

The Role of Budget Hotels in the Promotion of Tourism in Mangalore

Poovarasan. K

MBA, Department of Management Studies
Bharath Institute of Science and Technology,
Selaiyur, Chennai, Tamil Nadu 600 073
Bharath Institute of Higher Education and Research

ABSTRACT

This study was designed to investigate the impact of budget hotels in Mangalore city, Karnataka. The main aim of this paper is to examine the economic impacts of budget hotels in the tourism sector of Mangalore. The research design used in this study was descriptive. The relevance and scope of this study is important because budget hotels are an emerging industry and quickly growing in the tourism market not only in Mangalore but also the country as a whole. So the scope of this study is to identify the issues and contributions of budget hotels. Based on the findings the tourism planners take necessary actions in the coming future for its development.

Keywords: Budget Hotels, Tourism, Economic Impact, Emerging Industry

1. INTRODUCTION

The hotel is an establishment of building where people pay for room to sleep in and meals. Hotels are classified into several categories according to their facilities, services and amenities which they provide (most people prefer budget hotels over luxury hotels in India as there are some budget hotels which offer you all the amenities that you get in luxury hotels and at very lower prices)¹.

(Many people commonly feel the greater the price, the better the experience is. It could be right in most cases, although not definitely in hospitality industry. The budget hotels may offer you the best quality lodging services at an manageable amount. Luxury resorts are perfect for the managers, celebrities, VIPS, while budget hotels are for individuals who want the hotel adventure at lower and more affordable prices. Luxury resorts have more innovative services, but budget hotels have their unique advantages to provide.

THE ADVANTAGES

The main benefit of low-cost hotels is that they give visitors with comfort and ease at reasonable price. Always keep in mind that good deal doesn't imply low service quality.

Budget hotels give confident and homely mood. Budget properties are not as modern or lavish, as what luxury hotels are but the services and the conveniences may be the same. This homely atmosphere put the tourists confident immediately, allowing them to enjoy every minute on their stay in the budget hotels. Budget hotels offer all the basic services you might need on a holiday while keeping the cost at a bare minimum. In other words, there is value for money when selecting budget accommodations for your stay)².

(Mangaluru is the gateway to Karnataka. It is also widely called Mangalore. Mangaluru is one of the fastest developing cities in India. Many budget class hotels are opened their properties in Mangaluru. Mangaluru is blend of the new and the old. With the increasing influx of students from various states of India and different parts of the world, the budget hotels get business through this means of education tourism also)³.

HISTORY OF BUDGET HOTELS

(Over the past few years, hospitality in India seen the budget hotel segment grow and make its mark on the industry. The entry of oyo rooms has been a game changer, giving birth to a whole new industry and organizing properties within this segment. This has helped highlight the value of independently run hotel businesses. Never before has the country's hospitality industry witnessed such a surge in the growth of these 'budget brands'.

It is the sudden influx of these 'budge brands' that has ignited the growth of this sector, fuelled by the drastic, almost unrealistic pricing that they have introduced. Domestic tourism has especially benefitted from this and has been growing steadily from 2014, with the number of trips increasing by 12 percent India is beginning to witness an increasing interest in internal tourism, as a younger generation of travellers begin to dictate trends in the country. This is a direct consequence of the growth of smaller segments and businesses within hospitality)⁴.

2. METHODOLOGY

The researcher adopted descriptive research design for this study. The data was collected by using secondary sources like text books, journal publications, magazines, newspaper, government reports and hotel websites. The researcher focused the budget hotels of Mangaluru city belongs to Karnataka State in India.

BUDGET HOTELS IN MANGALORE

Mangaluru has nearly 32 budget hotels, in which there are 10 reputed hotels namely,

- The Gateway Hotel
- Hotel Moti Mahal
- The Ocean Pearl
- Hotel Deepa Comforts
- Hotel Gold Finch
- Roopa Hotel
- Hotel Srinivas
- Ginger Hotel
- Nalpad Residency
- Hotel Maya International

THE PROMOTION OF TOURISM THROUGH BUDGET HOTELS

Because of the poor performance of tourism industry in Mangalore, the hotel rooms are not occupied fully. Only few hotels doing their business. As it says clearly that '*No Tourism, No Hotels*'. Tourism in Mangalore yet to get momentum, except religious tourist no hotel booking in Mangalore. So as far as profit is concerned, Mangalore not getting an proper guest turn over in the Hotel industry. So hotel business in Mangalore not good as compared to other cities.

TOURIST INFRASTRUCTURE

The existing infrastructure in India does not cope with the task of service the touristic economy. The touristic infrastructure is an essential feature of the national economy for its rapid growth in development. Millions of people throughout the world depend for their employment upon tourism. Tourism is an important factor for eradicating unemployment, earning foreign exchange and it also plays a vital role in the regional development of a nation. In the rural areas anticipated return on public and private investment of the tourism activity by itself in reality may turnout to be nil if the employment is not realistically planned and done in stages. So one should be very careful in planning the provision of tourist infrastructure in these areas.

3. CONCLUSION

How to improve Tourism and Hotel Industry in Mangalore ?

- Increase more infrastructure facilities in Mangalore
- Need proper road facilities in Mangalore
- Highlight the tourist places in national and international level.
- Tourist places in Mangalore should be developed so that more and more people visit Mangalore. Because of the tourist spots in Mangalore, naturally hotel industry will develop in Mangalore.
- In Mangalore, only religious tourism is happening during the pooja, Dasara and Deepavali season. So if the other tourism spots in Mangalore get developed we get business round the year. So that hotels get benefited throughout the year.
- Compared to Goa even Mangalore also has six beaches. But in Goa all the beaches are developed and they get business round the year whereas in case of Mangalore. Since beaches are not developed up to the standard, beach tourism in Mangalore is zero. So hotels are not doing business as expected.
- The local bodies and officials has to check the tourist infrastructure in Mangalore.
- Parking facilities in Mangalore should be improved.
- Everyone should follow the traffic rules and regulations, so that we can control the traffic crowd in Mangalore.
- More number of shopping malls coming to Mangalore is an added advantage to tourism industry in Mangalore. So as these local bodies and officials has to take care totally about the development of tourism and hotel industry in Mangalore.

4. REFERENCE

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