

*Abstract of Doctoral Dissertation*

## **Marketing of Hospitality Services : A Study of Selected Star Hotels in Hyderabad<sup>1</sup>**

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### **I. Introduction**

INDIA'S HOSPITALITY INDUSTRY is a part of larger group of industries that collectively make up the service sector of the economy. Among the services, hotels, trade, transport and communications constitute the leading group with higher growth rates. Hotels form the core of tourism infrastructure. It is said "No hotels, no tourism"! Tourism has emerged as the fastest growing industry and second largest foreign exchange earner for the country. The growth and development of travel and tourism contributes to the development of the hotels industry. Foreign tourist arrivals in India have been consistently on the rise. The recent multidimensional developments in the society – an increase in discretionary income, the corporate culture injecting new life and strength to the behavioral profiles of prospects resulting in an attitudinal change, vis-à-vis life styles, emergence of nuclear families, globalization leading to growing business travel, sophisticated developments in communications, travel and tourism – are the major contributors to phenomenal growth of hotels and their business.

Indian Hotel Industry has been making rapid strides since the nineties. Of late, professional approach to marketing has assumed an increasingly important role in the hotel industry. The entrance of corporate giants into the hospitality market transformed it from a mom and pop industry into industry dominated by chain-giants. These giants operate in highly competitive

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