

Level of Hospitality in Hotels (A Case Study of Jaipur District)

Abstract

Annually crores of tourists undertake journey to the place of vivid importance (historical, religious, recreational etc) and are facilitated in their journey by group of professional service providers (travel agency, transportation, and accommodation etc.) Hotel accommodation is one such service in which well trained and experienced staff is required in huge numbers.

Present study focuses on the role of hotel industry in the tourism development of Jaipur district. Annually there is in flow of lakhs of domestic and foreign tourists to Jaipur and it is the hotel industry which fulfills their demands of food and shelter . In this way a flourishing or successful hotel industry is very much needed behind the flourishing tourism of a place.

The study is based on the secondary and primary data collected from the hotels and tourists in Jaipur.

Keywords: Hospitality, Accomodation Types, Types of Hotel Facilities, Skilled Staff, Higher Income Group Facilities, Lower Income Group Facilities, Foreign Tourist, Domestic Tourist, Rating of Hotel Facilities.

Introduction

Nature has not endowed Rajasthan with the perennial rivers and wish green vegetation, but never the less the vibrant culture and the historical legacy from the past (monuments, forts and places etc.) has made up for to the loss to some extent. It is because of this rich cultural and historical legacy that Jaipur is recognized as one of the main landmarks on the tourism map of the world.

Hotel industry being an integral part of the tourism industry provides the much needed base for the expansion of tourism in an area. As after the hectic schedule of sightseeing on a day, a tourist needs a perfect place to relax and eat.

A hotel is such a place which provides a wide range of facilities to visitors in the form of food and shelter in a flexible range from budget class to five star category.

Present study focuses on the level of hospitality found in hotels of Jaipur district. It is in fact an attempt to know the role of hotel industry in tourism development of Jaipur district.

Objective

Jaipur which receives more than 15 lakh tourist's annually (foreign and domestic), is certainly an abode for tourists. In order to know whether these tourists are satisfied with the available hotel facilities available in the area, a survey was conducted.

Data Base and Methodology

Basically this study is based on the secondary and primary data collected from various departments and field survey respectively Secondary data were collected from Department of tourism (RTDC), Hotel association of Jaipur etc. While primary data related to hotel facility and tourists response was collected from field survey.

Study Area

Jaipur the 'Symphony in link', in the land of superlatives, where breath taking beauty and rich, art and culture blend superbly to make this a famous city of the world, ' The Pink City'.

Founded in 1727 A.D. by Sawai Jai Singh II, Jaipur the city of forts and palaces epitomises the spirit of Rajputana to present date, even than the city has grown into a modern metropolis, with a huge population of 26 lakh.

The city is infact a visitors delight, and provides much more than one can expect and caters to the needs of each by offering vibrant sites historical, cultural business, educational etc.



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Today Jaipur has perfect atmosphere for investment opportunities, as the government here is very keen to provide basic infrastructure of road, water electricity, and attractive loans etc., to every sort of entrepreneur, especially from tourism and hotel industry side.

All these make the environment a quite suitable for the development of hotel industry in Jaipur district.

What is Hospitality?

Before dealing with the hospitality in hotels it must be cleared that hospitality is an outcome or product of various services provided in departments of a hotel like front office, room service, kitchen or restaurant, security, travel desk, bars pools, courtesy etc. Earlier not much weightage was given to the qualitative aspects of services in hotels, as it was the dharamshalas (inns) or small roadside hotels.

In order to ensure high level of hospitality in a hotel, skilled staff is employed. Skilled staff in hotels means those persons who have gone through some certificate/diploma/graduation course like hotel management from recognized institute. Skilled staff has the ability to deal and converse with the guests in a effective way and has some specialization related to various departments of a hotel.

Sometimes the hospitality or qualitative aspect of various services and available hotel facilities

is so high that, a hotel alone is able to attract the visitors. Availability of a pleasing hospitality in hotels in a way results in prolonged stay of guests at a place.

What does the Guest Staying in a Hotel Expect?

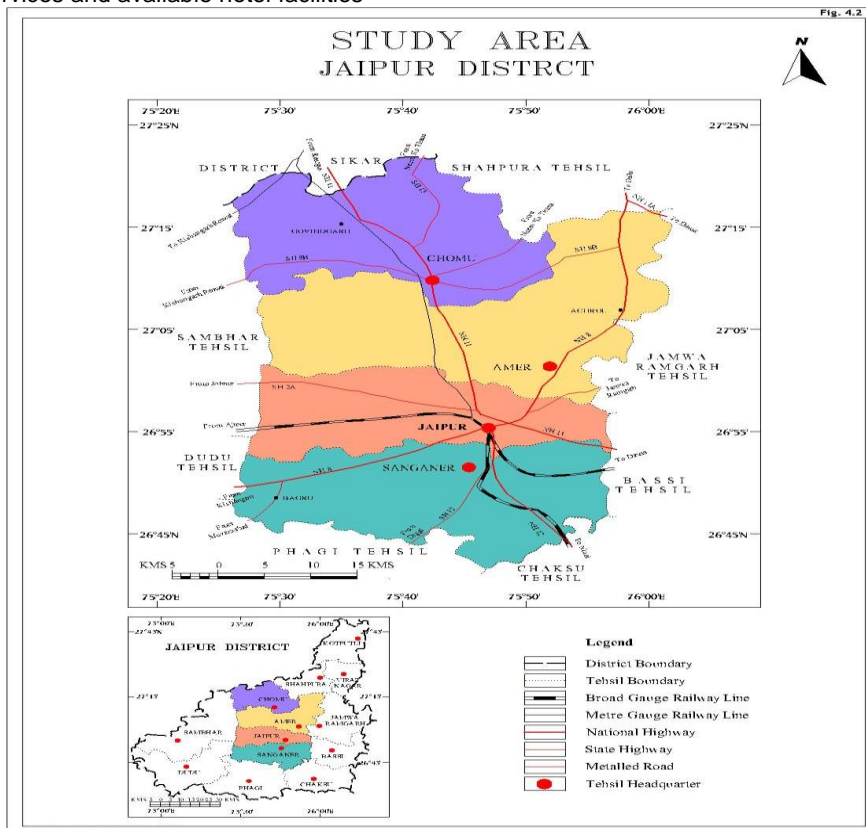
A guest coming to a hotel expect or a unique and attractive property with friendly, courteous and competent service. He expects clean and well appointed rooms and public areas as per the standard, safe quality good with personal touch and safety to him and his belongings. He also expects trained skilled and caring staff, good entertainment, floor shows, T.V., radio, telephone (in the room) etc. He appreciates hassle free and speedy check in and checkout.

The personality of the person coming in contact with the guest, should be pleasing in appearance, courteous and efficient.

In this way hospitality of a hotel means very much to a guest, as well as to the hotels, as it ensures the chances of repeat business through repeat client etc.

Hospitality in Hotels of Jaipur District

In order to know the status of hospitality and available hotel facilities in hotels of Jaipur, a field survey was conducted in prominent tourist sites of Jaipur district - Jaipur, Chomu, Amer and Sanganer.



During the field survey it was found that there were about 532 hotels in the district under different categories.

Hotels under Different Categories in Jaipur District (2013)

Category of Hotel	5 star	4 star	3 star	2 star	1 star	Heritage	Non star	Total
No. of Hotel	19	14	36	9	2	23	429	532

Source: Self Surveyed

Survey of hotels also showed varying percentage of skilled staff and the available hotel facilities in higher

income and lower income group hotels of Jaipur district.

High Income Group Hotel Facilities in Jaipur District (2013)

Facilities	5 star	4 star	3 star	2 star	1 star	Heritage	Non star	Total
Multicuisine Restaurant	19	12	25	2	-	14	49	121
Swimming Pool	18	8	12	3	-	15	19	75
Health Centre	18	8	8	2	-	4	12	52
Games	3	-	-	-	-	1	2	6
Disco	1	2	6	-	-	-	6	15
Bar	18	11	22	2	1	13	67	134
English speaking staff	67%	61%	50%	35%	-	63%	25.3%	-
Trained staff	70%	60%	50%	21%	-	42%	16.3%	-
Travel Desk	19	10	18	-	1	16	20	84

Source: Self Surveyed

Low Income Group Hotel Facilities in Jaipur District

Facilities	
Restaurant	In 126 hotels
Kitchen	In 145 hotels
No Kitchen	In 81 hotels
Hotel without A.C Rooms	In 40 hotels
Available A.C. Rooms	3987 rooms
Available non A.C. Rooms	2849 rooms
Dormitory Rooms	15 rooms
Room without attach lat - bath	50 room (in 3 hotel)
Room tariff	Rs. 100 to 3000

Source: Self surveyed

In order to meet the diverse range of tourists from lower income to middle income, these hotels (low income group) exhibit a range of options in the form of A.C. and non A.C. rooms, dormitory rooms, rooms with or without attach lat-bath, hotels with kitchen, or without kitchen facility, and hotels with restaurants and room tariff starting from as low as Rs. 100 to 3000/ day. Thus a tourist can suitably choose the type of facility he wants, befitting to his pocket and requirement, from these available options.

1. However, knowing about the percentage of

skilled staff in hotels does not show any connection between skilled staff and level of hospitality in hotels. So in order to judge the level of hospitality a survey was done, to know the response of foreign and domestic tourists.

Tourist's Response

Foreign Tourist's Response

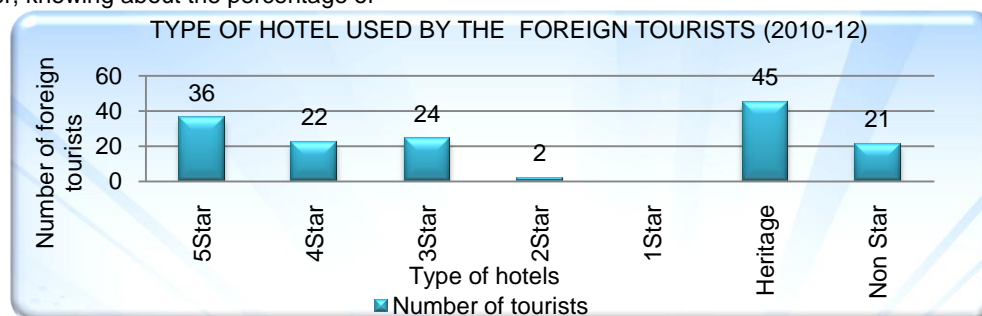
For this purpose a sample size of 150 foreign tourists was taken out of total 534,000 foreign tourists. These 150 foreign tourists were interviewed at popular tourist sites of Jaipur.

Out of these 150 tourists, 126 were from developed countries of the world i.e. 84% and remaining 16 % (24) were from developing countries of Asia and Africa.

Thus it is quite obvious that special facilities and related staff is required to meet the varied demands of these foreign tourists, especially of tourists from developed countries having high per capita income.

Type of Hotel Used by Foreign Tourists

Out of 150 tourists, 56% used star category hotel, 30% used luxurious heritage hotels, and only 14% used non star category hotel. It is thus clear here that majority of foreign tourists demand high level of hospitality.



Rating of hotel facilities by foreign tourists

Particulars	Excellent	Good	Average	Poor
Hospitality	81	54	15	-
Location	27	105	15	3
Hygiene	72	57	18	3
Décor	75	51	24	-
Pool	21	33	18	3
Exchange	12	12	6	3

Source: Self Surveyed

Choice of hotels and rating of hotel facilities above average certainly shows that level of hospitality in hotels of Jaipur meets the demands of foreign tourists in a most satisfactory way.

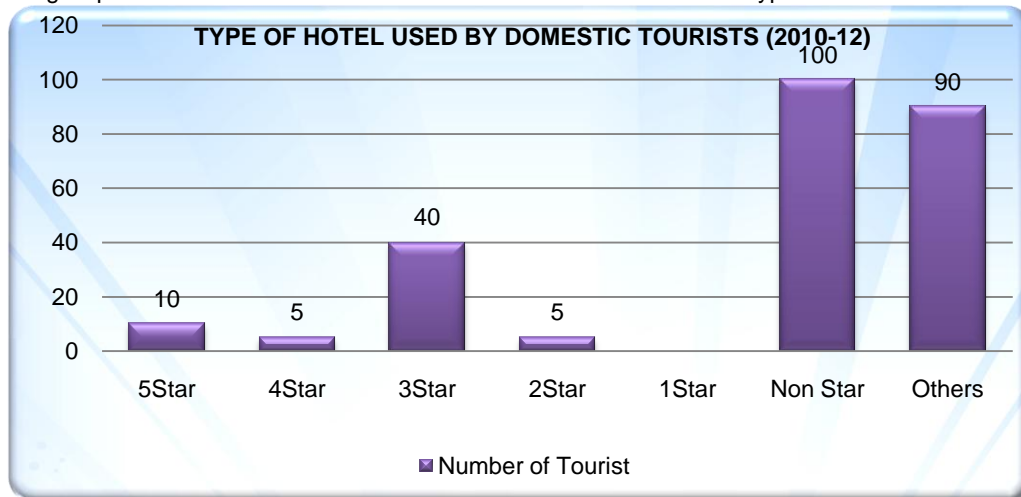
Domestic Tourist's Response

For knowing the response of domestic tourists regarding hotel facilities, a sample size of 250 tourists was selected out of 9,98,000 annual domestic tourists visiting Jaipur.

Response of 250 domestic tourists showed that 44% tourists were from north Indian states, 26% were from south India, 20% from eastern part of India and 10% were from the central part of India.

Type of Accommodation Used By Domestic Tourists

Unlike foreign tourists domestic tourists showed great diversity in their selection of accommodation type.



Others

Supplementary/alternative means of accommodation (dharamshala, guest house, relative/friend's home)

It is depicted from the above graph quite clearly that non star category hotels and alternative means of accommodation remained the preferred choices for domestic tourists, regarding their accommodation requirement. A very few of them opted for star category hotels.

Rating of hotel facilities by domestic tourists

Parameters	Excellent	Good	Average	Below Average
Hospitality	35	100	25	-
Location	25	80	55	-
Hygiene	45	75	40	-
Décor	35	70	55	-
Pool /Bar	-	10	-	5

Source: Self Surveyed

In the above table guest houses and dharamshalas have been excluded, as these are not under the category of hotels, these are just the alternative means of accommodation. Seeing the above responses, it is somewhat certain that 21.8% tourists found the facility of the hotel excellent, while 51.5% tourists found these facilities as good, whereas 27.3% tourists found them average.

In all, it can be said that 73.3% tourists rated facilities in hotels, above average. Though there is further scope for the improvement in hotel facilities for better development of domestic tourism.

Conclusion

1. Above average hospitality is found in hotels of Jaipur district.
2. Unskilled staff is mostly used in hotels of 2 star, 1 star and non star category.

3. Most of the foreign tourists are from developed countries of the world, thus high level of hospitality in hotels is a prime consideration for them during their stay in Jaipur.
4. Most of the foreign tourists stay in higher star category hotels and heritage category hotels, which are known for their hospitality.
5. In compare to foreign tourists, most of the domestic tourists like to stay in non star category hotels and supplementary accommodation units (dharamshalas, dark bungalows etc).

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