

THE ROLE OF BUDGET HOTELS IN THE PROMOTION OF TOURISM IN MANGALORE

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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.

I. 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).

(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).