

Relationship of low cost airlines and budget hotels for tourism development in West Bengal***Sumit Kumar Biswakarma******NSHM School of Hotel Management******Arrah, Shibtala, Muchipara, Durgapur – 713212 West Bengal, India.******Indratanu Dey******NSHM School of Hotel Management******Arrah, Shibtala, Muchipara, Durgapur – 713212 West Bengal, India.******Pralay Ganguly******NSHM School of Hotel Management******Arrah, Shibtala, Muchipara, Durgapur – 713212 West Bengal, India.*****Abstract –**

Accommodation & Transportation are the essential elements of tourism, providing the vital link between the tourist generating areas and tourist destinations. Good accessibility and a comfortable hotel stay are few determinants of fundamental condition for the tourism development in West Bengal. Few challenges these two major industries are facing are skilled manpower, policy and planning decision of different stake holders, uses of technologies, taking care economic benefits for different stake holder and moreover the local community being the key stakeholder, so has to take care for their overall development and involve them for long sustained tourism development of the area. Low Cost airlines and budget hotel are offering the lowest air fares and room rent with the highest consumer value, which encourages tourist of middle income group for long distance travel. Therefore keeping in view the importance and relevance of the low cost airlines and budget hotels for sustainable tourism development, objective of the research is to study the performance and impact of low frill airlines and budget hotel in tourism development of West Bengal. The result of this research points out that the Low cost airlines and budget hotel is important for responding to the current challenges as caused due to tourism development which as whole has an impact on West Bengal tourism.

Keywords: Tourism, Low cost airline, Budget Hotel

1. Introduction

Tourism has been defined by many scholars and organizations with different approach. The sum of phenomenon and relationship arising from the travel as it does not lead to permanent residence and is not connected to any earning activity (Henniker & Kroff). According to World Tourism Organization, it is the movement of people from their normal place of residence & work for a period of not less than 24 hours and not more than 1 year. Tourism covers the social activity of those who travel for a period of 24 hours or more in a country other than the one the person usually lives in (The league of nations in 1937). Tourism may be defined in terms of particular activities selected by choice and undertaken outside the home environment. Tourism may or may not involve overnight stay away from home. (A.I.E.S.T,1981). Tourism Society of England's definition was: "Tourism is the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes. The state of West Bengal as a Tourist destination lies on the eastern bottom neck of India. Large number of destinations are there few from many are Sunderban , Bishnupur, Mukutmanipur, Darjeling, Sandakphu, Digha, Mandarmani. The state has varied choice for tourists like hill station, sea beaches, wildlife, trekking trails and also boast of rich cultural heritage. Tourism growth potential can be harnessed as a strategy for the development of the State.

A low-cost carrier or low-cost airline (also known as a no-frills, or budget carrier or airline or cheap flight) is an airline that generally has lower fares and fewer comforts. To make up for revenue lost in decreased ticket prices, the airline may charge for extras like food, priority boarding, seat allocating, employee with multiple role and baggage etc. The term became prevalent within the airline industry referring to the airlines with a lower operating cost structure than their competitors. While the term is often referred to any carrier with low ticket prices and limited services, regardless of their operating models, low-cost carriers should not be confused with regional airlines that operate short flights without service, or with full-service airlines offering some reduced fares. In the last phase of 1970 "Skytrain" was introduced. The low cost airline to start for the first time was the Southwest Airlines during 1971. Airlines often offer a simpler fare scheme, such as charging one-way tickets half that of round-trips. Typically fares increase as the plane fills up, which rewards early reservations. Often, the low cost carriers fly to smaller, less congested secondary airports and/or fly to airports in off-peak hours to avoid air traffic delays and taking advantage of lower landing fees. The airlines tend to drop passengers and re-load the aircraft in shorter time periods, allowing maximum utilization of aircraft. Airlines that are categorized as low cost carriers or LCCs emerged in the airline industry in the South-East Asia region

following deregulation in the early 2000s. Air Asia pioneered low cost traveling in Asia in general. The airline was established in 1993. The few other low cost carriers is Firefly, a full subsidiary of Malaysian Airlines which is the full service national carrier. Firefly was founded only in the year 2007. In West Bengal few low cost carriers operating are Spice jet, Kingfisher Red, IndiGo, JetLite and Jet Konnect. SpiceJet airlines is promoted by Ajay Singh, the Kansangra family and Sanjay Malhotra. Spice Jet airways began its operations in May 2005. Kingfisher had acquired the Air Deccan at a whopping price of Rs.550 crore from Captain GR Gopinath in 2007, and currently operating Kingfisher red. Indigo Airlines reported a net profit of Rs.650 crore in 2010-11 due to operational efficiencies and steady earnings from sale and lease-back of aircrafts. JetLite, a wholly owned subsidiary of Jet Airways India Ltd, was acquired by Jet Airways in April 2007. Positioned as a Value Based Airline, JetLite promises to offer value for money, economical fares, and the development strategy of low cost carriers can be summed up as “low costs, low fares, and no frills”:

Hotel industry identified that the tourists market have varied choice of accommodation and facilities depending on their requirement and that best suited their pocket. Budget hotels are sometimes referred as economy hotels or limited service hotels. They offer accommodation and food to the travelers and tourists. In 1960s, a new type of lodging outlet - the economy, or budget hotel entered the picture. These lodging establishments sold only room space without Food & Beverage service. To save on construction cost, the economy hotels were built on inexpensive land and had small lobbies. They also hired minimum staff. By minimizing costs the budget hotels were able to give much lower room rates than their competitors. The first successful economy hotel, ‘Travelodge’, opened in Tacoma, Washington, in 1956 but the chain expanded nationwide by 1966. By early 1970s the idea of low rate motel/s hotels had captured the imagination of investors mini bars are the standard amenities of most budget hotels. These hotels / motels are also called as no-frills hotels. By 1973, the no. of travelers staying in motels surpassed the number of people staying in full-service hotels. To compete with these low end properties, mid-market hotel chains introduced their own limited service hotels. These hotels combined some of the features of the full service hotels with the cost saving of the budget hotels. Holiday created the limited service Hampton Inn chain and Marriott created Courtyard hotels. Budget hotels have conventionally been positioned at the lowest extreme of the value-for-money equation, offering basic room for relatively short periods of time at affordable prices. However, the general increase in guest expectations and the emergence of more upscale budget and design budget hotels have raised the standards across all sectors. Even in West Bengal, many budget brands have introduced

modern design, up-to-date in-room technology and select Food and Beverage amenities in order to appeal to the 'new generation' of guests, attract longer stays, build loyalty and command higher rates.

Low cost Airlines, budget hotels collectively constitute one of largest segment of the Tourism sector. The airlines industry has also seen unprecedented traffic in the past few years on account of the booming Indian economy. The entry of no frills airlines has for sure been a catalyst for the growth and development of the tourism industry and to match such demand budget hotels has played a significant role all over the world. Due to the increase of per capita income, standard of living, trade and commerce the requirement of the airports has been increasing and no frill airlines have come all the way out to establish their footprints all over. The motivation for this study is the investigation on the advantage of low cost airlines and budget hotels for tourism development in West Bengal.

Scope and Study area

About West Bengal

Geographically West bengal stretches from the Himalayas in the north to the Bay of Bengal in the south. Sikkim and Bhutan are its northern boundaries and to its east it has Assam and Bangladesh. On the south it has the Bay of Bengal and in the west it has Bihar, Orissa and Nepal. Geographically the state lies between 27°13'15" and 21°25'24" north latitudes and 85°48'20" and 89°53'04" east longitudes. Its area covers 88,725 kms.

About Tourism in West Bengal

West Bengal has two natural divisions the Himalayan north and the alluvial plains. The Hill station of Darjeeling has large amount of footfall of tourism in the state. Sandakphu being one of the trekking trails. The famous mangrove forest "Sunderban" has extremely rich diversity of aquatic and terrestrial flora and fauna with prime attraction of the Royal Bengal Tiger. Digha, Mandarmani are destinations that attract domestic and foreign tourists to experience Sun, Sea & Sand. In Murshidabad, the large havellis, Mansions, Palaces, Gardens lay neglected and weathered draws today certain amount of history, cultural enthusiast. Bishnupur, a destination in the district of bankura is famous for its terracotta temples and baluchari sarees. Apart from the tourist destination, the most popular festival celebrated in West Bengal is Durga Puja. All the people come out in the streets and celebrate this almost weeklong festival.

Other festivals celebrated in West Bengal are Kali Puja, Basant Panchami, Dusshera, Bhai Phonta/Dooj, Holi, Mahavir Jayanti, BuddhaJayanti, Rath Yatra, Eid and Christmas. The Book Fair, Flim Festival, Pous Mela in Shantineketan are also major attraction. West Bengal also banks on its handicrafts for the tourism promotion. Bengal seems to be the hub of creative talents. Since ages, Bengal has given to India,

some of its most admired and exceptional artists. Dhokra Metal Casting is a technique used by a tribe called Dhokra Kamar Tribe. They are known to be the original metalsmiths of Bengal. The potters make the best use of the clay that is found on the banks of rivers that cut through the state. The clay is then molded into different shapes and sizes for items used for various purposes. Images of gods and goddesses, clay pots and plates are the main items made. The weaving of Muslin, also sometimes locally referred to as mul mul, has been a part of Bengal lives from the ages of Kings and queens. Kantha is one of the oldest forms of embroidery that has kept the women of Bengal busy. Kantha embroidery is generally done on cotton and silk fabrics.

The Foreign tourist arrival in West Bengal in the year of 2010 was 6.7%(1.2 million, 7th Position in India as per (India Tourism Statistics 2010) Domestic tourism in India is flourishing. As per the Indian Tourism ministry, India received 17.9 million foreign tourists in 2010 and a massive 740 million domestic tourists. 2010 saw an increase in the number of foreign tourists coming to India. 5.58 million foreign tourists came to India, which is a 8.1% increase over 2009. It is estimated that India earned approximately \$14.2 billion from foreign tourists. On the other hand over 12 million Indians traveled abroad.

Aviation growth

The Aviation industry is all set to have a new look in the industrial canvas of West Bengal. From April 2006 to March 2011, Netaji Subhas Chandra Bose Airport was the fifth busiest airport in the country in terms of overall passenger traffic, and ninth busiest in terms of international passenger traffic. The Bagdogra Airport is located in Bagdogra at a distance of 14 kilometers from the city of Siliguri. The airport had been the base for the air force of India for a long time with limited access to the civilians. Durgapur Aerotropolis will be India's first Aerotropolis project and first privately owned merchant airport.

Upcoming budget hotel

The growing demand for hotel rooms stimulated by the expanding businesses from information technology and other industries like coal, steel, retailing has led to the entry of many reputed hotel groups in recent years. West Bengal in the near future will be witnessing many budget hotels which are owned by companies and individual, namely ITC Fortune Hotels, ideal for the budget traveller offer full service hotels smaller towns and cities in India. The brand is already operational in Ahmedabad, Chennai, Kolkata, Darjeeling, Indore, Jodhpur, Jamshedpur, Madurai, Ooty, Tirupati etc., as per the announcement several more hotels are expected to be launched soon in other key locations in India., Ginger Hotels by Roots Corporation, a 100 percent subsidiary of Tata, Indian Hotels Company Ltd., has plans of 60 hotels at different locations in India by 2012. There are 20 already in operation as low cost,

no frills, 'Ginger Hotels'. Their concept lies in the smart basics. Few other small sized hotels operational and to start are The Pride Hotel, Peerless, MPS Group, Landmark Hotel, Heritage & Gardenia, Rose Valley and many more. New star category hotels are also expected to come up under the flagship of international brands.

Transportation, accommodations are essential elements of tourism, providing vital link between the tourist generating area and the destinations. Good accessibility, which is determined by the transport service provided, is fundamental condition for the development of any tourist destination. Moreover the transport industry can be a major beneficiary of tourism because of the additional passenger demand that may be generated.

Statistics on tourist flow in West Bengal

The inflow of tourist movements has been consistently increasing and the overall destination development is also taking place. According to Pompl, different airline business models are: scheduled, charter, low cost airlines and freight carriers (Pompl, 2002). With regards to airports, they can be classified as major hubs, regional and secondary airport. The positioning of airports will be analyzed more detailed in Figure 1.



Figure 1 : Identifies Low cost Hotels, Operational and Non Operation Airports of West Bengal

Literature Review

Tourism

The tourism industry is often defined as those enterprises and organizations involved in facilitating travel and activity away from one's usual environment. One challenge in this approach to defining tourism is, of course, the fact that many enterprises which produce commodities for tourist also serve non-tourists. (Nelson,1993).The latest trend in the tourism industry is called "ecotourism", which refers to travel that combines preserving the natural world and sustaining the well-being of the human cultures that inhabit it. (Mowforth and Munt,2003). A concise analysis of the economic impact of tourism for a developing country is important to guide the policy intended to develop tourism and augment its benefit on the economy (Dwyer and Forsyth,1993).This industry creates employment and promotes an interchange of culture and people. Tourism offers many benefits to a tourist-receiving country. There is, of course, direct revenue obtained from the expenditure made by tourists to be able to get accommodation, food, entertainment, and visits to tourists' sites such as national parks, beaches, and scenic spots (Harris and Leiper,1995). Pierce (1996), in his book, viewed tourist destination from five broad sectors namely attraction, transport, accommodation, supporting facilities and infrastructure. He explains that attractions encourage tourists to visit the location,the transport services enable them to do so, the accommodation and supporting facilities alike (e.g. shops, banks, restaurants, hotels) cater for the tourist's well-being during their stay, and the infrastructure assures the essential functioning of all the above sectors. According to Hanziker and Krapf 1942- "Tourism is the totally of the relationship and phenomena arising from the travel and stay of strangers, provided that the stay does not imply the establishment of a permanent residence and is connected with a remuneration activity".

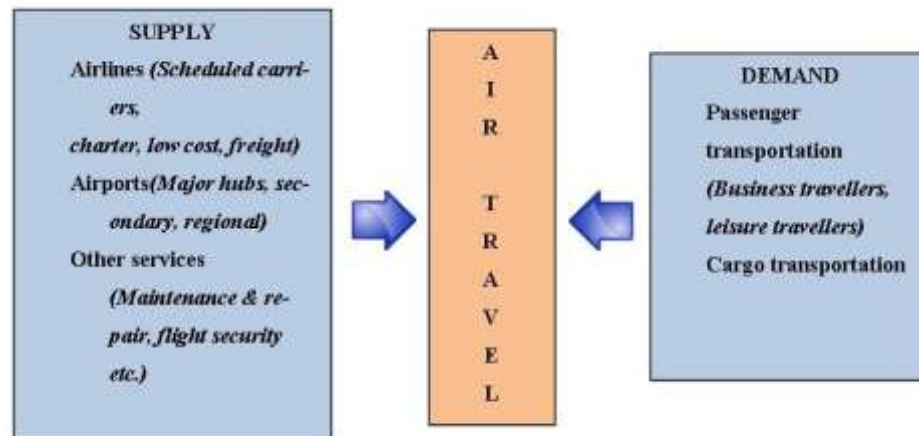
Low Cost Airlines

The air transport sector is a key part not only of the tourism industry but also of the world economy. The cost of air transport has a direct influence on the cost of tourism products and indeed on the consumer's choice of destination. The steady reduction in the cost of air travel is making this a more competitive form of transport for tourists. This reduction of costs and hereby air fares is partly derived from improved technology (aircraft have become larger, faster and are able to carry more passengers) and partly linked to the fact that airlines upgraded their fleets and made second-hand aircraft available (at low cost and in good condition) to other airlines (Pender, 2001). The recent growth of low cost carriers leads some authors to the statement that the most dramatic impact on air transportation in Europe will come from the rapid growth of low cost, no frills airlines (Doganis 2001). Important steps towards the liberalisation of aviation regulation were the 'US Airline Deregulation Act', 1978 and the EU's third

package which came into force 1993. Key features of the third package are free prices and full cabotage which was finally implemented in April 1997 (Chang & Williams, 2002). Low cost carriers have reshaped the airline industry competitive environment within liberalized markets and have made significant impacts in the world's domestic passenger markets, which had previously been largely controlled by full service network carriers (O'Connell and Williams, 2005). Understanding and meeting customers' expectations and subsequently being different from competitors are important in order to survive in the today world of globalization. It is imperative that service companies measure and monitor service quality and satisfaction with a view to influencing the behavioral intentions of their customers (Saha and Theingi, 2009). According to McKinsey Quarterly (2005), the Indian aircraft market is the world's second largest commercial aircraft market. On-time performance and service levels have risen dramatically and fares have dropped. Passenger traffic is expected to grow by 20 percent annually over the next five years. According to the Centre for Asia Pacific Aviation (CAPA) consultancy, new players will help domestic passenger numbers. The players in the current airline market include airline like Air Deccan with low cost, low fare and no frills along with airlines like Kingfisher, which offers some frills and premium airline like Jet Airways. According to Wen Li and Chen (1998), the process of travelling a domestic airline can be described as follows- Ticket – check-in – boarding – departure – flying – arrival – baggage claim. With the third package and the creation of an 'open skies' regime for air services within the European Union the barriers of market entry disappeared. This had vital consequences on the airline industry. A lot of companies privatised and had to develop innovative strategies in order to adapt themselves to the market and to meet the challenges of a highly competitive environment (European Commission, 1999).

(Express news service Posted: Feb 28, 2008) West Bengal would soon witness world-class expertise in aviation, with the new airport being developed in Andal as part of the Durgapur Aerotropolis getting Singapore-based Changi Airports International (CAI) as a technical services partner. According to Pompl, different airline business models are: scheduled, charter, low cost airlines and freight carriers (Pompl, 2002). With regards to airports, they can be classified as major hubs, regional and secondary airport. The positioning of airports will be analysed more detailed below. According to Rakesh Lamba, proprietor, Prakriti Holydays "With LCCs flooding the Indian sky and rise in disposable income among the Indian, domestic tourism is surely booming. Besides, cheap packages by hotels have given a boost to domestic tourism. On the other hand Sanjoy Saxena, CEO, Travel Ease mentioned that- "Domestic tourism is seeing great growth, Indians today are travelling like never before. The most interesting change that is happening today is that unconventional destinations are really picking up. A lot of tourists from the

north are going to the far eastern part of India, like Darjeeling and Gangtok. The leisure segment is also picking up in Orissa with its beaches and rural tourism.



In this study, the representation of low cost airlines, their relationship with airports and their impact on tourism development play a vital role. There are several impacts of air travel on the destination. On the one hand, there is the impact on regional tourism and tourism development. Air travel makes a destination accessible, which is a requirement for tourism. The impacts of tourism itself on a region can be subdivided into economic, socio-cultural and environmental impacts. On the other hand, there are the impacts of air travel on other industries. As airports are mostly situated close to urban agglomeration areas, other industries are likely to settle there and profit from the infrastructure and accessibility. Additionally, there are indirect and induced impacts of tourism on other industries (Pompl, 2002). Economists divide the impacts also into microeconomic and macroeconomic impacts. Microeconomic impacts concern the firm, the consumer, the production and selling, the demand and supply for goods. Macroeconomic impacts deal with how the national economy operates, employment and unemployment, inflation, national production and consumption, the money supply in the country etc. (Page, 1999).

Budget Hotels

The budget hotel sector has been one of the greatest success stories in the UK hospitality industry over the last 10-15 years, and continues to be so; “The budget hotel sector is still the fastest growing hotel sector in the UK” (Deloitte & Touche, 2000, p. 3). What today’s business travelers really want when traveling away from their office is an easy, hassle free and possibly complimentary access to all communication technology (Jeff, 2008). With internet made available and less costly as before, internet access is no longer an added feature in hotels, but rather a must have commodity.

Berry and Parasuraman (1991) have summarized that the product for marketing quality services is the service performance. It is actually the performance is what customers buy. Therefore service quality is something each customer expects and something they value when they purchase a service. In the case of a hotel as hospitality providers the customer satisfaction is a result of service performance. Since the product delivered is intangible and the levels of quality expected are varies and very much based on the perceived level of expectations of the specific customers. The main characteristic of budget hotels is the supply of a basic service with high quality, due to reduced facilities and services to a minimum, offering only the essential points to their goal clients - groups formed by intermediate level businessmen, technicians, professionals and salesmen who travel for business preferring lower price, but make a point on comfort instead of sophistication (Bezerra and Melo, 2003). A majority of the domestic tourists, who come to India are from the middle class and the need for the state to focus on the needs of the budget tourist segment is thus important. Sikkim has taken a number of steps in this regard. A number of hotels in the state are priced to cater to this segment (Documentation of best practices adopted by the state governments for the development of tourism Nov,2005). The Ministry of Tourism has been urging the States/ Land Owning Agencies to take following actions to meet the shortage of hotel accommodation in the country and the NCR of Delhi:

- Creation of Land Banks for use of hotels/ allocation of plots for hotels
- Arranging of hotel sites on long-term lease/joint revenue sharing basis etc. instead of direct sale by auction
- Allocation of maximum number of plots for the budget category hotels by the State Governments
- Ensuring a higher level of commercial utilization for budget hotel sites put up for auction
- Grant of a higher Floor Area Ratio (FAR)/ Floor Space Index (FSI) to hotels

(M.O.T. ,annual report-2010-11)

2. Problem Statement

The understanding and contribution of different organization involved aviation and accommodation industry and their attitudes towards the impact of positive tourism development are very important for planning and policy decision for successful tourism development. Few problems identified are availability of Quality tourism product, like many lodges are available for stay within the state but do not provide quality services and facilities to cater to tourists. There are gaps between planning and actual operation of implementing the plan. There is also lack of co-ordination between different stakeholders. Lack of support from local community is also a hindrance for tourism development for the budget hotel and aviation.

Therefore keeping in view the importance and relevance of the low cost airlines and budget hotels for sustainable tourism development, objective of the research is to study the performance and impact of low frill airlines and budget hotel in tourism development of West Bengal. The result of this research points out that the Low cost airlines and budget hotels are important for responding to the current challenges as caused due to tourism development which as whole has an impact on West Bengal tourism.

There is a gap within different stakeholders regarding the understanding for future tourism development by low cost airlines and budget hotels.

From the above discussed literature review the researcher could develop the hypotheses Low Cost Airlines and budget hotels have positive impact on the tourism development of West Bengal.

Research Methodology

Research methodology is a combined term for the structured process of performing a research. There are many different methodologies used in various types of research and the term is usually considered to include design of the research, data collection and data analysis. Purpose of the research methodology is to successfully solve the research problem.

Research Design-

To know the attitude and contribution of domestic tourists towards tourism development, visiting west Bengal is very difficult for planning consideration of west Bengal tourism. Till 2010 the numbers of domestic tourist visited west Bengal – 21072324 (as per Ministry of tourism Govt. of India). Researcher proposes to do a qualitative research methodology to justify the role and responsibility of low cost airline and budget hotels for west Bengal tourism development.

Sampling- Three days random sampling was performed covering all the airline companies in Netaji Subhash Chandra Bose airports of West Bengal. Approximately it has been observed that 5,000 people reach Kolkata availing low cost airlines on regular basis. For the three day the figure can be assumed as 15,000 (sources: AAI). Preliminary considered 300 domestic travellers were approached (2% of the total travellers) on two basis questions as per the study need. The first question was about the purpose of visit like Tourism, Business, Tourism and business and some other purposes.

It has been observed that 28% (84 travellers) are solely arriving for tourism purpose, 43% (129 travellers) are arriving for both tourism and business 19%(57 travellers) are arriving for only business purposes and rest 10%(30 travellers) are coming for other purposes.

The second question was about their preference of stay in budget hotels, luxury hotels and other preferred accommodations were being asked to two groups where tourism is common factor; the total respondents were 213 travellers. It has been observed that 77% (164 tourists) preferred budget accommodation for their stay. It has been derived from the above survey that 77% of domestic tourist was arriving for tourism and willing to stay in budget, therefore we can summarize that the budget hotel has great potential and plays a major role for tourism development in West Bengal.

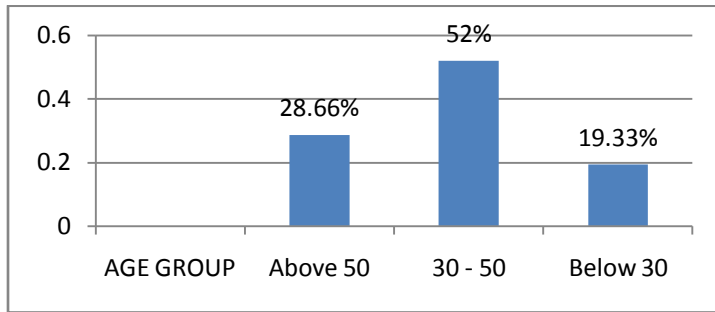
Sample size- Considering children and few research errors the sample size is taken as 150 numbers of actual respondents.

Description	No. of Respondents	Percentage of respondent
Age (years)		
i) Above 50	43	28.66%
ii) 30-50	78	52%
iii) Below 30	29	19.33%
Marital Status		
i) Married	108	72%
ii) Unmarried	42	28%
Gender		
i) Male	102	68%
ii) Female	48	32%
Monthly Income (INR)		
i) Above 50,000	53	35.33%
ii) 30,000-50,000	62	41.33%
iii) 20,000-30,000	28	18.66%
iv) Below 20,000	7	0.46%
Occupation		
i) Business	78	52%
ii) Service	52	34.66%
iii) Student	20	13.33%

Table 1 : Demographic wise segmentation

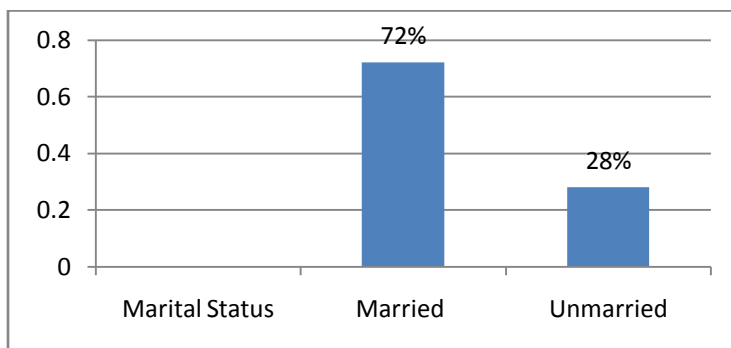
Bar chart representation of demographic comparison where N=150.

Chart 1- Age wise segmentation tourists



Under the demographic profile of the sample, age wise segregation was done, above 50 years constituted 28.66% (43 tourists), between 30-50 years was 52%(52 tourists) and below 30 years was 19.33%(29 tourists).

Chart 2- Marital Status Category



In the Marital status category 72% (108 tourists) were married and 28%(42 tourists) were unmarried. Gender wise , 68%(102 tourists) were male and 32%(48 tourists) were females.

Chart 3- Gender wise tourist

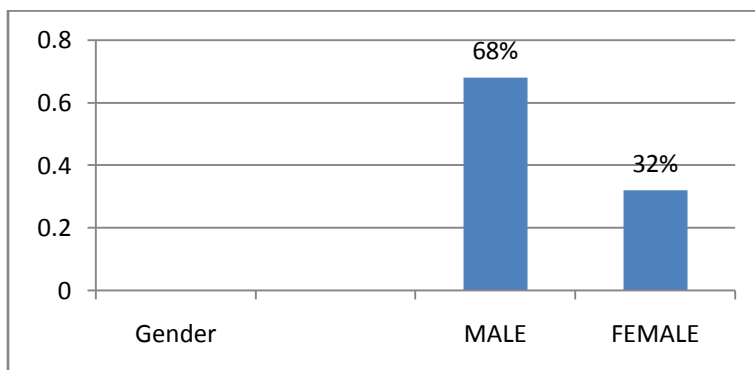
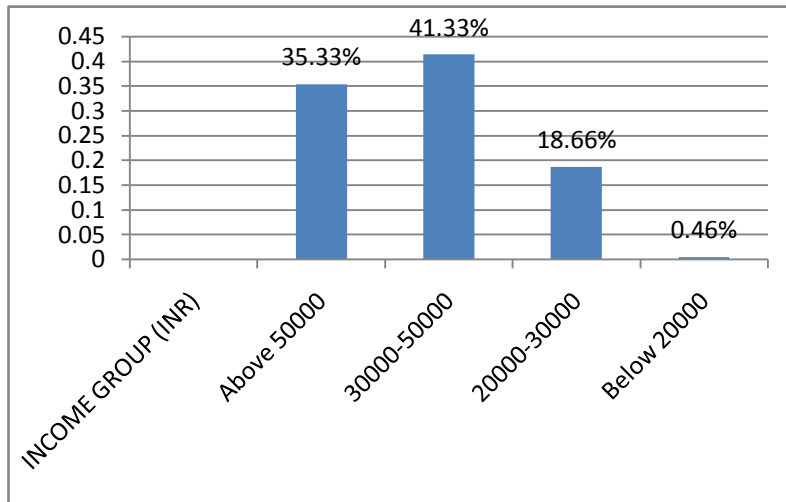
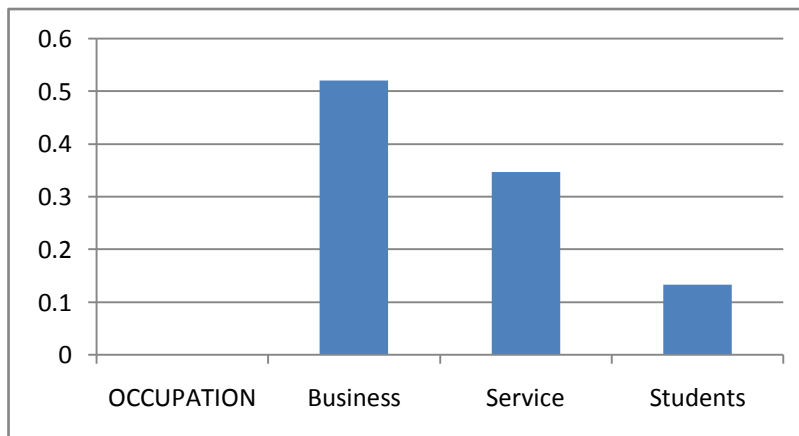


Chart 4 – Income group of the tourists



Monthly income category four heads were considered, above 50,000 INR which was 35.33% (53 tourists) and the maximum was 30,000-50,000 41.33%(62 tourists). Lowest income group below 20000 was only 0.46% (7 tourists).

Chart 5- Occupation wise segmentation



Occupation was the last demographic head where the maximum was from business category comprising of 52%(78 tourists), service personal were 34.66%(52 tourists) and least were the students 13.33%(20 tourists).

Researcher proposes to do a qualitative research methodology where respondents feed backs correlates with the model below figure 2

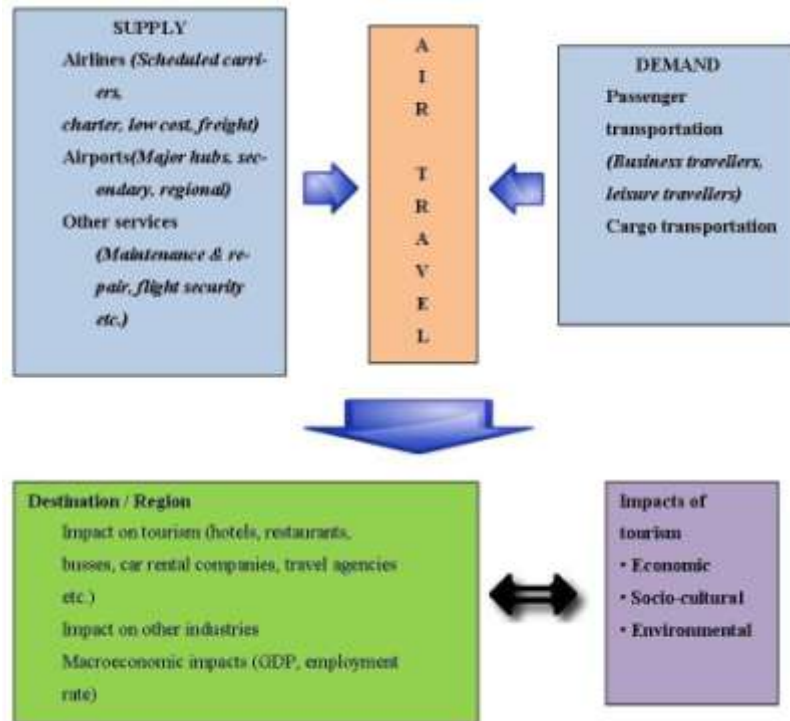


Figure:2 Pompl, 2002 & Silke Hörsch August 2003, Stuttgart.

Questions

The survey on 150 respondents, the questions formulated were in three parts, in the first part, about the Importance of budget hotels for tourism development in West Bengal. In the second part, to examine of demand and supply of the low cost airlines and budget hotels. Finally to identify the Socio, economic and environmentally positive impact for tourism development in West Bengal due to positive contribution of budget hotels and low cost airlines.

1. Importance of the budget hotels for tourism development in West Bengal.

- i. Are you satisfied with the facilities and service standards provided?
- ii. Do you feel that your requirements are met and you get the value for money?
- iii. How you rank your hotel in regard to safety and security?
- iv. How is your dining & service experience?
- v. Are you satisfied with the overall hospitality?
- vi. Are you satisfied with the hygiene standard maintained?
- vii. In tourist destination you have visit, do you feel more budget hotel should operate?

2. Demand and supply for low cost airlines and budget hotel

- i. As walk-in do you get seats in flight and a room?
- ii. Do you feel there is requirement of more low cost flights and budget hotels at your tour destination?
- iii. Have you been charged more during season?
- iv. Do you feel more number of bigger brands should come in the market?
- v. Are there sufficient options for travel and stay in West Bengal?
- vi. Is your journey to budget hotel and airport to avail Low cost airlines is hassle free and smooth?

3. Socio, economic and environmental positive impacts

- i. Did you spend more than your previous visit?
- ii. Did you find changes in the destination during your second visit?
- iii. Do you have positive response on the hospitality extended to you?
- iv. Do you get help and support from local people in the destination?
- v. What is your opinion on green and clean environment?
- vi. Are there any confrontation & conflicts with local communities while travel to the destination?

3. Findings

Many questions were asked to the respondents in the form of questionnaire covering the three dimensions discussed above. In regard to the budget hotel majority were satisfied with the service standard and they felt it was matching to the money they spent. Few stated that budget hotel existed in the destination but required competitiveness in order to maintain high standards. Most of the respondents were satisfied with the safety, security and the hospitality extended to them from the hotels. A large number of respondents were satisfied with the hygiene but also stated for place like Digha, Large number of hotels are there and proper measures need to be taken in regard to waste disposal there is a scope for improvement. There were some respondents who stated that in many destinations only one or two hotel operated therefore limiting choices. On the second dimension in regard to the demand and supply of low cost airlines and budget hotels many of the respondents stated that in many destinations there are limited number of flight and hotel, as walk-in it becomes difficult to find a low cost seat in flight and a hotel room. It was also established from the answers that many budget hotels charged more during season and due to lack of competition it is a monopolistic market in many destination of West Bengal. Large group of respondents expects bigger brand in destinations like Digha, to start operating in destination to maintain international standard and good service quality. A section of people also stated options and choices must increase for healthy competition and facilitate

tourist needs. When respondents were asked about the journey to budget hotels and airport, many stated that distance from the airport and destination was tiresome and comfortable public transport is missing in some destinations. Tourists coming for business tourists where companies organise conferences in destination like Sunderban, the vast delta. The corporate gets good quality of transportation as organised by the company. But for normal tourist transportation is sometimes a problem. They also suggested that roads in some areas need development. Under the socio economic and environmental dimension large segment of people said the spending has increased almost double compared to the previous visit, from this we can assume that expenses have increased in turn local people can also earn more. In other words economical development has taken place. Many respondents stated that they have observed major changes in the destination during their second visit which signifies that socio economic development is taking place. When asked on clean and green environment, respondents suggested that most of the destination lacked proper waste and waste water disposal and there is a great scope in developing an eco friendly tourist destination.

Suggestions and Conclusions

So from here few suggestion and conclusion can be drawn that tourism in West Bengal is flourishing and is captured in the minds of tourist as a touristic destination. The tourist from any place of India and from the aboard they prefer this destination. The tourist flow also increased year wise. Because of low cost airlines and budget hotel have increased and they are playing very crucial role for increasing their business as well as increasing tourist in West Bengal. The study proves the hypotheses Low Cost Airlines and budget hotels have positive impact on the tourism development of West Bengal and suggests more number of stake holders should come forward to operate quality low cost airlines and budget hotel which will help overall development of tourism in West Bengal.

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