88.8)	161 (13.4)	1039 (86.6)
02	Room of the Hotel	31 (10.3)	270 (89.7)	45 (10.0)	404 (90.0)	26 (13.0)	174 (87.0)	26 (10.4)	224 (89.6)	128 (10.7)	1072 (89.3)
03	Functioning of products in Hotel	51 (16.9)	250 (83.1)	84 (18.7)	365 (81.3)	37 (18.5)	163 (81.5)	29 (11.6)	221 (88.4)	201 (16.8)	999 (83.3)
04	Housekeeping Services	46 (15.3)	255 (84.7)	60 (13.4)	389 (86.6)	26 (13.0)	174 (87.0)	38 (15.2)	212 (84.8)	170 (14.2)	1030 (85.8)
05	Facilities in Hotel	63 (20.9)	238 (79.1)	127 (28.3)	322 (71.7)	50 (25.0)	150 (75.0)	58 (23.2)	192 (76.8)	298 (24.8)	902 (75.2)
06	Food Quality	60 (19.9)	241 (80.1)	68 (15.1)	381 (84.9)	40 (20.0)	160 (80.0)	53 (21.2)	197 (78.8)	221 (18.4)	979 (81.6)
07	Service Quality	65 (21.6)	236 (78.4)	101 (22.5)	348 (77.5)	42 (21.0)	158 (79.0)	46 (18.4)	204 (81.6)	254 (21.2)	946 (78.8)
08	Behaviour of Staff	49 (16.3)	252 (83.7)	49 (10.9)	400 (89.1)	38 (19.0)	162 (81.0)	43 (17.2)	207 (82.8)	179 (14.9)	1021 (85.1)
09	Social bonding	178 (59.1)	123 (40.9)	284 (63.3)	165 (36.7)	133 (66.5)	67 (33.5)	147 (58.8)	103 (41.2)	742 (61.8)	458 (38.2)
10	Personalization	173 (57.5)	128 (42.5)	268 (59.7)	181 (40.3)	120 (60.0)	80 (40.0)	147 (58.8)	103 (41.2)	708 (59.0)	492 (41.0)
11	Reliability	99 (32.9)	202 (67.1)	131 (29.2)	318 (70.8)	72 (36.0)	128 (64.0)	73 (29.2)	170 (68.0)	375 (31.3)	818 (68.2)
12	Commitment	109 (36.2)	192 (63.8)	140 (31.2)	309 (68.8)	58 (29.0)	142 (71.0)	76 (30.4)	174 (69.6)	383 (31.9)	817 (68.1)
13	Trust	81 (26.9)	220 (73.1)	114 (25.4)	335 (74.6)	60 (30.0)	140 (70.0)	67 (26.8)	183 (73.2)	322 (26.8)	878 (73.2)
14	Pricing of Room	126 (41.9)	175 (58.1)	168 (37.4)	281 (62.6)	82 (41.0)	118 (59.0)	88 (35.2)	162 (64.8)	464 (38.7)	736 (61.3)
15	Complaint Management	129 (42.9)	172 (57.1)	169 (37.6)	280 (62.4)	76 (38.0)	124 (62.0)	88 (35.2)	162 (64.8)	462 (38.5)	738 (61.5)

- The overall experience of the selected hotel guests' in the hotel revealed that most of them had expressed dissatisfaction with the selected criteria like viz., ambience of the hotel, room of the hotel, functioning of products in hotel, housekeeping services, facilities in hotel, food quality, service quality and behaviour of staff in each of the selected cities in the State of Gujarat.
- In case of AhmedabadCity, highestdissatisfaction was found with regard to the selected criteria like viz., ambience of the hotel, room of the hotel, food quality and behavior of staff, followedby Rajkot City where highest dissatisfactionwas found with ambience of the hotel, functioning of products in hotel and service quality.

- In case of Baroda City highest dissatisfaction was found with regard to facilities in hotel, and in case of Surat City, highest dissatisfaction was found in housekeeping services.
- In case of all the selected cities, more than 50 percent of the hotel guests' had reported satisfaction with some of the selected criteria viz., social bonding and personalization, andmore than 25percent of them had showed satisfaction for the selected criteria viz., pricing in the hotel, complaint management, trust, commitment, and reliabilityrespectively. In case of Surat City, highest satisfaction was found in case of few of the selected criteria viz., social bonding, personalization, reliability trust followed by Baroda City where majority of hotel guests' had reported satisfaction for commitment, pricing of room and complaint management respectively.

5:I.8: SELECTED GUESTS LOYALTY TOWARDS HOTEL

Table Number 5: I: 11.54: Selected Hotel Guests' (or) Customers' Loyalty towardsHotel

Sr. No.	Selected Criteria	(Number and Percentages of respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		DA	AG	DA	AG	DA	AG	DA	AG	DA	AG
01	I shall prefer to make stay in this Hotel during my next visit	44 (14.6)	257 (85.4)	70 (15.6)	379 (84.4)	40 (20.0)	160 (80.0)	44 (17.6)	206 (82.4)	198 (16.5)	1002 (83.5)
02	This Hotel offers me value for money	79 (26.2)	222 (73.8)	115 (25.6)	334 (74.4)	55 (27.5)	145 (72.5)	65 (26.0)	185 (74.0)	314 (26.2)	886 (73.8)
03	I shall certainly recommend this Hotel to others	83 (27.6)	218 (72.4)	126 (28.1)	323 (71.9)	71 (35.5)	129 (64.5)	79 (31.6)	171 (68.4)	359 (29.9)	841 (70.1)
04	I am overall satisfied with the services rendered to me by this Hotel	56 (18.6)	245 (81.4)	79 (17.6)	370 (82.4)	49 (24.5)	151 (75.5)	47 (18.8)	203 (81.2)	231 (19.3)	969 (80.8)
05	My immediate past experience shall decide whether I shall prefer to make stay in this Hotel or not	89 (29.6)	212 (70.4)	130 (29.0)	319 (71.0)	46 (23.0)	154 (77.0)	77 (30.8)	173 (69.2)	342 (28.5)	858 (71.5)
06	The room rates shall decide my stay in this Hotel during my next visit	120 (39.9)	181 (60.1)	141 (31.4)	308 (68.6)	59 (29.5)	141 (70.5)	79 (31.6)	171 (68.4)	399 (33.3)	801 (66.8)

Sr. No.	Selected Criteria	(Number and Percentages of respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		DA	AG	DA	AG	DA	AG	DA	AG	DA	AG
07	The services as offered to me shall decide my stay in this Hotel during my next visit	90 (29.9)	211 (70.1)	107 (23.8)	342 (76.2)	36 (18.0)	164 (82.0)	57 (22.8)	193 (77.2)	290 (24.2)	910 (75.8)
08	My Company makes booking of Hotel so I have no say in it	186 (61.8)	115 (38.2)	233 (51.9)	216 (48.1)	115 (57.5)	85 (42.5)	153 (61.2)	97 (38.8)	687 (57.3)	513 (42.8)
09	I shall positively recommend this Hotel to my Company Officials	87 (28.9)	214 (71.1)	137 (30.5)	312 (69.5)	62 (31.0)	138 (69.0)	88 (35.2)	162 (64.8)	374 (31.2)	826 (68.8)
10	My decision on selection of Hotel largely depends on its location	104 (34.6)	197 (65.4)	154 (34.3)	295 (65.7)	67 (33.5)	133 (66.5)	95 (38.0)	155 (62.0)	420 (35.0)	780 (65.0)
11	The selection of Hotel largely depends on nature of my work	113 (37.5)	188 (62.5)	149 (33.2)	300 (66.8)	67 (33.5)	133 (66.5)	110 (44.0)	140 (56.0)	439 (36.6)	761 (63.4)
12	My selection of Hotel largely depends on Travel Plan	136 (45.2)	165 (54.8)	202 (45.0)	247 (55.0)	85 (42.5)	115 (57.5)	130 (52.0)	120 (48.0)	553 (46.1)	647 (53.9)
13	If this Hotel was booked out when I wanted to stay, I would book another Hotel	120 (39.9)	181 (60.1)	192 (42.8)	257 (57.2)	90 (45.0)	110 (55.0)	112 (44.8)	138 (55.2)	514 (42.8)	686 (57.2)
14	If I could not stay in my preferred room at this Hotel, I would book another Hotel	203 (67.4)	98 (32.6)	257 (57.2)	192 (42.8)	120 (60.0)	80 (40.0)	153 (61.2)	97 (38.8)	733 (61.1)	467 (38.9)
15	I like staying at different	173 (57.5)	128 (42.5)	256 (57.0)	193 (43.0)	114 (57.0)	86 (43.0)	146 (58.4)	104 (41.6)	689 (57.4)	511 (42.6)

	types of Hotels when returning to a destination										
16	I will switch to a competitor Hotel that offers more attractive benefits/ service charges	187 (62.1)	114 (37.9)	228 (50.8)	221 (49.2)	102 (51.0)	98 (49.0)	133 (53.2)	117 (46.8)	650 (54.2)	550 (45.8)
17	I would still book this Hotel even if its price was higher than I paid last time	165 (54.8)	136 (45.2)	225 (50.1)	224 (49.9)	102 (51.0)	98 (49.0)	137 (54.8)	113 (45.2)	629 (52.4)	571 (47.6)
18	Even if this Hotel increases its prices slightly, I will still stay there in the future	120 (39.9)	181 (60.1)	205 (45.7)	244 (54.3)	94 (47.0)	106 (53.0)	122 (48.8)	128 (51.2)	541 (45.1)	659 (54.9)
19	I would switch to another Hotel if a better price was available compared to this hotel	183 (60.8)	118 (39.2)	275 (61.2)	174 (38.8)	118 (59.0)	82 (41.0)	145 (58.0)	105 (42.0)	721 (60.1)	479 (39.9)
20	I will complain to Hotel staff if a problem is encountered during my stay	74 (24.6)	227 (75.4)	75 (16.7)	374 (83.3)	45 (22.5)	155 (77.5)	56 (22.4)	194 (77.6)	250 (20.8)	950 (79.2)
21	I feel comfortable discussing problems I may experience at this Hotel with its staff	92 (30.6)	209 (69.4)	146 (32.5)	303 (67.5)	68 (34.0)	132 (66.0)	90 (36.0)	160 (64.0)	396 (33.0)	804 (67.0)

- More than 70 percent of the hotel guests' had revealed agreement in case of certain selected items used to measure his or her loyalty viz., I shall prefer to make stay in this hotel during my next visit, I am overall satisfied with the services rendered to me by this hotel, I will complain to hotel staff if a problem is encountered during my stay, the services as offered shall decide stay in this Hotel during my next visit, hotel offers me value for money.

- My immediate past experience shall decide whether I shall prefer to make stay in this hotel or not and I shall certainly recommend this Hotel to others respectively.
- Baroda city had topped the list where in more than 70 percent of the hotel guests' had exhibited agreement in case of certain selected items used to measure his or her loyalty viz., I shall prefer to make stay in this Hotel during my next visit and I shall certainly recommend this Hotel to others, whereas in case of the Ahmedabad city, more than 80 percent of selected respondents had agreed to certain selected items viz., I am overall satisfied with the services rendered to me by this Hotel, and I will complain to Hotel staff if a problem is encountered during my stay.
- 74.4 percent of selected respondents in Surat City had agreed on selected item 'Hotel offers me value for money' followed by 77 percent of them on 'My immediate past experience shall decide whether I shall prefer to make stay in this Hotel or not', and 82 percent of them had agreed to the statement 'The services as offered to me shall decide my stay in this Hotel during my next visit.
- The data analysis revealed that overall maximum number of hotel guests in each of the selected cities of the Gujarat State had showed disagreement in case of certain selected items used to measure his or her loyalty viz., If I could not stay in my preferred room at this Hotel, I would book another Hotel, I would switch to another Hotel if a better price was available compared to this hotel, I like staying at different types of Hotels when returning to a destination, My Company makes booking of Hotel so I have no say in it, I will switch to a competitor Hotel that offers more attractive benefits/ service charges, and I would still book this Hotel even if its price was higher than I paid last time respectively.
- In case of Baroda City, more than 50 percent of hotel guests hadshowed disagreement on certain selected statements viz., I will switch to a competitor Hotel that offers more attractive benefits/ service charges, I would still book this Hotel even if its price was higher than I paid last time, My Company makes booking of Hotel so I have no say in it, and If I could not stay in my preferred room at this Hotel, I would book another Hotel whereas in case of Ahmedabad City, 61 percent had showed disagreement in case of certain selected items used to measure his or her loyalty viz., I would switch to another Hotel if a better price was available compared to this hotel followed by more than 54 percent them who had disagreed with the statements that 'I like staying at different types of Hotels when returning to a destination, and I would still book this Hotel even if its price was higher than I paid last time'.

CHAPTER NUMBER FIVE
DATA ANALYSIS AND INTERPRETATION

PART- II
HOTELIERS' STUDY

5: II.0: INTRODUCTION:

The entire data analysis and interpretation is divided into two parts. This part called herewith as the 'Second Part' or the Part-II has dealt with the 'Hoteliers' Study' for which also primary data were separately collected by the researcher, and thereafter, collected primary data have been separately tabulated, analyzed and interpreted, and its results have been presented in tabular and graphical form in this part of the chapter number five. The researcher after the collection of primary data had attempted to analyze, interpret, and report its results by using SPSS 15.0 for windows. The senior personnel preferably hotel manager or other hotel staff employed in the hotel who were conveniently drawn by the researcher from amongst those personnel who was available at the time of collection of primary data in the selected hotels that are located in the selected cities that is Baroda, Ahmedabad, Surat, Rajkot of the Gujarat State.

Note:
The respondents herewith referred as the 'Hotel Staff Members' in the Part-II.

5: II. 1: PROFILE OF SELECTED RESPONDENTS [HOTEL STAFF MEMEBRS]:

The researcher has provided profile of those respondents that are also referred herewith in this chapter as either '**Hoteliers or Hotel Staff Members'** who were responsible for delivery of diverse hotel services to selected hotel guests or customers in the selected cities that is Baroda, Ahmedabad, Surat, Rajkot of the Gujarat State. The researcher has attempted to offer their demographic profile considering selected background variables viz., age, gender, educational qualifications, marital status, and his or her designation in the hotel. The researcher had undertaken hoteliers' survey in the four selected cities viz., Baroda, Ahmedabad, Surat and Rajkot in the State of Gujarat. The researcher has personally visited and collected primary data from amongst total number of 51 hotels that are located in the four selected cities viz., Baroda, Ahmedabad, Surat and Rajkot to finally include total number of 204responses that were obtained using structured questionnaire supported with personal interviewing.

The profile of the selected respondents/ hoteliers is offered as follows in Table Number 5: II: 1.1 to Table Number 5: II: 1:5.

Table Number 5: II: 1.1: Profile of Selected Respondents (Hotel Staff Members) (Age Groups)

Sr. No	Cities / Age(in years)	City wise Classification of Respondents				Number & Percentages of Selected Respondents
		Baroda	Ahmedabad	Surat	Rajkot	
01	**Below 25 years**	7 (15.2)	28 (27.7)	11(44.0)	15(46.9)	**61(29.9)**
02	**26 to 35 years**	26 (56.5)	45(44.6)	9(36.0)	11(34.4)	**91(44.6)**
03	**36 to 45 years**	12 (26.1)	27(26.7)	4(16.0)	5(15.6)	**48(23.5)**
04	**Above 46 years**	1 (2.2)	1(1.0)	1(4.0)	1(3.1)	**4(2.0)**
Total		**46(100.0)**	**101(100.0)**	**25(100.0)**	**32(100.0)**	**204(100.0)**

- The data analysis of age group of selected respondents thatis, hotel staff members or hoteliers revealed that in case of Baroda and Ahmedabad cities, maximum number of them were belonging to the age group of 26 to35 years, it implies that on an average 50 percent whereas the opposite trend was found in case of Surat and Rajkot cities where in maximum number of them were belonging to the age group of below 25 years.
- Least number of respondents were found in each of the selected city and overall too in the age group of above 46 years.
- It implies that hoteliers should focus more on recruiting hotel staff below 46 years of age so as to provide apt and speedy service to its hotel guests.

Graph Number: 5: II: 1.1: City wise Classification of Selected Respondents or Hotel Staff Members (Age Group)

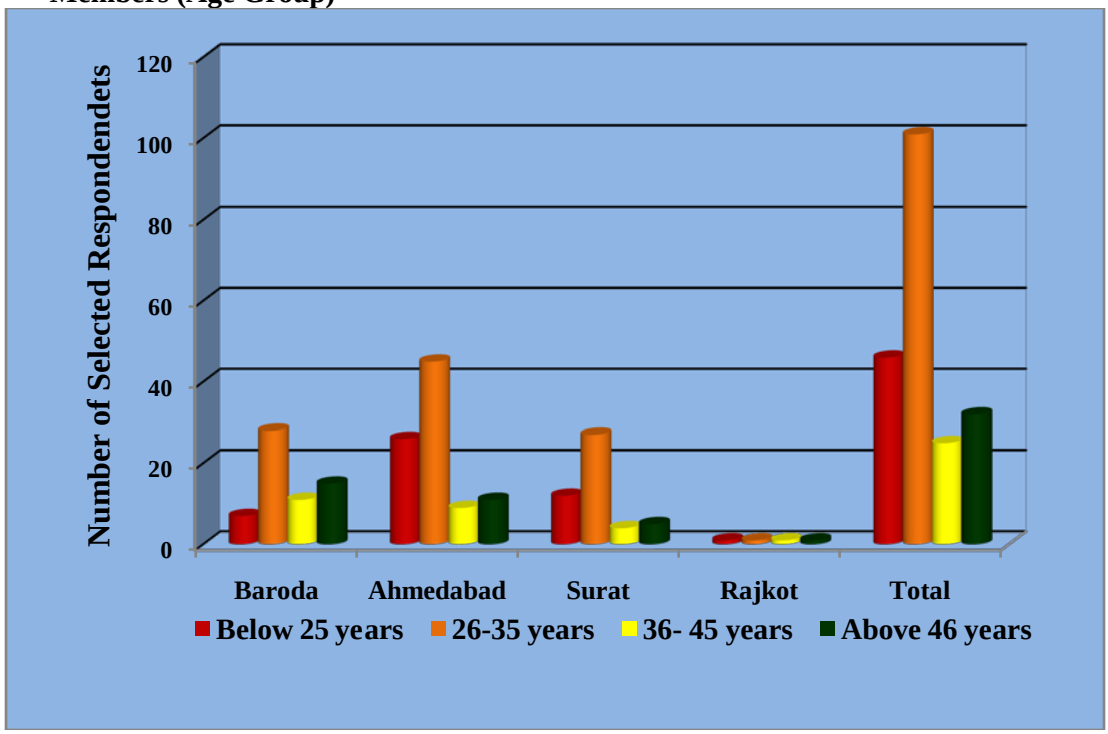
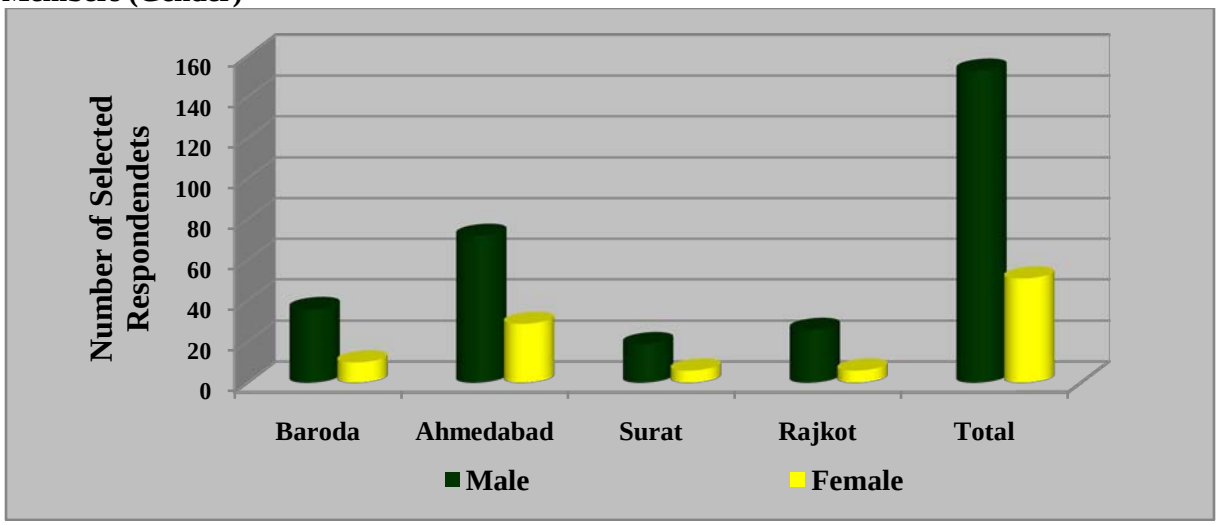


Table Number 5: II: 1.2: Profile of Selected Respondents (Hotel Staff Members) (Gender)

Sr. No	Cities / Gender	City wise Classification of Respondents				Number & Percentages of Selected Respondents
		Baroda	Ahmedabad	Surat	Rajkot	
01	**Male**	36(78.3)	72(71.3)	19(76.0)	26(81.3)	**153(75.0)**
02	**Female**	10(21.7)	29(28.7)	6(24.0)	6(18.8)	**51(25.0)**
Total		**46(100.0)**	**101(100.0)**	**25(100.0)**	**32(100.0)**	**204(100.0)**

Graph Number: 5: II: 1.2: City wise Classification of Selected Respondents or Hotel Staff Members (Gender)

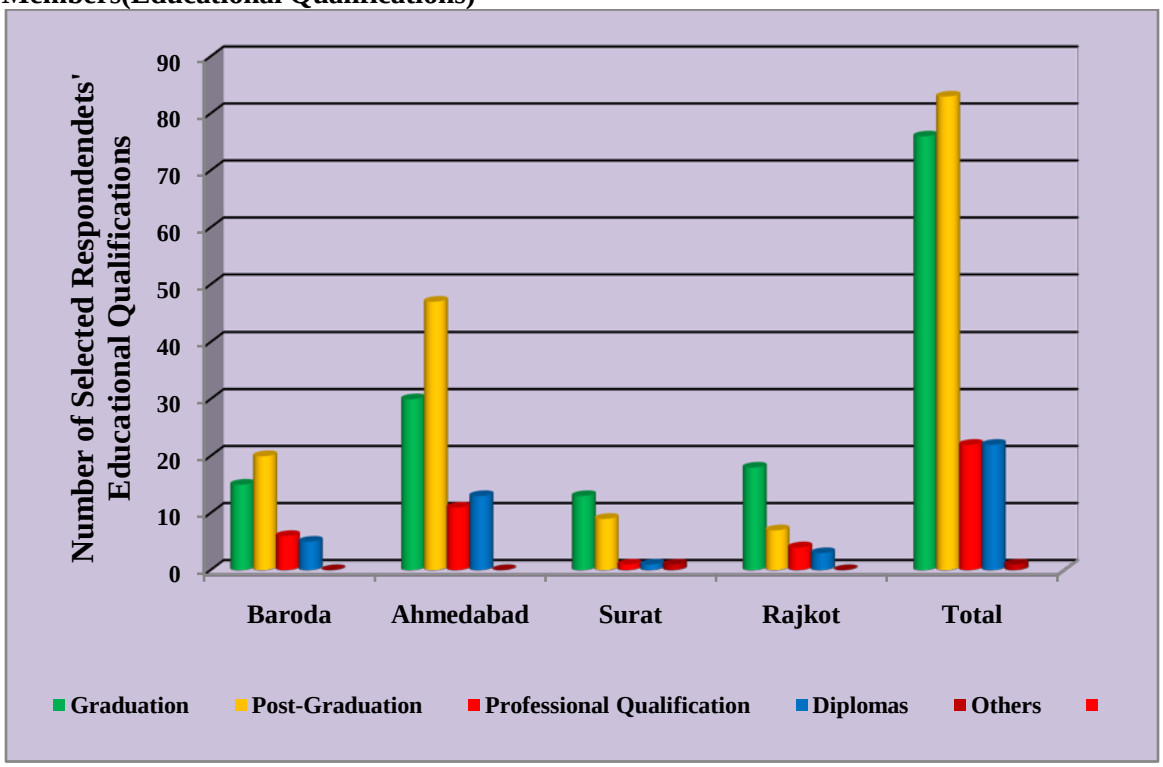


- Overall and city wise data analysis revealed that, around 75 percent of the respondents (hotel staff members) were males, and25 percent were females.
- More than 80 percent of hotel staff members in the Rajkot City were maleswhereasfemale staff members had topped the listin the Ahmedabad City.
- It implies that thereexists a scope for female to develop her career in hotel industry in the State of Gujarat.

Table Number 5: II: 1.3
Profile of Selected Respondents (Hotel Staff Members)(Educational Qualifications)

Sr. No	Cities / Educational Qualifications	City wise Classification of Respondents				Number & Percentages of Selected Respondents
		Baroda	Ahmedabad	Surat	Rajkot	
01	**Graduation**	15(32.6)	30(29.7)	13(52.0)	18(56.3)	76(37.3)
02	**Post-Graduation**	20(43.5)	47(46.5)	9(36.0)	7(21.9)	83(40.7)
03	**Professional Qualification**	6(13.0)	11(10.9)	1(4.0)	4(12.5)	22(10.8)
04	**Diplomas**	5(10.9)	13(12.9)	1(4.0)	3(9.4)	22(10.8)
05	**Others**	0(.0)	0(.0)	1(4.0)	0(.0)	1(.5)
Total		**46(100.0)**	**101(100.0)**	**25(100.0**	**32(100.)**	**204(100.0)**

Graph Number: 5: II: 1.3:City wise Classification of Selected Respondents or Hotel Staff Members(Educational Qualifications)

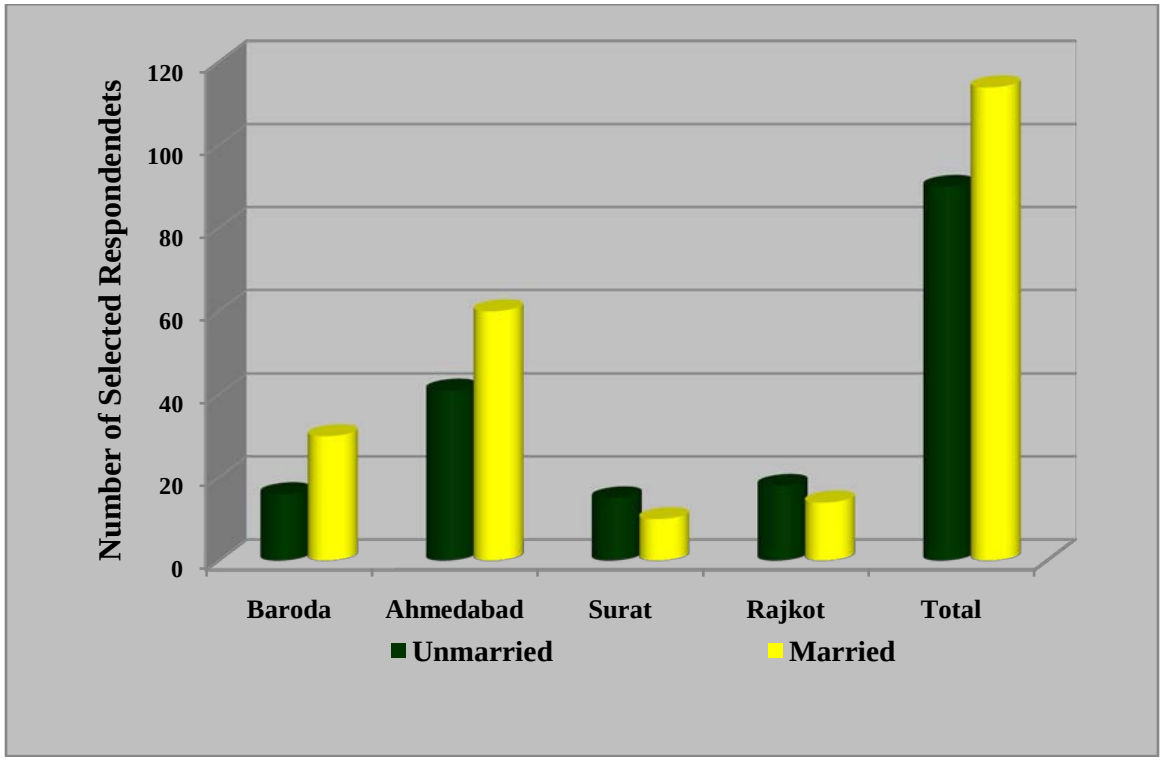


- The data analysis of educational qualifications revealed that maximum number of the hotel staff members were Post-Graduates (45percent) in Baroda and Ahmedabad Cities whereas in Surat and Rajkot Cities, maximum number of them (54.15 percent) were found as Graduates.
- Least number of respondents (hotel staff members) in selected Cities as well as overalltoo were found professionally qualified followed by Diplomas (10.8 percent).
- The overall data analysis revealed that maximum numbers of respondents (hotel staff members) were found as Post-Graduates followedby Graduates (78 percent).

Table Number 5: II: 1.4: Profile of Selected Respondents (Hotel Staff Members) (Marital Status)

Sr. No	Cities / Marital Status	City wise Classification of Respondents				Number & Percentages of Selected Respondents
		Baroda	Ahmedabad	Surat	Rajkot	
01	**Unmarried**	16(34.8)	41(40.6)	15(60.0)	18(56.25)	**90(44.12)**
02	**Married**	30(65.2)	60(59.4)	10(40.0)	14(43.75)	**114(55.88)**
Total		**46(100.0)**	**101(100.0)**	**25(100.0)**	**32(100)**	**204(100)**

Graph Number: 5: II: 1.4:City wise Classification of Selected Respondents or Hotel Staff Members(Marital Status)

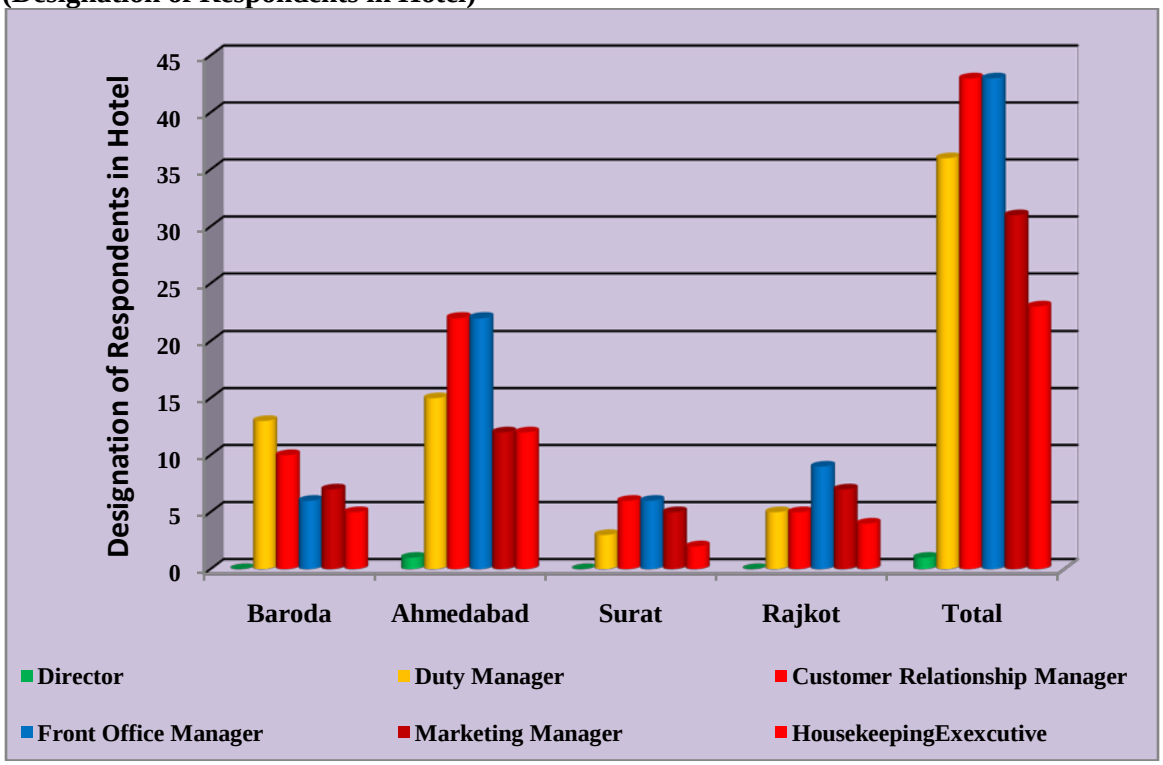


- Overall, 44.12 percent of the hotel staff members were found as unmarried, and Surat topped the list in this category where as in case of married respondents. Baroda City had topped the list. The study had revealed similar trend in all the selected cities of the Gujarat State.

Table Number 5: II: 1.5
Profile of Selected Respondents (Hotel Staff Members) (Designation of Respondents in Hotel)

Sr. No	Cities / Current Position	City wise Classification of Respondents				Number & Percentages of Selected Respondents
		Baroda	Ahmedabad	Surat	Rajkot	
01	**Director**	0(.0)	1(1.0)	0(.0)	0(.0)	**1(.5)**
02	**Duty Manager**	13(28.3)	15(14.9)	3(12.0)	5(15.6)	**36(17.6)**
03	**Customer Relationship Manager**	10(21.7)	22(21.8)	6(24.0)	5(15.6)	**43(21.1)**
04	**Front Office Manager**	6(13.0)	22(21.8)	6(24.0)	9(28.1)	**43(21.1)**
05	**Marketing Manager**	7(15.2)	12(11.9)	5(20.0)	7(21.9)	**31(15.2)**
06	**HousekeepingExecutive**	5(10.9)	12(11.9)	2(8.0)	4(12.5)	**23(11.3)**
07	**Any Other, (Please Specify)**	5(10.9)	17(16.8)	3(12.0)	2(6.3)	**27(13.2)**
Total		**46(100.0)**	**101(100.0)**	**25(100.0)**	**32(100.0)**	**204(100.0)**

Graph Number: 5: II: 1.5 City wise Classification of Selected Respondents or Hotel Staff Members (Designation of Respondents in Hotel)



- In case of Baroda City, maximum numbers of selected hotel staff members were founddesignated as either Duty Manager or Customer Relationship Manager whereas in case of Ahmedabad and Surat Cities, maximum numbers of them were founddesignated as Customer Relationship Manager and Front Office Manager. In case of the Rajkot City, maximum respondents (hotel staff members) were placed eitherasFront Office Manager or Marketing Manager.
- Overall dataanalysis revealed that maximum number of respondents (hotel staff members) (42.2 percent) was found designated as "Customer Relationship Manager", andFront Office Manager followed by (32.8 percent) Duty Manager and Marketing Manager respectively.

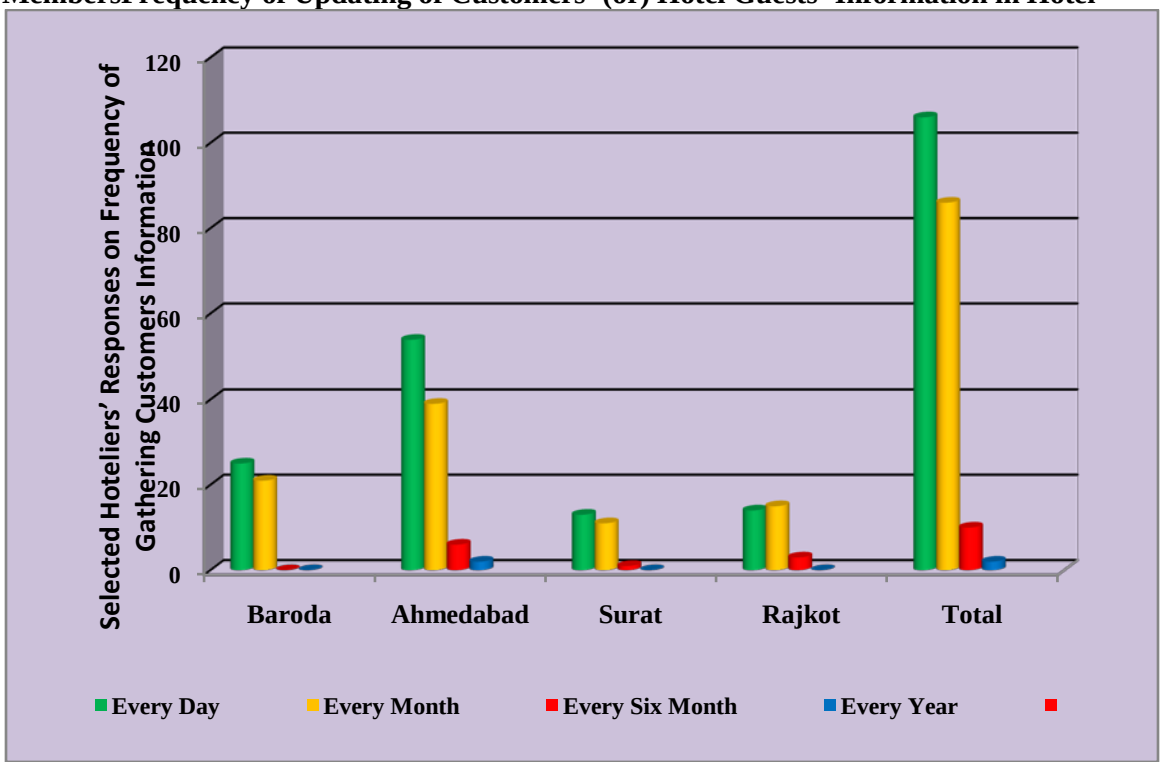
5:II.2: SELECTED HOTELIERS RESPONSES ON FREQUENCY OF UPDATING HOTEL GUESTS INFORMATION IN HOTEL

Table Number 5: II: 2.6

Selected Respondents' (Hotel Staff Members') Responses on Frequency of Updating of Customers' (or) Hotel Guests' Information in Hotel

Sr. No	Cities / Frequency of Gathering Customer Information	City wise Classification of Respondents				Number & Percentages of Selected Respondents
		Baroda	Ahmedabad	Surat	Rajkot	
01	**Every Day**	25(54.3)	54(53.5)	13(52.0)	14(43.8)	**106(52.0)**
02	**Every Month**	21(45.7)	39(38.6)	11(44.0)	15(46.9)	**86(42.2)**
03	**Every Six Month**	0(.0)	6(5.9)	1(4.0)	3(9.4)	**10(4.9)**
04	**Every Year**	0(.0)	2(2.0)	0(.0)	0(.0)	**2(1.0)**
Total		**46(100.0)**	**101(100.0)**	**25(100.0)**	**32(100.0)**	**204(100.0)**

Graph Number5: II: 2.6: City wise Classification of Selected Respondents or Hotel Staff MembersFrequency of Updating of Customers' (or) Hotel Guests' Information in Hotel



- The frequency of updating hotel guests' or customers' information for adopting systems to measure and analyze their needs habits and preferences is also of critical importance to hoteliers for providing quality and customized services for ensuring that hoteliers can meet the ever-changing needs of their hotel guest effectively and efficiently.

- In case of Baroda, Ahmedabad and Surat Cities, hotel staff members updated hotel guests' information each day where as in case of Rajkot City; it was updated on a monthly basis.
- The overall data analysis revealed that the 52 percent of the hotel staff updated hotel guests' information everyday whereas 42.2 percent of them had updated on a monthly basis.

5:II.3: SELECTED HOTELIERS RESPONSES ON COLLECTION OF HOTEL GUESTS INFORMATION IN HOTEL

Table Number 5: II: 3.7

Selected Respondents' (Hotel Staff Members') Responses on Collection of Customers' (or) Hotel Guests' Information in Hotel

Sr. No.	Selected Criteria	(Number and Percentages of Respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		DA	AG	DA	AG	DA	AG	DA	AG	DA	AG
01	Source of awareness about the Hotel to Customer	0 (.0)	46 (100.0)	9 (8.9)	92 (91.1)	1 (4.0)	24 (96.0)	2 (6.3)	30 (93.8)	12 (5.9)	192(94.1)
02	Purpose of Customers' visit to the Hotel	5 (10.9)	41(89.1)	10 (9.9)	91 (90.1)	1 (4.0)	24 (96.0)	2 (6.3)	30 (93.8)	18(8.8)	186(91.2)
03	Frequency of their Stay	2 (4.3)	44 (95.7)	7 (6.9)	94 (93.1)	3 (12.0)	22 (88.0)	3 (9.4)	29 (90.6)	15(7.4)	189 (92.6)
04	Room Rates charged each time	5 (10.9)	41 (89.1)	10 (9.9)	91 (90.1)	7 (24.0)	19 (76.0)	4 (12.5)	28 (87.5)	26 (12.3)	179 (87.7)
05	Preference of Room by Customer	6 (13.0)	40 (87.0)	21 (20.8)	80 (79.2)	4 (16.0)	21 (84.0)	3 (9.4)	29 (90.6)	37 (16.7)	170 (83.3)
06	Newspaper that Customer read	8 (17.4)	38 (82.6)	34 (33.7)	67 (66.3)	6 (24.0)	19 (76.0)	2 (6.3)	30 (93.8)	50 (24.5)	154 (75.5)
07	Food preferred by Customer	2 (4.3)	44 (95.7)	18 (17.8)	83 (82.2)	7 (28.0)	18 (72.0)	4 (12.5)	28 (87.5)	31 (15.2)	173 (84.8)
08	Regular visitors to Hotel website	17 (37.0)	29 (63.0)	48 (47.5)	53 (52.5)	8 (36.0)	16 (64.0)	11 (34.4)	21 (65.6)	84 (41.7)	119 (58.3)
09	Spending pattern of Customer in Restaurants	14 (30.4)	32 (69.6)	38 (37.6)	63 (62.4)	7 (28.0)	18 (72.0)	3 (9.4)	29 (90.6)	62 (30.4)	142 (69.6)
10	Shopping within the premise of Hotel	39 (84.8)	7 (15.2)	63 (62.4)	38 (37.6)	20 (80.0)	5 (20.0)	23 (71.9)	9 (28.1)	145 (71.1)	59 (28.9)
11	Additional services purchased by customer	19 (41.3)	27 (58.7)	41 (40.6)	60 (59.4)	10 (40.0)	15 (60.0)	12 (37.5)	20 (62.5)	82 (40.2)	122 (59.8)
12	Usage of the loyalty programme	11 (23.9)	35 (76.1)	32 (31.7)	69 (68.3)	9 (36.0)	16 (64.0)	5 (15.6)	27 (84.4)	57 (27.9)	147 (72.1)
13	Preferred Method of payment	5 (10.9)	41 (89.1)	19 (18.8)	82 (81.2)	4 (16.0)	21 (84.0)	1 (3.1)	31 (96.9)	29 (14.2)	175 (85.8)
14	Feedback by the Customer	2 (4.3)	44 (95.7)	7 (6.9)	94 (93.1)	1 (4.0)	24 (96.0)	0 (.0)	32 (100.0)	10 (4.9)	194 (95.1)

- In case of selected hotel staff members'responses on selected criteria on gathering information about hotel guests' that is customers, it was found that more than 85 percent of them had showed their agreement on selected criteria viz., concerning like source of awareness about the hotel to customer, purpose of customers' visit to the hotel, frequency of their stay, and feedback given by them in the selected cities of the Gujarat State.
- From the above mentioned criteria in case of three selected criteria viz; regular visitors to hotel website, shopping within the premise of hotel, additional services purchased by customer revealed disagreement amongst selected respondents (hotel staff members)inselected hotels in selected cities of the Gujarat State.
- In case of the Baroda City, 95.7 percent of them had showed their agreement on criteria concerning kind of food preferred by customer towards collecting information about the hotel guests.
- In case of the Rajkot City, more than 83 percent of them had showed their agreement on selected criteria viz., spending pattern of customer in restaurants, usage of the loyalty programme, and preferred method of payment towards collecting information about the hotel guests.
- Overall, 95.1 percent of them had showed their agreement on the selected criteria viz; feedback given by the customer for collecting information about the hotel guest.

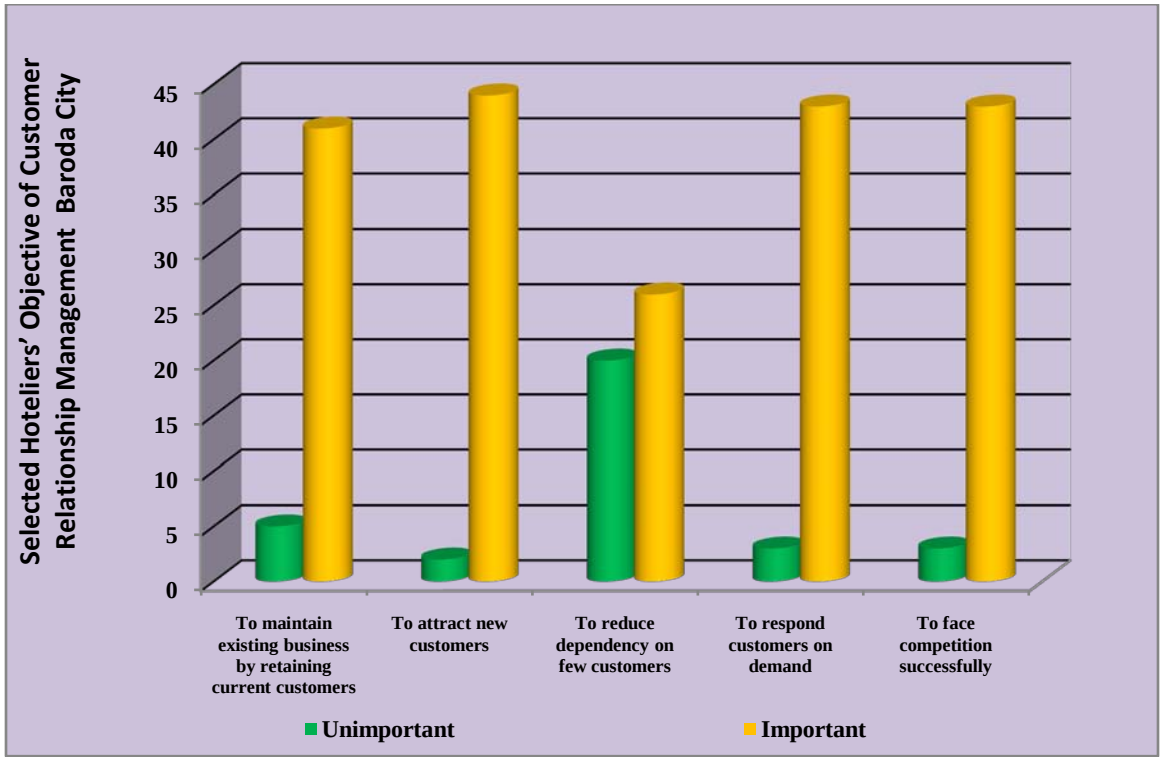
5:II.4: SELECTED HOTELIERS RESPONSES ON OBJECTIVES OF MAINTAINING RELATIONSHIPS WITH HOTEL GUESTS

Table Number 5: II: 4.8

Selected Respondents' (Hotel Staff Members') Responses on Objectives of Maintaining Relationships with Guests'

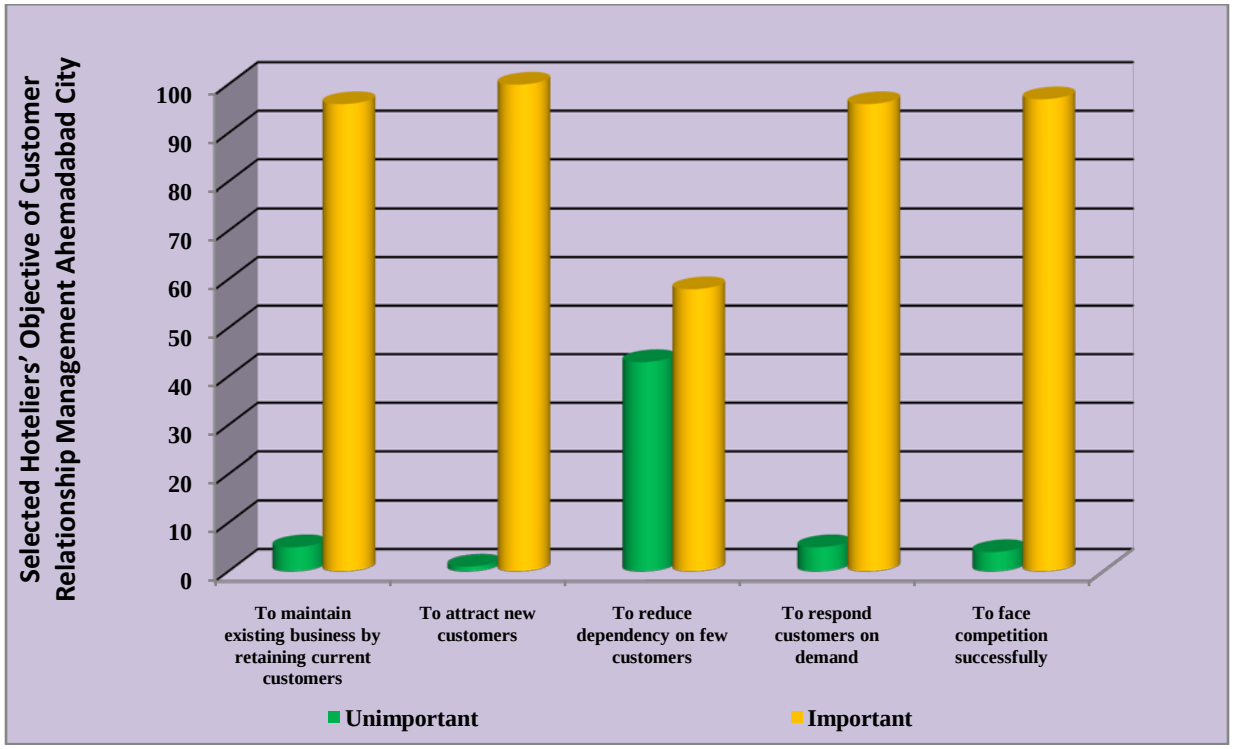
Sr. No.	Selected Criteria	(Number and Percentages of Respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		UI	IM	UI	IM	UI	IM	UI	IM	UI	IM
01	To maintain existing business by retaining current customers.	5 (10.9)	41 (89.1)	5 (5.0)	96 (95.0)	2 (8.0)	23 (92.0)	3 (9.4)	29 (90.6)	15 (7.4)	189 (92.6)
02	To attract new customers	2 (4.3)	44 (95.7)	1 (1.0)	100 (99.0)	3 (12.0)	22 (88.0)	1 (3.1)	31 (96.9)	7 (3.4)	197 (96.6)
03	To reduce dependency on few customers	20 (43.5)	26 (56.5)	43 (42.6)	58 (57.4)	12 (48.0)	13 (52.0)	11 (34.4)	21 (65.6)	86 (42.2)	118 (57.8)
04	To respond customers on demand	3 (6.5)	43 (93.5)	5 (5.0)	96 (95.0)	1 (4.0)	24 (96.0)	0 (.0)	32 (100.0)	9 (4.4)	195 (95.6)
05	To face competition successfully.	3 (6.5)	43 (93.5)	4 (4.0)	97 (96.0)	7 (28.0)	18 (72.0)	3 (9.4)	29 (90.6)	17 (8.3)	187 (91.7)

Graph Number: 5: II: 4.7: Hotel Staff Members' Responses on Objectives of Maintaining Relationships with Guests' in the Baroda City



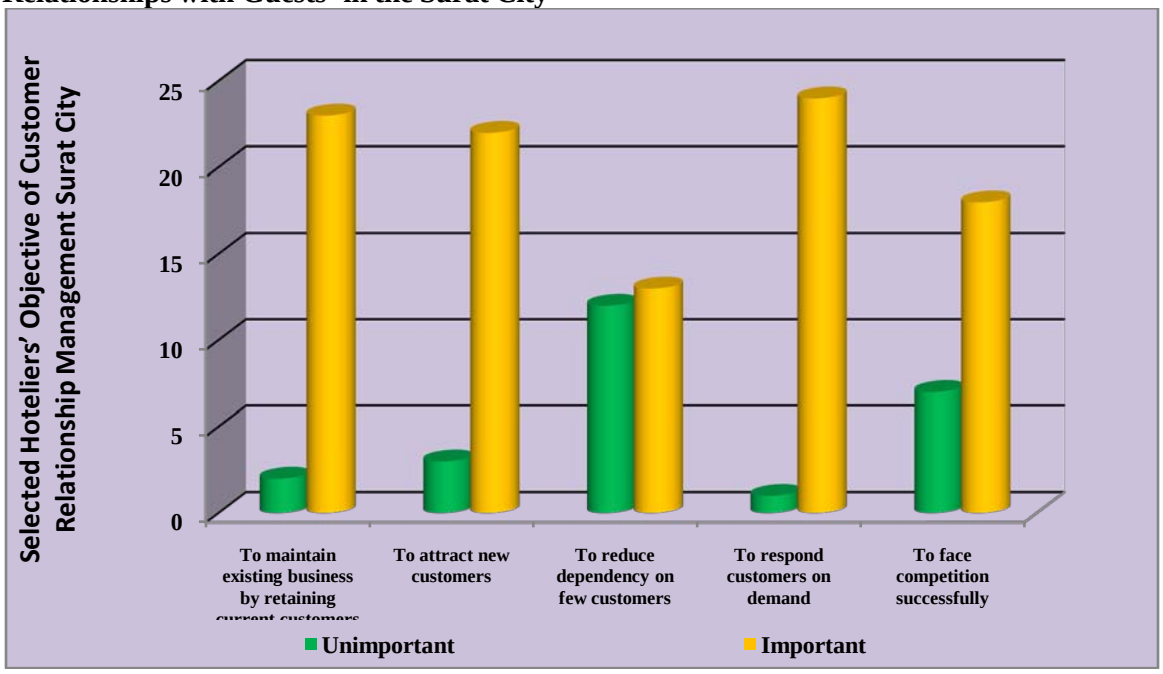
- More than 95 percent of the hotel staff members in the Baroda and Ahmedabad cities had stated favourably on attracting new customers as an important objective of Customer Relationship Management [CRM].
- In case of the Baroda City, it was found that 93.5 percent of them had considered to respond to customers on demand, and to face competition successfully as an important objective of CRMfollowed by maintaining existing business by retaining current customers also an important objective of maintaining relationship with them (89.1percent).

Graph Number: 5: II: 4.8: Hotel Staff Members' Responses on Objectives of Maintaining Relationships with Guests' in the Ahmedabad City



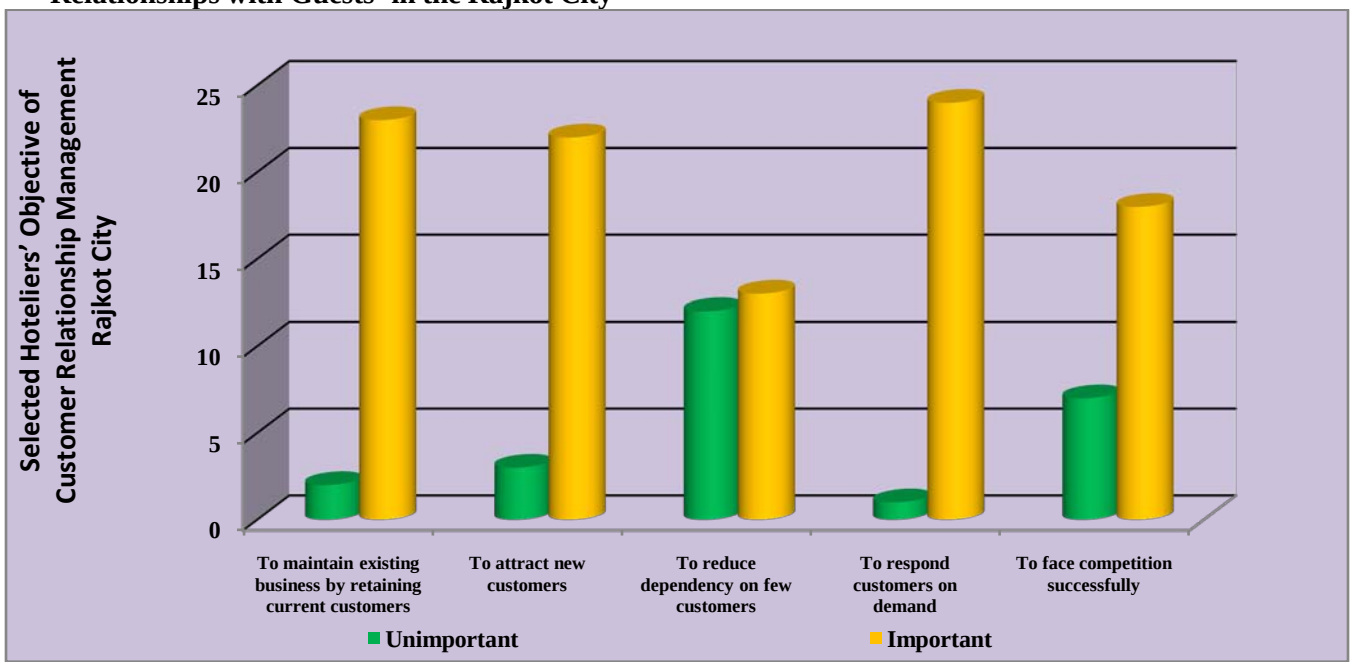
- The data analysis yielded similar results in Ahmedabad City wherein responding to customers on demand for facing competition successfully and maintaining existing business by retaining them had topped the list of objectives of Customer Relationship Management.
- 42.6 percent of them had stated to reduce dependency on few customers as less important objective for maintaining relationships with customers.

Graph Number:5: II: 4.9: Hotel Staff Members' Responses on Objectives of Maintaining Relationships with Guests' in the Surat City



- In the Surat City, 96 percent of selected hotel staff members had agreed to selected criteria concerning responding to customers on demand as the most important objective of Customer Relationship Management followed by maintenance of existing business by retaining current customers.

Graph Number: 5: II: 4.10: Hotel Staff Members' Responses on Objectives of Maintaining Relationships with Guests' in the Rajkot City



- In the Rajkot City, 100 percent of selected hotel staff members had agreed to respond tocustomers on demand as the key objective of Customer Relationship Management followed with an objective of attracting new ones.
- Overall, it was found that out of selected five criteria, three criteria, thatis,' to attracting new customers, to respond customers on demand, and to maintain existing business by retaining current customers were found as the most important objectives of Customer Relationship Management, whereas the least important objective was found as reducing dependency on few customers.

5:II.5: SELECTED HOTELIERS RESPONSES ON AVAILABILITY OF SELECTED FACILITIES IN THE HOTEL

Table Number 5: II: 5.9

Selected Respondents' (Hotel Staff Members') Responses on Availability of Facilities in the Hotel

Sr. No	Cities / Selected Facilities In Hotel	City wise Classification of Respondents				
		Baroda	Ahmedabad	Surat	Rajkot	Number & Percentages of Selected Respondents
01	Internet in Room	46(100)	99(98.0)	23(92.0)	32(100)	200(98.0)
02	Laptop/Computer for customers' use	23(50.0)	65(64.4)	17(68.0)	22(68.8)	127(62.3)
03	Direct line of Phone in Room	41(89.1)	97(96.0)	24(96.0)	32(100.0)	194(95.1)
04	Answering phone in Room	34(73.9)	80(79.2)	20 (80.0)	17(53.1)	151(74.0)
05	Safe deposit locker in Room	35(76.1)	97(96.0)	20(80.0)	25(78.1)	177(86.8)
06	Non-Smoking Rooms	40(87.0)	101(100.0)	25(100.0)	32(100.0)	198(97.1)
07	Smoking Rooms	29(63.0)	86(85.1)	20(80.0)	30(93.8)	165(80.9)
08	Wi-Fi enabled Rooms	46(100.0)	99(98.0)	20(80.0)	30(93.8)	195(95.6)
09	Fax in Hotel	40(87.0)	100(99.0)	25(100.0)	28(87.5)	193(94.6)
10	Xerox in Hotel	40(87.0)	100(99.0)	22(88.0)	25(78.1)	187(91.7)
11	Scanner in Hotel	40(87.0)	99(99.0)	24(100.0)	30(93.8)	193(95.5)
12	Gym in the Hotel	44(95.7)	78(77.2)	20(80.0)	19(59.4)	161(78.9)
13	Swimming pool in the Hotel	24(52.2)	26(25.7)	15(60.0)	4(12.5)	69(33.8)
14	Sports Facility in the Hotel	6(13.0)	17(16.8)	14(56.0)	3(9.4)	40(19.6)
15	Spa Facility in the Hotel	7(15.2)	24(23.8)	10(40.0)	1(3.1)	42(20.6)
16	Discotheque in the Hotel	1(2.2)	6(5.9)	6(24.0)	2(6.3)	15(7.4)
17	Yoga room in the Hotel	5 (10.9)	10 (9.9)	11 (44.0)	3 (9.4)	29 (14.2)
18	Beauty Parlor in the Hotel	1 (2.2)	6(5.9)	1 (4.0)	3 (9.4)	11 (5.4)
19	Sauna & Jacuzzi in the Hotel	7(15.2)	23 (22.8)	7(28.0)	3(9.4)	40(19.6)
20	Shopping Center in the Hotel	3(6.5)	11(10.9)	5(20.0)	4(12.5)	23(11.3)
21	Wake-up Calls	46(100.0)	101(100.0)	25(100.0)	32(100.0)	204(100.0)
22	Restaurant Reservations in the Hotel	45(97.8)	93(92.1)	24(96.0)	30(93.8)	192(94.1)
23	Babysitters Facility in the Hotel	13(28.3)	40(39.6)	5(20.0)	12(37.5)	70(34.3)

Sr. No	Cities / Selected Facilities In Hotel	City wise Classification of Respondents				
		Baroda	Ahmedabad	Surat	Rajkot	Number & Percentages of Selected Respondents
24	Money Changing Facility	42(91.3)	92(91.1)	17(68.0)	28(87.5)	179(87.7)
25	Banquet Facility in the Hotel	44(95.7)	100(99.0)	25(100.0)	31(96.9)	200(98.0)
26	Laundry Facility in the Hotel	46(100.0)	97(96.0)	23(92.0)	32(100.0)	198(97.1)
27	Buying movie Ticket from Multiplex	19(41.3)	48(47.5)	16(64.0)	12(37.5)	95(46.6)
28	Taking to the Local Market	13(28.3)	57(56.4)	14(56.0)	20(62.5)	104(51.0)
29	Doctor on Call	46(100.0)	101(100.0)	23(92.0)	32(100.0)	202(99.0)
30	Car on Rent	45(97.8)	100(99.0)	25(100.0)	32(100.0)	202(99.0)
31	Kids Activity Centre	2(4.3)	5(5.0)	10(40.0)	3(9.4)	20(9.8)
32	Authorized Liquor Shop for Permit holders	14(30.4)	36(35.6)	9(36.0)	1(3.1)	60(29.4)

- In case of Baroda City, all the hotel staff members affirmed availability of selected facilities in hotel viz;laundry facility, doctor on call, wake-up calls, Wi-Fi enabled rooms and internet in room, followed by 97.8 percent of themclaimed favorably for the availability of restaurant reservations in the hotel and car on rent, whereas 95.7 percent had agreed to availability of banquet facility and gym respectively.
- In case of Ahmedabad City, 100 percent of hotel staff members had confirmed availability of selected facilities in hotel viz; wake-up calls, doctor on call, and non-smoking rooms, followed by 99 percent of them expressed favorably for the availability of car on rent, fax in hotel, Xerox in hotel and Scanner in Hotel, whereas 98 percent of them wanted to offer Wi-Fi enabled rooms and Internet in room ofthe hotel to customers.
- In case of Surat City, 100 percent of hotel staff members hadaffirmed availability of selected facilities in hotel such as viz;non-smoking rooms, fax in hotel, scanner in hotel, wake-up calls, banquet facility and car on rent .96 percent had favorably claimed for availability of thedirect line of phone in room and restaurant reservations in the hotel, whereas 92 percent of them expected availability of doctor on call and Internet in room of the hotel respectively.
- In case of Rajkot City, 100 percent of selected hotel staff members had positively responded for availability of selected facilities in hotel viz; Internet in room, direct line of phone in room, non-smoking rooms, wake-up calls, laundry facility, doctor on call and car on rent, whereas 96.9 percent of them had claimed favourably for the availability of banquet facility in the hotel, and 93.8 percent of them had expressed availability ofsmoking rooms and restaurant reservations in the hotel respectively.

- Overall, less than 35 percent of selected respondents (hotel staff member) had confirmed availability of selected facilities in hotels. To illustrate, 33.8 percent had positively acknowledged for swimming pool in the hotel, 19.6for sports facility, and 20.6 percent of them were found as were favourable for spa facility in the hotel, 7.4 percent had expected discotheque in the hotel, and 14.2 percent had favourably shared for yoga room in the hotel. 5.4 percent of them had wished for beauty parlor in the hotel, and 19.6 percent had expected Sauna & Jacuzzi in the hotel. 11.3 percent of them had affirmed for shopping center in the hotel, 34.3 percent for babysitters'facility whereas, 9.8 percent of them had suggested for kids' activity centre, and 29.4 percent favourably expressed for having authorized liquor shop for permit holders in the hotel.

5:II.6: SELECTED HOTELIERS RESPONSES ON AREAS OF IMPROVEMENT IN HOTELS

Table Number 5: II: 6.10

Selected Respondents' (Hotel Staff Members') Responses on Areas of Improvement in Hotels

Sr. No.	Selected Criteria	(Number and Percentages of Respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		UI	IM	UI	IM	UI	IM	UI	IM	UI	IM
01	Understanding the need of dissatisfied Customer	4 (8.7)	42 (91.3)	3 (3.0)	98 (97.0)	1 (4.0)	24 (96.0)	2 (6.3)	30 (93.8)	10 (4.9)	194 (95.1)
02	Personalizing Promotional offers	9 (19.6)	37 (80.4)	9 (8.9)	92 (91.1)	5 (20.0)	20 (80.0)	1 (15.6)	27 (84.4)	28 (13.7)	176 (86.3)
03	Personalizing Communicatio n strategy	10(21. 7)	36 (78.3)	7 (6.9)	94 (93.1)	3 (12.0)	22 (88.0)	4 (12.5)	28 (87.5)	24 (11.8)	180 (88.2)
04	Personalizing Staff Guest Encounters	12 (26.1)	34 (73.9)	21 (20.8)	80 (79.2)	2 (8.0)	23 (92.0)	4 (12.5)	28 (87.5)	39 (19.1)	165 (80.9)
05	Understanding the Room Preferences	4 (8.7)	42 (91.3)	7 (6.9)	94 (93.1)	4 (16.0)	21 (84.0)	4 (12.5)	28 (87.5)	19 (9.3)	185 (90.7)
06	Identifying and focusing on key customers.	6 (13.0)	40 (87.0)	8 (7.9)	93 (92.1)	4 (16.0)	21 (84.0)	0 (.0)	32 (100.0)	18 (8.8)	186 (91.2)
07	Computerizing services to the customers.	6 (13.0)	40 (87.0)	16 (15.8)	85 (84.2)	5 (20.0)	20 (80.0)	4 (12.5)	28 (87.5)	31 (15.2)	173 (84.8)
08	Identifying different customers need.	4 (8.7)	42 (91.3)	8 (7.9)	93 (92.1)	3 (12.0)	22 (88.0)	0 (.0)	32 (100.0)	15 (7.4)	189 (92.6)
09	Developing amicable relation with existing customers.	4 (8.7)	42 (91.3)	15 (14.9)	86 (85.1)	1 (4.0)	24 (96.0)	1 (3.1)	31 (96.9)	21 (10.3)	183 (89.7)

- In case of Baroda City, 91.3 percent of hotel staff members had stated favourably about understanding the need of dissatisfied customer, his or her room preferences, identifying different customers' need, and developing amicable relationships with existing customers as the most critical areas that calls for improvement in hotels.
- In case of Ahmedabad City, the perceived importance of hoteliers' for important areas that calls for improvement in hotels were high in case of the selected criteria viz; understanding the need of dissatisfied customers.

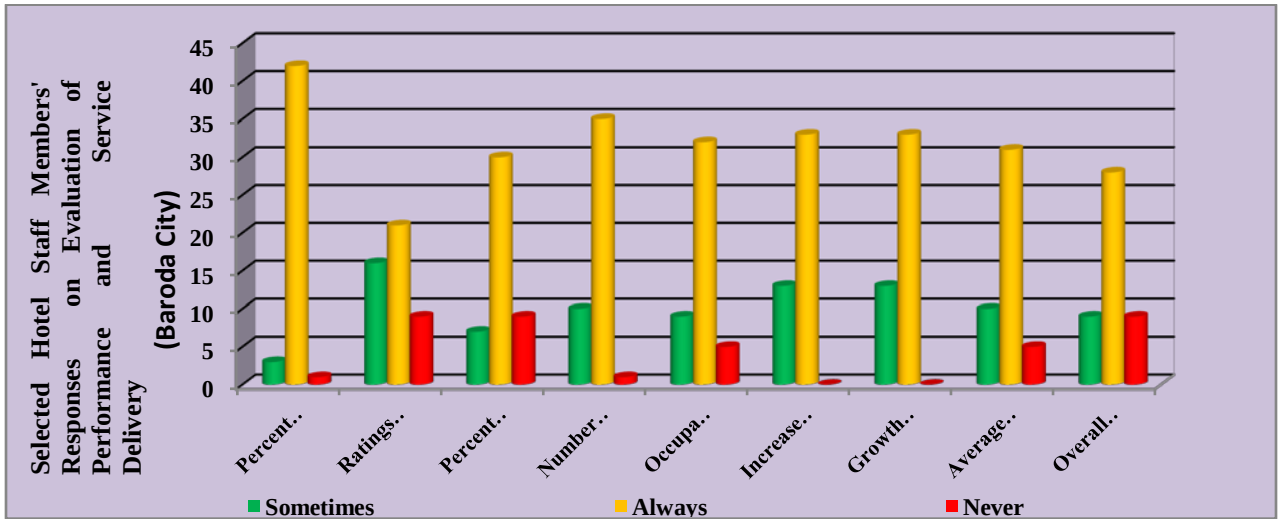
  As high as 93.1 percent of them had favourably argued for personalizing the communication strategy, and understanding their room preferences as key areas that necessitated improvement in the hotel.
- More than 95 percent of the selected respondents (hotel staff members) in theSurat City had showed that understanding the need of dissatisfied customers and developing amicable relation with existing customers as an important areathat calls for improvement in the hotel.
- The study had also revealed that in case of Rajkot City, centpercent of selected respondents felt that identifying and focusing on key customersand identifying different customers' need are those key areas thatneed to be improved by the hotels.
- Overall, city wise results revealed that the most important area that needed an improvement in the hotelwas understanding the need of dissatisfied customers, whereas personalizing staff guest encounters too was considered to be less important

5:II.7: SELECTED HOTELIERS RESPONSES ON EVALUATION OF HOTEL PERFORMANCE AND SERVICE OUTCOME

Table Number 5: II: 7.11
Selected Respondents' (Hotel Staff Members') Responses on Evaluation of Hotel Performance And Service Outcome to Increase Volume of Business (Baroda City)

Sr. No.	Selected Statements	Sometimes	Always	Never
(1)	Percentage of Repeat Customers.	3(6.52)	42(91.30)	1(2.18)
(2)	Ratings from Customer Surveys.	16(34.78)	21(45.62)	9(19.58)
(3)	Percentage growth of Existing Customers.	7(15.21)	30(65.21)	9(16.58)
(4)	Number of New Customers.	10(21.73)	35(76.08)	1(2.18)
(5)	Occupancy Rate	9(19.58)	32(69.56)	5 (10.86)
(6)	Increase in Sales Revenue.	13(28.26)	33(71.74)	0(.0)
(7)	Growth of Repeat Sales (percentage)	13(28.26)	33(71.74)	0(.0)
(8)	Average Room Revenue.	10(21.73)	31(67.39)	5(10.86)
(9)	Overall improvement in performance relative to that of the Hotel's Competitors.	9(19.58)	28 (60.86)	9(19.58)

Graph Number: 5: II: 7.11: Hotel Staff Members' Responses on Evaluation of Hotel Performance And Service Outcome to Increase Volume of Business (Baroda City)

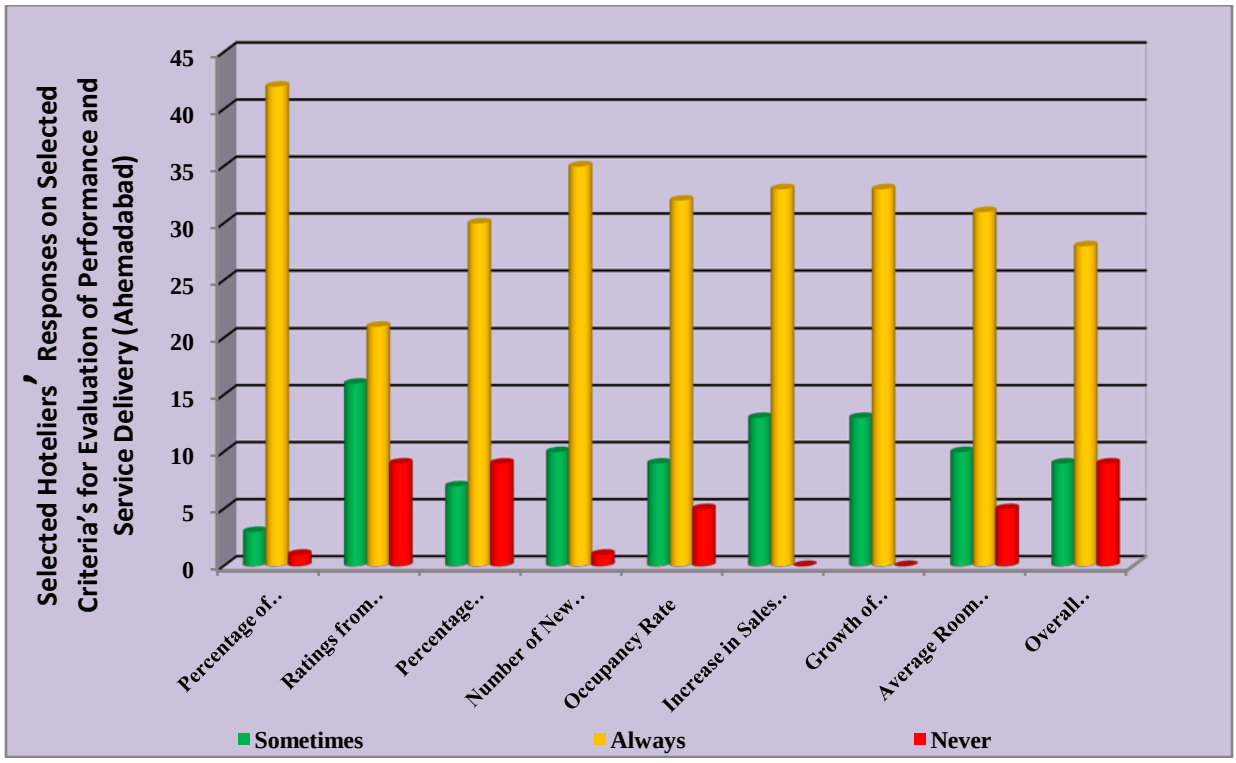


- The results of data analysis with regard to selected hotel staff members' responses on selected items for evaluation of performance, and service delivery in Baroda City revealed following.
- Majority of selected hotel staff members had always used percentage of repeat customers and number of new customers for evaluation of performance and service delivery whereas increase in sales revenue and growth of repeat sales (28 percent) was used it sometimes for evaluation of performance and service delivery.

Table Number 5: II: 7.12
Selected Respondents' (Hotel Staff Members') Responses on Evaluation of Hotel Performance And Service Outcome to Increase Volume of Business (Ahmedabad City)

Sr. No.	Selected Statements	Sometimes	Always	Never
(1)	Percentage of Repeat Customers.	10(9.90)	91(90.09)	0(.0)
(2)	Ratings from Customer Surveys.	33(32.67)	68(67.33)	0(.0)
(3)	Percentage growth of Existing Customers.	30(29.70)	71(70.29)	0(.0)
(4)	Number of New Customers.	48(47.52)	53(52.47)	0(.0)
(5)	Occupancy Rate	21(20.80)	80(79.20)	0(.0)
(6)	Increase in Sales Revenue.	39(38.61)	58(57.42)	4(3.96)
(7)	Growth of Repeat Sales (percentage)	48(47.52)	53(52.47)	0(.0)
(8)	Average Room Revenue.	41(40.60)	60(59.40)	0(.0)
(9)	Overall improvement in performance relative to that of the Hotel's Competitors.	27(26.73)	71(70.30)	3(2.97)

Graph Number:5: II: 7.12: Hotel Staff Members' Responses on Evaluation of Hotel Performance And Service Outcome to Increase Volume of Business (Ahmedabad City)

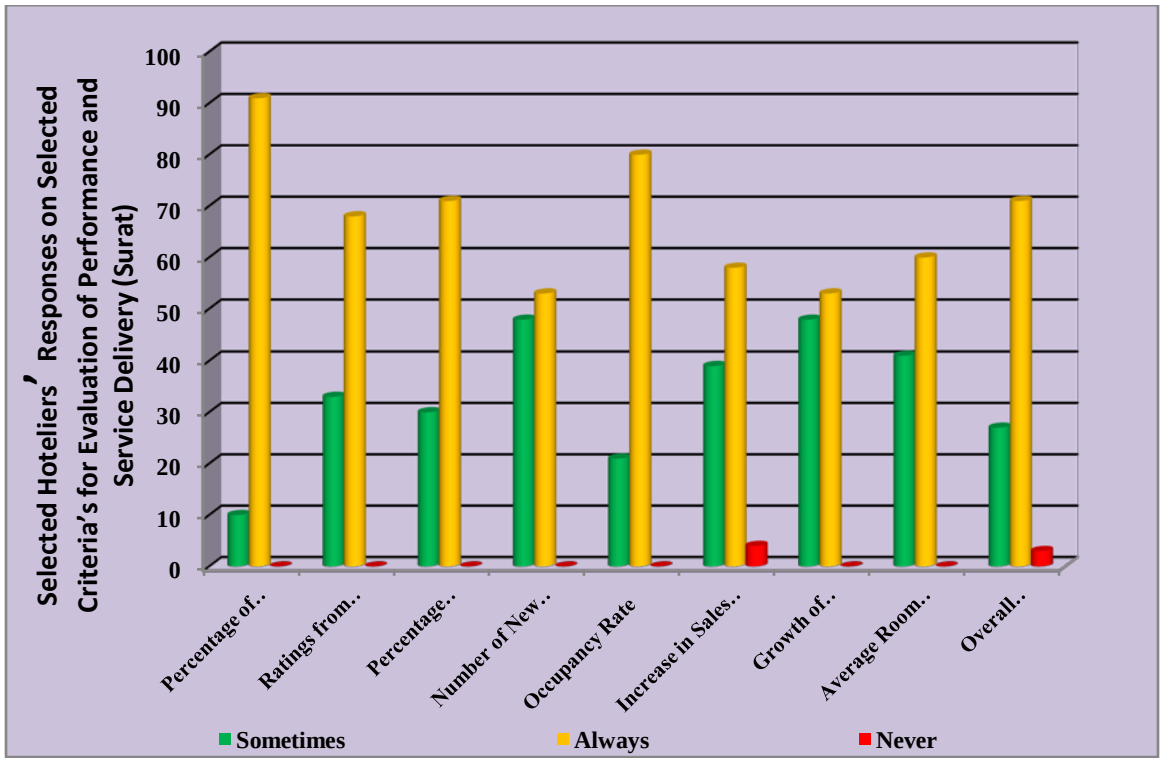


- It was found that 90 percent of the hotel staff members had always agreed to statement concerningpercentage of repeat customers, and 79.20 percent of them had always used occupancy rate for evaluation of performance and service delivery. 47.52 percent of them had sometimes used evaluation of performance and service delivery followed by only 3.96 percent of them who had never used statement viz; increase in sales revenue.

Table Number 5: II: 7.13
Selected Respondents' (Hotel Staff Members') Responses on Evaluation of Hotel Performance And Service Outcome to Increase Volume of Business (Surat City)

Sr. No.	Selected Statements	Sometimes	Always	Never
(1)	Percentage of Repeat Customers.	8(32)	16(64)	1(4)
(2)	Ratings from Customer Surveys.	12(48)	12(48)	1(4)
(3)	Percentage growth of Existing Customers.	9(36)	16(64)	0(.0)
(4)	Number of New Customers.	6(24)	17(68)	2(8)
(5)	Occupancy Rate	9(36)	14(56)	2(8)
(6)	Increase in Sales Revenue.	13(52)	12(48)	0(.0)
(7)	Growth of Repeat Sales (percentage)	10(40)	14(56)	1(4)
(8)	Average Room Revenue.	12(48)	12(48)	1(4)
(9)	Overall improvement in performance relative to that of the Hotel's Competitors.	8(32)	15(60)	2(8)

Graph Number:5: II: 7.13: Hotel Staff Members' Responses on Evaluation of Hotel Performance And Service Outcome to Increase Volume of Business (Surat City)



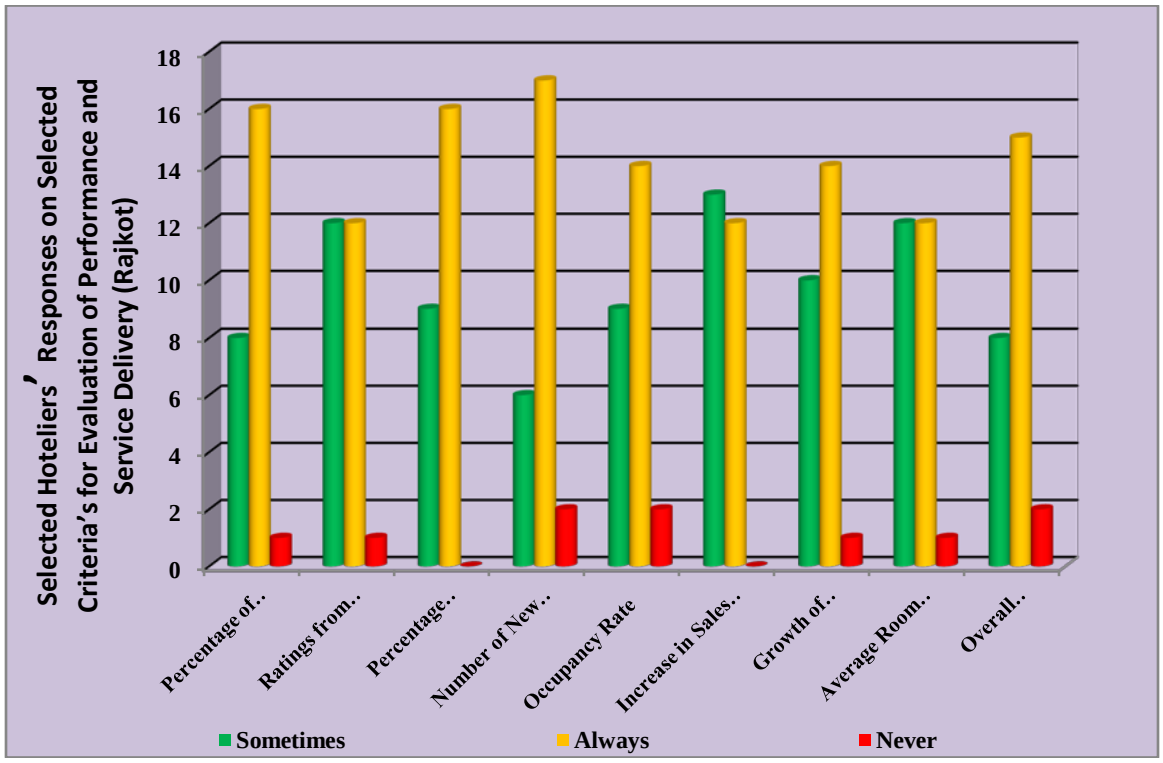
- More than 63 percent of selected respondents (hotel staff members) in the Surat City had revealed that they had always used statements such as percentage of repeat customers, percentage growth of existing customers, and number of new customers for evaluation of performance and service delivery in hotels whereas 47 percent had sometimes used ratings from customer surveys, increase in sales revenue, and average room revenue for evaluation of performance and service delivery in hotel respectively.
- It was also found that 8 percent of them had never used overall improvement in performance relative to that of the hotel's competitors for evaluation of performance and service delivery in hotel.

Table Number 5: II: 7.14
Selected Respondents' (Hotel Staff Members') Responses on Evaluation of Hotel Performance And Service Outcome to Increase Volume of Business (Rajkot City)

Sr. No.	Selected Statements	Sometimes	Always	Never
(1)	Percentage of Repeat Customers.	7(21.88)	20(62.5)	5(15.62)
(2)	Ratings from Customer Surveys.	14(43.75)	13(40.62)	5(15.62)
(3)	Percentage growth of Existing Customers.	8(25)	18(56.25)	6(18.75)
(4)	Number of New Customers.	11(34.37)	17(53.12)	4 (12.5)
(5)	Occupancy Rate	9(28.12)	21 (65.62)	2(6.25)
(6)	Increase in Sales Revenue.	6(18.75)	26(81.25)	0(.0)
(7)	Growth of Repeat Sales (percentage)	12(37.5)	13(40.62)	7(21.87)

Sr. No.	Selected Statements	Sometimes	Always	Never
(8)	Average Room Revenue.	13(40.62)	16(50)	3(9.38)
(9)	Overall improvement in performance relative to that of the Hotel's Competitors.	13(40.62)	17(53.12)	2(6.26)

Graph Number:5: II: 7.14: Hotel Staff Members' Responses on Evaluation of Hotel Performance And Service Outcome to Increase Volume of Business (Rajkot City)



- It was found that in case of Rajkot City, more than 40 percent of them had sometimes used statements such as ratings from customer surveys, average room revenue, overall improvement in performance relative to that of the hotel's competitors, whereas more than 60 percent of them had always used increase in sales revenue, occupancy rate and percentage of repeat customers followed by 21.87 percent of them who had never used statements like growth of repeat sales for evaluation of performance and service delivery in hotel respectively.

5:II.8: SELECTED HOTELIERS RESPONSES ON SELECTED CUSTOMER RELATIONSHIP MANAGEMENT PRACTICES PRACTICED IN HOTEL

Table Number 5: II: 8.15
Selected Respondents' (Hotel Staff Members') Responses on
Customer Relationship Management Practices in Hotels

Sr. No.	Selected Criteria	(Number and Percentages of respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		UI	IM	UI	IM	UI	IM	UI	IM	UI	IM
01	Check-in formalities is Easier	3 (6.5)	43 (93.5)	1 (1.0)	100 (99.0)	1 (4.0)	24 (96.0)	2 (6.3)	30 (93.8)	7 (3.4)	197 (96.6)
02	Check-in formalities is Faster	3 (6.5)	43 (93.5)	0 (.0)	101 (100.0)	1 (4.0)	24 (96.0)	0 (.0)	32 (100.0)	4 (2.0)	200 (98.0)
03	Check-in formalities is Flexible	5 (5)	41 (89.1)	12 (11.9)	89 (88.1)	1 (4.0)	24 (96.0)	3 (9.4)	29 (90.6)	21 (10.3)	183 (89.7)
04	Avail the facility of Pre-Booking	4 (8.7)	42 (91.3)	4 (4.0)	97 (96.0)	2 (8.0)	23 (92.0)	0 (.0)	32 (100.0)	10 (4.9)	194 (95.1)
05	Request for Specific Room number is availed	6 (13.0)	40 (87.0)	17 (16.8)	84 (83.2)	7 (28.0)	18 (72.0)	7 (21.9)	25 (78.1)	37 (18.1)	167 (81.9)
06	Repeat guest need not to wait at Reception	4 (8.7)	42 (91.3)	13 (12.9)	88 (87.1)	4 (16.0)	21 (84.0)	5 (15.6)	27 (84.4)	26 (12.7)	178 (87.3)
07	Considers Special need of customer during Check-in	3 (6.5)	43 (93.5)	10 (9.9)	91 (90.1)	4 (16.0)	21 (84.0)	1 (3.1)	31 (96.9)	18 (8.8)	186 (91.2)
08	Customers are greeted with Flowers	25 (54.3)	21 (45.7)	50 (49.5)	51 (50.5)	13 (52.0)	12 (48.0)	15 (46.9)	17 (53.1)	103 (50.5)	101 (49.5)
09	Customers are greeted with Welcome Drink	11 (23.9)	35 (76.1)	21 (20.8)	80 (79.2)	10 (40.0)	15 (60.0)	8 (25.0)	24 (75.0)	50 (24.5)	154 (75.5)
10	Personalized Welcome Letter in arrival Rooms	16 (34.8)	30 (65.2)	31 (30.7)	70 (69.3)	5 (20.0)	20 (80.0)	7 (21.9)	25 (78.1)	59 (28.9)	145 (71.1)
11	Customer can Expect Prompt Service in Room	2 (4.3)	44 (95.7)	19 (18.8)	82 (81.2)	3 (12.0)	22 (88.0)	4 (12.5)	28 (87.5)	28 (13.7)	176 (86.3)
12	Provides Music on demand in Room	22 (47.8)	24 (52.2)	49 (48.5)	52 (51.5)	17 (68.0)	8 (32.0)	11 (34.4)	21 (65.6)	99 (48.5)	105 (51.5%)

Sr. No.	Selected Criteria	(Number and Percentages of respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		UI	IM	UI	IM	UI	IM	UI	IM	UI	IM
13	Provides Movie on demand in Room	15 (32.6)	31 (67.4)	60 (59.4)	41 (40.6)	18 (72.0)	7 (28.0)	8 (25.0)	24 (75.0)	101 (49.5)	103 (50.5)
14	Takes to the Local Market	25 (54.3)	21 (45.7)	56 (55.4)	45 (44.6)	12 (48.0)	13 (52.0)	6 (18.8)	26 (81.3)	99 (48.5)	105 (51.5)
15	Reward customer for their contribution towards Profit	18 (39.1)	28 (60.9)	31 (30.7)	70 (69.3)	10 (40.0)	15 (60.0)	6 (18.8)	26 (81.3)	65 (31.9)	139 (68.1)
16	Encourage customers to stay, by offering Membership Card	5 (10.9)	41 (89.1)	31 (30.7)	70 (69.3)	12 (48.0)	13 (52.0)	4 (12.5)	28 (87.5)	52 (25.5)	152 (74.5)
17	Understands individual Customers' need	2 (4.3)	44 (95.7)	18 (17.8)	83 (82.2)	2 (8.0)	23 (92.0)	2 (6.3)	30 (93.8)	24 (11.8)	180 (88.2)
18	Understands individual Customers' preference	0 (.0)	46 (100.0)	10 (9.9)	91 (90.1)	2 (8.0)	23 (92.0)	2 (6.3)	30 (93.8)	14 (6.9)	190 (93.1)
19	Understands individual Customers' behavior	0 (.0)	46 (100.0)	14 (13.9)	87 (86.1)	4 (16.0)	21 (84.0)	2 (6.3)	30 (93.8)	20 (9.8)	184 (90.2)
20	Provides knowledge about Customers' to staff	7 (15.2)	39 (84.8)	13 (12.9)	88 (87.1)	5 (20.0)	20 (80.0)	3 (9.4)	29 (90.6)	28 (13.7)	176 (86.3)
21	Wishing them on Important Occasions	3 (6.5)	43 (93.5)	10 (9.9)	91 (90.1)	7 (28.0)	18 (72.0)	2 (6.3)	30 (93.8)	22 (10.8)	182 (89.2)
22	Give Discount on special Occasion during their stay	5 (10.9)	41 (89.1)	18 (17.8)	83 (82.2)	11 (44.0)	14 (56.0)	8 (25.0)	24 (75.0)	42 (20.6)	162 (79.4)
23	Special Discounts during Festivals	8 (17.4)	38 (82.6)	25 (24.8)	76 (75.2)	13 (52.0)	12 (48.0)	8 (25.0)	24 (75.0)	54 (26.5)	150 (73.5)
24	Every Fortnight get together for Long Stayers	23 (50.0)	23 (50.0)	39 (38.6)	62 (61.4)	20 (80.0)	5 (20.0)	16 (50.0)	16 (50.0)	98 (48.0)	106 (52.0)

Sr. No.	Selected Criteria	(Number and Percentages of respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		UI	IM	UI	IM	UI	IM	UI	IM	UI	IM
25	Welcome Complaints from Customers	10 (21.7)	36 (78.3)	12 (11.9)	89 (88.1)	3 (12.0)	22 (88.0)	3 (9.4)	29 (90.6)	28 (13.7)	176 (86.3)
26	Provide Facility of Written Complaint	4 (8.7)	42 (91.3)	3 (3.0)	98 (97.0)	4 (16.0)	21 (84.0)	0 (.0)	32 (100.0)	11 (5.4)	193 (94.6)
27	Inform Customer about the progress of Complaint	5 (10.9)	41 (89.1)	17 (16.8)	84 (83.2)	4 (16.0)	21 (84.0)	0 (.0)	32 100.0 ()	26 (12.7)	178 (87.3)
28	Issue Regret Letter for specific Complaint	6 (13.0)	40 (87.0)	7 (6.9)	94 (93.1)	4 (16.0)	21 (84.0)	2 (6.3)	30 (93.8)	19 (9.3)	185 (90.7)
29	Communicate the importance of Customers' to employee	5 (10.9)	41 (89.1)	3 (3.0)	98 (97.0)	3 (12.0)	22 (88.0)	0 (.0)	32 (100.0)	11 (5.4)	193 (94.6)
30	Managers spend time in Customer contact area to Improve service	2 (4.3)	44 (95.7)	0 (.0)	101 (100.0)	0 (.0)	25 (100.0)	2 (6.3)	30 (93.8)	4 (2.0)	200 (98.0)
31	Customers' Feedback is taken seriously	2 (4.3)	44 (95.7)	2 (2.0)	99 (98.0)	0 (.0)	25 (100.0)	2 (6.3)	30 (93.8)	6 (2.9)	198 (97.1)
32	Records Feedback in Guest profile	2 (4.3)	44 (95.7)	6 (5.9)	95 (94.1)	4 (16.0)	21 (84.0)	1 (3.1)	31 (96.9)	13 (6.4)	191 (93.6)
33	Communicate the Feedback to Staff	3 (6.5)	43 (93.5)	7 (6.9)	94 (93.1)	2 (8.0)	23 (92.0)	0 (.0)	32 (100.0)	12 (5.9)	192 (94.1)
34	Change any action to benefit Customer	7 (15.2)	39 (84.8)	2 (2.0)	99 (98.0)	5 (20.0)	20 (80.0)	2 (6.3)	30 (93.8)	16 (7.8)	188 (92.2)
35	Make system Flexible to adapt to Changing needs	6 (13.0)	40 (87.0)	12 (11.9)	89 (88.1)	8 (32.0)	17 (68.0)	4 (12.5)	28 (87.5)	30 (14.7)	174 (85.3)
36	Analyze cause of Customer Defection through exit interview	9 (19.6)	37 (80.4)	35 (34.7)	66 (65.3)	10 (40.0)	15 (60.0)	8 (25.0)	24 (75.0)	62 (30.4)	142 (69.6)

Sr. No.	Selected Criteria	(Number and Percentages of respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		UI	IM	UI	IM	UI	IM	UI	IM	UI	IM
37	Define the responsibility of Frontline staff	2 (4.3)	44 (95.7)	9 (8.9)	92 (91.1)	3 (12.0)	22 (88.0)	2 (6.3)	30 (93.8)	16 (7.8)	188 (92.2)
38	Design training program for acquiring Customers'	7 (15.2)	39 (84.8)	10 (9.9)	91 (90.1)	8 (32.0)	17 (68.0)	0 (.0)	32 (100.0)	25 (12.3)	179 (87.7)
39	Design training program for deepening Relationship	11 (23.9)	35 (76.1)	6 (5.9)	95 (94.1)	6 (24.0)	19 (76.0)	2 (6.3)	30 (93.8)	25 (12.3)	179 (87.7)
40	Encourage employees to consider Customer on Life time basis	5 (10.9)	41 (89.1)	14 (13.9)	87 (86.1)	4 (16.0)	21 (84.0)	3 (9.4)	29 (90.6)	26 (12.7)	178 (87.3)
41	Encourage employees to exceed Customers' Expectation	10 (21.7)	36 (78.3)	11 (10.9)	90 (89.1)	4 (16.0)	21 (84.0)	6 (18.8)	26 (81.3)	31 (15.2)	173 (84.8)
42	Reward employees on meeting Customers' need	9 (19.6)	37 (80.4)	4 (4.0)	97 (96.0)	6 (24.0)	19 (76.0)	3 (9.4)	29 (90.6)	22 (10.8)	182 (89.2)
43	Reward employees on successfully serving Customers'	8 (17.4)	38 (82.6)	4 (4.0)	97 (96.0)	6 (24.0)	19 (76.0)	4 (12.5)	28 (87.5)	22 (10.8)	182 (89.2)
44	Monitors our Service Quality performance	7 (15.2)	39 (84.8)	2 (2.0)	99 (98.0)	2 (8.0)	23 (92.0)	4 (12.5)	28 (87.5)	15 (7.4)	189 (92.6)
45	Delivers a consistent customer experience across all Touch points	5 (10.9)	41 (89.1)	12 (12.1)	87 (87.9)	5 (20.0)	20 (80.0)	2 (6.3)	30 (93.8)	24 (11.9)	178 (88.1)
46	Enhance the Life Time value of customer through Loyalty program	8 (17.4)	38 (82.6)	26 (25.7)	75 (74.3)	5 (20.0)	20 (80.0)	3 (9.4)	29 (90.6)	42 (20.6)	162 (79.4)

Sr. No.	Selected Criteria	(Number and Percentages of respondents)									
		Baroda		Ahmedabad		Surat		Rajkot		Total	
		UI	IM	UI	IM	UI	IM	UI	IM	UI	IM
47	Use information technology for Data Mining	6 (13.0)	40 (87.0)	19 (18.8)	82 (81.2)	4 (16.0)	21 (84.0)	5 (15.6)	27 (84.4)	34 (16.7)	170 (83.3)
48	Thank you mail sent to customer for choosing Hotel	2 (4.3)	44 (95.7)	2 (2.0)	99 (98.0)	2 (8.0)	23 (92.0)	1 (3.1)	31 (96.9)	7 (3.4)	197 (96.6)

- The perceived importance of more than 90 percent of the selected hotel staff memberstowards selected criteria viz., check-in formalities is easier, check-in formalities is faster, avail the facility of pre-booking, repeat guest need not to wait at reception, considers special need of customer during check-in, customer can expect prompt service in room, understands individual customers' need, understands individual customers' preference, understands individual customers' behaviour, wishing customers on important occasions, managers spend time in customer contact area to improve service, customers' feedback is taken seriously, records feedback in guest profile, define the responsibility of frontline staff and thank you mail sent to customer for choosing hotel was high which were considered in set of crucial Customer Relationship Management Practices being practiced by hoteliers' in Baroda City.
- In case of Ahmedabad City, 100 percent of respondents (hotel staff members)had reported favourably for making check-in formalities faster, and managers spend time in customer contact area to improve service followed by more than 95 percent of them had felt that viz; avail the facility of pre-booking, check-in formalities is easier, provide facility of written complaint, communicate the importance of customers' to employee, customers' feedback is taken seriously, reward employees on meeting customers' need, monitors our service quality performance and thank you mail sent to customer for choosing hotel were considered in set of crucial Customer Relationship Management Practices being practiced by hoteliers.
- The results of data analysis with regard to the hoteliers' responses in case of Surat City had revealed that 100 percent of them had reported that managers spend time in customer contact area to improve service and customers' feedback should be taken seriously whereas more than 95 percent of them had felt making check-in formalities easier, check-in formalities faster, and check-in formalities flexible positively as an important criteria for Customer Relationship Management practices by hoteliers in Surat City.

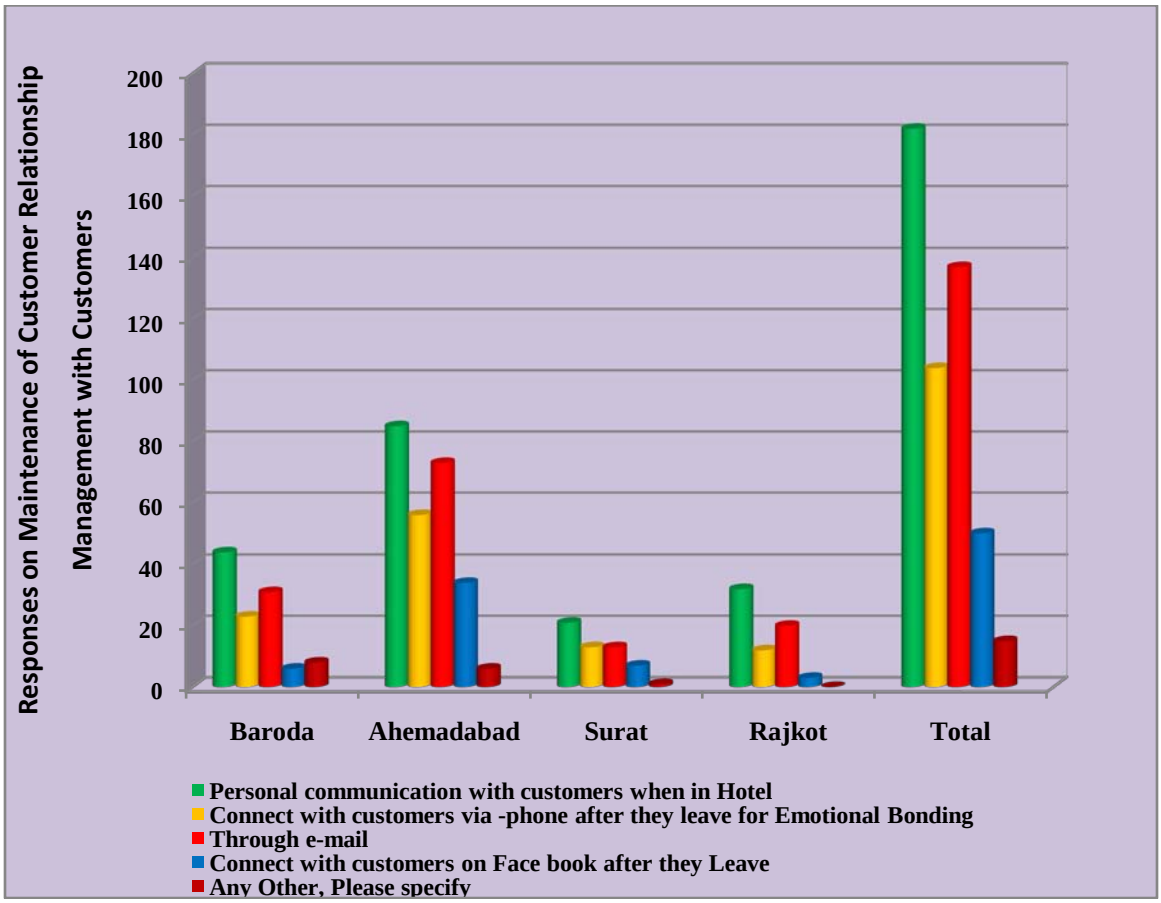
- It was found that 100 percent of them had positively reported on selected statement or criteria viz., check-in formalities is faster, avail the facility of pre-booking, provide facility of written complaint, inform customer about the progress of complaint, communicate the importance of customers' to employee, communicate the feedback to staff, design training program for acquiring customers. More than 95 percent of them had reported favourably for selected statement or criteria viz., considers special need of customer during check-in, records feedback in guest profile, and thank you mail sent to customer for choosing hotel whichwere considered as an important Customer Relationship Management practices by hoteliers in Rajkot City.
- Overall data analysis had provided the patterns which revealed that 81. 9 percent of respondents (hotel staff members) had reported that request for specific room number is availed. 87.3 percent had stated that repeat guest need not be made to wait at reception,49.5 percent had shared that customers be greeted with flowers,75.5 had reported that customers be greeted with welcome drink,71.1 had stated for personalized welcome letter in arrival rooms, and 51.5 percent had suggested for providing music on demand in room. 50.5 percent of the hoteliers have stated that the hotel should provide movie on demand in room, 51.5 percent had suggested for taking customers to the local market, 68.1 percent had asked for rewarding customers for their contribution towards profit, 74.5percent hoteliers had stressed for encouraging customers to stay by offering them membership card, and 86.3 percent respondents had suggested to provide knowledge about customers' to staff. 89.2 percent of hoteliers' suggested them to wish them on important occasions.

  79.4 percent of them advocated for giving discount on special occasions to hotel guests during their stay. 73.5 percent proposed for special discounts during festivals,52 percent stated that every fortnight get together for long stayers be arranged, and 86.3 percent welcomed complaints from hotel guests. 90.7 percent asked for issuance of regret letter for specific complaint whereas 92.2 percent suggested for change of an action to provide benefit to customers. 85.3 percent of them had recommended for making system flexible to adapt to changing needs, and 69.6 percent suggested to analyze the cause of customer defection through exit interview. 87.7 percent suggested for designing of training program for deepening relationship, and 87.3 percent expressed for encouraging employees to consider customer on life time basis. 84.8 percent wished to encourage employees to exceed customers' expectation, and 89.2 percent wanted to reward employees on meeting customers' need. 89.2 percent wished to reward employees on successfully serving customers' whereas 92.6 of them recommended for monitoring of service quality performance. 88.1 percent hotel staff members stressed for delivering a consistent customer experience across all touch points.

79.4 percent wanted to enhance the life time value of customers through loyalty program, and 83.3 percent suggested to make use of Information Technology for data mining whichwere regarded as part of crucial Customer Relationship Management practices, and more than 47 percent and less than 93 percent of hoteliers reported for it amongst all the selected hotels in selected cities of the State of Gujarat.

Table Number 5: II: 9.16
Selected Respondents' (Hotel Staff Members') Responses on Maintenance of
Customer Relationship Management Practices with Customers in Hotels

Sr. No	Cities / Maintenance of Relationship Management	City wise Classification of Selected Respondents				
		Baroda	Ahmadabad	Surat	Rajkot	Number & Percentages of Selected Respondents
01	Personal communication with customers when in Hotel	44 (95.7)	85 (84.2)	21 (84.0)	32 (100.0)	182 (89.2)
02	Connect with customers via -phone after they leave for Emotional Bonding	23 (50.0)	56 (55.4)	13 (52.0)	12 (37.5)	104 (51.0)
03	Through e-mail	31 (67.4)	73 (72.3)	13 (52.0)	20 (62.5)	137 (67.2)
04	Connect with customers on Face book after they Leave	6 (13.0)	34 (33.7)	7 (28.0)	3 (9.4)	50 (24.5)
05	Any Other, Please specify	8 (17.4)	6 (5.9)	1 (4.0)	0 (.0)	15 (7.4)

- The data analysis of responses of hotel staff members' on maintenance of Customer Relationship Management revealed that overall and City wise, more than 80 percent of them believed to maintain relationships by personally communicating with customers.
- It was found that in case of Baroda, Ahmedabad and Rajkot Cities, more than 60 percent of them believed to maintain relationships through connecting customers by e-mail whereas in case of Surat City, only 52 percent of respondents had used this statement to maintain relationships with customers.
- More than 49 percent of hotel staff members in Baroda, Ahmedabad and Rajkot Cities had positively expressed for the selected statement viz; connect with customers via -phone after they leave for emotional bonding for maintaining relationship with customers' whereas in case of Rajkot City, 37.5 percent of them had used this statement for maintaining relationships with customers.

Graph Number5: II: 9.15: City wise Classification of Selected Respondents or Hotel Staff Members Responses on Maintenance of Customer Relationship Management Practices with Customers in Hotels