

VALUE OF RESORT SERVICES - CUSTOMERS OUTLOOK

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INTRODUCTION

Services of luxury resorts are vital in selecting the stay along /irrespective with its location. customers demand are not limited to one specific feature of any resort. When paying for upscales user become even more into expecting customization, new luxury consumers enjoy experiences and travelly (The luxury market in 2019:what brands should know, chase Buckle. April 1 ,2019)

How a customer feels before, during and after their stay defines services of customer satisfaction/dissatisfaction but the term services is no small to understand , it has to be effective and profitable which can be in the form of facilities and comfort for the customers experiencing it. theses services can be intangible, perishable and inconsistent, on contrary satisfaction also has broder perspective than just to be simply happy its accomplishment of ones requirements expectations or pleasure.to calculate it scoring is performed by the researchers or surveyor through likertscale. In general (CSAT) customer satisfaction score is used simple formula is

$$\text{Satisfaction score} = \frac{\text{Happy customer}}{\text{No. of customers asked}}$$

Its an indication of how happy is our customer after attaing services knowing this satisfaction out of services offered gives an improved and stable growth to any industry.

LITERATURE REVIEW

Ankita Gupta, (2017). This is a conceptual secondary data study on Indian hotels, evaluating customers satisfaction in relation to services quality, objectives followed were, impact of service quality on customer satisfaction, opportunities and future. industry in India, it concluded that India is pacing fast growth in tourism industry and service quality plays very important role in satisfying customers., every industry can grow through keeping customer satisfaction as their important resource.

Rosa Guzzo, (2010).The paper of customer satisfaction in hotel industry performed quality analysis in sicilyhotels,to explore customer satisfaction level for hotels for service provided and came on the conclusion that manages should focus on retention of old and existing customers rather than attracting new ones in the competitive market of hospitality, if any service is important to customer but is neglected than it can lead to negative image portrait of hotel.

RESERCH METHODOLOGY

Data collection is based on secondary data and research is descriptive in nature. secondary data is collected from renowned travel site Goibibo .com . 375 reviews of customers were considered for 3 star to 5 star resorts of Pench National Park and user rating 4+ .14 results were displayed . reviews were categorized under 4 categories namely FOOD , SERVICES , STAY AND LOCATION. Other than this journals, publications , internet , ministry of tourism website ,national park site are been explored.

OBJECTIVE OF THE STUDY : Main objective of this paper is to find out wheather services of luxury resorts have any importance for customers. another one being peeking into the future of resorts in India .

Table 1:

S.No.	Resort's	LOCATION	SERVICES	STAY	LOCATION
1	Welcome heritage resort	5	5	4	3
2	Village machan	4	6	4	6
3	Mowgli den	5	11	8	6
4	Tiger and wood	22	54	43	32
5	Riverwood forest	9	12	15	7
6	Tathastu resort	3	3	3	5
7	Goflamingo	3	9	6	7
8	United jungle resort	0	1	0	1
9	Kohka	0	3	1	0
10	Royale jungle retreat	1	2	3	1
11	Pench jungle camp	10	19	15	23
12	Vraksh resort	1	1	2	1
13	Tuli tiger corridor	18	26	21	28
14	Vanraj	1	2	1	2
	Total	82	154	126	122

Above table shows the result based on customers comments on ibibo.com , here comments are been classified into four sections of location, general services , stay and location .

FINDINGS AND CONCLUSION

Main objective is wheather services of luxury resorts have any importance for customers. The study found that ,out of 375 reviews maximum (163) talk about services of the resorts being services by staff, cleanliness, awareness etc, hence its found and proved that customer service is extremely important in hospitality industry ,it's the first point to be concentrated for any resort manager for expressing the culture , dignity and image .ignorance of it can pull down the competitive upbringing.

Objective 2 – (march ,2020) by 2029 Indian tourism sector is expected to reach rs 35 trillion by 2029 with a growth of 6.7% and accounting for 9.2% of total economy India ranked 34 in travel and tourism competitiveness .report 2019 published by the world economic forum .total contribution by travel and tourism sector to Indias GDP is expected to increase from RS 15.24 lakh crore in 2017 to Rs 32.05 lakh crore in 2028.The government is working to achieve tourist arrivals by 2020 and 2% share by 2025.

LIMITATION

Every study gives birth to new opportunity of findings, here their certain limitations of the study

- 1,Its secondary data based study
2. It deals with single national park.

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