

Role of Budget Hotels Metropolitan Cities with special reference to Chennai City

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1. Introduction

Travel is an ancient phenomenon. Prehistoric travelers moved about in search of food and shelter. Recorded history gives a view of task during travel; it has only been modern times that travel has become relatively comfortable. Tourism has lately developed to a great extent and the need to give due care in its promotion for future. Tourism is the fastest growing industry and second largest industry which gives employment for all categories of people. Because of the geographical position of India, there is a scope for tourism which can in turn provide foreign exchange and business for the hotel industry. As the number of tourists visiting India is increasing for its rich cultural heritage, customs, festivals, traditions and history of India. Most of these information are provided to the tourists by the hotels.

The evolution of hotels follow closely with history of travel, the travel industry is perhaps is one of the oldest commercial endeavors of the world. The hotel industry is one of the most important industries and is responsible for earning foreign exchange and also provides employment to a wide variety of people. As this industry is called, the hospitality industry is to give food and shelter to any individual who comes in to cater to his needs and requirements in the most efficient manner. "While the term hospitality is a frequently used title for different sectors of the hotel and catering industry, the term can also be expanded to cover all products and services offered to the customer away from home including: travel, lodging, eating, entertainment, recreation and gaming. Such an expansion of term hospitality provides the link with tourism in so much that it provides range of activities, facilities and experiences".

Among the important inputs that flow into the tourist system is tourist accommodation. Accommodation facilities constitute a vital fundamental part of tourist supply and important feature of the total tourist image of country.

2. Budget Hotels

A hotel is an establishment that provides lodging paid on a short-term basis. The 1980's saw the entry of budget hotels or lodge based upon a modular low priced design aimed at the lower end of the business market and offering quality en-suite accommodation sold on a value for money basis following the successful French format located after in commercial or industrial areas. Typically a one star, two star or three category, budget hotel/lodges usually providing centrally located accommodation, tea and coffee making facilities, television, working space, trouser pressers, electric hair dryers, en-suite facilities, television, working space, trouser pressers, electric hair dryers, en-suite facilities. The hotel restaurants facilities are found within a nearby restaurant block, which may be under the same ownership as the hotel.

Budget hotel cater mainly to business travelers. The low tariff and vintage locations are the major factors for their popularity. The hotels are well located near major transportation centers. The guests are noted for tariff, but mostly business travelers arrive, "During the Industrial Revolution of the early twentieth century, the focus of US society shifted from the upper class to the working class. As more people began travelling on business, a demand arouse for private, sanitary lodging that was affordable to the average citizen. The first full-service hotel designed to accommodate business travelers was built by Ellsworth Statler, in 1908"

The economy lodging operation is commonly referred to as budget hotels. In the early years of the budget segments, the rooms were very Spartan in design and the amenities scare, even to the point of charging an extra day to turn on the in-room television. Today's economy rates are still considerably less, half the rate, than a full service midrange hotel.

In most cases, economy properties still do not have restaurants or lounges. But today's economy properties are far Spartan in design and amenities. Infact, many new economy property rooms are superior to the older midrange motor hotels. Budget hotels are providing functional but clean and comfortable bedroom facilities, ideally suited for traveling businessmen, with bedroom usually providing centrally located accommodation, tea and coffee making facilities, televisions, and sometimes restaurant facilities also.

The budget hotel provides efficient sanitary private rooms with bath, The furnishing and décor are acceptable to the majority of American traders. The first budget hotels did not have television or telephones in the rooms, but these amenities are now standard at most properties, food and beverage service may not be available and bell attendants, door attendants and concierge services are virtually not existent. Room rates typically range average about 45% less than a typical first class hotel.

To maintain these low end rates, budget/economy/limited service hotels are located on inexpensive real estate and constructed at relatively low cost. Operating costs are kept low by eliminating food and beverage service and employing small staffs.

Budget hotels are growing segments of the hotel industry. These properties focus on meeting the most basic needs of guest by providing clean, comfortable and inexpensive rooms. Economy/budget hotels appeal primarily to budget minded travelers who want rooms with all the amenities required for a stay but without extras. They do not really need or want to pay for low design and construction costs and low operating

expenses are part of the reason why economy hotels can be profitable many economy properties do not provide for all food and beverage services which means guests may need to eat at nearby restaurants. Also these properties do not usually offer room service or many of the facilities found at midrange and luxury properties.

3. Importance of the study

The Study shows the inter relationship between the hotels and tourism industry as they are the prime contributors for the Government of India in earning foreign exchange. Tourism is a powerful means for bringing about international understanding, friendship and goodwill. Tourism industry provides employment indirectly and directly.

As the tourism industry has developed recently to a great extent one should be well informed about the present issues of economic deals, persuaded by the hotel industry. Normal people are more attracted towards budget hotels than the glitter and glamour of five star hotels. One finds same facilities and personalized quality service in par with five star hotels.

This article deals with the role of budget hotels in promoting tourism in Chennai which highlights the present economy of hotel industry and the steps taken to promote tourism in Chennai.

4. Statement of the problem

Most of the tourists prefer only Business hotels. So the researcher wants to know the drawbacks of the Budget hotels and compare with Business hotels.

5. Objectives

- ❖ To study the reasons for the rise of economic class hotels / budget hotels.
- ❖ To study modern trends in hospitality industry and development with reference to tourism.
- ❖ To be aware of factors motivating people to travel.

6. Methodology

An explanatory study on 'Role of hospitality industry in promoting tourism with special reference to budget hotels in Chennai' was under taken.

Ten hotels belonging to economic/budget class hotels in Chennai city were chosen at random.

7. Method of data collection

This study is mainly based on primary data, Careful consideration of the research technique indicated that a questionnaire, simple and comprehensive in nature was designed to elicit the information related to the objective of the study. The questionnaire consists of various factors promoting tourism.

The secondary data for the study was collected and compiled from various books, journals, available web-sites in the same field.

8. Sample Size

There were nearly 67 Budget hotels available in the study area. Among the samples the researcher has been conducted his study only 15% of available hotels. The simple random sampling method is adopted.

9. Review of related literature

In literature published by **Ravindraseth** the hotel industry was found to have got new dimensions. But he criticizes the Government by fixing gross liability on it for neglecting the Tourism industry. He points out that though the tourist arrival has increased to 2.37 million in 1997, the Rooms available were only 70, 0002.

Peter Fulton General Manger, Hyatt Regency, Delhi states his view that "both occupancy and business in India has been positive. The trend depends on the supply and demand curve. India was not a popular destination right after the nuclear tests. The hospitality industry is very sensitive to prevailing situation in the country.

Sheldon Santwan makes it clear that the Indian hotels should notice the fact that the Indian travelers has been found to before more discerning and demanding that overseas travelers who have stayed in Indian hotels according to a recent survey the reason seems to be that the foreigners are making allowances for us as we are considered the "third world".

Amand Saxena, Directors of Maitri hotel consultants Pvt Ltd., opinion that the customer is the key figure who provides vital identification of the needs and wants of society and it is these needs and wants that shape the operation of a restaurant. Consumer dissatisfaction goes a long way in providing the death knell for a restaurant. From the popular saying, 'Penny wise/pound foolish' one can understand that only those restaurants that function in the true spirit of changing environment will be able to hold their heads high.

10. Profile of the study area

According to the history, Chennai evolved from a fort that Francis Day and his superior Andrew Logan (of the East India Co.) built on a narrow tract of no man's land. The five sq.km. Sand strip has now expanded into a 174.00sq.km. Metropolis with a population of more than 6 million. Former villages like Mylapore, Triplicane and Ezhumpur (Egmore) are all parts of the great city today.

Rechristened to Chennai, this city was popularly known as Madras a few years back, Long before the Portuguese arrival in the 10th century, Chennai has been popular with sea fares, spice traders and cloth merchants. Then in 1639, the British East India Company established a settlement in the finishing village of Madrasapatnam. During the British Raj, towns grew up in the area. And James II granted the first municipal in India in 1688, which it makes the oldest Municipality in India.

There was a keen competition between the French and British traders for supremacy in the area, until the historical Carnatic war took place with the successful military expedition of the shrewd British, Lord Robert Clive. Then in 1756 the French were forced to withdraw to Pondicherry leaving the

British to develop Fort St. George and in the 19th century, the city became the seat of the Madras Presidency, one of the four divisions of the British Imperial India. After India's independence it became a significant Southern Gateway.

Area	:	174.00sq.km.
Population	:	6 million
Language	:	Tamil and English
Best time to visit	:	November to February

Gateway to the eastern coast of India, Chennai the capital of the south eastern state of Tamilnadu, is one of the four major metropolitan cities in India. Today, it is hard to believe that a place that was till 1639 just a small fishing village had become such an enormous and beautiful city. Perhaps the most peaceful and green metropolis in India, tourism in Chennai offers a number of attractions for the tourists to delight in and discover, one of them is the beautiful marina beach, where the blue waters of the Bay and Bengal mingled with the golden sands. The city also has its share of forts and palaces remaining the tourists the glory of bygone eras.

Chennai, the heritage capital had its socio-economic developments which resulted in the substantial expansion in the hospitality sector. The existence of places of tourism attraction has expanded and has further contributed to the diversification of hospitality business in Chennai. The further development has formed after the formation of TTDC in Tamilnadu.

11. Conclusion

The topic of this paper is how budget hotels promote tourism in Chennai. The main objective of this paper is to study the role and importance of tourism in hospitality industry. To a great extent the study was done using the best possible methods so as to accomplish these objectives.

Hotels are no longer merely the place where you stay and eat. Now the hotel is also expected to provide quality entertainment and be a 'happening place'. There is a greater expectation from hotels to contribute to the community / city / state / nation in the socio and cultural spheres like art, literature, music and so on which in turn attracts foreign tourists and earns foreign exchange. May be the researcher will do his further study or future research extended to Budget hotel to other types of hotels or study area covers all over Tamilnadu.

12. Results & Discussion

- Budget hotels show good average occupancy percentage throughout the year catering both the types of tourists especially domestic tourist.
- Budget hotel caters more than 70% of tourists who travel for both business and recreation. Thus signifying that the budget hotels has an influencing impact in promoting tourism.
- When the star hotels run 100% occupancy, the tourist seeks for the next alternative i.e. the budget class. This situation arises mostly during the seasonal period (Oct-Feb).

- special package/discounts were offered on group arrivals, room tariff, tour itinerary to attract tourists.
- There is remarkable difference in the tariff structure when compared with five star hotels.
- Budget hotels offer discounts and special attention to the repeated customers, to appreciate their continued patronage.
- Various corporate discounts, group discounts, hoardings, word of mouth etc. were applied as sales promotion and advertising tools.
- High quality service coupled with high charges are the characterization of five star/luxury hotels, whereas budget hotels are able to provide five star hotel facility and service with lesser tariff.

13. Suggestions

- Instead of promoting five star hotels, three stars or less luxurious functions clean and hygienic accommodation with good service made available to the tourists near attractive tourist spots.
- More of international tourist should be attracted to improve the economy.
- Latest marketing techniques like a e-mail promotion, telemarketing, marketing research, holiday system, revenue generation index (RGI) can be practiced to attract guest and improve the revenue.
- The charges levied by the hotels to the tourists should depend upon the services provided by them and it should be made affordable by the tourists.
- Apart from the recent rise of budget hotels for tourism promotion by the government, serious steps to be taken to make Chennai city more warmth in welcoming tourists.
- India should apply the principle of BOT i.e. Build, Operate and Transfer to the tourism industry has been done in Maldives.
- Theme based tour packages and network of facilities, keeping the taste and type of tourists interested in mind, should be developed for example special beach based, hill based, history based, heritage based and religion (e.g. Buddhist based) tour packages can be developed.
- Tourist resorts similar to that of Taiwan Mini in Indonesia should be planned and enable its tourist to have a look at India's cultural diversity.
- Hotel industry should get infrastructure status. This is needed to increase the current room supply scenario and encourage new investment.
- Tourism education and training are critical aspects of the tourism industry international competitiveness. Programs relating to the same should be carried out to develop the tourism sector.
- Government should help in funding to assist programs designed to set high standards of professionalism for guides working in all sectors almost all tourist places cheat foreign tourists.
- Government funding should be provided for international visitor information to be included in a free publication, which should be available easily to any tourist. Essential information should be provided

about water supply the natural environment and road rules as well as some general health information the information should be made available in English, Hindi and other foreign languages.

- Hospitality and tourism industry working together can help to attain sustainable prosperity.

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ANNEXURE

ANNUAL AVERAGE OCCUPANCY PERCENTAGE

S.No.	NAME OF THE HOTEL	PERCENTAGE
1.	Hotel Palmgrove	100%
2.	Hotel MGM Grand	80%
3.	Hotel Sakithyan	70%
4.	Hotel Shan Royal	80%
5.	Hotel Ambica Empire	65%
6.	Hotel Benz Park Tulip	75%
7.	Hotel Breeze	85%
8.	Hotel Deccan Plaza	65%
9.	Hotel Radha Park Inn	65%
10.	Hotel Ampa Crystal inn	50%

Source: Primary data

TYPE OF CLIENTELE

S.No.	NAME OF THE HOTEL	FOREIGN	DOMESTIC
1.	Hotel Palmgrove	25%	75%
2.	Hotel MGM Grand	20%	80%
3.	Hotel Sakithyan	45%	55%
4.	Hotel Shan Royal	40%	60%
5.	Hotel Ambica Empire	30%	70%
6.	Hotel Benz Park Tulip	45%	55%
7.	Hotel Breeze	45%	55%
8.	Hotel Deccan Plaza	40%	60%
9.	Hotel Radha Park Inn	25%	75%
10.	Hotel Ampa Crystal inn	40%	50%

Source: Primary data

ANNUAL AVERAGE OCCUPANCY PERCENTAGE

S.No.	NAME OF THE HOTEL	BUSINESS	BUSINESS & RECREATION	HOLIDAYS	OTHERS
1.	Hotel Palmgrove	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
2.	Hotel MGM Grand		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
3.	Hotel Sakithyan		<input checked="" type="checkbox"/>		
4.	Hotel Shan Royal		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
5.	Hotel Ambica Empire		<input checked="" type="checkbox"/>		
6.	Hotel Benz Park Tulip	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
7.	Hotel Breeze	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
8.	Hotel Deccan Plaza		<input checked="" type="checkbox"/>		
9.	Hotel Radha Park Inn			<input checked="" type="checkbox"/>	
10.	Hotel Ampa Crystal inn			<input checked="" type="checkbox"/>	

Source: Primary data

SEASONAL PERIOD

S.No.	NAME OF THE HOTEL	JUNE-OCT	OCT-FEB	FEB-JUNE
1.	Hotel Palmgrove		<input checked="" type="checkbox"/>	
2.	Hotel MGM Grand		<input checked="" type="checkbox"/>	
3.	Hotel Sakithyan		<input checked="" type="checkbox"/>	
4.	Hotel Shan Royal		<input checked="" type="checkbox"/>	
5.	Hotel Ambica Empire		<input checked="" type="checkbox"/>	
6.	Hotel Benz Park Tulip		<input checked="" type="checkbox"/>	
7.	Hotel Breeze		<input checked="" type="checkbox"/>	
8.	Hotel Deccan Plaza		<input checked="" type="checkbox"/>	
9.	Hotel Radha Park Inn	<input checked="" type="checkbox"/>		
10.	Hotel Ampa Crystal inn	<input checked="" type="checkbox"/>		

Source: Primary data

SPECIAL PACKAGES / DISCOUNTS OFFERED BY THE HOTEL TO ATTRACT TOURISTS

S.No.	NAME OF THE HOTEL	TOUR ITINERARY	FOOD	ROOMS	GROUP
1.	Hotel Palmgrove		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
2.	Hotel MGM Grand			<input checked="" type="checkbox"/>	
3.	Hotel Sakithyan	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
4.	Hotel Shan Royal	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
5.	Hotel Ambica Empire	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
6.	Hotel Benz Park Tulip	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
7.	Hotel Breeze	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
8.	Hotel Deccan Plaza		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
9.	Hotel Radha Park Inn			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
10.	Hotel Ampa Crystal inn			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Source: Primary data

TYPE OF ROOMS AND TARIFF STRUCTURE (in Rs.)

S.No.	NAME OF THE HOTEL	SINGLE ROOM	DOUBLE ROOM	SUITE ROOM
1.	Hotel Palmgrove	1700	2150	2300
2.	Hotel MGM Grand	1300	1500	3500
3.	Hotel Sakithyan	2300	2500	3300
4.	Hotel Shan Royal	2250	2750	4250
5.	Hotel Ambica Empire	1700	2150	2300
6.	Hotel Benz Park Tulip	4250	4750	5250
7.	Hotel Breeze	1900	2250	3500
8.	Hotel Deccan Plaza	2250	2850	3250
9.	Hotel Radha Park Inn	2100	2300	3100
10.	Hotel Ampa Crystal inn	1800	2200	3500

Source: Primary data

MODES DEPLOYED TO RETAIN THE CUSTOMERS

S.No.	NAME OF THE HOTEL	DISCOUNT	SPECIAL SERVICE	SPECIAL INVITATION	OTHERS
1.	Hotel Palmgrove	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2.	Hotel MGM Grand	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
3.	Hotel Sakithyan	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
4.	Hotel Shan Royal	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
5.	Hotel Ambica Empire	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
6.	Hotel Benz Park Tulip	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
7.	Hotel Breeze	<input checked="" type="checkbox"/>			
8.	Hotel Deccan Plaza	<input checked="" type="checkbox"/>			
9.	Hotel Radha Park Inn	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
10.	Hotel Ampa Crystal inn	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		

Source: Primary data

SALES PROMOTION TECHNIQUES

S.No.	NAME OF THE HOTEL	CORPORATE DISCOUNTS	GROUP DISCOUNTS	CREWS	OTHERS
1.	Hotel Palmgrove	<input checked="" type="checkbox"/>			
2.	Hotel MGM Grand	<input checked="" type="checkbox"/>			
3.	Hotel Sakithyan		<input checked="" type="checkbox"/>		
4.	Hotel Shan Royal		<input checked="" type="checkbox"/>		
5.	Hotel Ambica Empire	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
6.	Hotel Benz Park Tulip	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
7.	Hotel Breeze	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
8.	Hotel Deccan Plaza	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
9.	Hotel Radha Park Inn	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
10.	Hotel Ampa Crystal inn	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		

Source: Primary data

ADVERTISING MEDIA

S. No.	NAME OF THE HOTEL	TV	PRESS	HOARDINGS	WEBSITES	WORD OF MOUTH
1.	Hotel Palmgrove				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2.	Hotel MGM Grand	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
3.	Hotel Sakithyan		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
4.	Hotel Shan Royal			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
5.	Hotel Ambica Empire			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
6.	Hotel Benz Park Tulip			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
7.	Hotel Breeze			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
8.	Hotel Deccan Plaza		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
9.	Hotel Radha Park Inn		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
10.	Hotel Ampa Crystal inn		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Source: Primary data

REASONS FOR RAPID GROWTH OF BUDGET HOTELS IN RECENT YEARS

S. No.	NAME OF THE HOTEL	ECONOMIC AWARENESS	TARIFF STRUCTURE	SERVICE IN LINE WITH 5 STAR HOTEL	FOOD	CUSTOMER SATISFACTION	OTHERS
1.	Hotel Palmgrove		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2.	Hotel MGM Grand	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
3.	Hotel Sakithyan		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
4.	Hotel Shan Royal	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	
5.	Hotel Ambica Empire	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
6.	Hotel Benz Park Tulip	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		
7.	Hotel Breeze	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
8.	Hotel Deccan Plaza	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	
9.	Hotel Radha Park Inn	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
10.	Hotel Ampa Crystal inn	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>

Source: Primary data