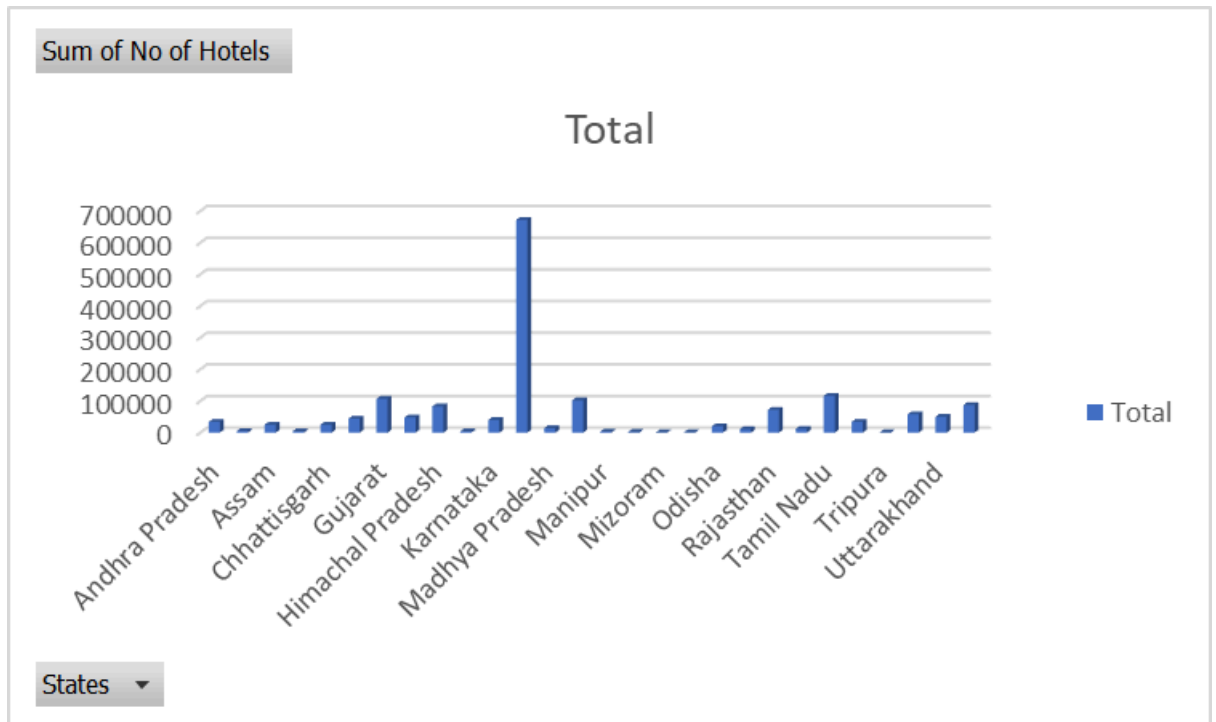


## PROJECT-2



1.

From the bar graph depicted, it can be clearly seen that Kerala has the highest number of hotels i.e. 672000. Tamil Nadu is at second place having 116000 hotels and Gujarat is at third place having 107000.

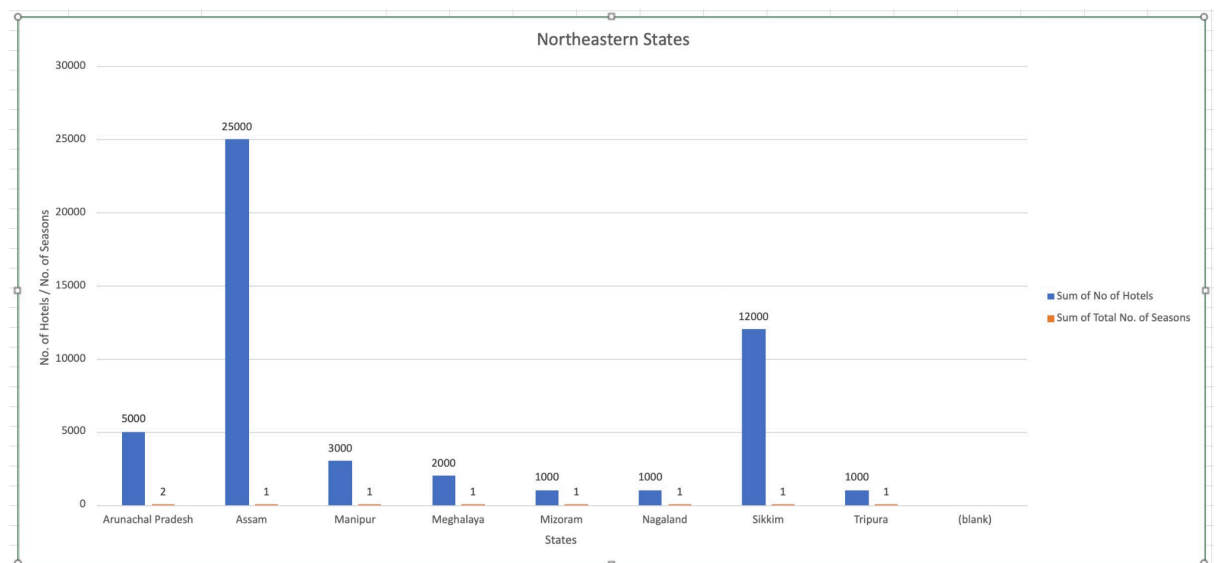
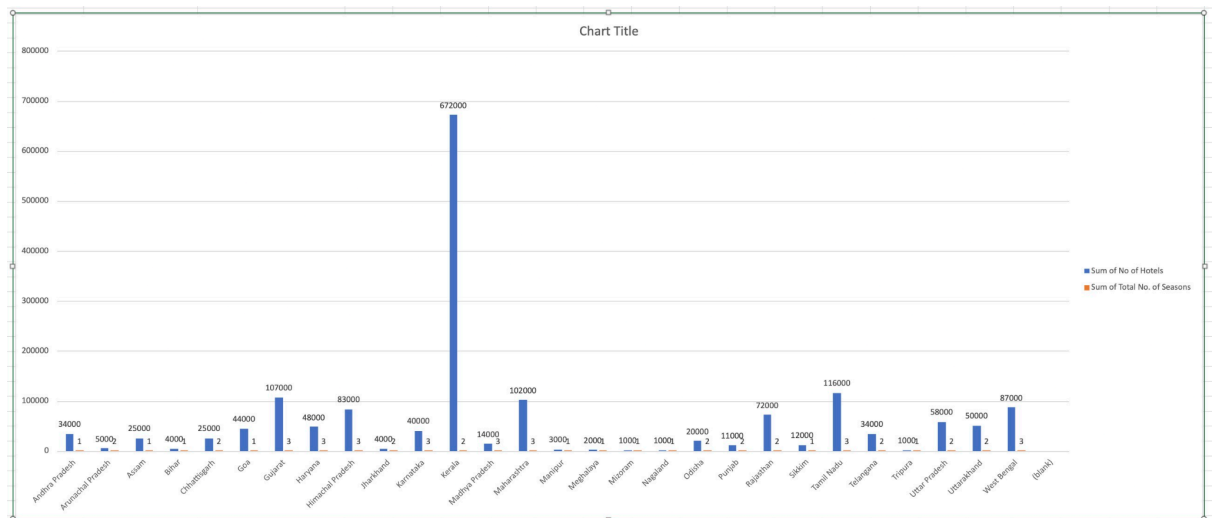
Serial No.	States	Seasons						Total No. of Seasons
		Tropical Monsoon	Tropical Savannah, Wet & Dry	Arid, Steppe, Hot	Humid Subtropical	Mountain Climate	Hot Deserts, Arid	
1	Andhra Pradesh	--	--	YES	--	--	--	1
2	Arunachal Pradesh	--	--	--	YES	YES	--	2
3	Assam	--	--	--	YES	--	--	1
4	Bihar	--	--	--	YES	--	--	1
5	Chhattisgarh	--	YES	--	YES	--	--	2
6	Goa	YES	--	--	--	--	--	1
7	Gujarat	--	YES	YES	--	--	YES	3
8	Haryana	--	--	YES	YES	--	YES	3
9	Himachal Pradesh	YES	YES	--	--	--	YES	3
10	Jharkhand	YES	--	YES	--	YES	YES	2
11	Karnataka	YES	YES	YES	--	--	--	3
12	Kerala	YES	--	--	YES	--	--	2
13	Madhya Pradesh	--	YES	YES	YES	--	--	3
14	Maharashtra	YES	YES	--	YES	--	--	3
15	Manipur	--	--	--	YES	--	--	1
16	Meghalaya	--	--	--	YES	--	--	1
17	Mizoram	--	--	--	YES	--	--	1
18	Nagaland	--	--	--	YES	--	--	1
19	Odisha	--	YES	--	YES	--	--	2
20	Punjab	--	--	YES	--	--	YES	2
21	Rajasthan	--	--	YES	--	--	YES	2
22	Sikkim	--	--	--	--	YES	--	1
23	Tamil Nadu	YES	YES	YES	--	--	--	3
24	Telangana	--	YES	YES	--	--	--	2
25	Tripura	--	--	--	YES	--	--	1
26	Uttar Pradesh	--	--	YES	YES	--	--	2
27	Uttarakhand	--	--	--	YES	YES	--	2
28	West Bengal	--	YES	--	YES	YES	--	3

2.

The states having three types of Climatic Conditions are as follows:

- Gujarat
- Haryana
- Himachal Pradesh
- Karnataka
- Madhya Pradesh
- Maharashtra
- Tamil Nadu
- West Bengal

3.



Based on the data, Sikkim emerges as the top choice for establishing a hotel in northeastern India. Here's why:

- Sikkim boasts a significant number of hotels (12,000) compared to other northeastern states.
- With just one season, Sikkim enjoys a temperate climate, making it an appealing tourist destination throughout the year.
- The state sees over 250,000 tourists annually, highlighting its high tourist footfall.
- A flourishing economy and expanding middle class suggest a growing demand for accommodations.
- The state government provides attractive incentives for investors in the hospitality industry.

For those considering investment in Sikkim's hotel industry, here are some recommendations:

- Concentrate on the luxury and boutique hotel segments, as they are experiencing the fastest growth.
- Focus on the domestic tourist market, which is the primary source of visitors to Sikkim.
- Collaborate with local tour operators and travel agents to enhance hotel promotion.
- Utilize the state government's incentives to lower investment costs.

Additional factors to consider when selecting a state for hotel establishment in northeastern India include:

- The presence of tourist attractions in the state.
- The state's infrastructure, including roads, airports, and railways.
- Political stability and security conditions in the state.
- The state government's policies and incentives for the hospitality sector.

Sikkim stands out as a favorable destination for hotel investment in northeastern India, thanks to its natural beauty, temperate climate, robust economy, and supportive government policies.

However, states with fewer hotels may also offer distinct advantages, such as:

- **Less Competition:** Fewer hotels may mean reduced competition, making it easier to establish a unique market presence.
- **Potential Demand:** Even with fewer hotels, these states might have substantial demand, particularly in regions with tourist attractions or business hubs.
- **Market Gap:** A scarcity of hotels could signal an unmet need, presenting an opportunity to fill this gap.
- **Supportive Environment:** Local authorities and communities in such states might be more welcoming of new hospitality ventures.
- **Lower Costs:** Real estate and operational costs could be more affordable, potentially leading to higher profit margins.

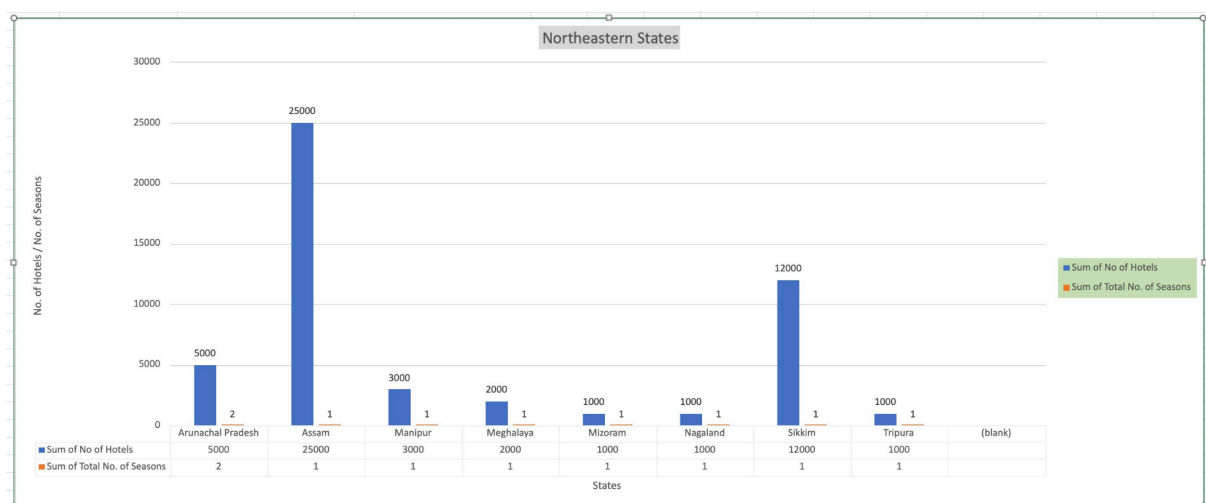
Nevertheless, it's crucial to balance these potential benefits with considerations such as:

- **Tourism Potential:** Evaluate the state's attractiveness to tourists.
- **Infrastructure:** Assess the state's infrastructure and transportation networks.
- **Market Research:** Conduct thorough market research to understand the needs of potential guests.
- **Local Regulations:** Review local regulations and business policies.
- **Economic Outlook:** Consider the state's economic growth and stability.

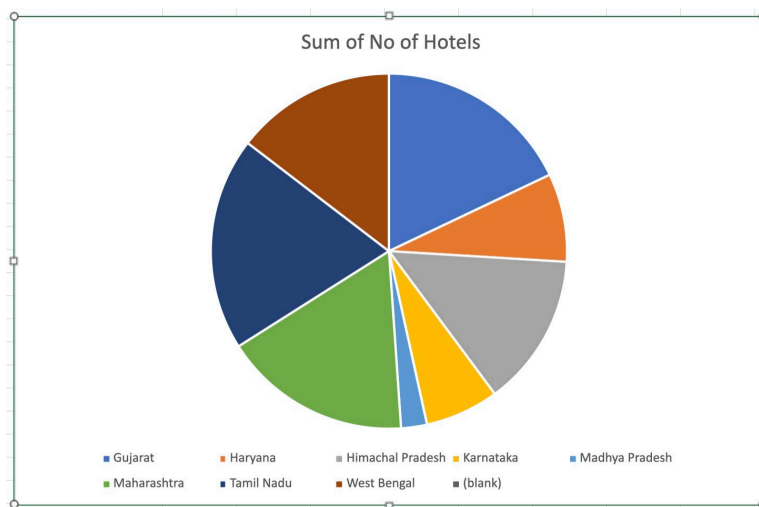
On the other hand, Meghalaya is another excellent option, known as the "Abode of Clouds." This beautiful northeastern state offers promising opportunities in tourism and hospitality. Here are some considerations for establishing a hotel in Meghalaya:

1. **Tourism Potential:** Meghalaya's lush landscapes, stunning waterfalls, serene lakes, and unique living root bridges attract tourists seeking nature, adventure, and cultural experiences.
2. **Ecotourism and Adventure Tourism:** The state's emphasis on ecotourism and adventure tourism opens up opportunities for eco-resorts, adventure lodges, and sustainable accommodations.
3. **Heritage and Culture:** Meghalaya's rich cultural heritage offers the chance to create experiential stays and themed hotels that celebrate local traditions.
4. **Less Competition:** Compared to more popular tourist destinations, Meghalaya may have less competition, especially in certain regions, offering a chance to enter a relatively untapped market.
5. **Cherrapunji and Mawlynnong:** These popular destinations within Meghalaya offer opportunities for hotels catering to tourists drawn to these unique locations.
6. **Sustainable Practices:** Emphasizing eco-friendly practices can enhance the appeal of hotels in Meghalaya, aligning with the state's environmental conservation focus.
7. **Hospitality Training and Development:** Investing in hospitality training for local communities can contribute to the state's growth and create a skilled workforce.
8. **Market Research:** Conduct in-depth market research to understand the demand, target audience, and seasonality of tourist influx in different regions of Meghalaya.
9. **Infrastructure:** Consider the state's infrastructure and access to major tourist attractions, which can increase your hotel's appeal.
10. **Local Regulations:** Be aware of local regulations and business requirements for establishing and operating a hotel in Meghalaya.

4.



5.



Based on the provided pie chart, it is evident that Madhya Pradesh, a state situated in central India, holds significant promise for the hospitality sector, particularly for hotel establishments. The state is endowed with a wide variety of attractions, such as historical landmarks, wildlife sanctuaries, national parks, and rich cultural heritage, making it a compelling destination for tourists.

Key considerations for establishing a hotel in Madhya Pradesh include:

1. **Tourism Potential:** Madhya Pradesh is renowned for its abundant cultural and historical heritage, housing several UNESCO World Heritage sites like the Khajuraho Group of Monuments, Sanchi Stupa, and the Rock Shelters of Bhimbetka. The state is also home to numerous wildlife sanctuaries and national parks, including Kanha, Bandhavgarh, and Pench, which appeal to nature and wildlife enthusiasts.
2. **Central Location:** The strategic central location of Madhya Pradesh within India enhances its accessibility from various regions across the country, thereby attracting tourists from diverse areas.
3. **Religious Tourism:** The state is famous for its religious destinations, including Ujjain, Omkareshwar, Maheshwar, and Chitrakoot, which attract pilgrims and tourists seeking spiritual experiences.
4. **Less Competition in Certain Areas:** While Madhya Pradesh is home to popular tourist spots, certain regions may have a lower density of hotels, offering opportunities to establish accommodations that cater to specific niches or offer unique experiences.
5. **Local Culture and Traditions:** Incorporating the local culture, traditions, and cuisine into your hotel's offerings can enrich the guest experience and attract visitors looking for authentic cultural experiences.
6. **Government Initiatives:** The government of Madhya Pradesh has been actively promoting tourism and hospitality development through various initiatives, potentially offering support and incentives for new hotel ventures.

7. **Infrastructure Development:** The state's ongoing investments in infrastructure, such as road networks and connectivity, are likely to positively influence the overall tourism industry.
8. **Market Research:** Conducting comprehensive market research is crucial to understanding the demand for accommodations, pricing trends, and traveler preferences in different parts of Madhya Pradesh.
9. **Business-Friendly Environment:** Assessing the state's business environment, ease of doing business, and regulatory framework is important when considering the establishment and operation of a hotel.
10. **Sustainable Tourism:** Focusing on sustainable and eco-friendly practices can align your hotel with the state's efforts to promote responsible tourism.

While Madhya Pradesh presents promising prospects for hotel development, it is crucial to undertake detailed research and feasibility studies specific to the location under consideration. Each region within Madhya Pradesh may offer unique tourism potential, target markets, and challenges that need careful evaluation before making a final decision. A well-informed strategy, paired with a clear understanding of the target audience and market dynamics, will significantly enhance the likelihood of success for your hotel project in Madhya Pradesh.

6.

	A	B	C
1	Climate	Dates	No. of Rainy Days
2	Tropical Monsoon	June 1-October 15	136
3	Tropical Savannah, Wet & Dry	June 1-October 15	136
4	Arid, Steppe, Hot	June 1- October 15	136
5	Humid Subtropical	June 5- October 1	122
6	Montane Climate	June 1- September 15	102
7	Hot Deserts, Arid	June 15- September 1	92
8	Average No. of Days.		<b>120.6666667</b>

The rainy season in India is also known as the monsoon season and it usually starts in June and ends in September. The monsoon winds bring rain to most parts of India, but the amount of rain varies from region to region. The northeastern states of India receive the most rain, while the northwestern states receive the least rain. The above figure is a table created in Excel and I calculated the average no. of rainy days using the AVERAGE Formula. The average no. of days the rainy season lasts in Indian States is 120.667 days.

