International Academy of Science, Engineering and Technology
Connecting Researchers; Nurturing Innovations

IASET

COMPREHENSIVE BUSINESS NEEDS ANALYSIS OF STONE AGE RESORT: A PATH TO SUSTAINABLE THEMED HOSPITALITY EXCELLENCE

Shaik Mohammed Saqib[1], Marthala Venkata Vara Prasad Reddy[2], Pillari Debashish[3], M. Soma Sekhar[4] & Dr. Kuladeep Kumar[5]

[1,2,3,4]3rd Year BBA, School of Commerce and Management, Mohan Babu University, Tirupati, India

[5]Associate Professor, School of Commerce and Management, Mohan Babu University, Tirupati, India

ABSTRACT

The Stone Age Resort represents an innovative convergence of prehistoric thematic elements with contemporary luxury hospitality services, presenting a unique case study in niche tourism development. This exhaustive Business Needs Analysis (BNA) examines the resort's operational frameworks, customer engagement methodologies, and strategic positioning within the competitive hospitality landscape. Through a multi-dimensional research approach, the study identifies critical operational challenges including significant capital expenditures for thematic maintenance, pronounced seasonal revenue volatility, and the delicate balance required for technological integration in a carefully curated historical environment.

The research methodology incorporated both qualitative and quantitative data collection techniques, gathering insights from diverse stakeholder groups including resort management, operational staff, repeat guests, and first-time visitors. Analytical findings reveal substantial opportunities for operational optimization, particularly in inventory management and staffing efficiency during off-peak periods. The study also uncovers valuable customer preferences regarding digital service enhancements that could be implemented without compromising the resort's immersive prehistoric ambiance.

Strategic recommendations emerging from this analysis focus on three primary areas: technological innovation through augmented reality applications, comprehensive sustainability initiatives, and targeted customer experience enhancements. These proposals are designed to work synergistically, transforming the resort from its current status as a novelty attraction into a sustainable, market-leading experiential tourism destination. The implementation roadmap includes phased adoption of digital tools, restructuring of operational workflows, and development of unique seasonal programming to address revenue fluctuations.

KEYWORDS: Business Needs, Hospitality Excellence