

## Does Service Quality Really Matters in Star Hotels in India? An Overview from Business Competition Scenario

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### ABSTRACT

The earlier studies show the variety of exposures applied in the Inn management. Still there is the gap that the Facilities excellence plays a vital role or else the price affordability role is critical. The study addresses the gap: if the Facilities excellence increases, then what will happen in price affordability when it comes to competitive edge, which seems to be crucial. There are some gaps identified. When the Facilities excellence increases, some customers may come frequently, which will increase the business opportunity, and they will refer others to visit the Inn where they stay. So, the marketing and branding of the Inn increase automatically, which decreases the advertisement cost and helps to reduce the operation cost. Therefore, there may be an effective cost optimisation due to an increase in Facilities excellence. The study has been carried out in various regions of India. Since the selection of respondents from different locations in Indian provinces. Hence, the random sampling method has been used to select the respondent. A semi-structured survey question has been prepared, and primary data was collected from the respondents. 150 respondents participated in the survey. The results revealed that when you increase Facilities excellence and increase the customer visit by 1, the value of price affordability increases, and the number of customers and their stay increases by 0.244. In answering the research question, Facilities excellence matters a lot in the Inn industry. Study results are limited to the region; they may change from time to time and region to region. The future research in this arena may focus on how Facilities excellence helps to increase the strength and opportunities and decrease the weakness and threat for the Inns from a competitiveness point of view.

**Keywords:** Competition, Inn, Market, Service, Quality.

### Introduction

The study's justification stems from the importance of tourism to Scotland, the vital role the Inn industry plays in the country's development, and the relationship between Client gratification and corporate profitability. While much study has been done on the subject of Facilities excellence in the Inn business, there is a dearth of comparison studies on various elements of Facilities excellence in the Scottish Inn sector. The study looks at the quality of service in small, medium, and big Inns in Scotland to find out how management and guests now see the performance of Facilities excellence. Empirical results show that the Scottish QA scheme's emphasis on tangibles is detracting from service, and there are significant variations in the sector's performance in terms of Facilities excellence (Briggs, S., Sutherland, J., & Drummond, S., 2007).

Customers' expectations regarding the quality of service in Taiwanese hot spring Inns is the subject of another study. A comprehensive framework for evaluating the Facilities excellence of hot spring Inns is established by using a specialised questionnaire, which is based on the five characteristics of PZB Facilities excellence. The analysis network process (ANP) is used in this study to determine the relative weights of the criteria and highlight the interdependencies between them, therefore improving the accuracy of our findings. Finally, hot spring Inn owners may examine, refine, and improve service planning and service qualities going forward by using the framework and evaluation findings for Facilities excellence assessment as a reference (Hsieh, L. F., Lin, L. H., & Lin, Y. Y., 2008).

The establishment of principles, guidelines, and priorities that all members of the organisation must adhere to is known as the organisational climate, and it has drawn more attention in recent years. A study paper's objective is to examine the general organisational atmosphere in Inns and find differences in workers' opinions according to whether they work in management or non-managerial roles. The findings demonstrate that while external emphasis and production pressure were least impacted by organisational climate, efficiency, reflexivity, creativity and flexibility, supervisory support, and quality were among the most notable traits influenced. Furthermore, participation and efficiency were the only areas where management and non-managerial staff differed from one another (Bellou, V., & Andronikidis, A. I., 2009).

The heightened needs of customers and intense rivalry within the business have presented challenges for Bangalore's Inns. But the primary goal of the inn sector worldwide is meeting the wants and preferences of its clients, which is mostly done through individualised services. As a result, Inns that can effectively and amiably serve their ever-demanding clientele while maintaining high standards will probably have a sustained competitive edge over their rivals. Based on five-star Inns in Bangalore, the study shows that the hospitality sector needs more appropriate and thorough policies and strategies to both compete with global brands and satisfy every consumer with the calibre of services provided. The research highlights the importance of reducing the discrepancy between the calibre of services provided and the expectations of the clientele. Client gratification is directly influenced by a wide range of elements, particularly in the Inn industry. The most significant one would be the difficulties facing this specific industry, which the report identifies and offers suggestions for overcoming without alienating current clients. In a similar vein, it highlights the importance of staff happiness leading to consumer satisfaction. Comprehensive human resources policies are important for Inn personnel since they lower attrition rates and guarantee high-quality work from staff members (Manjunath, S. J., & Kurian, S., 2010).

By evaluating the "in-role" and "extra-role" service performance of its frontline reservationists in managing calls from prospective clients, different research looks at the level of service provided by Macau's Inns. Three rounds of anonymous calls to forty-five Macau Inns ranging in star rating from three to five were used to gather empirical data. The findings showed that just six of the thirteen elements on a typical booking checklist had been completed by half of the Inns, indicating that the overall "in-role" performance was not sufficient. Even while the five-star Inns outperformed the three- and four-star establishments, there was still more space for development, like calling customers by name and giving them more options and respect. The three- and four-star Inns' results showed that nearly every aspect, including service attitudes and English language ability, needed to be improved. Furthermore, the number of reservationists who engaged in "extra-role" service conduct was quite low at the three- and five-star Inns. The study addresses here the importance of these findings on the superiority of amenity in the Inn sector (Penny Wan, Y. K. 2010).

Another study was conducted in Seoul, Korea, with the ambition of creating and verifying an abstract model that integrates the connections between customer happiness, Facilities excellence, service orientation, and patron faithfulness. According to the study's proposed model, Client gratification fully mediates the relationship between customers' perceptions of Facilities excellence and their decision to stick with a company, and clients' insights of service excellence fully intervene the consequence of employees' service positioning on Client gratification (Kim, H. J., 2011).

Inn operators have had to seriously examine the importance of service enhancement to achieve a competitive advantage due to the industry's fast expansion in the first ten years of the twenty-first century. For this reason, figuring out what influences Inn facilities excellence is essential to the establishment's performance. The Inns' capacity to survive in this cutthroat market depends on their corporate image and the loyalty of their patrons. An additional investigation was carried out to ascertain

the variables impacting the perceived class of facility in Malaysian Inns and to examine the correlation between perceived Facilities excellence and company image and customer loyalty (Cham, T. H., & Easvaralingam, Y., 2012).

### Literature Review

The backdrop of slower GDP growth, a declining currency, more political and economic unpredictability, and a general perception that India has lost its path, according to the Trends & Opportunities study. Various industries and sectors, including automotive, FMCG, and residential real estate, have experienced a slowdown or even a fall in sales. The Inn industry has been impacted by the general state of the economy, but it's vital to keep in mind that this sector, like many others, is cyclical (Vardharajan, K., & Rajan, Y., 2013).

The Indian Inn business has grown intelligently throughout the years. The blame lies with India's shifting lifestyles as a result of globalisation and liberalization. The Indian society is changing too quickly as the economy opens up. Many global Inn chains are now eager to make investments in India. The degree of competition will rise along with this expansion; therefore, it's critical to understand Indian travellers' motivations when choosing Inns. With India's economy becoming more and more significant on a global scale, companies throughout the world are likewise curious about what Indian visitors want to tailor their offerings. Inns follow the same principle without exception (Kumar, S., & Singh, M. D., 2014).

Examining the link between performance and its variables in the Italian Inn business is the goal of another study. The study focusses on the Inn sector, which comprises a group of businesses with similar production and competitive environments, out of the various services offered by the tourist sector. Since it is essential to the delivery of all other tourism services, the Inn business is a crucial part of the tourism sector. The purpose of the research is to confirm if factors that positively affect Inn performance, such as size, category, and range of services offered, actually do. The study's findings clearly demonstrate that performance and category are related, but performance does not seem to be correlated with service size or variety (Bresciani, S., Thrassou, A., & Vrontis, D., 2015).

An additional research endeavour is to offer a thorough examination of the many concerns pertaining to the notions of cost keenness, lowness, and maintainability within the hospitality sector. We also look into ways that innovations in the Indian hospitality sector might reduce expenses without sacrificing the calibre of the goods or services provided. Understanding whether cost optimisation can be achieved by merely realigning process or cost is one of the study's main contributions to the identification of the key components of cost competitiveness, competitiveness, and sustainability in the hospitality sector. In India, these concerns have taken on great importance in the current globalised scenario (Vij, M., 2016).

Client gratification in the study refers to how satisfied guests are with the Inn's cuisine and services, which makes them happier. From this vantage point, it is critical to comprehend client demands to meet their expectations and meet their requirements. A food and beverage outlet's ability to delight customers by offering eating is what determines its success. In the Inn business, the calibre of the food and services greatly influences how satisfied guests are. Client gratification directly affects an organisation's revenue. The study found that there are two aspects that contribute to customer happiness: meal quality, service characteristics, and future intention. The results of the research indicate that Client gratification is significantly influenced by the quality of the cuisine. The conclusion showed that Client gratification was significantly impacted by the food quality factor, followed by Facilities excellence (Kumar, S., & Bhatnagar, Deepali., 2017).

In the cutthroat Inn sector, various Inns strive to set themselves apart from the competition with their distinctive offerings. Inns make every effort to provide the greatest services possible to entice guests. Thus, the goal of a second study is to investigate if providing excellent service genuinely results in happy clients who are devoted to a specific Inn brand. The study also aims to investigate if Inns can use the servqual model to ensure customer satisfaction. The study adds to the body of research on the relationship between Client gratification and Facilities excellence. It also proposes that the servqual method, which measures Client gratification based on five factors—assurance, empathy, reliability, and tangibility - be applied to the Inn industry. This could encourage Inniers to enhance their customer services (Sharma, S., & Srivastava, S., 2018). Another research attempt attempts to determine the advantages of farm-out food and beverage (F&B) in luxury inns in India from the viewpoints of the

strategic partners engaged in such an alliance, as well as to investigate the causes behind the emergence of independent, stand-alone restaurants. The report also suggests several options for premium Inns' F&B outsourcing. The study is centred on the factors that led to the emergence of standalone cafes in the Indian hospitality sector. The report suggests a novel business strategy for luxury Inns to counteract the competitive disruption caused by this trend: outsourcing food and beverage operations (Bharwani, S., Mathews, D., & Ghura, A. S., 2019).

The World Travel & Tourism Council claims that in the last several years, Malaysia's tourist sector has flourished greatly. As a result, this phenomenon has significantly increased competitiveness in the hospitality sector, particularly in the battle between upscale and service-orientated lodging. However, a number of customer satisfaction-related problems have been observed on Inn booking websites. These are worth carefully examining since they have the potential to negatively impact the profitability and competitiveness of luxury inns. Client gratification is strongly impacted by self-service technology, business image, and Facilities excellence, as the result indicates. With the exception of the empathy component in the servqual model, all other dimensions have a discernible effect on customer satisfaction. Finally, there is a strong positive correlation between customer happiness and the inclination to return. This empirical study advises marketers to consistently raise Client gratification levels by taking into account corporate image, self-service technology, and customer contentment in addition to Facilities excellence (Li, S., 2020).

They examined how vertical and horizontal differences affect pricing and how Inn competition and agglomeration may mitigate any such impacts, using the viewpoints of opposition, signalling, and accumulation. An index of variation is computed to take into consideration any service aspects. The study discovered that the link between distinctiveness and price is moderated by local competition and agglomeration. Furthermore, low-cost Inns are more heavily impacted by internet reputation. In fact, low-cost Inns benefit less from horizontal diversification in highly competitive markets. In a similar vein, Inn clustering lessens the advantages of providing more services while enhancing the influence of category on price (Sánchez-Pérez, M., Illescas-Manzano, M. D., & Martínez-Puertas, S., 2020).

In the last few years, the Inn sector has grown remarkably. But this has also brought about intense rivalry, which has made consumer pleasure a stronger priority. The study looks at and pinpoints important service elements that five-star Inns in the United Arab Emirates (UAE) need to provide. The study's ambition is to investigate the nuances of patron faithfulness and gratification in relation to Facilities excellence in the United Arab Emirates' five-star Inns. The influence of Facilities excellence aspects on client gratification and customer devotion is supported by the results. It was discovered that the "Personal Contact" magnitudes (receptiveness and sympathy) and the "Service Performance" dimensions (assurance and reliability) had a major influence on how the Inn's patrons perceived the quality of the services provided. The outcomes are especially helpful to the Inn sector, which can use them to identify areas where Facilities excellence is lacking and then focus more on creating strategies that will increase customer happiness and loyalty (Alzoubi, H. M., Vij, M., Vij, A., & Hanaysha, J. R., 2021).

One persistent problem that affects all service providers is how to handle complaints. Although there has been a fair amount of research on the subject, the literature that is currently available has not adequately examined how staff demographics affect the ways in which they handle complaints. It was discovered that the staff's approach to handling complaints was influenced by their demographics. Nonetheless, most participants believed that many of these impacts would become insignificant with enough experience. Many mitigating variables impacting the complaint management process have been examined in the literature on complaint management. There hasn't been much research done on how staff members' demographics affect how they receive and handle complaints (Parikh, P., & Dutt, C. S., 2022).

In this highly competitive environment, marketers now have to prioritise the sustainability of their firm. The durability of the Facilities excellence brand is one of the main problems. Numerous academics from a variety of fields have researched Facilities excellence worldwide. However, does the longevity of a service brand's name and image depend on the excellence of that brand? Determining the influence of experienced Facilities excellence on the longevity of the Inn industry's brand name and image is the aim of more study. The study revealed that the empathy component of Facilities excellence significantly positively influences both brand name and brand image of Inns, whereas assurance significantly has the

least beneficial impact. The answers propose that to enhance their trademark name and image, Inns should concentrate on improving the quality of their services. Specified that the Inns included in the study fell into the three-star category, providing high-quality service is decisive to enhancing the Inns' reputation and brand image. To strengthen the Inn's brand, staff members must be more receptive to the needs of its patrons. More dependability is required from the services offered. In the age of rapidly expanding social media, brand longevity depends on Client gratification in addition to Inn marketing (Mishra, P., 2023).

The global growth of the restaurant and hospitality (H&R) industry has decreased during COVID-19. "The Indian H&R sector has also experienced the same COVID-19-related effects." Industry must use new strategies to overcome the challenges and realise the unrealised potential to overcome this dilemma. Since resources are limited, it is important to use them properly. One challenge in doing this is determining how to assess the effectiveness of H&Rs using various metrics and identifying the areas that need improvement (Sharma, N., & Mogha, S. K., 2024).

### Research Gaps

The earlier studies show the variety of exposures applied in the Inn management. Still there is the gap that the Facilities excellence plays a vigorous role or else the price affordability role is critical. The study addresses the gap: if the Facilities excellence increases, then what will happen in price affordability when it derives to competitive edge, which seems to be crucial. There are some gaps identified. When the Facilities excellence increases, some customers may come frequently, which will increase the business opportunity, and they will refer others to visit the Inn where they stay. So, the marketing and branding of the Inn increase automatically, which decreases the advertisement cost and helps to reduce the operation cost. Therefore, there may be an effective cost optimisation due to an increase in Facilities excellence.

### Research Objectives

- To categorise the relationship between usage price affordability and Facilities excellence.
- To study the facts and figures that influence customers to visit the Inn.

### Research Methodology

The study has been carried out in various regions of India. Since the selection of respondents from different locations in Indian provinces. Hence, the random sampling method has been used to select the respondent. A semi-structured survey question has been prepared, and primary data was collected from the respondents. 150 respondents participated in the survey. The study uses simple percentage analysis, analysis of variance, correlation, and linear regression to predict the impression of Facilities excellence on price affordability and to interpret the fallouts of the learning in a detailed manner.

### Results Summary

#### Percentage and Insight-Out Analysis

Table 1 indicates the demographic profile of the respondents and Table 2 indicates their opinions along with facts and figures through simple percentage analysis.

**Table 1: Demographic Profile of Respondents**

| Gender Profile                            | Respondents (N = 150) | Percentage |
|-------------------------------------------|-----------------------|------------|
| Male                                      | 84                    | 56.0%      |
| Female                                    | 66                    | 44.0%      |
|                                           | 150                   | 100.0%     |
| Job Role                                  |                       |            |
| Inn General Manager                       | 26                    | 17.3%      |
| Stores manager                            | 24                    | 16.0%      |
| Restaurant Chef / Chief Cook              | 22                    | 14.7%      |
| Cooking Assistants / staff                | 29                    | 19.3%      |
| Facility Management Head                  | 12                    | 8.0%       |
| Electricians / Technician / Laundry staff | 18                    | 12.0%      |
| Receptionist                              | 19                    | 12.7%      |

|                                                              |            |               |
|--------------------------------------------------------------|------------|---------------|
|                                                              | 150        | 100.0%        |
| <b>Educational Profile</b>                                   |            |               |
| Diploma                                                      | 60         | 40.0%         |
| Degree                                                       | 48         | 32.0%         |
| Not educated                                                 | 19         | 12.7%         |
| Primary / Secondary School                                   | 23         | 15.3%         |
|                                                              | 150        | 100.0%        |
| <b>Age Group</b>                                             |            |               |
| 18-25 years                                                  | 60         | 40.0%         |
| 25-50 years                                                  | 48         | 32.0%         |
| 50-55 years                                                  | 19         | 12.7%         |
| Above 55 years                                               | 23         | 15.3%         |
|                                                              | 150        | 100.0%        |
| <b>Inn Locations in Indian Regions</b>                       |            |               |
| North India (Delhi / Agra / Lucknow / Chandigarh)            | 36         | 24.0%         |
| South India (Chennai / Cochin / Trichy / Madura / Bangalore) | 52         | 34.7%         |
| West India (Mumbai / Pune / Ahmedabad / Udaipur)             | 40         | 26.7%         |
| East India (Kolkata / Cuttak / Bhubaneswar / Patna)          | 22         | 14.7%         |
| <b>Total</b>                                                 | <b>150</b> | <b>100.0%</b> |

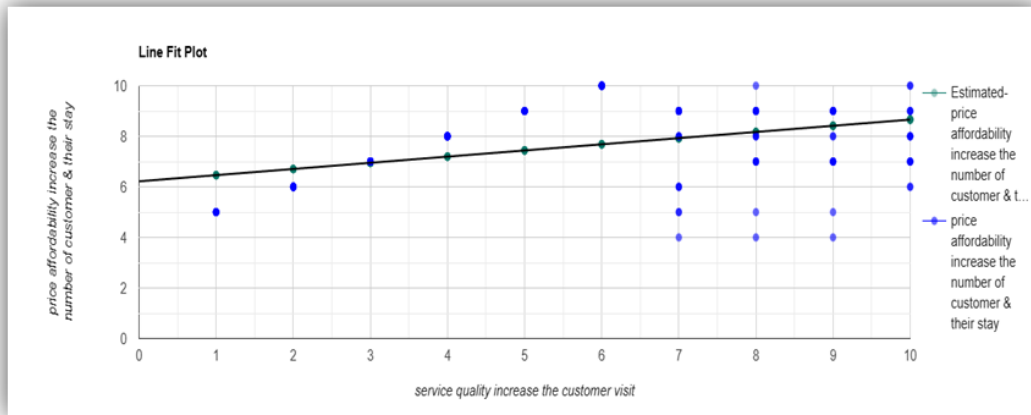
**Table 2: Facts & Figures**

| <b>Regular Customer Visiting Frequency</b>         | <b>Respondents<br/>( N = 150)</b> | <b>Percentage</b> |
|----------------------------------------------------|-----------------------------------|-------------------|
| Often                                              | 28                                | 18.7%             |
| Occasionally                                       | 82                                | 54.7%             |
| rarely                                             | 16                                | 10.7%             |
| Not at all                                         | 24                                | 16.0%             |
|                                                    | 150                               | 100.0%            |
| <b>Purpose of Visit / Stay at Inns</b>             | <b>Respondents<br/>( N = 150)</b> | <b>Percentage</b> |
| Conference events / Lectures / Seminars / Workshop | 24                                | 16.0%             |
| Marriage event / Party dinner                      | 23                                | 15.3%             |
| Business visits / Factory visits                   | 19                                | 12.7%             |
| Job Interviews / Office Meetings                   | 11                                | 7.3%              |
| Students writing examinations                      | 8                                 | 5.3%              |
| leisure holidays / Tourism related activities      | 51                                | 34.0%             |
| pilgrimage related activities                      | 14                                | 9.3%              |
| <b>Total</b>                                       | <b>150</b>                        | <b>100.0%</b>     |

#### **Regression Anova Analysis and Interpretation**

Regression line equation  $\hat{Y} = 6.2178 + 0.244X$

Facilities excellence increases the customer visit predicted price affordability increases the number of customer & their stay,  $R^2 = .18$ ,  $F(1,148) = 32.93$ ,  $p < .001$ .  $\beta = .24$ ,  $p < .001$ ,  $\alpha = 6.22$ ,  $p < .001$ . Figure 1 indicates the regression plot line



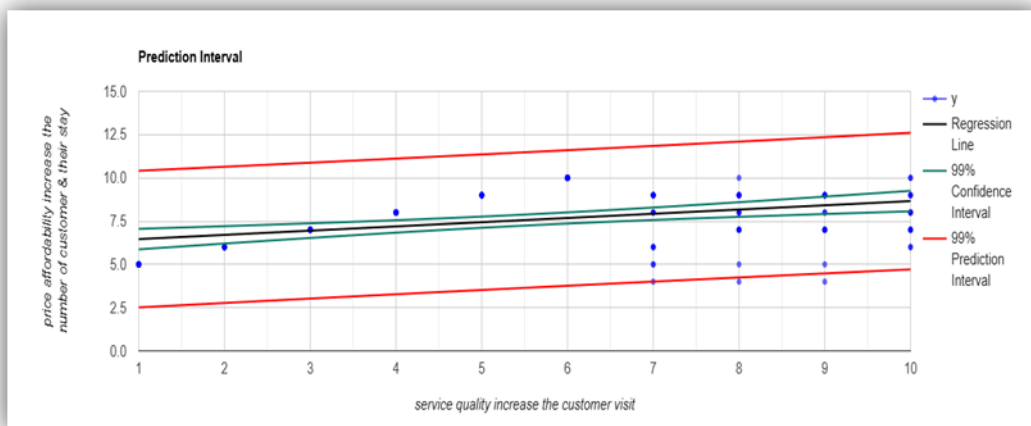
**Figure 1: Regression Plot Line**

**Table 3: Regression Anova Results**

| Source                                                    | DF  | Sum of Square | Mean Square | F Statistic (df <sub>1</sub> , df <sub>2</sub> ) | P-Value  |
|-----------------------------------------------------------|-----|---------------|-------------|--------------------------------------------------|----------|
| <b>Regression</b><br>(between $\hat{y}_i$ and $\bar{y}$ ) | 1   | 73.7002       | 73.7002     | 32.9277 (1, 148)                                 | 5.222e-8 |
| <b>Residual</b><br>(between $y_i$ and $\hat{y}_i$ )       | 148 | 331.2598      | 2.2382      |                                                  |          |
| <b>Total</b> (between $y_i$ and $\bar{y}$ )               | 149 | 404.96        | 2.7179      |                                                  |          |

\*\*at 1% importance level

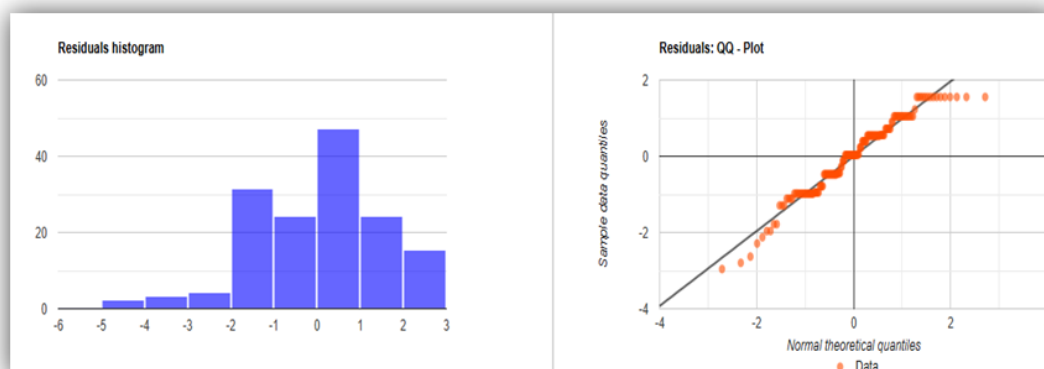
Price affordability increases the numeral of customers & their stay and Facilities excellence increases the customer-visit relationship. R-squared ( $R^2$ ) equals 0.182. This means that 18.2% of the variability of price affordability increases the numeral of customers & their stay is explained by Facilities excellence increase the customer visit. Figure - 2 indicates the prediction interval whereas Figure - 3 indicates the importance and degrees of freedom.



**Figure 2: Regression Prediction Interval**

Correlation ( $R$ ) equals 0.4266. This means that there is a moderate direct relationship between Facilities excellence increase the customer visit and price affordability increase the number of customer & their stay. The Standard deviation of the residuals ( $S_{res}$ ) equals 1.4961. The slope:  $b_1=0.244$





**Figure 5: Histogram and QQ Plot of Residuals**

### Discussion

In the modern world, the service industry is vital. It significantly contributes to an economy's ability to grow sustainably. Inns play a major role in the service industry. The requirement of the hour is Facilities excellence, which is crucial to every organisation's success. Inns are not an exception to these kinds of groups. It is imperative for all Inns to maintain elevated levels of Facilities excellence to have a competitive advantage over their competing businesses. The study has revealed discrepancies in the expectations and insights of consumers regarding the facilities they have gotten. The results from Bangalore City demonstrate how helpful the servqual model's 5-dimensional structure has been in identifying these gaps. Quality is steady and varies in how different customers view it. It follows that Inn managers need to work hard to achieve high-end client loyalty and consumer happiness. Inn managers are advised to do an analysis and evaluation of the number and quality of services provided during different seasons to pinpoint any discrepancies between client expectations and perceptions, which will allow them to strategically close these gaps, which will eventually aid in keeping loyal customers (Sunil, M. P., Shobharani, H., Mathew, A. K., & Rose, A. E., 2018).

It is common knowledge that the Inn industry significantly boosts a nation's economy. The tourism industry, which encompasses a variety of industries including accommodation, catering, transportation, tourists, attractions, and entertainment, is a significant part of the same. The primary stakeholders in the Inn sector are its patrons. Another study intentions to deliver a theoretical outline and measuring scale to comprehend the position of facilities, Facilities excellence, and the impression of online reviews in the Inn sector. Online middlemen in the travel and hospitality sectors give customers a wide range of alternatives, including the ability to compare Inns, tourist attractions, travel routes, brand selections, costs, and above all - convenience (Mittra, S., & Khamkar, P. R., 2021).

The hospitality sector is expanding rapidly, and lodging establishments are vying for guests' business. From a commercial perspective, guests are the main source of worry. While profit is the goalmouth of any operating business, the visitor's experience that sets them unique and keeps them coming back. It's been claimed that although someone may forget the words you used, they won't forget how you made them feel. Thus, a Inn may have an advantage over rival establishments if a visitor is made to feel appreciated and fulfilled. The happy customer is the one that keeps the Inns busy by coming back and even spreading the word about their experiences. Retained customers are essential to any Inn in the present market environment since they lower the costs of bringing in new business and foster consumer loyalty and goodwill. The results obtained from Inns in Delhi have demonstrated a substantial correlation between all five SERVPERF characteristics and both overall Facilities excellence and indications of high-quality goods that guests's value (Verma, D., & Waghela, L., 2022).

A unique approach for using service design to provide visitor experience value was revealed via research. This study classified internet evaluations regarding Inn services using the KJ technique, using a star inn in Taiwan as an example. Through participant observation of the complete service process, a

customer journey map (CJM) was subsequently generated. Service design concepts were integrated (Chang, T. Y., & Chiu, Y. C., 2023).

The inn sector must adjust to the ever-changing and dynamic surroundings it operates in to remain viable and dynamic. For Inn managers, bringing high-quality amenities based on competitive information is a basic task. The study clarified the mediating function of open book management in the Inn sector and provided a structural model to measure the effect of competitive data on the excellence of deal delivery. The correlation analysis's findings demonstrated a strong positive association between open book management and competitive intelligence. Establishing that open book management and Facilities excellence are positively correlated. Competitive intelligence and the calibre of services provided have a robust and beneficial link. The answers of the Sobel and Bootstrap tests indicated is considerable mediating role of open book management in the link between the excellence of provision distribution and competitive intelligence (Rouhani, O., Fakhimi Azar, S., & Dizaji, M., 2024).

### Conclusion

In answering the research question, Facilities excellence matters a lot in the Inn industry. Best service at an affordable price will always have competitive strategies. The dimension of Facilities excellence may be hygienic and sanitation of the living room, improving the fragrance living ambience in the room, Availability of water and warm water for 24 hours, 24 hours uninterrupted power supply, high-speed internet WI-FI services, Study /work table / sofa sit-out accommodation, Self-coffee / tea / kettle arrangement, Centralised air-conditioned rooms, Garment Cloth steamer / ironing facilities / Ironing facilities / Wardrobes, Hairdryer / spare towels / shower / bathtubs / western toilet facilities in bathrooms, customer welcome kit with (toothbrush, saving sets, shampoo, comb, lotions, soaps, wet wipes) - these things always provide a comfort zone to the visitor to visit lengthier and create a habitat toward the Inn. The warm, welcoming servants in the Inn give them a pleasure of freedom and a feeling of staying at home, which will help the Inn industry in terms of bringing in more business. The learning outcomes are limited to the region; they may change from time to time and region to region. The future research in this arena may focus on how Facilities excellence helps to increase the strength and opportunities and decrease the weakness and threat for the Inns from a competitiveness point of view.

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