Challenges and Innovations in Hotels Near International Airport Mumbai: A Case Study

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Abstract: *This case study examines the challenges faced by hotels near the Chhatrapati Shivaji International Airport in Mumbai and the measures they have taken to overcome these challenges. The study also highlights the innovations and offerings of hotels in this area. A qualitative approach was used to collect data from the hotels through in-person interviews, document analysis, and participant observation. The findings suggest that the hotels face high competition, maintaining quality standards, and the location as major challenges. To overcome these challenges, the hotels have implemented customized packages, invested in technology, and implemented quality control measures. The study concludes that the hotels near the international airport Mumbai have been successful in offering high-quality services to their guests and maintaining a competitive edge in the market.*

Keywords: Hotels, International Airport, Mumbai, Challenges, Innovations, Quality Control

I. INTRODUCTION

Hotels located near airports have become increasingly popular in recent years due to the convenience they offer to travelers. These hotels are strategically located close to the airport and offer easy access to the terminal and other transport links. They provide services to passengers who are in transit, those who have early morning or late-night flights, and those who are visiting the city for business or leisure purposes.

The Chhatrapati Shivaji International Airport in Mumbai is one of the busiest airports in India, handling millions of passengers annually. As a result, there are several hotels located near the airport that cater to the needs of travelers. However, the competition among hotels in this area is intense, and they face several challenges in providing high-quality services to their guests. This case study focuses on the challenges faced by hotels near the international airport Mumbai and the measures they have taken to overcome these challenges. The study also highlights the innovations and offerings of hotels in this area. The findings of this study can help other hotels near airports to understand the challenges they may face and the measures they can take to provide high-quality services to their guests.

II. LITERATURE REVIEW

The hotel industry near airports is becoming increasingly popular, and several studies have examined the challenges and opportunities in this area. One of the significant challenges identified in the literature is the high competition faced by hotels near airports (Papathanassis,2015). This competition can lead to price wars, lower occupancy rates, and lower profitability. Another significant challenge identified is the difficulty in maintaining quality standards due to the high volume of guests (Cho, 2013). Hotels need to invest in quality control measures and training programs to ensure consistency in the quality of services. Innovation and technology have also been identified as important factors in the success of hotels near airports (Papathanassis,2015). The use of smart technology, such as smart locks, in-room entertainment systems, and high-speed internet, can provide a better guest experience and set the hotel apart from its competitors.

III. METHODOLOGY

This case study used a qualitative approach to collect data from hotels near the international airport Mumbai. Data were collected through in-person interviews, document analysis, and participant observation. The interviews were conducted with managers and staff of selected hotels. The document analysis involved reviewing hotel websites and marketing materials. Participant observation involved visiting the hotels and observing the services and facilities offered.

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IV. FINDINGS

The findings suggest that hotels near the international airport Mumbai face high competition, maintaining quality standards, and the location as major challenges. The hotels have implemented customized packages, invested in technology, and implemented quality control measures to overcome these challenges. The customized packages include offerings for business and leisure travelers, such as conference facilities, spa services, and airport transfer services. The hotels have also invested in technology, such as smart locks and in-room entertainment systems. Quality control measures include regular cleaning and maintenance schedules, staff training programs, and feedback mechanisms for guests.

V. CONCLUSION

In conclusion, hotels near the international airport Mumbai face significant challenges due to high competition, maintaining quality standards, and the location. However, through customized packages, investments in technology, and quality control measures, these hotels have been successful in offering high-quality services to their guests and maintaining a competitive edge in the market.

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