



WHAT DRIVES THE TRAVELLERS TO BOOK A HOTEL? A STUDY ON INDIAN DOMESTIC TRAVELLERS

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Abstract

India is a country of travellers, although they travel with a different purpose. Given the huge population of India, there is a huge potential for domestic travel industry in India. With strong growth evident in the travel market in India, understanding the hotel selection criteria is very pertinent. Although there are many studies that contributed towards the hotel selection criteria, only a few studies focused on the segment of the domestic travellers. The present study is based on a survey of 150 travellers. The results suggest that Indian domestic travellers place strong emphasis on the hotels within the city while deciding on a hotel. After that, room size preferred is "king size" with low price. Typical travellers are opting four-star rooms where should be above good. The findings of this study offer key insights to the planners and managers of hotels and destinations also. This work would also be of great use for the researchers working on carrying capacities.

Keywords: Hotel Selection, Selection criteria, Travellers, Tourist, Conjoint analysis, Jaipur

1. INTRODUCTION

It is important to contemplate many factors before booking. When selecting a hotel for the stay. Depending on the resolution of being a simple vacation or a business travel, the hotel selection is an important choice that can disintegrate or enhance the practice of once stay. Earlier research in the field of hotel management focused on the features that are considered by tourists for selecting hotels. However, both the empirical and theoretical studies on this front failed to identify three distinct categories of hotels: airport hotel, the business hotel, and economy hotel. Each of these categories has an exclusive operational characteristic. Business hotels are a source, which is only used to accompany the work of the offices in the city. Business hotels' mechanics is different from Holiday Hotels: they require, as well Quality of Life as Passenger services, so it is best to place them near busy roads or connections well served by nearby InterCity connections. All customers have different criteria to select the hotel like location, price, star rating, and room criteria. It is dependent on the simple evidence that consumers evaluate the value of a product or service by combining the separate amounts of value provided by each attribute. To understand tourism in cities, it is needed to consider cities as a product of tourism; expand social activities and tourism activities. Tourism has become a significant economic source for organizers and authorities in the field of city planning. It is one of the sources of competition concerning investments, the priority of goals, spatial organisation, tourist spaces and establishing a suitable commercial structure for tourist activities.

Conceptual Framework

Hotel can be defined as a house for pleasurable strangers or travellers; a guesthouse or public house, of the well class or hotel is a building somewhere travellers can pay for and other lodging meals & other services. A commercial establishment providing meals, lodging, other services for guests. A hotel is a business

institution providing visitor services, meals, and lodging. An enterprise must have at least six letting bedrooms, with a minimum of three having unsuited private bathroom facilities.

A tourist can be defined as a person who travels for pleasure, fun, business and many other reasons. Tour and travelling for purely entertaining or leisure purposes or the establishment of services to support this leisure travel. A person who comes from foreign country or another place to see and enjoy the attractions and renowned places in the region. *The relationship between Tourist and Hotel Attributes:* As far as the relationship between tourist satisfaction and hotel attributes is seen then it is always positive. The widely-cited studies empirical research showed by Wei and colleagues in 1999. Based on focus group interviews with hotel managers, they derived seven selection attributes: price, location, facilities, food in the hotel restaurant, room furnishings, staff attitude and front-desk efficiency. Their conjoint analysis revealed that location, room furnishings, and food quality are key causes of tourist satisfaction. Shanahan and Hyman (2007) drew the surveyed attributes from extant literature and included staff attitude & staff attitude, entertainment, hotel room qualities, business services and free offerings. Mohsin and Lockyer (2010) relied on three hotels selection attributes the front office, room services and restaurants that found they significantly influence tourist satisfaction.

Rationale of the Study

From this present study, hotel industry will get benefited, as this study demonstrates the process of scheming a choice based conjoint analysis. It also attempts to understand how it determines the value of exterior cues that, for a market segment, are useful to select a hotel accommodation from a tourist brochure. These attributes are considered imperative which particularly includes, quality, security, services dependability, familiarity, physical appearance, reputation, price and location.

Scope of the Study

This study is useful for the tourist to assess the basic attributes of the hotel's selection better. This piece of research will be utilised by managers, owners and consultants of the hotel industry, as they wanted to provide superior experiences to their customers.

Objectives of the Study

The study was evaluating the major factor which influences the decision of customer (tourist) in selecting a hotel. Besides this major task study also have some set of other objectives. Those objectives are listed following:

- To identify the best combination of alternatives for making a decision on booking a hotel.
- To understand the combination of attributes in hotels, that are most suitable for the domestic travellers.

2. REVIEW OF LITERATURE

There are different reviews of literature about "Conjoint Analysis" for Identifying Hotel Selection Criteria. Some of them found a significant relationship among these two variables & some found no significant association amongst them.

Garcia, Garcia, & Consolacion (2012) indicated in their research about the presence of a significant positive correlation between value that is perceived and brochure for tourist. They did a survey in the hotel industry and found that the fulfilment customer service managers. It was found that the expectation of a higher price is expected to generate negative utility. However, it is offset by a larger advertisement to produce a positive impact tourist's final decision. They applied conjoint analysis for upholding the above-said results.

Hurtado (2005) indicated in their research that, there is a significant optimistic relationship between the management ability and Human relations ability there is also a significant positive correlation between Human relations capacity and Entrepreneurial character, and there is a significant positive correlation between management capabilities and Ethical behaviour. They have also adopted the Conjoint Analysis as a tool of investigation.

Farhiyan, Kaptan, & Jadhavar (2015) indicated in their research that there is a positive relationship between Service Quality and management Service quality which is significant, there is also a significant optimistic correlation among Quality Management and the Parking. These researchers have made the investigation through exploratory factor analysis and regression analysis.

Tsai, Wu, & Chen (2015) indicated in their research that there is a important positive relationship amongst Location Cleanliness of rooms and Security/safety. There is too a significant positive correlation between Location Cleanliness of room rates and room here is also a significant positive correlation between Location of rooms Promptness and Cleanliness of service. They did a survey using convenient sampling method has

researched with confirmatory factor analysis. Their variables of the investigation included, Body fitness, recreational facilities, service promptness, facilities/ fitness centre, booking, Room Rates, Booking operation, Location Cleanliness of rooms, Access to computer/the internet, Sanctuary/safety, meeting facilities, attractiveness of interior design.

Linchi Kwok (2011) indicated in their research that there is a significant positive relationship between Club and Managed Services. There is also a significant positive correlation between Managed Services and Service Sales. The study was qualitative in nature.

Jones, & Chen (2010) indicated in their research that there is a positive relationship between Room service and laundry and there is also a significant positive correlation between Room service and parking. This study has been done with exploratory factor analysis.

Chu & Choi (1999) indicated in their research that there is a significant positive relationship between Recreation, food and Service Quality and there is also a significant positive correlation between Service Quality and Security there is also a significant positive correlation between Service Quality and Room and Front Desk.

Safari, Faghih & Fathi (2012) indicated in their research that there is a contributory relationship between Facility and location selection and there is also a significant constructive correlation amongst Facility and Fuzzy logic.

3. RESEARCH METHODOLOGY

The main focus of this section of paper is on data present, empirical findings and survey analysis results on the effect of an aspect of assessment and choices of tourist's attraction by criteria identification and factorization study. This viewpoint is a result by Conjoint Analysis. This study is exploratory in nature. Data is collected through a survey, and it contains twenty preference with Likert-type scale.

For finding the efficient results with the research methodology is proposed to employ. Skeleton of the proposed research methodology is obtainable here. The study is exploratory and it determines the superlative research design, selection of subjects, data collection method. It should enticement definitive conclusions only with necessary care. Given its nature, exploratory research often concludes that a apparent problem normally does not exist. Following sampling plan was adopted to complete this research study.

All the individuals who usually visit their surroundings, which are normally, out of their normal place of residence and take a hotel room for accommodations, are the population of present study. The population is from Jaipur and surrounding regions. No list was available regarding tourists and visitors. Hence the researchers were not able to adopt sampling frame for the present study. Any traveller or tourist who have taken a room of the hotel for stay, was the sample element. In total 210 respondents filled the questionnaire. However, only 150

filled questionnaires were found suitable for further analysis. The judgmental sampling method has been adopted for the data collection.

The data was collected in two periods; one was in May to June and second was in November to December in 2016. This particular time is normally considered as the major time of tourist arrival in North-Central Plain of India. Period one is summer holiday duration and period two is a festival time. The sample was collected from Jaipur and surrounding areas only.

Researchers first identified four major attributes as, location of hotel, room size, price, and star rating of the hotel. Thereafter, some sub-attributes were also identified. To avoid the bias of multiple level researchers have made a pre-decision for levels of sub-attributes, which was $2 * 3 * 3 * 3$. In total, there were 54 combinations possible which were reduced to 20, using the orthogonal design for comparison through SPSS. Finally, the resulted combinations were compared to five points Likert-type of scale.

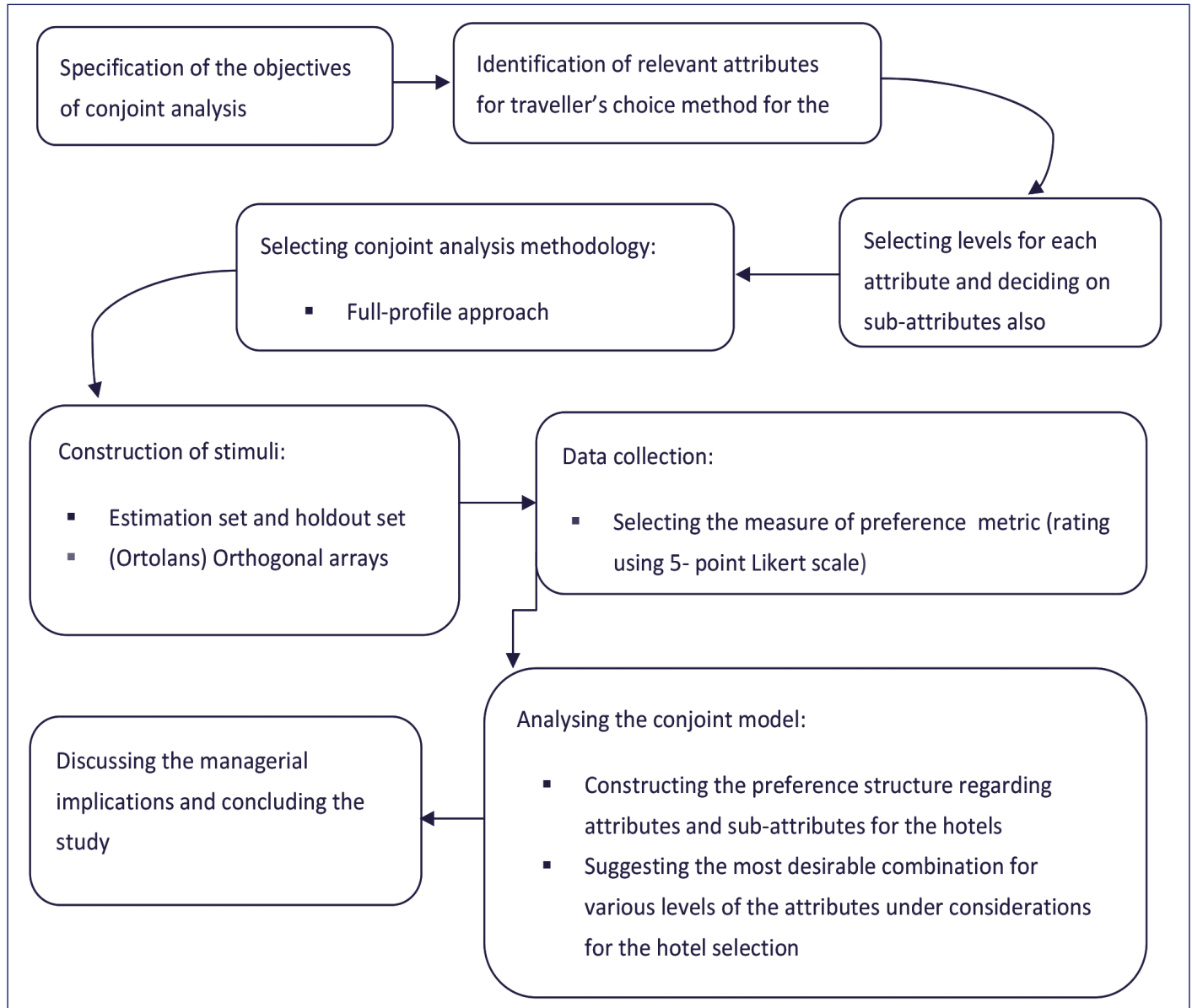


Figure 1: Conjoint analysis decision process

4. DATA ANALYSIS AND INTERPRETATION

Demographic Profile of Respondents: According to the research of assessment and prioritisation of tourists' selection criteria identification and factorization study. Responses were recoded from 46% female travellers and 54% male passengers, who were travelling at least once in a year. According to the research of assessment and prioritisation of tourist selection

criteria identification and factorization study. 11.2% tourists travel in alone, and 63.2% travellers were with their friends, 24% tourists have visited in the groups, and 1.6% tourists were in a package tour.

Conjoint Analysis: Conjoint analysis was performed to understand the best possible combination of attributes. Researchers have tried to gather the information on what is

most likely by the tourists. It is a statistical technique which used in market research to determine how people value different attributes like feature, function & benefits that make up an specific product or service.

There were 20 preferences for analysis out of that 18 were found suitable for design simulation, and obtained results are presented in Table 1 and 2:

PF1	PF2	PF3	PF4	PF5	PF6	PF7	PF8	PF9	PF10	PF11	PF12	PF13	PF14	PF15	PF16	PF17	PF18
0.024	0.007	0.071	0.305	0.284	-0.018	0.648	0.528	0.437	0.549	0.049	0.170	-0.154	0.115	0.235	0.353	0.485	0.364

RMS Deleted Goodness of Fit Value, i.e. Fit when Parameter (i)=0

PF1(1)	PF1(2)	PF1(3)	PF1(4)	PF1(5)	PF1(6)	PF1(7)	PF1(8)	PF1(9)	PF1(10)	PF1(11)	PF1(12)	PF1(13)	PF1(14)	PF1(15)	PF1(16)	PF1(17)
0.332	0.331	0.332	0.330	0.285	0.329	0.318	0.313	0.332	0.331	0.334	0.327	0.321	0.314	0.334	0.333	0.324

PF1(18)	PF1(19)	PF1(20)
0.330	0.329	0.329

Table 1 and 2: Results of conjoint analysis from SYSTAT V. 13.0, Goodness of Fit (Kendall tau)

These results suggested that the most preferred combination found tourist's selections which are rummage-sale to select a hotel room from a tourist brochure. It must have attributes are considered imperative which particularly includes quality, security, reputation, dependability of service reputation, physical appearance familiarity, price and location. From the

above table, it can be easily observed that availability of legal is found to be Attribute of the tourist destination criteria, tourist before selecting the destination first look at the availability of legal. After that these study, its shows PF7 is rating 1 Star, PF10 is rating 2 Star, PF8 is rating 3 Star, PF17 is rating 4 Star.

Rank	Location of Hotel	Room Size	Price	Star Rating of Hotel	Preferential sequence of hotel
1	Within the City	Queen	Low	4 Star	Excellent
2	Within the City	King	Low	4 Star	Very Good
3	Far from the City	Group	High	4 Star	Good
4	Within the City	King	Low	5 Star	Average

Table 3: Optimum solution from conjoint analysis (Top four preferences)

The present study aims to examine the adoption of assessment and choices of Hotel selection criteria identification and factorization study. This survey contacted with a sample of

150 tourists in Jaipur and surroundings. This discussion of the finding contributes to understanding how assessment and choices of tourist attraction criteria for a tourist destination.

Attribute	Average Importance Score
Location of Hotel	37.787
Price	23.756
Room Size	22.345
Star Rating of Hotel	16.112
Total Score	100

Table:4 Relative importance of attributes

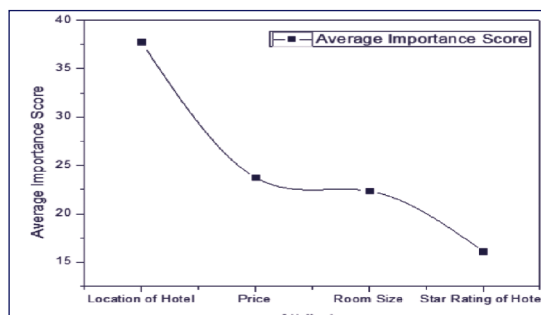


Table and Graph shows the Relative importance of attributes

Table 4 presents the relative importance of the four principle attributes. Out of these four attributes the most important attribute is location of hotel. This might be because traveller are probably looking for hotels near by railway station, bus stop, or transit points. Second importance was given to price,

which is very natural in developing economy. This is followed by room size and star rating of hotels. Hence, it can be said that hotel's physical attributes are less important than the monetary aspects.

5. FINDINGS AND CONCLUSIONS

This study was conducted to decipher the perception of the tourist/ traveller about that how they perceive the criteria during the selection of hotel. This study has categorised the two variable into fifty-four hotel selection attributes. It compared to these twenty attributes, and it is found that five attributes are more important for the selection of hotel by tourists which are: cleanliness, security, availability of amenities, and management of the hotel, customization and efficiency of service. Hence, the essence of this study is that how tourists select their hotel for a stay whenever they visit any place and these all five are necessary criteria to gain more profit by the owner that contribute in making an effective criteria for hotel selection.

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ANNEXURE-1: Conjoint attributes and attributes levels

Attributes	Level
Location of Hotel	
Within in the city	
	Far from the city
Room Size	King
Queen	
Group	
Price	High
	Mid
	Low
Star Rating	4 Star
	5 Star
	AC Deluxe

ANNEXURE-2: Questionnaire for Hotel Criteria

Please take your preference on a 5 point scale. 5 means very good whereas, 1 means very poor.

1 Very Poor Idea / 5 Very Good Idea

Sl. No.	Location of Hotel	Room Size	Price	Star Rating of hotel	1	2	3	4	5
1	Far from the city	Queen	Low	4 star					
2	Within the city	King	Mid	4 star					
3	Far from the city	King	High	5 star					
4	Far from the city	King	Low	5 star					
5	Within the city	Group	Low	5 star					
6	Far from the city	King	Mid	Ac deluxe					
7	Within the city	Queen	Low	4 star					
8	Far from the city	Group	High	4 star					
9	Far from the city	Queen	Mid	5 star					
10	Within the city	King	Low	4 star					
11	Far from the city	Group	Low	Ac deluxe					
12	Far from the city	Group	Low	5 star					
13	Within the city	King	Low	Ac deluxe					
14	Within the city	Queen	High	Ac deluxe					
15	Within the city	King	High	5 star					
16	Far from the city	King	Low	4 star					
17	Within the city	King	Low	5 star					
18	Within the city	Group	High	4 star					
19	Within the city	Group	Mid	5 star					
20	Far from the city	Queen	Low	5 star					

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