



## AUGMENTATION IN HOTEL SERVICES – A CASE OF STAR HOTELS IN SALEM

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### ABSTRACT

Hotels survival lies on the continuous arrival and retention of the guests by satisfying their needs in a professional manner. Heavy competition emerges among the hotels and there is a need to have more professionalism and augmentation especially in star category hotels. The study focused on identifying the augmented measures to be provided by the leading star hotels in Salem city, Tamilnadu, South India from the 300 customers who had stayed in the said hotels. Though some of the facilities and services rendered in the hotels are satisfied the respondents expressed their motive towards the implementation of the augmented services. Chi-square tests are also used in the study to critically evaluate the relationship between the annual income with room facilities and catering services. Concrete suggestions and measures to be implemented are suggested.

**KEYWORDS:** Augmentation, Hotel Services, Customer satisfaction, Customer expectation.

### INTRODUCTION

The word augmentation with refer to the meaning prescribed in the dictionaries have mentioned it clearly as better or more or advancement, something an improved or better out of existing. Any field as a matter, advancement or augmentation is very important for which intellectuals and the general public could join hands together to understand the need and act accordingly.

As far as the hotel business is concerned many people irrespective of literates or illiterates especially in the southern part of Tamilnadu have a wrong concept about this business. If we arise a question to a person living in a city/village/town about what is a hotel? Immediately the answer will be “It is a place where we will get food”. It is not a wrong answer, but it is only half of the right answer. So what is it actually? It is very clearly defined by British Law “as a place where a bonafide traveller can receive food and shelter provided he is in a position to pay for it and is in a fit condition to be received”. So, hotel is not only a place where we will get food but it is a place where we get accommodation and other facilities along with food on payment.

Tourism Industry in India is in a tremendous growth and also fetches second largest revenue to the nation by their tourist products. Lots of tourists are coming to India for various purposes. The statistical details furnished by the India Today Magazine have published information that in the next five years in an average of 25lakhs tourists are about to visit India. In the 2007 budget for the development of infrastructure facilities in the tourist places government has allotted fund from 423 to 520 crores.

Further, health tourism is widely spreading in India. Especially in South India, the places like Kerala, Goa and Bangalore attract many tourists with their ayurvedic treatments, spa and fitness centres. In addition to these, Apollo Hospital in Chennai extends health treatments to

patients’ par with the international standards, and the costs for the treatments are also moderate.

Once the tourism industry grows, automatically its supporting industry namely, hotel industry also grows along with that. There is a high demand for star hotels in almost all cities and in tourist destinations. As hotel being one among the tourist product it must be built in necessary places and the services provided in these hotels must be keenly watched for the continual tourist flow in these centres. It is observed that hotels started coming up and the need for the quality in services is a priority factor to be considered. My research study focuses to find out the general services provided in star hotels in Salem, whether customers are satisfied by the services provided in hotels, and what are the augmented measures to be done to improve the quality in services, satisfying the customers which in turn aids in establishing a better name to the organization and also for generating more income to the hotel and government.

### STATEMENT OF THE PROBLEM

Providing quality and value based services are the key techniques in retaining a customer and also for increasing/bringing a new customer in the customer oriented business. The absence of standards in rendering the services will cause the following problems to an organization:

- Reduced customer turnover especially the repeated customers.
- Reduced income through fewer customer arrivals.
- Failure in establishing a brand and reputed name among general public.
- Hesitation for the new customers in selecting the hotels for their stay.
- Competence in the hospitality field and the poor survival.

- Guest dissatisfaction towards services and not utilizing.

It is observed that, the hotels in Salem are providing lots of facilities and services to the customers and it is found that there is a need in providing it in a quality oriented and dignified manner and some augmentation measures to be implemented in that, Hence, my research study focuses in analyzing the facts about the services provided and the augmented measures to be done among the star hotels in Salem for promoting good business and also for the satisfaction to the customers.

### OBJECTIVES OF THE STUDY

The following are the prime objectives of my research study.

- To examine the customers satisfaction level in the following customer oriented facilities provided along with the hotel
  1. Services at reception and registration
  2. Facilities provided in rooms
  3. Catering services
- To find out the customers' preference towards the value added facilities they prefer in a hotel.
- To identify the relationship between the demographic and socio-economic background and satisfaction level of customers regarding various customer oriented facilities.

### RESEARCH METHODOLOGY

Research is a process of finding a solution to a problem after a thorough study and analysis of the situational factors. Research can be broadly classified into three types namely

- a) Applied Research
- b) Basic Research
- c) Descriptive Research

#### Descriptive

In my study the "Descriptive Research" approach is used in generating the information's from the guests staying in hotels by providing relevant limited/descriptive statement/questions to collect information.

#### Explanatory

This study also focuses on the information's collected from books, journals, magazines, websites and putting them into a detailed explanatory approach for better and easy understanding.

#### Research Approach

The approach, which is concentrated for this study, is a quantitative approach by collecting data/information through primary and secondary sources using interview schedule and also with the information collected from books, journals, websites etc. to make this as a quantum analysis and prescribed in a quantitative form.

#### Sampling Techniques

The researcher had utilized non-probability method and selected samples which are a "Convenience Sampling" from the guests interviewed who were found in different places especially in hotels.

#### Method of Data Collection

In this study data's were collected using both the sources by formulating an interview schedule and collected information from many guests. In addition to this, these

data's were also collected from books, journals, magazines and websites etc.

#### Limitations of the Study:

Although the study has been conducted in a systematic manner there are few limitations:

- The Study is restricted to customers staying in the three leading star hotels in Salem, there by this result cannot be generalized to other cities.
- Sample size is restricted to 300 respondents.

### REVIEW OF LITERATURE

The following literatures have been reviewed from various research articles and books to strengthen my research study.

Thanika Devi Juwaheer and Darren Lee Ross (2003) studied on the **hotel guest perceptions in Mauritius** and identified the difficult times during the 1990s because of changing customer demands and country's hospitality and tourism sectors are trying to augment and offer more than the traditional "sea, sun and sand" concept which, until recently, has formed the core of the tourism product. Hotels have also not responded satisfactorily to the demands of customers owing to lack of management and staff training in service quality. The results also showed that customers' perceptions of service quality in the hotel industry for Mauritius fell short of their expectations, with the "empathy" dimension having the largest gap.

Nick Jones, Darren Lee-Ross, and Hadyn Ingram (1999) carried out a research study on service quality in small hotels and guest houses using 299 customers to find out the best and worst aspects of the service they had experienced and identified as 'satisfiers' or 'dissatisfiers', and as relating to tangible or intangible aspects of the guest experience. Tangible aspects of service quality were most frequently mentioned overall, but intangibles showed the greatest power to discriminate between establishments.

Hadyn Ingram (1995) investigated on Hospitality and tourism: international industries experiencing common problems some 118 entries from the International Journal of Hospitality Management from 1989-1994 and identified seven themes categorized as issues relating to international locations and generic issues of concern to the tourism and hospitality industries which are international tourism planning; the development and operation of hotels; Europe and the Single Market; planning issues and techniques; service improvement; finance and performance; and the psychology of management. The articles selected represent a cross-section of the mainstreams of ideas published during 1989-1994 and reflect emerging trends in thinking and business practice.

Marianne Abramovici & Laurence Bancel-Charensol (2004) had an action research on How to take customers into consideration in service innovation projects and find out in industrialized services activities, the success of the innovation depends on the way the customer deals with the innovation, all the more so when the innovation introduced has modified the tasks conferred upon him in the service production process. In these conditions, how can the validation of innovation by the customer from concept definition to the implementation of the evaluation methods are integrated. Eric S. W. Chan and Simon C. K. Wong (2006) focused on **Hotel Selection: When Price is**

**not the issue** and identified to maintain desired room occupancy rates, one of the common strategies a hotel will normally adopt is cutting price. This trend greatly affects a hotel's profits and may result in the deterioration of a hotel's status. Many hotels consequently discover new competitors and fail to retain guests in the long run as the guests tend to be sceptical about the level of the advertised price reduction. This implies that hoteliers need to have a better understanding of how such factors beyond 'price', such as the quality of their services and their facilities, influence the booking behavior of customers.

Sherrie Wei, Hein Ruys, and Thomas E. Muller (1999) surveyed on **A Gap analysis of perceptions of hotel attributes by marketing managers and older people in Australia** wherein the perceptions of attributes of three- to five-star hotels by marketing managers and by older people aged 60 and over who return to a satisfying hotel. The attributes studied were price, location, facilities, hotel restaurant, room furnishings, front-desk efficiency and staff attitude. Results show that both seniors and marketing managers considered hotel facilities to be the most important attribute, followed by room furnishings. The managerial implications for hotels and future research opportunities are also discussed.

Marianna Sigala (2003) studied on **Implementing Customer Relationship Management in the Hotel Sector: Does "IT" always matter?** in which they had proposed a model for managing and integrating ICT capabilities into CRM strategies. The model argues that successful CRM implementation requires the management and alignment of three managerial areas: ICT, relationship (internal and external) and knowledge management. The model is applicable and useful for all industries, but by gathering data from a dataset of hotels in Greece, its validity is tested while interesting contextual findings regarding CRM implementation are revealed.

Jun Jian Sui and Seyhmus Baloglu (2003) investigated **the role of Emotional Commitment in Relationship Marketing and explained about Loyalty Model for casinos**. They developed a model of loyalty and tested to understand the behavioral outcomes

(benefits) of building relationships with local customers and what elements contribute to these behavioral outcomes. The results showed that emotional attachment is a key mediating variable between attitudinal antecedents (trust and switching costs) and behavioral variables (proportion of visit, word of mouth, cooperation, time spent in casinos, and other product usage). The most influential variables on behavioral outcomes of loyalty were found to be trust and emotional attachment.

Gill Maxwell, Sandra Watson and Samantha Quail (2004) investigated on **Quality Service in the International Hotel Sector: A catalyst for strategic human resource development** and identified that the nature of, and relationship between, a quality service initiative and the concept of strategic human resource development. Hilton International is the case study used for this analysis. The principal finding is that the quality initiative is acting as a catalyst for a strategic approach to human resource development to emerge in the case organization. However although many of the factors identified with the concept of strategic human resource development are evidenced, it is proposed that the standards set by academics in the field of human resource development may be too aspiration for the hotel sector.

Vincent P.Magnini and John.B.Ford (2004) carried out a study on **Service Failure recovery in china** wherein they analyzed in the hotel industry; exceptional service failure recovery is a key determinant of customer satisfaction and loyalty. Western-based hotel corporations should adapt their failure recovery training programs for their properties in China. Adjustments are necessary because of differences in cognitive processing. Modifications are also required due to various Chinese cultural characteristics.

In reviewing the related literatures form the information's gathered, my project study is slightly deviated from the other articles concentrating only star hotels in Salem City and giving importance to the general services provided to customers in hotels and what are the augmented measures to be implemented for a healthy survival and to develop business.

## DATA ANALYSIS AND INTERPRETATIONS

### SOCIO ECONOMIC BACKGROUND OF THE CUSTOMERS IN THE HOTELS

This study was conducted among the customers visited the star hotels in Salem. The Socio Economic Background of the respondents is as follows:

**Table 1.**

S.No	Socio Economic Background	Number of Respondents	Percentage
1	<b>Age</b>		
	Above 50 years	18	6
	Below 25 years	72	24
	25-50 years	210	70
2	<b>Gender</b>		
	Male	207	69
	Female	93	31
3	<b>Occupation</b>		
	Business	36	12
	Private Employment	249	83
	Government Employment	15	5

**INTERPRETATION**

From the Table 1 it is inferred that 18 respondents fall in above 50 years category with the percentage of 6, 72 respondents in below 25 years with percentage of 24 and 210 respondents occupy the major percentage in age with 70. It is also inferred that with regard to the gender the majority respondents are male with total of 207 having a percentage value of 69; female respondents are 93 with a percentage of 31. With regard to occupation, private employment respondents are majority in number of 249 with percentage of 83, business people of 36 numbers with percentage of 12 and least respondents are the customers of Government employment ranging in 15 with percentage of 5.

**SATISFACTION LEVEL OF CUSTOMERS WITH THE RECEPTION & REGISTRATION SERVICES OF A HOTEL**

For any hospitality sectors including hotels, the first impression we create must be a best impression, for creating a best impression front office department plays a vital role. The key activity in this department i.e. reception & registration must be hassle free to customers main training warm, gentle, timely and prompt approach. The customer’s preference among the reception and registration is ranked below:

**Table 2**

S.No	Factors	HS	S	UD	DS	HDS	Mean Value	Rank
1	Cordial Reception	45	162	51	36	6	3.68	I
2	Answering to queries	33	168	48	45	6	3.59	II
3	Providing guidance	39	144	75	30	12	3.56	IV
4	Patience while answering	48	141	63	36	12	3.59	II
5	Promptness	36	129	75	51	9	3.44	V
6	Timeliness	12	123	93	42	30	3.15	VI

**INTERPRETATION**

From the Table 2 it is inferred that majority of the respondents are satisfied with cordial reception, answering to queries and patience while answering with the mean value of 3.68, 3.59 and 3.59 respectively and fewer number of respondents have dissatisfaction towards promptness and timeliness.

**SATISFACTION LEVEL OF CUSTOMERS WITH THE FACILITIES PROVIDED IN HOTEL ROOMS**

In addition to the general facilities provided in the hotels, room facilities are very important as the guest spends his time more inside the rooms. The guest room must have a decent look with necessary facilities to fulfill guest’s needs. The following are the most important facilities required in guest rooms and their preference among the guests is furnished in the below table:

**Table 3**

S.No	Factors	HS	S	UD	DS	HDS	Mean Value	Rank
1	Cot	66	132	72	18	12	3.74	I
2	Night Lamp	42	147	66	36	9	3.59	II
3	Cup Board	30	126	66	54	24	3.26	VIII
4	Tea Poy	27	144	57	42	30	3.32	VI
5	Sofa	30	144	60	42	24	3.38	IV
6	Dressing Table	36	147	57	27	33	3.42	III
7	Bath cum toilets	30	123	84	30	33	3.29	VII
8	Wash Basin	24	120	84	36	36	3.2	IX
9	Kits	24	120	69	63	24	3.19	X
10	Bed Linens	27	138	66	45	24	3.33	V
11	Dialling facilities	24	129	69	36	42	3.19	X
12	Audio Systems	33	102	75	54	36	3.14	XII

**INTERPRETATION**

From Table 3 it is inferred that majority of the respondents are satisfied with all the facilities like cot, night lamp, cupboard, tea poy, sofa, bath cum toilets, bed linens with the mean value of 3.74, 3.59, 3.26, 3.32, 3.38, 3.29, 3.33 respectively and fewer numbers of respondents have dissatisfaction towards wash basin, kits dialing facilities and audio systems.

**SATISFACTION LEVEL OF CUSTOMERS WITH THE CATERING SERVICES OF A HOTEL**

Sharing of food is the token of love. Now the food is being prepared and served for money. Customer doesn’t want to spend money unless or then he gets the required products. For a better eye appeal and satisfaction among the catering services by the guests the following parameters to be taken in to consideration. The customer’s satisfaction levels towards the catering services are listed below:

**Table 4**

S.No	Factors	HS	S	UD	DS	HDS	Mean Value	Rank
1	Cleanliness	45	162	51	39	3	3.69	I
2	Taste	27	174	48	48	3	3.58	II
3	Quantity	36	120	81	48	15	3.38	IV
4	Price	36	120	66	60	18	3.32	VI
5	Quality	27	156	54	54	9	3.46	III
6	Appearance	27	135	66	54	18	3.33	V
7	Time taken	24	132	54	66	24	3.22	VIII
8	Hygienic way of serving	33	123	69	51	24	3.3	VII
9	Behaviour of staff	27	123	66	39	45	3.16	IX

**INTERPRETATION**

From the Table 4 it is inferred that majority of the respondents are satisfied with cleanliness, taste and quality with the mean value of 3.69, 3.58 & 3.46 respectively and fewer number of respondents have dissatisfaction towards hygienic way of serving, time taken in delivery & behavior of staff in front of the customers.

**PREFERENCE OF CUSTOMERS AMONG THE VAUE ADDED SERVICES TO BE PRESENT IN HOTEL ROOMS**

Value for the money spent is a very important one. Any customer as a matter of fact for each and every amount he spends he expects something worthy to add value for the amount he spends. The following value added services and their ranking position among the guests are furnished in the below table:

**Table 5**

S.No	Value added facilities	R1	R2	R3	R4	R5	R6	Mean Value	Rank
1	Tea/Coffee maker	39	36	33	66	66	60	3.12	V
2	Ironing Board	15	51	75	75	72	12	3.42	III
3	Mini-Bar	45	36	54	60	42	63	3.35	IV
4	Blue Tooth	78	90	42	27	36	27	4.22	II
5	Safe Lockers	123	57	63	27	27	3	4.71	I
6	Shoe Shiner	0	30	33	48	57	132	2.24	VI

**INTERPRETATION**

From the Table 5 it is inferred that safe lockers stands in Rank I position, Blue Tooth in Rank II position, Ironing Board in Rank III position with a mean value of 4.71, 4.22, and 3.42 respectively. Mini-Bar, Tea/Coffee Maker and Shoe Shiners are ranked next to these like IV, V and VI th positions with the mean values of 3.35, 3.12 and 2.24 respectively.

**AUGMENTED SERVICES PREFERRED BY THE CUSTOMERS IN A HOTEL**

Whatever may be the services provided to the guests, always the expectation of customers will be increasing rapidly towards something new or better? Hence, the better way of doing/augmentation in the concepts and services are to be analyzed now and then and it could be implemented. The following are the augmented measures to be taken for the better business and revenue in hotels.

**Table 6**

S.No	Value added facilities	R1	R2	R3	R4	R5	R6	R7	R8	R9	Mean Value	Rank
1	Beauty Parlour	30	12	30	33	39	48	33	18	57	4.51	VI
2	Cyber Cafe'	27	45	27	54	33	30	30	39	15	5.28	V
3	Fitness Centre	3	60	57	42	27	36	45	27	3	5.43	IV
4	Recreation Club	24	24	69	45	51	45	27	3	12	5.65	III
5	ATM	159	33	39	15	36	9	-	3	6	7.62	I
6	Book Shop	3	24	36	42	24	21	102	24	24	4.35	VII
7	Shopping arcade	6	6	12	39	33	15	24	135	30	3.39	VIII
8	General stores	3	-	12	15	36	15	30	36	153	2.52	IX
9	Doctor on call	45	96	24	27	24	69	9	6	-	6.46	II

**INTERPRETATION**

From the Table 6 it is inferred that ATM is in Rank I position with a mean value of 7.62, Doctor on call in a rank II position with a mean value of 6.46, and Recreation

Club in Rank III position with a mean value of 5.65. Others, Fitness centre, Cyber Cafe', Beauty Parlor, Book Shop, Shopping Arcade and General stores occupies the other ranks as mentioned above.

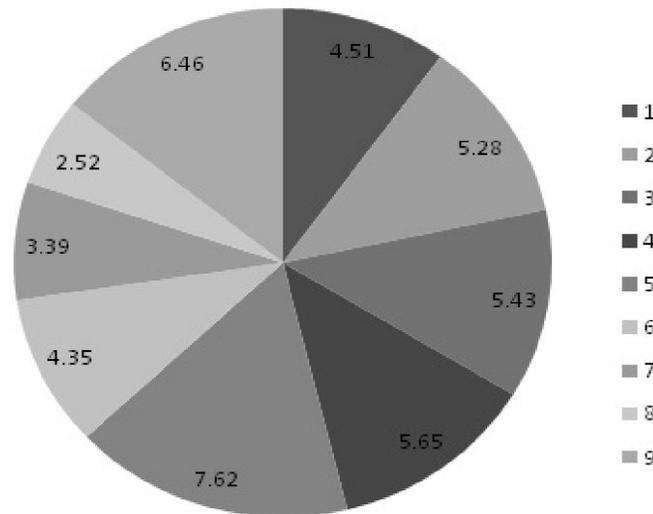


Figure 1 - Augmented Services Preferred by the Customers in a Hotel

**SUMMARY OF FINDINGS, SUGGESTIONS & CONCLUSION**

**FINDINGS**

- From the analysis it is found that, the majority of the respondents are satisfied with the cordial reception, answering to queries, patience and tolerance of staff members while answering, it is evident with the mean value of 3.68, 3.59 and 3.59 respectively. But majority of the respondents are having the dissatisfaction in promptness and timeliness.
- From the analysis it is divulged that most of the respondents are satisfied with the facilities like cot, lamp, dressing table, sofa sets, bed linen, teapoy and others bath cum toilets, cupboard, wash basin, kits, dialling facilities and audio systems which is evidently proved with the mean value of 3.74, 3.59, 3.42, 3.38, 3.33, 3.32, 3.29, 3.26, 3.2, 3.19, 3.19 and 3.14 respectively. But in average 30-50% of respondents show their dissatisfaction towards the facilities.
- From the analysis it is found that most of the respondents are satisfied with the catering services like cleanliness, taste, quality, quantity, appearance, price, hygienic way of serving, time taken and behaviour of staff with the mean values of 3.69, 3.58, 3.46, 3.38, 3.33, 3.32, 3.3, 3.22 and 3.16 respectively.

But in average 40% of the respondents show their dissatisfaction towards the various catering services.

- From the analysis it is observed that among the value added services that a customer expects in a hotel, majority of the respondents prefer safety locker facility, Bluetooth facility, this is evident with the mean value of 4.71 and 4.22 respectively.
- From the analysis it is pinpointed that among the various augmented facilities, the customers are more preferring towards ATM, doctor on call, recreation clubs, this is evident with the mean value of 7.62, 6.46 and 5.65 respectively.

**CHI-SQUARE-1**

In this Chi-square analysis, the annual income is taken as an independent variable and a room facility which is a dependent variable are taken into consideration to find the relationship between the two variables. It is well known that the marketing of the product will have an impact based on the segmentation. So, the researcher wants to find out the impact of income on the satisfaction level of the room facilities.

As a primary step for the chi-square analysis the null hypothesis and alternative hypothesis are framed as below:

Ho=There is no relationship between income and satisfaction level of room facilities

H1=There is relationship between income and satisfaction level of room facilities

**Annual Income \* LOS \_ Room Facilities**

Table 7

		LOS Room Facilities			Total
		Low	Medium	High	
Annual Income Below 5 Lakhs		39	66	108	213
		13.0%	22.0 %	36.0%	71.0%
5-10 Lakhs		9	39	12	60
		3.0%	13.0%	4.0%	20.0%
Above 10 Lakhs		3	18	6	27
		1.0%	6.0%	2.0%	9.0%
Total		51	123	126	300
		17.0%	41.0%	42.0%	100%

**Chi-Square Tests**

	Value	Df	P Value	Remarks
Pearson Chi-Square	32.155	4	.000	HS

From the analysis it is divulged that the P Value is lower than .05. So it is significant at 5% level. Hence Ho is rejected and H1 is accepted. By this it is proved that there is a relationship between annual income and room facilities. So depending upon the income of individuals there is a significant difference in the satisfaction level towards the room facilities.

**CHI-SQUARE-2**

In this Chi-square analysis, the annual income is taken as an independent variable and catering services which is a dependent variable are taken into consideration to find the

relationship between the two variables. It is well known that the marketing of the product will have an impact based on the segmentation. So, the researcher wants to find out the impact of income on the satisfaction level of the catering services.

As a primary step for the chi-square analysis the null hypothesis and alternative hypothesis are framed as below:

Ho=There is no relationship between income and satisfaction level of catering services

H1=There is relationship between income and satisfaction level of catering services

**Annual Income \* LOS \_ Catering Services**

Table8

		LOS Room Facilities			Total
		Low	Medium	High	
Annual Income Below 5 Lakhs		42	75	196	213
		14.0%	25.0 %	32.0%	71.0%
5-10 Lakhs		9	24	27	60
		3.0%	8.0%	9.0%	20.0%
Above 10 Lakhs		3	21	3	27
		1.0%	7.0%	1.0%	9.0%
Total		54	120	126	300
		18.0%	40.0%	42.0%	100%

**Chi-Square Tests**

	Value	Df	P Value	Remarks
Pearson Chi-Square	18.956	4	.001	HS

From the analysis it is divulged that the P Value is lower than .05. So it is significant at 5% level. Hence Ho is rejected and H1 is accepted. By this it is proved that there is a relationship between annual income and catering services. So depending upon the income of individuals there is a significant difference in the satisfaction level towards the catering services.

**SUGGESTIONS**

- The service provided in reception & registration it is not only starts at the presence of the customer instead of that it started right from the inception that the customer is having the conversation through telephone so the presence of the customer depends on the way how the receptionists convince them. As the first impression is the best impression, the hotels should try to impress the guests by providing reception & registration service in a proper manner. Even though the majority of the services provided in the front office are satisfied by the guests, the hotels in Salem are lacking in ensuring their promptness and timeliness in the reception. So, this should be paid more attention as the promptness is concerned any misleading information's should not be provided either regarding the tariff or availability of the room or about the facilities available in the hotels.
- And while timeliness is concerned most of the receptionists are making the customers to wait unduly

in the front office with formalities which may put the customers in an un-pleasant state. So, this is better that the delay in front office should be avoided which may serve as a token to make a customer to stay in the hotel.

- Even though brand name, advertisement, external infrastructure these are all the considering factors which may impress a customer towards the stay in a hotel but apart from that, a customer is not satisfied with the availabilities inside his room, he may not be comfortable in his stay. While hotel is concerned the major buying motive in selecting a star hotel may be the comfort & convenience so that should be taken care by providing the needful accessories in a better manner. Sufficient Percentage of respondents possesses dissatisfaction regarding the provisions of accessories. So, this may be due to the poor performance of the accessories, so hotels should accept the truth that just making available of the accessories is not enough but beyond that their working conditions and the liking of the customers towards the accessories should be taken care.
- Nowadays the expectations of the customers towards the catering services are proving more predominant. Every customer who come for his stay in hotels prefer food to be supplied within the premises more over in accordance with catering the customers prefers some facilities to be provided in a proper manner by the

hotel management. As with the evidence of the analysis, the hotels in Salem should take care about the hygienic way of serving food and behaviour of waiters while serving the food and the time taken in delivery of the foods to be taken care.

- While discussing about the hygiene factor as a challenge the hotels may allow the customers to visit the kitchen which may impress the customer by visualizing the preparation of food in a hygienic manner.
- While the behaviour of waiters is concerned, better the hotel can provide Interpersonal Skill Training for waiters and they can be thought about the way to behave with the customers. In respect of time taken in serving food is concerned, as adopted in some of the top hotels like Windsor Manor Sheraton Hotel in Bangalore, better each item in the menu can be fixed with a waiting time.
- Nowadays every company is competing in accumulating more value added services, while concerned about either the product or service the companies use the value addition as a primary tool to differentiate their product or service from the competitors. While considering about the customers expectation of the value added services, it is suggested that the hotels in Salem can opt for Blue tooth technology which stood as a modern service required by a customer and the safety lockers which may provide safety for their belongings could be provided.
- Nowadays the augmentation of the services is getting its importance, so in this juncture, it is necessary for the hotels to add more augmentation but while considering about augmentation, which may unduly increase the cost of service, so some of the highly preferred augmented services like ATM, Doctor on call, recreation clubs may be provided by the hotels in Salem.

## CONCLUSION

The study has recommended various suggestions which may be helpful for the hotels in Salem to attract more potential customers and to sustain the existing customers. As of the hotels in Salem are concerned, it is not a primary tourist spot and it cannot depend on a floating customers, but instead of that, it should purely depend upon the regular customers, whom may be the business men or the employees associated with any organization or institutions within the local limit. So, the hotel must consider in retaining the customers by providing enormous facilities and enhancing the value addition as recommended in the research.

When these suggestions are taken into account that will convert the hotels in Salem as profit centres. So, the hotels in Salem should try their possibilities and pay keen attention in the various facilities like, customer care, catering services, and other amenities.

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