A study on Emergence and Development of Branded and Non Branded Budget Hotels with Special reference to Pune Region

Prof. Atul Ramgade, Asst. Prof. Dr.D.Y.Patil Institute of Hotel Management. & Catering Technology.

Pune

Prof. Dr. Shubhangi Walvekar, Director. Modern Institute of Management and Carrier Development.

Pune

ABSRTACT

The intention of the current research is to find out the reasons for the fast growth and development of Branded and non-Branded Budget Hotels and its popularity in the hospitality market, this study will focus on the business travel market segment. For this research study, data was collected from 22 branded budget hotels and 56 no of non-branded budget hotels of Pune. The data was collected using self-administered questionnaire. Questionnaires were distributed to the managers of branded and non-branded budget hotels in Pune Region. For data analysis Descriptive statistics, factor analysis, correlation and multiple regression analysis were performed. A large proportion of corporate travelers in India are mid-level executives and a bulk of leisure travelers are from the middle class. The Budget hotels in mid segment have grown rapidly to cater to this demand. They are the most important segment right now as most of them need a budget hotel as compared to upscale and luxury hotels. They also provide most of the amenities if not all the amenities that a luxury hotel would provide. It is also forecasted that the Budget segment in India though at a nascent stage now, will be the most demanding segment in the years to come.

Key words

Branded and Non Branded Budget Hotels, Hospitality Industry, Mid-level executive

Introduction

The local hotels under New trends in the hotel Industry have emerged in India-as in the world which the new comers and as well as the old timers in the industry have to adhere to if they want to be successful. It has been found that today most of the leisure and business travelers prefer budget hotels In fact; Branded and Non Branded Budget Hotels are expected to drive the growth of the hospitality industry in India in near future perhaps that is the reason why several international chains are promoting their budget brands in the country.

Pune is growing with a rapid pace and with Pune being Maharashtra's second largest city after Mumbai;

it has been a hub for the engineering industry for over five decades. But it is in the last two odd decades

that it has seen a virtual metamorphosis, evolving from a quiet peaceful town that offered hurried

Mumbai residents a pleasant weekend getaway to a mini metro bustling with industrial activity leading

IT destination, logistics hub and a renowned center for the auto, design and white goods industries, this

has triggered the growth of hotel industry in Pune and so that is the reason that many Branded and Non

Branded Budget hotels have emerged in last five years in Pune to cater to the needs of the customers

visiting Pune.

The present study intended to answer the following research questions:

1. What are the reasons for the fast growth and development of branded and non-branded budget

hotels in Pune

2. What are the reasons for the attraction of target customers towards this segment of hotels

Theoretical Framework

The theoretical background to this study focuses on the growth and development of branded and non-

branded budget hotel and the popularity it has gained over the last decade in the hospitality market.

This research study is related to the growth and development of Branded and Non Branded budget

hotels in Pune Region and it tries to find out the reasons for the Emergence and Rapid growth of

branded and non-branded budget hotels in pune region.

Budget hotels were developed as a direct result of consumer demand and, at the beginning of the 21st

century, they are the largest and fastest growing segment of the lodging industry, for many travelers, a

simple safe hotel room located near their desired destination(or on the way) is all that is required

Features that make budget hotels a unique segment of the hotel industry include their size, the large

proportion that is affiliated with franchise brand, and most significantly the room rental charges and

guest services that are offered. (J.Ninemeir, & J Perdue Discovering Hospitality and Tourism page no127)

Budget or Economy hotels were among the first to be developed in the United States. Popular brand

includes Accor Hotels, Choice Hotels, Bergurren group of hotels and many more these brands are

attractive to owners and the investors because they are relatively inexpensive to build and very easy to

operate. Travelers are attracted by low room rates, and in many cases, convenient locations, Amenities

offered by these are few, properties in these segments are not likely to have swimming pools, meeting

spaces, or food and beverage facilities although some offer continental breakfast. Food service are

offered in the lobby or small room near lobby, a relatively new term, lobby food services, all the

franchised hotels offer internet access to their guests, success budget hotels in this segment offer clean

and safe rooms, low prices and few frills. (FHRAI Vol vii no 12 May 2011 page 22-24).

Literature Review

IJMSS

In this paper the research findings are expected to fill the gap in the literature, and to provide useful

guidance for academics and practitioners to analyze the reasons for the growth and development of

branded and non-branded budget hotel in Pune Region.

The negative connotation which existed in the minds of the customers of small sized commercial hotels

i.e. branded and non-branded budget hotel hotels is now being replaced by a perception of value for

money, computability and good experience, the market dynamics with the fast changing economy has

positive impact on budget segments hotels (Emergence of Budget Hotels and Metamorphosis of Small

sized Commercial Hotels in India (S. Biswat, B. Mishra 2010)

Today budget hotels are being redefined with new concepts, innovations and strategies Now these

hotels are known as mini full service hotels recognized as business class, compacted with basic facilities

for discerning business travelers targeting a specific market segment of mid rank business executives

and price sensitive corporate these hotels are set to be competitive hospitality units, reasonably priced

with good service, style, ambience and they demonstrate professionalism. (Emergence of Budget Hotels

and Metamorphosis of Small sized Commercial Hotels in India (S. Biswat, B. Mishra 2010)

A very high growth is projected of branded budget hotels in the future. Managing these hotels is not a

easy task because the expectations of the customers are very high in towards competitive world to

manage such properties marketing strategies and to stay successfully in the market. Emergence of

brandedand non-branded budget hotel in India has become over whelming these hotels are not limited

by the word budget today they are professionally managed, compact full service business class hotels

only limited by their size, luxury and scale of operation .Hotel of this order are now object of fascination

and the competition is only growing. They have to face the challenges by uniqueness of the product.

(Emergence of Budget Hotels and Metamorphosis of Small sized Commercial Hotels in India (S.

Biswat, B. Mishra 2010)

ISSN: 2321-1784

The Indian middle class with more disposable income, increased focus in leisure and travel activities has set in a modification Hospitality Sector in India has witnessed a down turn in the recent years and the compound Annual Growth Rate (CAGR) has fallen by 6.9% over the last 5 years according to a recent HVS Report. The decline could be attributed to various reasons one of them being travelers today have become price sensitive and therefore change their loyalty towards brands for discounts which further has led to decrease in average rates. However it has given opportunity to the branded and non-branded budget hotels in mid segment category to flourish. (Business India, 2014 page no 23-26 "Hospitality trends towards changes")

Over the last decade, branded budget hotels are increasing rapidly and now account for nearly half of all hotel rooms in the country. Hotel consultancy attributes tremendous potential for expansion in the branded budget segment whose target customer would be the mid-level business traveler, India has a significant percentage of small and medium-sized businesses that cannot afford to accommodate their employees in premium hotels at the same time are willing to pay for rooms in budget hotels. Not naturally then, the hotel industry has identified the potential of this segment and is going ahead with expansion. Several international companies are entering the market and those that are already in this segment are either expanding or at least introducing their brands in the country's hotels(FHRAI Nov 2013 page no 36 "Changing trends in Hospitality Industry MICE and growth of mid segment hotels")

Economic Advancement and a significant growth of trading activities in India have necessitated people in trading to travel more. The Indian middle class with more disposable income, increased focus on leisure and travel activities has set in a modification in consumer profiles. Specifically business executives holding positions in small/medium scale establishments have to undertake travel and are continuously on the run for the sake of business related purpose(Sunday Business Times2009 "Business and Effects of Recession"), Matching with this movement quite a few number of hotels have come up which may be small in size hotels.

Presently budget hotels follow` No frills` principle, offer ambience and comfort of star hotels but at a much lesser rate Branded budget hotels are presently unaddressed segment and considering Indian growth in the middle class of 80 million families it has limited less demand. The success of this is segment depends on lowest capital cost as well as to drive the highest occupancy India is forecasted to have 50 million outbound travelers by 2020 hotels (FHRAI 2013 page no 36 "Changing trends in Hospitality Industry MICE and growth of mid segment hotels")

For too long in the Indian hospitality sector the budget hotel segment has been about compromises in facilities and lowering expectations of the customers. Today the segment of budget hotels is ready to make its presence felt in the Indian hospitality scenario, in a big way. The entire concept of budget hotels has undergone a transition over the years. (FHRAI Nov 2013 page no 36 "Changing trends in Hospitality Industry, MICE and growth of mid segment hotels")

Budget Hotels and Economic slowdown

With corporate becoming cost- conscious and leisure travelers always looking at value for money options, it is emerging as a preferred choice. A growing middle class has created demand for affordable avenues for the domestic travelers. The need for affordable accommodation has leveraged the demand for Budget hotels in mid-segment category hotels. Currently Budget hotels constitute 29% of the total hotels rooms in India. The main reasons for the success of branded budget hotels during economic slowdown are as under. Budget hotels have shown more resilience to the economic downturn, capturing business and leisure clients trading down from more upscale accommodation as available income and travel budgets shrank. In India the demand for hotel rooms is very much there despite the climate of uncertainty prevailing in the economy. Despite the fact that a few thousand new rooms are being added in the countries

Hospitality sector in the last three to four years, most of them are from the budget hotel segment, there is absolutely no doubt that India is a huge opportunity for this segment. With the hospitality industry seeing sluggish demand due to the economic slowdown, players see mid-market hotels as the key growth driver for them. Budget hotels not only require lower investment in construction, but also help hotel companies to expand their business to new cities and markets faster. Mid-market hotel brands can be easily taken to tier-I and II cities, unlike luxury hotels. Moreover, during down turn budget hotels can be flexible with pricing and still do good business. (Hotelier and Caterer "Evolving trends in hospitality Industry"Vol 11 no 9, 2013)

The Budget Segment Advantages

Over the period of the last three to four years, many new existing players have come to this segment with serious ambitions. Many industry players believe that there is a demand -supply gap for moderately priced quality hotels. The branded budget hotels in mid segment category are confident to the sustainability of domestic demand driven by the tourism and business sectors.

International Journal in Management and Social Science (Impact Factor- 4.358)

Branded and Non Branded Budget Hotels in Pune

IJMSS

Today Pune is on a very high growth path, Pune has undergone a metamorphosis from decrepit wadas

of 'peshwas' eras to a city of suave IT parks, automobile hub, OEMs, manufacturing units, banking

sector, telecom and educational Institutions. Pune has an interesting blend of Indian and multinational

companies which has resulted in the work culture that naturally supports global business.

Opportunity's for Budget Category of Hotels is huge and a big expansion is expected in forthcoming

years Widespread commercial development has triggered the growth of the hotel industry in Pune over

the past few years, a recent report by consultancy firm Deloitte estimated that there is going to be an

addition of 1500-2000 rooms in different segments of hotels including Budget Hotels.(IPF online.com).

The Deloitte report indicated that with the revival of the economy, business activities have again picked

up in Pune and this is expected to increase the demand for the hotel rooms. Therefore Pune needs more

rooms to fill demand -supply gap. It is also noted that hoteliers across the country are planning to

venture into Pune's hospitality segment in the coming years and more than 50% of the upcoming hotels

would fall under the Budget segment category.(IPF online.com).

The current room tariff and pricing policy of Budget hotels in Pune is more attractive than other cities in

India namely Mumbai and Bengaluru. This has made Pune a preferred destination for corporate

travelers, who are increasingly showing an inclination for organizing meetings and conventions in the

city hotels. Leisure travelers, to are opting to visit Pune for similar reasons. Hoteliers across the country

are planning to venture into Pune's different hospitality Segment and Budget segment being one of

them (IPF online.com).

Objectives of the study

1) To study the reasons for the emergence and development of branded and non- branded budget

hotel in Pune Region

2) To understand the reasons from owners perspective for attraction of target customer toward

Branded Budget Hotels

In order to meet the objectives of this study the, following hypotheses are proposed:

Hypotheses

- 1. The performance of Branded Budget Hotels is consistent during the economic cycle.
- 2. The growth of middleclass population has triggered the emergence of Branded and Non Branded Budget Hotels

Research Methodology

Primary data: For this research 22 Branded Budget Hotels and 56 Non Branded Budget Hotels of Pune were selected and self-administered questionnaire were filled from the managers of these hotels

Secondary data: Books, Journals, Periodicals, Websites

Survey Conducted: Branded/Non Branded

Branded/Non Branded	Frequency	Percent	
Branded	22	28.2	
Non Branded	56	71.8	
Total	78	100.0	

Data Analysis and Findings

Hypothesis 1: The performance of Branded Budget Hotels is consistent during the economic cycle

Table: Percentage of customer through Corporate Tie-ups

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	10	12.8	12.8	12.8
	5	9	11.5	11.5	24.4
	10	26	33.3	33.3	57.7
	15	23	29.5	29.5	87.2
	20	10	12.8	12.8	100.0
	Total	78	100.0	100.0	

Table: Occupancy rate on Week days'

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	40 - 59%	44	56.4	56.4	56.4
	60 - 79%	27	34.6	34.6	91.0
	Less than 40%	7	9.0	9.0	100.0
	Total	78	100.0	100.0	

Table: Occupancy rate week ends

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	40 - 59%	1	1.3	1.3	1.3
	60 - 79%	47	60.3	60.3	61.5
	above 80%	30	38.5	38.5	100.0
	Total	78	100.0	100.0	2

Last Years Occupancy

	-	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	40 - 59%	1	1.3	1.3	1.3
	60 - 79%	58	74.4	74.4	75.6
	above 80%	19	24.4	24.4	100.0
	Total	78	100.0	100.0	

International Journal in Management and Social Science (Impact Factor- 4.358)

Last three Years Occupancy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	60 - 79%	49	62.8	62.8	62.8
	above 80%	29	37.2	37.2	100.0
	Total	78	100.0	100.0	

Seasonal fluctuation

	_	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	10	12.8	12.8	12.8
	Yes	68	87.2	87.2	100.0
	Total	78	100.0	100.0	

The occupancy rates in last three years shows very much similar trend as in the latest year. The occupancy in weekends is more that weekdays. Most of the hotels agreed that there is a seasonal fluctuation in occupancy rate. Thus it is proved that the performance of Branded Budget Hotels is consistent during the economic cycle

Hypothesis 2: The expansion in middle class population has created an impetus for the growth and development of Branded and Non Branded Budget Hotels

Cross tabulation: Budget hotels provides comfort at affordable price * Branded/Non Branded

		Branded/Non Branded		
		Branded	Non Branded	Total
Budget hotels provides	Disagree	2	4	6
comfort at affordable price	Neutral	3	5	8
	Agree	5	18	23
	Strongly Agree	22	29	51
	Total	32	56	88

Budget hotels are on rise due to increase in new middle class * Branded/Non Branded

		Branded/	Non Branded	
		Branded	Non Branded	Total
Budgethotels are on	Disagree	3	2	5
rise due to increase in new middle class	Neutral	5	9	14
	Agree	15	26	41
	Strongly Agree	9	19	28
	Total	32	56	88

Budget hotels are less affected during economic slowdown * Branded/Non Branded

	-	Branded,	/Non Branded	
		Branded	Non Branded	Total
Budget hotels are less affected during	Agree	28	22	50
economic slowdown	Strongly Agree	4	34	38
То	tal	32	56	88

The occupancy of Budget hotels has gone up in recent times due to the increase in domestic travelers * Branded/Non Branded

	·			_
		Branded	Non Branded	Total
The occupancy of Budget	Strongly Disagree	6	18	24
hotels has gone up in	Disagree	6	14	20
recent times due to the increase in domestic travelers	Neutral	1	2	3
	Agree	14	11	25
	Strongly Agree	5	11	16
	Total	32	56	88

Due to the rise in value for money conscious travelers there has been growth in

Budget hotels * Branded/Non Branded

		Branded/No		
		Branded	Non Branded	Total
Due to the rise in value for	Disagree	4	7	11
money conscious travelers there has been growth in Budget hotels	Neutral	2	12	14
	Agree	26	23	49
	Strongly Agree	0	14	14
	Total	32	56	88

Branded Budget Hotels bridges gap between Luxury hotels and Substandard Hotels * **Branded/Non Branded Cross tabulation**

		Branded/N		
		Branded	Non Branded	Total
Branded Budget Hotels	Disagree	3	5	8
bridges gap between	Neutral	5	13	18
Luxury hotels and Substandard Hotels	Agree	15	25	40
Substantial a Hotels	Strongly Agree	9	13	22
	Total	32	56	88

Cost cutting by corporate and business houses have increased the occupancy of Branded Budget **Hotels * Branded/Non Branded Cross tabulation**

		Branded		
		Branded	Non Branded	Total
Cost cutting by corporate	Disagree	2	4	6
and business houses have	Neutral	3	5	8
increased the occupancy of Budget Hotels	Agree	5	18	23
	Strongly Agree	22	29	51
	Total	32	56	88

Testing of Hypothesis: Statistical test Regression is used

Regression is a predictive analysis technique where the dependent variable is effect and independent variable is cause. Predictive Analysis is used to predict the value of dependent variable from one or set of independent variables. To test hypothesis, regression analysis was performed

Correlations

		Preference of no frills hotel by business executives has given rise to emergence of Budget hotels in recent years	Budget hotels are on rise due to increase in new middle class
Preference of no frills hotel by	Pearson	1	.692**
business executives has given rise to emergence of Branded	Sig. (2-tailed)		.000
Budgetand Non BrandedBudget	N	78	78
hotels in recent years			
Branded Budgetand Non	Pearson	.692 ^{**}	1
BrandedBudget hotels are on rise due to increase in new middle class	Sig. (2-tailed)	.000	
	N	78	78

^{**.} Correlation is significant at the 0.01 level (2-tailed).

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
	Preference of no frills hotel by business executives has given rise to emergence of Branded and Non BrandedBudget hotels in recent years ^a		Enter

a. All requested variables entered.

b. Dependent Variable Budget hotels are on rise due to increase in new middle class

International Journal in Management and Social Science (Impact Factor- 4.358)

ISSN: 2321-1784

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.692ª	.480	.473	.651

a. Predictors: (Constant), Preference of no frills hotel by business executives has given rise to emergence of Branded Budget hotels in recent years

Table: Model Summary, Regression Analysis

For regression through the origin (the no-intercept model), R Square measures the proportion of the variability in the dependent variable about the origin explainedby regression.

This cannot be compared to R Square for models which include an intercept

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	29.631	1	29.631	70.014	.000ª
	Residual	32.164	76	.423		
	Total	61.795	77			

a. Predictors: (Constant), Preference of no frills hotel by business executives has given rise to emergence of Branded and Non BrandedBudget hotels in recent years

b. Dependent Variable: Budget hotels are on rise due to increase in new middle class

The above output box is labeled ANOVA (Analysis of Variance). Here is the F-test outcome that is giving a measure of the absolute fit of the model to the data. The F-test outcome is highly significant (less than .001, as you can see in the last column), so the model does fit the data.

A straight line, depicting a linear relationship, described the relationship between these two variables.

Coefficients^a

ISSN: 2321-1784

	Unstandardized Coefficients		Standardized Coefficients		
Model	В	Std. Error	Beta	Т	Sig.
1 (Constant) Preference of no frills hotel by business executives has given rise to emergence of Budget hotels in recent years	1.520 .663	.311 .079	.692	4.881 8.367	.000

a. Dependent Variable: Budget hotels are on rise due to increase in new middle class

The regression model had R Square of 0.48 which was significant at 0.01 alpha

Based on the above information the regression equation can be presented as follows:

Budget hotels are on rise due to increase in new middle class = 1.52+ 0.692(Preference of no frills hotel by business executives)

Here the dependent variable is Budget hotels are on rise due to increase in new middle class and independent variable is Preference of no frills hotel by business executives. The regression analysis proves that from the above data, that the growth of middle class population has triggered the emergence and development of Branded and Non Branded Budget Hotel.

Discussion

The Indian middle class with more disposable income, increased focus in leisure and travel activities has set in a modification Hospitality Sector in India has witnessed a down turn in the recent years and the compound Annual Growth Rate(CAGR) has fallen by 6.9% over the last 5 years according to a recent HVS Report. The decline could be attributed to various reasons one of them being travelers today have become price sensitive and therefore change their loyalty towards brands for discounts which further has led to decrease in average rates. However it has given opportunity to the budget hotels in mid segment category to flourish. Over the last decade, branded and non-branded budget hotels are increasing rapidly and now account for nearly half of all hotel rooms in the country. Hoteliers across the

country attributes tremendous potentialFor expansion in the budget segment whose target customer would be the mid-level business traveler, India has a significant percentage of small and medium-sized businesses that cannot afford to accommodate their employees in premium hotels at the same time, are willing to pay for rooms in budget hotels. Not naturally then, the hotel industry has identified the potential of this segment and is going ahead with expansion. Several international companies are entering the market and those that are already in this segment are either expanding or atleast introducing their brands in pune region as well Economic Advancement and a significant growth of trading activities in pune have necessitated people in trading to travel more. The Indian middle class with more disposable income, increased focus on leisure and travel activities has set in a modification in consumer profiles. Specifically business executives holding positions in small/medium scale establishments have to undertake travel and are continuously on the run for the sake of business related purpose(Sunday businesss2009), Matching with this movement quite a few number of hotels have come up in pune which shows a positive sign of further growth and development of these hotels in the future. With economical pricing and reduced cost of construction, this segment of hotels is a winwin prospect for owners, operators and customers. Ideal Budget hotels would offer an experience that is easy on sensibilities, by creating fusion of comfort and style for the best of business and leisure travel. Weather one is seeking a restorative midweek vacation, a weekend gateway, planning a meeting or just out to seek an adventure, these hotels provide an unforgettable and rejuvenating experience.

Conclusion

The analyses of the occupancy rates of budget hotels over the years are showing similar trends. The occupancy in weekends is more that weekdays with a seasonal fluctuation in occupancy rate. It can be concluded that the performance of Budget Hotels is consistent during the economic cycle. The regression analysis proves that the expansion in middle class population has been a strong reason for the growth and development of Branded and Non Branded Budget Hotels and soit can be concluded that the Branded and Non Branded Budget segment in Indiathough going through at a nascent stage now, but it will be the most demanding segment in the years to come and pune also will not be left behind.

References

Journal article

- 1. (Y.Daudkhane2010)"Impact Of Global Meltdown On Tourism Sector In India, AIM, International Conference"
- 2. ASSOCHAM Report , Financial Pulse Study Performance of Indian Hospitality Industry, May 2009
- 3. HVS Hospitality Survey Report, India, 2009
- 4. S. Biswal, B. Mishra (2010 ("Emergence of Budget Hotels and Metamorphosis of Small sized Commercial Hotels in India") South Asian Journal of Tourism and Heritage, Vol. 3, Number 2.
- 5. (S.Sahai 2013) Hotel business reviewpage no 27-30 Vol.9 No.5
- 6. (N Gosh2013) Express Hospitality page no 13-14 Vol.8 No19
- 7. Today'straveler Business &Leisure Magazine page no 44-46 Vol.6 No.11
- 8. FHRAI Magazine- 2012 Vol-13 issue11page 9-10

Books

- 1. R.Agarwal ,(2002) Hotel Front Office , Sublime publication Jaipur.
- 2. A.Ismail,(2002) Front Office Operation & Management, Efficient offset printers New Delhi.
- 3. B.K. Chakaravarti , (1999) Hotel Management, Akash press New Delhi.
- 4. J H Walker, (2004) Pearson Education, Inc New Delhi.
- 5. C.Lashley, A. Morrison (2000) In search of Hospitality, Genesis Type Setting Oxford
- 6. J.Ninfemeir, J. Perdue (2009) Discovering Hospitality and Tourism Dorling India Publishing House, Delhi
- 7. K.Chon, R.Sparrowe Welcome to Hospitality. Eastern Press Bangalore 2001

Websites

- 1. www.all business.com/travel hospitality tourism/lodging-hotels-motels/8288401-1.,html
- www.business-standard.com/india/news/midsegment-hotels-find-theirway-into small-cities/309423
- 3. www assetz.co.uk/why-budget-hotels.html
- 4. www.trihc.com/budget/%hotels 2007 what really is budget
- 5. www.theHindu business line. in/2010/25/stories

ISSN: 2321-1784

Annexure I: Questionnaire

Questionnaire to be filled by the Manager/Owners of the Hotels

The objective of this Survey is to obtain information on Reasons for the growth and development of Branded and Non Branded Budget Hotels of Pune. The Questionnaire that follows is a tool for collection of data for the project titled 'A study on Emergence and Development of Branded and Non Branded Budget Hotels with Special reference to Pune Region 'You are requested to respond candidly to all the questions, the information will be used for research purpose only and will be kept confidential thank you for your cooperation.

Respondents Pi	rotile										
Name (optional)											
Designation						-					
Year of Establis	hmei	nt of hot	:el:								
Gender: Male				F	ema	ale					
Age:											
19-25		26-30		31-35		36-4	10		41-45	46 and above	
No of rooms:	·										
Less than 20		21-5	50		51-10	00		1	01-100	201 and above	

Kindly give bifurcation of your customers in percentage

Customer	Percentage
Corporate tie up	
Business Customers without tie up	
Leisure	
Education	
Walk Inns	

ISSN: 2321-1784

Average Occupancy	above 80%	60 - 79%	40 - 59%	Less than 40%
Week day				
week ends				
Last Year				
Last three Years				

Do١	you have seaso	nal fluctuation	in the	occupancy	/?
-----	----------------	-----------------	--------	-----------	----

Yes No

Please rate the followings as per the best of your knowledge where

1= Strongly Disagree 2=Disagree 3=Neutral 4=Agree 5= Strongly Agree

		1	2	3	4	5
1	Preference of no frills hotel by business executives has given rise to emergence					
1	of Branded and Non Budget hotels in recent years					
2	Branded and Non Branded budget hotels provides comfort at affordable price					
3	Budget hotels are less affected during economic slowdown					
4	The occupancy of Budget hotels has gone up in recent times due to the increase					
4	in domestic travelers					
5	Due to the rise in value for money conscious travelersthere has been growth in					
٥	Budget hotels					
6	Budget hotels are on rise due to increase in new middle class					
7	Budget Hotels bridges gap between Luxury hotels & Substandard Hotels					
8	Cost cutting by corporates and business houses have increased the occupancy of					
8	Budget Hotels					