

Project Feasibility Key to Guest Satisfaction in a Jaypee Hotels 5-Star Chain Hotels

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ABSTRACT

Location is a major aspect for success for a hotel project. For a commercial hotel, city centre is ideal while for an airport hotel proximity to airport is ideal. The site selection has a direct impact on occupancy and return on investment. A proper market feasibility report of market segment is necessary before starting a project. A study of consumer behaviour and spending power is important. Sustaining quality of services is the key to branding.

Keywords: feasibility, guest satisfaction, hotels, project

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INTRODUCTION

The modern hotels offer tangible world-class infrastructure, which is as per globally accepted standards. But if the quality of staff is bad than the intangible experience will be not good. Once, customer check-in the hotel, she/he buys experience and carries a lot of memories. A good memorable experience will encourage him/her to repeat the hotel business.

DESIGN CONSIDERATIONS

A project is an investment, which can be analyzed and appraised independently. Project feasibility refers to a series of activities, organizations conduct based on a viable economic opportunity within an established cost and time framework. The basic characteristics of a project are as follows:

- It involves a current capital investment.
- It ensures a yield of benefits in the future.
- It has as specific life span.
- It calls for teamwork, the members of which are drawn from various disciplines of management. For example, a company may take up a

project for the construction of motel in a tourist resort.

This may involve an investment of Rs50 lakh. The company expects to earn a return of rupees eight lakh after-tax per annum for the next fifteen years from restaurant sales and room rentals. The completion of this project would entail the coordination of engineering, marketing and financial experts. However, before planning or working on a hotel project, or that matter any project, an entrepreneur or an aspiring hotelier, in our case, ought to have the ability to identify an investment opportunity' which can be converted into a viable business proposition (after careful and systematic consideration). There are several sources from which an entrepreneur can gain knowledge about projects ideas.

The basic function of a design is to facilitate the flow of the project. Therefore, a new design should be formulated keeping in mind the user's friendliness and operational efficiency. Designing and constructing a hotel is an uphill task. The overall design and décor of a property should exude warmth and hospitality making guests feel at home, from the

moment they step in the hotel. Every guest should be made to feel special, but it should in no way be imposing or intimidating. The basic building design, layout and planning of facilities and services must be planned very carefully with an eye on the pocket of the promoter, the profile of the targeted clientele, and the expected returns on investment. The following are points that need to be considered while designing a hotel:

- Good location and site
- Architectural features and plans
- Efficient plan schedule
- Analysis of raw material available at cheapest
 - Good workmanship
 - Sound financing
 - Structural regulations laid by town and country planning department

Good Location and Site

Selection of location and site is a key issue in the development of hotel project. The selection of suitable sites for hotels is a complex job. It is usually a matter of choosing from among several possible sites the one that has highest number of possible features or fewest defects. This is because no site is likely to have all the desired merits. The main factors to look for while singling upon a given site as under.

The goods and services offered by the hospitality entity include guest rooms, food, beverages, health clubs, pool, etc. Whether inclusive in package or priced separately on level of staff and quality of infrastructure [1].

Financial Aspects of the Site

This pertains to the cost of land, construction costs, costs related to developing the building systems, furniture fixture, equipment, research and development, maintenance costs etc.

The management of the guest/customer or employee encounter remains one of the most difficult but ultimately most important task of hospitality managers [2].

General Aspects

These relate to general features such as accessibility of transport, distance from key commercial hubs etc. which could have a direct bearing on the business, and thus, selection of sites. Some such aspects are as follows:

- Accessibility of transport, especially from airports and railway stations.
- Existence of present and planned future social centers.
- Special attraction in location, such as proximity to parks or open space.
- Proximity to business houses and amusement centers.
- Residential or non-residential areas.
- Level of sound during night.
- Access for service deliveries.
- Suitability of ground-floor street frontages for shops.
- Class of surroundings property, whether free from industrial buildings.
- Good sub-soil to eliminate excessive foundation costs.

Planning a hotel without knowing beneficial aspects of sustainability like sunlight, competitors designs sustainability shall be useless competition [3]. The development of critical path is a tedious and arduous process but a necessary process. It sets direction and establishes the responsibility for development of successful marketing plan for a pre-opening hotel [4].

OBJECTIVES OF STUDY

The two objectives of the study are as follow:

- (1) To analyze the guest's satisfaction levels based on project type.
- (2) To map the competitors who take advantage of our unloyal guests.

Research Design

Both primary and secondary research was conducted. This research is descriptive. The primary data was collected through a structured questionnaire filled by respondents.

Sample Design

Data collection is done from 30 sample size and sample design used in the study is convenience sampling.

DATA ANALYSIS AND INTERPRETATION

Q1. Describe what does 'brand' mean to you?
Specify

Interpretation: On analysing the above Figure we found that the "quality" was most favourable answer as most of the respondent answer, whereas "care of guest" and "branding" was moderately answer.

Q2. Are you a price sensitive guest?
(a) Yes
No

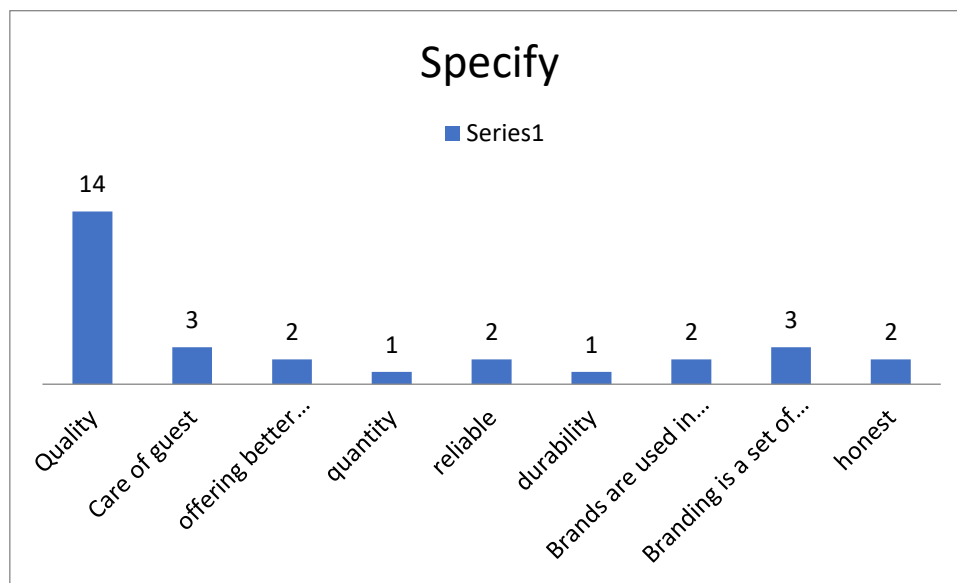


Fig. 1. Branding Perception by Guests

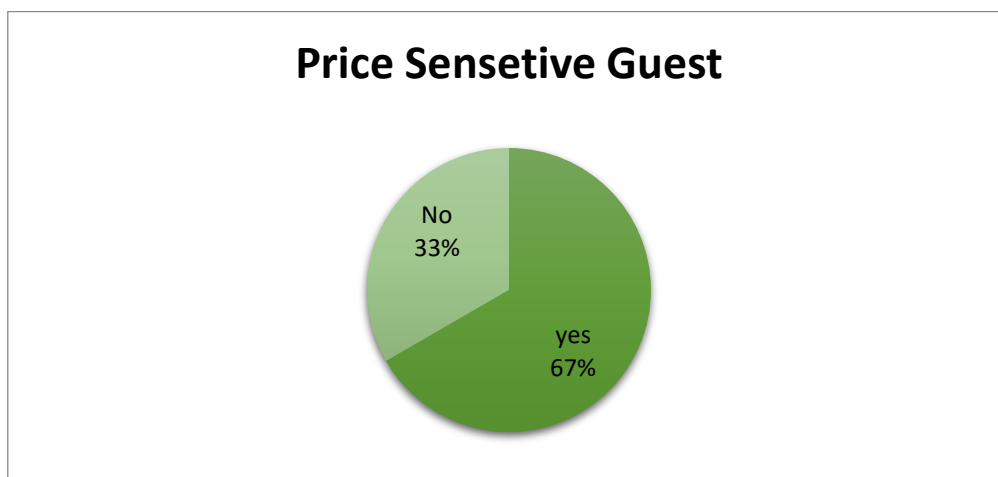


Fig. 2. Pie-chart on the price sensitive guest.

Interpretation: Figure 2 shows, out of 30 guests surveyed, majority replied 'Yes' guests are price sensitive.

Q3. Are you aware of membership card?
(a) Yes
(b) No

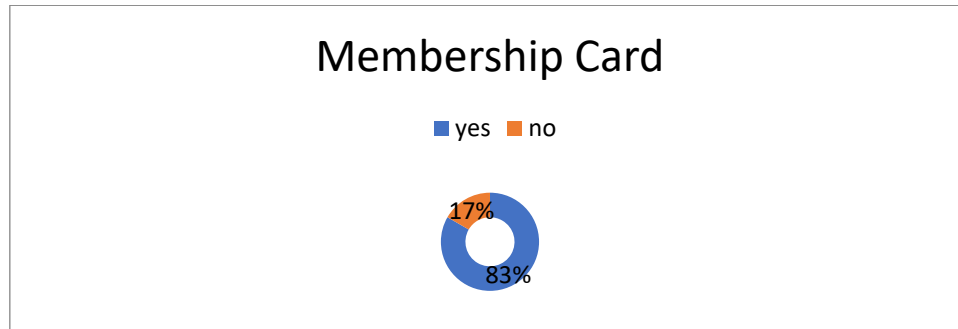


Fig. 3. Awareness of membership card.

Interpretation: Figure 3 shows, out of 30 guests surveyed, majority replied ‘Yes’ so guest is aware of membership card.

Q4. Which of the following, according to you help build a good brand image?

- (a) Quality
 - (b) Communication strategies
 - (c) Competitive pricing
 - (d) Discounts
 - (e) Others
- ‘Others’ please Specify.

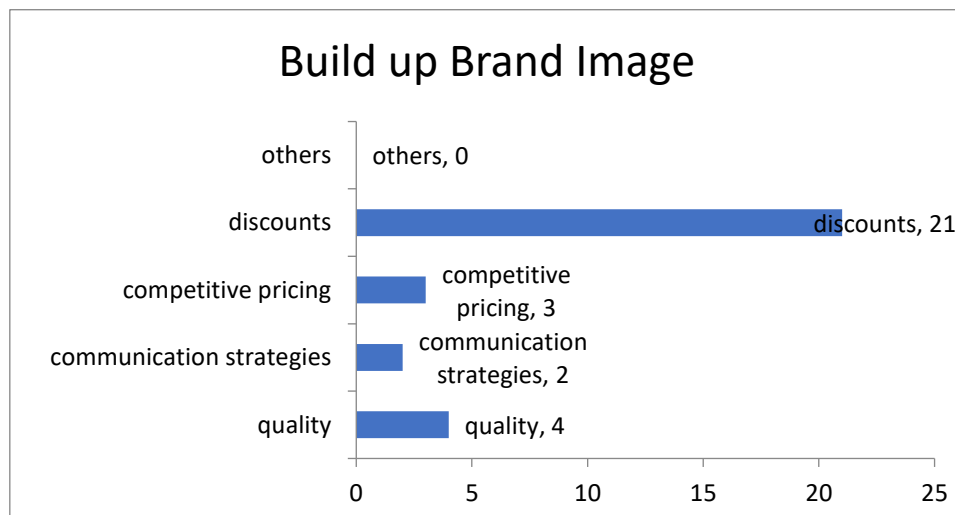


Fig. 4. Tools of Enhancing Brand Image

Interpretation: On analysing the above question we found that discount was most favourable answer as most of the respondent answer, whereas quality and competitive pricing was moderately answer as shown in Figure 4.

Q5. Do you trust our brand?

- (a) Agree
- (b) Strongly Agree
- (c) Strongly Disagree
- (d) Disagree
- (e) Neither agree or disagree.

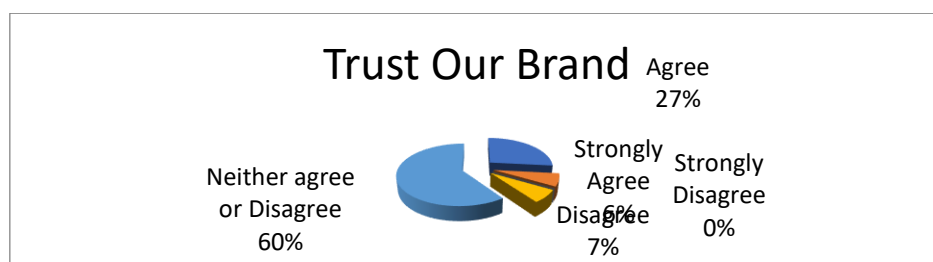


Fig. 5. Wagon wheel of Trust in brand.

Interpretation: 60% of respondents neither agree or disagree. About 27% respondents trusted the brand as shown in Figure 5.

Q6. Which Jaypee hotel do you like?

(a) Jaypee Hotel Agra

(b) Jaypee Siddharth New Delhi

(c) Jaypee Greater Noida greens & Resorts

(d) Jaypee Mussoorie

(e) Jaypee Vasant Continental New Delhi.

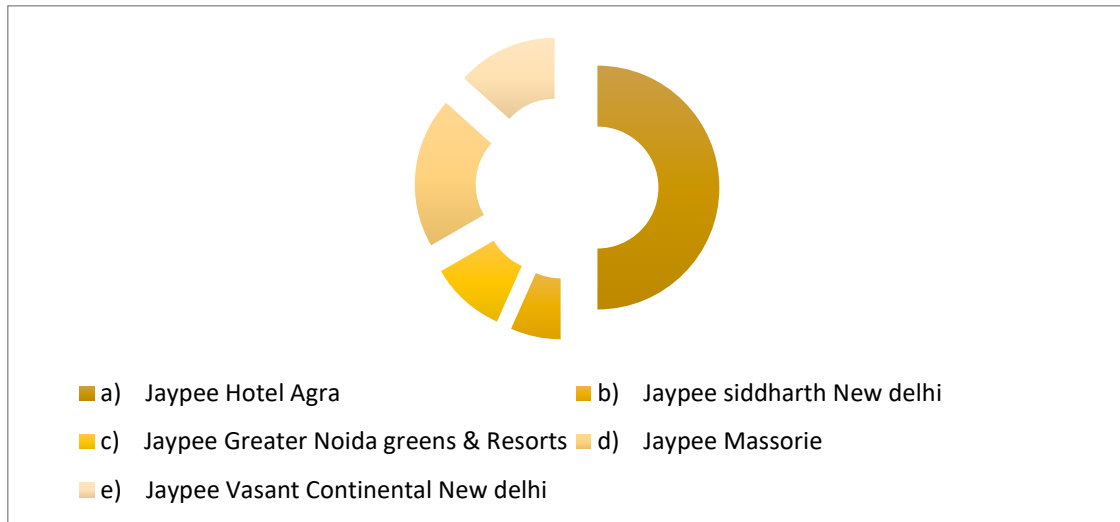


Fig. 6. Jaypee Hotel Property most Preferred

Interpretation: As depicted in figure 6 Jaypee Hotel Agra is most favourable property followed by Jaypee Mussoorie and Jaypee Vasant Continental, New Delhi,

JaQ7. Are you using hotel websites while booking?

(a) Yes

(b) No



Fig. 7. Usage of hotel website while booking.

Interpretation: Figure 7 shows that out of 30 guests surveyed, majority replied 'No'. Most of guests book their rooms by using hotel websites.

Q8. Are you aware of our Hotel discounts scheme?

(a) Yes

(b) No



Fig. 8. Hotel discount scheme.

Interpretation: Figure 8 shows that out of 30 Guests Surveyed, majority replied 'Yes'. Mostly guests are not aware about the discounted scheme given by hotel.

- (a) 0 to 20%
- (b) 20 to 40%
- (c) 40 to 60 %
- (d) 60 to 80 %
- (e) 80 to 100%.

Q9. How much Satisfied you are from our service?

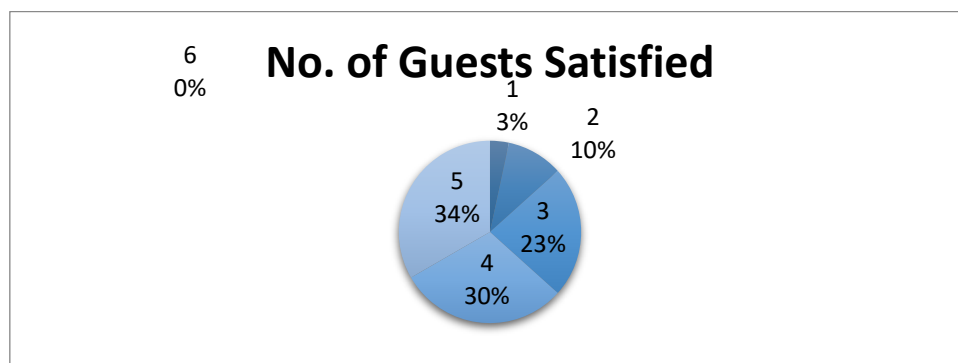


Fig. 9. Measure of Guest satisfaction

Interpretation: On analysing the above question we found that 80 to 100% was most favourable answer as most of the respondent were satisfied as shown in Figure 9.

Q10. You liked the infrastructure of our Jaypee Group hotel?

- (a) Yes
- (b) No

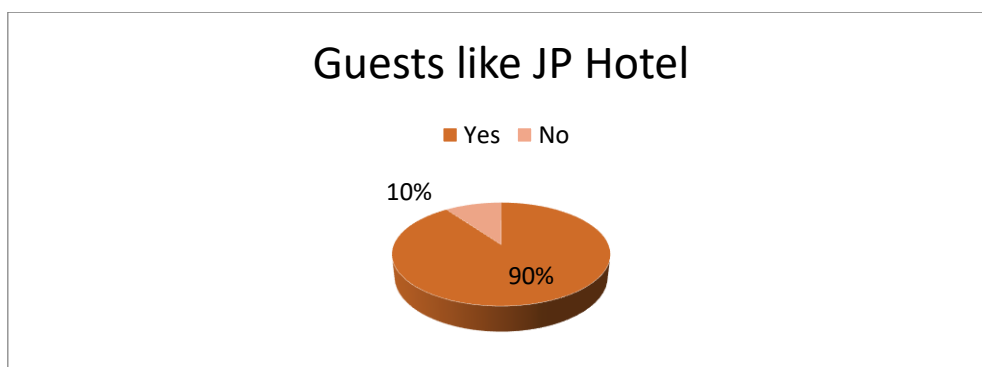


Fig. 10. Pie-chart on the infrastructure of JP Hotel liked by guests.

Interpretation: Figure 10 shows that out of 30 guests surveyed, majority replied 'Yes'. Guests do like Infrastructure of Jaypee Hotels.

Q11. Which communication channel should we choose for awareness?

- (a) Face book
- (b) Email
- (c) Letter
- (d) Newspaper
- (e) TV
- (f) Events

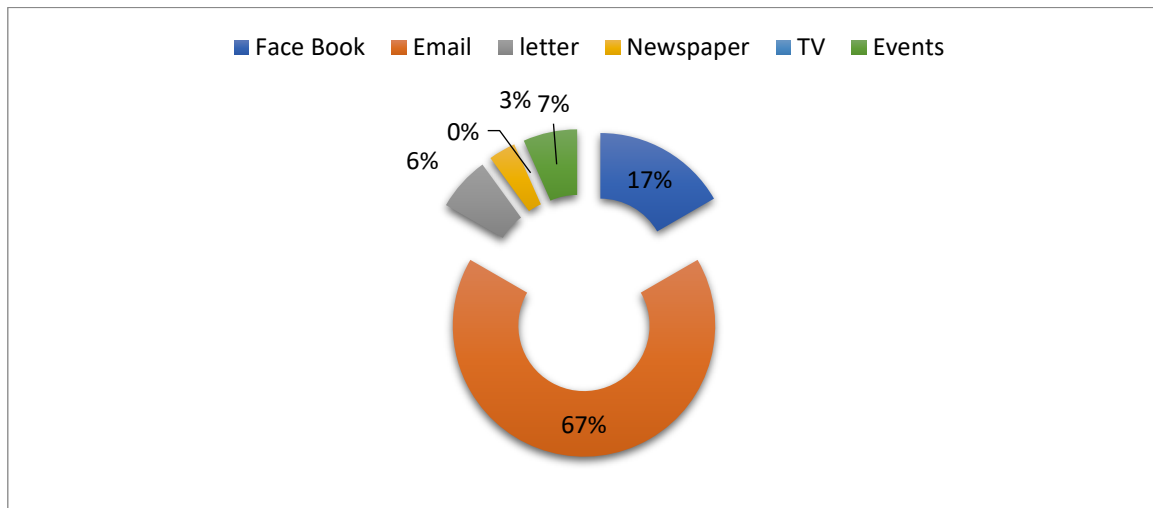


Fig. 11. Brand Awareness Communication Channels

Interpretation: On analysing the above question we found that Email was most favourable answer as most of the respondent answer, whereas Facebook and

events were moderately answer as shown in Figure 11.

Q12. What do you think of other brands? Specify

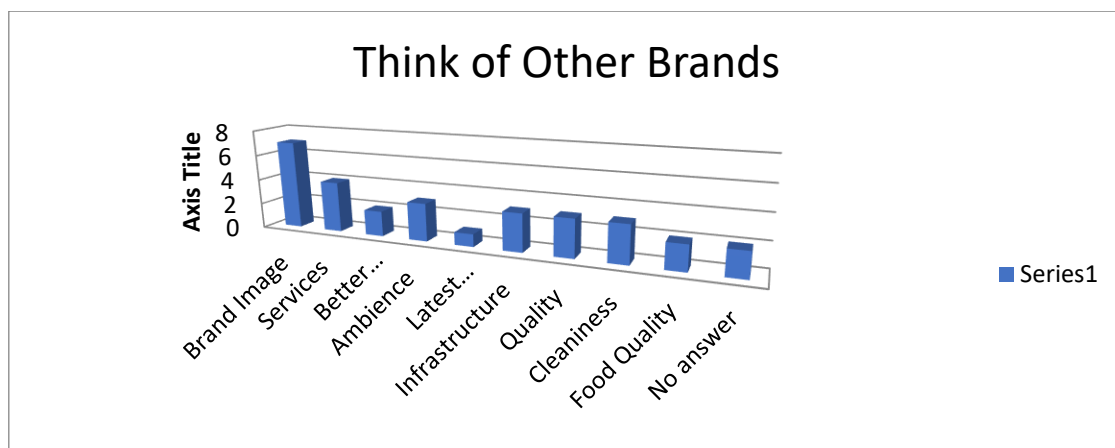


Fig. 12. Brand Preference Pattern

Interpretation: Brand image was most favourable answer as most of the respondent answer, whereas services and cleanliness were moderately answer as shown in Figure 12.

No matter what rate a hotel charges, most of its customers are derived from a mass market of millions of potential users spread far and wide [5].

CONCLUSION

Jaypee is leading and fastest growing hotel chain in India. They cannot compromise anything with their quality. According to their 4ps of their Marketing mix., even though they don't have product variety, they are successful in offering best quality in the market. Their promotional activities are emphasized to build their quality and reliability attributes on consumer mind with trust and professionalism in their work. Price is not the main concern to be focused in their promotional activities. Features of the hotel are as following:

- (1) Facility planning play vital role in while started new business.
- (2) Always work on guest complaints.
- (3) Always use new technology product
- (4) Building should be build always accordingly to the new style.
- (5) Feedback system should be easy and fast.
- (6) Always touch with potential guests.
- (7) Give better deals to all guests.
- (8) Work on brand image and quality.
- (9) Provided better services to the guests.

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