



Potential of opening an Eva Hotel in Nagpur City

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Abstract

This research work has been done with the purpose of studying **The Potential of Opening an ‘Eva Hotel’ in Nagpur City**. The idea behind an ‘Eva Hotel’ is, a hotel property solely meant for women clientele (a growing niche segment of the Tourism Industry), which would be operated, managed, and serviced by women staff exclusively. The research method used to carry out this research is ‘**Descriptive Type of Research**’ since, the researcher is merely describing the possibility of opening this type of hotel property in Nagpur city, its benefits over other hotel properties and its ability to provide employment in the hospitality industry to the capable and talented women of the city, in need of job opportunities, free of gender bias. The sampling technique used for this research is **Random Sampling**, in which, a sample size of 75 was taken, and the survey was taken from the sample through filling up of a questionnaire.

Through this research study, awareness regarding ‘**Eva Hotel**’, amongst the general public of Nagpur, not just targeting the women, but also men, who should be aware of new concepts like this, keeping in mind the women in their own family, and for their safety and security whilst travelling to a new destination, not compromising in any way to their independence and explorations.

If it is seen through the study, that the potential of an ‘Eva Hotel’ is high, it would set a benchmark and put Nagpur City, on a pedestal for its unique initiative, serving as a role-model for the other big-named cities of the state as well as the country at large, thereby also being instrumental in paving the way for solo-women travel and tourism in the city, state and country, while also boosting the Tourism Sector.

Keywords: Eva Hotel, Women Safety and Employability.

Introduction

Talking about India, over the last two years the numerous travel industry reports show that more than 35% of women have chosen to holiday on their own. Even though the jump in solo women travelers does not amount to a paradigm shift, there are many encouraging trends which will see their numbers increase further. The hospitality industry realizes that this is a segment that can bring in huge revenue. Today many hotels have started offering women only rooms and floors to

attract an increasing number of solo female travelers. Eva Floors, as they are called commonly, in the Hospitality terminology.

Thus, comes in the concept of ‘Eva Hotels,’ Hotels that constitute of only-women staff, accommodates, only-women guests, and provides various services, facilities and amenities that ensure that their experience is not just restricted to mere lodging, but also, is in accordance with comfort, safety and security, luxury, and that of entertainment. Although, Women-only Hotel properties are seen all over the world, but are still pretty -fresh and new concept in India, with not many, even knowing about the concept and its existence.

The Hospitality and Service Industry, as is, is majorly dominated by Males with the percentage of women employees in the hospitality industry lesser as compared to other service industries, reportedly that in terms of gender diversity in the hospitality sector, women made up 9.1% of the workforce and men 90.9%, in India. This gender-bias is said to be owing to the fact that majority of the hotels are not yet adopting pro- active policies to encourage the representation or empowerment of women in hotels.

These women-centric, Eva hotels came into the world with the idea of separating men and women based on ‘purity’ and ‘chastity’ but ended up becoming spaces which ultimately became instrumental in empowering women and encouraging them to be more independent on their own terms and pace.

We need more of women-only hotels not just because they are spaces that allow more freedom to women without the additional worry of safety and provide them accommodation with a touch of comfort and luxury, but also because this would lead to more women being employed in the hospitality sector without having to fight for a place at the table. And especially at a city like Nagpur, the Winter capital of the State, and the geographical center of India, which is developing at a fast-paced rate, with many developmental infrastructural and other factors helping, it is indeed on the path to becoming a ‘Smart City.’ Initiative of opening an Eva Hotel has a huge potential in the city, with the necessary awareness about the concept to the general public, it would definitely pave the way for many others like minded Hotel properties to crop up in the country.

Significance of the study

This research has been conducted with an aim to study the potential and feasibility of opening an ‘Eva Hotel’ in Nagpur City. ‘Eva Hotel,’ a relatively fresh concept in the country, having a huge growth potential in the overall Hospitality Industry that would be crucial for the development of Tourism sector as well, in the coming future. ‘Eva Hotels’ – A Hotel that caters to the needs of Women, By Women. Basically, An All-Women’s Property that is managed, operated by women, for women guests only. This study was also important since opening of such a property would create a gender bias free opportunity for employment solely for women, in an otherwise Male-dominated industry. Benefits which would be enjoyed by the women guests at an Eva Hotel as compared to other Hotel properties and the entire experience of the two and its varying nature is also discussed in the study.

Aim

To study the Potential of opening an ‘Eva Hotel’ in Nagpur City.

Objectives

1. To create awareness about ‘Eva Hotels’ and its significance amongst the people of Nagpur City.
2. To generate employment for women in Nagpur City
3. To evaluate the benefit of choosing Eva Hotel over other Hotel properties of Nagpur City.

Limitations

1. Time, energy, and money were the major constraints.
2. The study was limited to Nagpur city only with a sample size of 75.
3. Lack of available data and research studies on the topic, in the country.

Hypothesis

Eva Hotel can be a successful experiment to generate employment for women in Nagpur City.

Research Methodology

Research Design

A study has been carried out regarding the “Potential of opening an ‘Eva Hotel’ in Nagpur city.” Descriptive type of research was then carried out by the researcher to know the awareness, level of acceptability and potential of an ‘Eva Hotel’ in Nagpur city. Consequently, the research is designed to achieve the objectives set out by researcher.

Selection of area

To fulfil the objectives of the research a general survey was carried out in Nagpur city. Universe of the study:

Universe of the study was Nagpur City.

Selection of sample

As implied from the definition of the population below that census would not be feasible for this study. The Sampling method selected by the researcher was Random sampling. The samples selected randomly were the general public of Nagpur city who reside into, and/or travel frequently to the city. A total of 100 questionnaires were distributed to the public, the statistics of which were analyzed further in the study.

Population

Population is any group of individuals that have one or more characteristics in common that are interest of research.

The targeted Population for study included the general public of Nagpur City who reside here, and/or people who frequently travel to the city.

The study was not specific to the females only, as consideration of the males, on their point of view on the topic, considering it concerns the females of their acquaintance and family, as well was also to be taken into account.

Sample size:

The sample size was limited to 75 only.

Data collection

In order to get the information about the study the researcher collected the data from two main sources which were: -

a. **Primary data:** Primary data is consisting of general survey was collected by the questionnaire. For the survey, one questionnaire was prepared for the general public of Nagpur city who reside here, and/or people who frequently travel to the city.

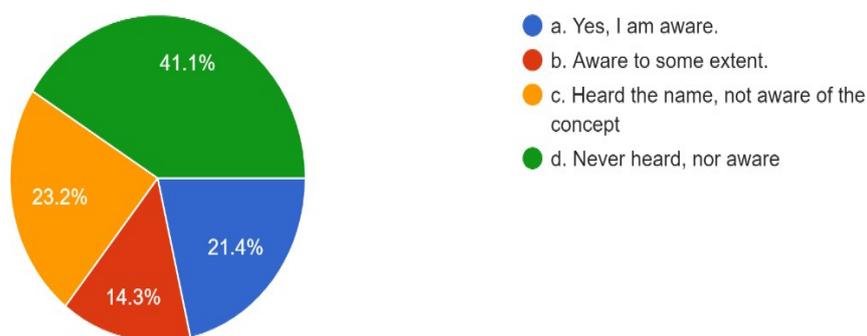
A copy of the questionnaire has been attached in the annexure.

b. **Secondary method:** Secondary data was gathered through books, websites, journals, research papers, news articles, electronic Media.

Analysis of data

Keeping in mind the objectives the data was collected through Questionnaire and was statistically analyzed and interpreted with the help of tables, pie- charts and graphical representation.

Awareness of Eva Floors



(Source: Primary Data)

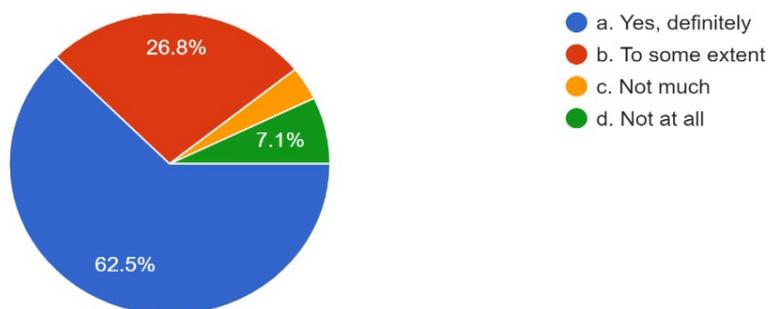
The pie-chart 4.3 is visualizing the awareness of Eva Floors in 5-star Hotel properties, that has been observed via the data collection.

Amongst the 75 respondents, majority of 41% of the respondents never heard nor were aware about 'Eva Floors' in 5-Star properties.

About 23% had heard the name, but were not aware of the concept. And, 21% agreed that they were aware about 'Eva Floors' in 5-Star properties.

While, 14% said they were aware to some extent regarding the concept.

Women-run Hotel to encourage solo-women travel



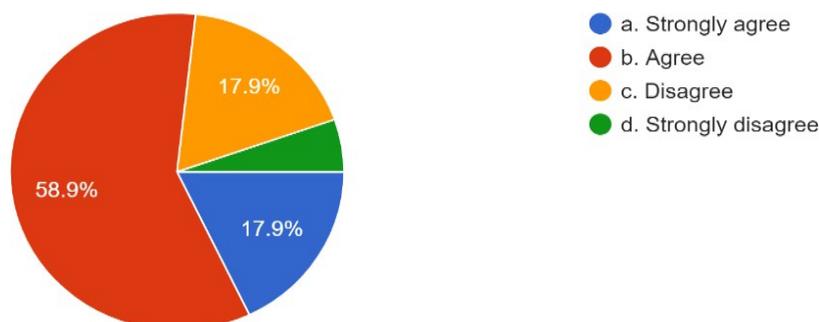
(Source: Primary Data)

The pie-chart 4.8 is visualizing the possibility of women-run hotels to encourage solo-women travel, that has been observed via the data collection.

Amongst the 75 respondents, majority, that about 63% of the respondents think that women-run hotel for women-only would help encourage solo-female travelers and tourists.

27% thought that, it would help to some extent, while, 7% thought it would not help at all. And about 3% thought it will not help much.

Pie-chart 4.9 Employment opportunities for women in Hospitality Sector in Nagpur City



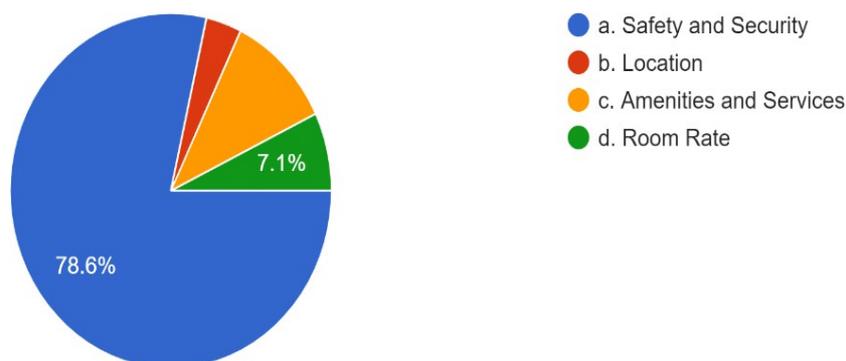
(Source: Primary Data)

The pie-chart 4.9 is visualizing whether or not there are sufficient employment opportunities for women in Hospitality Sector in Nagpur City, that has been observed via the data collection.

Amongst the 75 respondents, majority of about 59% of the respondents agree that there are fewer employment opportunities for women, in Nagpur City. Additionally, 18% strongly agreed to this.

18% disagreed, while, 5% strongly disagreed.

4.10 Priority along with accommodation factor



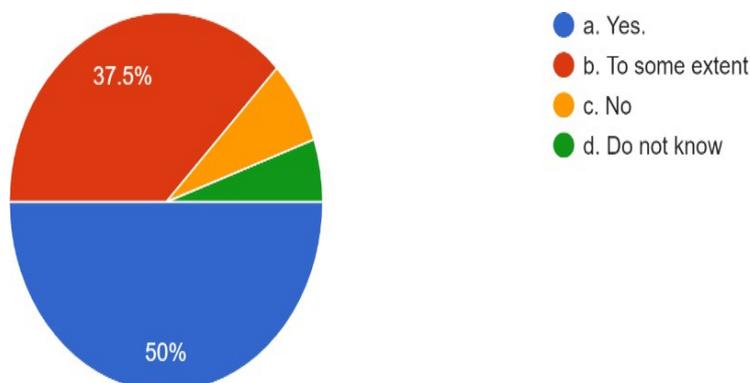
(Source: Primary Data)

The pie-chart 4.10, is visualizing the prioritizing factor other than accommodation when looking for a hotel, that has been observed via the data collection.

Amongst the 75 respondents, majority, of about 79% of the respondents would prioritize Safety and Security along with Accommodation. 7% said they would prioritize Room Rate, while, 11% said Amenities and Services are important for them.

And about, 3% said, Location is a priority for them.

Pie-chart 4.11 Need for Eva Hotel despite hostels and lodges for women



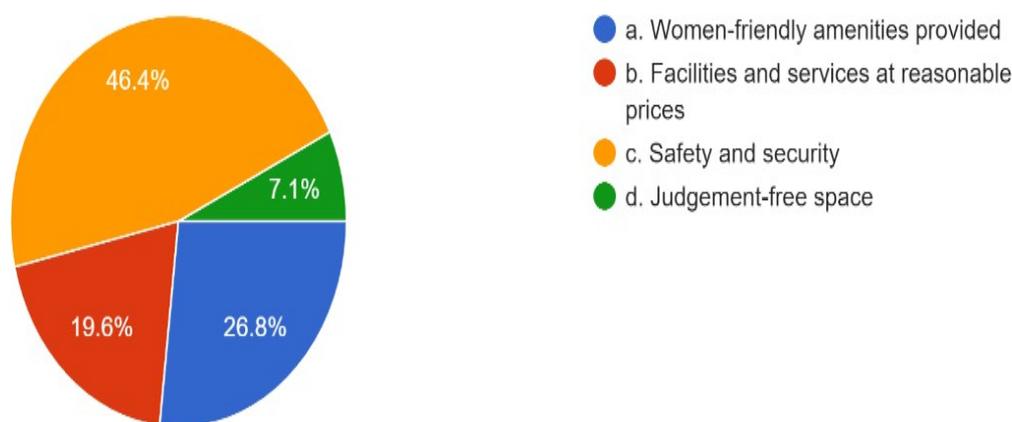
(Source: Primary Data)

The pie-chart 4.11 is visualizing the need for Eva Hotels despite women's hostels and lodges, that has been observed via the data collection.

Amongst the 75 respondents, majority of about 50% of the respondents agree that in spite of existence of Hostels and Lodges for women, the need for 'Eva Hotel' still arises.

38% of the respondents said, there is a need to some extent. 18% disagreed, while, 5% strongly disagreed.

Pie-chart 4.12 Eva Hotel deciding factor over other hotels



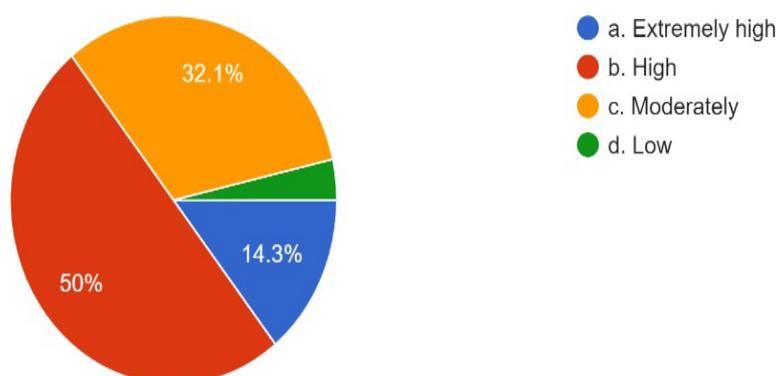
(Source: Primary Data)

The pie-chart 4.12 is visualizing the deciding factor of Eva Hotel over other hotel properties, that has been observed via the data collection.

Amongst the 75 respondents, majority of about 46% of the respondents would choose Eva Hotel over other hotels for the safety and security aspect.

27% of the respondents said would go for Eva Hotel , because of the women-friendly amenities, while, 20% said, they would go because of the facilities and services at reasonable prices, and 7% said they will choose Eva Hotel for a judgement-free space.

4.14 Possibility of acceptance of Eva Hotel in Nagpur City



(Source: Primary Data)

The pie-chart 4.14 is visualizing the Possibility of acceptance of Eva Hotel in Nagpur City that has been observed via the data collection. Amongst the 75 respondents, majority of about 50% of the respondents feel that Nagpur public would accept the fresh concept of ‘Eva Hotel’, quite high. Supporting that, about 14% feel the acceptance would be extremely high, as to 32% feel the acceptance would be moderate, and 4% feel the acceptance would be low.

Upon thoroughly analyzing the responses to the questionnaire survey received by the respondents, The Researcher can conclude that the primary reason for travelling to Nagpur is to meet family and friends, followed by for business or work purposes.. The name ‘Lady Palace’ was voted in majority, if a hotel property run entirely by women, solely for women, was to be

named. The researcher can safely say according to the responses that majority of the respondents were aware of the concept of 'Eva Hotel.' Additionally, it was also understood by the researcher that if a Women-Only Hotel property is to be opened it should be located in the center of the city.

The Researcher can conclude upon analysis of the statistics, that women are indeed undermined and lesser represented in the Hotel industry, with many respondents strongly agreeing to this statement as well. It was also determined that women-run hotels for women would indeed help encourage and boost the solo-women travelers and tourist, thereby instrumental in developing of the Hospitality and Tourism Sector, as well. The researcher understands that there are indeed fewer employment opportunities for women in the hospitality industry.

Researcher can safely conclude that majority said that safety and security aspect along with accommodation is of prime importance when choosing a hotel property. Also, in spite of existence of Hostels and Lodges meant solely for women, the need of Eva Hotel still very much remains, considering that the hostels and lodges merely provide means of accommodation and sometimes food and drink, but other crucial factors like luxury, safety and security, comfort, amenities, and services to pamper oneself are also needed in a hotel experience. Researcher can say that the safety and security aspect that Eva Hotels have to offer set it apart from the other Hotel properties. Also, researcher concludes that majority of the respondents would feel very safe in choosing an 'Eva Hotel' over other Hotel properties. And, although the concept of Eva Hotels is still relatively fresh in the entire country, with not much awareness in the matter, majority of the respondents felt that the acceptance rate of the Eva Hotel amongst the Nagpur Public would be extremely high to high.

It was also found by the researcher that, in order to increase awareness about the concept of 'Eva Hotel' in Nagpur City, the best means to advertise regarding the concept of Eva Hotels, its benefits over the other hotels and its crucial role in creation of employment opportunities for the women in hospitality sector, would be best done through social media.

The basic purpose of this research work is to put forward recommendations and suggestions about the potential of opening an 'Eva Hotel' in Nagpur City.

Suggestions

With the vast growth of solo-women tourism, Eva Hotels have great potential and growth factor.

- Hoteliers of Nagpur City should recognize this niche segment and open such spaces.
- Awareness regarding the topic, is not much amongst the Nagpur city public, they can be made aware to ensure potential of the opening of an Eva Hotel is high in Nagpur City.
- If Eva Hotels are to be made, they should be designed accordingly, which would appeal to women, which subtle classy interiors, with feminine pastel tones, and suave furniture and fixtures with elegant finishing.
- Since, the hotel is for women, it should not just focus on the security and safety aspect but also help the lady guests feel pampered and luxurious during the stay, with an unforgettably pleasant experience.
- The Hotel can also house an 'In-House Doctor/Gynecologist, in case of any emergencies.

- The experience at Eva Hotels for the women, should not target just feminine women, but also provide for other activities that women are frowned upon for doing, generally at other places.

E.g., In-built casino (again, staffed and operated by women), Shooting and Archery Range, Indoor sports complex, etc.

Recommendations

- Maharashtra Tourism Development Corporation (MTDC) should study and develop the tourism development objectives for boosting of women travel in the state as well as provision of safe and comfortable abode for the lady travelers, by taking example from the KTDC, i.e., Kerala Tourism Development Corporation.
- It is imperative that the government, the private sector, and civil society work together to make travel safe and accessible for women in India

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