

## WOMEN TRAVELERS PREFERENCES IN HOTEL INDUSTRY AT TIRUNELVELI CITY

**Mrs.B.Sathya Guna**, Reg. No. 20121171012002, Ph.D Research Scholar (Part Time), Research Centre: PG & Research Department of Commerce, Rani Anna Government College for Women, Tirunelveli affiliated to Manonmaniam Sundaranar University, Tirunelveli.

Email: [sathyaguna1970@gmail.com](mailto:sathyaguna1970@gmail.com)

**Dr.R.Ezhil Jasmine**, Assistant Professor of Commerce, PG & Research Department of Commerce, Rani Anna Government College for Women, Tirunelveli affiliated to Manonmaniam Sundaranar University, Tirunelveli. Email: [ezhilmohan3@gmail.com](mailto:ezhilmohan3@gmail.com)

### ABSTRACT

Hotel industry primarily provide accommodation and secondarily it provides more services to its customers such as lodging, foods and beverages, housekeeping, cab booking etc..In olden days most of the male travelers only preferred hotel stay in their travel time. Women travelers are mostly not interested to stay at hotel alone, In modern world they are ready to staying in hotel alone according to their business, job and education purpose and they prefer some facilities like safety, friendly environment, entertainment etc... In this article the study is made on the Women Travelers Preferences. A sample of 50 women travelers has been selected those who are stayed in hotels at Tirunelveli district. The study focuses which kinds of services were preferred by women travelers from hotels. The collected information suggests the hoteliers should adjust the environment of their hotel according to the women travelers' preference then they get goodwill and better economic growth in their business sector.

**Keywords: Accommodation, Entertainment, Travelers, Environment, Goodwill**

### INTRODUCTION

Hotel industry holds eminent role in our society because it generate revenues through accommodation, food, entertainment, relaxation to public. A Person may like to stay at hotels for various reasons such as business work or meeting, cinema shooting, education purpose, interview purpose, vacation, family trip, mind relaxation and some more reasons are behind their stay. The word Hotel is derived from the Word Hostel which means 'a place to stay for travelers' Now a day's Various kinds of hotels are there for travelers they are Convention hotels, Resort Hotels, Boutique Hotels, bed and breakfast hotels, Extended stay hotels, Economy hotel etc..Different categories of peoples prefer different kinds of hotels depend upon their needs. In olden days women's were dominated by men's and they do not had any rights , they can't get education, they do not allowed to get outside. Most of the Indian leaders put efforts to burn women domination from our society after that efforts women's were got more rights in their life,

education, family etc.. and today lot of the women's are educated and most of the women's are self employed so they travelled individually for their growth purpose. In their travelling time they need confidential and secured staying place, so they choose hotel stay. In Hotel stay they preferred lot of things, but all kinds of hotel industries are not provide that kind of facilities to women travelers. Thus the study is based on women travelers expectation and their preference in hotel industry.

## REVIEW OF LITERATURE

- i. Gajbhiye Charuta, Patil J. (2014), "Preference of Womens in Hotel Industry : An Empirical Study". The study was carried out in the 5 star hotels of Mumbai, Pune, Nashik and Aurangabad to find out the reasons for preference of women employee in hotel. The Human Resource managers of these hotels were taken as samples to collect the information. The study showed that the women employees are preferred to be hired in Front Office due to their soft skills expertise and in the House keeping department due to their esthetic sense. The study proves that the women employees are more suitable at the Guest service areas and also at the managerial level. Her coordinating and Democratic style of leadership was appreciated, however she was found lacking in her decision making ability. The study concludes that there are benefits of hiring women in hotel industry
- ii. Dr. Rasika R. Gumaste (2019), "A study of Preferences of In- Room Facilities by Female Business Travelers in Hotels (with special reference to 5 star Business Hotels in Pune city)" In this study researcher was interested in knowing which in-room facilities and services in the guestroom are important for the customer in the Business Hotel. Descriptive research was used to study the various in-room facilities and services leading to repeat business and included survey. The factors which influence the Female Business Customers while choosing a hotel room are hygiene and cleanliness, updated technology, services and amenities, ventilation and air quality, bed and bedding, size of hotel room and division of areas. Single Lady Traveler (SLT) is an important segment for the hoteliers and hence special attention needs to be given towards their needs and preferences. Hotelier should accordingly formulate appropriate business strategies to attract the female client.

## STATEMENT OF THE PROBLEM

Womens are normally very conscious in each and every steps in their life, before they take any decision they must enquire about it from lot of peoples because they are conscious about cost, safety, environment, benefit etc.. In hotel industry concept women expect more things like easy check-in process, online booking, cab arrangement, green environment, cctv camera availability etc.. but lot of hotels are not interested to know about this details so the women travelers were suffered a lot, only 2/10 hotels only know about this advantages and they only provide such facilities to women travelers and also they earn lot. Hence the study is focused on the womens expectation from hotel industry. Each and every hotels should consider women travelers expectations and their preference then they will get good profit and sustainable growth.

## IMPORTANCE OF THE STUDY

Today lot of competitions are there in hotel sector because the consumer expectations are increased and they expect lot of things from hotelier so more kinds of hotels are introduced now depends upon their consumer expectations they are Convention hotels, Resort Hotels, Boutique Hotels, bed and breakfast hotels, Extended stay hotels, Economy hotel etc..but very few hotels only gives important for women consumers and they try to know their preference then they implement such facilities in their hotel because they know today women travelers are increased and they satisfied their women consumers they visit again repeatedly and they were loyal to them then the hotels can develop their economical level. Provide Women worker for room service, natural greenly infrastructures, clean environment, safety which is an important factor to stay women travelers in hotel

## OBJECTIVES OF THE STUDY

- To know the demographic factors of women travelers
- To identify the women travelers preference in hotel industry

## SCOPE OF THE STUDY

The purpose of the study is to know about the “Preferences of Women Travelers in Hotels at Tirunelveli District.” For this study, the data were collected from the women travelers relating to their preference in Hotel. This study gives the detailed information about the preference and expectation of women travelers in hotel industries and which kind of facility is most important for women travelers.

## LIMITATION OF THE STUDY

This study is only conducted in Tirunelveli district and hence the result cannot be applied to other areas. Only 50 respondents have been selected for the study and also this research is conducted in the limited period. A long time research and more number of data can gives some more in-depth information about this research.

## RESEARCH METHODOLOGY

The researcher selected 80 respondents in tirunelveli district by adopting random sampling method. The study is mainly based on questionnaire to collect primary data. Secondary data were collected through books, journals and websites.

### Women Travelers Preference in Hotels

#### a. Front Desk Staff Cooperation

- The women travelers expect good response from front desk staffs in Reception
- They want a kind service from receptionist for 24 hours

**b. Online Booking Facility**

- They want online booking facilities because they decide to travel certain place within small time gap and they had a lot of commitments also so had no more time to choose best hotels on their travel.
- For that reason they choose online booking options and it's very useful to know some details about that hotel like room images, hotel environment images and also they know about the hotel service through reviews in their page.

**Offer Comfortable room****Comfortable room means**

- the women travelers want to get their room nearer to the upstairs/ lift
- They want 24 hours free wifi facilities
- Stylish room designs, mind blowing painting works, modern toilet facility
- Attractive bed spreads, provide big size mirror, mind relaxing music collections
- Provide slippers for toilet use and give hair dryer, fix air fresheners it gives pleasant mind

**Natural Greenish Environment****Greenish environment means**

- The hotel surroundings and walking corridors full of showing trees and small plants, beautiful fragrance flowers and climbers like vernaia, coral vine etc
- It give peace for their mind and also set some fragrance flowers in their rooms sit out areas and some small plants like money plants

**Room Service**

- They want room service for 24 hours and also they want women workers for room service

**Mapping Facility**

- Fix map in entrance of the hotel and each floors
- to show the way to reception, spa, swimming pool, room destination, restaurants etc..
- also fix map in their rooms to show the route for jogging and other tourist spots

**Spa, swimming pool facility**

- Spa is one of the important role for womens because today lot of women gives more importance for their self grooming
- Spa service including herbal facials, body massage , head massage, herbal treatments
- It gives more relaxation to their mind and body, they can refresh them

- Most of the peoples want roof top swimming pool and roof top restaurants it give good feel to them

### Separate floor allot for Women's

- They said they want separate floor for womens because it gives more comfortable feel to them and they won't afraid to stay alone

### CCTV Facility

Basically women's gives preference for their safety so they want CCTV camera facilities

## ANALYSIS AND INTERPRETATION

### DEMOGRAPHIC FACTORS

#### Age wise Classification

S.No	Age	No.of respondents	Percentage
1.	20-25	15	30
2.	26-35	20	40
3.	36-50	08	16
4.	Above 50	07	14
<b>Total</b>		<b>50</b>	<b>100</b>

Source: Primary data

#### Occupation Wise Classification

S.No	Occupation	No.of respondents	Percentage
1.	Self-Employed	15	30
2.	Home Maker	06	12
3.	Private Sector	14	28
4.	Public Sector	08	16
5.	Students/Job Seekers	07	14
<b>Total</b>		<b>50</b>	<b>100</b>

Source: Primary data

**STAYING PURPOSE**

S.No	Purpose	No.of respondent	Percentage
1.	Business related travel	14	28
2.	Family trip	07	14
3.	Meeting/Conference	13	26
4.	Mind Relaxation	09	18
5.	Interview/Training	07	14
<b>Total</b>		<b>50</b>	<b>100</b>

Source: Primary data

**PREFERENTIAL FACTORS**

MAJOR FACTOR	SUB – FACTOR	No. of Respondents	Percentage
<b>Kinds of Facility Preferred</b>	Online Booking	08	16
	Women worker for Room Service	07	14
	CCTV Camera availability	07	14
	Wifi Facility	04	08
	Special service needed at menstrual time	04	08
	Kind person available in Reception	03	06
	Spa & Swimming pool	05	10
	Greenish Environment	04	08
	Cab Arrangement	05	10
	24 hours food facility	03	06
	<b>Total</b>	<b>50</b>	<b>100</b>

Source: Primary data

The above table clearly indicates the demographic factors, Staying purpose and Preferential factors of women travelers which shows

- Majority of 40% of the respondents are 26-35 years old women travelers, they are mostly stayed in hotels
- Majority of 30% of the respondents are self employed and
- Majority of 28% of the respondents are staying at hotel for their business purpose
- Majority of 16% of the respondents are preferred online booking facility from hotels

## CONCLUSION

Hotel industries are facing so many struggles to satisfy their consumers and now days they introduced more unique methods of hotels and kinds of services provided to their consumers. We had no objection for hotel awareness about their consumer expectations but most of the hoteliers are not concentrate about the women travelers, they had a lot of expectations from hotel industries but they won't know about it. Only 2 or 3 hotels are provided this kind of facilities in Tirunelveli city other are not concentrate the women travelers. Today modern world lot of women's are working, studying and self employed so they should travelled solely for their job purpose or their business purpose or their relaxation at that time they want safe stay also , so they preferred more facilities for their comfortable stay, their preference are clearly mentioned in this research. The hoteliers should try to adjust their hotel environment according to women travelers' preference to get good name because the women are good marketing tool, they satisfied with something means they definitely shared their good experience with lot of peoples. After that the hotelier meets unexpected growth and retained loyal consumer in their business.

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