



A SWOT Analysis on Service Quality and Hospitality in Star Hotels from an Indian Market Perspective

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Abstract

Previous studies explain lots of insights on hotel management in terms of service quality, challenges, issues, and problems faced in the inns. However, there is a gap in bridging the strengths, weaknesses, opportunities, and threats of hotels common faces. This study addressed the gap by approaching the customer-centric viewpoint. The study looks to ascertain the strengths (S), weaknesses (W), opportunities (O), and threats (T) of the hotel management from a customer perspective and to find the connection among the hotel facilities and frequency of customer visits for staying. The results enlighten that there is significance between the hotel amenities, price affordability, and frequency of the visit of customers. Therefore, amenities consistently give guests a comfortable space to remain longer and foster a positive perception of the hotel. The research's results are restricted to the study region; they may vary over time and between regions. From a competitive perspective, service quality contributes to the hotels by increasing their strengths and opportunities and decreasing weaknesses and threats.

Key Words: Competition, Hotel, Market, Service, Quality, Strength, Weakness.

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1. INTRODUCTION

Today, INN receives many opportunities due to several reasons, such as vacation and leisure trips from businessmen man / cultural groups, holiday packages to employees and medical tourism. Many patients from nearby countries, Afghanistan, Iran, Sri Lanka, Pakistan, Myanmar, and Bangladesh. It makes health tourism very much alive and well, thanks to globalization. This new business is worth concentrating on and developing since it generates billions of dollars in revenue annually for the participating countries. All nations on the globe are welcome to participate in this business. The nations that possess the ability to continuously assess and adjust will be the ones to thrive in the burgeoning medical tourism sector. Promotion, identifying a specialised market, branding, laws, immigration, and the standard of healthcare are a few of the important concerns that must be resolved. In addition to this, issues pertaining to human resources, in particular internal brain drain, must be investigated (Aniza, Aidalina, Nirmalini, Inggit, and Ajeng, ., 2009). Some of the significant factors opening new avenues for the development of the hotel industry in India are the recent advancements in transportation and communications services, the government's liberal policy of cultural exchange, the growth of the tourism industry, the development of corporate culture, and changes in the general public's lifestyle. The hotel business is becoming increasingly dependent on managerial expertise; thus, it is critical that we grow this sector in light of the altered socioeconomic landscape and provide new employment possibilities in this underutilised area. Discovering a fresh vision for the global hotel industry's evolution, it is crucial that hotel planners give the same enough consideration, especially from an Indian viewpoint (Renuka, and Mythili, 2011).

What are the obstacles encountered by the hotel business in India? is the strategic question that will be the topic of another paper that tries to introduce the theme issue. The strategy used by theme issue authors and their individual contributions to answering the strategic question are profiled in the publication. The hospitality sector in India is growing quickly, yet there isn't much information available about it. The breadth of the worldwide hospitality business, as well as its main problems and obstacles - particularly those pertaining to the sector's growth in India - are introduced in this study. This topic issue provides an authoritative contribution that tackles the Indian situation and further investigates the implications for other emerging countries by heavily drawing on practitioner contributions and published sources (Jauhari, and Rishi, 2012).

With specific reference to the Indian setting, a different article endeavours to highlight the major hazards that are inherent to the hospitality business and that hoteliers view as critical in the current expanding global environment. It also aims to provide a general risk management paradigm. It is becoming more and more crucial for hospitality organisations to change their emphasis from merely reacting to emergencies and crises to proactively identifying, analysing, and assessing risks while formulating their business strategies in order to gain a competitive advantage and build business resilience. The study lists the risk factors that are most frequently discussed in the Indian hospitality sector, including demand and preference shifts, seasonality, and competition (Bharwani, and Mathews, 2012).

The story of China's largest hotel company, Jin Jiang Hotel Group, a state-owned enterprise (SOE), demonstrates how the reform process combines free-market principles with traditional Chinese methods. In this case study, the domestic expansion mechanisms that have shaped the

growth of the business are identified and examined via a groundbreaking series of interviews with executives from Jin Jiang. The development of core competences, networks, core standards, brand building, corporate restructuring, the development of human resources, and regional domestic market penetration are the topics that guide this domestic growth process. Jin Jiang has a lot of legacy challenges to deal with, but probably the most important one is human resources because of its obligation for current employees even as it updates its staff with both locals and foreigners (Gross, and Huang, 2013).

More than just a business venture, tourism has evolved into a way of life. One of the areas of the world economy that is increasing the quickest is this one, and emerging nations are trying to capitalise on it in an effort to increase their financial reserves and foreign investment. It is a significant service-oriented industry that has had quick growth in both gross revenue and foreign exchange earnings on a worldwide scale. This industry also stimulates both local and foreign tourism, which has improved the country's well-balanced economy, as in the case of India. People are moving across borders as a result of globalisation, which has led to an incredible rise in tourism (Padhi, 2014).

In addition to its rich cultural legacy, India boasts stunning landscapes, vegetation, and animals. Furthermore, India has a unique chance to attract international visitors due to its large pool of professional and unskilled workforce. Although the previous government's Atithi Devo Bhav Campaign and Incredible India are commendable, India still receives a very small percentage of global tourism. Given that the number of Indians visiting other countries is only twice that of international visitors, India is one of the very few nations experiencing a negative foreign tourism scenario. The tourist industry may anticipate some improvements with the stable central government and the recently announced Clean & Digital India and Visa on Arrival programs (Agrawal, 2016).

2. LITERATURE REVIEW

Another study investigated the leadership skills required of general managers (GM) in hotels in Thailand. Six components of leadership competency were identified by the exploratory factor analysis: team building and ethics, communication skills, adaptability, leadership, motivational / interpersonal skills, strategic orientation, planning and implementation, and community concern. The findings indicated that the most crucial elements for the general managers are communication skills, ethics, team building, and leadership. Conversely, they valued flexibility and strategic orientation the least among these qualities. The age, education, hotel star rating, and hotel location of general managers were significantly different from the leadership skill criteria in a number of ways (Tavitiyaman, Weerakit, and Ryan, 2014).

It is noted that the Marriott Hotel in Hyderabad is effectively putting different methods into practice for the many services it offers. A pricing strategy considers a variety of factors, including input costs, trade margins, market circumstances, rival activity, and segmentation and capacity to pay. This study aims to investigate customer perceptions of Marriott's service attributes, as well as the process of creating questionnaires, gathering data, and identifying relevant factors. Additionally, information about the hotels is recorded, and commonly used pricing strategies in marketing are identified from the perspectives of finance managers and marketing managers

regarding cash collection and vouching. The hotel industry in Hyderabad is renowned for offering high-quality services at fair costs and for adjusting its pricing policies in accordance with the seasons (Kumar, and Raju, 2015).

The primary goal of another research is to ascertain how yachtsmen's opinions of service quality affect their level of satisfaction, propensity to repurchase, and willingness to refer marinas that have been awarded "Five Gold Anchors" in Turkey. The study, which involved two hundred and forty-six yachtsmen from nineteen countries, was done in four languages. To purify the data for the service quality dimensions of marinas, confirmatory factor analysis is employed. The research hypotheses are tested using multiple regression analyses. In addition to offering a sector-specific service quality tool, the findings made important suggestions for researchers and practitioners on how to raise yachtsmen's level of satisfaction with their service providers (Sari, Bulut, and Pirnar, 2016). The homestay product of the Indian Himalayan state of Himachal Pradesh was the subject of a SWOT analysis in another research. The distinctive homeliness that homestays provide that no other type of lodging for tourists can match is one of its main advantages. Their obvious flaw is that they might not be able to offer that degree of seclusion, in contrast to motels. At the moment, the merchandise is dispersed and disorganised, and both homestay hosts and visitors are not very aware of it. Homestays in the Himalayas offer a rare chance to provide a highly distinctive alternative sustainable lodging option that makes use of already-existing buildings and draws in new types of unconventional guests. One of the main risks noted is competition from lodging facilities and homestays in comparable Himalayan locations. (Sood, 2016).

Given the difficulties and intense international competition that have emerged in today's business environment, particularly in the hotel sector, it was inevitable that discussions about strategic management would arise. This is because strategic management is a topic that can be seen as being of utmost importance for the management of both profit and non-profit organizations. However, five-star hotels are essential to the growth of Egypt's tourist sector and foreign investment. Thus, a second study set out to investigate the extent to which strategic management techniques may be applied in Egypt's five-star hotels. The study's findings demonstrated that the majority of Egypt's five-star hotels use strategic management concepts at various phases of their operations. The findings also showed that, in contrast to internal obstacles, which have a smaller effect, external barriers had the biggest detrimental effects on the implementation process. The majority of the strategic management tools are used in the hotels studied, according to the data. Ultimately, the findings have demonstrated that, compared to independent hotels, hotel chains are more in accordance with strategic management concepts and employ strategic management tools more frequently (El-Said, and ElMakkawy, 2017).

Numerous foreign hotel firms have extended their processes to China in response to the swift expansion of global commerce and tourism. When businesses encounter a conflict between their strategic objective in the global context and their day-to-day operations in local settings, effective personnel strategy becomes a critical problem. Another article investigates the present administrative structure of international luxury hotels and how it is moulded by this paradox through in-depth meetings with executives and senior managers from hotel associations, multinational hotel groups, and hotel owners. The results show that multinational hotel chains use indigenous medium managers, or seconds-in-command, to help the top executives handle

local difficulties while assigning cosmopolitan general managers to oversee their properties and uphold business norms and standards (Chan, 2018).

Due to its increasing importance as a need for competitiveness, sustainability has grown in importance for the majority of enterprises. A framework for the identification, classification, and prioritisation of sustainable management practices (SMPs) in the hotel industry is the goal of another research project. Under the major criterion, it is noted that government and staff management are given precedence. The three most pertinent sub-criteria identified as SMPs for hotels in the United Arab Emirates are policy needs, customer culture, and education and training. According to the findings, hotels prioritise economic sustainability over social and environmental sustainability in their management strategies (Ishizaka, Quintano, Labib and Apostolakis, 2019).

Understanding how logistics service providers run their businesses for long-term operational excellence and service quality is the goal of another article. In addition to offering some research ideas for examining operational excellence and service quality, the study also attempts to suggest a methodology for calculating the service quality index. Comprehensive case research reveals that LSPs are utilising green techniques to save resources for long-term viability. LSPs make the most use of their resources and employ sustainable methods, such as using recyclable and reusable packaging materials, collecting rainwater, using solar panels, implementing innovations like the shipping cube, being mindful of product safety, and making contributions to the environment and society. The case organisation's SWOT and performance analysis have also been completed (Gupta, and Singh, 2020).

The Wadhvani Group's first endeavour in Indore is the magnificent otel. After only a year of operation, the hotel has achieved remarkable success, matching the stature of national and worldwide brands such as Marriot and Radisson Blu. International hotel chains, such as Marriot, Radisson Blu, and others, are expanding their footprint in India and posing a serious threat to domestic companies. The patterns of tourist activities, business conferences, business cultures that host and entertain official guests, and the inclination of young people toward travel and discovery are other variables that impact the expansion of the local hospitality industry. Given the fierce competition from global chains, the hotel has made an effort to set itself apart from the competition by offering distinctive client services (Chowdhary, Anand, Kapooria, Choudhary, Jain, and Mehrotra,, 2021).

INN also has employees and deals with the customer's director which would be a threat if their behaviour impact customer satisfaction. Therefore study their work life balance also essential for SWOT analysis. Hence, another study tackles the WLB problem from the viewpoint of the workers, which is essential for creating efficient WLB procedures. Second, from the standpoint of WLB practices, the study adds to the body of current TM material. Based on the real-world experiences of front-desk workers, four bunches of Work-Life Balance (WLB) indicators are discovered and presented. Hoteliers regard current WLB activities as essential HRM practices with a comprehensive TM method, according to data gathered from interviews with human resource officials. The data also highlight the variations in front desk staff expectations and hotel WLB procedures (Budhiraja, Varkkey, and McKenna, 2022).

The current motto in hotel product marketing is digital marketing. Digital marketing techniques have been crucial to the general expansion and improvement of Uttarakhand's star-rated hotels. Uttarakhand's star hotels have benefitted from improved customer engagement, a quicker route to the international market, and an increase in overall income. One of the most picturesque states in northern India is Uttarakhand, which offers a wide range of tourism attractions, including mountains, wildlife, pilgrims, hill resorts, rural tourism, and much more. However, because of their lack of experience with digital technologies, the expense of the investments, and their continued reliance on conventional marketing strategies, large hotels seem to be adopting new marketing methods - such as digital marketing - at a very low rate (Bedi, and Sharma, 2023).

In the setting of Delhi's five-star hotels, different research investigates the complex interaction among workplace culture, work-life balance, and employee happiness. Understanding how workplace culture affects employee happiness is crucial, especially in the hospitality industry, where there is intense rivalry and a strong emphasis on delivering exceptional client experiences. The research examines key elements of workplace culture and how they impact employee happiness, including work-life balance efforts, speech rights, communication strategies, employee recognition programs, and corporate values. A preliminary study indicates that a good workplace culture that fosters open communication, leadership development opportunities, opportunities for professional growth, and a pleasant work environment significantly increases employee happiness. Insightful information about the ways workplace culture affects employees' perceptions and experiences is provided by the study, which highlights the need for cultivating a welcoming and positive culture in five-star hotels in order to increase employee retention, satisfaction, and complete organisational recital. On the other side, it has been noted that unfavourable factors that negatively affect job satisfaction among hotel employees include a lack of communication, hierarchical hurdles, inadequate acknowledgement, and a poor work-life balance (Soyav, Kumar, and Shiwani, 2024).

3. RESEARCH GAPS

Previous studies explain lots of insights on hotel management in terms of service quality, challenges, issues, and problems faced in the inns. However, there is a gap in bridging the strengths, weaknesses, opportunities, and threats of hotels common faces. This study addressed the gap by approaching the customer-centric viewpoint to strengthen INN values, reduce the weaknesses, increase the opportunities and reduce the weakness of INN to improve by doing better the question also prepared questions in such a way to highlight the focus, which stands for the novelty of the study. It reflects the current context of Indian hotel industry.

4. OBJECTIVES OF THE STUDY

- (i). To ascertain the strengths (S), weaknesses (W), opportunities (O), and threats (T) of the hotel management from customer perspective.
- (ii). To find the connection among the hotel facilities and frequency of the customer visit for staying.

5. RESEARCH METHODOLOGY

A pilot study was carried out in various cities in the region of Indian states. The gaps have been analysed, and a structured questionnaire has been developed to collect the primary data. 150 respondents were selected through a random sampling method. 150 responses were received based on the input. A cross-tabulation has been prepared to apply two-way analysis of variance balance design. Right tiled method has adopted to interpret the results for the hypothesis assumed. Simple percentage analysis is used to identify the strengths (S), weaknesses (W), opportunities (O), and threats (T) of the hotel management from the customer perspective.

6. RESULTS SUMMARY

6.1. Percentage and Inside-Out Analysis

Table - 1 indicates their SWOT opinions along with facts and figures through simple percentage analysis. Figure - 1 represents the strength, and Figure - 2 denotes the weakness analysis of the INN's, whereas Figure - 3 represents the opportunities, and Figure - 2 denotes the threat analysis of the INN's along with the linear trends.

Table 1: SWOT Percentage Analysis

Hotel Strength	Respondents (N = 150)	Percentage
Situated in heart of city / Prime location / scenic view / Located in hills	63	42.00%
Located near industrial units	25	16.67%
Hotel taxi service	16	10.67%
Affordable price	29	19.33%
Free cancellation of booking	17	11.33%
	150	100.00%
Hotel Weakness		0.00%
Not located in prime location	92	61.33%
Lack of transit facilities	15	10.00%
Too far from airport / Bus stand	24	16.00%
Poor internet connection / Mobile signals	19	12.67%
	150	100.00%
Hotel Threats		0.00%
Pandemic, COVID restriction by government	51	34.00%
Travel restrictions due to national disaster	25	16.67%
Spread of contiguous diseases	19	12.67%
Non-availability of Chef / Best Cooks	11	7.33%
Lack of uninterrupted power supply	30	20.00%

Lack of water supply	14	9.33%
	150	100.00%
Hotel Opportunities		0.00%
Discounted Offers for long stay	41	27.33%
Offer towards travel itinerary	22	14.67%
Maximum orders due customer to visit in-house restaurants	34	22.67%
In-house farming / Grocery business development	18	12.00%
Connection with Educational institutes for regular events	35	23.33%
Total	150	100.00%

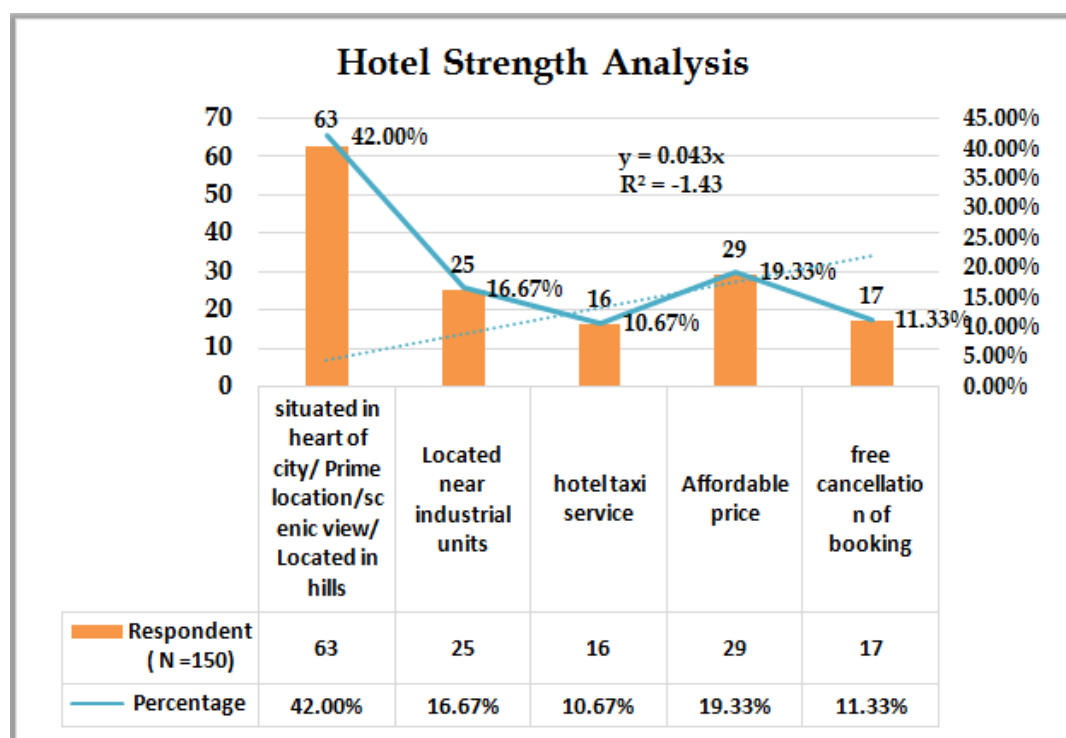


Figure 1: Hotel Strength Analysis

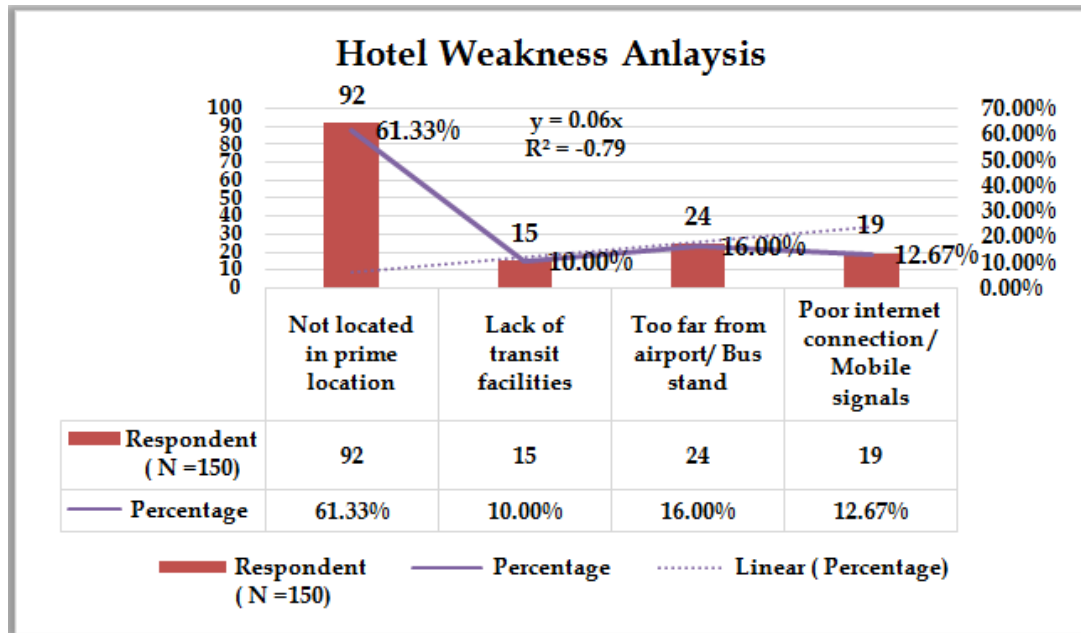


Figure 2: Hotel Weakness Analysis

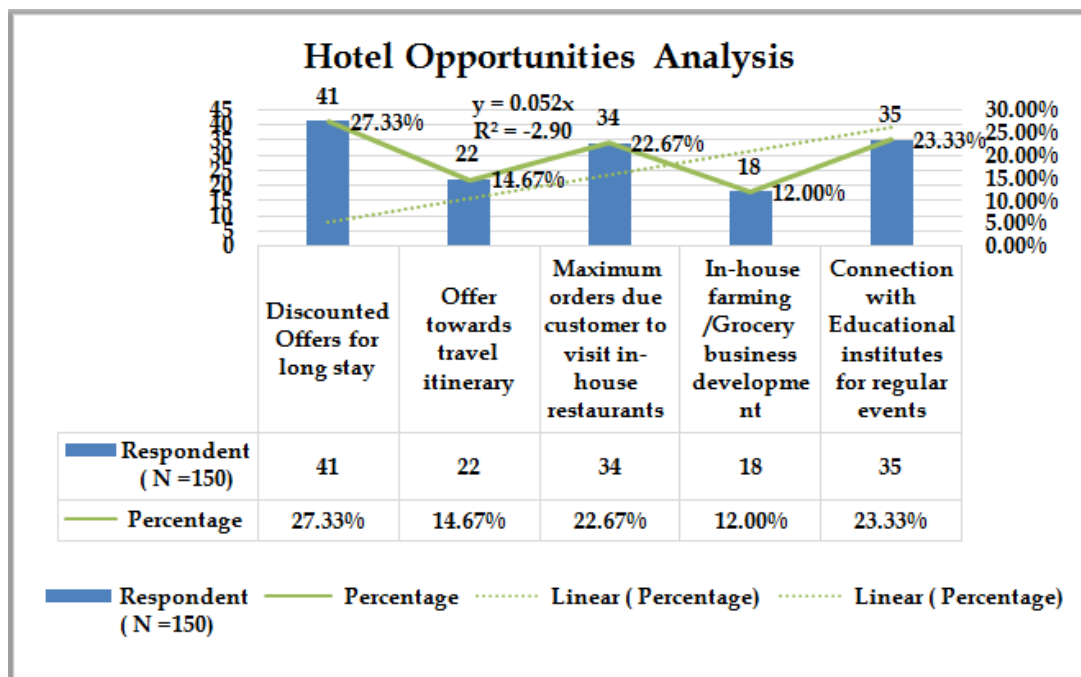


Figure 3: Hotel Opportunity Analysis

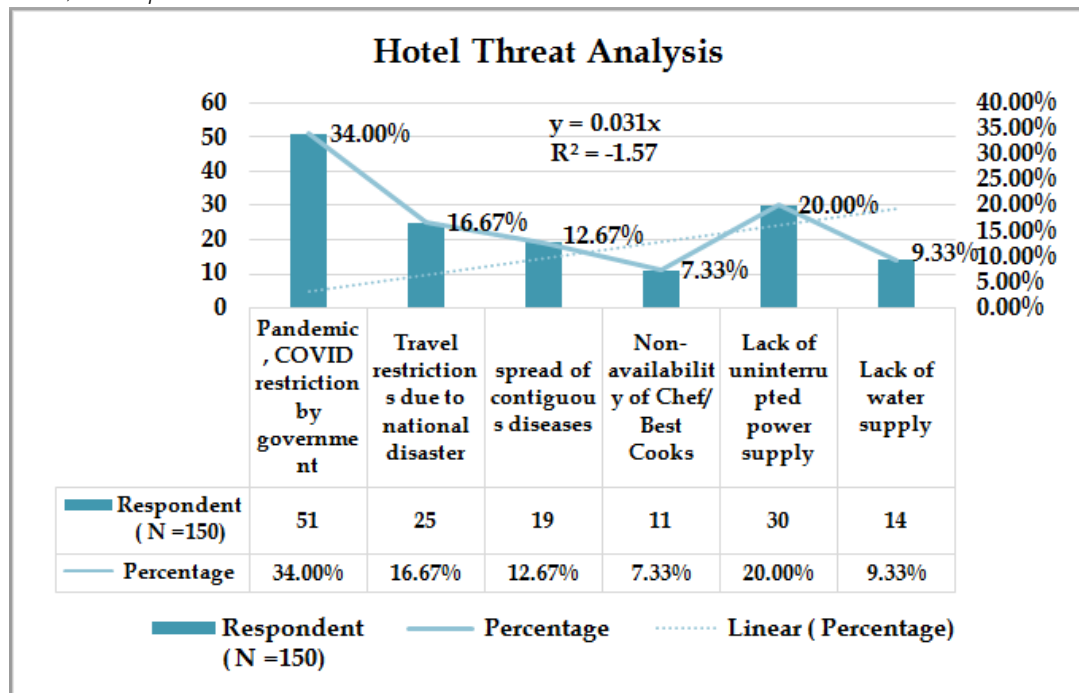


Figure 4: Hotel Threat Analysis

6.2. ANOVA Analysis and Interpretation

Table - 2 indicates the cross-tabulation values of hotel selection from customer perspective and frequency of customer visit. Figure - 5 indicates the cell's average of the plot.

Table 2: Cross Tabulation

FACTOR A/ FACTOR B	Frequency of Customer Visit			
	Often	Occasionally	rarely	Not at all
<i>Hotel Selection from Customer Purview</i>				
Complimentary breakfast / Tasty food / Multi-cuisine Restaurant	12	10	10	5
Swimming pool and Gym Facilities / Bar restaurant / Pub Provision / Dancing / DJ etc	13	7	5	7
Scenic view / River view / Lake view / Sea shore / Located in prime location	15	3	2	5
Frequent washing, dry-cleaning, room service / Cleanliness etc.	9	0	7	6
Rooms at affordable price	18	9	3	4

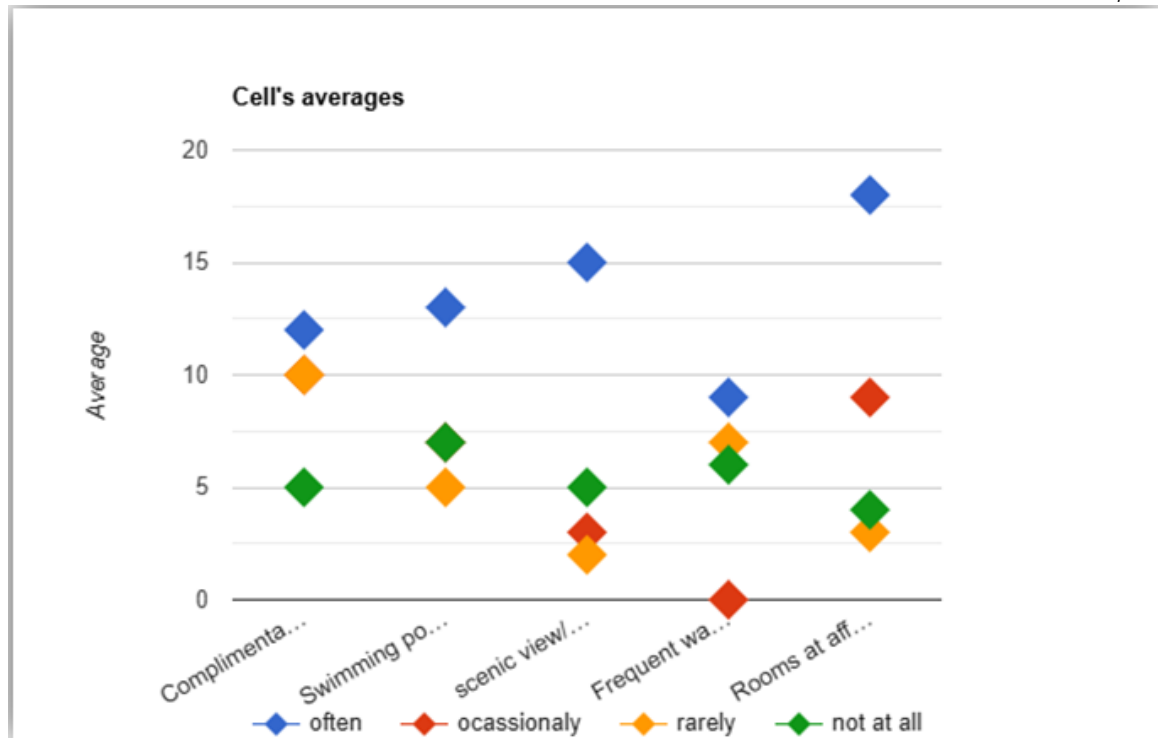


Figure 5: Cell's Average Plot

Table - 3 indicates two sample ANOVAs (fixed-test) using the F distribution (right-tailed method) at the 1% significance level. Figure - 6 indicates the plot of degrees of freedom distribution.

Table 3: ANOVA Results

Source	DF	Sum of Square (SS)	Mean Square (MS)	F Statistic (df ₁ , df ₂)	P-Value
Factor A - rows (A)	4	39.5	9.875	0.9642 (4, 12)	0.462
Factor B - columns (B)	3	232.6	77.5333	7.5704 (3, 12)	0.004198
Error	12	122.9	10.2417		
Total	19	395	20.7895		

**at 1% significance level

Note: Result interpretation is based on two sample ANOVAs (fixed-test) using the F distribution (right-tailed method) at the 1% significance level.

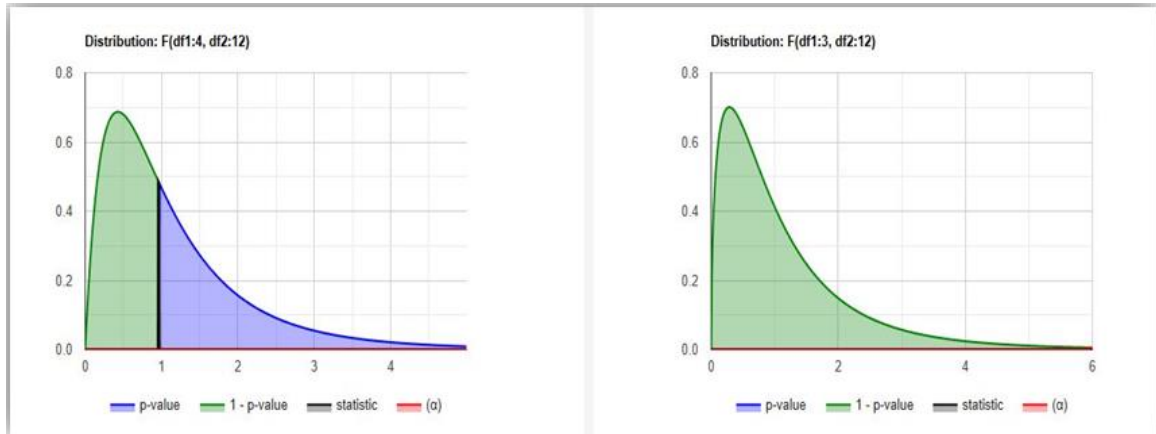


Figure 6: Plot of Degrees of Freedom Distribution

Factor – A - Hotel Selection from Customer Purview - H_0 hypothesis: Since the $p\text{-value} > \alpha$, H_0 cannot be rejected. The averages of all groups assume to be equal. In other words, the difference between the sample averages of all groups is not big enough to be statistically significant. A non-significance result cannot prove that H_0 is correct, only that the null assumption cannot be rejected. P-value -The p-value equals 0.462, ($P(x \leq 0.9642) = 0.538$). It means that the chance of type I error, rejecting a correct H_0 , is too high: 0.462 (46.2%). The larger the p-value the more it supports H_0 . Test statistic: The test statistic FA equals 0.9642, which is in the 99% region of acceptance: [0, 5.412]. Effect size: The observed effect size η^2 is large, 0.24. This indicates that the magnitude of the difference between the averages is large.

Factor – B - Frequency of Customer visit- H_0 hypothesis: Since the $p\text{-value} < \alpha$, H_0 is rejected. Some of the groups' averages consider to be not equal. In other words, the sample difference between the averages of some groups is big enough to be statistically significant. P-value: The p-value equals 0.004198, ($P(x \leq 7.5704) = 0.9958$). It means that the chance of type I error (rejecting a correct H_0) is small: 0.004198 (0.42%). The smaller the p-value the more it supports H_1 . Test statistic: The test statistic FB equals 7.5704, which is not in the 99% region of acceptance: [0, 5.9525]. Effect size: The observed effect size η^2 is large, 0.65. This indicates that the magnitude of the difference between the averages is large. Figure 7 indicates QQ Plot of the Residuals.

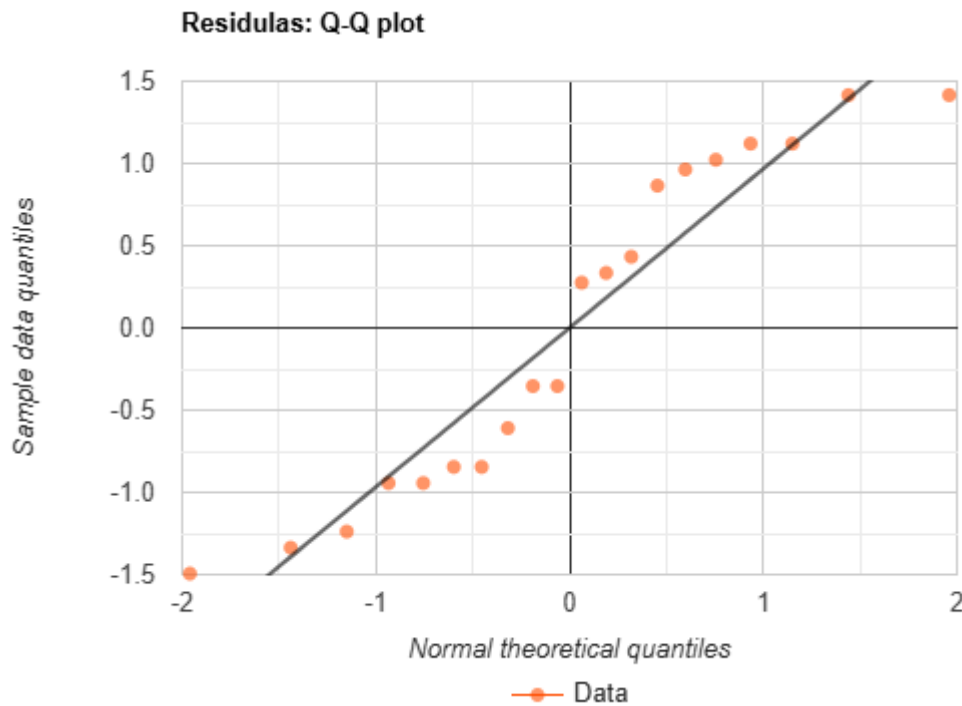


Figure 7: QQ Plot - Residuals

7. DISCUSSION

An additional research intends to assist Hotel XYZ in raising the room occupancy rate in order to sustain their operations within this sector. This research will employ a number of tactics to raise room occupancy rates. The PEST, competitor, customer, virtual hotel operator, and business model canvas analyses will all be used by the author to pinpoint issues in this study. The analysis's findings led the writers to conclude that certain circumstances are not optimal, such as underutilizing marketing efforts, which leads to a high number of walk-in customers. Following the completion of methods for study pertaining to business concerns, the writers gather potential alternatives that may be put forth in an effort to boost hotel income and occupancy rates through marketing tactics (Andini, and Koesrindartoto.2020).

Listed Hospitality industries like ITC hotels, Indian Hotels such as Taj Hotel group, ginger, lemon tree, Radisson, Marriott, Hilton has also CSR practices and green initiatives to help societies. The term "corporate social responsibility" (CSR) describes a company's societal responsibilities. It comprises an organization's attempts to raise society in a way that benefits our neighbourhood both socially and economically in order to raise living standards. Companies across all industries have been willingly engaging in CSR for many years now, all over the world. The results of another study showed that each hotel brand has adopted and implemented a unique set of CSR

practices. CSR was carried out for the benefit of society's citizens, the environment, and the nation's cultural legacy by means of craftsmen (Sharma, and Singh, 2021).

A SWOT-AHP analysis was conducted to compare instantaneous water heaters (IWH) with solar water heaters (SWH) in the search for energy-efficient alternative water heating equipment. The findings demonstrate that HP and SWH are mostly strong in terms of energy usage and bill savings. It appears that technological and financial factors are rather important. Furthermore, HP and SWH are more practical in terms of energy usage for water heating equipment in Thailand's hotel industry. In conclusion, we can state that SWH and HP are more practical for water heating systems than IWH (Jingjit, Amin, and Techato, 2021).

According to the results of another survey, Indian hotels have taken a number of steps to improve cash flows and revenues, lower operational expenses and cash outflows, and save resources in order to get through the current financial crisis. Reductions in list pricing and price reductions on special offers are popular strategies to increase cash flow. Reductions in labour costs, energy use, maintenance costs, and discretionary expenditure are some examples of cost-cutting strategies. Adopted resource conservation strategies emphasize delaying capital expenditures and moving more toward localizing supply chains. In preparation of the long-term "new normal," the sector has implemented growth-enhancing initiatives such as personnel reorganization, initiatives to draw in domestic visitors, and initiatives to diversify its product offerings (Majumdar, 2021).

One of the areas that academics most like studying is hotel star ratings. It provides insight into the contextual and cultural needs reflected in star rating systems, which encourages scholars to pursue these lines of inquiry. A different research aims to compare the various hotel star ranking systems around the globe. The American Automobile Association (AAA), the Automobile Association (AA) in the United Kingdom, and the Hotels Star Rating System in Pakistan are the three hotel star rating systems that were compared. The official hotel rating systems are skewed more in favour of producers than guests. Technical quality is their main concern. Unofficial grading systems, however, are focused on the needs of the consumer. They place more emphasis on functional qualities and subjective factors (Khan, Hussain, and Khan, 2022).

Additional research delves into the many smart technology applications employed in hotels as well as the variables that impact the industry's adoption of this technology, particularly in India, a developing nation. Another study aims to determine which smart technologies are used in five-star hotels in Delhi NCR, India, as well as the variables that affect their acceptance. Regression analysis results show that compatibility, social impact, top management support, relative advantage, and technological infrastructure are significant factors influencing adoption (Singh, Sharma, and Kapoor, 2023). Another research aims to determine and investigate how leadership cost and differentiation, as well as sustained competitive advantage, affect business excellence in star-rated hotels. This will assist upper management in further defining internal strategies that align the organization with the competitive strategy that has been chosen. The findings of the study highlight the need of concentrating on the scale validation and testing of the hypothesis that highlights the important role that competitive advantage plays in the development of business excellence plans. Relationship-building, service innovation and quality, and brand image are predictors of differentiation; economies of scale, technology, and partnerships in the supply chain are significant forecasters of cost leadership. Formulating internal commercial brilliance

plans for success and improved profitability requires a thorough awareness of the competitive tactics that hotels must adhere to (Anand and Munjal, 2024).

Another study investigates the connection between employee loyalty, organizational citizenship behaviour and employee engagement in the Indian hotel sector and it also looked at how technology is used in the hotel sector and how it influences employee behaviour. The results indicate that employee loyalty and engagement are positively correlated, and that mediates this link. The relationship between organizational citizenship behaviour and employee engagement is positively moderated by technology use. The work adds to the body of research on social exchange theory and self-determination theory. The study will assist managers in comprehending the significance of technology in altering employee behaviour and giving them a feeling of community. (Babu, Verma, and Tyagi, 2025).

8. CONCLUSION

Competitive tactics will always be present in the best service at a reasonable cost. The living room's cleanliness and hygienic conditions, as well as the enhancement of the room's ambience and aroma, are examples of service quality aspects. Water and warm water are available around-the-clock, a continuous power supply for the whole day, high-speed internet WI-FI services, a workstation, study, sofa, and outdoor seating self-serve tea, coffee, and kettle setup, rooms with central air conditioning, steamers for clothes, ironing stations, and wardrobes. Hair dryers, extra towels, showers, bathtubs, and western-style toilets are available in the lavatory. A welcome package for guests includes a toothbrush, toothpaste, combs, shampoos, conditioners, soaps, and wet wipes. These amenities consistently give guests a comfortable space to remain longer and foster a positive perception of the hotel. The research's results are restricted to the study region; they may vary over time and between regions. From a competitive perspective, service quality contributes to the hotels by increasing their strengths and opportunities and decreasing weaknesses and threats.

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