

AN EXPLORATORY STUDY OF DESIRED FIVE STAR HOTELS BY THE TRAVELERS IN CHENNAI AND THEIR ATTRIBUTES TOWARDS FOOD AND BEVERAGE ITEMS

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Abstract

A man's activities and his behaviours are purely decided by his own consumption pattern of food items. There are certain sections of people who are always interested to consume most delicious and tasteful food with diversified tendencies. Even though the food habits is purely a psychological factor but it can be differ from one person to another. Similarly food items and beverages served to the guests in 5-star hotels are not only enriched/ vitaminised food but also it is hygienically prepared with utmost care to satisfy the different type of customers/ guests who have stayed in their hotels. Most of the guests stayed in these hotels don't bother about the prices of menu items, because they are coming from strong economic and social background. Under these circumstances, the food items and beverages served in these hotels create a good image among them and also a type of special preference and loyalty to these hotels alone. Besides their regular services in ensuring good quality, but also there are some more determinant factors responsible for the preferential attitude towards the particular hotel. Most specifically their previous experiences in staying these hotels are also forced to come back again and their only preference in these odd hotels. Best quality of services and other important food items served under different taste remarkable previous experiences to the guests and other factors insisted to stay. In this paper, the researchers elaborately analysed the most determinant factors of preferring 5-star hotels and their attitude towards food and beverages play a dominant role in their venture is discussed in detail.

Keywords: Food, Beverages, Delicious, Preference, Attributes, Loyalty.

INTRODUCTION

Food is essential for human beings. Human beings are always interested to taste the delicious and different types of foods and beverages in different varieties. Online hotel reservation sites have become extremely well known among travelers as of late as there is a lot of data on the different features of hotels benefits promptly accessible. For example, future travelers can helpfully look for the accessibility of rooms on explicit days, the offices presented at various accommodations and their value ranges. With such data, it is for

the most part expected that clients can make informed appointments dependent on their inclinations as far as hotel appraisals and spending plan. What's more, they can likewise think about different accommodation evaluations dependent on the travelers "scores on every hotel and read the audits of past visitors. Fundamental foundation data of the commentators like the kinds of travelers (for example solo travelers, business travelers, family with the little youngsters, family with the more seasoned kids, or couples and so on), long periods of movement and the travelers" ethnicities are additionally effortlessly acquired

from the audits. Likewise, the web-based surveys additionally give their remarks and input on the hotels that they had remained in during their visit to a specific objective. Past examinations recommend that “traveler information decidedly impacts customization and customization influences fulfillment” (Lee, Lin, Lee, Yeh and Lee, 2015). A rehashed negative component in the audits, for example, grumblings about the staff can influence a future hotel guest’s choice. This is on the grounds that the data gave is by and large acknowledged being solid as it is based genuine encounters of the commentators. Furthermore, these sites additionally give significant data about the view of clients on the accommodation offices, staff execution and related angles to the hotels the board.

Background of the Study

The determinant credits of travelers’ decisions of hotel determination just as their criticism have been high commitments to a wide assortment of exploration settings (Lin et al., 2011; Huertas-Garcia et al., 2012). Other thrilled writing recommends that incentive for cash, tidiness, solace of beds, courteousness of staff, productivity of administration and area influence the lodging choice (Callan and Bowman, 2000). Chu and Choi (2000) compose that business and relaxation travelers have comparative inclinations which might influence their choice on accommodation decisions. For business travelers, room and front work area administration are considered as significant while relaxation explorers pick security as the main factor. Be that as it may, no other critical distinction was found in the decisions of these two gatherings. Kumar and Singh’s study (2014) discovered that Indian sightseers considered aesthetic sense in the hotel public regions and rooms as significant close by the standard factors, for example, value for money and cleanliness. Crafted by Chan and Wong (2006) compose that “past room rates (evaluating), helpful accommodation area and great assistance were the key variables affecting travelers in their last hotel choice. Business travelers will in general place more accentuation on their past hotel experience; great help; comfort and friends proposal, though, relaxation travelers and those with a lower level of training esteem travel planner suggestion. Agag and El-Masry (2016, 52) bring up that staff

responsibility, trust and mentality impact customers expectation to make online hotel appointments.

Importance of the Research Problem

Hotel industry in the worldwide level has gone through different changes lately in the wake to (Corona virus) period of globalization. The vast majority of the accommodation either three star or five star may basically followed specific bundles to draw in its clients to remain in their hotel alone. The educator of clients may generally fluctuated relies on the different administrations provide to them. The main components to deciding inclination towards the accommodation are foodservice, nature of room administrations, conveyance mechanism, different administrations like movement, transport amusement and any remaining variables.

Review of Literature/ National and International Studies

Online reviews esteem in propelling data about customers assumptions, fulfillment and disappointment has prompted a developing number of examination around here in the beyond couple of years (Li, Ye, and Law, 2013; Zhou, Ye, Pearce and Wu 2014; Darini and Khozaei 2016). This review puts its basic focal point on accommodation in Asian nations as they draw in an enormous number of tourists from around the world because of their lower rates. Prevalence of Asian traveler objections offers a wide assortment of attractions including however not restricted to, chronicled places. Asian travel objections draw in travelers from countless nations who keep an eye on express various assumptions for hotel administrations which, thusly, affect their general fulfillment levels. A careless study of related examinations demonstrates that not many investigations are only identified with online accommodation audits in Asia (Zhou et al. 2014; Darini and Khozaei 2016). These couple of studies have additionally centered on only a couple of urban areas, and subsequently, our insight on factors that influence the customers fulfillment with their convenience in Asian nations is exceptionally restricted. This review desires to fill a piece of this hole and add to the assortment of information relating to factors that has

influenced hotel guests insight and evaluations of accommodation in 40 Asian nations dependent on the accessibility of surveys in Agoda.com. This study is centered on specific regions identified with the hotel business is grounded on the discoveries of past examinations zeroing in on the variables that have impacted visitor fulfillment levels. Comparable to this, the investigation of Zhou et al. (2014) specifies factors and qualities that had influenced customers' fulfillment with respect to four and five star hotels in Hangzhou, China. They present 23 credits under 6 primary classes impact consumer loyalty. The principle classes are actual settings of the rooms, the actual accommodation, food, in general worth, area and staff.

Statement of the Problem

There are wide scopes of studies that have explored factors impacting hotel guests fulfillment (Bulchand-Gidumal, 2013; Li et al., 2013) which propose that fulfillment with a help or item improves the shot at hotel guests' expectation to return later on. A few different investigations demonstrate that "staff administration and room quality and generally speaking worth are the three most powerful factors in deciding travelers" by and large fulfillment levels. This influences their probability of getting back to similar hotels later on (Choi and Chu, 2001, p. 277). In any case, as Shanahan and Hyman (2006) inspect the best hotel ascribes of American travelers contend; the level of fulfillment that visitors have for hotels which offer identical help can extraordinarily contrast between hotels in created and non-industrial nations. Overall, it has been noticed that the assistance given by hotel representatives extraordinarily impact the rating given by the visitors. For example, Kattara, Weheba and Ahmed El-Said (2014, 225) guarantee that "representatives' practices greatly affect by and large consumer loyalty paying little mind to clients' sex, ethnicity and motivation behind visit, number of visits and their length of stay." Similarly, concentrates likewise support the idea that accommodation of staff monitoring the data work area (Heung 2000) giving exact and fast proficient assistance (Lin, Tsai, Wang, Su and Shaw 2011) can emphatically influence consumer loyalty. Past investigations likewise show that room quietness, the accessibility of in-room wellbeing

boxes, cleanliness and tidiness of the premises, accessibility of individual consideration (Heung, 2000), security and outside relaxation conditions (Lin et al. 2011) likewise influence client fulfillment. Different elements that have been set up as significant in affecting consumer loyalty are "substantial, sensorial experience, staff perspective, stylish discernment, and area" (Ren et al., 2016).

Scope of the Study

The present study is confined and restricted only in the geographical area of Chennai city alone. Even though the coverage of the areas very vast only a selected a five star hotels can alone taken into the study purpose. The study deals one year say 2020-2021 alone and what is the total quantum of tourists/ guests who have stayed in these hotels are taken in to study purpose. What are the various factors responsible for the determination to prefer particular hotel and also their expectation and perception and their loyalty have also been considered. This study is an immense importance of analyzing the research problem. Though, there were many more studies have been already carried out in related angle but no attempt has been carried out in the particular topic in trying to fill up the gaps and an unanswered questions existed. The present study is attempted to fill up the research gaps and trying to answer the research questions and it is very useful for undertaking in-depth of the study conducted by further researcher's academia/ restaurant owners/ stock holders in this field and conclude that the present study is the need to the hour today.

One cannot deny the fact that hotels/ Restaurants/ five star hotels are always interested to attract more guests/ tourists to their hotels alone and trying to satisfy the needs and perception of customers and also find out new avenues for maintaining customer loyalty of their hotels alone.

Aims and Objectives

The present paper mainly aims to analyse what are the various types of factors responsible for the preference of particulars five star hotels in Chennai by the guests and also analyzing the customer's satisfaction in comparing with various parameters about the food items/ beverages served to them.

The customers/ guests are always interested to taste different type of delicious foods and how the chefs/ cooks are vigilant introducing new dishes and what are its superior factors and also how it attracts more customers, which is only available in their hotel alone and it is not found anywhere is also discussed.

Objectives

- To investigate the various determinate factors responsible for the preference of particular hotels by the guest.
- To deal the matters pertaining to the various types of services offered to them.
- To understand the need for introducing new dishes to attract more guests.
- To analyze the methods and means of improving service quality approach.
- To attract and improve the methods of customers satisfaction and tries to fulfill their needs.
- To compare the various services like food/ menu items/ beverages/ room services/ other facilities.
- To project the future plan to these hotels to attract more tourists through ' the introduction of new menu items.
- To explore further possible avenues of increasing the better quality of services.

Research Questions

In the light of the above discussion the researcher put some important research questions.

- a) What is the role of five star hotels in attracting more guests/ tourists in the determination of staying?
- b) What are the various determinant factors responsible for the preference only particulars hotel alone especially eatable items?
- c) What are the specialized menu / delicious items prepared by their chefs to satisfy the needs of guests?
- d) How to improve the better quality of services to tourists which will increases their loyalty?

e) What are the various services provide to guests apart from the regular services?

f) Under what angle the tourists/ guests are to be dealing in improving their loyalty (or) customer loyalty to be maintained.

Research Methodology

Grounded on the discoveries of past research (Zhou et al., 2014)., the fundamental point of the momentum study is to look at the elements that influence consumer loyalty in five star accommodations in 40 nations in Asia similarly, ebb and flow research uses text mining and content examination of traveler audits from the Agoda website to accomplish its targets. This webpage just distributes surveys from travelers who have booked and paid for reservations through their sites. This would demonstrate that the surveys are by true blue visitors. The surveys are organized and travelers are essentially needed to give generally fulfillment appraisals to the accommodations dependent on their assessment of their experience during their visit. The site likewise gives information bases of individual client surveys comprising of client assessments dependent on their encounters of accommodations around the world.

The internet based surveys used in this review were sorted under the Asian class in Agoda.com. Thusly, each of the 40 nations was remembered for the examination. As Zhou et al (2014) checks out components and qualities of consumer loyalty of four and five star accommodations, the underlying focal point of this review is only on the surveys of three star hotels. This was pointed toward contrasting whether the clients of this accommodation classification have comparable or various assessments. Utilizing the sites search instrument separating framework, the analysts removed audits of the initial fifteen hotels were produced by the agoda.com site.

Analysis and Discussion

Five star hotels in the global level are always act as a connoisseur of managing tourists. The tourists or guests/ foreign tourists/ Rich personalities are very much interested to taste new dishes and won't bother about the price. The menu items especially beverages available

in their hotels are specialized items attracted by the guests. Under what extent these food items played the dominate role in attracting the tourists to stay in the particulars hotel alone. So the chefs/ cooks are in a position to introduce new/ latest/ tasteful different type of dishes/ cuisines which are available in different countries. The restaurant owners are very vigil in attracting tourists/ guests to their hotels by means of ensuring good quality of services/ Best food items conveyance/ and also other recreational facilities which would tend to attract the tourist mode. The study mainly focuses the most important determinant factors responsible for the preference and the royalty of some particulars hotels preferred by the guests.

A large portion of the visitors either nearby or global sightseers liked to remain in five star lodgings well ahead of time solely after considering the different administrations gave to them all the more explicitly, the greater part of the five star hotels in Chennai have opened a "Independent stage on five star hotel administrations gave parcel of data stretched out to its visitors or travelers and to make a decent picture among the personalities of clients. It likewise shows the manner by which of stretching out the administrations to them is the way for vary from different accommodations,

what are their exceptional bundles, extraordinary menu things, room administrations, administration quality methodology followed by servers, rooms, young men and the job of gourmet experts presenting new and elegant delectable food things. Food court in the five star hotel which represents either Indian (or) mainland/ (or) north Indian/Chinese/or other sort of cooking styles accessible to them is plainly shown.

Five Star Hotel Multi Cuisine Menu

A European café with an Asian touch affords the perfect twirl in the tale, with the ambience of natural illumination. Complete with an interactive kitchen and cold sandstone gelato proves, one can enjoy our stylish cookery while settling into the comfortable console of the indoors, permeating the calming pressure of the water body. Dating backside to medieval periods, the chef's table has forever been an extravagance of the choice. Royalty would encourage their guests to concentrate dinners in the kitchen and interrelate with the king's delicate chef, who hand expertise their banquets, after knowing their favorite and frame of mind. Experience again the knowledge by letting our chef's find out the flavours that gratify the customer's enjoyment.

WESTERN BREAKFAST	INDIAN BREAKFAST Rs.325	APPETISERS
Cold selection	Idli - Steamed rice and lentil cake	Cold
Seasonal cut fruit platter Rs.350	Dosa - Rice or semolina pancake	Tuna carpaccio with wasabi oil, tomato and caper Rs.525
Seasonal fresh fruit juices Rs.225	Plain, masala, rawa or ragi	sour cream
Tender coconut water Rs.225	Uttapam - Thick rice pancake	Classic caesar salad
Butter milk Rs.225	Plain, onion, tomato or masala	Romaine lettuce caesar dressing, grissini Rs.425
Plain / masala	Medu vada	Grilled prawns Rs.525
Lassi Rs.225	Crispy lentil savoury doughnut	Scottish smoked salmon Rs.525
Plain / sweet / salted	Upma - South Indian speciality made with semolina	Grilled chicken Rs.525
Yoghurt Rs.225	Pongal	Nutty arugula salad
Plain / fruit flavoured	Authentic South Indian delicacy of rice and lentil	Flavoured tomatoes cheese drizzle Rs.425
Selection of cold cuts Rs.575	All the above served with sambar and assortment of chutneys	Mortadella of turkey / chicken Rs.525
Selection of cheeses Rs.525	Poori Bhaji - Deep fried Indian bread served with a mild potato	Somtam chilled rice noodle
Cereal bowl selection Rs.275		
Corn flakes / wheat flakes / choco flakes /		

<p>rice krispies / muesli</p> <p>Porridge Rs.275</p> <p>Bircher muesli Rs.275</p> <p>Select your options</p> <p>Whole milk / slim milk / soy milk</p> <p>yellow banana / apples / dates / raisins / almonds / honey</p> <p>Viennoiseries selection Rs.325</p> <p>Criossant - plain / whole wheat / fruit danish</p> <p>vanilla muffin / brioche</p> <p>Served with butter and preserves</p> <p>Choice of toast Rs.225</p> <p>Whole wheat / multi grain / white</p> <p>Served with butter or preserves</p> <p>Beans on toast Rs.275</p> <p>Belgian waffles Rs.325</p> <p>Served with fruit compote, whipped cream, maple syrup</p> <p>Pancakes Rs.325</p> <p>Vanilla / banana / blue berry / choco chip</p> <p>Served with berry compote, whipped cream and maple syrup</p> <p>Choice of eggs Rs.325</p> <p>Boiled - soft / hard</p> <p>Fried egg - sunny side up / over easy</p> <p>Omelette - whole / egg white</p> <p>Scrambled / akuri</p> <p>Served with choice of bacon, sausage and toast</p>	<p>curry</p> <p>Paratha - Griddled whole wheat bread, served with yoghurt and pickle</p> <p>Choice of filling potato / cauliflower / radish / cottage cheese</p>	<p>Prawn Rs.525</p> <p>Chicken Rs.525</p> <p>Vegetarian Rs.425</p> <p>Warm</p> <p>Spice dusted grilled prawns Rs.575</p> <p>Served with carrot and cucumber koshimbiri</p> <p>Bacon wrapped grouper chunks, paprika mayo Rs.525</p> <p>Arugula, fennel salad and fries</p> <p>Chilli hot fish Rs.525</p> <p>Satay sampler Rs.525</p> <p>Fish, lamb and chicken</p> <p>Cocktail green peas samosa Rs.425</p> <p>Potato and peas samosa with tamarind chutney</p> <p>Podi idli Rs.425</p> <p>Mini idlis drenched in a typical Madras spice powder</p> <p>Quesadilla</p> <p>Sour cream guacamole and jalapeño salsa</p> <p>Vegetable Rs.425</p> <p>Chicken Rs.525</p> <p>Hot n' cold Asian rolls</p> <p>Combo of crispy fried spring rolls and Vietnamese rice paper rolls</p> <p>Vegetable Rs.425</p> <p>Seafood Rs.525</p>
<p>SOUPS</p> <p>Creamy Boston seafood chowder Rs.300</p> <p>Root vegetables and chunks of seafood, served in a bread bowl</p>	<p>SANDWICHES AND BURGER</p> <p>Sub or wrap</p> <p>Choice of fillings encased with a sub or maize wrap</p> <p>Select your sub - plain / whole wheat / multi grain</p>	

<p>Atukkal pepper soup Rs.300 Essence of lamb trotters and selected spices served with crispy flaky bread</p> <p>Lemon grass noodle Rs.300 Seafood / chicken / vegetarian</p> <p>Lung fung Rs.300 Seafood / chicken / vegetarian</p> <p>Cherry tomato and fennel Rs.300 Served with fennel shavings on crusty baguette</p>	<p>Non vegetarian Rs.575 Salmon and caper paprika cream cheese Philly steak Roast chicken and sautéed mushroom Turkey mortadella pommery mustard and marinated tomatoes Choice of satay with burnt onion and peanut butter mayo Lamb / fish / chicken Vegetarian Rs.525 Buffalo mozzarella, pesto with plum tomato Mushroom, jalapeños with sautéed onions Smoked peppers and squash Spicy minted potato, crunchy vegetables Pita bags Chicken tikka Rs.575 Paneer tikka Rs.525 Club sandwich Bacon, chicken, fried egg, lettuce, tomato, cucumber Rs.575 Roasted peppers and mushrooms Rs.525 Plain, toasted and grilled sandwiches Rs.525 With choice of filling Classic burger Prime steak / crumbed chicken Rs.575 Toasted sesame bun and salad Cheese / fried egg / bacon Vegetable pattie Rs.525 Toasted sesame bun, lettuce and tomato All the above served with crunchy vegetable yoghurt garlic aioli and fries or wedges</p>
<p>PASTA AND RISOTTO Select your pasta - spaghetti / linguine / fettuccine / penne / fusil whole wheat - penne / spaghetti</p>	<p>PIZZA Misto mare Rs.575 Shrimp, squid, tuna, spring onion, capers, tomatoes</p>

<p>Aglione olio</p> <p>Chicken or prawn Rs.575</p> <p>Garlic, olive oil, chilli flakes Rs.525</p> <p>Arrabbiata</p> <p>Sea food - shrimps, squid Rs.575</p> <p>Spicy tomato sauce Rs.525</p> <p>Curried n'baked</p> <p>Pork sausage or chicken Rs.575</p> <p>Curry baked pasta Rs.525</p> <p>Ragù alla bolognese</p> <p>Ground tenderloin with aromatic vegetables Rs.575</p> <p>Siciliana</p> <p>Eggplant, onion, squashes, olive oil, tomato cream and parmesan Rs.525</p> <p>Risotto alla milanese</p> <p>Saffron infused risotto</p> <p>Grilled salmon Rs.575</p> <p>Wild mushroom ragout Rs.525</p>	<p>and mozzarella</p> <p>Rustica Rs.575</p> <p>Tomato, bell pepper and spicy pepperoni</p> <p>Forestière Rs.525</p> <p>Fresh mushrooms, baby corn, broccoli and tofu</p> <p>Margherita Rs.525</p> <p>Tomatoes, fresh buffalo mozzarella and basil</p> <p>Quattro fromaggi Rs.525</p> <p>Mozzarella, emmental, cheddar and feta cheese</p> <p>Tex mex jalapeño Rs.525</p> <p>Pimentos, shredded onion, chilli flakes, garlic, tex mex seasoning and cheese</p> <p>Non-vegetarian (any two) Rs.625</p> <p>Barbeque chicken, salami, parma di prosciutto, anchovies, sea food</p> <p>Vegetarian (any three) Rs.550</p> <p>Broccoli, corn kernels, olives, spinach, mushrooms, spring onion, red onion, bell pepper, artichokes, cherry tomato, green chilli</p>
<p>GLOBAL CUISINE</p> <p>Pan fried grouper Rs.625</p> <p>Tomato, caper and browned shallot glaze, mini moussaka and curled linguine</p> <p>Fish and chips Rs.625</p> <p>Panko crumbed / batter fried</p> <p>Traditional coleslaw</p> <p>Roasted rack of lamb Rs.1200</p> <p>Boulangerie potato, haricot verts with rosemary jus</p> <p>Lemon chicken Rs.625</p> <p>Truffle risotto with pressed brussel sprout sauce</p> <p>Pan fried French chèvre polenta Rs.575</p> <p>Wild mushroom confit and tempura onion</p> <p>Rotollo of chilli spiced pumpkin and ricotta cheese Rs.575</p>	<p>GRILL</p> <p>Fresh catch of the day Rs.625</p> <p>Mixed seafood grill Rs.1550</p> <p>Lobster / fish / scallop / shrimp</p> <p>Tiger prawns Rs.975</p> <p>Black angus rib eye 12 Oz Rs.2250</p> <p>Black angus tenderloin 8 Oz Rs.2250</p> <p>Domestic tenderloin 8 Oz Rs.625</p> <p>Lamb cutlets 12 Oz Rs.1200</p> <p>Free range chicken breast Rs.625</p> <p>Select your accompaniments</p> <p>Green bean lyonnaise / roasted vegetable / charred broccoli</p> <p>Red wine jus / black pepper sauce / béarnaise</p> <p>Steak fries / potato of the day / potato mash</p>

Served with vegetable nage Roulade trio-zucchini, aubergine and yellow pepper Rs.575	
ASIAN (1200 hrs noon till 0000 hrs midnight) Prawn and broccoli with fresh chilli elephant garlic Rs.695 Wok fried chilli hot grouper Rs.625 Sliced steak teriyaki Rs.625 Cantonese sliced lamb Rs.625 Sliced chicken burnt ginger soy Rs.625 Beans sweet peppers and pepper plum sauce Rs.575 Chunky tofu corn and peas in fresh chilli hoisin Rs.575 Pok choi, sprouts and wild musroom garlic soy Rs.575 Thai curry Green or red Rs.625 Chicken / fish Vegetable Served with steamed rice Rice and noodle Thai fried rice Rs.275 Non vegetarian Vegetarian Hakka noodle Rs.275 Non vegetarian Vegetarian Corn spinach and sweet pepper fried rice Rs.275 All in a bowl Nasi goreng Rs.625 Seafood rice in oyster sauce Rs.625 Blockquote Pad see yew Rs.625 Rice noodle, mixed meat, pok choi and crushed peanut	SIMPLY SOUTH Masala spiced seafood sampler Rs.900 Grilled prawns, fish and squid with home style curry paste Mangalore prawn curry Rs.695 Fish peri peri Rs.695 Served with balchao kulcha and goan dal Madras fish curry Rs.625 Slow cooked fish in tamarind and chilli gravy, an authentic household recipe Uppu kari Rs.625 Dry roasted tender lamb, a local speciality Moplah chicken kuruma Rs.625 Delicacy from Northern Kerala with coconut cream, garam masala and fresh corinader Paruppu urundai kozhambu Rs.525 Curried lentil dumplings in a tangy gravy Jackfruit and potato mappas Rs.525 Stewed jackfruit and potato, a Kerala delicacy Kadalai gassi Rs.525 Whole Bengal gram in a roasted coconut gravy Paalkatti pattani melagu Rs.525 Pan tossed cottage cheese and green peas with Chettinadu spices Kaad kumu curry Rs.525 Mushroom cooked in traditional Coorgi curry *All the above served with choice of steamed rice or malabar paratha or kal dosai
BIRIYANI	RICE AND BREADS

<p>Tanjavore attu biryani Rs.625</p> <p>Succulent lamb and fragrant rice cooked with Tanjavore spices</p> <p>Urulai kalan Chettinadu biryani Rs.525</p> <p>Mélange of potato and mushroom with fragrant rice, a local speciality</p>	<p>Lemon or tamarind rice Rs.275</p> <p>Malabar paratha Rs.125</p> <p>String hopper Rs.125</p> <p>Sambar rice Rs.275</p> <p>Curd rice Rs.275</p> <p>Rice and yoghurt tempered with curry leaf and mustard</p>
<p>ALL TIME FAVOURITES</p> <p>Chilli garlic grilled prawns Rs.695</p> <p>Pan roasted chicken, style Balinese or Konkan Rs.695</p> <p>Rolled cheese n' chilli omelettes</p> <p>Served with garlic baguettes</p> <p>Shrimp and sweet peppers Rs.575</p> <p>Chicken and sprout Rs.575</p> <p>Mushroom pepperonata Rs.525</p> <p>Wrap n' roll</p> <p>Chicken Rs.575</p> <p>Cottage cheese 525</p> <p>Bondamosa Rs.325</p> <p>Combination of local style bonda and potato peas samosa</p> <p>Pav bhaji Rs.325</p> <p>Traditional Mumbai style pao and bhaji</p> <p>Dal chawal Rs.425</p> <p>Option of phulkas</p> <p>Dosa Rs.325</p> <p>Rice or semolina pancake</p> <p>Plain, masala, rawa or ragi</p> <p>Uttapam Rs.325</p> <p>Thick rice pancake</p> <p>Plain, onion, tomato or masala</p> <p>Steamed idli Rs.325</p> <p>Steamed rice and lentil cake</p> <p>All the above served with sambar and assortment of chutneys.</p>	<p>DESSERT</p> <p>Apple and pear tart with almond custard Rs.325</p> <p>Served with ice cream</p> <p>Cardamom crème brûlée Rs.325</p> <p>Chocolate sampler Rs.325</p> <p>Tender coconut and white molasses panacotta Rs.325</p> <p>Sugarfree</p> <p>Anjeer badam halwa Rs.300</p> <p>Kulfi with mix berry sauce Rs.300</p> <p>Rasmalai Rs.300</p> <p>Cold stone ice cream Rs.300</p> <p>Fresh cut seasonal fruits Rs.350</p>

Suggestions

To improve the working performance of five star hotels in Chennai and also satisfying the perception of customers certain policy implications have been suggested by the researcher.

□ Ensuring best quality of services the five star hotels must paid due attention to maintain the quality and standard of food items served to the guests.

□ Efforts must be made to introduce new and tasteful food dishes/ beverages might be introduced.

□ To satisfy the needs of the different type of guests/ tourists, chefs must always alert in preparing hygienic and healthier food items and also quality to be maintained.

□ Chettinadu, North Indian Non-veg or Veg sweets, savor must be made from only good/ standard quality of goods and also FSSAI standard must be maintained.

□ Food supervisors from FSSAI and safety officials must periodically check the items provided to guests and give some instructions to maintain good quality.

□ Beverages food stuffs must be produced in natural colour and also permitted colors alone and steps must be taken to prohibit the usage of non-permitted colors and chemicals which are hygienically bad.

□ One more important suggestion to improve the loyalty of the guests to the particular the hotel, to follow more comprehensive policies related to the tariff charges.

□ Even though the tariff of rooms is very high, government must come forward to announce separate tariff policy for five star hotels and it must be displaced in front offices in the respective hotels.

□ To make quicker/ easier payment by the international tourists/ visa cards/ Master cards may be accepted and all transactions must be made through artificial intelligent modes.

□ Digital payment / virtual transactions may be encouraged.

□ Front office management personnel must be appointed in a fluency in western languages, which will be more easily for the foreign tourists. A part from English, proficient people in Spanish / Urdu / Arabi / Chinese must be appointed.

□ To create awareness among the guests/ tourists/ these hotels must arrange some “Food carnival”/ “Food courts” about the ingredients used and its medicinal values may be displaced to understand the significance of food items supplied to them which will be very easily for foreign tourists.

□ Permitted flavors/ ingredients/ powder items for the preparation of beverages must be made only from list of F.B.O. category.

□ Steps must be taken to ensure in providing best quality of services through feedback of approach.

Concluding Remarks

There is no doubt that the five star hotels in Chennai render yeoman and remarkable services to the guests/ tourists by their better quality of services. To maintain the ‘status quo’ stack holders must be instructed to follow certain norms and conditions as prescribed by the government of Tamil Nadu. ITDC/ TTDC are also part of the development of these hotels and they must come forward to make M.O.U with them.

To increase the loyalty and tendency towards preferring particular five star hotels by the guests, the federation of restaurant owners may come forward to organize a get to their meet with foreign tourists and also interact with them to improve further quality of services which are expected in large which will be the most determinant factor of the hotels.

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