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Establishment of Seven star Hotel

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INTRODUCTION:

Seven Star Hotel:

Seven star hotels are properties that offer their guests the highest levels of luxury through personalized services, a vast range of amenities, and sophisticated accommodations. Though there is no standard rating system for hotels, properties earn seven star distinction by providing guests experiences that meet or exceed even the highest of expectations for comfort, décor, and luxury.

Hotel criteria:

Five-star hotel employees should be polite, attentive, discreet, and can anticipate guests' needs. All-in-all, consistently flawless excellence is the expectation. Standalone concierge staff available at least 16 hours a day A high staff-to-room ratio—ideally above 2.5 Multilingual staff 24-hour reception, room service, valet parking, butler, doorman Nightly turndown Daily housekeeping that is also available upon request at any time Laundry, ironing, dry cleaning, and shoe polishing Guest elevators separate from staff elevators. Luggage storage in which bags are out of guest view Fine dining restaurant(s) and a standalone lounge and/or bar Transfers and executive or house car Childcare 5-Star In-Room Amenities Electric safe Laundry bags Full-length mirror with lighting Flat-screen TV with

international programming Stocked mini bar Selection of daily newspapers Wi-Fi At least four types of spa treatments 5-Star Comfort Guest rooms must be plush and inviting—especially the bed. (Ideally, there is a memory foam bed with high thread count sheets) Pillow menu Blackout shades Bathrobes, slippers, luxury toiletries, and large fluffy towels Poolside daybeds, umbrellas, lotions, ice water, attendants, and food and beverage service 7-star hotel meaning Standard to all seven-star hotels soon Communication with hotel staff via text Remote access to room lighting, climate, and “do not disturb” Additional outlets for personal electronics, especially for USB plugs Upgraded coffee machines Smart TV features with access to streaming services Bluetooth-enabled door locks.

Area Required:

Area required for a seven star hotel is;

65340 square feet = 1.5 acres

Population:

1 million (Direct) 20 million (indirect)

Location:

DHA Peshawar

Problem Statement:

A seven star hotel will contribute a lot to the environment, it will develop the society to its highest . it will attract great foreign tourists as Pakistan is advancing and advertising to attract global visitors to improve Pakistan's economy . a seven star hotel can help us achieve a great audience as well it located in such location that is nearby to main UNIVERSITY TOWN which have a lot of NGO's that works for Pakistan upon foreign aid , A luxury hotel will provide such foreigners for a safe and peaceful stay. The surrounding areas would also develop because of higher tourism rate which would improve and contribute to the country's economy and would also provide for local businesses to flourish. The location of the Hotel is nearer to the airport as compared to other Hotels due to which safety of the tourist, foreign delegates, Airline crews, business men and government officials cannot be improvised.

Main Objectives:

- 1- To contribute for tourism to flourish
- 2- To develop economy (Foreign tourist to know our local businesses that will improve exports.
- 3- To contribute to society, maintain a living standards and to construct a wonder for worldwide attraction.

Methodology:

- 1- Research design: Both qualitative and quantitative approach was used particularly the survey method for the purpose of this study.
- 2- Methods of data collection: In this study the method was used to collect data through questionnaire which was filled by foreigners through social media, local people around the location and local businesses.
- 3- Tools for data collection: Different tools were used such as social media, travel Vlogs, Local business men and government officials.
- 4- Field investigation: During investigation questions were asked from local people living around and army officers to whom DHA project has been handed over. The most important was to check out the location for being reachable and location condition.

5- Data analysis: The data which got through questionnaires and interviews were than analyzed to derive results.

Analyzes, Discussion, Results:

By analyzing the effects of a seven star hotel upon its surrounding areas were discussed and then analyzed through data and from that data a result was foreseen.

General information from local businesses:

In general information the description was given of the local people about their level of education, purpose of tourism impact on local business and percentage of economic dependency on tourism.

	Frequency	Percent
Illiterate	37	12.3
Primary	30	10
Middle	55	18.3
Metric	129	43
FA/F.sc	49	16.3
Total	300	100

As the data was collected from randomly selected respondents through this dialogue it was found that the respondents belongs to all surrounding small businesses which contribute a lot to micro economy and 65.5 percent were a full time small business man and 34.3 percent were part time business man. Micro economy contributes a lot to the financial assets of the country as they bring foreign exports and revenue for the country because due to construction of a seven star hotel would pull of many foreign visitors including foreign investors, tourists and tourism would contribute to economy of the country itself. With discussions and analyzes we noticed that the seven star hotel would contribute in KPK a lot because first of all main objective is to attract foreign tourist because KPK has the most beautiful culture and all the northern mountainous regions such as Swat, Kalam, Dir, Kumrat and many more are most accessible from Peshawar that could delight the visit of the tourists and due to that world with get out which will attract other foreign investors to invest in Pakistan and contribute to economy growth, tourism growth and local businesses to flourish.

Results:

In 2017, the world travel and tourism council mentioned that Pakistan's tourism revenue was 19.4 billion US dollars and made up 6.9 percent was of the JDP.

The results as per WTTC by construction of such high standard hotel the tourism revenue is to rise to 36.1 billion dollars which will contribute a growth of 6 percent of total employment from 6.3 percent to 7 percent that contributes to tourism and economy development plus high rate national employment. To check whether the variables under study were stationary, augmented dickey – fuller and Philips – terron unit root tests were applied are a regression technique and Johansen co integration approach were employed for the analysis of data. The key finding of the study shows that there is a positive and significant impact of tourism of Pakistan's economic growth as well as employment sector and there is also a long-run relationship among the variables under study. This study suggests that legislators should focus on the policies with special emphasis on the promotion of tourism due to its great potential throughout the country. Tourism can include transportation to the general place, local transportation, accommodations, leisure, entertainment, shopping and nourishment. It can be linked to travel for recreation, business, family and/or friends. As per the report of the WTO (World Tourism Organization) in 2018, international tourists spent \$1.3 billion per day and in total \$462 billion in year 2001 only. In most of the countries, the revenue from tourism is considered as a substitute for export earning and contributes a lot to their balance of payment.

Conclusion:

The study reveals that travel and tourism has great association with other industries in the national economy making major indirect earns such as empowering local businesses and also enhances foreign investment, opportunities of trade, investments in private, local development and public infrastructure. Pakistan has rich potential of tourism due to its rich culture geographical and biological diversity and history. Tourism has developed as an instrument for creating considerable economic gains. The country has various tourists' destinations at Swat, Behrain, Kalam, Shangla, Balakot, Kaghan, Naran, Ayoubia, Murree, Chitral, Gilgit Baltistan, Hunza and Neelam valleys, other mountainous ranges, and historical and archeological sites. Pakistan has great potential and offers diverse opportunity for tourist. And various annual traditional tournaments and festivals. All these factors would contribute a lot to the very reason this hotel should be constructed.

