

# **Research on Hotel Management System**

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**Abstract:** *The global hospitality sector is currently witnessing a rapid paradigm shift in which traditional, rustic culinary concepts are being elevated into high-end, premium dining experiences. This research paper investigates the phenomenon of "premiumization" within the Indian restaurant industry by conducting an in-depth case study of Royal Desi Dhaba, a luxury restaurant located in New Delhi. By analyzing the restaurant's operational metrics, menu engineering, digital infrastructure, and consumer social proof mechanisms, this paper aims to define the operational framework required to successfully merge heritage dining with modern luxury. The findings suggest that the integration of authentic flavors with frictionless booking technology, sophisticated presentation, and strategic brand positioning yields high consumer satisfaction and sustained operational profitability.*

**Keywords:** Premiumization, Hospitality Management, Ethnic Gastronomy, Consumer Behavior, Menu Engineering, Digital Infrastructure.

## **I. INTRODUCTION**

### **1.1 Background of the Study**

The Indian "dhaba" traditionally refers to a roadside eatery serving rustic, localized, and inexpensive food, primarily catering to highway travelers. Historically characterized by their informal service, open-air seating, and robust, spice-heavy cuisine, dhabas are culturally significant to the Indian culinary landscape. However, the modern urban consumer's palate and expectations have evolved. There is a growing demand for "affordable luxury" and authentic experiences delivered within refined, hygienic, and aesthetically pleasing environments. This has given rise to the concept of "premium ethnic dining"—a hybrid model that retains the soulful essence of traditional food while elevating the service, ambiance, and technological convenience to five-star standards.

### **1.2 Problem Statement**

Despite the popularity of ethnic cuisine, many traditional establishments struggle to scale or attract high-yielding corporate and luxury segments due to outdated operational systems and a lack of refined ambiance. Conversely, many luxury restaurants fail to capture the authentic "soul" of regional cuisine, often resulting in sterile dining experiences. The challenge for hospitality managers lies in finding the exact intersection between authentic heritage and modern luxury.

### **1.3 Research Objectives**

This study aims to:

Analyze the operational and marketing strategies that enable the successful premiumization of a traditional culinary concept.

Evaluate the role of digital infrastructure (e.g., seamless reservations) in enhancing the modern dining experience.

Assess the impact of social proof and menu engineering on consumer perceived value.



## **II. LITERATURE REVIEW**

### **2.1 The Concept of Premiumization and Authenticity**

In the modern hospitality and retail sectors, consumers are increasingly moving away from pure ostentation toward authenticity and meaningful consumption. The modern conceptualization of luxury incorporates elements of heritage and cultural identity, repackaged to meet high contemporary standards. The integration of traditional artisanal methods with high-end presentation allows brands to command a premium while satisfying the consumer's desire for cultural immersion.

### **2.2 Social Influence and Anticipatory Utility in Dining**

The decision to dine at a premium restaurant is heavily influenced by social networks and the anticipation of the experience. The concept of "anticipatory utility" suggests that consumers derive significant pleasure and excitement simply from anticipating a future favorable event, such as a confirmed reservation at a highly-rated restaurant. Furthermore, social influence and peer validation act as powerful catalysts for consumption choices. When individuals observe positive reviews or social proof from their peers, they are more likely to imitate that consumption behavior, particularly in the premium leisure and hospitality sectors.

### **2.3 The Role of Social Groups in Premium Purchasing**

The consumption of premium goods and services is rarely an isolated decision; it is deeply embedded in social contexts. Consumers often purchase premium products or select high-end dining venues to gain social acceptance or conform to the expectations of their social groups. The desire to project a specific image or attain social approval drives the intention to consume premium offerings, making elements like brand prestige, location, and visual presentation critical to a restaurant's success.

## **III. METHODOLOGY**

This research employs a qualitative case study methodology, utilizing structured observational data extracted from the digital storefront, operational metrics, and public-facing marketing collateral of Royal Desi Dhaba, a premium restaurant located in New Delhi, India. The data analyzed includes:

- Menu architecture and pricing strategies.
- Operational statistics (heritage longevity, booking volume, review aggregates).
- Digital user experience (reservation systems, visual branding).
- Customer testimonial analysis.

By triangulating these data points, the study constructs a comprehensive framework of the restaurant's operational success.

## **IV. CASE STUDY PROFILE: ROYAL DESI DHABA**

### **4.1 Brand Positioning and Heritage**

Royal Desi Dhaba explicitly positions itself as offering "Luxury Indian cuisine with modern soul," aiming to capture the essence of a traditional dhaba but executing it for a luxury palate. According to the restaurant's operational statistics, the establishment possesses over 18 years of heritage, having crafted premium dhaba experiences since 2006. This longevity provides immediate brand credibility. In a volatile industry where the failure rate of new restaurants is exceptionally high, an 18-year operational history signals consistency, quality, and deep market integration.

### **4.2 Location and Market Demographic**

The restaurant is strategically located at 21 Heritage Lane, New Delhi, near major cultural and commercial landmarks such as India Gate and Khan Market. This geographical positioning is deliberate. By situating a "dhaba" concept in a premium urban district near The Oberoi New Delhi, the management successfully targets an affluent demographic:



gourmands, families, and business diners who seek high-end culinary experiences but desire the robust flavors of traditional Punjabi and North Indian cuisine.

## V. MENU ENGINEERING AND CULINARY INNOVATION

Menu engineering is the strategic pricing, placement, and design of restaurant menus to maximize profitability and guest satisfaction. Royal Desi Dhaba utilizes a highly curated approach, featuring exactly 42 signature recipes. This restricted menu size prevents "choice paralysis" and allows the kitchen to maintain absolute quality control over every dish.

### 5.1 Analysis of Featured Dishes

The menu demonstrates a clear fusion of traditional ingredients with modern culinary techniques:

- **Royal Paneer Makhanwala (₹445, 4.9 Stars):** Described as a creamy tomato masala with rich makhanwala spice served with butter naan. This dish represents a high-quality execution of a staple vegetarian classic.
- **Royal Rogan Josh (₹615, 4.8 Stars):** Slow-cooked lamb in Kashmiri spices. This item serves as a premium protein offering, emphasizing a "melt-in-mouth experience" to justify the higher price point. Notably, it is also listed as the "Chef's Recommendation" when paired with saffron pulao and garlic naan, a strategy used to guide diners toward high-margin, signature experiences.
- **Tandoori Broccoli Steak (₹395, 4.6 Stars):** Charred broccoli steak marinated in smoky tandoor spices and herbs. This is a prime example of culinary innovation—taking a modern, internationally recognized format (the "steak") and applying traditional ethnic cooking methods (tandoor smoking) to an unconventional vegetable, catering specifically to the luxury vegetarian or health-conscious palate.

### 5.2 The "Live Kitchen" Concept

The integration of a "Live Kitchen" featuring an "Open flame" serves a dual purpose. Operationally, it ensures transparency in hygiene and preparation. Psychologically, it acts as culinary theater, providing visual and olfactory stimulation that enhances the dining experience before the food even reaches the table.

## VI. MARKETING, SOCIAL PROOF, AND BRAND TRUST

In the contemporary digital landscape, user-generated content and peer reviews are the primary drivers of consumer trust. Royal Desi Dhaba heavily leverages social proof to elevate conversion rates for its bookings.

### 6.1 Statistical Authority

The restaurant publicly displays impressive performance metrics:

- 1,200+ 5-Star Reviews
- 280+ Weekly Reservations

These figures act as quantitative social proof. A volume of 280+ weekly bookings indicates a highly successful table turnover rate and consistent demand, while the sheer volume of positive reviews neutralizes consumer perceived risk.

### 6.2 Qualitative Testimonial Analysis

An analysis of featured customer reviews reveals the specific brand pillars the restaurant successfully executes:

- **Aanya Kapoor (5.0 Stars) notes:** "The flavors were exquisite, and the ambiance felt premium yet warm." This confirms the successful execution of the hybrid "premium dhaba" concept—balancing luxury with approachability.
- **Rahul Mehta (4.8 Stars) highlights:** "Royal Desi Dhaba elevates traditional Punjabi cuisine with modern finesse. Quick service and flawless presentation." This underscores the operational efficiency required in high-end dining.



- **Priya Singh (4.9 Stars) states:** "Perfect place for business dinners and celebrations. The reservation process was smooth..." This validates the restaurant's appeal to the lucrative corporate market.

## VII. DIGITAL INFRASTRUCTURE AND FRICTIONLESS EXPERIENCE

The hallmark of modern luxury is convenience. Royal Desi Dhaba recognizes that the guest experience begins long before the customer enters the physical dining hall; it begins at the digital touchpoint.

### 7.1 Seamless Booking Architecture

The restaurant offers a highly sophisticated, frictionless table reservation system that allows guests to book up to 30 days in advance. The interface allows users to select the date, time, and exact number of guests, capturing essential data (Name, Email, Phone) to build a robust Customer Relationship Management (CRM) database.

The promise of "Fast confirmation" capitalizes on the concept of anticipatory utility; by immediately securing the booking, the customer immediately begins to enjoy the anticipation of the event.

### 7.2 Communicating Value Additions

During the booking process, the restaurant explicitly outlines the "Reservation Benefits" to justify the premium nature of the establishment:

1. Expert table planning and curated ambience.
2. Personalized menu recommendations and dietary support.
3. Dedicated service for special occasions and business dinners.

By clearly stating these benefits, the restaurant sets high service expectations and reassures the customer that their specific needs (whether dietary or related to a special event) will be professionally managed.

## VIII. DISCUSSION AND IMPLICATIONS

The case of Royal Desi Dhaba illustrates a highly successful model for the premiumization of ethnic gastronomy. By taking the "dhaba"—a concept historically associated with informal, cheap, and rugged dining—and injecting it with 18 years of refined culinary heritage, 42 highly curated recipes, and a sophisticated digital infrastructure, the management has created a highly profitable hybrid entity.

**Theoretical Implications:** The success of this model aligns with the theories of anticipatory utility and social influence. The seamless booking system allows guests to lock in their plans, generating anticipatory happiness, while the prominent display of 1,200+ five-star reviews leverages social influence to drive new customer acquisitions. Furthermore, the positioning of the restaurant as a venue for "business dinners and celebrations" directly taps into the consumer drive to consume premium products for social acceptance and peer validation.

**Managerial Implications:** For hospitality operators looking to elevate ethnic or traditional concepts, this case study highlights several mandatory strategies:

1. **Menu Curation over Expansion:** A tighter menu (42 items) allows for higher quality control and the development of unique, high-margin signature dishes (e.g., Tandoori Broccoli Steak).
2. **Digital Friction Reduction:** High-end consumers demand seamless, immediate digital interactions. A clunky reservation system directly damages the perception of luxury.
3. **Theatrical Transparency:** Elements like an open-flame live kitchen bridge the gap between rustic authenticity and modern entertainment.

## IX. CONCLUSION

The transformation of traditional ethnic dining into luxury gastronomy requires far more than merely raising prices and upgrading the interior design. As demonstrated by Royal Desi Dhaba, it requires a holistic approach that seamlessly blends authentic culinary heritage with modern operational efficiency. By leveraging robust digital booking systems, curating a highly specific menu of signature recipes, and strategically utilizing social proof, restaurants can successfully



capture the modern luxury consumer. Royal Desi Dhaba stands as a definitive blueprint for how the hospitality industry can honor the soulful traditions of the past while operating at the cutting edge of contemporary luxury service.

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