ABSTRACT

ON

“CHANGING SCENARIO OF HOTEL INDUSTRY WITH CHANGING LIFESTYLE AND ATTITUDE OF CUSTOMER WITH REFERENCE TO ‘A-GRADE HOTEL’ IN PUNE CITY”

Sponsored by
BCUD, UNIVERSITY OF PUNE
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Submitted by

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TITLE OF THE PROJECT

ABSTRACT
One easily note the big –Q outside some good hotels and restaurants in Pune. And the most interesting thing is this ‘Q’ is observed even on odd days in a week.
Pune is a cosmopolitan city. Recently referred as one of the metropolitan in India. Pune is sighting many changes like – improved life standard of people, increasing number of working couples, different ways of celebrations at hotels and many more things.
Because of these changes, food habits, eating preferences, meal timings and customer’s expectations from hotels and restaurants are high.

Hotel industry is one of the largest industries contributing in the services sector. It is providing a large employment base to the nation. Their survival is challenged by these changes in the customer’s food habits. That has ignited the need to study Changing Scenario of Hotel Industry with Changing Life Style & Attitude of Customer with reference to ‘A Grade Hotels’ in Pune City.

The main objective of the study is to find out the impact of the changing life style & attitude of people in Pune City on the Hotel industry. This study will help to understand what the people of Pune city actually want from the hotels and restaurants located in Pune city and in surrounding areas of the Pune city.

The scope of this project includes study of customers lifestyle, food habits, eating preferences, working culture on Hotel and Restaurants in Pune city. This research project is limited to –A Grade Hotels & Family Restaurants

This research project try to investigate the changes in hotel industry regarding with
1) Food variety
2) Food quality
3) Customer services
4) Pricing
5) Promotion and advertising
6) Hotel ambience (Interior)
7) Hotel operations