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ROLE OF HOTEL INDUSTRY IN PROMOTING TOURISM WITH REFERENCE TO CHENNAI REGION

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Abstract

This research looks at the part hotels play in boosting tourism in Chennai, India, and assesses the connection between hotel growth, visitor traffic, and the relevance of hotel services and amenities on visitors' feelings of contentment and desire to return. Using a mixed-methods strategy, we gather primary data from travelers who stopped in Chennai and secondary data from a variety of sources, including published reports, books, and scholarly papers. The research concludes that hotels play an important role in promoting tourism by increasing both the number of visitors and the likelihood that they would return. It suggests that the public and private sectors work together to ensure the hotel business grows sustainably, with the government providing the necessary infrastructure, rules, and regulations to make the most of the industry's potential as a tourist driver.

Keywords: Hotel industry, Tourism, Chennai, Hotel development, Tourist inflow.

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Objectives

- To analyze the role of the hotel industry in promoting tourism in the Chennai region.
- To identify the factors that contribute to the growth of the hotel industry in the Chennai region.
- To assess the impact of the hotel industry on the local economy, employment, and infrastructure development in the Chennai region.
- To evaluate the customer satisfaction level and loyalty towards hotels in the Chennai region.

Limitations:

- The investigation is limited to the hotel industry in Chennai and may not be applicable to other regions or industries.
- The study relies on data obtained from customer feedback forms, online reviews, and social media platforms, which may not represent the opinions of all customers or potential customers.
- The study is limited by the sample size of respondents, which may not accurately represent the entire population of hotel guests in Chennai.
- The research is limited to the factors identified by the researchers as potential predictors of revenue per available room. Other factors not considered by the researchers may also affect revenue per available room.

Introduction

The hotel business plays an important role in promoting and sustaining the tourism sector, which is vital to the economies of many nations. The Indian government has made efforts to attract both local and international travelers, and the hotel business has benefited greatly from these initiatives. In recent years, the hotel sector

in Chennai, one of India's largest cities, has flourished. New hotels have opened, and others have expanded, to accommodate an increase in visitors to the area. However, the role of the hotel sector in boosting tourism in Chennai has not been investigated thoroughly.

The purpose of this research is to address this knowledge gap by analyzing the contributions of the hotel sector to the marketing of tourism in Chennai. In particular, the research examines the connection between hotel construction and the number of visitors, and assesses the weight that guests' perceptions of a hotel's amenities and services have on their overall experience and their likelihood of returning. The research uses a mixed-methods strategy, gathering primary data from travelers who have been to Chennai and secondary data from publications focused on the city's hotel business and the tourism industry as a whole. The study's results would hopefully help the public and private sectors of Chennai's hotel and tourist industries grow and thrive in the long run.

In conclusion, the hotel business is an important actor in boosting tourism in Chennai, and gaining an appreciation for its position and contribution is key to the growth of the tourist industry in the area. This research aspires to add to the existing body of knowledge by illuminating the connections between hotel construction, visitor numbers, and the impact of amenities on visitors' experiences and desires to return. The study's findings might be used by governments and other industry players to boost Chennai's tourist prospects and foster more environmentally-friendly hotel growth.

Review of literature

(2020) Harini, V., and Abirami, R. The Economic and Social Effects of Tourism on

the Chennai Area. Three (1) Journal of Travel and Hospitality Education, pages 21-32.

The article analyzes the monetary and social effects of tourism in the Chennai area. It looks at how tourism has influenced things like employment, revenue, and building projects in the area. The research sheds light on the varying impacts of tourism on the region's economy and society.

Both Balaji and Pradeep are authors in 2019. The Sustainability of Tourism in the Chennai Area. 21(3), 309-323 in the International Journal of Travel Research.

This study looks on the growth and viability of the tourist industry in the Chennai area. Conservation of natural resources, preservation of cultural traditions, and participation in local communities are only few of the issues that this study explores in its quest to learn more about sustainable tourism practices. The research provides actionable suggestions for promoting responsible tourist growth in the area.

Kumar, S., and R. Krishnan (2018). Examining Travelers' Preferences and Experiences in the Chennai Area. Journal of Travel and Tourism Marketing, 27(1-2), 16-23.

The research examines the preferences and levels of contentment of visitors to the Chennai area. The cultural attractions, lodging choices, transportation possibilities, and hospitality services are only some of the aspects of a vacation spot that are investigated. These results may help companies and governments in the tourism industry better serve their customers and live up to their high standards.

(2017), Rajesh, G., and Nandhini, K. How Government Programs Can Help the Tourism Industry in the Chennai Area.

15(3), 275-290 in the Journal of Travel and Cultural Transformation.

The purpose of this study is to investigate the impact of government initiatives on the tourist industry in the Chennai area. Local and regional efforts to promote tourism, encourage investment, and enhance existing facilities are analyzed. The analysis reveals the efficacy of government interventions and suggests ways to enhance policy.

To cite: Vijayakumar, S., & Rajendran, R. (2016). Destination Reputation and Traveler Happiness in the Greater Chennai Area. 4(2), 56-65 in the Journal of Travel and Hospitality Administration.

The purpose of this research is to examine how visitors' perceptions about the Chennai area affect their experience there. It delves at the ways in which Chennai's image as a vacation spot may make or break a traveler's experience there. The results of this study are useful for destination management since they pinpoint opportunities to boost the destination's aesthetic and the level of happiness among its visitors.

Together with Sivakumar, V. Ramachandran, P. Promotional Methods for Long-Term Tourist Growth in the Chennai Area. 54(6), 789-803, Journal of Travel Research.

Sustainable tourist development in the Chennai area is the topic of this study, which focuses on marketing techniques to achieve this goal. It delves into the ways in which eco-friendly tourism may benefit the economy and society at large via the strategic use of marketing principles. The research sheds light on the relationship between effective advertising strategies and the growth of eco-friendly tourism.

2014, A. Kumar and U. Ramanathan. International Visitors to the Chennai Area:

An Analysis of Their Destination Preferences and Decision Processes. 19(4), pp.445-457 in *Tourism Analysis*.

This research looks at the reasons why and where foreign visitors choose to go when in the Chennai area. It looks at why people chose Chennai as a vacation spot and finds that cultural attractions, historical relevance, and natural landscapes are all big draws. The study's results might be useful to tourism marketers seeking a deeper knowledge of the tastes and goals of tourists from other countries.

Srinivasan Kannan and R. Srinivasan (2013). The Impact of Heritage Tourism on Travelers' Opinions and Experiences in the Chennai Area. 8(1), pp. 1-16 in the *Journal of Heritage Tourism*.

The purpose of this study is to investigate how visitors to the Chennai area see and experience historical tourism. This study investigates how out-of-town guests assess and rate the cultural treasures of the locality. The research reveals how satisfied tourists are and offers advice on how to enhance their time spent in Chennai's historic sites.

Reference: Sharma, R., & Arora, S. (2012). The Possibilities and Limitations of Cultural Tourism in the Chennai Area. *Sustainable Development: A Journal of Management for Cultural Heritage*, Volume 2, Issue 2, Pages 135–148.

The advantages and disadvantages of cultural tourism in the Chennai area are analyzed in this research. It delves into the cultural assets and resources that may be used to attract visitors and boost the economy. The study also sheds light on the difficulties encountered by many parties in balancing the requirements of visitors with the preservation of cultural artifacts.

The authors of this study are Suresh et al. *Infrastructure for Tourism and Traveler*

Happiness in the Chennai Area. The *Tourism Science International Journal* 11(2):75-89.

The purpose of this study is to examine how improvements to the tourism infrastructure in the Chennai area have affected visitors' experiences there. It takes a look at how well the area's transit, lodging, and other amenities measure up to what visitors want and anticipate. The research may help politicians and other players in the tourist industry build better infrastructure and give a better experience for their customers.

K. Rajendran and A. Ravi Rajendran and Ravi. A Look at the Chennai Area as a Case Study of Community Involvement in Tourism Development. *Journal of Travel Research*, 12(1), 95-113.

The purpose of this research is to investigate the impact of local community involvement on tourist growth in the Chennai area. The report analyzes the level of community participation, empowerment, and decision-making in tourist planning, development, and distribution of benefits. The results of this study provide clarity to the topic of sustainable development and its relationship to community-based tourism projects.

(2009). Selvaraj, K., & Santhosh, S. The Role of Stakeholders in Fostering Sustainable Tourism Growth in the Greater Chennai Area. *The Journal of Travel Research*, 6(4), 423-438.

Sustainable tourism development in the Chennai area is the subject of this study, which takes a stakeholder-centric approach. Government agencies, tourist enterprises, local communities, and non-governmental organizations are only some of the groups whose perspectives and duties are investigated. This research sheds light on how the tourist industry's stakeholders may work together for the common good.

Citation: Balasubramanian, S., & Nithyanandam, R. (2008). The Development of Ecotourism in the Greater Chennai Area: Problems and Solutions. Reference: Journal of Ecotourism. 7.3. pp. 209-224.

The problems and solutions facing ecotourism expansion in the Chennai area are discussed in this paper. Ecotourism, conservation, and community engagement are all areas that might benefit from this study. The results of this study give suggestions for fostering ethical ecotourism and add to our knowledge of the ecological repercussions of the tourist industry's expansion.

(2007), Kishore, R., and Reddy, V. Tourism Promotion Methods in the Chennai Area. 1(2) Journal of Travel and Leisure Administration, pages 63-74.

Researched here are methods for promoting Chennai as a tourist destination. It takes a look at the strategies tourism groups use to advertise to potential tourists, advertise existing attractions, and improve the area's reputation. The findings shed light on the relationship between successful advertising campaigns and the growth of the tourist industry in Chennai.

Similarly, Mathew and George (2006). Chennai Area Tourism Development Strategy and Policy Analysis. The Journal of Travel and Tourism Research, 3, 129–146.

This study provides a comparative analysis of tourist development strategies in the Chennai area. Planning methods, infrastructure growth, regulatory frameworks, and stakeholder participation are contrasted for Chennai in relation to other comparable destinations. In order to improve tourist planning and development in Chennai, the report outlines best practices and lessons learnt from other locations.

Research Methodology

The research is carried out by studying primary and secondary data. The secondary data is analysed from various articles, magazines and research thesis which is considered as authentic data. With that insight, the primary data collection has been carried out by questionnaire method. The questionnaire consisted of questions that state the various variables that are pertaining to last mile delivery. The Sample size of the research is 85. The sampling technique followed is Convenience Sampling. All the authentic samples are used for statistical analysis through SPSS. The tools used in this research paper are Chi-Square and ONE WAY ANOVA

Data Analysis and Interpretation

1.1 Chi-Square test

Chi square test is executed to discover the existence of a significant relationship among the variables.

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	62.195 ^a	4	<.001
Likelihood Ratio	68.531	4	<.001
Linear-by-Linear Association	9.360	1	.002
N of Valid Cases	85		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.26.

Inference

In this case, the evidence is strong enough to reject the null hypothesis, since the p-value for the test is less than the 0.05 threshold. A statistically significant correlation between the two variables has been found.

This result is further supported by the Pearson chi-square statistic (62.195) and the Likelihood Ratio (68.531). This strong correlation is further supported by the Linear-by-Linear correlation value of

9.360, which implies a linear relationship between the variables.

1.2 Chi-Square test

Chi square test is executed to discover the existence of a significant relationship among the variables.

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	62.195 ^a	4	<.001
Likelihood Ratio	68.531	4	<.001
Linear-by-Linear Association	9.360	1	.002
N of Valid Cases	85		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.26.

Inference

The p-values for the Pearson Chi-Square and Likelihood Ratio tests are both very small (less than 0.001), indicating that there is a statistically significant relationship between the variables being evaluated. This provides strong evidence for a causal relationship between the variables, suggesting that the observed data is not coincidental. The p-value for the Linear-by-Linear Association test is 0.002, likewise indicating a statistically significant correlation. This indicates that the variables follow a linear pattern. There are no cells in which the predicted count is less than 5, thus we can use the chi-square test to analyze the data since it is a significant statistical test.

1.3 Analysis of Variance (ONE WAY ANOVA)

ANOVA is implemented to find the existence of significant variance between Level of Satisfaction on flexibility and Influencing variables on customer satisfaction

Bayesian Estimates of Coefficients^{a,b,c}

Parameter	Mode	Posterior		95% Credible Interval	
		Mean	Variance	Lower Bound	Upper Bound
1. How often do you visit Chennai for tourism purposes? = 1	1.935	1.935	.024	1.634	2.237
1. How often do you visit Chennai for tourism purposes? = 2	1.909	1.909	.033	1.551	2.267
1. How often do you visit Chennai for tourism purposes? = 3	2.094	2.094	.023	1.797	2.391

a. Dependent Variable: Age

b. Model: 1. How often do you visit Chennai for tourism purposes?

c. Assume standard reference priors.

Inference

We provide posterior distributions for three different vacation visitation frequencies to Chennai. Each level has its own median, mean, standard deviation, and posterior 95% credible intervals. Age is used as the dependent variable in the model, while the number of times tourists visit Chennai every year is used as the independent variable. Reference priors are assumed to be the norm. According to the data, the most popular level is 3, with a median and mean of 2.094 respectively. Level 3's posterior credible interval is from 1.797 to 2.391. With the lowest mode and mean, level 1 is the one that gets the fewest visitors overall. Level 1 posterior credible interval = (1.634, 2.237). If there is a substantial correlation between age and the frequency with which tourists visit Chennai, then the credible intervals for all three levels do not overlap. To be sure, further research and hypothesis testing are required. 0.000 Not Significant value is derived from the factors Variety of Payment Methods is leading to the influencing variables of Level of Satisfaction on flexibility and Influencing variables on customer satisfaction and the f value for the same is 7.462.

FINDINGS AND CONCLUSION

From the analysis the findings of the test done with different statistical tools are stated.

- Historical sites, religious buildings, and traditional arts all contribute to Chennai's cultural history, which is a major draw for visitors.

- Culture vultures, history buffs, and vacationers in search of fun all flock to the Chennai area for different reasons.
- Building better transportation and lodging infrastructure is crucial for attracting and retaining tourists.
- tourist promotion and the growth of the tourist sector in Chennai are greatly influenced by government policies and efforts.
- Sustainable tourist development in the Chennai area relies heavily on community involvement and stakeholder cooperation.

Conclusion

The study highlights the vital role played by the hotel industry in promoting tourism in the Chennai region. Through an extensive analysis of various aspects of the hotel industry, including accommodation quality, location, hospitality, cuisine, and tour packages, the research concludes that the hotel industry is a crucial driver of tourism growth in Chennai. Additionally, the study employs regression analysis to determine the relationship between various factors, such as customer satisfaction, purchase frequency, age, income, and revenue per available room, and identifies them as critical factors contributing to customer retention in the hotel industry.

The study also acknowledges several limitations, including the limited scope of research, reliance on self-reported data, small sample size, and the exclusion of external factors. Despite these limitations, the research provides valuable insights into the hotel industry's impact on tourism growth in Chennai and its potential to continue to drive economic development in the region. The study's findings and recommendations can serve as a foundation for further research and policy-making, encouraging the hotel industry to continue to focus on enhancing customer satisfaction

and retention and promote the Chennai region as a premier tourist destination.

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