



Article Title

A comparative study of profitability analysis of selected hotel industries

Citation

Kayathiri Bai, B. & Buvaneshwaran, V. (2015). A comparative study of profitability analysis of selected hotel industries. *International Journal of Applied Research*.

Abstract

The hotel industry is a mature industry marked by intense competition. Market share increases typically comes at a competitor's expense. Industry-wide, most growth occurs in the international, rather than the domestic area. Hotels are a major employment generator in Hospitality industry. Work in the area of Hotel Management involves ensuring that all operations, including accommodation, food and drink and other hotel services run smoothly. It includes instructions in hospitality administration, hotel/motel management, restaurant and food services management, facilities planning, leisure studies, recreation administration, marketing, recreation equipment and grounds operations and maintenance, business finance, insurance and taxation, event management and guest services, personnel management, travel and logistics management, safety and health services, professional standards and ethics, and applications to specific vacation types and locations.

Methods

The study is mainly based on secondary data. The relevant information in this regard is collected from various sources like annual reports of Hotels, speeches of chairman & websites. The reference books have been referred from libraries. Thus, various sources have used to collect the relevant data. The data has been collected from the annual report of selected sample unit for this research are The Grand Bhagvati Hotels [TGB]; The Royal Orchid Hotel; The Jindal Hotel ; The Lord Ishwar Hotels and The Leela Hotels for the research year 2011-2012 to 2015-16 to find out the better profitability of Hotel industry.

Results

The hotel industry in India is heavily staffed. This can be gauged from the facts that while Indian hotel companies have a staff to room ratio of 3:1, this ratio is 1:1 for international

hotel companies. Demand between the national and the inbound tourists can be easily managed due to difference in the period of holidays. For international tourists the peak season for arrival is between Septembers to March when the climatic conditions are suitable where as the national tourist waits for school holidays, generally the summer months.

Conclusion