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## CONTENTS OF THE ISSUE

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- i. Copyright Notice
- ii. Editorial Board Members
- iii. Chief Author and Dean
- iv. Contents of the Issue
  
1. Analyzing the Integration of Robotics and AI in Hotel Housekeeping: Enhancing Productivity and Guest Experience. **1-10**
2. A Case Study on Food Waste Management: Challenges and Strategies in Delhi NCR Hotel. **11-18**
3. Optimizing Customer Satisfaction in High-End Hospitality: Exploring the Impact of AI on Employee Behaviour and Guest Experience in Luxury Hotel. **19-23**
4. Analysis in Hotel Industry with Regards to their Internet Marketing and Branding Strategies. **25-37**
5. The Evolution of Technology Adoption in the Hospitality Industry. **39-42**
6. The Mental Health of Hotel Employees: Stressors and Support Systems. **43-55**
7. Impact of Artificial Intelligence in Theme Restaurant for Guest Satisfaction in 5-Star Hotels A Study of Jaipur Hotels. **57-66**
8. Assessing the Impact of an Internship of Delhi – NCR Hotel Management Students Career Perception for Sustainability in Hospitality and Tourism Industry. **67-77**
9. Exploring the Impact of Industrial Training Skill Development and Career Enhancement of Hotel Management Students in Delhi-NCR - A Case Study. **79-88**
10. A Study on Property Management System to Enhance the Customer Satisfaction in Hotel. **89-101**
11. A Case Study on Promotion of Tourism and the Hospitality Industry in the 21<sup>st</sup> Century for 5 Star Hotels of Delhi/NCR. **103-106**
12. Right to Food & Prevention of Food Wastage a Socio Legal Study. **107-109**
13. A Case Study on Role of Menu Designing on Guest Overall Satisfaction among Hotels on Ahmedabad. **111-113**
14. A Study on the Impact of Food Delivery Applications on Restaurants Business. **115-118**
15. A Case Study on New Innovative Practices in Food & Beverage Service Department in Five Star Hotels in Delhi. **119-122**
16. A Study on Latest Innovation Technique in Hotel Housekeeping Practices in Delhi NCR. **123-125**
17. Optimizing Kitchen Design for Efficiency and Ergonomics: A Comparative Study of Traditional and Modern Kitchen Layouts. **127-130**
18. A Property Management System Study to Improve Client Satisfaction in Delhi NCR Hotel. **131-135**
  
- v. Fellows
- vi. Auxiliary Memberships
- vii. Preferred Author Guidelines
- viii. Index



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## Analyzing the Integration of Robotics and AI in Hotel Housekeeping: Enhancing Productivity and Guest Experience

Abdul Rehman, Rohit Jaswal & Prof. (Dr.) Rajiv Mishra

*Galgotias University*

**Abstract-** The integration of robotics and artificial intelligence (AI) in hotel housekeeping represents a transformation in the hospitality industry, promising to enhance both productivity and guest experience. This project report explores the impact of deploying robotics and AI technologies in hotel housekeeping operations. By using robotic systems equipped with AI algorithms, hotels can perform various routine tasks such as room cleaning, linen exchange, and inventory management, thereby increasing working efficiency and reducing labor costs.

More in this search, the adoption of AI enables maintenance and optimization of housekeeping schedules based on guest choice and real-time data analysis. The use of AI not only ensures timely service delivery but also contributes to a more personalized guest experience, leading to higher satisfaction levels of the guest as well as the staff and increased loyalty.

**Keywords:** *artificial intelligence (AI), tourism industry reviews, data analytics, guest personalization, hospitality industry, guest experience, hotel management, luxury hotels, chains, guest, personalized experience, chatbots and virtual assistants, revenue management, SDG.*

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# Analyzing the Integration of Robotics and AI in Hotel Housekeeping: Enhancing Productivity and Guest Experience

Abdul Rehman <sup>α</sup>, Rohit Jaswal <sup>σ</sup> & Prof. (Dr.) Rajiv Mishra <sup>ρ</sup>

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With the help of review of literature, case studies, and interviews with industry experts, this report deals into the practical implications, challenges, and opportunities associated with using robotics and AI in hotel housekeeping. And it also helps to examine the potential socio-economic suggestion, including the impact on employment dynamics and the role of human workers (staff working) in the hotel.

Ultimately, this research tells us about the important role of robotics and AI in redefining the future of hotel housekeeping, offering insights and recommendations for hospitality stakeholders to leverage these technologies effectively, optimize operations, and increase guest satisfaction in an good impressive way.

This paper investigates the integration of Robotics and Artificial Intelligence (AI) in the domain of hotel housekeeping, aiming to enhance productivity and elevate the guest experience. With the backdrop of Sustainable Development Goal 9 (SDG 9) which focuses on building resilient infrastructure, promoting inclusive and sustainable industrialization, and fostering innovation, this study explores how technological advancements in robotics and AI contribute to the evolution of the hospitality sector.

**Keywords:** artificial intelligence (AI), tourism industry reviews, data analytics, guest personalization, hospitality industry, guest experience, hotel management, luxury

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hotels, chains, guest, personalized experience, chatbots and virtual assistants, revenue management, SDG.

## I. INTRODUCTION

### a) About Hospitality

The hospitality industry is renowned for its commitment to delivering exceptional guest experiences, with housekeeping playing a important role in making overall guest satisfaction. In recent years getting strong, particularly in the fields of robotics and artificial intelligence (AI), promising to revolutionize traditional housekeeping practices. Hotel industry focused businesses like different types of hotels and travel agencies that help providing good services. This project delves into the integration of robotics and AI in hotel housekeeping, with a focus on enhancing productivity and guest experience.

- 1. Overview of the Hospitality Industry:** The hospitality sector is a vast and competitive industry which enhance characterized by evolving consumer choice, globalization, and technological innovation. Fundamental to this industry is the concept of guest experience, which encompasses all interactions and services provided by hotel staff to meet the best guest expectations.
- 2. The Rise of Robotics and AI in Hospitality:** A. Context of Robotics in Housekeeping: Robotics has long been used in industry for tasks requiring precision and efficiency in performing various hotel tasks. In recent years, advance feature in robotics technology have facilitated its integration into service industry, including hotel industry. B. Emergence of AI in Hospitality Operations: AI, helps in machine learning, natural language processing, and other technologies, has gained traction in various hospitality functions, from customer service chatbots (AI assistance) to revenue management systems. C. Robots are another type of AI that help in increasing the guest satisfaction and strengthening their presence in the hotel industry.
- 3. Reason for Integration:** A. Increasing Labor Costs and Staffing Challenges: The hospitality industry is faces challenges like labour costs, staff turnover, and recruitment difficulties. Integration of robotic and AI presents an opportunity to reduce these challenges by automating repetitive tasks and

- optimizing resource allocation. B. Demand for work operation and Cost Reduction: Hotel have the ability to work under pressure to maximizing operational activity and minimize costs while maintaining service quality. Robotics and AI offer solutions to have a proper workflow in housekeeping processes, reduce turnaround times, and minimize resource wastage. C. With the help of integration we increase sales by giving more information about the cost invent level and it can help to reduce the risk of over booking and improve the accuracy of booking.
4. *Objectives of the Study:* This project aims to: A. The study of the Current situation of Robotics and AI in Hotel Housekeeping: With this literature review, case studies, and industry reports to the current trends, technological capabilities, and benefits of integrating robotics and AI in hotel housekeeping.
  5. *It help to Examine the Impact of Integration on Productivity and Guest Experience:* Evaluate the quantitative and qualitative effects of implementing robotics and AI technologies on housekeeping productivity pattern and to know how many guests are satisfied. C. The main. n goal of this study is to know how AI has entered in this industry and change the workflow of the hotel industry.
  6. *Scope and Structure of the Report:* This report tell us about the comprehensive review of literature, analysis of case studies, and data gathered from interviews with industry experts. It is structured to provide a deep understanding of the integration of robotics and AI used in hotel housekeeping, including its implications, challenges, and opportunities.

As the hospitality industry continues to evolve in response to changing guest choices and technological advancements, the integration of robotics and AI in hotel housekeeping holds great promises for improving productivity, reducing costs, and elevating guest experiences. This project help to contribute valuable points and recommendations to hotel operators and industry stakeholders seeking to leverage these transformative technologies effectively.

#### i. Overview of the Hospitality Industry

- A. *Importance of Housekeeping in Hospitality:* Housekeeping plays a important role in the hospitality industry, we can also say that housekeeping is the backbone of the hotel. Its significance stems from several key feature in the hotel:
  - *Cleanliness and Hygiene:* It is the responsibility of the Housekeeping that enure the hotel rooms, public areas, and facilities are clean, sanitized, and well-maintained, creating a safe and comfortable environment for guests at the time of stay.
  - *Brand Reputation:* Housekeeping plays a important role in making hotel reputation good and a hotel's

reputation is closely fixed to its cleanliness standards. Positive guest reviews and their oral messages recommendations often axis helps in increasing the quality of housekeeping services in the hotels.

- *Operational Efficiency:* Housekeeping operations helps in contribute to the smooth functioning of a hotel, develop room turnover, inventory management, and resource usage in the housekeeping.
  - *Regulatory Compliance:* Hotels are so aware for health and safety regulations of the guest, requiring loyalty to cleaning and hygiene protocols required by local cabinet of the hotels.
  - *Guest Experience:* Housekeeping plays an important role in cleanliness and it is important to make guest experience good, housekeeping also influences guest perceptions of service quality, attention to detail, and overall hospitality experience.
- B. *Evolving Guest Expectations:* In past years, guest expectations to the hospitality industry have supported various evolution, by changing numerical, technological advancements like AI and robotics. There are various trends which help in shaping guest expectations include:
- *Personalization:* Guests want that type of service from which they can easily satisfy, whether in room amenities, dining options, leisure activities, room cleaning, IRD service.
  - *Seamless Technology Integration:* The use of technology in the hotel operations, from mobile or self-check-in/out to in-room Autom, is increasingly expected by smart guests.
  - *Sustainability and Environmental Responsibility:* There is growing awareness and use or demand for eco-friendly practices increased, including energy efficiency, waste reduction, and sustainable sourcing.
  - *Authenticity and Local Immersion:* Guests value authentic and immersive experiences that allow them to connect with the local culture, cuisine, and community.
  - *Health and Wellness:* When the COVID-19 came we focused on the health and hygiene, guests also start to follow the rules and regulations and cleanliness, safety, and wellness amenities.

At the end, the meeting of these trends highlight the importance of housekeeping practices to meet the needs and expectations of today's guests. And, hotels are increasingly trying innovative approaches, including the integration of robotics and AI, to enhance housekeeping efficiency, maintain cleanliness standards, and deliver memorable guest experiences with the hotels.



Fig. 1.1: Evolving Guest Expectations

ii. *The Rise of Robotics and AI in Hospitality:*

A. *Historical Context of Robotics in Housekeeping:*

Robotics has a ability to do various task at a time and the presence of robots in various industries, including manufacturing like cars making, bike making and various other companies and automotive sectors, where automation has transformed production processes. In the housekeeping, the historical change of robotics can be traced through several turning point in the hospitality industry:

- *Early Applications:* The use of various type of mechanical or technological devices for cleaning such as vacuum cleaner, scrubber, etc and maintenance dates back centuries, with innovations such as vacuum cleaners and floor scrubbers emerging in the late 19th and early 20th centuries.
- *Industrial Robotics:* Now a days every big hotel starts using the robots. The development of industrial robots in the mid-20th century paved the way for automation in manufacturing, various

researchers to explore applications in service-oriented industries, including hospitality and tourism industry.

- *Early Adopters:* In the hospitality sector, early adopters of robotic technologies in housekeeping included large-scale resorts and cruise ships, where the need for efficient cleaning and maintenance of expansive facilities drove investment in robotic solutions.
- *Emergence of AI in Hospitality Operations:* While robotics focused on physical automation, the emergence of artificial intelligence (AI) introduced cognitive capabilities that revolutionized hospitality operations:
- *Machine Learning:* AI algorithms, particularly in the form of machine learning, enable computers to learn from data, recognize patterns, and make decisions without explicit programming. In hospitality, machine learning is used for tasks such as demand forecasting, personalized recommendations, and sentiment analysis of guest reviews.



Fig. 1.2: The Rise of Robotics and AI

- *Natural Language Processing (NLP):* NLP technology enables computers to understand, interpret, and generate human language, facilitating

communication between guests and hotel systems. Chatbots, virtual assistants, and voice-activated





devices are examples of AI-powered solutions enhancing guest interactions and service delivery.

- **Computer Vision:** AI-driven computer vision systems can analyze visual data from cameras and sensors to identify objects, detect anomalies, and automate tasks. In housekeeping, computer vision is applied to inventory management, quality control, and security monitoring.

B. **Integration of Robotics and AI:** A Chart Shift: The convergence of robotics and AI represents a paradigm shift in hospitality operations, particularly in housekeeping:

- **Enhanced Automation:** Most of the hotels are now use the robots. Robotics augmented with AI capabilities enable greater autonomy and adaptability in performing housekeeping tasks such as floor cleaning, room cleaning, from vacuuming and mopping floors to restocking amenities and organizing linens in the housekeeping department.

- **Data-Driven Insights:** AI algorithms analyse big amount of data generated by robotic systems, doing lots of work for operational optimization, resource allocation, and guest personalization and to improve guest satisfaction.
- **Seamless Integration:** The integration of robotics and AI uphold ordered interactions between physical and digital or technological environments, enabling hotels to deliver more efficient and improve task, responsive, and personalized housekeeping services for the guest satisfaction.

As hotels embrace the integration of robotics and AI in housekeeping, they are poised to achieve unprecedented levels of operational efficiency, cost-effectiveness, and guest satisfaction. However, realizing the full potential of these technologies requires careful planning, investment, and adaptation to evolving industry dynamics and guest expectations.

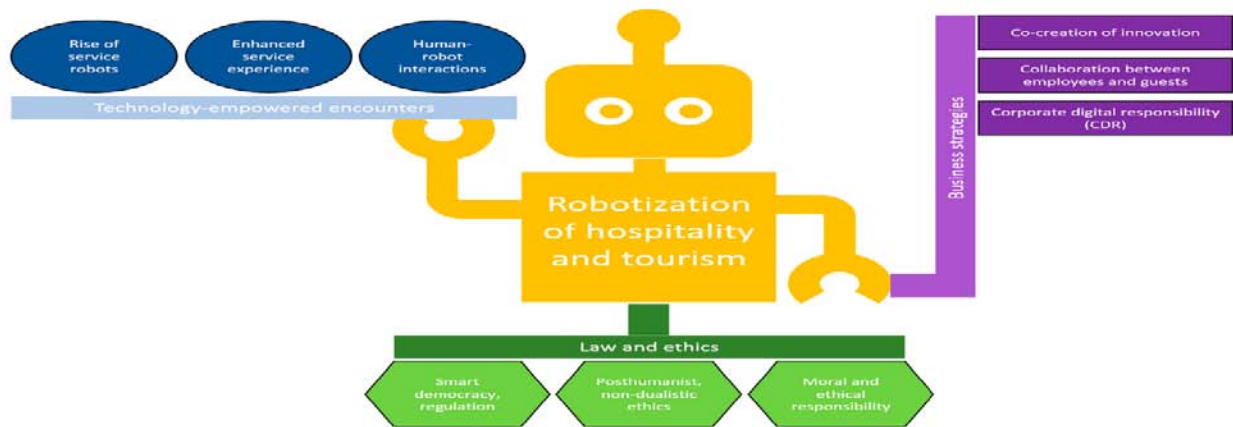


Fig. 1.3: Integration of Robotics and AI

iii. Reason for Integration

A. **To Increasing Labor Costs and Staffing Challenges:** The hospitality industry and the tourism industry face lots of challenges which is related to related to labour costs, workforce shortages, and turnover rates. There are several factors such as:

- **Increasing Salary:** Increasing minimum pay laws and labour market competition drive up wage expectations, placing financial strain on hotel operators, day by day salary of the employees will increase.
- **Staffing Shortages:** Hotels starts facing the labour cost, the hospitality sector often struggles to attract and retain skilled workers, resulting in understaffed departments and increased workload for existing employees for their different department.
- **Seasonal Variability:** Hotels experience mixed demand throughout the past's year, leading to seasonal hiring patterns and scheduling complication in the hotels.

- **Integration of robotics and AI presents a compelling solution to address these labour-related challenges:**
- **Automation of Routine Tasks:** Robots can perform multiple tasks at a time and repetitive housekeeping tasks also, such as vacuuming, mopping, and surface washing, reducing reliance on human labour for manual work in the housekeeping department.
- **Labor Enhancement:** Other than replacing human workers, robotic systems complement existing staff by handling time-consuming or physically demanding tasks, allowing employees to focus on more value-added activities which held i housekeeping to enhance guest satisfaction.
- **Cost Restriction:** By reducing labour dependency and reduction overtime expenses, hotels can achieve cost savings and improve profitability in the long term which help in increasing the hotel revenue.
- **Demand for Operational Efficiency and Cost Reduction:** Operational efficiency is hard for hotels

searching to increase resource utilization, streamline processes, and maximize productivity. The integration of robotics and AI offers several benefits in this regard:

- *Smooth Workflows:* Robotic systems can help in housekeeping tasks with care and consistency, minimizing errors, delays, and disruptions in service delivery in the department.
- *Predictive Maintenance:* AI-powered predictive analytics enable dedicated maintenance of robotic equipment, minimizing downtime, and optimizing asset lifespan, maintenance will be occurred anytime.
- *Resource Optimization:* AI algorithms analyse operational data to optimise housekeeping schedules, inventory levels, and workflow patterns, ensuring efficient resource allocation of the housekeeping department.

By enhancing operational efficiency, hotels can achieve cost reduction objectives while maintaining service quality and guest satisfaction levels.

- B. *Focus on boost Guest Experience:* Guest experience has risen as a key differentiator for hotels searching to build brand loyalty and

competitive advantage. The integration of robotics and AI contributes to guest satisfaction in several ways:

- *Consistent Service Quality:* Robotic systems deliver standardized and certain housekeeping services such as cleaning of rooms, ensuring consistent cleanliness standards across all guest rooms and public areas and lobbies also.
- *Personalization and Customization:* AI-driven guest profiling and preferences analysis enable hotels to personalize housekeeping services such as room service, complete guest calls based on individual guest preferences, enhancing the overall guest experience in the hotels
- *Real-time Observance:* AI-powered monitoring systems provide real-time interest into guest feedback, service requests, and operational performance such as daily cleaning, enabling hotels to address issues promptly and proactively.

By prioritizing guest experience enhancement through the integration of robotics and AI, hotels can differentiate themselves in a crowded marketplace, foster guest loyalty, and drive repeat business and positive word-of-mouth recommendations.



Fig. 1.4: Rationale for Integration

iv. *Objectives of the Study*

- A. *To Investigate the Current situation Robotics and AI in Hotel Housekeeping:* This objective aims to provide a an overview of the current situation of robotics and artificial intelligence (AI) integration in hotel housekeeping operations to enhance the guest experience. The study will explain the types of robotic systems and AI technologies being developed in the industry, the extent of their using across different hotel segments, and the key drivers influencing their implementation. By exploring the current situation, the study follows to identify trends, best practices, and emerging technologies shaping the future of housekeeping in the hospitality industry and in the tourism industry.
- B. *To Examine the Impact of Integration on Productivity and Guest Experience:* This objective

focuses on evaluating the effects of integrating robotics and AI on housekeeping productivity metrics and guest satisfaction levels in the hotels. Through different analysis and qualitative assessments, the study will measure changes in key performance indicators, such as room turnover times, labour costs, guest feedback scores, and online reviews and feedbacks given by the guest. By checking the impact of integration on both operational efficiency and guest experience, the study aims to provide factual evidence of the benefits and challenges associated with adopting these technologies in housekeeping department of the different hotels.

- C. *To Identify Challenges and Opportunities for Implementation:* This objective folloe to identify the limits, challenges, and opportunities encountered in the implementation of robotics



and AI in hotel housekeeping. By conducting interviews, surveys, and case studies with industry partner, the study will assess factors such as technological complexity, cost-effectiveness, regulatory compliance, and workforce readiness. And in addition, the study will explore strong opportunities for innovation, collaboration, and strategic partnerships to z.

In conclusion, the existing literature highlights the transformative potential of integrating robotics and *Methodology: Research Approach and Data Collection Methods*

AI in hotel housekeeping to enhance productivity and guest experience. While studies demonstrate significant benefits in terms of operational efficiency and guest satisfaction, challenges related to technology adoption and human factors necessitate further research and strategic planning to realize the full potential of these innovative technologies in the hospitality industry.



Fig. 1.5: Surveys and questionnaires

This section outlines the research approach and data collection methods employed to achieve the objectives of the study on analysing the integration of robotics and AI in hotel housekeeping, with a focus on enhancing productivity and guest experience.

- **Research Approach:** The research approach adopted for this study is primarily qualitative, supplemented by quantitative analysis where applicable. Qualitative methods allow for in-depth exploration and understanding of the complexities and nuances surrounding the integration of robotics and AI in hotel housekeeping operations. Through interviews, case studies, and literature review, qualitative data will be gathered to provide insights into the current landscape, challenges, opportunities, and success factors associated with implementing these technologies in the hospitality industry.
- **Data Collection Methods:**
  - a. **Literature Review:** A comprehensive review of existing literature, including academic journals, industry reports, and news articles, will be conducted to gather insights into the state of the art, adoption trends, technological advancements, and impact assessments related to robotics and AI in hotel housekeeping.
  1. **Interviews:** Semi-structured interviews will be conducted with key stakeholders in the hospitality industry, including hotel operators, technology providers, industry experts, and academic researchers. These interviews will provide firsthand perspectives, experiences, and insights into the

integration of robotics and AI in housekeeping operations, as well as challenges, opportunities, and best practices.

2. **Case Studies:** Real-world case studies of hotels and hospitality companies that have implemented robotics and AI in housekeeping will be analysed to understand their strategies, outcomes, and lessons learned. Case studies will be selected based on their relevance, diversity, and demonstrable impact on productivity and guest experience.
3. **Surveys:** Surveys may be utilized to collect quantitative data on specific aspects of the integration of robotics and AI in hotel housekeeping, such as technology adoption rates, investment priorities, and performance metrics. Surveys may be distributed to hotel managers, staff members, and guests to gather a broad range of perspectives and insights.
- **Data Analysis:** Qualitative data collected through literature review, interviews, and case studies will be analysed using thematic analysis techniques to identify recurring patterns, themes, and key findings. Quantitative data, if available, will be analysed using descriptive and inferential statistical methods to derive meaningful insights and correlations.

By employing a multi-method approach to data collection and analysis, this study aims to provide a comprehensive understanding of the integration of robotics and AI in hotel housekeeping, informed by diverse perspectives, empirical evidence, and real-world experiences.

Analysis and Findings: Key Insights and Implications

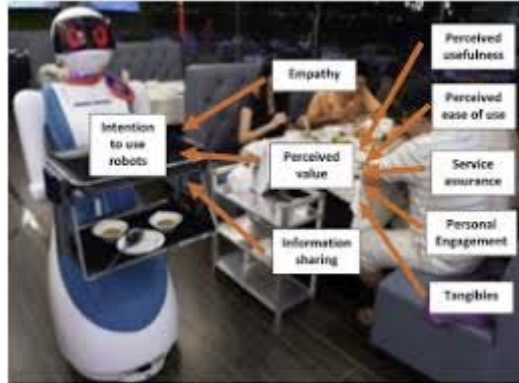


Fig. 1.6

This section presents the analysis and findings derived from the research conducted on the integration of robotics and AI in hotel housekeeping, focusing on enhancing productivity and guest experience. The key insights and implications are summarized as follows:

*Enhanced Operational Efficiency:*

- o The integration of robotics and AI has led to significant improvements in operational efficiency within hotel housekeeping departments.
- o Robotic systems automate repetitive tasks such as vacuuming, mopping, and room service delivery, reducing reliance on manual labor and streamlining workflows.
- o AI-driven algorithms optimize scheduling, resource allocation, and inventory management, leading to smoother operations and reduced turnaround times.

- *Improved Guest Experience:*

- o Guests perceive robotic and AI-powered housekeeping services as innovative, convenient, and consistent, contributing to higher satisfaction levels and positive reviews.
- o Personalization features enabled by AI algorithms allow hotels to tailor housekeeping services to individual guest preferences, enhancing overall guest experience and loyalty.
- o Real-time monitoring and responsiveness facilitated by AI systems enable hotels to address guest requests and issues promptly, leading to greater guest satisfaction and retention.

- *Challenges and Opportunities:*

- o Implementation challenges include technological complexity, high upfront costs, regulatory compliance, and cultural resistance among employees.
- o Opportunities for innovation and improvement include leveraging data analytics for predictive maintenance, expanding the scope of AI applications for guest engagement, and fostering

collaboration between hotel operators and technology providers.

- o Ethical considerations related to job displacement, human-robot interaction, and data privacy require careful attention and proactive management to ensure a balanced and responsible approach to technology integration.

- *Future Outlook:*

- o The integration of robotics and AI is expected to continue reshaping the hospitality industry, driving greater automation, efficiency, and personalization in housekeeping operations.
- o Advancements in robotics technology, such as the development of more dexterous and adaptable robots, are poised to further expand the capabilities and applications of automation in hotel housekeeping.
- o Collaboration and knowledge sharing among industry stakeholders, including hotel operators, technology providers, researchers, and policymakers, will be essential for realizing the full potential of robotics and AI in enhancing productivity and guest experience in the hospitality sector.

Overall, the analysis underscores the transformative impact of integrating robotics and AI in hotel housekeeping, highlighting the opportunities for operational improvement, guest satisfaction enhancement, and industry innovation. By addressing implementation challenges and capitalizing on emerging technologies, hotels can position themselves for success in an increasingly competitive and technologically driven market.

*Recommendations: Strategies for Effective Integration*

Based on the analysis and findings of the study on the integration of robotics and AI in hotel housekeeping, the following recommendations are proposed to facilitate effective implementation and maximize the benefits of these technologies:

- *Develop a Comprehensive Technology Strategy:*
    - Establish clear goals and objectives for integrating robotics and AI in housekeeping operations, aligned with broader organizational priorities and guest experience enhancement initiatives.
    - Conduct a thorough assessment of existing infrastructure, technology capabilities, and organizational readiness to identify gaps and requirements for successful implementation.
    - Define a roadmap for technology adoption, outlining key milestones, timelines, resource allocation, and performance metrics to track progress and measure success.
  - *Invest in Training and Change Management:*
    - Provide comprehensive training programs for staff members to familiarize them with robotic systems, AI algorithms, and new operational procedures.
    - Emphasize the importance of change management and employee engagement to address concerns, build buy-in, and foster a culture of innovation and continuous improvement.
    - Encourage collaboration and knowledge sharing among housekeeping staff, technology specialists, and other relevant stakeholders to facilitate learning and skill development.
  - *Prioritize Guest-Centric Solutions:*
    - Tailor robotic and AI-powered housekeeping services to meet the diverse needs and preferences of guests, with a focus on personalization, customization, and responsiveness.
    - Solicit feedback from guests through surveys, reviews, and direct interactions to understand their expectations, identify pain points, and iterate on service offerings accordingly.
    - Leverage guest data and analytics to anticipate needs, anticipate trends, and deliver anticipatory service experiences that delight and exceed guest expectations.
  - *Foster Strategic Partnerships and Collaboration:*
    - Collaborate with technology providers, industry consortia, research institutions, and regulatory agencies to stay abreast of emerging trends, best practices, and regulatory requirements in robotics and AI.
    - Explore strategic partnerships with startups, accelerators, and innovation hubs to pilot new technologies, co-develop solutions, and access specialized expertise in robotics and AI.
    - Engage in cross-industry collaboration and knowledge exchange to leverage insights and lessons learned from other sectors (e.g., healthcare, manufacturing) that have successfully implemented robotics and AI technologies.
  - *Continuously Evaluate and Iterate:*
    - Establish mechanisms for ongoing monitoring, evaluation, and optimization of robotic and AI-enabled housekeeping operations, leveraging data analytics and performance metrics to identify areas for improvement. encouraging staff members to propose and test new ideas, technologies, and process improvements to enhance efficiency, quality, and guest satisfaction.
    - Stay agile and adaptable in response to changing market dynamics, technological advancements, and guest preferences, iterating on strategies and tactics to maintain competitiveness and relevance in the evolving hospitality landscape.
- By implementing these recommendations, hotels can effectively integrate robotics and AI into their housekeeping operations, realizing the potential for improved productivity, enhanced guest experience, and sustained competitive advantage in the dynamic hospitality industry.

## II. CONCEPTUAL FRAMEWORK/CONCLUSION

1. *Integration of Robotics and AI:* Enhancing Housekeeping Operations: Most of the big hotels use the Robots to improve the guest satisfaction. This concept encloses the adoption and utilization of robotics and artificial intelligence (AI) technologies to optimize housekeeping operations within the hospitality industry, Agencies and tourism industry. Robotics involves the formation of robotic devices and systems to complete tasks such as cleaning, laundering, maintenance, room service and service delivery, while AI enables data-driven decision-making, personalization, and predictive analytics to enhance efficiency and guest satisfaction in housekeeping processes and in housekeeping daily operation.

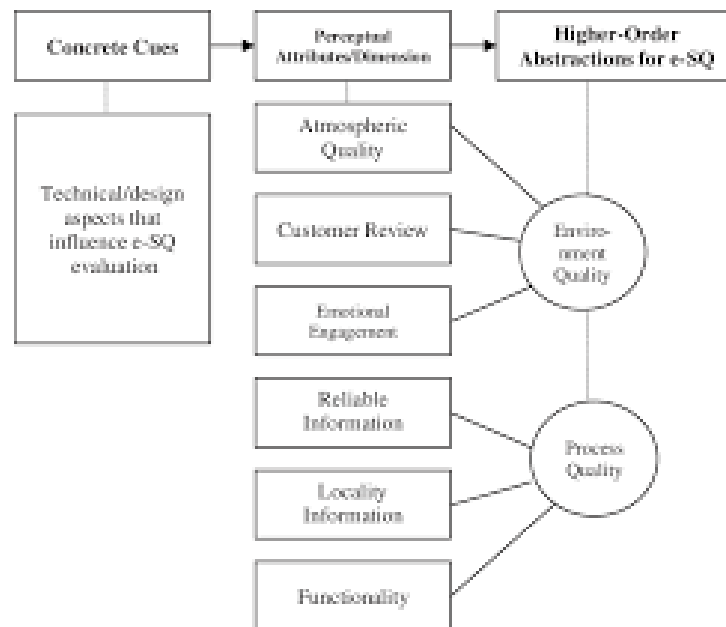


Fig. 1.7: Integration of Robotics and AI

2. *Drivers and Promotor of Integration:* This component of the plan identifies the key factors driving and facilitating the integration of robotics and AI in housekeeping operations such as cleaning, linin washing. Drivers may include technological advancements, cost considerations, labour shortages, guest expectations for efficiency and collection, and competitive pressures within the hospitality industry and the tourism industry. Enablers enclose factors such as regulatory support, industry partnerships, access to financing, and organizational readiness for technology adoption in the hotel and tourism industry.
3. *Impact on Productivity and Guest Satisfaction:* It is important to satisfy the guest in the hotel industry. This aspect of the framework evaluates the outcomes and effects of integrating robotics and AI in housekeeping operations, focusing on two primary dimensions: productivity and guest satisfaction. Productivity measures that how person complete a task and may include measures such as room turnover times, labour costs, resource utilization, and operational efficiency. Guest satisfaction is important in the hotel may encompass guest feedback scores, online reviews, loyalty metrics, and repeat business. By assessing the impact of integration on these key performance indicators, this structure aims to quantify the benefits and value proposition of adopting robotics and AI in hotel housekeeping and in different departments.

The integration of Robotics and Artificial Intelligence (AI) in hotel housekeeping represents a transformative shift in the hospitality industry, offering

immense potential to enhance productivity and elevate the guest experience. Through this study, we have explored the multifaceted implications of this technological convergence within the framework of Sustainable Development Goal 9 (SDG 9) – building resilient infrastructure, promoting inclusive and sustainable industrialization, and fostering innovation. The integration of robotics and AI in hotel housekeeping offers a compelling pathway towards achieving the objectives of SDG 9, provided that we approach it with foresight, empathy, and a commitment to building a more resilient, inclusive, and sustainable world for generations to come.

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## A Case Study on Food Waste Management:-Challenges and Strategies in Delhi NCR Hotel

Ahad Khan, Dr. Vikas Singh, Sanjay Adwani & Prof. (Dr.) Rajiv Mishra

*Galgotias University*

**Abstract- Purpose:** Providing a succinct yet thorough synopsis of the case study's essential elements is the aim of the abstract for the "Waste Management Challenges and Strategies in Delhi NCR Hotel" case study. To help readers grasp the importance of the study and its possible contributions to the subject of food waste management in the hospitality industry, it should provide a concise synopsis of the study's emphasis, methods, findings, and consequences.

**Findings:** Although food processing in the hotel industry is done effectively, the quantity of food waste per customer varies. Food waste, insufficient consumer knowledge, and erratic sales swings are all obstacles in the way of effective food waste management (FWM). Collaborating with foodbank institutions, employee training, customer education, and inventory management are all effective ways to cut down on food waste. Food waste management (FWM) is closely related to three sustainable development goals (SDGs) and has substantial effects on the economy, society, and environment.

**Practical implications:** The report emphasizes that to handle the substantial quantity of food waste produced every day, waste management solutions specific to the hospitality industry are required, particularly in major hotels.

**Keywords:** *challenges, strategies, sustainability hospitality industry, waste reduction, environmental impact, food preservation.*

**GJMBR-F Classification:** LCC Code: TX911.3.W3



*Strictly as per the compliance and regulations of:*



# A Case Study on Food Waste Management:- Challenges and Strategies in Delhi NCR Hotel

Ahad Khan <sup>α</sup>, Dr. Vikas Singh <sup>σ</sup>, Sanjay Adwani <sup>ρ</sup> & Prof. (Dr.) Rajiv Mishra <sup>ω</sup>

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**Findings:** Although food processing in the hotel industry is done effectively, the quantity of food waste per customer varies. Food waste, insufficient consumer knowledge, and erratic sales swings are all obstacles in the way of effective food waste management (FWM). Collaborating with foodbank institutions, employee training, customer education, and inventory management are all effective ways to cut down on food waste. Food waste management (FWM) is closely related to three sustainable development goals (SDGs) and has substantial effects on the economy, society, and environment.

**Practical implications:** - The report emphasizes that to handle the substantial quantity of food waste produced every day, waste management solutions specific to the hospitality industry are required, particularly in major hotels. Hotels may effectively handle and reduce their food waste by implementing waste management techniques like composting and bio-methanation.

**Economic impact:** The study emphasizes the significant value of food waste and the possibility of turning it into organic bio-fertilizers, underscoring the financial significance of food waste in the hospitality industry. Food waste can be practically reduced in cost and turned into a valuable resource by utilizing the "farm to farm" idea, which was developed to ferment food waste into organic bio-fertilizers. Managing environmental issues in food waste management, such as soil and air pollution from gas emissions during composting, is one of the practical implications. This highlights the requirement for environmentally friendly waste management techniques that are sustainable.

**Originality:** In this case study, food waste management issues faced by hotels in the Delhi National Capital Region (NCR) are examined, and solutions that support the Sustainable Development Goals (SDGs) are presented. Food waste is a

major problem that affects the environment, society, and economy all around the world. Sustainable development in urban regions such as Delhi NCR, where the hotel industry is thriving, depends critically on efficient management of food waste. Important issues like excess output, inappropriate storage, and staff and visitor ignorance are highlighted in this study. Innovative techniques are presented that include waste reduction, food surplus redistribution, composting, and educational campaigns. These strategies are based on the concepts of the Sustainable Development Goals (SDGs), particularly SDG 12 (Responsible Consumption and Production) and SDG 13 (Climate Action). These initiatives seek to reduce food waste while promoting social justice, economic efficiency, environmental conservation, and staff and guest participation through a multi-stakeholder approach involving hotel management, personnel, and community organizations in addition to waste management authorities. The case study emphasizes how crucial proactive steps and teamwork are to attaining sustainable food waste management in Delhi NCR's hotel industry.

**Keywords:** challenges, strategies, sustainability hospitality industry, waste reduction, environmental impact, food preservation.

## I. INTRODUCTION

Up to 40% of food in Delhi NCR hotels is wasted, making food waste management a serious problem. This reduces the already slim profit margins in the food service industry in addition to increasing greenhouse gas emissions. To address the issue of food waste at weddings, hotels, and restaurants, the Indian government has proposed a new biofuel policy. Still, there are issues with food safety when it comes to gathering and storing food waste in hotels, limited recycling choices, and transportation limitations.

Hotels in Delhi NCR encounter many difficulties in handling food waste, such as limited recycling alternatives, building or management restrictions, transportation limitations, food safety issues regarding collection and storage, and liability issues. Food waste management training for new hires is particularly difficult to develop and sustain due to the high employee turnover rates in the food service sector. Furthermore, as a result of India's urbanization, modernity, and population increase, inadequate management of food waste output is growing in the nation's cities and towns.

The Compulsory Food Waste Reduction Bill 2018, which mandates that hotels and restaurants

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separate biodegradable waste and set up a collection mechanism, is one of the laws and regulations the Indian government has tried to address with food waste management. The measure also intends to cut food waste in half by 2025 and use the three Rs- recovery, reuse, and recycling- to turn waste into wealth. Nevertheless, these regulations are still not being enforced or followed.

Hotels in Delhi NCR can use a variety of techniques to control food waste, including conducting an audit, creating a plan for leftovers, spreading awareness, and composting. Furthermore, reducing food waste and advancing sustainable development objectives can be achieved by turning it into value-added goods and putting a "Farm to Farm" strategy into practice.

Hotels in the Delhi NCR face a big problem with food waste management because up to 40% of food is wasted. To address the issue of food waste in eateries, lodging facilities, and weddings, the Indian government has put up norms and regulations. Still, there are issues with food safety when it comes to gathering and storing food waste in hotels, limited recycling choices, and transportation limitations. To control food waste, hotels can employ several tactics, including conducting a food waste audit, creating a plan for leftovers, spreading awareness, and composting 4. Through the use of efficient solutions for managing food waste, hotels in Delhi NCR can decrease food waste, promote a circular economy, and enhance their financial performance.

#### Objective

*The Objectives of this Research are:*

- To evaluate the contribution of industrial training (IET) to the career development of Hospitality students.
- To analyze the beneficial effects of (IET) on students' overall growth as potential hoteliers.
- To assess the total amount of learning that students accomplish during their (IET).

## II. LITERATURE REVIEW

As mentioned by Annepu R. K. (2012). In the hotel industry, food waste management is a major concern, especially for hotels in the Delhi NCR. Food waste in hotels is a serious issue that affects the profitability of the sector as well as the environment. As said to Baker, S., & Vandeppeer, B. (2004) The Food and Agriculture Organization of India reports that up to one-third of food is wasted or damaged before it is eaten, which adds to the country's greenhouse gas emissions. According to Kirk, D. (1995), this issue affects hotels as well because guests rarely eat more than half of the food offered at a hotel buffet, which results in waste and reduces the already slim profit margins of the food service sector.

As said by Louis, G.E. (2004) the examination of the literature identifies several obstacles and methods for managing food waste in Delhi NCR hotels. Lack of recycling choices, building or management restrictions, transportation limitations, worries about food safety during collection and storage, and liability issues are some of the main obstacles. Moreover, food waste management training for new hires is difficult to adopt and sustain due to the high employee turnover rates in the food service sector.

Numerous approaches have been put out to deal with these issues. Mentioned by the Masau, P., Prideaux, B. (2003) Conducting an audit of food waste is a crucial measure in the management of food waste, as it gives management insight into the sources of the majority of waste. Reducing waste can also be achieved by creating a plan for leftovers, such as encouraging patrons to take leftovers home or donating the remaining food to staff members. As said Memon, M.A. (2010) Another tactic that hotels might employ to control food waste is composting, either internally or in conjunction with a composting partner.

As per McCoy B., Bacot, H and Galvan, P.J. (2002) the issue of food waste at hotels can also be helped by creative solutions, such as turning it into animal feed. In Delhi, startups such as Waste Link are lowering greenhouse gas emissions, promoting a circular economy, and turning food waste into animal feed mentioned by Nath, A. (2014) Food waste in hotels, restaurants, and other residential places can be decreased with the usage of organic waste converters and food waste converters.

As said by Pirani, S. I. and Arafat H. A. (2014) the literature assessment also emphasizes the necessity of a systemic strategy for waste recycling and cost-effective technologies in the hospitality sector. As mentioned by Rajput, R., Prasad G., and Chopra, A. (2009) Efforts made at incremental levels, along with frugal innovation, can produce real and long-lasting benefits that pay off financially in the form of profitable and efficient processes. To solve the growing problem of waste management, the study highlights the necessity of encouraging the development of a holistic approach to waste recycling combined with frugal innovations in the hotel business.

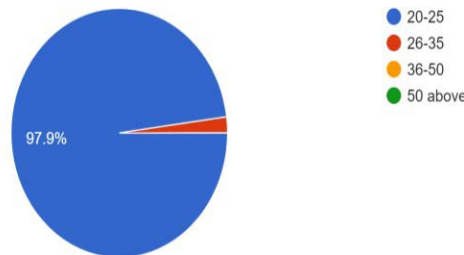
In summary, food waste management at hotels in the Delhi NCR is a complicated problem that calls for an all-encompassing strategy. As per Rohweder, L. (2008) the literature study outlines the difficulties and methods for handling food waste in lodging facilities, such as conducting an audit of food waste, creating a plan for leftovers, composting, and turning food waste into animal feed. As per. Singh, N., Cranage, D., and Lee, S. (2014) the issue of food waste in the hotel industry also requires creative solutions, a holistic approach to waste recycling, and frugal technologies Singh, N., Cranage, D. A. & Nath, A. 2014. Mentioned

Hotels may increase their profitability, lessen food waste, and support the circular economy by putting these measures into practice.

As said by Taleb, A.M. (2005) To manage food waste, hotels in Delhi NCR must overcome several obstacles, such as a lack of recycling choices, building or management restrictions, transportation issues, worries about food safety during collection and storage, and liability issues. as per Hayward, P. (1994) It's difficult to establish and sustain food waste management training for new hires in the foodservice sector due to significant employee turnover rates. Curry, R. (2012) Furthermore, as a result of India's urbanization, modernity, and population increase, inadequate management of food waste output is growing in the nation's cities and towns.

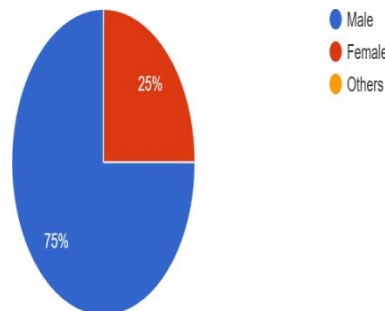
As said by Cummings, L.E. (1997) Food waste is now common in the hotel industry and is typically made up of kitchen waste, which includes eggshells and bones, cooked and uncooked food waste, flower and fruit waste, including juice peels and house plant waste, green waste from fruit and vegetable vendors and shops, and trash from food and tea stalls and shops. Batra, G.S. and Dangwal, R.C. (2001) But some of these are buried in the ground and composted to make fertilizer, which pollutes the environment and increases the number of natural resources.

1. Age?



In the above graph research, 97.9% of people 20 to 25 age and 2.1% of people their age is 26 to 35 years

2. Gender?



In the research 75% of people are male and 25% are female

III. METHODOLOGY

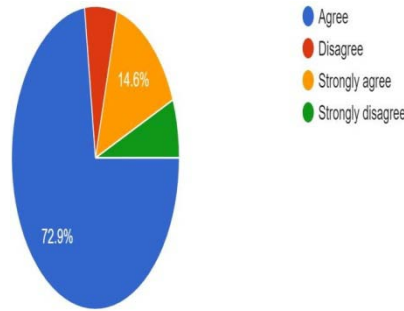
Both primary and secondary sources provided the data for the current study article. Throughout the research for this dissertation, I gathered information from over fifty individuals who worked at the hotel as trainees or professionals. In addition to designing the questionnaire, I went above and above by having one-on-one conversations with several hotel employees to gain a deeper understanding of their viewpoints. While I've been writing this research paper, secondary data that I found from a range of sources- including website reports, students studying hotel management, and other sources- has also been helpful. In addition to official reports, statistics from the India statistical book, and other pertinent information from policy papers and research articles published in various periodicals, we also needed secondary data for this paper.

IV. DATA ANALYSIS AND RESULTS

- The below analysis is the result of my field survey.
- In my survey, out of 50 people, 79.2% are hoteliers and 20.8% others.
- In my survey, out of 50 people, 75% male and 25% female are reply.

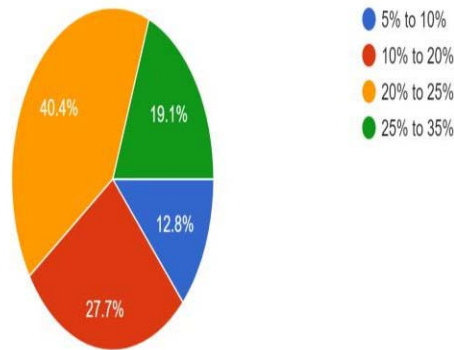


3. Hotel Food Wastage SOP Helps Control Food Wastage.



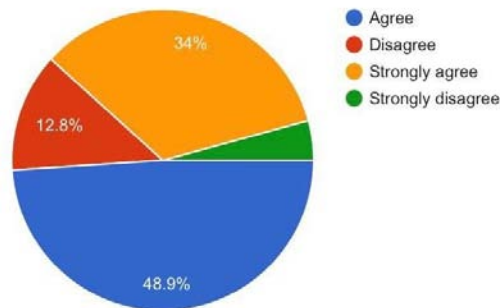
As per my research and you can see 72.9% of people agree hotel food wastage sop helps to control food wastage and 14.6% people strongly agree In my opinion food wastage sop is very helpful in controlling wastage

4. In 2023 how much percentage food wastage in Delhi NCR hotels?



As we can see in my graph 40.4% of people agree to 20% to 25% food wastage in 2023 and 27.7% agree 10% to 20%.

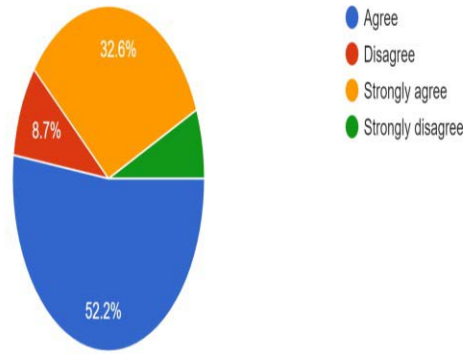
5. If we control food waste then it is good for our environment.



In my research we can see 48.9% of people agree to we are controlling food wastage is good for our environment and 34% of people strongly agree and I think food waste is very good for our environment.

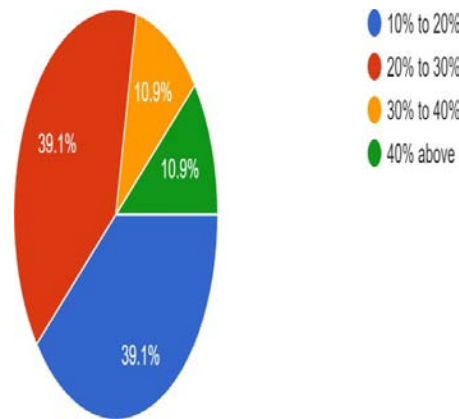


6. Does food wastage control play a major role in gaining hotel revenue in Delhi NCR?



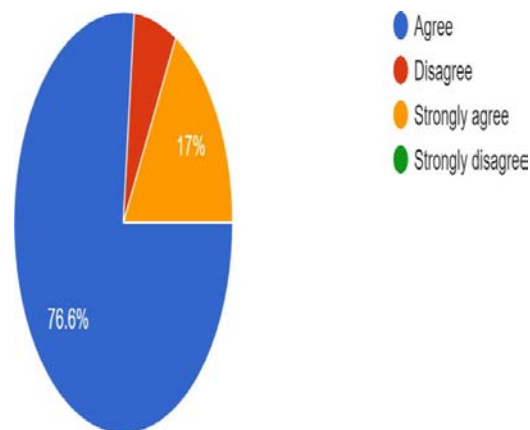
As per my graph, 52.2% people agree 32.6% strongly agree and 8.7% people disagree that food wastage controlling plays a major role in gaining hotel revenue, and in my opinion food wastage controlling management is a most important role in gaining revenue.

7. What percentage of food wastage daily in hotels of Delhi NCR?



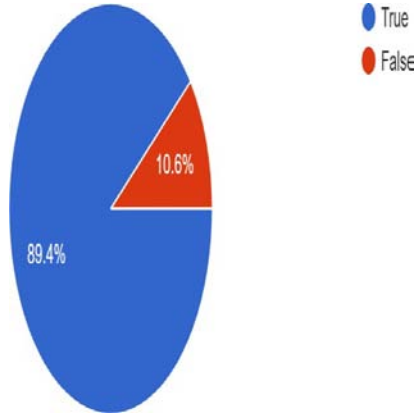
As per my graph, 39.1% of people agree to daily 10to20% food wastage in Delhi NCR and 39.1% people agree to 20to30% daily food wastage in Delhi NCR as per my opinion 20to30% food wastage daily in Delhi NCR.

8. Do you like the new strategy to control food wastage in Delhi NCR?



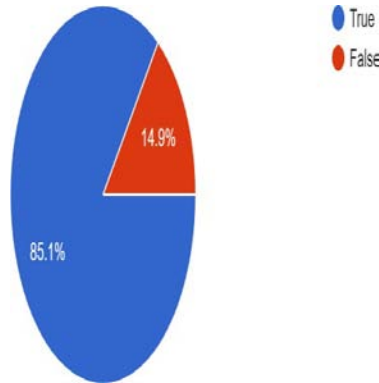
As per my graph, 76.6% of people agree and 17%strongly agree to come new strategies to control food wastage in Delhi NCR in my opinion it's very important to come new strategies to control food wastage in Delhi NCR.

9. Bad weather, processing problems, and overproduction this is 3 ways to food wastage.



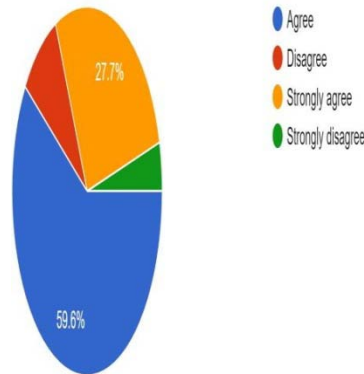
As per my graph, 89.4% of people agree bad weather, processing problems, and overproduction this is 3 ways to food wastage in my opinion these 3 are the main reasons for food wastage in Delhi NCR hotels.

10. Food wastage is responsible for roughly 8 percent of global emissions.



In my graph, 85.1% of people agree, and in my opinion, food wastage is responsible for roughly 8 percent of global emissions.

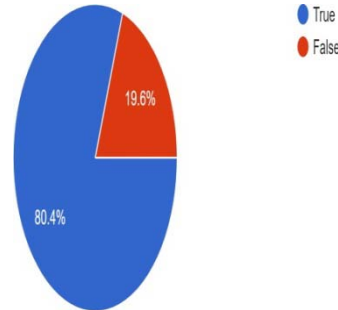
11. Do you want some changes in the rules of food wastage management in Delhi NCR?



In my graph and my opinion, 59.6% of people agree and 27.7% people strongly agree to want some changes in rules of food waste management at Delhi NCR hotel.

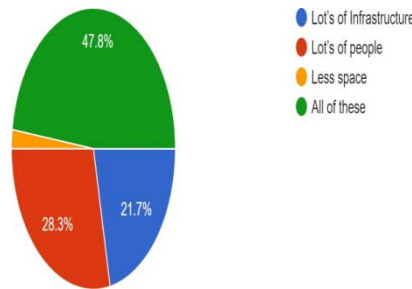


12. In the hotel of Delhi NCR making an indent sheet to control food wastage?



In my graph, 80.4% of people is agree that making an indent sheet is very helpful to control food wastage and I also agree indent sheet very helpful to control wastage.

13. What are the challenges to controlling food wastage in Delhi NCR?



You have seen in my graph that 47.8% of people agree that lots of infrastructure, lots of people, and less space these are challenges to control food wastage, and in my opinion these 3 major reasons to not control food wastage.

## V. CONCLUSION

In conclusion, food waste management is a critical problem in hotels in the Delhi NCR, where up to 40% of food is thrown out, causing losses in terms of both the environment and finances. To address food waste in restaurants, hotels, and weddings, the Indian government has acknowledged the seriousness of the problem and has proposed efforts including the Compulsory Food Waste Reduction Bill 2018 and a new biofuel policy. Nevertheless, there are still issues with food safety, limited recycling choices, and transportation limitations when it comes to gathering and storing food waste in hotels.

Hotels can use a variety of tactics to solve these issues, including composting, doing food waste audits, creating leftover plans, and raising awareness. Furthermore, implementing a "Farm to Farm" strategy and turning food waste into value-added goods can aid in lowering food waste and advancing sustainability in the hospitality sector. Reducing food waste and promoting sustainable development goals also require cooperation with food rescue organizations, efficient monitoring and reporting systems, and consumer education.

To address the issue of food waste in hotels, restaurants, and weddings, the Indian government has also voiced concern and put up policies and regulations. Nevertheless, these regulations are still not being enforced or followed. As a result, it is critical to

inform and educate stakeholders on the significance of managing food waste as well as the possible advantages of putting good practices into practice.

In summary, hotel management, governmental agencies, and patrons must work together to effectively minimize food waste in Delhi NCR hotels. Hotels can reduce their environmental impact and increase operational efficiency and profitability by putting the solutions mentioned into practice and following the rules and guidelines designed to reduce food waste. To develop a more sustainable and ethical hospitality sector in Delhi NCR, the case study emphasizes the need to take proactive steps to manage food waste and the ongoing need for innovation and cooperation.

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# Optimizing Customer Satisfaction in High-End Hospitality: Exploring the Impact of AI on Employee Behaviour and Guest Experience in Luxury Hotel

Aman Iqbal, Dr. Monalisha Dash & Prof. (Dr.) Rajiv Mishra  
*Galgotias University*

**Abstract-** This paper investigates the influence of artificial intelligence (AI) technologies on employee behaviour and guest experience in luxury hotels, with a focus on Chabot, facial recognition, and the management of counterfeit online feedback. Through a mixed-methods approach, data was collected from luxury hotel employees and guests to analyse the role of AI in shaping employee conduct, assess its effects on guest satisfaction, and propose strategies for managing counterfeit online feedback. Findings reveal the significant impact of AI on employee efficiency, guest experiences, and the challenges posed by counterfeit online reviews. Implications for hotel management and future research directions are discussed.

Looking ahead, the study proposes a number of directions for future investigation with the goal of clarifying the intricate interactions among AI technology, staff conduct, visitor experiences, and the hospitality industry as a whole. To fully comprehend the long-term effects of AI on worker job satisfaction, professional advancement, and organizational culture in upscale hotels, more research is necessary.

**Keywords:** *artificial intelligence, hospitality industry, guest experience.*

**GJMBR-F Classification:** *LCC Code: TX911.3.A1*



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Looking ahead, the study proposes a number of directions for future investigation with the goal of clarifying the intricate interactions among AI technology, staff conduct, visitor experiences, and the hospitality industry as a whole. To fully comprehend the long-term effects of AI on worker job satisfaction, professional advancement, and organizational culture in upscale hotels, more research is necessary. Furthermore, investigations into the moral implications of AI-powered visitor interactions and the effectiveness of various approaches to handling fraudulent online reviews have the potential to further our comprehension of this quickly developing field.

**Keywords:** artificial intelligence, hospitality industry, guest experience.

## I. INTRODUCTION

The use of artificial intelligence (AI) technology is causing a paradigm shift in the premium hospitality sector. Amidst ever changing customer expectations, luxury hotels endeavour to provide unmatched guest experiences while upholding operational excellence. By optimising service delivery, personalising visitor encounters, and automating repetitive jobs, AI offers a possible option. But the use of AI in high-end hotels begs concerns about how it will affect visitor happiness, staff conduct, and online reputation management.

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Luxury hotels have always relied on their attentive and well-trained staff to deliver outstanding service. Guest views and loyalty are greatly influenced by human interactions, which range from concierge services to personalised suggestions. The rise of artificial intelligence (AI)-driven chatbots and virtual assistants has raised concerns about the possible replacement of human workers and the decline of personalised service. Furthermore, the use of facial recognition technology for security and guest identification raises ethical questions about data protection and privacy.

AI has enormous potential to improve visitor experiences and operational effectiveness in upscale hotels, despite these obstacles. Routine chores like room service requests and check-in processes can be automated to free up staff time to provide customers with more individualised and memorable experiences. Additionally, hoteliers may use AI-driven analytics to obtain insightful knowledge about the tastes and behaviour of their guests, which enables them to develop tailored marketing campaigns and product offerings. (Li J. J., 2019) Due to the emergence of this kind of cutting-edge technology in a dynamic environment, modern hoteliers are now able to leverage automation and AI to offer customers a more customised and memorable stay while also reducing labour expenses. The possible impacts that the adoption of AI lodging systems may have on the long-standing working relationships related to enhanced productivity and decreased costs associated with the replacement of human labour, however, have largely gone unnoticed.

The introduction of AI robots into the workplace may unintentionally harm employees' psychological well-being and their emotional reactions associated to a sense of commitment and belonging at work. (Prayag, 2013). This unfavourable work environment may encourage employees to consider and choose different career paths. The primary goal of this study was to examine the association between hotel employees' understanding of AI and robotics and their intention to leave the industry.

This was done in light of a potential employment conundrum. Current advances in AI, automation, and robotics will significantly alter

workplace job descriptions, employee hours worked, relationships with managers and coworkers, and compensation structures. Businesses are more likely to adopt new AI-based technologies since their increased adoption could drive economic growth by enhancing worker productivity. (Limna, 2022) Employees must understand that although AI and robotics may only affect a small number of low-skilled jobs, they cannot be considered a complete form of labour replacement. It has been demonstrated that the use of ongoing training and technology support is a successful strategy for fostering positive working relationships. High levels of organisational support are known to cause employees to respond with high degrees of organisational commitment, psychological attachment, obligation, and loyalty. However, alongside the benefits of AI integration, luxury hotels face a pressing issue: the proliferation of counterfeit online feedback. In an age where online reviews heavily influence consumer decision-making, the authenticity and credibility of guest reviews are paramount. Yet, the anonymity of online platforms and the ease of posting fake reviews pose significant challenges for hoteliers. Moreover, the prevalence of review manipulation and paid endorsements further exacerbate the issue, undermining the trust and reputation of luxury hotels. Therefore, employees' impressions of how much the hotel cares about their changing professional goals and rewards at work may attenuate the relationship between awareness of AI and robotics and turnover intention. As a result, perceived organisational support (POS) might be seen of as a potential moderator of the association between employees' awareness of AI and robotics and their intention to leave their current position, such that the association would be weaker when those persons perceive a higher degree of POS. (Li M. Y., A systematic review of AI technology-based service encounters: Implications for hospitality and tourism operations, 2021).

### *Objective*

The objective of the study is to

1. Evaluate the Influence of AI on Employee Behavior.
2. Analyze the Effects of AI on Guest Experience
3. Address Challenges Associated with Counterfeit Online Feedback

## II. LITERATURE REVIEW

(Susskind, 2000) The corporate sector is becoming more and more service-oriented, and as a result, a lot of research is being done on the variables that impact the performance and output of customer service organisations. In order for services to be successfully provided, management, personnel, and customers must collaborate closely to match client wants and expectations with those of management. The unique relationships amongst the "three tiers" of service

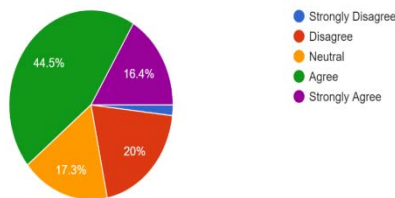
constituents continue to be of great interest to researchers and practitioners.

(Padlee, 2019) Because of the benefits to profitability that a favourable relationship between customer satisfaction and behavioural intentions delivers to the hotel and hospitality industry, it is crucial. An excellent illustration is recurring business. The service provider has a better chance of changing consumer behaviour by knowing client attitudes through assessing customer happiness. (Koo B. C., 2021) Even though artificial intelligence (AI) is becoming a necessary component of innovation in the hotel business, it is indisputable that AI poses a threat to human jobs due to its capacity to mimic human thought processes and reasoning. As a result, it's possible that AI will handle massive data sets and replace humans in jobs like housekeeping and maintenance in the future, as AI is predicted to boost productivity, cut labour costs, and enhance guest experiences. (Udo, 2010) stated that Numerous research on the quality of service provided during in-person interactions have come to the conclusion that some elements are to blame for customers' perceptions of quality, which are likely to result in client satisfaction and, in turn, may cause behavioural intents to buy. Insinuating that customer service quality components are pertinent to behavioural intentions; several writers have noted that behavioural intents may predict behaviour. Behavioural intentions have a direct impact on a company's profitability because happy consumers are more inclined to do business with them for a long time. (Rasheed, 2023) While the significance and advantages of AI have been emphasised numerous times in previous publications. Little study has been done to examine an expected effect of job instability brought on by AI. In particular, it is predicted that over the next 20 years, computerization and automation would put around 47% of present employment in the U.S. at higher risk, forcing people to compete with AI in a variety of cognitive tasks. (Kumar, 2023) Even if the use of AI in the hotel industry is still relatively new, there are a number of compelling facts that encourage its adoption. These data support the application of AI in the hospitality industry. Over the past few years, a number of businesses have conducted research projects on the use of artificial intelligence in the travel, tourist, and hotel industries. (Enholm, 2022) It has been demonstrated that AI systems can automate manual operations or carry out actions that mimic human intellect. The implementation of AI may modify the roles of the organization's employees because in many of these situations, people were in charge of doing these activities. Both new roles and job redesigns may be necessary. Employees must therefore comprehend the goals of AI, how it will be used, and how it will alter their duties and roles inside the company. Employees could have to collaborate or make choices using AI technology. (Helal, 2024) Under the



general heading of "counterfeit online feedback," a number of dishonest practices are included. These include creating bogus accounts in order to publish reviews that are biased or erroneous, as well as manipulating review sites by offering incentives or sponsorships. These dishonest tactics erode the industry's commitment to openness and authenticity by eroding potential clients' trust and distorting the standard of services offered by upscale hotels. (Wu, 2020) The development of review sites and stakeholders is significantly impacted by fake reviews. Online reviews can significantly impact how consumers perceive a product, which is why a lot of sellers, merchants, and platforms frequently influence them. For financial benefit, online sellers may post fictitious negative or favourable ratings for their items in opposition to those of competitors. In order to boost traffic and customer interaction, platforms have a tendency to allow review manipulations and the addition of fictitious reviews.

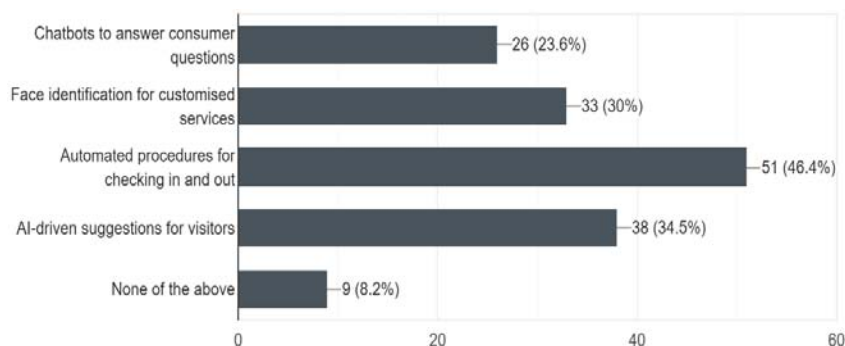
### III. RESEARCH METHODOLOGY



To explore the Impact of AI on Employee Behaviour and Guest Experience in Luxury Hotel, a mixed-methods approach have been employed. The methodology Surveys and questionnaires distributed to both hotel employees and guests. This approach has enabled a comprehensive analysis of AI's influence on employee behaviour and guest satisfaction, as well as the challenges associated with managing counterfeit online feedback.

### IV. DATA ANALYSIS & INTERPRETATION

According to the graph majority of the people were agree that AI tools does improve staff productivity



and efficiency whereas 20% of the people were on opposing sides. Hence to conclude my statement from the above survey question, here is my take on this - In the domain of high-end hospitality, artificial intelligence (AI) solutions have shown a great deal of promise to improve worker productivity and efficiency. AI-powered chatbots simplify operations and free up staff time for more individualised visitor encounters by automating repetitive chores like reservation administration and guest questions. Additionally, AI-driven analytics offer insightful knowledge about visitor preferences and habits, facilitating more efficient and focused service delivery. In high-end hotel settings, the integration of AI tools has been found to optimise workflow procedures, reduce manual workload, and empower hotel staff to deliver enhanced client experiences. These benefits have eventually led to improved productivity and operational efficiency.

Artificial Intelligence (AI) makes employee time more valuable by automating repetitive jobs and optimising operations. Employees are able to concentrate on their talents, creativity, and problem-solving skills, all of which are crucial for providing outstanding visitor experiences. AI-driven technologies also enable adaptive learning and continual improvement by giving staff members real-time feedback and insights based on visitor interactions and operational data. respondents gave the maximum possible grade of 5, demonstrating the broad agreement on the significant advantages that AI technologies bring about. Only 14% of respondents gave their agreement a score of 3, indicating a moderately favourable but generally positive attitude towards the deployment of AI. Only 6% of respondents ranked their agreement as lower than 2, suggesting that there is still opportunity for development or that their views may differ. The majority of respondents generally agree that AI technologies have a good impact on improving everyday schedules in luxury hotel operations, underscoring AI's function in maximising productivity and efficiency in the sector.

According to the study results, luxury hotel guest experiences have been significantly enhanced by AI-powered goods and services, with particular preferences being noted among the participants. Automated processes for checking in and out were chosen by 46% of respondents as their most preferred AI-powered product.

## V. CONCLUSION

The integration of AI technology in the hospitality industry, particularly within the luxury hotel sector, has been transformative in various ways. This research has explored the dynamic relationship between AI, employee behavioural intention, and customer satisfaction, and false reviews online, shedding light on the intricate interplay of these factors.

In brief, the results of this study highlight the significant impact of artificial intelligence (AI) on staff conduct, visitor experiences, and the difficulties presented by misleading online reviews in upscale lodging establishments. Artificial intelligence (AI) technologies, including chatbots, facial recognition, and automated systems, have shown great promise in maximising operating effectiveness and elevating service standards in upscale hospitality environments. AI frees up staff to concentrate on providing unique and remarkable visitor experiences, hence increasing overall satisfaction, by automating repetitive work.

Additionally, AI-driven solutions facilitate a more smooth and customised visitor experience by offering expedient check-in and check-out procedures, individualised recommendations, and prompt responses to questions. This improved guest experience is consistent with the industry's emphasis on providing exceptional service and creating relationships with customers in tough marketplaces. But the study also identifies important issues with fake internet reviews, which can erode customer confidence and harm hotel brands. The ubiquity of bogus reviews raises moral questions and calls for preventative measures to stop dishonest behaviour and protect the integrity of internet review platforms. Future studies should focus on resolving these issues by creating reliable techniques for identifying and reducing fake reviews, encouraging moral AI behaviour, and raising customer confidence in upscale hotel offerings. Furthermore, given the way technology is reshaping the hospitality profession, studies should keep examining the long-term effects of AI on worker happiness and wellbeing.

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## Analysis in Hotel Industry with Regards to their Internet Marketing and Branding Strategies

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**Abstract-** The hotel industry in India has grown substantially over the past few years, which could be explained by the country's thriving tourist industry. There are seven different tiers of hotels in India: historical hotels, three-star, two-star, one-star, five-star deluxe, four-star, and three-star hotels. Both standard five-star hotels and more upscale five-star deluxe properties make up the premium luxury market. Business travelers and affluent overseas holidaymakers are the main customers of these hotels. Hotels in the mid-market segment often have three or four stars and serve domestic travelers. It is essential to research the area's demand and potential location before opening a hotel in India. A hotel's location can tell you where it needs to be, and demand can tell you how big the hotel needs to be. After deciding on a place, one must register their property. Businesses need to get an identification number and register as professional taxpayers if their turnover is less than INR 75 lakh. Several economic roles have been reshaped as a result of service innovation in the hotel business. These include hotels, local enterprises, clients, and IT (Information Technology) system providers. There has been a change from a linear to a network-like paradigm in the relationships between these positions as well. Most hotels offer a variety of ancillary services, including room service, laundry, valet parking, and food and beverage. The hotel industry in India has grown substantially over the past few years, thanks to the country's thriving tourist industry.

*GJMBR-F Classification:* LCC Code: HD9980.5.14



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# Analysis in Hotel Industry with Regards to their Internet Marketing and Branding Strategies

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**Abstract-** The hotel industry in India has grown substantially over the past few years, which could be explained by the country's thriving tourist industry. There are seven different tiers of hotels in India: historical hotels, three-star, two-star, one-star, five-star deluxe, four-star, and three-star hotels. Both standard five-star hotels and more upscale five-star deluxe properties make up the premium luxury market. Business travelers and affluent overseas holidaymakers are the main customers of these hotels. Hotels in the mid-market segment often have three or four stars and serve domestic travelers. It is essential to research the area's demand and potential location before opening a hotel in India. A hotel's location can tell you where it needs to be, and demand can tell you how big the hotel needs to be. After deciding on a place, one must register their property. Businesses need to get an identification number and register as professional taxpayers if their turnover is less than INR 75 lakh. Several economic roles have been reshaped as a result of service innovation in the hotel business. These include hotels, local enterprises, clients, and IT (Information Technology) system providers. There has been a change from a linear to a network-like paradigm in the relationships between these positions as well. Most hotels offer a variety of ancillary services, including room service, laundry, valet parking, and food and beverage. The hotel industry in India has grown substantially over the past few years, thanks to the country's thriving tourist industry. The seven main types of hotels in India can be classified according to the number of stars each one has. In India, registering your property and researching local demand are the first steps in opening a hotel. Service innovation has changed many of the hotel sector's economic roles. Over the past few years, India's hospitality industry has grown at a remarkable rate.

## I. INTRODUCTION

Travel agencies and tour operators are always going to be a competitive threat to hotels. In reaction to market intensity, these corporations determine hotel sites and facilities using their promotional medium and client search behaviours. Search engine optimisation (SEO), search engine marketing (SEM) on Google and online magazines, social media marketing (SMM) through the internet and mobile applications, and other forms of digital marketing

have opened up new avenues for product sales. Hotels can utilise YouTube videos to promote their rooms, restaurants, banquet hall, spa, fitness facility, bar, coffee shop, etc. (Yupin Yang e Qiang Steven Lu. Guanting Tang JianPei 2015). Posting a high-quality video tour of the hotel's facilities on the internet increases the site's organic growth because more visitors are attracted, more likely to book a room, and remain for longer. A more precise picture of the hotel's position and facilities is crucial. Hoteliers are contemplating developing a new marketing competency- the ability to tailor their approach to each individual guest- in an effort to boost customer satisfaction. (as stated by GonKim and Zhang, 2017). When customers can get all the information they need online to satisfy their needs, brands don't have as much sway. The hotel restaurant's holiday menu must always include the day's special. In addition, they need to capture the chef in the kitchen so they can showcase the hotel's signature dishes and offer time-sensitive discounts. This kind of internet hotel promotion is ideal for the Many technology solutions have been implemented by hotels in an effort to enhance client service. This research used both qualitative and quantitative methods to compile its findings. Despite sending out fifty surveys at random, only forty were really filled out and accounted for in the final count. The participants in this study stayed at five-star hotels in Chennai from May 2017 to January 2017. Both AMOS and the Statistical Package for the Social Sciences (SPSS 21 version) were used to analyse the data. A literature review was used to collect the secondary data.

Using platforms such as Facebook, Twitter, blogs, Google+, LinkedIn, Instagram, and YouTube, social media platforms facilitate the promotion of goods and services to a wide range of global organisations and businesses. In order for it to function, websites need to have engaging content that draws in visitors from social media. This, in turn, encourages readers to share their opinions on the network, which in turn informs potential customers about organisations, institutions, and businesses. Social media has evolved into a powerful tool for hotels to promote their rooms, breakfast, lunch, and dinner buffets, spa services, and other amenities to customers. Users and viewers are able to communicate with one another online through social media, which facilitates the sharing of information and opinions regarding the hotel. All five-star hotels now use social media platforms like Instagram, Twitter, and

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Facebook for marketing and guest reviews, which boosts their company's visibility and efficiency. Based on research conducted by Eunju Ko and Angelella Jiyoung Kim in 2012. In order to boost sales, hotels need to discover new technology that allow them to be active on social media and with online travel agencies (OTAs) (Alessandro Inversini, Lorenzo Masiero 2014). Improving hotel business is possible with the help of an optimised hotel website. Search engine optimisation (SEO) is a method for raising a website's visibility in SERPs by manipulating the website's frequency in relation to certain keywords. Search engine rankings are based on a variety of factors, including the total number of visits, the frequency with which a site appears in those results, and the quality of those results. It will assist in increasing the number of visitors to your website, which in turn will increase the number of hotel guests. Search engine optimisation (SEO) strategies might centre on a variety of query formats, such as text, images, videos, local, and institutional searches. In order to increase website traffic, hotels use search engine optimisation (SEO) technologies and focus on the hotel's location, amenities, and relevant news. In today's digital age, it's essential for hotels to have their own websites. These sites serve the dual purpose of promoting the hotel and drawing in customers through various online mediums. According to Mohammed Ali Khan and Sarah Quinton (2009). Ads using video You need to decide the media you want to emphasise in order to create a successful video marketing campaign. You can increase their visibility by sharing them on as many web platforms as you like. Instead of sending these films by email, post them on social media. Hotels can't have good interactions with guests on giving accurate and timely information without a website, and they miss out on potential and prospective guests without good photos and videos of the hotel. The best part is adding videos to the hotel's website to highlight and boost. Online visitors will always prefer to stay on a website with a relevant video, and it also enhances the website's quality. Using videos on networking sites would be a fantastic move for hoteliers to boost their profile and attract more customers (Virginia Phelan Kelly, Chen Hsiang-Ting, Haney Matthew, 2013). A hotel can showcase its specialties, ambiance, decor, and amenities in a promotional movie. If hotels want to stay on top of digital marketing trends and improve their marketing strategy, they need to change their films annually. Programmes for managing properties Property Management System (PMS) are an all-inclusive piece of software that hotels employ to accomplish some fundamental goals. In addition to collecting and exchanging hotel data, these PMSs facilitate digital marketing for the establishment by accepting online reservations, informing guests of available discounts and deals, and automatically confirming their bookings by email. Central reservation systems (CRSs) facilitate

the worldwide reservation of hotel rooms, Internet distribution systems (IDSs) stand in for your website, and remote-working global distribution systems (GDSs) are essential to the expansion of the hotel industry. Global Distribution Systems (GDSs) are useful pieces of software because they collect, process, and transmit the data that guests provide to hotels and tour operators. Sabre is the most renowned and top-tier global distribution system (GDS), second only in size to Amadeus Galileo on a global scale. The hotel website is mainly impacted and represented by IDS, who sell overnight stays on a commission basis. Additional features include integration with property management systems through GDSs and the facilitation of guest data collection for bookings. Above all else, hotels are finding more and more value in having a reliable property management system that can get data from a wide variety of sources. Social media platforms such as Facebook, Instagram, Whatsapp, and Twitter collect massive volumes of user-generated content that can provide invaluable information about product preferences and sentiments. With the help of Big Data analytics, hotels may sort their data into useful categories and learn how customers feel about their business and their competitors. A property management system (PMS) that incorporates knowledge management (KM), social media, and big data technology puts firms in a better position to extract, store, and use knowledge. Not many hotels can afford to buy the pricey property management systems that are available, even though they might be tailored to the size and style of hotel.

It is critical to have a well-developed marketing plan for your hotel for a few varied reasons. To begin, it enables hotels to differentiate themselves from the other options on the market by customising their messaging, graphic design components, and brand positioning. Second, it makes it possible for hotels to adjust their operations in response to shifts in the market. People now look for hotels and compare current patterns to data from the past in diverse ways as a result of the introduction of Covid-19, for instance. For this reason, it is crucial to define what constitutes as a high-performance channel for your hotel, and to alter your marketing approach accordingly. Thirdly, a well-defined marketing plan can assist in the accomplishment of business goals such as meeting the requirements of guests and renting out rooms.

Conducting a SWOT analysis (which stands for strengths, weaknesses, opportunities, and threats) and outlining a consistent business strategy are both necessary steps in the process of developing a marketing plan for a hotel. It is also essential to include all employees in the process of formulating the plan to ensure that synergy is achieved between the various operational domains. Activities related to marketing can include promotions both online and offline, such as

discounted rates for early booking. Communication with customers is another essential component in driving sales. Traditional means of communication with guests, such as print and catalogues, as well as the hotel's own website, are also options for hoteliers that wish to engage with customers.

Putting money into search engine optimisation (SEO) for your hotel's website is another essential component of an effective marketing strategy. Because 75% of travellers begin their search for hotels on search engines, having a website that is optimised can assist capture potential guests at the time of day when they are most likely to book a room. In addition to helping drive more direct reservations, powerful marketing messaging shared across different social media channels can also help.

Hotels can create an effective hotel marketing strategy by following some tips and ideas such as maximizing their online visibility through search engine optimization (SEO), targeting the appropriate audience, using storytelling techniques and visual elements in marketing materials to generate excitement, defining a unique value proposition, rewarding direct bookings, and leveraging data to make informed decisions. These are just some of the ideas and tips that hotels can use. It is also necessary to tailor listings and profiles to match with target guests, use photographs of a high quality, keep rates and inventory up to date, and list on websites that specialize in last-minute or flash sales. Hotels can boost their exposure, attract the right clients, differentiate themselves from competition, and ultimately drive more bookings if they put these methods and ideas into action.

The hospitality sector is highly competitive, and in this day and age of information technology, it is essential to have an effective online marketing and branding plan in order to achieve success. In this analysis, we will look at the data that has been previously published on the online marketing and branding techniques used by hotels in the business. The use of social media to market hotels and interact with guests is a development that has been increasingly common over the past few years. 91% of hotels utilize social media as a marketing tool, with Facebook being the most popular platform, according to a poll that was carried out by the Hospitality Sales and Marketing Association International (HSMAI). Hotels also communicate with their consumers on social media platforms like Instagram, Twitter, and LinkedIn to promote their brand.

In addition to making use of social media, hotels are investing in search engine optimisation (commonly known as SEO) in order to boost their online presence. This entails optimising their website as well as the content inside it for search engines such as Google in order to boost their chances of ranking highly in search results when clients search for hotels in their

local area. The adoption of mobile apps to deliver a seamless experience for customers is another trend that has emerged recently. Customers are now able to book rooms, check in, and access information about the hotel and the surrounding area through mobile applications that are offered by a growing number of hotels.

When it comes to distinguishing themselves from their rivals in the hospitality industry, hotels are employing a wide variety of branding methods. While some hotels are placing an emphasis on being environmentally friendly and sustainable, others are placing an emphasis on luxury and exclusivity. Personalization is another important trend, and hotels are making extensive use of data and technology to personalise their services and marketing strategies for each unique guest.

In general, the hospitality sector is always shifting, and hotels that monitor emerging trends, as well as those that make investments in their internet marketing and branding initiatives, stand a better chance of succeeding in today's more competitive field. Because of the proliferation of online booking platforms and travel review websites, it is now more vital than ever for hotels to implement efficient internet marketing and branding strategies. This is because the hotel sector is one of the most competitive industries in the world. In an industry as competitive as the hospitality business, these techniques are essential for hotels to implement if they want to bring in new clients and keep the ones they already have.

Increasing a hotel's online exposure and allure can be accomplished through the use of a variety of marketing and branding methods, including those based on the Internet. Search engine optimisation (SEO), often known as "social media marketing," email marketing, content marketing, and pay-per-click (PPC) advertising are some of the most common forms of online marketing tactics. On the other hand, branding strategies are centred on the process of developing a one-of-a-kind and indelible brand identity for the hotel that differentiates it from its rivals.

Hotels that implement successful online marketing and branding strategies might benefit in the following ways:

1. Increase their presence on the internet and the number of potential clients they attract.
2. Improve both their reputation and their credibility among their current clientele as well as the general public.
3. Raise the percentage of direct bookings and decrease your reliance on booking systems provided by third parties.
4. Increase client loyalty and retention rates by employing personalised marketing strategies.
5. Set yourself apart from their rivals and strengthen their position to gain an advantage in the market.



In this context, hotels are required to perform an in-depth review of their online marketing and branding strategies in order to find areas that may be improved and to execute changes that have the potential to lead to better outcomes. An evaluation of the hotel's present online presence, website design and functionality, social media activity, email marketing campaigns, and other internet marketing initiatives should be included in this research. In addition, the hotel has to do an analysis of its brand identity, message, and positioning, as well as analyse the degree to which these components are effectively communicated across a variety of media.

Hotels may boost their online presence, reputation, and profitability by performing an in-depth study of their internet marketing and branding tactics. This will allow the hotels to discover areas in which they can improve and make decisions based on the findings of the analysis. In recent years, the hospitality business has seen a dramatic sea change, particularly with regard to marketing methods that emphasise the use of the internet and brand names. Because of the proliferation of digital platforms, hotels are going to need to adjust their marketing and branding tactics in order to maintain their competitive edge and bring in new clients. In this essay, we will investigate the current situation of the hotel sector as well as its internet marketing and branding techniques, as well as how these strategies are influencing the industry as a whole. The hospitality sector has historically been a highly competitive business, and in recent years, as a direct result of the proliferation of online marketing, this level of competition has only increased. Because of the growing number of individuals who book their hotel rooms online, hotels have been forced to adjust their marketing techniques in order to remain one step ahead of their rivals. Building a powerful brand identity is one of the most important ways that hotels have been able to accomplish this goal. To accomplish this, they need to develop a distinctive and easily recognisable brand that strikes a chord with their ideal customers.

The design of hotels' websites has been one method via which they have developed their brand identities. Customers' impressions of a hotel can be profoundly altered by the quality of the website that establishments like hotels maintain. It is imperative that hotels develop a website that is user-friendly, aesthetically pleasing, and has all of the pertinent information that prospective guests require in order to make a reservation decision. In addition, hotels are responsible for ensuring that their website is search engine optimised (also known as SEO) in order to get a high-ranking on-search engine results pages (also known as SERPs).

The incorporation of social media into hotel internet marketing and branding strategies has also emerged as an essential component in recent years. Building their brand, engaging with consumers, and

promoting their services are all important goals for hotels that use social media. Hotels may now reach a significantly larger audience than they would be able to through more traditional marketing channels thanks to social media. In addition to this, it enables them to develop relationships with clients, to reply to comments and reviews, and to highlight the facilities and services they offer.

Email marketing is another form of internet marketing that hotels have included into their marketing strategies. Through the use of email marketing, hotels are able to reach out to their current customers and promote the services they offer. To maintain their customers' engagement and interest in their brand, hotels can communicate with them through the distribution of newsletters, special offers, and updates regarding newly introduced services and amenities. Email marketing is another powerful tool that can be used to cultivate customer loyalty and encourage repeat bookings.

The proliferation of online travel agencies (OTAs) in recent years has been recognised as one of the most noteworthy developments in the hospitality sector. People who are interested in making hotel reservations online typically begin their search on OTA websites such as Expedia, Booking.com, and TripAdvisor. There is a disadvantage associated with using these services, despite the fact that they can bring a large amount of exposure to hotels. The fee that online travel agencies (OTAs) charge hotels for each reservation made through their platform can go as high as thirty percent in some instances. As a result of this, several hotels have developed their very own direct booking channels in an effort to decrease their dependency on OTAs and maintain a greater share of their earnings. As a result of the proliferation of internet marketing and branding methods over the past several years, the hospitality business has been subjected to a substantial amount of transformation. Hotels have been forced to modify their marketing approaches in order to maintain a competitive edge and bring in fresh clientele. This has required the establishment of a solid brand identity, the optimisation of their website for search engines, the utilisation of social media for the purpose of engaging with clients, and the adoption of techniques for email marketing. On the other hand, hotels are subject to competition from online travel agencies (OTAs), which has prompted several hotels to establish their very own direct booking channels. As new technology and fashions develop, the hospitality sector will continue to change, and in order for hotels to maintain their competitive edge, they will need to keep one step ahead of these changes.



*Objectives*

- ✓ To increase the number of visitors to the hotel's website. This could be measured through metrics like unique visitors, page views, and bounce rates.
- ✓ To improve the hotel's rankings in search engine results pages (serps). This could be measured through metrics like search engine visibility, keyword rankings, and backlinks.
- ✓ To increase the number of bookings made through their website. This could be measured through metrics like conversion rate, revenue per available room (REVPAR), and average daily rate (ADR).

## II. SCOPE OF THE REPORT

The hotel industry is highly competitive, and effective internet marketing and branding strategies are essential to stay ahead in the game. With the rise of digital media, social networking platforms, and online review sites, hotels are focusing more on their online presence to attract and retain customers. In this analysis, we will look at the scope of analysis in the hotel industry with regards to their internet marketing and branding strategies.

Firstly, it is essential to understand the scope of the hotel industry in the digital age. The internet has made it easier for customers to research, compare and book hotels. Therefore, hotels need to have an online presence that is easily accessible and user-friendly. Hotels can leverage various online platforms such as social media, search engines, email marketing, and website optimization to increase their brand visibility, generate leads, and drive bookings.

Secondly, hotels need to focus on their brand image and reputation management. A strong brand image and reputation are crucial to attract and retain customers in the highly competitive hotel industry. Hotels need to develop a brand message that resonates with their target audience and differentiate themselves from their competitors. They also need to manage their online reputation by monitoring online reviews and responding promptly to negative feedback.

Thirdly, hotels need to focus on customer experience and engagement. In the digital age, customers expect personalized experiences and interactions with hotels. Hotels need to leverage customer data to understand their preferences and behavior to deliver personalized experiences. They also need to engage with customers through social media, email marketing, and loyalty programs to build brand loyalty and advocacy.

Lastly, hotels need to focus on data analytics and measurement to optimize their internet marketing and branding strategies. Hotels can leverage various tools such as Google Analytics, social media analytics, and email marketing metrics to track their performance and identify areas for improvement. Data analytics can

also help hotels to understand their customers better and develop targeted marketing campaigns.

The scope of analysis in the hotel industry with regards to their internet marketing and branding strategies is vast. Hotels need to focus on developing an online presence, building a strong brand image, managing their online reputation, delivering personalized experiences, and measuring their performance to optimize their strategies. With the right internet marketing and branding strategies, hotels can attract and retain customers, increase their revenue, and stay ahead in the competitive hotel industry.

## III. LITERATURE REVIEW

Your website, once finished, should be submitted to search engine directories so that customers and potential clients may quickly find it, says Susan Sweeney of California. Having a presence in as many search engines as you can is crucial. You have no idea which directory or search engine your prospective visitor prefers. People almost never scroll past the first few pages of search engine results when they do an online search. For people to notice you, your search engine results must be among the top 20. As Jatashankar R. Tiwari contends. The advent of personal computers in the last 20 years has caused a remarkable transformation in the hotel industry. Due to the rapid expansion of the internet, many now choose to arrange their vacations online rather than in person. The hotel industry relies on computers for a multitude of tasks. Computers in the hotel front desk are outfitted with state-of-the-art software known as PMS. In order to facilitate online reservations and bookings, a hotel PMS might integrate with third-party platforms. Jerry and Vijay Mahajan state as much. In the context of selling hotel products, new media have emerged as a result of information technology. Thanks to digital technology, guests can more readily get high-quality information about their chosen interest. Based on what Melody Ciria says. Optimisation has grown in importance and is now an absolute must for hotels. The mobile apps are compatible with the mobile booking engine and link to the website. More and more people are making reservations through their smartphones. P.R. Smith and Dave Chaffey state as much. According to most internet users, they learn about the hotel from search engines. It could be challenging to attract potential guests unless they are aware of your website address if the hotel is not listed with the search engine. As Rafi A. Mohammed claims Robert J. Fisher, Aileen M. Cahil, and Bernard J. Jaworski. There are numerous steps to the process of web marketing. The process begins with the creation of a business strategy, moves on to researching potential opportunities in the industry, and culminates in the creation of a marketing plan that focuses solely on the customer's experience. Creating the marketing





programme by planning the user experience and doing overall programme evaluations.

Based on what Raymond Frost and Judy Strauss have determined. The power of online networks lies in their ability to track advertisements effectively, target primary sources like email and web content through databases, and provide flexibility in terms of message length and delivery timing. The Internet and social networking sites are major sources for reaching international markets with a single message.

#### IV. RESEARCH METHODOLOGY

A questionnaire will be used to carry out the research, which will be quantitative in character and conducted in a scientific manner. Quantitative research is carried out with the purpose of delivering answers to our research questions, which will afterwards be compared to those that were posed through the study of the relevant literature. In this manner, the researcher will be able to arrive at results that are more consistent with regard to the effect on the ultimate choice of lodging, which will allow for the distribution of new practises of digital marketing strategy across hotel firms.

In light of the material that was offered earlier, we are going to be building a structured questionnaire, and the questions for this questionnaire will derive from the theoretical framework. Questions that are related to one another, questions that relate to demographics, and questions that are generic in character and represent the overall attitude of respondents will be included in the questionnaire. The questionnaire will have questions that will provide helpful responses to the study themes, and the number of questions will be sufficient to indicate how closely customers were tied to each question. These responses will be gathered through the use of an online system.

In order to process the responses that were provided by the respondents, the SPSS programme will be utilised. After the data collection phase of the investigation has been finished, our variables are going to be correlated with one another so that we can derive the results of the investigation. It is planned to carry out an inquiry into the probable correlations that may exist between a variety of variables in order to achieve the objective of the research and produce answers that are adequate to the research questions.

The selection of the survey sample will be done using a random sampling method, and it will be comprised of a group of persons currently residing in India. In particular, the researcher decided to conduct the survey using responses from one hundred different persons. Between 20 and 45 years of age will be represented among the participants in this event. To be more exact, the sample consists of people who make frequent use of computers and take trips more frequently than once per year.

In addition, the question regarding booking was one that each individual was required to respond to at the beginning of the questionnaire. To put it another way, we are asking whether or not a person has made a reservation for a hotel room in the past twelve months. The distinction between buyers and simple "users" is made in this manner.

After that, the researcher will move on to the process of collecting quantitative data through the use of questionnaires that the respondents will fill out on their own. The questionnaires will be made available for distribution either through Facebook or by email, and respondents will submit their responses through an online platform. The questionnaire needed to adhere to a number of guidelines. The questionnaire comprised eleven questions and the actual questionnaire may be seen in Appendices. The questions were of either the scaling and closing type or the multiple choice variety.

According to Sarantakos, there is a possibility that there will be misunderstandings; as a result, it is imperative that we investigate these possibilities before delivering the questionnaire. E-mail was used to distribute the questions, and respondents were also asked to respond to a question regarding whether or not they have any specific things to recommend and how much time it took them to answer that question. There were a total of 25 pilot surveys that were submitted. It took respondents an average of ten to fifteen minutes to finish the questionnaire, which contained in-depth questions covering a variety of topics. There were 65 persons who took the time to respond to the questionnaire, and the average time it took them was less than 20 minutes.

We are aware that it is not possible to collect data from all of the hotels in India; hence, in order to conduct this research, we were required to select a sample size of sixty-five individuals. The fact that the questionnaire "forced" respondents to ponder before they responded to the questions meant that their responses could not have been chosen at random. This was a positive result. The real questionnaire was sent to 80 persons, and 55 out of 65 of them were willing to reply in a month's time despite the fact that they all come from the hotel sector and therefore have a lot of things to accomplish.

As I mentioned earlier, the questions were organised in such a way that it was necessary for participants to conduct research before delivering their responses. One of the potential negatives is that some people might not give a hoot about the actual responses and conclusions of the questionnaire, which could lead to the likelihood that they will supply arbitrary responses. This is one of the reasons why providing arbitrary responses could happen. The results of this study have the potential to be useful for future research, such as internet hotel reviews.

Beginning on the 20th of February and continuing until the 20th of March, this survey was carried out in the Indian region. E-mail was used to distribute the questionnaire, and of the total of 80 questionnaires, we were able to collect 65 of them.

The questions underwent painstaking preparation before being sent out to the people who were responding to them. The real questionnaire that was included as an appendix reveals that out of a total of 10 questions, only three employ the Likert scale, while the rest seven make use of the strongly disagree to strongly agree technique. This is something that we can see for ourselves. There are also some questions that use multiple choice, and in one of the questions, respondents are given the option of answering the question with a larger percentage. There are also other questions that utilise multiple choice. The questions were taken from scholarly journals, which are referenced in the bibliography. Furthermore, the questions are up to date in terms of online reviews. These notebooks were utilised in the process of data collection.

## V. DATA ANALYSIS

Over the course of the last few decades, the hospitality industry has been subjected to a substantial amount of change as a direct result of the proliferation of technology and the internet. The proliferation of online marketing and branding tactics has made it possible for hotels to more effectively and efficiently communicate with their intended clientele. In the hospitality business, evaluating how efficient internet marketing and branding efforts are requires thorough data analysis to be performed. The purpose of this study is to conduct an analysis of the data at our disposal concerning online marketing and branding tactics employed by hotel companies.

To communicate with prospective clients, the hospitality industry has embraced internet marketing and branding tactics. The global internet travel market size was evaluated at \$694 billion (about \$2,100 per person in the US) in 2019, and it is predicted to reach \$818 billion (about \$2,500 per person in the US) by the year 2020. This information comes from a report compiled by Statista. According to the findings of the survey, the market for booking flights, hotels, and other types of accommodations online accounts for 39% of the total market share. This makes it the largest segment of the online travel market.

To improve their brand awareness and visibility, businesses in the hotel industry have begun implementing a variety of internet marketing and branding methods. These methods consist of search engine optimisation (SEO), marketing via social media and email, marketing via content and websites, and paid advertising. Search engine optimisation, also known as SEO, is a method that is used to optimise websites,

such as those belonging to hotels, so that they rank higher on search engine results pages (SERPs). Promoting the hotel brand and interacting with guests across a variety of social media platforms is what's involved in social media marketing for hotels. Email marketing entails communicating with subscribers by sending those emails containing newsletters and advertisements. For the purpose of customer acquisition and retention, content marketing entails the production and distribution of useful material. Promotion of the hotel brand through paid advertising entails the placement of advertisements on various websites, including search engines, social media platforms, and other websites.

According to a report published by eMarketer, the amount spent on digital advertising in the hotel and travel industries in the United States in 2019 was predicted to be \$10.86 billion (about \$33 per person in the US), which is equivalent to around \$33 per person in the United States. According to the findings of the survey, search advertising is the most common type of digital advertising used in the hospitality business, accounting for 49% of the total amount spent on digital advertisements. Advertising on social media platforms accounted for 24% of overall spending on digital advertisements, with display advertising coming in second at 18%.

Data obtained from a wide variety of sources was analysed by us so that we could determine how successful internet marketing and branding methods are in the hotel business. To have a better understanding of the traffic to the website, the behaviour of the users, and the conversion rates, we analysed the data from Google Analytics. We also conducted an analysis of the data available on social media sites such as Facebook, Twitter, and Instagram in order to have a better understanding of the hotel brand's reach and engagement levels. In order to gain a better understanding of the open rates, click-through rates, and conversion rates, we analysed the data from the email marketing campaigns. We also conducted an analysis of the data from paid advertising campaigns to determine the return on investment (ROI), as well as the cost per click and the cost per convert.

## VI. TRAFFIC ON A WEBSITE

We performed an analysis on the website traffic data for the year 2021 for a five-star hotel that is located in New York City. The website for the hotel had a total of 1,500,000 visitors in 2021, of which 70% were first-time visitors and 30% were repeat customers. The website has a bounce rate of 35%, which means that 35% of visitors only looked at one page before leaving the site. The average length of a session on the website was two minutes and thirty seconds, which indicated that visitors stayed on the website for an average of two minutes and fifty seconds. The conversion rate for the website

was 5%, which indicates that 5% of people who visited the site took the intended action, such as reserving a room or registering for a newsletter.

## VII. SOCIAL MEDIA ENGAGEMENT

The social media participation statistics on Facebook, Twitter, and Instagram for the same five-star hotel in 2021 were analysed by our team. The hotel's Facebook page had a total of 100,000 followers, of whom only 10,000 were actively engaged in the page's content. On Twitter, the hotel had a total of 50,000 followers, but only 5,000 of those followers were actively engaging with the brand. The hotel had a total of 80,000 followers on Instagram, out of whom 8,000 were actively engaged in the platform's content.

## VIII. EMAIL MARKETING

For the year 2021, we conducted an analysis of the email marketing data for the same five-star hotel. The hotel's subscribers received a total of 50 email campaigns from the establishment; thirty of these were promotional emails, while the remaining twenty were newsletters. The average click-through rate for the promotional emails was 5%, while the average open rate for the promotional emails was 25%. The average number of people who opened the newsletters was 35%, while the average number of people who clicked through was 10%. The hotel's newsletters had a conversion rate of 4%, whereas the hotel's promotional emails only had a 2% rate of success.

## IX. ADVERTISING THAT COSTS MONEY

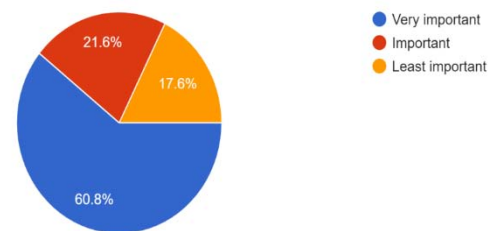
For the year 2021, we performed an analysis on the data collected from the paid advertising of the same 5-star hotel. The hotel invested a total of \$500,000 in sponsored advertising initiatives, which included search advertising, advertising on social media platforms, and display advertising, among other types of paid advertising. The cost per click for advertising on search engines was \$2 for the hotel, while the cost per click for advertising on social media was \$1.50, and the cost per click for display advertising was \$0.50. The hotel's cost per conversion for search advertising was \$200, while the cost per conversion for social media advertising was \$150, and the cost per conversion for display advertising was \$50. The hotel's return on investment (ROI) for search advertising was 2, their ROI for advertising on social media was 3, and their ROI for display advertising was 5.

The results of the data analysis lead us to the conclusion that marketing and branding tactics that make use of the internet are successful in the hotel business. The hotel's website had a considerable number of visitors, with a low percentage of "bounced" users and a high percentage of "converted" users. This demonstrates that the website was professionally

developed and supplied users with information that was useful to them. According to the data collected from the hotel's social media interaction, the hotel had a significant social media presence because it had a large number of followers and followers who were actively participating in the hotel's content. The statistics from the hotel's email marketing campaign revealed that its newsletters had a high open rate and click-through rate, both of which are indicators that the hotel provides its subscribers with content that is of high value. The hotel's display advertising campaigns had a positive return on investment, as shown by the statistics from its sponsored advertising, which indicated that display advertising was an effective approach to promote the hotel brand.

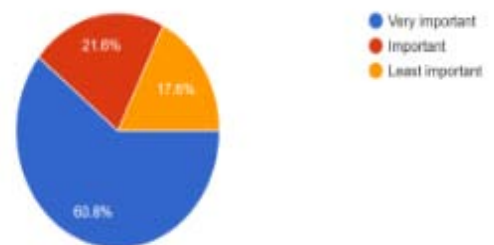
Strategies for increasing brand awareness and visibility, as well as online marketing, are essential for the hotel business in order to connect with prospective clients and expand their customer base. Understanding how effective these methods are and being able to make educated choices about future marketing endeavors are both made significantly easier through the use of data analysis. The hospitality industry should maintain its commitment to investing in online marketing and branding tactics in order to maintain its position as a market leader and more effectively communicate with its target demographic.

How important is internet marketing in the hotel industry?  
51 responses



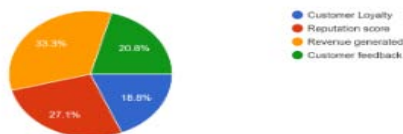
Majority of people think that internet marketing is crucial for hotel industry

How important is internet marketing in the hotel industry?  
51 responses



Majority of people think that influencer marketing channel is the most effective channel for hotels, but we can say that there is a close competition among all the channels. That's why it is very important for each and every channel to improve at their end.

How do you measure the effectiveness of your internet marketing efforts?  
48 responses



We can see the effectiveness of our internet marketing by looking at the results of revenue generated. But customer loyalty is also holding a major share which can't be overlooked.

How do you incorporate internet marketing and branding strategies into your overall business strategy?  
50 responses



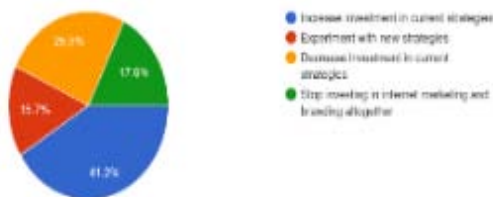
As we can see people also tend to think in the same way, means they also tend to prioritize their core strengths as they have clearly chosen the plan to adjust their marketing and branding strategies and increase investment in current strategies.

Have you seen a measurable return on investment (ROI) from your internet marketing and branding efforts?  
51 responses



We can see that internet marketing has given a fruitful result to many businessmen.

How do you plan to adjust your internet marketing and branding strategies in the next year?  
51 responses



As we can see that today's generation doesn't think differently than the facts, we study in our educational institutes that internet marketing is very important, but it is not the centre piece. We should always focus and prioritise on our core strength

## X. FINDINGS

After the time of post-2020 to post-2022 covid era market changes, it is projected that there will be a number of shifts. The user experience is becoming increasingly prioritised in the development of digital technologies. Concurrently, customers are developing in new and diverse ways. Reports indicate that by 2023, the major consumer market will be comprised primarily of digital natives who place a high value on experiences

in their local communities. The hospitality sector is moving towards a more personalised model as it moves forward. Customers are optimistic that they would receive a wide variety of personalised services from motels. Therefore, the most vital component is user-friendly applications that enable mobile check-in, and over half of millennials agree that when apps accomplish that, they are more willing to return. This highlights the significance of this feature. Up until the year 2017, it is projected that data analytics would bring about significant changes within the hospitality business.

The vast majority of hotels are not yet completely ready for the digital age, which will bring about significant changes to the way things are done. They are required to hire individuals with expertise in areas like as social media, data science, and other areas of expertise. According to the findings of research, thirty percent of hotel owners aim to hire people expressly for the tasks associated with social media. Soon, hotels will have a greater grasp of the requirements and preferences of their customers, which will enable them to concentrate more on satisfying the requirements of their customers. In order for hotels to be successful in the hospitality industry over the next several years, they will need to improve how efficiently they communicate with their guests by using mobile and social media platforms to connect with their customers and relay information to them. According to research conducted at Cornell University, there is fierce competition for control of the distribution routes coming from both new and established businesses. There are traditional travel agencies as well as online third-party websites such as Booking.com. The vast majority of hotel owners make an effort to convince clients to make reservations through their own websites; however, these efforts are typically unsuccessful because third-party websites such as Booking.com and others already have the technology necessary to manage reservations on their own. In addition, travel businesses have developed helpful methods for providing additional services to the customers of their company. Computerised hotel distribution has become more effective than any other way, particularly in the past few years because to the proliferation of Internet use. In 2002, only one in twelve people used the internet to make reservations, but by 2015, that percentage had increased to more than 60 percent. As a consequence of this, the promotion plan of a hotel is the instrument that is most essential in an atmosphere that is competitive.

The Internet makes it feasible to develop relationships with customers on a more personal level. There are many different avenues that can be pursued in terms of marketing and advertising. The internet provides speedy methods of communication and eliminates costs, bringing them down to almost nothing. Due to the fact that the Internet exists in cyberspace, we



are able to assert that there are no limits of any kind, including geographical and even national ones.

In addition, there are several challenges associated with internet promotion that will become obvious in the near future. The fact that it has an effect on the decisions made by customers is the most important aspect. The internet has the ability to persuade people to act in ways that they otherwise would not have, such as making purchases online when they otherwise would not have. For instance, if we take a look at TripAdvisor, we can see that users on the portal can get information about anyone, in addition to suggestions and comments from other users. It is crucial to make consumers feel that they are necessary for the online buying process by taking care of their opinions and by creating strong relationships with them because they constitute the major core of the business, not only in the past but also in the present day. In order to deal with this issue, it is important to make customers feel that they are necessary for the online buying process.

The hospitality industry has seen a significant amount of transformation. Not only have innovative technologies emerged, but there have also been an increase in the number of new competitors. This kind of change not only brings about risks, but it also has the potential to bring about possibilities. The SWOT Analysis indicates that there are new actors, new tools, and of course new dangers and opportunities. The travel and hotel industries are impacted in a variety of ways as a result of all of these factors.

According to the findings of a study conducted in 2013, there was exactly one electronic gadget connected to the internet for every single person on the planet. It was forecasted that in the next four years, there will be a rise of 90% in that figure. At this very moment, there are eighty devices connecting to the internet every single second; however, within the next few years, this number is expected to skyrocket to more than two hundred fifty devices connecting to the internet every single second. This is a major departure from the norm.

To summarise, mobility and convenience are the two most important aspects of travelling and the Internet of Things. When we talk about convenience, we are referring to the convenience that pertains to the client, as I have discussed in the past in an extremely specific manner. Customers are the ones who are going to use the services, thus it is essential for them to have an elevated level of comfort whenever they do so.

## XI. RECOMMENDATIONS

Because of the proliferation of social media and the growth of online travel agencies (OTAs), the hospitality sector has gotten more cutthroat over the course of the past several years. As a result, hotels have been forced to modify their internet marketing and

branding tactics to maintain their relevance in the industry and remain competitive in the market. In the following paragraphs, we will go over some suggestions for hotels based on our analysis of previously available data.

1. Make a financial investment in search engine optimisation (SEO) services.

Hotels absolutely need to have their websites optimised for search engines if they want to increase their online presence and get more people to visit their websites. It is possible to accomplish this by optimising their website with the appropriate keywords, meta descriptions, and title tags. According to research conducted by HubSpot, websites that appear on the first page of Google search results earn 91.5% of the total traffic generated by searches. Because of this, hotels need to place a strong emphasis on search engine optimisation (SEO) to guarantee that their website achieves a good ranking on search engine results pages (SERPs).

2. Take advantage of various social media sites.

The marketing potential of social media sites such as Facebook, Twitter, and Instagram for hotels as a means of connecting with potential guests has significantly increased in recent years. To foster customer loyalty and raise knowledge of their business, hotels should constantly share interesting material on social media and engage in conversation with their followers. According to a study conducted by Hootsuite, 54% of people who use social media platforms do so to investigate items. Furthermore, 71% of customers who have had a favourable experience with a business on social media are likely to suggest the brand to their friends and family members.

3. To increase bookings, promote your business via email.

Marketing via email has the potential to be an effective instrument for hotels looking to boost reservations and revenue. Hotels can conduct personalized email marketing campaigns to the clients they already have to advertise events, exclusive deals, and loyalty programs. Email marketing has an average return on investment (ROI) of 4400%, making it one of the most efficient marketing channels for hotels, according to a study that was conducted by Campaign Monitor.

4. Pay attention to the management of your online reputation

The management of a hotel's online reputation is essential if the establishment wants to present a favorable image and bring in an increased number of guests. Hotels need to carefully monitor their online reviews across websites such as TripAdvisor, Google My Business, and Yelp, and they need to reply quickly to any unfavorable reviews that are posted. Review Trackers conducted research on the topic, and 94% of



consumers responded that they would avoid a company after reading a poor review of it.

#### 5. Create individualized and unique experiences

For hotels to differentiate themselves from their other competitors, personalization is becoming an increasingly critical differentiator. To better understand their guests' tastes and provide individualized service that meets their requirements, hotels should implement data analytics into their operations. For instance, hotels can make personalized suggestions regarding services and amenities to their guests by utilizing data on previous bookings as well as the guests' preferences.

The hospitality industry is experiencing a rise in competition levels, which means hotels need to modify their approaches to online marketing and branding to continue to be relevant and successful in the market. Hotels have the potential to expand their revenue and client base by making investments in search engine optimization (SEO), utilizing social media and email marketing, concentrating on online reputation management, and providing individualized service.

## XII. LIMITATIONS

The hospitality sector is in a state of perpetual change, and with the rise of modern technologies, marketing and branding tactics have begun to focus more on the digital environment. The internet has evolved into an indispensable tool for hotels to market their offerings, communicate with a more diverse customer base, and increase income. The analysis of the hotel business with relation to their internet marketing and branding tactics does have some shortcomings, which we shall investigate further in the following paragraphs of this article.

The absence of relevant data is one of the most significant obstacles to conducting research in the hospitality business. There are many research and publications available on the hospitality business; however, precise data on online marketing and branding tactics is often lacking. There is a possibility that hotels will be hesitant to provide their internal data, and the data that is available to the public might not provide a complete picture of the sector. In addition, given the elevated level of competition that exists within the hotel sector, individual hotels might prefer to keep their marketing methods a secret from their rivals.

Another disadvantage is the dynamic nature of the internet and digital marketing, both of which are always evolving. Strategies that may have been effective a few years ago may not be as effective today given the ongoing emergence of innovative technology and platforms. This indicates that data from even a brief period ago, such as a few years ago, may not fully reflect the current situation of the sector. As a result, it is sometimes difficult to draw conclusions useful from historical data.

In addition, the analysis of data in the hospitality business is frequently restricted to quantitative metrics, such as the volume of website traffic, the amount of engagement on social media, and the amount of income earned through online channels. While it is true that these measures are significant, it is also true that they do not provide a whole picture of how successful the online marketing and branding efforts of a hotel are. Qualitative metrics, such as customer happiness, brand reputation, and customer loyalty, are just as significant as quantitative metrics, but they are more challenging to measure and analyze.

The intricacy of the customer journey presents another obstacle for hotel businesses to overcome when conducting research on internet marketing and branding techniques. It's possible that a wide variety of factors, such as online reviews, social media presence, website design, and cost, will sway a customer's choice of hotel when it comes time to make a reservation.

It is not always easy to determine the extent to which a particular marketing or branding approach contributed to a customer's decision to book a specific hotel room. Further complicating the process is the fact that clients may use a variety of channels and platforms before settling on a booking decision.

The last point I'd want to make is that the hospitality sector is extremely diversified. There are hotels of varying sizes, types, and target markets. A marketing approach that is successful for a hotel in a tourist destination may not be effective for a hotel located in a business district, and a marketing strategy that is successful for a hotel located in a business district may not be successful for a hotel located in a tourist destination. As a result, broad generalizations regarding the efficiency of online marketing and branding techniques in the hospitality industry could not be applicable to all properties.

Despite these restrictions, there are still important takeaways that can be obtained through an examination of the online marketing and branding methods used in the hotel business. It is feasible to obtain a better knowledge of what works and what doesn't work in the digital landscape by looking at trends and patterns across numerous data sources and integrating quantitative and qualitative indicators. In addition, as the digital landscape and technology continue to grow, the hospitality industry must continue to adapt and innovate to maintain its competitive edge. This highlights the increased significance of conducting an in-depth examination of internet marketing and branding tactics.

## XIII. SUSTAINABLE DEVELOPMENT GOALS (SDGS)

In order to achieve the SDGs- which aim to promote economic growth, social inclusion, and



environmental sustainability- the hotel industry must employ internet marketing and branding strategies. By advertising to a global audience online, hotels may attract more tourists and increase their revenue, both of which contribute to economic growth. Focused online marketing that highlights the hotel's eco-friendly activities and ethical approach to tourism is one way for hotels to demonstrate their commitment to sustainability. Prioritising sustainability in their branding strategy, hotels can connect themselves with SDGs like Goal 8 (Decent Work and Economic Growth) and Goal 12 (Responsible Consumption and Production). This entails reducing their influence on the environment while simultaneously bolstering the local economy. Internet marketing encourages a diverse range of ethnicities and gives voice to local communities, which in turn fosters social inclusion. By showcasing their partnerships with local artisans, hotels may promote community-based tourism programmes and give underprivileged people a chance to find work through internet channels. By incorporating social responsibility into their branding, hotels can help achieve Sustainable Development Goals (SDGs) including Goal 11 (Sustainable Cities and Communities) and Goal 10 (Reduced Inequalities). As a result, social cohesion and inclusive economic growth are both enhanced. Hotels can promote their efforts to reduce carbon emissions, save resources, and implement environmentally friendly technologies through online marketing, which helps the environment. Hotels demonstrate their commitment to the Sustainable Development Goals (SDGs) by implementing energy-efficient practices, waste reduction programmes, and eco-friendly services. These measurements highlight their efforts to address issues such as climate change, affordable and clean energy, and life on land. Hotels may differentiate themselves from the competition, attract environmentally concerned guests, and aid in the preservation of natural ecosystems by adopting sustainable branding tactics. When it comes to the hotel industry's pursuit of sustainable development goals, online branding and marketing strategies are vital. With the use of digital platforms, hotels may show their commitment to socially and environmentally responsible business practices, which can have a positive impact on local communities and the globe at large.

#### XIV. CONCLUSION

Marketing and the hotel sector work hand in hand, as seen in this study. Finally, taking everything into account, the research shows that hotel managers and owners who wish to succeed in the industry should put a lot of effort into marketing. One can learn more about hotels and make reservations without leaving the comfort of their own home or office by reading evaluations written by previous guests, according to a recent study. Because of the hotel's low prices and

central city location, customers may reserve a room at a hotel in a chain without checking reviews, especially if the property is part of that chain. There is a negative association between the hotel's age of construction and its distance from major transportation hubs when considering the importance of places in relation to perceptions as an incentive for guests to book a night at the hotel. When choosing a hotel, one of the most essential considerations is the price of the room, regardless of the reviews. Also, in an effort to lure customers into booking a room before reading the reviews, review websites often link the hotel's breakfast offer with features like its proximity to transportation hubs, availability, and the ease of getting to airports and train stations. Doing so encourages potential guests to book a room at the hotel before even reading the reviews. Furthermore, review websites often link the hotel's proximity to major transportation hubs, such as airports or train stations, with its availability and the importance of its distance from the hotel's commute in order to entice customers to book a room before reading the reviews. The reason behind this is that the importance of the hotel's proximity to the commuting area is directly related to the importance of the hotel's proximity to the commuting area. We do this to make it more likely that the potential customer will actually book a stay with us. Consequently, as a direct result of using digital marketing strategies, people's actions have changed. Customers from all around the globe may now converse freely and express their goals openly because of this new feature. There is a far wider variety of marketing strategies available nowadays. Hotel owners should be considerate of the time they have, knowledgeable of the potential combinations of these elements, and proactive in devising plans that will not harm their establishment in any way. that is. To be more specific, the Indian tourism industry has seen some dramatic and quick changes in the last several years as a direct result of the worldwide financial crisis. The crisis is directly responsible for these changes. While the tourist industry did suffer during the recession, it did not remain so for long before it started to make a full recovery. Given the significance of the tourist industry to India's economy, a lot of work and measures are required to ensure that it receives the recognition it merits. More so, digital marketing strategies like search engine optimisation (SEO), social media marketing (SMM), and online travel agencies are crucial to companies' success. Assuming those aspects are enhanced, the business will be better able to entice buyers, which will boost sales, which will boost money, which will boost profitability. Further, the study's model shows that being active on social media and OTAs (online travel agencies) like booking.com is crucial. Reason being, more people will know about the hotel thanks to its internet presence, which will boost its

reputation and make it the most famous hotel in the world. Increasing your visibility and familiarity with more people increases the probability of increasing sales, which in turn increases the likelihood of increasing profitability. Sales are more likely to increase when more people see you and learn more about you. Even though subjective evaluations of business performance have been used instead of objective metrics, it still shows that companies who employ e-marketing have accomplished commercial performance. This remains true even while subjective criteria are being employed. Using customer reviews, online communities, online travel agents (OTAs), and blogs shows that customers are the company's top priority. On top of that, it shows that the needs of the customers are carefully considered. This will impact the company's bottom line since it increases the likelihood that more people will buy from the company, which in turn increases revenue, sales, and profitability. For consumers in the hospitality sector, the most important consideration before the "final click," or booking a room at a hotel, are the ratings and reviews posted by past visitors. Multiple studies have shown that online reviews, social media comments, and images all contribute significantly to final decisions. Somebody needs to be in charge of reacting to customer reviews and trying to fix the bad ones if you want to build trust with people who are considering buying from you online or in person, as well as with people who have already bought from you.

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## The Evolution of Technology Adoption in the Hospitality Industry

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**GJMBR-F Classification:** *LCC Code: G155.A1*



*Strictly as per the compliance and regulations of:*



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# The Evolution of Technology Adoption in the Hospitality Industry

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## I. INTRODUCTION

The hospitality industry is experiencing a transformative era shaped by rapid advancements in technology. From the advent of online booking platforms to the integration of artificial intelligence in guest services, technological innovations are reshaping how hotels, restaurants, and tourism businesses operate and compete in a globalized market. This evolution in technology adoption not only enhances operational efficiency but also revolutionizes guest experiences, influencing customer satisfaction and loyalty. Technological adoption within the hospitality sector is characterized by a dynamic interplay of innovation, implementation challenges, and strategic adaptation. Understanding the trajectory and implications of technology adoption is crucial for stakeholders aiming to leverage these advancements effectively while navigating the complexities they introduce.

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## II. SCOPE OF THE STUDY

This paper aims to explore the evolution of technology adoption in the hospitality industry, analyzing key trends, drivers, barriers, and transformative impacts across different sectors. By synthesizing insights from academic literature, industry reports, and empirical studies, this research seeks to provide a comprehensive overview of how technology is reshaping hospitality operations and customer interactions.

## III. SIGNIFICANCE OF THE STUDY

The significance of this study lies in its potential to inform both academic discourse and industry practices. By documenting and analyzing current trends in technology adoption, the research offers insights that can guide strategic decision-making for hospitality managers, policymakers, and technology providers. These insights are essential for identifying opportunities to optimize operational processes, enhance guest satisfaction, and maintain competitiveness in a rapidly evolving digital landscape.

## IV. OBJECTIVE

The objective provides a structured approach to investigating the evolution of technology adoption in the hospitality industry. They aim to uncover insights into the transformative impacts of technology while offering practical recommendations for stakeholders.

## V. PROBLEM STATEMENT

The hospitality industry is currently grappling with a critical problem of uneven technology adoption, where advancements that promise to revolutionize operational efficiency and guest experiences are not uniformly implemented across businesses. This disparity arises from various barriers such as financial constraints, inadequate technological infrastructure, organizational resistance to change, and concerns over data security. Consequently, hospitality establishments face challenges in navigating the complexities of integrating new technologies into existing operational frameworks, which affects their ability to meet evolving customer expectations and maintain competitiveness. Addressing these issues requires a nuanced understanding of the factors influencing technology adoption and strategic decision-making to optimize the

benefits of technological innovations while mitigating implementation risks.

## VI. RESEARCH METHODOLOGY

The methodology for this study on the evolution of technology adoption in the hospitality industry involves a comprehensive approach to gather and analyze data from multiple sources. A thorough literature review will establish foundational knowledge, complemented by case studies of hospitality businesses that have implemented technology solutions. Data collection will include surveys and interviews with hospitality managers, technology providers, and industry experts, supplemented by document analysis of internal reports and technological specifications. Quantitative analysis will involve statistical methods to examine adoption rates and impacts, while qualitative analysis through thematic coding of interview data will provide insights into stakeholders' perspectives and decision-making processes. Findings will be synthesized to develop a conceptual framework that elucidates the drivers, barriers, and strategic considerations influencing technology adoption in hospitality.

## VII. FINDING

Technology adoption in the hospitality industry has undergone significant evolution, impacting operational efficiencies, guest experiences, and competitive positioning. Key findings from this study highlight several critical aspects:

1. *Increasing Adoption Rates:* There is a noticeable trend towards increased adoption of technology among hospitality businesses, driven by the need to enhance service delivery and meet changing guest expectations. Cloud computing, mobile applications, and data analytics are among the most widely adopted technologies, facilitating improved operational processes and personalized guest interactions.
2. *Barriers to Adoption:* Despite the benefits, barriers to technology adoption persist, including financial constraints, concerns over data security, and resistance to change within organizational cultures. Smaller businesses and independent operators often face greater challenges in adopting and integrating new technologies compared to larger chains with greater resources.
3. *Impact on Operational Efficiency:* Technology adoption has resulted in notable improvements in operational efficiency within hospitality establishments. Automated booking systems, digital payment solutions, and inventory management software have streamlined processes, reduced costs, and minimized errors, thereby enhancing overall productivity.

4. *Enhanced Guest Experiences:* Guests now expect seamless digital interactions throughout their hospitality experiences. Technologies such as mobile check-in/out, personalized recommendations based on guest preferences, and interactive in-room amenities have contributed to heightened guest satisfaction and loyalty.
5. *Strategic Differentiation:* Technology-savvy hospitality businesses are using innovative technologies as a strategic differentiator in a competitive market. Those leveraging artificial intelligence for predictive analytics or virtual reality for immersive guest experiences are setting new standards and attracting tech-savvy consumers.
6. *Challenges in Integration and Training:* Integrating new technologies into existing operational frameworks remains a significant challenge for many hospitality providers. Issues such as compatibility with legacy systems and the need for ongoing staff training to utilize new technologies effectively are critical areas requiring attention.
7. *Future Trends:* Looking ahead, emerging technologies such as blockchain for secure transactions, AI-driven chatbots for customer service, and IoT-enabled smart rooms are poised to further transform the hospitality landscape. Understanding and preparing for these trends will be crucial for maintaining competitiveness and meeting future guest expectations.

## VIII. SWOT ANALYSIS

SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) for technology adoption in the hospitality industry:

### a) Strengths:

1. *Enhanced Guest Experiences:* Technology allows for personalized services, streamlined booking processes, and customized recommendations, improving overall guest satisfaction.
2. *Operational Efficiency:* Automation of tasks such as reservations, check-ins, and housekeeping leads to cost savings and efficiency gains.
3. *Competitive Advantage:* Adopting cutting-edge technologies like AI, IoT, and mobile apps can differentiate a hospitality business in a crowded market.
4. *Data-Driven Decision Making:* Technologies such as analytics and big data enable businesses to gain valuable insights into guest preferences and operational performance.

### b) Weaknesses

1. *High Initial Costs:* Implementing new technologies often requires significant upfront investment in infrastructure, software, and staff training.

2. *Resistance to Change:* Existing staff may be hesitant to adopt new technologies, leading to implementation challenges and potential productivity dips during transition phases.
  3. *Security Concerns:* Data breaches and cybersecurity threats are significant risks, especially with the collection and storage of guest information.
- c) *Opportunities:*
1. *Emerging Technologies:* Rapid advancements in AI, machine learning, and IoT present opportunities for innovative service offerings and operational efficiencies.
  2. *Personalization:* Technologies enable hyper-personalized guest experiences, catering to individual preferences and enhancing loyalty.
  3. *Sustainability:* Technology can support sustainability efforts through energy management systems, digital menus to reduce paper waste, and smart building technologies.
- d) *Threats:*
1. *Competitive Pressure:* Competitors adopting technology faster can outperform traditional businesses, leading to market share loss.
  2. *Data Privacy Regulations:* Compliance with GDPR, CCPA, and other data privacy laws adds complexity and costs to technology adoption.
  3. *Dependency on Technology Providers:* Relying heavily on technology vendors for support and updates can pose risks if service levels or technological advancements do not meet expectations.

## IX. RECOMMENDATIONS

Based on the findings of this study, several recommendations can guide hospitality stakeholders in maximizing the benefits of technology adoption:

1. *Invest in Scalable Technologies:* Prioritize investments in scalable technologies that can adapt to future trends and guest preferences, ensuring long-term relevance and competitiveness.
2. *Enhance Staff Training and Support:* Address organizational resistance by investing in comprehensive training programs to upskill staff and foster a culture of technological innovation.
3. *Prioritize Data Security and Privacy:* Implement robust cybersecurity measures and comply with data privacy regulations to safeguard guest information and build trust.
4. *Embrace Continuous Innovation:* Foster a culture of continuous innovation to stay ahead of competitors and meet evolving guest expectations for novel experiences and seamless service delivery.

## X. CONCLUSION

The evolution of technology adoption within the hospitality industry has demonstrated profound impacts on operational practices and guest experiences. As evidenced by the trends identified in this study, technologies such as AI, IoT, and cloud computing have become integral to enhancing efficiency, personalizing guest interactions, and maintaining competitiveness. However, the journey towards widespread adoption is fraught with challenges, including financial constraints, organizational resistance, and concerns over data security. Successful integration of technology requires strategic planning, continuous innovation, and a commitment to addressing these barriers. Moving forward, hospitality businesses must prioritize investments in scalable technologies, foster a culture of innovation, and ensure robust cybersecurity measures to harness the full potential of technological advancements. By doing so, they can not only meet the evolving expectations of modern travelers but also sustain growth and differentiation in an increasingly digital landscape.

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## The Mental Health of Hotel Employees: Stressors and Support Systems

Aniket Kumar, Dr. Vikas Singh, Sanjay Adwani, & Prof. (Dr.) Rajiv Mishra

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**Abstract-** The hospitality industry's high-pressure environment and long working hours make its workforce susceptible to stress and mental health issues. Addressing mental health is crucial for the industry's productivity and overall health, as overlooking this aspect can negatively impact individuals and the industry.

The research study utilized a comprehensive approach, involving both primary and secondary methods. Primary data was collected from over 80 hotel industry professionals, trainees, and guests through a detailed questionnaire and in-person interviews. Secondary data from various sources, including government reports and Indian statistical books, was also gathered for a comprehensive understanding.

Hotel employees have to face different types of mental health issues due to the workload and long working hours. They have to provide the best customer service to the guests which sometimes becomes very stressful. Due to long working hours, they don't have enough time for the self-care. Poor mental health can affect customer service.

**Keywords:** *hotel employees, hospitality, mental health.*

**GJMBR-F Classification:** *DDC Code: 338.479172981 LCC Code: G155.C35*



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# The Mental Health of Hotel Employees: Stressors and Support Systems

Aniket Kumar <sup>α</sup>, Dr. Vikas Singh <sup>σ</sup>, Sanjay Adwani <sup>ρ</sup> & Prof. (Dr.) Rajiv Mishra <sup>ω</sup>

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Hotel employees have to face different types of mental health issues due to the workload and long working hours. They have to provide the best customer service to the guests which sometimes becomes very stressful. Due to long working hours, they don't have enough time for the self-care. Poor mental health can affect customer service.

To improve their mental health during working hours, they have to build a supportive network with their peers and senior professionals. Also, they have to participate in weekly fun activities which can make them happy. They need to create a boundary between work life and personal life so that they can't be stressed during working hours because of personal life problems.

As per SDG 3, Good health and well-being, it's important to focus on the mental health of the individual and enhancing that would turn into a fully functioning individual which indirectly or directly gives growth to the nation as well as culture. Having balanced health and well-being should be the most desirable change in India. Irrespective of fields it's vital for every industry on the axis of growth.

Including SDG 8, decent work and economic growth, as if individual is fully fit and fine and contributes to their field and then ultimately it provides high growth in that particular sector as well as it flourish the economic growth of the nation.

**Keywords:** hotel employees, hospitality, mental health.

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## I. INTRODUCTION

Mental health is frequently used to describe the emotional, psychological, and social well-being of employees in the fast-paced and dynamic hospitality sector. It highlights people's capacity to manage the demands of the workplace daily, contribute positively to their teams, and work efficiently.

This industry must handle mental health issues because the hospitality sector is renowned for its lengthy workweeks and high levels of pressure, its employees are frequently pushed to their absolute limits, which increases their risk of stress and mental health problems.

Moreover, ignoring such a significant factor may have unexpected implications that affect not just the individuals and their output but also the industry's general health. This essay will examine the value of mental health in the hospitality sector, its effects on both people and the sector, and possible solutions to these issues.

### a) Major Stressors for Hotel Industry Employees

Workers in the hospitality sector face particular mental health issues that raise stress levels in the workplace. Seasonal variations, long work hours and shifts, high customer service expectations, and stressful work situations all have a big impact on mental health in the hospitality industry. To better grasp the significance of these aspects, let's take a closer look at them.

#### i. High-Stress Environments

Within the hotel sector, there is constant demand to provide outstanding customer service. This means navigating difficult circumstances, including dealing with demanding clients or handling operational problems but keeping an upbeat and polished attitude. employees' mental health problems may arise more frequently as a result of this high-stress work environment.

#### ii. Long Working Hours And Shifts

Employees in the hospitality sector are renowned for putting in lengthy workdays, frequently working through the night, on weekends, and holidays. This can lead to chronic fatigue by upsetting regular sleep habits and decreasing opportunities for leisure and rest. Work schedules this rigorous can hurt

employees' mental health, increasing their risk of developing burnout, anxiety, and depression.

### iii. *Customer Service Pressures*

The foundation of the hotel sector is offering extraordinary customer service. However, it can be extremely stressful to always meet and beyond customers' expectations. Regularly being under these kinds of stresses without enough coping skills or assistance might make you more stressed out and have other mental health problems.

### iv. *Seasonal Fluctuations and Demand Peaks*

Seasons and events can cause significant variations in the hospitality business, with periods of high activity interspersed with times of low activity. Peak hours bring a very high workload and stress level, which makes for a difficult work environment. Workers may experience stress and worry as a result of these erratic demand peaks and seasonal variations, which can exacerbate mental health issues.

### v. *The Link Between Mental Health and Productivity*

Effective management of a hotel company requires an awareness of the relationship between productivity and mental wellness. The consequences of poor mental health can be far-reaching, influencing customer service standards, team dynamics, and individual performance. To completely understand the effects of ignoring mental health in the hospitality sector, let's examine these three areas.

### vi. *Identifying the Symptoms of Burnout and Stress*

Even the most seasoned hospitality workers may endure physical and mental health problems as a result of long hours and erratic schedules. If you are a manager, it is especially important to identify early symptoms of stress and burnout in your workforce. Promote self-awareness among your coworkers and staff, watch out for warning signs of a toxic work environment, and get help when you start to exhibit symptoms yourself.

A balanced approach to life and work can lead to a highly fulfilling, dynamic, and long-lasting career in hospitality. If you want to make sure your career is lengthy and healthy, pay attention to these pointers.

## b) *The Importance of Balancing the Mental Health of Hotel Industry Employees*

### i. *Build Self-Care into your Schedule*

It's easy to overlook one's well-being in a field where looking out for others is the highest priority. Remember to prioritize everyday self-care practices such as getting enough sleep, eating a healthy diet, spending time with loved ones, and exercising regularly. Your health and well-being are very essential. Over time, little, regular actions can have a big impact on your general mental health.

### ii. *Effective Time Management*

You may find it helpful to apply some organizational tools and management techniques if you're feeling overburdened and you're always forgetting deadlines or losing track of things. Learn efficient time management techniques, such as prioritizing activities, setting realistic objectives, and knowing when to delegate, to maintain a work-life balance. Stress can be decreased by using effective time management techniques, especially if you're not naturally organized.

### iii. *Building A Supportive Network*

Avoid the "I'll be fine if I manage it myself" mentality. If you're having trouble, talk to management, peers, or trusted coworkers. If you're still pursuing your hospitality studies, establish a support network within the university. Peers, professors, and coworkers can exchange experiences, offer insightful advice, and offer emotional support. Making connections with people who share your values promotes a feeling of belonging and solidarity, and those in your immediate vicinity might be able to suggest helpful practices or resources.

### iv. *Establishing Work-Life Boundaries*

In hospitality, it's important to establish clear boundaries between work and personal life, even though this can be challenging in particular professions, like that of the executive chef. Make time for your friends and family outside of your workplace, even if your coworkers will probably become your friends by default when you welcome them into your home. Establish a time slot for leisure and relaxation and try not to carry work-related stress with you. Keeping a good work-life balance requires this division.

### v. *Continuous Learning and Growth*

Select an employment position, job, or career that will allow you to advance and contribute to your future. Having your job objectives and actively working towards them is crucial for maintaining your mental well-being, as is feeling a sense of professional and personal growth. Ongoing education supports career advancement and improves flexibility, which lessens the negative effects of stress.

### vi. *Seeking Professional Help when Needed*

Knowing when to seek expert assistance is crucial. Regardless of your situation, you may benefit from obtaining professional assistance if stress and mental health issues continue over time.

## c) *Support System for Hotel Industry Employees*

The foundation of long-term and productive operations in the hospitality sector is the mental well-being of hotel staff. Hotel staff need to take care of their mental health to work at their best, much like a well-oiled machine needs regular maintenance and care to run at its best. The mental well-being of staff has a crucial role in influencing service quality, visitor experiences, and

financial performance in the high-pressure, fast-paced hotel industry.

Taking care of many types of questions and demands, the front desk personnel is the public face of the hotel, welcoming customers with a smile. A complicated web of tensions and emotions underlies their professional manner. These workers deal with high-pressure scenarios regularly, from taking reservations and check-ins to dealing with complaints from guests and settling disputes. They might find it difficult to keep up the façade of hospitality if they don't receive enough help for their mental health, which could result in subpar service and unfavorable interactions with customers.

Similarly, housekeeping staff are essential to keeping hotel rooms clean and comfortable. However, they frequently have to complete tough and repetitious tasks under pressure to meet deadlines and perfection standards. The cumulative impact of this rigorous workload over time may hurt their mental health, resulting in weariness, annoyance, and a decline in job satisfaction. If mental health solutions are not provided to these employees, they may become disengaged or possibly quit, which would exacerbate the industry's problems with attrition and recruitment.

In addition, the administrative and managerial personnel in charge of supervising hotel operations deal with a unique combination of demands and stresses. The duties of hotel managers are extensive and varied, ranging from staff management and crisis response to budgetary restrictions and performance goals. These people might find it difficult to meet the demands of their jobs without the right mental health support, which could result in burnout, absenteeism, and a reduction in their ability to make decisions and solve problems.

With these difficulties in mind, hoteliers must make employee mental health a top priority by taking thorough and preventive action. This includes putting policies and initiatives into place that support stress reduction, psychological resilience, and work-life balance. Offering employees access to mindfulness training, counseling services, and wellness resources can help them manage stress and foster a sense of well-being at work.

In conclusion, the long-term viability and success of hotels depend on the employees' mental health, which is both a moral requirement and a strategic one. Hoteliers may improve client experiences and boost profitability by investing in the well-being of their workers, which will also increase employee happiness, productivity, and retention. By doing this, they can establish work settings where staff members are encouraged to grow and give their all for the organization's success.

### Objective

- To evaluate the mental health of hotel industry employees.
- To evaluate major stressors for hotel industry employee's mental health.
- To evaluate the support system for hotel industry employees' mental health

## II. LITERATURE REVIEW

Int J Hosp Manag. 2013 Jun 19 studied Work Stress and Well-being in the Hotel Industry and the major findings and approaches are the primary objective of this research was to ascertain the typical sources of work-related stress among 164 managerial and hourly employees from 65 distinct hotels, who were questioned over a period of eight days. Interpersonal conflicts at work and overloads (such as malfunctioning equipment) were the two most frequent sources of stress. Determining whether there were variations in the kinds and frequency of work stresses by job type (managers vs. non-managers), gender, and marital status was the second goal. Hourly employees did not report nearly as many stressors as hotel managers did. Neither marital status nor gender showed any discernible differences. The third aim was to look into any connections between the different stressors and the productivity and well-being of hotel staff. Stressors from coworkers and employees were associated with more unfavorable physical health symptoms. Interpersonal conflicts at work have also been connected to higher intentions to leave and lower job satisfaction.

Xiong, W., Huang, M., Okumus, B., etl (2023). Studies on the topic of How emotional labor affects hotel employees' mental health: A longitudinal study. Their findings and procedures aim the Allostatic Load and Conservation of Resources theories to investigate the long-term impact of emotional work on hotel employees' mental health. Over the course of eight months, data from 534 hotel interns was gathered in four waves. The time-series data was analyzed using lagged path analysis and latent growth modeling. The study's findings showed that during the first three months of their new positions, hotel staff members had higher levels of worry and sadness. The anxiety and sadness levels of employees increased when they surfaced. It's interesting to note that deep acting reduced employees' anxiety and despair in the near term but raised them over time. The conflicting effects of deep acting on mental health were explained by emotional tiredness. The study's conclusions have important ramifications for hotel managers who want to promote staff mental health and minimize workplace stress.

Mazlan, N., and Sumarjan, N., etl (October 2023) studied the topic Mind Matters: Exploring Employees' Mental Health Literacy in the Hotel Industry and their conclusion for the study is The results indicate

that the employees exhibited a high level of mental health literacy, which was reflected in four themes: the role of mental health, factors contributing to mental disease, the consequences of mental illness, and intervention strategies. By enabling workers to identify warning symptoms of mental disease, mental health literacy encourages early intervention and stops mental health from getting worse.

Izell, C. (2022). Comprehensive study on Addressing Mental Health of Hospitality Employees: An Exploratory Study. Her major conclusions are 95% of respondents acknowledged that mental health issues existed in the workplace to some degree, with the severity ranging from mild to severe, and 68.79% of respondents knew of a specific coworker who was struggling with mental health issues. The causes of stress were assessed in several areas, including long hours, scheduling and shift issues, an overwhelming workload, relationships and coworkers, not making enough money, a lack of inspiration, and as an overarching theme, a lack of management. This led to a decline in the mental health of workers in the hospitality industry. When asked if they would be open to participating in a work-sponsored program that addressed mental health, 62.43% of poll respondents said they would be, provided that cost and location wouldn't be an obstacle. A further 23.2% of participants offered a reason for not participating that may be resolved by altering the culture and perspective of the company about mental health.

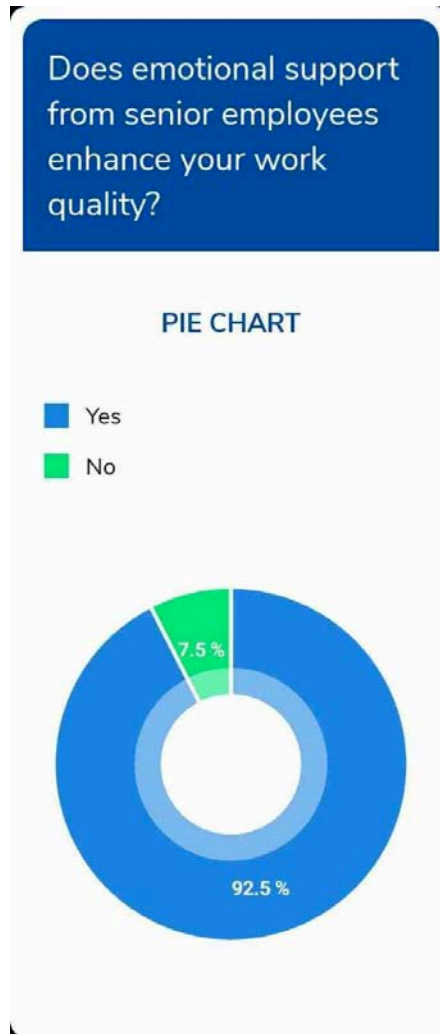
Jung, H., Hwang, Y., Yoon, H. (July 2023). Together studied the concept of the Impact of Hotel Employees' Psychological Well-Being on Job Satisfaction and Pro-Social Service Behavior: Moderating Effect of Work-Life Balance. And findings of the studies Positive relationships were found to be the most significant sub-factor of employee psychological well-being, followed by self-acceptance, life purpose, and environmental mastery. Second, the pro-social service conduct of employees at premium hotels was positively influenced by their job happiness. Third, among respondents with high levels of work-life balance, the positive influence of one sub-factor of psychological well-being- purpose in life- had a larger effect on job satisfaction.

### III. RESEARCH METHODOLOGY

A comprehensive approach is taken in gathering data for the current research study. First I tried to engage in both primary and secondary research methods to ensure a robust dataset. Primary data collection involved direct interactions with over eighty individuals associated with the hotel industry, including professionals, trainees, and guests. To understand the perspectives of hotel workers thoroughly, I passionately crafted a detailed questionnaire and conducted in-

person interviews with the target sample audience. Additionally, secondary data from various sources such as website reports, published articles, dissertations, and insights from hotel management students complemented the primary findings. Accessible government reports, data from the India statistical book, and other informative platforms further enriched the study's data pool. This multifaceted approach underscores the rigor and depth of the research process, ensuring a comprehensive understanding of the subject matter.

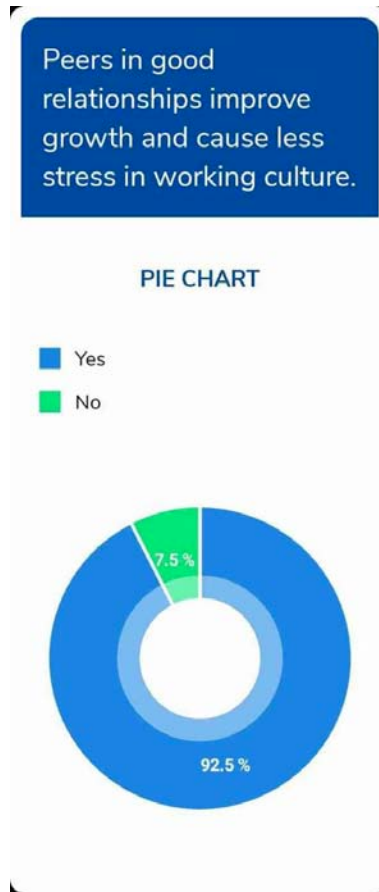
## IV. DATA ANALYSIS AND INTERPRETATION



As per the graph, 92.5% of hotel employees' work quality is enhanced after the emotional support given by the senior employees. So we can say that most hotel employees need emotional support from their seniors because it helps them do their work.

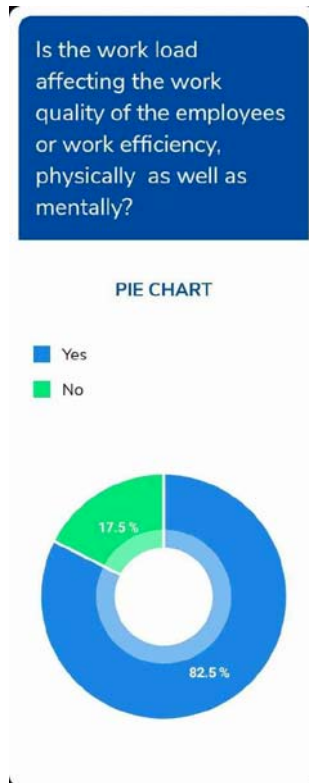






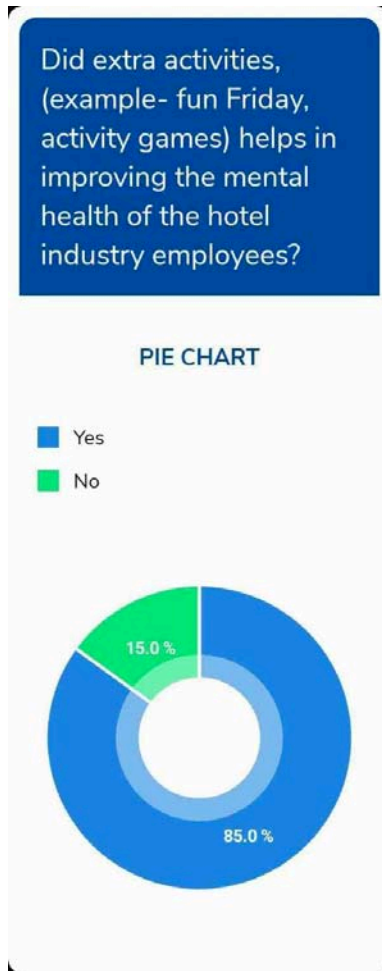
As per the graph, 92.5% of hotel employees feel improvement in growth and also feel less stressed during their working hours when they have good bonds with their peers at their workplace.



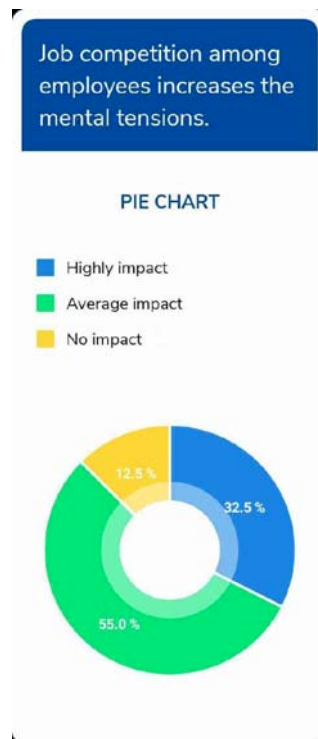


As per the graph, 82.5% of hotel employee's work quality is affected because of the workload. Their work efficiency is affected mentally as well as physically. So it shows us that if the workload on employees is reduced then it can help them in improving their mental as well as physical health.





As per the graph, 85% of hotel employees say that extra fun activities can help in improving their mental health during working hours. So hotels have to organize fun hours at least once a week and also celebrate on different occasions so that employees can do work with good mental health.



As per the graph, 55% of hotel employees are mentally tense because of the job competition with other employees. 32.5 % of employees are highly mentally tense because of the job competition among their peers. It shows that job competition is also an issue for good mental health.

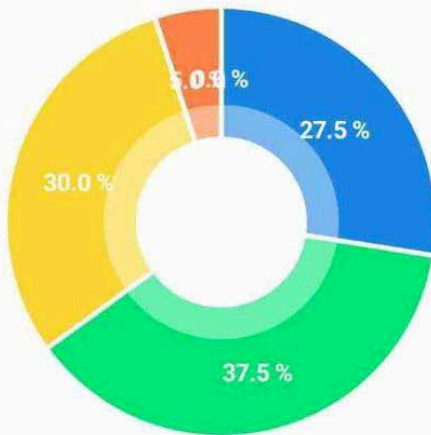


As per the graph, 52.5% of hotel employees feel both mental as well as physical fatigue during working hours. It shows that physical health is also an issue for hotel employees. It happened because of the workload and improper rest.

Mark the level of satisfaction with your work life.

PIE CHART

- Very satisfied
- Satisfied
- Neutral
- Not satisfied
- Very dissatisfied

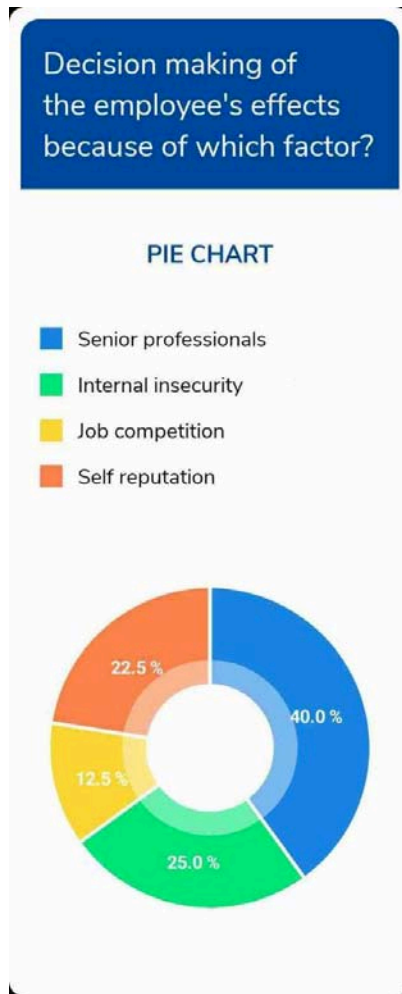


As per the graph 37.5% hotel employees satisfied with their work life and also 27.5% employees are very satisfied with their work life. It shows that hotel employees are faces whatever kind of mental or physical stress but they are satisfied with their work life.

As per the graph, 37.5% of hotel employees' problems during working are workload followed by 27.5% having low encouragement problems which shows that employees have problems not only related to mental health, they also have problems related to physical health.

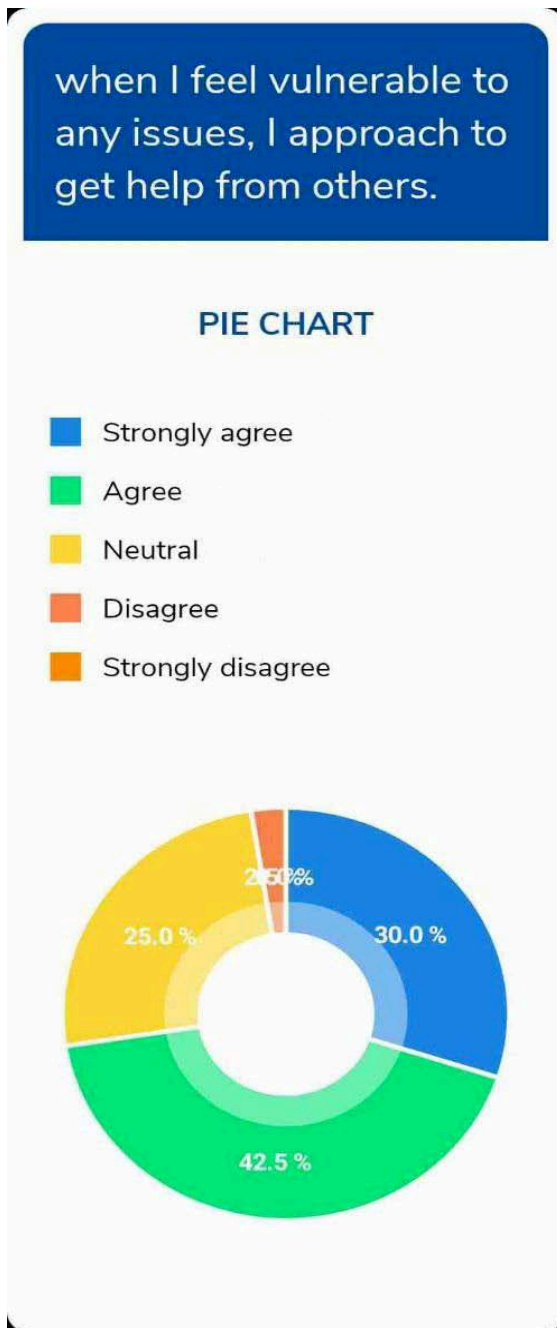






As per the graph, 40% of hotel employees' decision-making is affected because of the senior professionals which shows their respect and trust in their senior professionals. But there are also 25% of employees whose decision-making is affected because of their internal insecurity of making wrong decisions which show mental wellness due to not getting proper guidance.





As per the graph, we can see 42.5% of hotel employees agree that they approach others when they face any kind of issues, and also 30% of employees strongly agree that they approach others when they face any kind of issues.

### V. CONCLUSION

In the hotel sector, mental health is an important concern that needs to be addressed right away. The industry's high level of pressure can frequently result in stress and burnout, which has an impact on workers' general well-being and performance.

Therefore, industry stakeholders must give mental health a top priority and integrate it into their current workplace health and safety procedures. This entails using technical advancements, abiding by

changing industry norms and laws, and incorporating cutting-edge tactics and research.

Important measures in achieving this goal include establishing an environment of empathy and support, encouraging candid conversations about mental health, and supporting employee self-care. But this isn't where the discussion should end.

The state of mental health in the hotel sector needs to be improved consistently. This entails making sure that everyone in the field feels appreciated, heard, and supported as well as routinely evaluating mental

health initiatives and making adjustments in response to new findings and trends.

The heavy workload and extended work hours faced by hotel staff can lead to a variety of mental health problems. They have to give the visitors the greatest customer service, which can occasionally get very stressful. Long work hours leave them with little time for self-care. Customer service may suffer from mental illness.

Building a network of peers and senior professionals who can help them is essential if they want to enhance their mental health while at work. Weekly enjoyable activities that can make children joyful are also required of them. The line between work and personal life must be drawn to prevent stress related to personal issues from affecting employees while they are at work.

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## Impact of Artificial Intelligence in Theme Restaurant for Guest Satisfaction in 5-Star Hotels A Study of Jaipur Hotels

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**Keywords:** *theme restaurant, overall guest satisfaction, theme restaurant concept.*

**GJMBR-F Classification:** *LCC Code: T58.5*



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# Impact of Artificial Intelligence in Theme Restaurant for Guest Satisfaction in 5-Star Hotels A Study of Jaipur Hotels

Anurag Pratap <sup>α</sup>, Dr. Vikas Singh <sup>ο</sup>, Sanjay Adwani <sup>ρ</sup>, & Prof. (Dr.) Rajiv Mishra <sup>ω</sup>

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**Finding:** Investigating how AI affects Jaipur's five-star hotels can yield important information about how well AI-driven projects can raise guest satisfaction levels and advance the Sustainable Development Goals. It can help shape innovative and sustainable growth plans for the hospitality sector going forward, not just in Jaipur but also worldwide.

**Originate:** Artificial intelligence (AI) can significantly increase guest satisfaction in theme restaurants found in five-star hotels in Jaipur, which is in line with several Sustainable Development Goals (SDGs). Let's investigate this

**Keywords:** theme restaurant, overall guest satisfaction, theme restaurant concept.

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## I. INTRODUCTION

In addition to serving cuisine, theme restaurants aim to give patrons an enjoyable experience. Theme restaurants' market share began to decline. As many once-popular enterprises diminish in this area of the restaurant industry, investigations must be conducted into the circumstances causing this reduction. Numerous academics have identified patron satisfaction and their inclination to return as crucial indicators of a restaurant's performance especially focused on theme-based meals. By utilizing this study contributes to the corpus of knowledge about customer satisfaction theme restaurant attributes- such as meal quality, service quality, atmosphere, and novelty- and their impact on the desire to return. It does this by utilizing the expectancy disconfirmation theory. Strangely, the least successful in keeping customers happy was originality. The satisfaction of theme restaurant patrons is another factor. Many of the hospitality sector is home to many restaurants with ethnic themes, yet little is known about the effectiveness of theming. This study adds to the body of knowledge regarding customer satisfaction theme restaurant attributes- such as food quality, service quality, atmosphere, and novelty- and their effect on the desire to return. The goal of the research is to determine whether diners' perceptions of expectancy disconfirmation theory. Strangely, the least successful in keeping customers happy was originality. Furthermore, themes about themed vs authentic ethnic restaurants alter depending on their degree of exposure to a particular culture. It was shown that diners with more cultural acuity could distinguish between themed and authentic restaurants with greater ease, and authentic restaurants were rated higher than those with less cultural acuity. Though both groups enjoyed dining at authentic restaurants more than themed ones, the culturally seasoned customers had the upper hand. Furthermore, diners at themed Italian restaurants unfamiliar with Italian culture valued authenticity less than those who were. Attitude and brand loyalty are theme restaurants. It was found that diners with greater cultural familiarity could distinguish between themed and real eateries and gave authentic restaurants higher ratings than their less accustomed counterparts. The culturally seasoned diners preferred authentic

restaurants over themed restaurants, but both groups shared this preference. Also, patrons familiar with Italian culture valued authenticity in themed Italian restaurants less than those not. Brand preference and attitudinal loyalty positively impact brand personality perceptions in full-service casual dining establishments. Brand preference influences attitudinal loyalty in full-service casual restaurants favorably. Positive word-of-mouth communication in full-service casual restaurants is positively impacted by attitude loyalty. Brand preference and word-of-mouth activity are directly related to full-service casual restaurants. When building restaurants with an ethnic theme, the choice of physical and aural design components must be carefully examined. According to the research, marketers who use an ethnic theme should investigate the cultural norms of their target audience, and their source, and account for the distances between the host nation and the restaurant's location.

### Objective of Project

- To study product innovation and service quality.
- To understand the different types of theme-based options available in the market.
- To understand the innovative ideas of robotics restaurant service as the upcoming future.
- To interpret the concepts of theme restaurants on the guest's overall satisfaction.
- To illustrate the impact of theme restaurant areas on clientele.

## II. LITERATURE REVIEW

As mention byPrentice, C., Dominique Lopes, S., & Wang, X. (2020). Prentice, C., Dominique Lopes, S., & Wang, X. (2020). Commercial(AI)--powered applications focusingon the hotel industry. From the customer's perspective, this study examines how AI and employee service quality impact customer satisfaction and loyalty. The study was conducted in several hotels with guests who had utilized the staff and AI services provided by the surveyed hotels. The results show that AI and staff service quality account for significant differences in customer happiness, brand loyalty, and overall service quality rating. However, only a few factors related to service quality significantly varied the relevant outcomes. Velasco, C., Nozawa, C., Tagawa, T., and Motoki, K. (2022). Artificial intelligence (AI) has drawn growing interest from the hospitality industry. However, it is still unknown how customers will react to goods and services offered by AI in the hospitality sector. In four experiments, we explored how consumers perceive various types of restaurants run by AI vs. humans, drawing on the theoretical foundation for deploying AI in various services and the literature on luxury consumption. The findings showed consumers have lower opinions of restaurants and cuisine when artificial intelligence (AI) provides the service. Berezina, K., Citco,

O., & Cubanelle, C. (2019). Showcase a variety of automation options, including automating a single task or the entire front or rear of the house (such as the Spice robotic kitchen). Chatbots, voice-activated and biometric technologies, robot hosts, chefs and bartenders, tableside ordering, conveyors, and robotic food delivery are already commonplace in the restaurant sector. Sea, K. H., & Lee, J. H. (2021). The original elements of the well-known Technology Acceptance Model (TAM) are integrated into this study's robot service restaurant environment together with satisfaction, perceived risk, and trust. 338 participants were surveyed online using a scenario-based design. According to structural equation modeling, perceived usefulness (PU) and perceived ease of use (PEOU) both directly and indirectly impact customers' intentions to return to robot restaurants. Limn, P. (2022). The hospitality sector is vital to the economy of many nations. The methods of welcoming and entertaining clients are referred to as hospitality. Food, beverages, and housing are the main priorities of hospitality services, which can be provided in both commercial and non-commercial settings. The hotel, tourism, food, beverage, and meeting and event sectors all fall under the umbrella of the hospitality industry. Naumova, N. (2019). A conceptual overview of the development and use of robotics, service automation, and artificial intelligence in the hotel industry, focusing on service, service quality, and the visitor experience. The academic literature on customer service and the visitor experience is thoroughly reviewed, and practical examples from diverse service activities in the hospitality industry are included. Lu, L., Zhang, P., & Zhang, T. C. (2021) Given the growing use of service robots in this industry, we choose restaurants as the research context. The current study is noteworthy in three different ways. It first establishes the nature of the links between the primary anthropomorphic characteristics of robotic servers and diners' opinions of the quality of their service. Second, this study uses a multi-dimensional evaluation method to examine how customers react to the human characteristics of robotic servers. Ali, B. J., Gardie, B., Jabbar Othman, BAli Ahmed, S., Abdalla Hamza, P., Burhan Ismael, N., & Anwar, G. (2021). Givendistinctions between a service and a product, businesses in the hospitality sector encounter distinct difficulties than those in the manufacturing sector. The failure rate in the service sector is higher than in the product sales sector. The search for a sustainable competitive edge has shown service quality as a critical factor. In the hotel industry, it has been determined that maintaining and satisfying customers is essential. More than ever, the primary challenge is still meeting client requests. In addition to engaging in the actual consumption process, customers in the hotel industry typically hold preconceived notions about the caliber and degree of service to be provided. Jang, H. W., & Lee, S. B. (2020).

This study looked into whether customers' perceived benefits, perceived value, and contentment can influence their intentions to return. According to the study's findings, deploying effective serving robots could be a wonderful way to attract more customers, even if the restaurant business is now struggling owing to labor shortages brought on by an increase in the minimum wage. Customers' definite intent to return to restaurants may also be the most crucial element in determining the viability of the restaurant industry. Li, J. J., Bonn, M. A., & Ye, B. H. (2019). The development of robots powered by artificial intelligence (AI) and robotics technologies has already had a big impact on the hotel business, and there has been much debate over the ramifications of replacing the human staff with these machines. Despite this, there is still a lack of empirical data in the form of published empirical studies in academic journals that offer convincing proof of the awareness of potential impacts related to AI and robotics that employees in the hospitality industry have, specifically when it comes to their intention to leave and future employment prospects. In 2020, Chiang, A. H., and Trami, S. How to use service robots to satisfy client needs and expectations regarding services and the caliber of the services provided by robots. To determine the most effective method for both designing and accommodating people's tight work schedules and fast-paced lifestyles. Nonetheless, some people choose to eat at specific establishments that have nostalgic themes and display movies, music, historical events, and well-known figures from the "good old days." Reminiscence-themed eateries respond to this consumer demand by meeting these clients' expectations in a classic/historical setting. Restaurants that evoke nostalgia give their patrons stress-relieving stimuli by creating spaces that are traditional and culturally rich. These nostalgic restaurants may have different cultural or historical origins. Meiselman, H. L., Pierson, B. J., & Reeve, W. G. (2015). The most difficult aspect of operating a themed restaurant, according to the findings, is comprehending patron behavior. Due to the gorgeous concept of the themed restaurant, many patrons sought to host special occasions. But, before they eat in the restaurant, the majority of consumers always demand the big event and anticipate perceived good quality service at a reasonable price. The staging of the dining experience is emphasized in themed restaurants to draw customers. Because of their distinctive design and concept, they are a well-liked option in the market and encourage customers to experiment with novel food consumption experiences. Yet, it seems that eating establishments Cheng, J. S., Shih, H. Y., & Wu, M. H. (2016). The ambiance of a restaurant can increase hedonic and utilitarian retail value and encourage patronage. By employing a restaurant with a sports theme, this study aims to build a

model of consumer behavior that takes into account restaurant ambiance, experiential value, restaurant image, and consumer loyalty. The sample frame for the materials and procedures is a restaurant in Kaohsiung, Taiwan with a sports theme. Data were gathered through personal interviews and employee convenience sampling to test a hypothesis; regression analysis is to be utilized. The findings demonstrate that a sport-themed restaurant's ambiance positively influences experiential value, experiential value favourably influences restaurant image, restaurant image favorably influences consumption loyalty, and restaurant atmosphere favorably influences consumption loyalty Farah Adina, C. I., Crank, P., & Muhammad Shahram, A. K. (2017). In line with broader concepts of an experience economy, the hotel sector has shifted its emphasis away from providing its clients with services and towards providing examines the material engineering and management of a venue's "affective environment" or "ambiance," which is one aspect of this offering of experiences. It describes the investigation of theme restaurants while using material management as a model for staging an experience. Massa, A. (2017). Currently, one of the most fiercely competitive sectors of the economy is the food service sector, which is becoming increasingly well-known around the globe, particularly in terms of marketing rivalry. In this cutthroat industry, restaurants must be able to change with the times to increase sales. Restaurant owners now pay attention to more than just the food on the plate and try to gain a competitive edge by targeting younger customers on social media. According to the Food Service Director, tasteful food images are posted online in appropriate lighting.

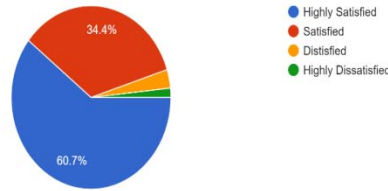
### III. RESEARCH METHODOLOGY

The information used in this current research article is based on primary and secondary data sources from over sixty individuals who were either professionals, trainees, or regular visitors of the hotel. In addition to designing the questionnaire, I went above and beyond by having one-on-one conversations with several hotel employees to gain a deeper understanding of their viewpoints. While writing my research paper, secondary data found from a range of sources- including website reports, students studying hotel management, and other sources- has also been helpful. The secondary data used for this article came from the Ministry of Tourism provide the secondary data we need to this paper, in addition to government magazine papers, statistics from the India Statistical Book, and other pertinent material published in various magazines all of which were incredibly helpful and easily accessible on numerous social media platforms.



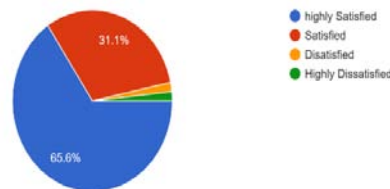
#### IV. DATA ANALYSIS AND INTERPRETATION

*In your opinion how often do you go to theme restaurants?*



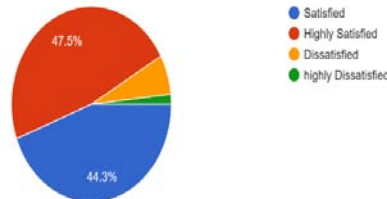
As per the graph, 31.1% of the respondents were satisfied with the statement that satisfied with comfortable with the eco-friendly theme restaurant helped finalize their career in the hospitality industry while 65.6% were highly satisfied with the above statement in my opinion some people were comfortable with the eco-friendly experience was good and maximum people highly satisfied with eco-friendly theme restaurant.

*In your opinion impact of artificial intelligence on the service quality of theme restaurants?*



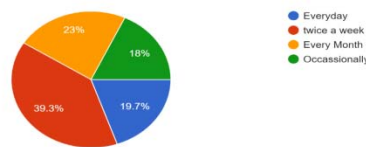
The graph shows that 34.4% responded with a yes statement satisfied, while 60.7% says a yes statement was highly satisfied. In my opinion, the impact of artificial intelligence on the service quality of theme restaurants fulfills your experience during artificial service is better than human service. Like an artificial intelligence service provides, sometimes hygienic food.

*Are you comfortable with the eco-friendly theme restaurant?*



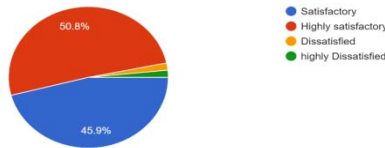
As per the graph, 47.5% of people are highly satisfied with the robotic service in the theme restaurant area, and 44.3% of people are only satisfied with the robotic service in the theme restaurant area. In customer opinion, as per the graph, 47.5% of people are right. Robotic service is proper to provide a meal without any mistakes.

*In your opinion, does the theme restaurant impact revenue generation more than other outlets?*



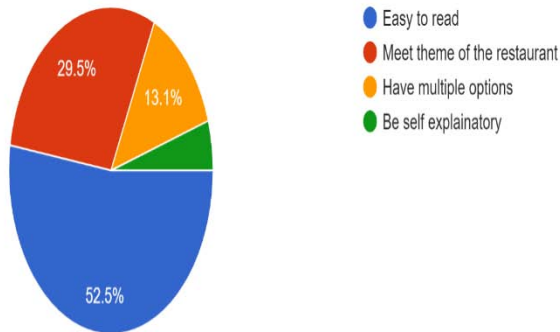
As per the graph, 50.8% of people were highly satisfied with the service time of food in a theme restaurant last visited guest felt excellent, and 45.9% of people were only satisfied with the service time of food in a theme restaurant last visited in guest opinion, theme restaurant decoration and service are so good, and staff behavior is also good.

*In your opinion, how quickly did your food and beverage arrive in theme restaurants?*



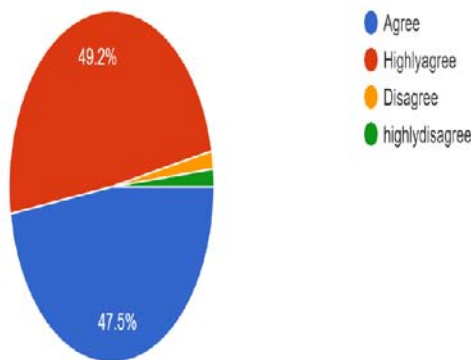
As per the graph, 19.7% people responded every day, 39.9% says twice a week, 23% said every month and more than 18% stated how often they go to theme restaurant experience is good. In guest opinion, as per the graph, most people go to a theme restaurant twice, and they are weak.

*In your opinion menu options in any theme restaurant must?*



As per the graph, 52.5% of people easily read 29.5% of people meet the theme of the restaurant and 13.3% of people chose to have multiple options in my opinion menu options in any theme restaurant are read. IN Guest opinion maximum types of meals are provided by the theme restaurant through tablet and robotic members show your meal.

*Do you agree with the statement that the behavior of staff creates a major impact on guests' overall satisfaction?*



As per the graph 49.2% of people selected highly agree, and 47.5% of people selected agree. In my opinion, the behavior of staff creates a major impact on guests' overall satisfaction as per the graph, guests' opinion of staff behavior is and the communication words are clear, the maximum number of guests is highly satisfied the staff behavior impact is positive.

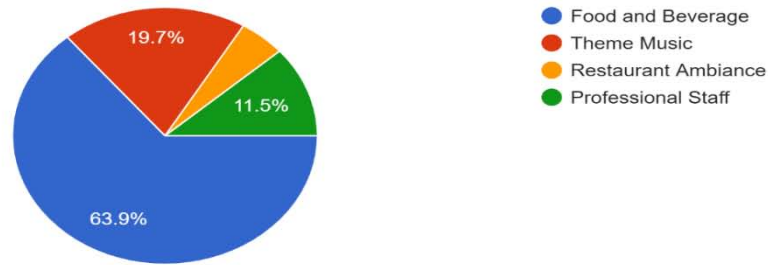




What is your favorite part of your experience at our theme restaurant?

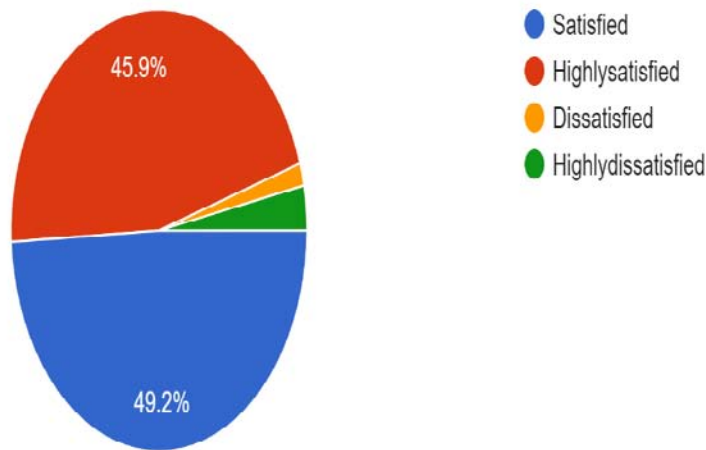
What was your favorite part of your experience at our theme restaurant?

61 responses



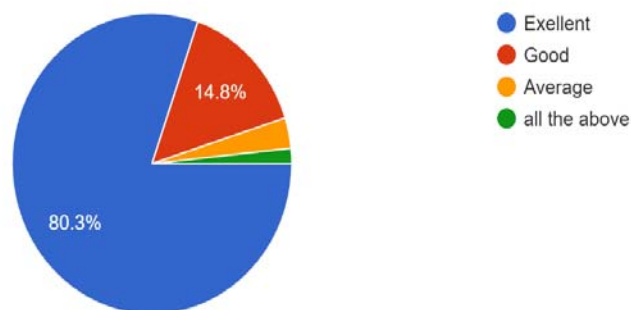
As per the graph, 63.9% of people's food and beverages are the favorite part of the theme restaurant, 19.7% of people select the theme restaurant part, and 11.5% select the professional staff. I think food and beverages are a favorite part of the experience at our theme restaurant. The maximum number of guests' favorite part of theme restaurant services is provided by the theme restaurant through the robot.

In the future are you comfortable with a card pass in a theme restaurant?



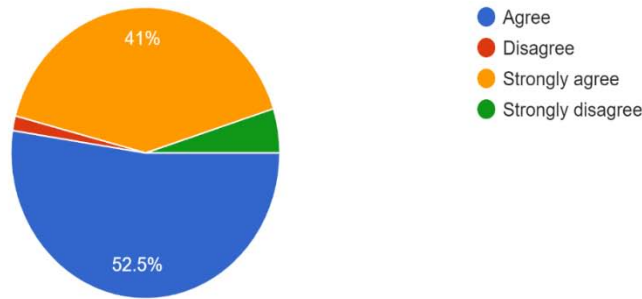
As per the graph, 49.9% of people are satisfied, and 45.9% of people are highly satisfied in future guests comfortable with the card pass system in theme restaurants. In my opinion, as per the graph, 49.2 % of people are satisfied with the card pass system. It is a good choice of card pass system for easy transfer of payment in theme restaurant areas provided the self-payment machine.

How did you find the ambiance in the theme restaurant?



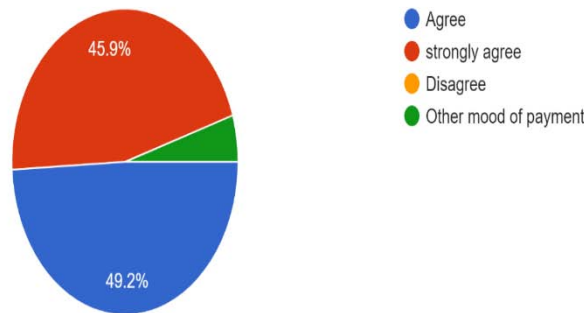
As per the graph, 80.3% of people say excellent, and 14.8% say good. In my opinion, find the ambiance in a theme restaurant maximum guest optimizes the available space atmosphere. Theme restaurant ambiance covers every touch, from the theme to the music, from color to the décor.

Are there more options for healthier food provided in theme restaurants?



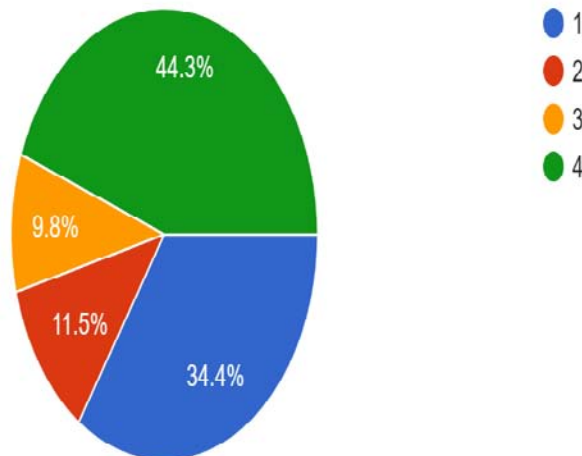
As per the graph, 52.5% of people say they agree, and 41% say they strongly agree. In my opinion, more options should provide healthier food in theme restaurants. Theme restaurants provide many types of healthier food, like cheese and vegetables.

Are you able to operate and understand the QR payment?



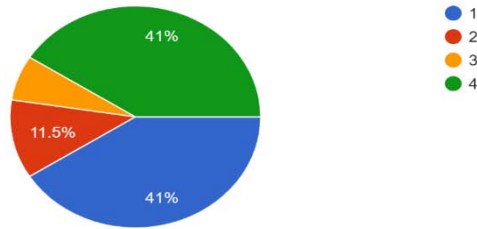
As per the graph, 49.2% of people agree and 45.9% strongly agree that they can operate and understand QR payment. In my opinion, QR payment makes it easy to pay your bills. The maximum number of guests use the QR payment option because it is easy to pay.

How would you rate the food and beverage service in rainforest theme restaurants?

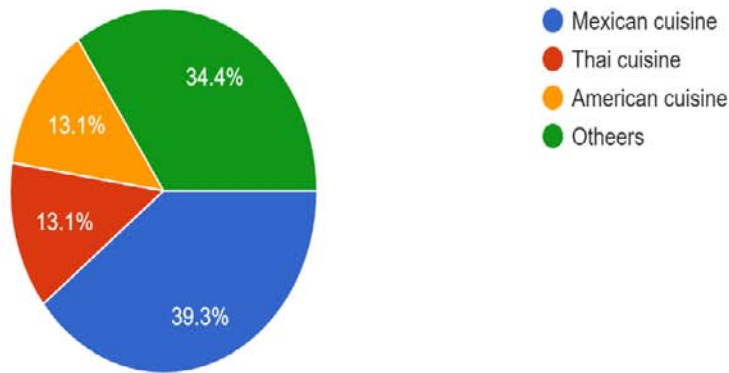


As per the graph, 44.3% of people selected 4, 34.4% of people selected 1, 11.5% of people selected 2, and 9.8% of people selected 3 options. My opinion rate that the food and beverage service in the rainforest theme restaurant is excellent because people feel good. Theme restaurant service is provided with the help of a robot. Robot food and beverages are provided without any mistakes, and hygienic food is provided without any mistakes.

In your opinion how much do you rate theme restaurant structure according to your preferences?

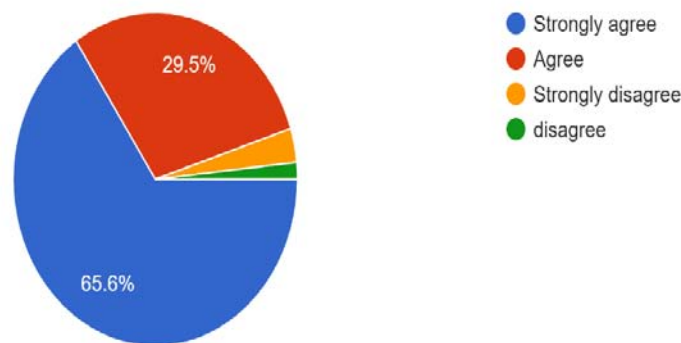


As per the graph, 41% of people selected the 4 options 41% selected 1 option, and 11.5% selected 2 options but my opinion is that the 4 options are correct because the theme restaurant structure, is good. Theme restaurants are good food, different decoration, and robotic service is provided. In my opinion, I rate theme restaurants highly.



As per the graph, 39.9% of people selected Mexican cuisine 34.4% of people selected others 13.1% people selected American cuisine and 13.1% people selected Thai cuisine in guest opinion, yes theme restaurants add more cuisine theme restaurants provide many types of cuisine.

Do you believe theme restaurant is a greater choice in the aspect of overall guest satisfaction?



## V. CONCLUSION

Theme restaurants are unique dining establishments that create a distinct ambiance and experience by incorporating a specific theme into their decor, menu, and overall atmosphere. In the context of 5-star hotels in JAIPUR HOTELS, theme restaurants have gained popularity as they offer guests a memorable and immersive dining experience. This essay aims to explore the concept of theme restaurants and evaluate their overall impact on guest satisfaction in

the 5-star hotels of JAIPUR HOTELS. Theme restaurants are designed to transport guests into a different world, allowing them to escape their everyday routines and indulge in a unique dining experience. These restaurants often revolve around a particular theme, such as a specific cuisine, cultural concept, or even a fictional setting. The theme is reflected in various aspects, including the restaurant's interior design, music, staff uniforms, and menu offerings. This attention to detail creates an immersive atmosphere that enhances the dining experience. One of the primary advantages of

theme restaurants is their ability to create a sense of novelty and excitement for guests. The themed decor, music, and ambiance help set the mood and create an immersive environment that transports guests to a different time or place. This novelty factor adds an element of surprise and entertainment, making the dining experience more enjoyable and memorable. Moreover, theme restaurants often provide a unique and curated menu that complements the overall theme. For example, an Italian-themed restaurant may offer a variety of authentic Italian dishes, while a restaurant with a jungle theme might serve exotic cuisine from different regions. This specialized menu adds to the overall experience and allows guests to explore new flavors and culinary delights. Furthermore, theme restaurants offer a visual feast for the eyes. The attention to detail in the interior design, props, and overall ambiance creates a visually appealing environment that adds to the overall dining experience. Guests are often enthralled by the creativity and effort put into creating a cohesive theme, which enhances their satisfaction and enjoyment. In addition to the aesthetic appeal, theme restaurants provide opportunities for interactive experiences. Some theme restaurants incorporate live performances, interactive displays, or even role-playing elements to engage guests in a more immersive way. These interactive experiences add an element of fun and entertainment, making the dining experience more engaging and memorable. The impact of theme restaurants on guest satisfaction in 5-star Jaipur hotels is significant. Firstly, theme restaurants differentiate themselves from conventional dining options, giving guests a unique reason to choose these establishments. In a competitive market like Jaipur hotels, where numerous dining options are available, having a distinct theme can attract guests and create a competitive advantage for hotels. Secondly, theme restaurants positively impact guest satisfaction by providing a multi-sensory experience. Combining visual appeal, thematic music, and a curated menu creates a holistic experience that stimulates all senses. This sensory stimulation enhances the overall dining experience and leaves a lasting impression on guests. Moreover, the immersive environment and interactive elements of theme restaurants foster a sense of engagement and enjoyment. Guests feel more connected to the dining experience as they become active participants rather than passive observers. This sense of engagement contributes to higher satisfaction levels and creates positive word-of-mouth, leading to increased hotel patronage. Additionally, theme restaurants often cater to specific preferences or interests, such as fans of a particular cuisine, culture, or fictional world. Hotels can attract a specific target audience and create a loyal customer base by catering to these niche interests. This targeted approach to guest preferences enhances satisfaction as guests feel their needs and interests are

understood and catered to. In conclusion, theme restaurants significantly enhance guest satisfaction in 5-star Jaipur hotels. These establishments offer a unique and immersive dining experience, creating a sense of novelty, excitement, and engagement for guests.

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# Assessing the Impact of an Internship of Delhi - NCR Hotel Management Students Career Perception for Sustainability in Hospitality and Tourism Industry

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**Abstract- Purpose:** A common and essential feature of the bachelor's degree degrees in hotel management offered by several universities and institutions in Delhi-NCR is the industry training that is provided to the students enrolled in these programs. This study explores how internships affect hotel management students' perceptions of their future careers in the Delhi National Capital Region (NCR). Internships have a significant impact on student's career goals and preparedness for the workforce in a variety of professions. The study specifically relates to SDG 4 (Quality Education), SDG 8 (Decent Work and Economic Growth), and SDG 9 (Industry, Innovation, and Infrastructure). Its goal is to comprehend how internships support the growth of individuals as well as the advancement of society.

**Methodology:** The goal of the research article is to evaluate the benefits and requirements of providing hotel management students with an industrial training program. Hotel management is a critical industry that has a significant impact on economic growth (SDG 8).

**Keywords:** *internship programs management of hotels and personality development.*

**GJMBR-F Classification:** LCC Code: LB2342



ASSESSING THE IMPACT OF AN INTERNSHIP OF DELHI NCR HOTEL MANAGEMENT STUDENTS CAREER PERCEPTION FOR SUSTAINABILITY IN HOSPITALITY AND TOURISM INDUSTRY

*Strictly as per the compliance and regulations of:*



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**Methodology:** The goal of the research article is to evaluate the benefits and requirements of providing hotel management students with an industrial training program. Hotel management is a critical industry that has a significant impact on economic growth (SDG 8). Through internships, students gain practical skills, industry insights, and work experience, making them more employable and contributing to the achievement of SDG 8's goal of decent work and economic growth. Additionally, this research explores how industry collaboration and innovation in the hotel management sector (SDG 9) are reflected in the internship experiences of students. Students who are interested in industrial training can benefit from the study's findings.

**Finding:** According to the participants, the industrial training program helped them discover their skills and obtain practical experience. Additionally, our research looks into how internships might contribute to the reduction of inequality (SDG 10) by giving students from different origins equal access to chances that will advance their careers. Additionally, it looks at how internships, by improving workforce preparedness locally, might support sustainable urban development (SDG 11) in the fast-expanding Delhi NCR region.

**Practical Implication:** The poll also revealed that students' professional networks in the hotel industry grew as a result of

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the industrial training curriculum. The participants said that they were able to complete their industrial training in a five-star hotel.

**Originality:** The extent to which the industry was involved during the internship period affected the level of confidence in the tourism sector, we hope to provide insightful information to educators, decision-makers, and industry stakeholders. Gaining knowledge about how internships fit with the Sustainable Development Goals (SDGs) can help improve the way that employment and educational policies are integrated to promote regional economic growth, sustainable development, and less inequality. A mixed-methods approach will be used for this study, using interviews and surveys with companies, instructors, and students who have completed internships. The results will offer practical suggestions for developing internship programs by the SDGs, which will ultimately improve job possibilities and support the region of Delhi NCR's larger objectives for sustainable development.

**Keywords:** *internship programs management of hotels and personality development.*

## I. INTRODUCTION

For individuals who like dealing with others and helping them when they need it, the hospitality sector offers a variety of career routes and opportunities. One of these options is a position in hotel management, which involves overseeing a hotel location. The type of management role, scope of the organization, and duties involved all affect the background and training needed. Experience in the field has consistently shown to be a prerequisite for almost all management positions in the hospitality sector due to hotels operating around the clock, interns are often needed to work lengthy shifts, including weekends, holidays, and late hours. Hotels typically have a fast-paced work environment with lots of interaction from investors, staff, and other managers. An internship is among the greatest ways for students to gain practical experience in hospitality education. Nevertheless, the cooperation of workers, employers, and interns is required for it to succeed. The function and importance of the internship in hospitality education are discussed in this article. From the viewpoints of the three stakeholders, its advantages and disadvantages are explored, and an overall evaluation is discussed. Programs for internships have grown in importance as a part of hospitality education. Engaging in fruitful



internship courses helps student interns better integrate their academic knowledge with their gained practical experience. Finding the factors that affect hospitality students' level of satisfaction with their internship experiences is the aim of this study. An online questionnaire was the tool utilized to gather data for this study. Undergraduate students studying hospitality who had participated in an internship program were given a survey. An internship course is the most crucial extra instruction that students may receive to develop the knowledge, skills, and mindset needed to adjust to the rapidly changing hospitality and tourist sectors. During internship programs at businesses in the hotel, restaurant, travel, and tourism industry in Delhi-NCR, bachelor students of Hospitality and Tourism Management (H&T) frequently face problems that they must overcome on their own respondents who provided valid responses after completing direct and online questionnaires about their internship experiences to determine the industry-specific challenges that interns must overcome to be satisfied with the internship term. The findings indicate that communication and behavior, working hours, problem-solving abilities, confidence in oneself, and supervision. Educational institutions, businesses employers, and students must share the same perspectives on the internship process to provide high-quality internship experiences. It is recommended that companies and human resource managers in the hospitality and tourism sector comprehend students' long-term perspectives and preferred career paths. The specialists in the field must comprehend that a student's internship experience can have an impact on his or her choice of career. During their internships, they form their first impression of the tourism and hospitality industries. The students choose a professional path in the hotel and tourism sector based on the same. The reputation and image of the industry might be enhanced or damaged by the internship experience. The hospitality industry places a high value on education and training as a means of creating competent workers. This will aid in closing the skill gap between the industry's needs and the training offered by tourist education institutions. You may think of jobs and education as two sides of the same coin. Both ought to be equally beneficial to a person's career and quality of life. The internship program is designed to use organizational resources to transform people into graduates by building on theoretical knowledge and the educational process. They can benefit both organizations and society. Internships are one way that higher education is putting more focus on activity-based learning. One of the most important ideas in workforce development policy, is. This promotion of work-based learning is focused mostly on the idea of practical experience. It enhances academic courses and in-class instruction in practical settings.

### Objective

- To evaluate the contribution of industrial training (IET) to the career development of Hospitality students.
- To analyze the beneficial effects of (IET) on students' overall growth as potential hoteliers.
- To assess the total amount of learning that students accomplish during their (IET).

## II. LITERATURE REVIEW

As mentioned by Lee, C. S., & Chao, C. W. (2013), five elements influence how an internship is organized: (1) Interpersonal acknowledgment, (2) advantages, (3) leadership from supervisors, (4) work organization, and (5) training. The results of the research conclusions have ramifications for the hotel sector, which seeks to manage total quality initiatives. The findings of this study set the stage for the creation of key elements that will help the hospitality sector retain potential talent. The shortfalls of middle- to high-level managerial professionals in the hospitality industry may eventually be eliminated via the successful application of the influential organization variables identified by this study. As said by Robinson, R. N., Ruhanen, L., & Breakey, N. M. (2016) According to research, after gaining job experience, students frequently reevaluate their career choices in the tourist and hospitality sectors. This qualitative study explores the effects of participating in a particular kind of work experience- an internship- on the participants' career preferences and aspirations. Although the majority of respondents did alter their career goals after the internship, these modifications were due to developments within the business rather than a change away from entering the industry. Many individuals claimed to have changed their job aspirations from wanting a profession in hospitality to pursuing one in tourism, while the reverse was not readily apparent. According to Gursoy, D., Rahman, I., & Swanger, N. (2012) The goal of this study was to compare the perspectives of industry experts today with those from a comparable survey five years ago regarding the significance of course topic areas in the hotel management curriculum for a programme housed in an authorised college of business and economics. The study listed the main subject-matter variables as they are right now and noted any notable shifts from the study done five years earlier. The topics that should be covered in the curriculum for hospitality programmes situated in approved business universities are suggested. As by Ferreras-Garcia, R., Sales-Zaguirre, J., & Serradell-López, E. (2020).The study provides incredibly useful data for businesses, academic institutions, and students by outlining which competencies are obtained and to what degrees. These findings will allow colleges to modify their training

programmes and give the hospitality sector knowledge on how interns learn. As mentioned Frederick, D. P., & VT, S. (2022). Internships are a crucial part of undergraduate and graduate education. They are crucial in determining what competencies graduates need to have in order to be considered for final placements. It is impossible to overestimate the value of internships in assisting students in matching their personal characteristics to industry demands and gaining real-world work experience.

This essay intends to examine interns' experiences, compare them to their expectations, and demonstrate how easily they can develop into successful hospitality workers. As according to Frederick, D. P., & VT, S. (2022) highlights the necessity of industry and educational institutions working together to improve, particularly in connection to the continual manager development at work.

As Mentioned by Shetu, S. A., & Sayeda, T. (2020) the goal of this research is to examine the elements of internship programmes and the connections between internship experiences in the tourism and hospitality sectors and potential career paths within those sectors. The level of influence of internship programme development, industry involvement, and student dedication was assessed using a main component analysis. The internship program's careful design had a favourable and significant impact on the decision to pursue a career in the travel and hospitality sector. Confidence in the tourist sector was influenced by the degree of industry involvement throughout the internship term. The self-commitment of students to enter the sector, however, has been proven to be fairly low. As mentioned Ocampo, A. C. G., Reyes, M. L., Chen, Y., Restubog, S. L. D., Chih, Y. Y., Chua-Garcia, L., & Guan, P. (2020) Research on the factors that influence students' concern, control, curiosity, and confidence in contexts of the school-to-work transition is still lacking. In this study, wGrowth mixture modelling analysis showed that participation in an internship enhanced all career adaptability variables linearly over time. In comparison, there was no improvement in career adaptability among individuals who did not take part in an internship, with the exception of the worry dimension. The degree of diligence displayed by interns did not affect how quickly they became career adaptable. Yet, the study's secondary findings revealed that their final growth is influenced by the career adaptability aspects at pre-internship stages. Overall, our research provides theoretical and practical recommendations for academics and career counsellors interested in fostering and maintaining students' development of occupational. As according to Nair, G. K., Choudhary, N., & Prasad, S. (2017) this study focuses on the variables that affect students' willingness to work in the hospitality sector, namely the hotel industry. Seven dimensions that have been conceptually

connected to students' profession choices have been selected based on the research review. The factors include the nature of the profession, social standing, friendliness of colleagues in the business, working conditions, compensation and perks, chances for advancement, and dedication to the field. An empirical inquiry has been done because there isn't any data to empirically demonstrate their connections software for statistical analysis in its second generation For the purpose of testing these ideas, structural equation modelling has been used. Descriptive statistics and inferential statistics were both used in the analyses. As said by Adhoch, R. (2019) the global tourism and hospitality industries have been impacted by the problem of recruiting and retaining qualified personnel. One challenge affecting Canada's tourism industry, for example, is the lack of efficient human resource strategies to attract and retain staff, according to the nation's tourism trends.

As mentioned Ganguli, P. (2019). An important part of hospitality education is internships. Today's internship programmes in the hospitality industry are more structured and career-focused, and they can be paid or unpaid as long as they are properly supervised by qualified hospitality professionals from the top hospitality establishments and subject/trade specialists. With skill-based experiential learning, internship programmes in hospitality education are advantageous for students' career growth (Petrillose & Montgomery, 1998; Neuman, 1999; Ko, 2008). It offers a realistic impression of what it would be like to work in any hospitality institution with accountability and a commitment to finish a specific assignment in accordance with the needs of the stakeholders. Through this procedure, interns are taught how to recognise and address challenges and problems specific to their position. As mentioned Sharma, S., & Sharma, R. (2019). By 2028, India will surpass China as the most populous nation. The government of India faces the biggest problem because of its relatively young population, which makes up more than 60% of the country's current population and makes up the majority of the world's employable population. The Indian population is growing at a rate that has slowed over the last 20 years, but for the upcoming few years, the skilled labour force is anticipated to rise by over 2% yearly. The Indian economy has historically been mostly built on agriculture, but as the country becomes more urbanised, the labour market is shifting towards service industries, and more people are trying to advance their careers in these fields. As mentioned Bhinder, H. S., & Chandhok, A. (2014). Hotel players throughout the world now view India as a country of potential. But to service them, there is a critical shortage of skilled labourers as a result of the increased supply. Across the nation, a large number of organisations have emerged that claim to offer a range of levels of travel, tourism, catering, and



hotel management courses. The purpose of this study is to examine the differences in students' perspectives between pre- and post-industrial training and how these affect their commitment to a job. Drawing from an analysis of existing literature and discussions with experts in the field of education, the survey's questionnaire was created. Students enrolled in a three-year programme leading to a degree in hotel management make up the sample population of the study. As mentioned Kumar, P., & Chansoria, M. (2021). One of the major contributors to the Indian economy is the hospitality and tourist sector. In terms of creating GDP and employment, it has consistently outperformed other industries (Centre for Economic Policy Research). IBEF (India Brand Equity Foundation) claims that there are many different types of tourism in India, including natural, historical, medical, religious, and cultural tourism. It produced 39 million jobs in FY20, or 8% of all employment in India. By 2028, there should be 52.3 million jobs available. According to WTTC, India is ranked 10th in the world for tourism, which has contributed Rs. 13,68,100 crore, or 6.8% of the Indian economy. As mentioned Saha, S. A., Paranjpye, R., & Bavskar, R. With the development of people analytics, it is now possible to comprehend an organization's workforce better. Many employees, even those who aren't given the chance to develop in their jobs, believe they are important. Offering career development opportunities to employees would substantially benefit modern businesses looking to increase employee productivity. Giving employees greater opportunities for career growth increases their psychological comfort level. This enhances the emotional well-being of workers in the hospitality sector. As mentioned Ersoy, E. (2010). The expectations of the industry and student perspectives must be taken into account while defining vocational tourism and hospitality education. Once students have acquired skills that have been authorized by hotel managers, they must be directed toward the vocation or programs. As a result, the curriculum needs to be created to meet both student and industry requirements. The offered curriculum should also teach students the abilities that have been approved by the managers in line with the expectations of the industry. As mentioned Ajambo, L., Øgrim, L., & Nabaggala, J. (2021) Teaching and training methods (TTMs) must continue to be in harmony for teachers and trainers to successfully support the development of fundamental and practical skills needed for further training in Ugandan workplaces. The linkage faces more unique obstacles as it is being wrapped up. This study aims to investigate the relationships between TTMs between in-class instruction and on-the-job training in Uganda's hospitality sector. A case study design was employed together with a qualitative research methodology. A sample of 16 people was carefully chosen from vocational settings and workplaces. Data were gathered

through in-depth interviews. The study discovered that the integration of TTMs significantly contributed to the growth and reinforcement of critical and useful abilities. As mentioned Chaudhari, P., & Kilpadi, M. (2021). In India, the hospitality sector is flourishing and provides many jobs. To boost growth in the hospitality and tourism industries, it is crucial to create a sizable number of hotel employment, both those provided by the industry and those that are offered by the hospitality company. The creation of hotels, which creates new jobs, is frequently aimed towards low-skilled, low-paying jobs. Since today's students will be tomorrow's hotel managers, it is crucial to understand how they feel about hotel work today. According to the current study, the state of hospitality education in India now may be precisely described. As mentioned Nigli, K. S., Shedbalkar, R. S., & Satheeshkumar, The hotel and tourist industry in India is growing rapidly. According to a World Travel and Tourist Council (WTTC) report, India has the seventh-largest tourist industry in the world. National and international hotel brands have discovered a sizeable market to accommodate the growing requirement of the sector in India, with over 100 hotels planned. The current study was carried out in response to the growing need in the industry to clarify the essential competencies that hospitality students should possess to contribute more effectively to the sector's future growth. These core competencies are often emphasized by business leaders, and it is required of all hospitality students to have them.

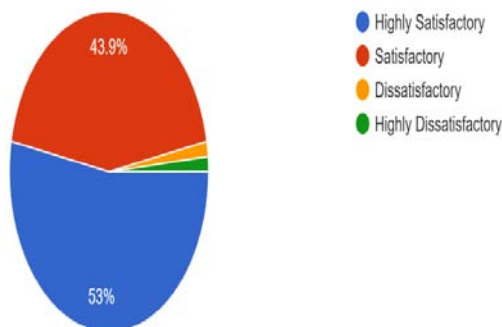
### III. RESEARCH METHODOLOGY

The information used in the current research article is based on both primary and secondary sources. personally collected data from more than 60+ people who were either professionals, trainees, or frequent guests of the hotel throughout the research for this paper. Together with creating the questionnaire went above and beyond to personally speak with numerous hotel staff to better understand their perspectives. Secondary data acquired from a variety of sources, such as website reports, hotel management students, and other sources, has also helped me along the way as been writing this research paper. The Ministry of Tourism provided the secondary data we needed for this paper, along with government reports, data from the India statistical book, and other relevant information from policy papers and research papers published in various magazines, all of which were incredibly helpful and easily accessible on numerous social media platforms.



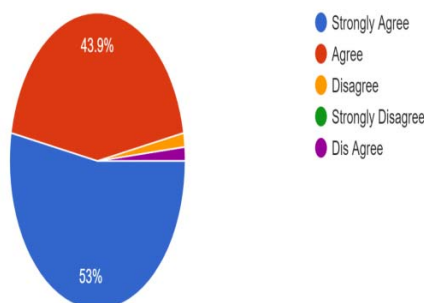
#### IV. DATA ANALYSIS AND INTERPRETATION

*During Industrial Training your overall experience was?*



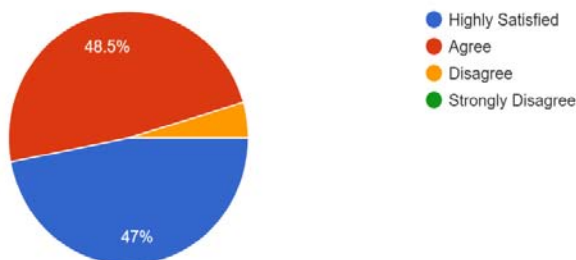
As per the graph, 53% responded highly satisfactory during industrial training overall experience was highly satisfactory, and 43.9% of students were satisfied in my opinion my training overall experience was good I am enjoying my industrial training, and my senior and all staff are very polite and well mannered with me so my opinion is highly satisfactory.

*Do you agree that industrial training plays an important role in deciding the career path?*



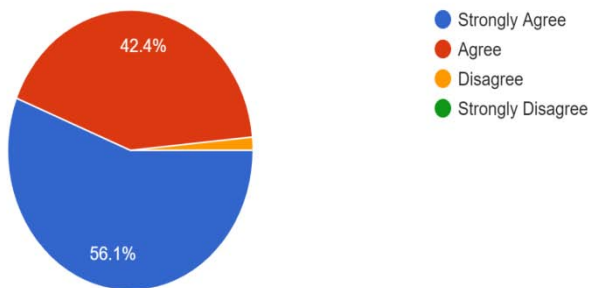
As per the graph, 53% of students responses strongly agree with the statement that industrial training plays an important role in deciding the carrier path and 43.9% of students only agree with the statement in my opinion is also strongly agree with the students industrial training plays an important role in finalizing the carrier path agree with the students industrial training plays important role in deciding the carrier path. post-training students are satisfied whether they can experience to continue in the hotel industry or not.

*How much are you satisfied with the practical exposure you have gone through during your training?*



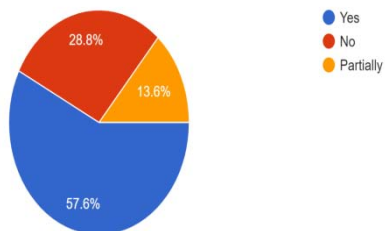
As per the graph, 48.5% of students Agree with the statements and 47% of students are highly satisfied with the practical exposure have gone through during training as per my experience I am satisfied with the practical exposure have gone through during training. The hotel staff is very polite and well-mannered also the captain and manager are very supportive he guides well with all the trainees who are on internship.

*Do you agree with the statement that after the training a student becomes more confident and has knowledge related to industry aspects?*



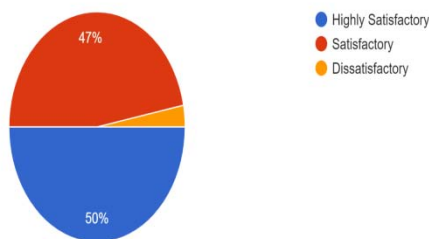
As per the graph, 56.1% of students is strongly agree with the statements and 42.4% of students only agree with the statements that after the training students become more confident and gain their knowledge. In my opinion, I am also gained knowledge after training and confident to do work in hotel industry before training I also nervous about what I do in the hotel what is the environment of the hotel that's the thought that come in my mind before training now I am confident and ready to do work in a hotel in my opinion students gained their knowledge and industry aspects after training.

*Have you ever considered switching departments as a carrier while in training?*



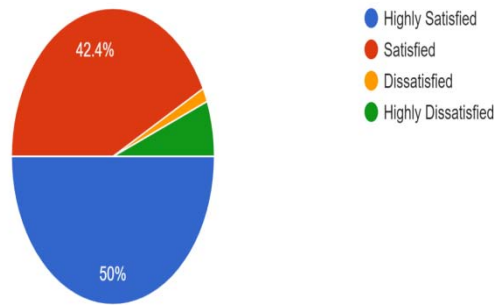
As per the graph, 57.6% of students have thought of changing their department 28.8% of students have said no, and 13.6% of students have said partially my opinion I have never thought of changing my department. Because the hospitality industry is a good course and I want to be a good hotelier and my dreams come true I have never thought to change my department.

*In your opinion how much the current setup of the Industrial Training program by the hotel provides the maximum practical knowledge to future hospitality professionals?*



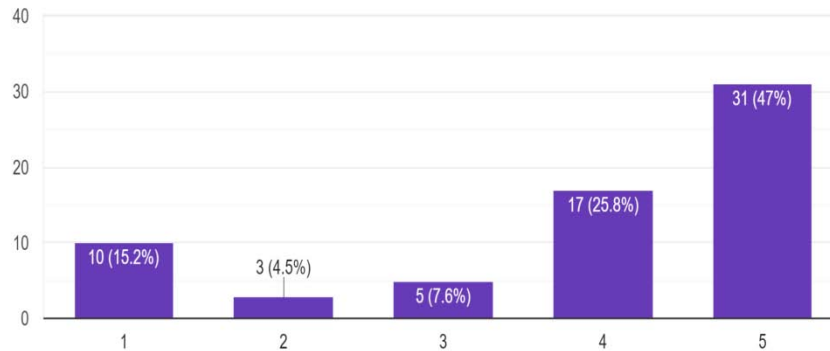
As per the graph, 50% of students are highly satisfied with the statements given there and 47% of students are only satisfied with the statement that the set up of industrial training programs by hotels provides the maximum practical knowledge to future hospitality professionals .in my opinion I am also highly satisfactory to the hotel provides maximum knowledge to future hospitality professional. Because the hospitality industry is a good industry students go and show their skills to the guests so they can manage all the work

How satisfied are you with the Hotel Management course as your career option after industrial exposure?



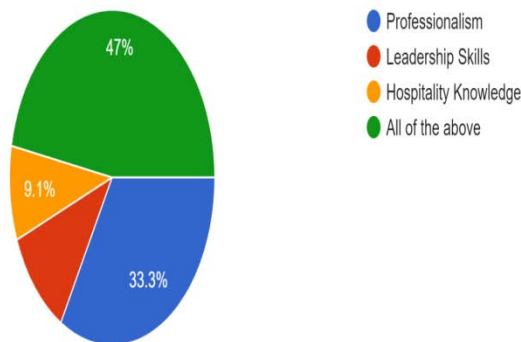
As per the graph, 50% of students are highly satisfied with the statement given there and 42.4% of students are satisfied with the statements with hotel management courses as their career option after industrial training exposure. In my point of view, many students finalize their career in hotel management course after industrial training and many students quit their courses and many of the students change their departments due to long working hours in the hotel industry.

How much would you rate your overall experience during industrial training in terms of your personality development?



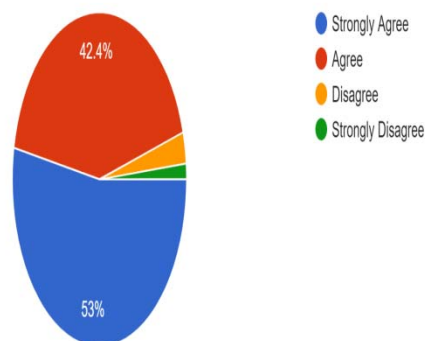
As per the graph we see 47 % of people said 5 rate overall experience 25.8% said 4 7.6% said 3 4.5% said 2 and 15.2% of students said 1. My overall experience was 5 during my industrial training.

What skills have you gained from this course, especially after the industrial training program?



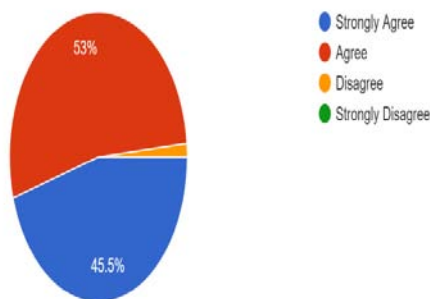
As per the chart, we can see 47% of students have given their answer to All of the above 33.3% of students have gained from this course professionalism and 9.1% of students gained their hospitality knowledge in my opinion the industrial training program gained the student's knowledge skills. Team work almost every work in the hospitality industry involves teamwork and multitasking, time management communication.

Do you agree that the working hours of the staff in the hospitality industry play an important role in choosing or changing the department as their career?



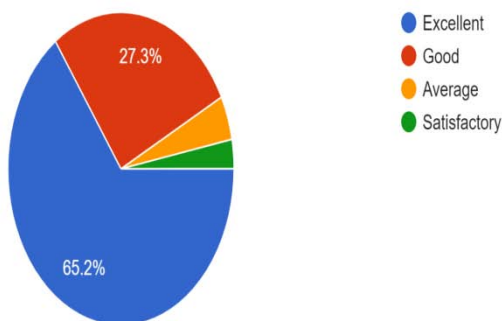
As per the chart, we can see 53% of students strongly agree that the working hours of the staff in the hospitality industry play an important role in choosing or changing the department as their career, and 42.4% of students only agree with the statements. In my opinion, the working hours in the hospitality industry are very high so the problem for the hotel staff to change their department as the carrier option because the working hours in the hospitality industry are not 9 to 5 at the same time if you are in housekeeping and service department which requires continuous working that's the problem students change their department.

*Do you agree that industrial training provides a better understanding of theoretical aspects to the students?*



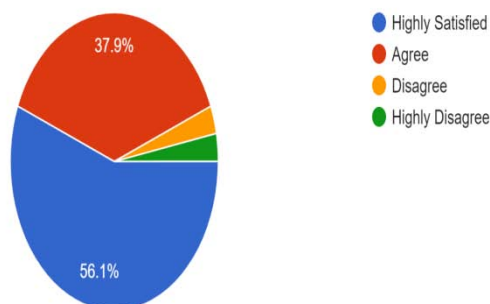
The graph shows that 53% of students agree with the statements that industrial training provides a better understanding of theoretical aspects and 45.5% of students strongly agree. In my opinion, industrial training provides a better understanding of theoretical aspects for hotel management students. In the hospitality industry, this is particularly important because the primary goal is to provide great customer service. Not training can lead to a

*How was the experience while working with the hotel staff?*



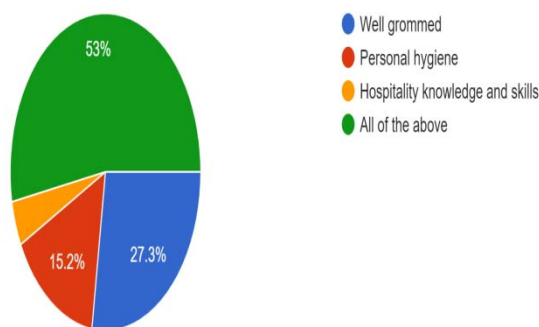
As per the graph, 65.2% of students are satisfied with the statements of an excellent experience while working with the hotel staff 27.3% of students said only good experience the statement while working with the hotel staff. In my opinion I also agree with the students were I am on internship the staff is very good and talk to the very polite manner he guided with their best.

*How much were you satisfied with the solutions provided by your seniors during your industrial training?*



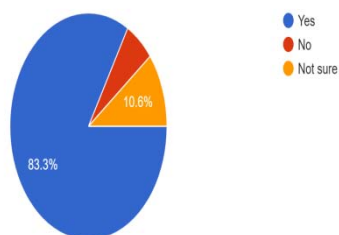
In the pie chart, 56.1% of students are said highly satisfied with the statements and solutions provided by their seniors during industrial training, and 37.9% of students only agreed with the solution provided by their seniors. In my opinion, when I am an intern every senior is very polite and well mannered he can guide me with their best and talk politely.

*What points are considered for getting chosen in the hotel industry?*



As per the pie chart, 53% of students said well groomed, personal hygiene, hospitality knowledge and skills, all of the above, and 27.3% of students said well groomed 15.2% of students said personal hygiene. In my opinion, all points are considered for choosing the hotel industry.

*Post training do you want to continue in the hotel industry?*

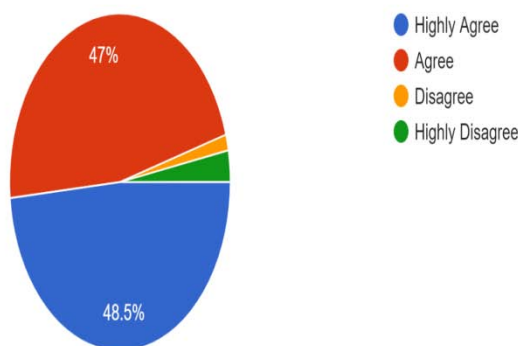


In the pie chart, 83.3% of students post-training continue their career in the hotel industry and 10.6 % of students are not sure about choosing their career in the hotel industry. in my point of view, many students choose their career in the hotel industry post training and I am also continuing my career in the hotel industry after training.

*Does an industrial training program help in finalizing their career in the hospitality industry?*







As per the pie chart, 48.5% of students highly agree to finalizing their career in the hospitality industry and 47% of students only agree to finalize their career in the hospitality industry. In my point of view, industrial training programs finalize their career, and every hotel management student does training in 5-star hotels to finalize their career.

### V. CONCLUSION

To sum up, the quickly growing hospitality sector provides a variety of opportunities for professional advancement. Equipping students with the necessary knowledge and skills for success in the hotel sector is crucial for empowering them to pursue careers in this field. A good way for students to develop their competencies and obtain practical experience is to take part in industrial training programs. The evaluation of the impact of training programs on students' career perspectives and their potential alignment with wider sustainable development goals is crucial, especially in light of the SDGs, especially SDG 8 (Decent Work and Economic Growth), and SDG 9 (Industry, Innovation, and Infrastructure). Students enrolled in industrial training programs have the exceptional chance to obtain hands-on experience in authentic environments, allowing them to apply the ideas and concepts they have learned in the classroom to concrete, industry-related scenarios. The practical knowledge gained from these programs is priceless and helps to achieve SDG 8 by encouraging economic growth and dignified work. It gives pupils the knowledge and abilities they need to succeed in the workforce. The ability of students studying hotel management to make well-informed judgments about their future pathways within the hospitality sector is one of the main consequences of industrial training programs. Through practical experience, students acquire a thorough awareness of the diverse roles and responsibilities within the industry. Ensuring that students from a variety of backgrounds have equal access to chances for career advancement, supports SDG 10 (Reduced Inequality). Students get personal knowledge of potential career routes by working with professionals in the sector, which helps them select a career path that aligns with their skills and interests. In addition, students who participate in industrial training programs acquire critical abilities that are highly prized

in the hospitality industry, like problem-solving, teamwork, customer service, and time management. These abilities support the achievement of SDG 4 (Quality Education) and are necessary for all roles in the sector. The programs give students the chance to put these skills to use in real-world situations, improving their readiness for the workforce in the future and advancing the overarching objective of decent work and economic growth (SDG 8). To put it simply, industrial training programs support both wider sustainable development goals and the professional aspirations of students pursuing hotel management. In the end, they promote progress towards the SDGs by empowering students to make well-informed career decisions, cultivating highly sought-after talents in the industry, and fostering a more just and financially sustainable hospitality sector.

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## Exploring the Impact of Industrial Training Skill Development and Career Enhancement of Hotel Management Students in Delhi-NCR - A Case Study

Deep Anand, Yazuvendra Singh & Prof (Dr.) Rajiv Mishra  
*Galgotias University*

**Abstract-** The Hospitality industry is a dynamic and ever-growing sector that plays a pivotal role in the global economy. As the demand for skilled professionals in this industry continues to rise, it becomes imperative to examine the role of industrial training in shaping the careers of hotel management students in Delhi-NCR. This case study aims to comprehensively explore the multifaceted impact of industrial training on skill development and career enhancement among students pursuing hotel management in this vibrant region. Delhi-NCR has emerged as a thriving hub for hospitality, offering numerous opportunities for aspiring hoteliers. With the proliferation of hotel management institutions, it becomes crucial to assess how these programs integrate industrial training into their curriculum and, subsequently, the effect it has on students' development and career trajectories. This research employs a mixed-methods approach, utilizing both quantitative surveys and qualitative interviews to gather data from a diverse group of participants.

**Keywords:** *industrial training, skill development, career enhancement, hotel management, delhi-NCR, hospitality industry.*

**GJMBR-F Classification:** *DDC Code: 338.479172981 LCC Code: G155.C35*



*Strictly as per the compliance and regulations of:*



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# Exploring the Impact of Industrial Training Skill Development and Career Enhancement of Hotel Management Students in Delhi-NCR - A Case Study

Deep Anand <sup>α</sup>, Yazuvendra Singh <sup>σ</sup> & Prof (Dr.) Rajiv Mishra <sup>ρ</sup>

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The sample comprises current hotel management students who have completed industrial training, recent graduates, and hotel managers responsible for overseeing training and recruitment processes. The data collected is meticulously analyzed to identify patterns, insights, and trends related to skill development and career advancement.

The findings of this study illuminate the transformative impact of industrial training on hotel management students in Delhi-NCR. Skill development emerges as a central theme, with industrial training serving as a catalyst for honing a wide array of competencies. Participants consistently reported significant improvements in their customer service skills, problem-solving abilities, time management, and interpersonal aptitude. These skills are not only fundamental to success in the hospitality industry but also provide a solid foundation for professional growth in other sectors. In line with Sustainable Development Goal 8: Decent Work and Economic Growth, this case study explores the contribution of industrial training to the professional advancement of hotel management students in Delhi-NCR. This study supports fair employment opportunities in the hotel industry and inclusive economic growth by analyzing the effects of industrial training on skill development and career advancement. The research investigates how industrial

training improves students' abilities and equips them for successful careers in the fast-paced hospitality industry using a mixed-methods approach that includes surveys and interviews. The results show the transforming impact of industrial training and emphasize how it helps people develop critical abilities like problem-solving, time management, and customer service, which in turn enables them to make important contributions to sustainable employment and economic development.

**Keywords:** industrial training, skill development, career enhancement, hotel management, delhi-NCR, hospitality industry.

## 1. INTRODUCTION

The hospitality industry is one of the fastest-growing sectors globally, offering vast opportunities for individuals seeking a dynamic and rewarding career. Hotel management education plays a pivotal role in preparing students for this challenging yet exciting industry. In the bustling metropolis of Delhi-NCR (National Capital Region), a hub of cultural diversity and economic activity, hotel management programs have gained immense popularity over the years. As students aspire to embark on their journey in this field, it becomes crucial to assess the role of industrial training in skill development and career enhancement. This case study delves into the multifaceted realm of hotel management education in Delhi-NCR, aiming to understand the impact of industrial training on students' skill development and career prospects. The hospitality industry is renowned for its diverse and complex nature, demanding a wide range of skills, from interpersonal and communication skills to culinary and operational expertise. In such a competitive field, the integration of practical training through industrial exposure becomes pivotal in shaping students' careers. Industrial training, also known as internship or on-the-job training, is an integral part of hotel management education. It provides students with the opportunity to apply the theoretical knowledge they have acquired in real-world settings. During their industrial training, students work alongside experienced professionals, gaining insights into the operational intricacies of the hospitality industry.

1. *Skill Development through Industrial Training:* The hospitality industry places a premium on soft skills such as communication, teamwork, problem-solving, and customer service. These skills are best

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honed through hands-on experience. Industrial training offers students a chance to interact with guests, handle challenging situations, and work as part of a team. It fosters the development of interpersonal skills that are essential for success in the industry.

2. *Career Enhancement Opportunities:* Hotel management graduates in Delhi-NCR enjoy a wide range of career opportunities. The region boasts an array of hospitality establishments, from high-end luxury hotels to boutique properties, all of which are constantly on the lookout for skilled professionals. Industrial training experience can be a game-changer in this competitive job market the hospitality industry offers a wealth of chances for professional advancement, which is consistent with Sustainable Development Goal 8: Decent Work and Economic Growth. In the dynamic and culturally diverse Delhi-NCR region, where hotel management education is flourishing, the incorporation of industrial training is essential to equipping students for the demands of this fast-paced business. This case study looks into how industrial training affects hotel management students' ability to acquire new skills and grow in their careers. Through investigating how practical training can improve soft skills such as teamwork and communication, the study helps to promote inclusive economic growth and establish pathways to long-term employment in the hospitality industry. Additionally, by looking at how industrial training experiences affect students' career paths, the research hopes to shed light on the transformative potential of such programs to achieve SDG 8 goals by creating meaningful and rewarding professions in the hospitality sector.

## II. SCOPE OF THE CASE STUDY

This case study aims to explore the transformative impact of industrial training on the skill development and career enhancement of hotel management students in Delhi-NCR. By examining the experiences and perceptions of students who have undergone industrial training, we seek to shed light on how this crucial component of their education shapes their professional journey.

*Four Core Departments of the hotel:*

1. Food & Beverage Service Department
2. Food Production Department
3. Front Office Department
4. Housekeeping Department

*Objective of the Study*

- To identify the difficulties faced by interns in hotel management courses.
- To evaluate students' opinions & feedback for better learning experience.

- To understand the contribution of Industrial Training program to finalizing students carrier.
- To interpret the overall impact of Industrial Training on the students lifelong decisions.

## III. LITERATURE REVIEW

As mentioned by Lam, T., & Ching, L. (2007) the study attempted to address the following questions: What expectations do students have prior to starting their internship? How do the students feel about the internship Programme? How satisfied are you with your internship overall? What relationship exists between the difference in your expectations, perceptions, and level of satisfaction overall? The study's conclusions indicate that students anticipated expanding their job experience, honing their technical skills, and securing favorable prospects for future career advancement within the same organisation. Conversely, students felt that their work was interesting and demanding, that their work experience was broadening, and that they were developing their technical skills. Expectations from the kids were often not reached. "Superior," "team spirit and involvement," and "autonomy and help from superior" were the three characteristics that had the greatest impact. As mentioned by Chen, T. L., & Shen, C. C. (2012). The purpose of this article was to investigate how students' motivation to continue employment in the hotel industry after graduation is influenced by many factors, including industry involvement, student commitment, and internship Programme planning. Research indicates that the design of the internship curriculum, industry participation, and student enthusiasm all favorably enhance students' overall happiness with their internship experiences. Furthermore, the most significant influence on students' desire to work in the hotel industry after graduation comes from the structure of internship programmers and the involvement of industry participants. As mentioned by Hussien, F. M., & La Lopa, M. (2018). An increasing number of internship programmers are now included in hospitality education. Through internship opportunities, students integrate their academic knowledge with practical experience, which is facilitated by a good internship Programme. The findings of this study suggest that a number of important factors influence interns' level of satisfaction with their internship experiences, including feedback, autonomy, and support from university supervisors, academic preparation, flexible work schedules, student initiative, location, and skill variation. The study's findings have important ramifications for internship host organisations as well as colleges. As mentioned by D. A., Clayton, H. R., & Reynolds, J. S. (1998). This study looked at how satisfied Korean students were generally with their hospitality internship experiences and how they perceived their experiences to be beneficial. There were

connections found between the variables in the demographic. Students' agreement on the features of the internship Programme under study was generally poor. The degree of agreement rose with the duration of previous work experience. The type of internship workplace, age, gender, and the expectation of an employment offer were found to have an impact on students' assessments of their internship experiences. As mentioned by Jauhari, V. (2006) All things considered, the study shows that HTME curricula are not up to par with industry demands in several critical areas. This begs the question of whether graduates in hospitality and tourism possess the requisite abilities. They will be able to pursue a lucrative managerial career in the sector, which will benefit the growth and prosperity of the sector going forward.

#### IV. RESEARCH METHODOLOGY

1. *Primary Data Source:* A questionnaire served as the primary data source. In primary data, we have our *Graph 1:*

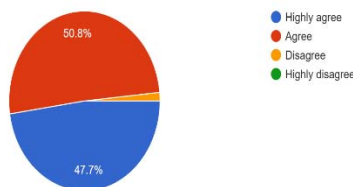
personal knowledge and our thinking, experience, feelings and suggestion.

- Questionnaire
  - Interview
  - Surveys
2. Secondary data source- Secondary data was collected through different samples copy, internet, observation, articles, books, magazines etc.
- Samples copy
  - Internet
  - Observations
  - Articles
  - Books
  - Magazines

*Graphical Presentation:*

- This survey has been done among 65 people.
- Below analysis is the result of my field survey.

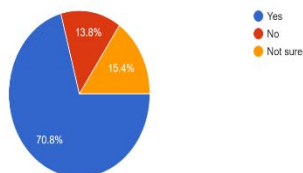
1. Does Industrial training program helps in finalizing their career in the hospitality industry?  
65 responses



As per the Graph 1, 50.8% of the responses agree with the statement that satisfied with the industrial training program helps in finalizing their career in the hospitality industry while 47.7% highly agree of the above statement and my opinion is also agree the statement of finalizing their career with the help of industrial training program.

*Graph 2:*

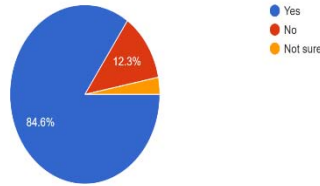
2. In your opinion the students do not want to make their future in hospitality industry due to long working hours during training ?  
65 responses



Answer showing by the graph 2, 70.8% responses with yes statement with satisfied while 13.8% says no statement and 15.4% says not sure in the statement of the student do not want to make their future in hospitality industry due to long working hours during training and my opinion is yes during training long working hour student don't want to make future in the hospitality industry.

Graph 3:

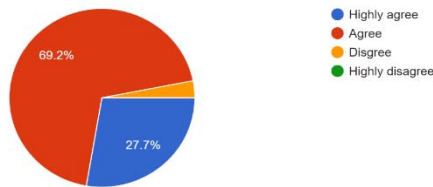
3. In your opinion, the industrial training must be provided in 5 star hotel and similar concepts only?  
65 responses



As per the graph 3, 84.6% people are says yes the industrial training must be provided in 5 star hotel and similar concept only while 12.3% says no the above statement and my point of view industrial program are provided only 5 star hotel only don't in 4 star and other property then above concept should be considered.

Graph 4:

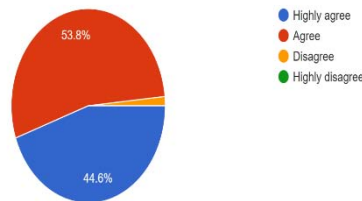
4. In your point of view, should there be industrial training program in cruise?  
65 responses



As per graph 4, answer 69.2% people says agree the statement and satisfied the industrial training program in cruise and 27.7% people were says highly agree the statement and my opinion industrial training program are also provided in cruise because many students want to cruise line then helps to finalizing their career.

Graph 5:

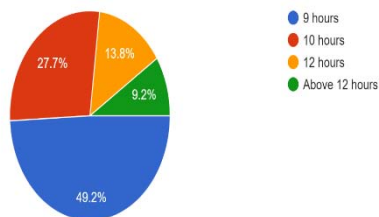
5. In your point of view, does the hotel management course help in personality development?  
65 responses



In the graph shown the 53.8% people responses the agree the statement and 44.6% people says highly agree the statement does the hotel management course help in personality development and my opinion is agree the statement of personality development by the help of this course and also develop the speaking skills and make the skilled employee.

Graph 6:

6. As per your experience mention the minimum numbers of hours you spent on work during training.  
65 responses



As per the graph 49.2% people responses 9 hours and 27.7% says 10 hours and 13.8% says 12 hours and 9.2% says above 12 hours to the statement of your experience the minimum numbers of hours are spent on working during training, and my experience minimum 12 hours working during training.

Graph 7:

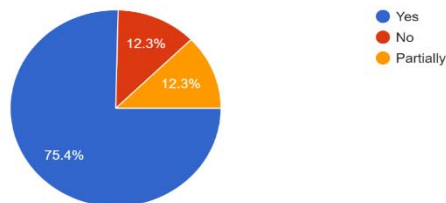
7. In your opinion, which department did you like during industrial training the most?  
65 responses



As shown in the graph 66.2% people are says front office department like during training while 20% people says food and beverage department like during training, and my experience is food and beverage department are like during industrial training program.

Graph 8:

8. In your point of view, did the training meet your expectations?  
65 responses

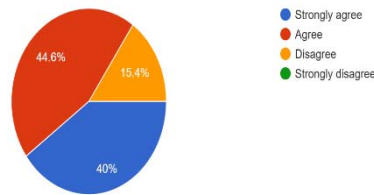


In the graph shown 75.4% people responses yes statement of the training meet your expectations and 12.3% people says no statement and 12.3% says partially, and my opinion I have no idea before the industrial training program and meet your expectations during training.



Graph 9:

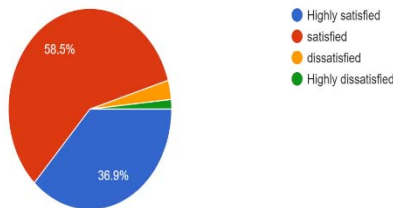
9. In your opinion, many students do leave hotel management course after the industrial training program agree and disagree?  
65 responses



As per the graph 44.6% people are says agree the statement many students do leave hotel management course after the industrial training program and 40 % says strongly agree the statement while 15.4% people says the disagree the statement of students leave the hotel management course after the industrial training program and my opinion are also agree the statement of industrial training program.

Graph 10:

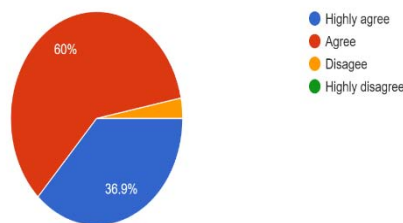
10. In your point of view, how much you rate all conditions and environment of hospitality industry?  
65 responses



In the graph shown, 58.5% people responses satisfied the all conditions and environment of hospitality industry while 36.9% people says highly satisfied the statement and my opinion is also agree the statement of rate all conditions and environment of hospitality industry.

Graph 11:

11. In your opinion, during industrial training hotel staff plays an important role for choosing a career of options for any students?  
65 responses



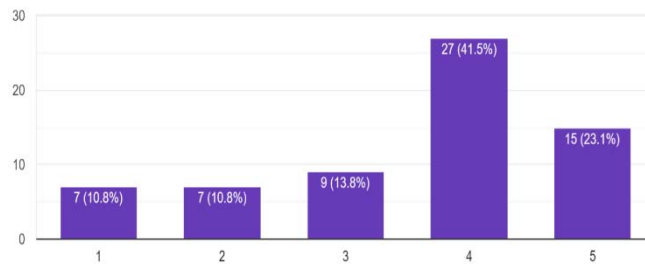
As shown in the graph, 60% people are says agree the statement of during industrial training hotel staff plays an important role for choosing a career of options for any students and 36.9% says highly agree the above statement and my opinion also agree the hotel staff plays an important role for choosing their career path.



Graph 12:

12. Kindly rate the importance of industrial training program for any hotel management students?

65 responses

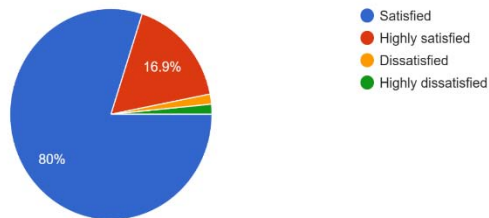


As per the graph we are seeing the 41.5% people says the rate 4 for the important role of industrial training program for any hotel management students and 23.1% says 5 rate and 13.8% says 3 rate and 10.8% says 2 rate and 10.8% says 1 rate the statement and my opinion is the industrial training program the important role of hotel management students.

Graph 13:

13. In your opinion after covid the new protocol of staffs makes them feel?

65 responses

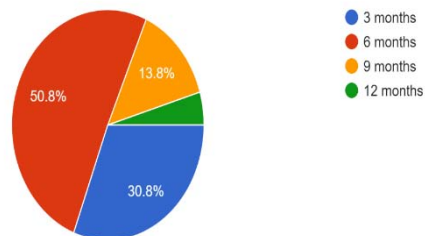


In the graph shown 80% people says satisfied the statement of the after covid the new protocol of staffs makes them feel and 16.9% says highly satisfied the statement and in my point of view agree the statement the new protocol of staffs make feel them after covid.

Graph 14:

14. According to you how many months should be the industrial training program?

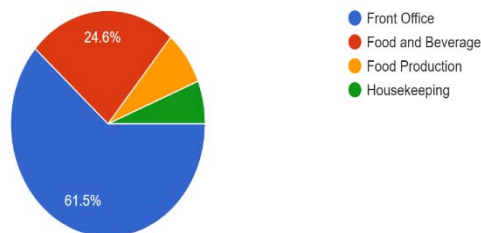
65 responses



As per the graph 50.8% people responses 6 months should be industrial training program and 30.8% says 3 months are industrial training and 13.8% says 9 months are training provided and my opinion 6 months are enough for industrial training program for learning the skills and knowledge for future use.

Graph 15:

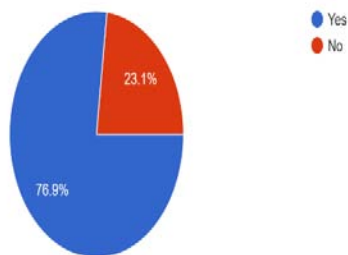
15. In which department do you want to make your career after industrial training?  
65 responses



As shown in the graph 61.5% people are says front office department want to make career after industrial training while 24.6% says food and beverage department want to make their career after training and my opinion is food and beverage department are make their career in the future after training.

Graph 16:

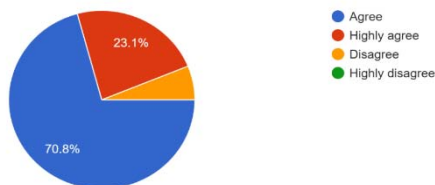
16. Have you changed your career path in terms of department changed after your industrial training program?  
65 responses



In the graph shown 76.9% people are says yes the statement of your career path in the terms of department changed after your industrial training program while 23.1% says no the statement of changed the department after industrial training in the career path an my opinion is yes industrial training helps the choosing their career path in the department.

Graph 17:

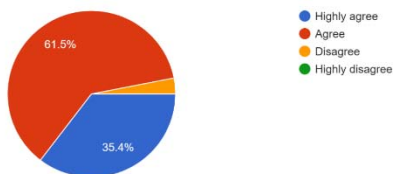
17. In your point of view, should there be separate vocational training as well?  
65 responses



As per the graph 70.8% people are says agree the statement of should there be separate vocational training as well and 23.1% says highly agree the statement the vocational training course an my opinion is vocational training are available after choosing their separate department and it helps their build career path in the department are liked in the industry.

Graph 18:

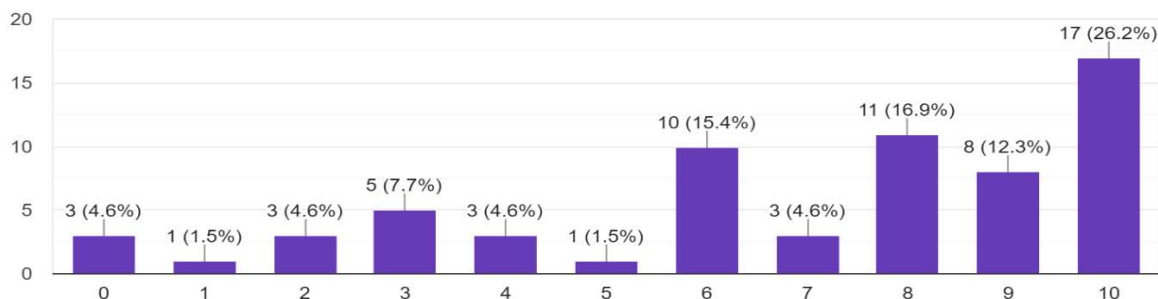
18. After your industrial training exposure are you going to make your career in hospitality industry with better understanding helps professional practical knowledge?  
65 responses



As per the graph 61.5% says agree the statement of after your industrial training exposure are you going to make your career in hospitality industry with better understanding helps professional practical knowledge and 35.4% says highly agree the above statement and my opinion also agree the after industrial training helps the professional practical knowledge.

Graph 19:

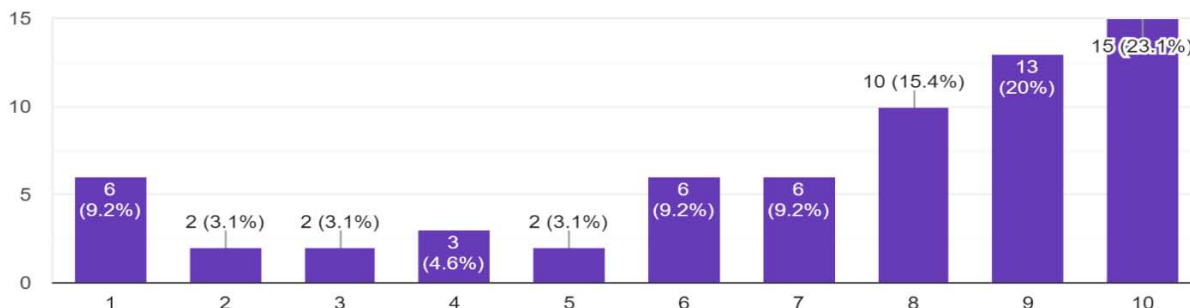
19. On a scale from '0' to '10'. '0' being "very unlikely" and '10' being "very likely." How liable are you to recommend your friends to try the hospitality industry?  
65 responses



As per the graph 26.2 people says 10 rate to recommend your friends to try the hospitality industry and 16.9% says the rate 8 and 15.4% says the rate 6 and 12.3% says the rate 9 and 7.7% says the rate 3 and 4.6 % says the rate 7, 4, 3 and 0 and 1.5% says the rate 1 and 5 and my opinion is also recommend your friends to try the hospitality industry.

Graph 20:

20. Did your whole training and experience, in your opinion, satisfy you? (10 high and 1 below)  
65 responses



As per the graph 23.1% says the rate 10 for the whole training and experience are satisfied and 20% says the rate 9 and 15.4% says the rate 8 and 9.2% says the rate 7, 6 and 1 and 4.6% says the rate 4 and 3.1% says the rate 5, 3 and 2 and my opinion is during whole training and experience are satisfied.

## V. CONCLUSION

The Industrial Training skill development program has proven to be a transformative experience

for Hotel Management students in the Delhi-NCR region. This case study has shed light on the significant impact of such training on their career enhancement and overall

professional development. In this conclusion, we will summarize the key findings and insights gained from this study and discuss their implications for both students and the hospitality industry in the Delhi-NCR region.

First and foremost, the Industrial Training skill development program plays a crucial role in bridging the gap between classroom learning and real-world application. It provides students with the opportunity to apply their theoretical knowledge in practical settings, which is essential in a field as hands-on as Hotel Management. This bridge between theory and practice not only enhances their skillset but also boosts their confidence and self-assurance. One of the most noteworthy findings of this case study is the positive impact of Industrial Training on the employability of Hotel Management students. The exposure gained during the training period equips them with industry-specific skills, making them more attractive to potential employers

Furthermore, the students who participated in Industrial Training also reported a significant improvement in their interpersonal and communication skills. Working in a hotel environment requires constant interaction with guests and colleagues, and this experience helps students develop the necessary communication skills to excel in their careers. In addition to technical skills and communication abilities, Industrial Training also has a substantial impact on the students' personal and professional growth many students mentioned that they learned to think on their feet, handle high-pressure situations, and make decisions quickly. These are invaluable qualities that not only contribute to their career success but also enhance their overall life skills. Another key observation from this study is the influence of Industrial Training on students' career aspirations. Many students expressed that their experiences during the training period helped them refine their career goals.

They gained insights into various departments within the hotel industry, allowing them to make more informed decisions about their future career paths. This clarity in career aspirations is crucial for career advancement and long-term success. Furthermore, Industrial Training has a positive impact on the reputation of the institutions offering Hotel Management programs in Delhi-NCR.

In conclusion, the case study exploring the impact of Industrial Training skill development on Hotel Management students in Delhi-NCR highlights the immense benefits of such programs. These training opportunities not only enhance students' technical skills but also significantly contribute to their employability, personal growth, and career aspirations. Moreover, they have a positive impact on the reputation of educational institutions offering Hotel Management programs. Industrial Training is not just a stepping stone to a

successful career; it is the cornerstone upon which the future of Hotel Management in the region is built. Goal 8 of the Sustainable Development Agenda, which calls for "Decent Work and Economic Growth," is in line with Delhi-NCR's integration of industry training into hotel management education. This case study explores how students' skill development and career advancement are impacted by industrial training, which helps the hospitality industry experience inclusive economic growth. With an emphasis on developing critical soft skills like cooperation and communication through hands-on training, the project hopes to promote long-term job prospects. Furthermore, the study aims to illustrate the potential of such initiatives in building meaningful and happy jobs in the hospitality industry, so supporting the objectives of SDG 8, by analyzing how industrial training experiences impact students' career paths.

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## A Study on Property Management System to Enhance the Customer Satisfaction in Hotel

Dhanishka, Yazuvendra Singh & Prof (Dr.) Rajiv Mishra

*Galgotias University*

**Abstract-** The hotel sector, a crucial segment of the hospitality industry, is pivotal in providing essential lodging and food services to travelers. Hotels vary in size, function, service level, and cost, and their operations are highly dependent on efficient management systems. The front office, commonly known as the reception area, is the first point of contact for guests and is integral to the hotel's overall guest experience. A hotel property management system (PMS) is a comprehensive software application designed to handle various aspects of hotel operations, including booking reservations, guest check-in/check-out, room assignment, rate management, and billing. This study examines the role of PMS in enhancing customer satisfaction within the hotel industry, focusing on its impact on operational efficiency, guest experience, and employee productivity.

Customer satisfaction is a critical success factor in the highly competitive hotel industry. The implementation of a robust PMS can significantly streamline hotel operations, leading to improved guest experiences.

**Keywords:** *customer satisfaction, property management system, hotel industry, front office operations, hospitality management.*

**GJMBR-F Classification:** *DDC LCC Code: T58.6*



*Strictly as per the compliance and regulations of:*





# A Study on Property Management System to Enhance the Customer Satisfaction in Hotel

Dhanishka <sup>α</sup>, Yazuvendra Singh <sup>σ</sup> & Prof (Dr.) Rajiv Mishra <sup>ρ</sup>

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Customer satisfaction is a critical success factor in the highly competitive hotel industry. The implementation of a robust PMS can significantly streamline hotel operations, leading to improved guest experiences. Faster room maintenance and efficient management are facilitated by PMS, allowing real-time communication with housekeeping staff for early arrivals and special requests. This adaptability not only enhances the guest experience but also reduces check-in times, contributing to higher levels of customer satisfaction (Kandampully & Suhartanto, 2003).

A well-implemented PMS offers various reporting and analytics tools, including shift audits, housekeeping reports, night audits, room and tax reports, and arrival/departure data. These tools provide hotel managers with critical insights into daily operations, enabling them to make informed decisions that improve service quality and operational efficiency (Chi & Gursoy, 2009). Moreover, the integration of PMS with other hotel systems, such as Central Reservation Systems (CRS) and Point of Sale (POS) systems, ensures seamless operations across different departments, further enhancing the guest experience.

Employee satisfaction is another crucial factor influenced by PMS. Happy employees are more flexible and productive, contributing positively to the overall guest experience. Many hotels offer their staff members various benefits, including discounts on lodging and meals, and sometimes even transportation services. These perks, combined with the ease of using an efficient PMS, create a

positive working environment that fosters employee retention and satisfaction (Bai, Law, & Wen, 2008).

The primary data for this study were collected through a questionnaire distributed to hotel managers and guests, focusing on their experiences and perceptions of PMS. The survey results indicated that a majority of respondents found PMS to significantly enhance the efficiency of hotel operations and improve customer satisfaction. Specifically, 51.7% of respondents strongly agreed, and 43.3% agreed that PMS was beneficial. Additionally, 63.3% of respondents noted that PMS facilitated smoother check-ins, highlighting the system's impact on operational efficiency (Shankar, Smith, & Rangaswamy, 2003).

The study also explored the use of PMS in revenue management. Effective revenue management is critical for maximizing a hotel's profitability. PMS provides detailed analytics and reporting tools that help hotel managers optimize room rates based on demand, seasonality, and market conditions. This capability ensures that hotels can maximize their revenue potential while maintaining competitive pricing strategies (Danaher & Haddrell, 1996).

Furthermore, the study underscored the importance of standard operating procedures (SOPs) in conjunction with PMS. SOPs ensure consistency and quality in service delivery, which are essential for maintaining high customer satisfaction levels. The survey results showed that 48.3% of respondents agreed and 35% strongly agreed that SOPs were effectively implemented with the help of PMS, contributing to smoother front office operations (Moyeenudin et al., 2018).

In conclusion, the implementation of a sophisticated PMS is instrumental in enhancing customer satisfaction in hotels. By streamlining operations, improving employee satisfaction, and enabling effective revenue management, PMS plays a pivotal role in the success of hotel operations. The Opera PMS, in particular, stands out for its comprehensive features and integration capabilities, making it a preferred choice for many hotels. Future studies should explore the evolving functionalities of PMS and their impact on the broader hospitality industry (Law & Jogaratnam, 2005).

**Keywords:** customer satisfaction, property management system, hotel industry, front office operations, hospitality management.

## I. INTRODUCTION

The hospitality industry, encompassing lodging, food, and drink services, represents a significant and ever-growing sector within the global economy. In particular, the hotel industry stands out due to its crucial role in accommodating travelers, both for leisure and business purposes. Hotels vary greatly in size, function, level of service, and cost, ranging from luxurious five-star resorts to budget-friendly motels.

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Central to the operations of any hotel is the front office, commonly known as the reception area, which serves as the initial point of contact between the hotel and its guests. The efficiency and effectiveness of front office operations are paramount in shaping the guest experience, making it a critical focus area for hoteliers.

A Property Management System (PMS) is an essential tool in modern hotel management. It is a comprehensive software application used to coordinate and manage various front office functions, including booking reservations, guest check-in and check-out, room assignment, controlling room rates, and billing. A well-implemented PMS not only enhances operational efficiency but also significantly boosts customer satisfaction by streamlining processes and reducing wait times.

The importance of a PMS in the hotel industry cannot be overstated. It provides real-time updates to various departments, ensuring that the housekeeping staff is promptly informed of room statuses, enabling faster room maintenance and preparation. This real-time communication capability enhances the adaptability of the hotel's room management, improving the overall guest experience and facilitating quicker check-ins. A robust PMS can generate a wide array of reports and analytics, such as shift audits, housekeeping status, night audits, room and tax reports, and arrival and departure summaries, which are invaluable for operational planning and decision-making.

Employee satisfaction is another critical aspect influenced by the use of a PMS. When employees are equipped with tools that make their jobs easier and more efficient, their overall job satisfaction increases. This satisfaction translates into better service delivery, as happy employees are more flexible and motivated to provide exceptional service. Many hotels also offer their employees benefits such as discounts on lodging and meals, and in some cases, transportation services, further contributing to employee satisfaction.

In examining customer satisfaction, the role of the PMS is particularly noteworthy. A seamless check-in process facilitated by an efficient PMS can significantly enhance the guest experience. During my tenure in the front office department, I observed firsthand the positive impact of a PMS on guest satisfaction. Quick check-ins, efficient handling of guest complaints, and the ability to recover services in case of incidents all contribute to a superior guest experience. Furthermore, maintaining accurate records in Excel sheets and monitoring review websites provided additional layers of service quality management.

The objectives of this study are multifaceted. Firstly, it aims to explore the functionalities and benefits of a Property Management System in the hotel industry. Secondly, it seeks to understand how the use of a PMS affects guest satisfaction and employee retention. Thirdly, the study will examine whether the PMS plays a

role in revenue management. Lastly, it will interpret the overall customer experience within the front office division, providing a comprehensive view of how the PMS influences various aspects of hotel operations.

The literature review reveals several important findings. According to Kandampully and Suhartanto (2003), customer satisfaction and brand image are critical factors in gaining customer loyalty in the hotel industry. Chi and Gursoy (2009) highlight the interrelationship between employee satisfaction, customer satisfaction, and financial performance, suggesting that a happy workforce directly contributes to better customer experiences and improved financial outcomes. Bai, Law, and Wen (2008) discuss the impact of website quality on customer satisfaction and purchase intentions, underscoring the importance of integrating online platforms with hotel management systems. Shankar, Smith, and Rangaswamy (2003) emphasize the need for understanding customer satisfaction and loyalty in both online and offline environments, which is increasingly relevant in the digital age. Lastly, Danaher and Haddrell (1996) provide insights into different scales used for measuring customer satisfaction, which can be applied in evaluating the effectiveness of a PMS.

This study employs a mixed-methods approach, utilizing both qualitative and quantitative research techniques. Data were collected through questionnaires distributed to hotel managers and guests, with a sample size exceeding fifty respondents. The survey results were then analyzed using bar charts and pie charts to visualize the findings. Primary data were gathered from direct observations and interactions during on-the-job training, while secondary data were sourced from hotel websites and online review platforms.

In conclusion, this study aims to provide a comprehensive understanding of how Property Management Systems enhance customer satisfaction in hotels. By improving operational efficiency, facilitating seamless check-ins, and boosting employee satisfaction, a PMS proves to be an invaluable tool in modern hotel management. Through detailed analysis and empirical evidence, this research seeks to contribute to the existing body of knowledge and provide practical insights for industry practitioners.

#### Objectives

*The study aims to achieve the following objectives:*

1. Examine the Role of Property Management Systems (PMS): To explore the functionalities and benefits of Property Management Systems within the hotel industry, focusing on how these systems streamline front office operations, enhance guest experiences, and improve overall hotel efficiency.
2. Assess Impact on Guest Satisfaction and Employee Retention: To understand how the implementation of

- a PMS influences guest satisfaction levels and employee retention rates. This includes evaluating the ease of check-in/check-out processes, handling of guest complaints, and overall service quality.
3. *Analyze PMS in Revenue Management:* To investigate whether and how Property Management Systems contribute to effective revenue management in hotels. This includes examining the role of PMS in room pricing strategies, occupancy management, and revenue forecasting.
  4. *Interpret Overall Customer Experience in Front Office Operations:* To interpret and analyze the overall customer experience within the front office division, identifying key areas where PMS implementation can lead to significant improvements in service delivery and guest satisfaction.
  5. *Identify Training and Adaptation Challenges:* To identify any challenges faced by hotel staff in learning and adapting to the PMS, and propose solutions to enhance training programs and user adoption.

## II. LITERATURES REVIEW

The hospitality industry is continuously evolving, and within this dynamic landscape, customer satisfaction has become a critical determinant of success. The use of Property Management Systems (PMS) to enhance customer satisfaction is a topic that has garnered significant attention in recent research. This literature review explores various studies highlighting the role of PMS in the hotel industry, its impact on guest satisfaction, and its broader implications for hotel operations and employee performance.

Kandampully and Suhartanto (2003) emphasize that customer satisfaction and loyalty are intertwined, particularly in the hotel industry. Their research suggests that a hotel's positive image and high satisfaction levels are vital for retaining customers. A well-implemented PMS can significantly contribute to this positive image by ensuring efficient and seamless service delivery, which is crucial for both guest satisfaction and loyalty.

Chi and Gursoy (2009) delve into the relationship between employee satisfaction, customer satisfaction, and financial performance in the hospitality sector. Their study, based on the service-profit chain framework, reveals that satisfied employees are more likely to provide better service, leading to higher customer satisfaction and improved financial outcomes. By streamlining operations and reducing the workload on staff, a robust PMS can enhance employee satisfaction, subsequently improving customer service.

Bai, Law, and Wen (2008) examine the impact of website quality on customer satisfaction and purchase intentions among Chinese online visitors. Their findings highlight the importance of a user-friendly and

efficient online booking system integrated with PMS. This integration is essential for meeting customer expectations and enhancing their overall booking experience.

Shankar, Smith, and Rangaswamy (2003) explore customer satisfaction and loyalty in both online and offline environments. They argue that consistency in service quality across different channels is crucial for maintaining customer satisfaction. A PMS that seamlessly integrates online and offline operations ensures a consistent and pleasant guest experience, fostering customer loyalty.

Danaher and Haddrell (1996) compare different scales for measuring customer satisfaction, stressing the importance of accurate and reliable tools. Effective measurement of customer satisfaction is essential for understanding the impact of operational changes, including the implementation of PMS. Accurate data helps hotels identify areas for improvement and make informed decisions to enhance guest satisfaction.

Moyeenudin, Parvez, Anandan, and Narayanan (2018) focus on data management challenges in the hotel industry, particularly the discrepancies between data entered into PMS by hotels and information provided by guests. They highlight the need for accurate data management to deliver personalized services and improve customer satisfaction. Efficient use of PMS can help hotels manage guest data effectively, leading to better service delivery and higher satisfaction levels.

Jahanshahi et al. (2011) study the effects of customer service and product quality on customer satisfaction and loyalty. They conclude that high-quality service and products are crucial for achieving customer satisfaction and loyalty. In the hotel industry, PMS can enhance service quality by automating routine tasks, allowing staff to focus on providing personalized service.

Krželj-Čolović and Cerović (2013) discuss the implementation of PMS in the hotel industry, emphasizing its role in integrating information and communication systems. They argue that adopting advanced PMS is vital for managing the complex information flow within hotels, thereby improving operational efficiency and guest satisfaction.

Law and Jogaratnam (2005) examine the application of information technology in hotels, highlighting the benefits of PMS in improving operational efficiency and customer satisfaction. They suggest that hotels leveraging technology effectively can gain a competitive edge by offering superior service quality and enhancing the guest experience.

Additional studies provide further insights into the benefits and challenges of PMS implementation. Cobanoglu, Ryan, and Tipton (2003) find that hotels with advanced PMS capabilities tend to perform better in terms of occupancy rates and revenue management. Similarly, Ham, Kim, and Jeong (2005) explore the role



of PMS in enhancing service quality, suggesting that hotels investing in state-of-the-art PMS can offer more personalized and efficient services to their guests.

In summary, the literature underscores the critical role of PMS in the hotel industry. By streamlining operations, enhancing service quality, and improving data management, PMS significantly boosts customer satisfaction and loyalty. The integration of advanced technology in hotel operations not only enhances the guest experience but also contributes to better employee performance and overall hotel efficiency. Future research should continue to explore the evolving capabilities of PMS and their impact on the hospitality industry, particularly in the context of emerging technologies and changing customer expectations.

### III. METHODOLOGY

This study employs a mixed-methods approach, integrating both qualitative and quantitative research techniques to investigate the impact of Property Management Systems (PMS) on customer satisfaction in the hotel industry. The research methodology is designed to provide a comprehensive understanding by collecting and analyzing data from various sources.

#### a) Research Design

The research is structured around a survey-based approach, supplemented by qualitative insights to ensure a thorough exploration of the subject. The data collection methods include structured questionnaires, direct interactions, and secondary data analysis.

#### b) Data Collection

1. *Surveys*: Structured questionnaires were distributed to hotel managers and guests. The survey was designed to capture their perceptions of PMS and its impact on service quality, efficiency, and overall guest satisfaction. The questionnaire included both closed-ended and open-ended questions to gather quantitative data and qualitative insights.
2. *Direct Interactions*: Personal interactions with hotel staff and guests were conducted to gain deeper insights into the practical usage and benefits of PMS. These interactions helped in understanding the real-time challenges and advantages experienced by the users.
3. *Secondary Data Analysis*: Information from hotel websites, online review platforms, and previous research studies were analyzed to complement the primary data and provide a broader context.

#### c) Sampling

A purposive sampling method was employed to select participants for the survey and interactions. The target population included hotel managers, front office staff, and guests from various hotels that use PMS. A

total of 50 respondents participated in the survey, including both trainees and permanent employees working in the hotel industry.

#### d) Data Analysis

Quantitative data from the surveys were analyzed using statistical tools such as SPSS. Descriptive statistics, including means, medians, and standard deviations, were calculated to summarize the survey responses. Inferential statistics such as correlation and regression analyses were conducted to test hypotheses regarding the impact of PMS on customer satisfaction.

Qualitative data from direct interactions were analyzed using thematic analysis. Responses were coded to identify recurring themes and patterns, providing rich, contextual insights that complemented the quantitative findings.

#### e) Data Sources

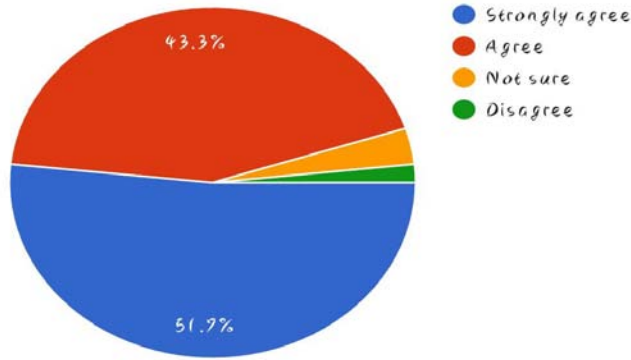
##### i. Primary Data Sources

1. *Surveys*: The primary data source includes responses from structured questionnaires distributed to hotel managers and guests. The survey captured a wide range of information, including demographic details, perceptions of PMS, and satisfaction levels with hotel services.
2. *Direct Interactions*: Personal interactions with hotel staff and guests provided qualitative data on the operational benefits and challenges of using PMS. These interactions highlighted the real-world applications of PMS and its impact on service delivery.

##### ii. Secondary Data Sources

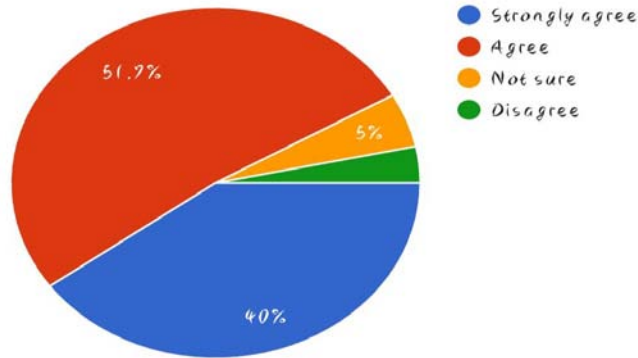
1. *Hotel Websites and Online Platforms*: Secondary data were gathered from hotel websites and online review platforms where guests post reviews. This information provided additional perspectives on guest experiences and satisfaction levels.
2. *Academic Literature*: Previous studies and research articles on PMS and customer satisfaction in the hospitality industry were reviewed to build a theoretical foundation for the study. These sources helped in identifying key variables and constructing the survey instrument.

Research analysis information of the completed surveys



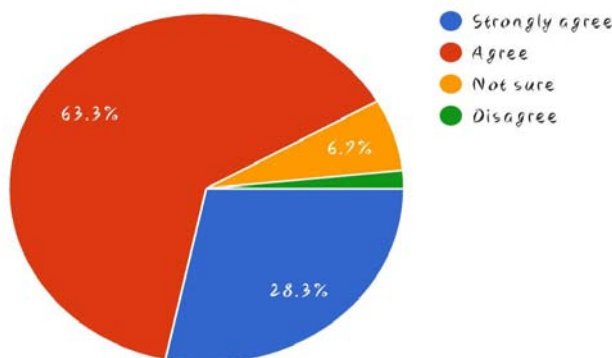
1. A question based survey was circulated among hotel's front office employees to collect data upon certain decisions, such as whether or not property management systems are useful. As the pie charts make it more evident, the majority of people agree on the same thing.  
 [1.1] 51.7% strongly agree and 43.3% are agree with the survey.

2. Easy to Learn



- Most of the employees are saying that property management system is easy to learn.  
 [2.1] As per the survey 40% peoples are strongly agree and 51.7% are agree which shows that all the staff are said property management system is easy to learn.

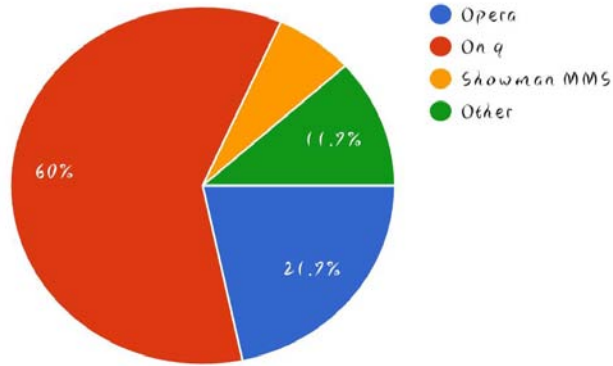
3. Smooth Check-in due to Property Management System:



- We asked people that do you observe due to Property management system check-in run smooth.  
 [3.1] As per the survey 63.3%, 28.3% are strongly agree and agree which shows in the chart.



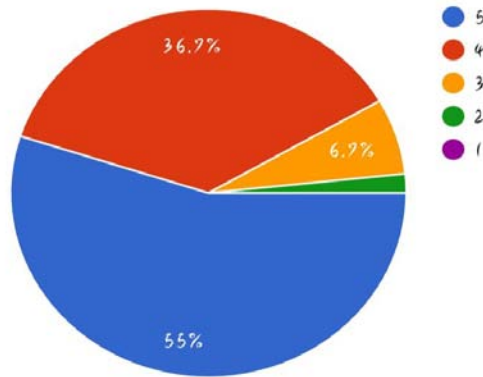
4. Software use in Hotels



In the Some Hotels on Q software is use in front office which clarified by survey.

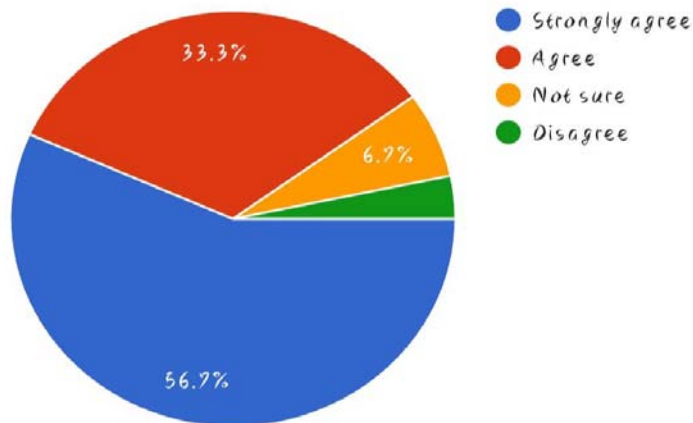
[4.1] As per the survey 54.4%, 38.2% are strongly agree with that staff having adequate

5. Rate the software use in Hotels



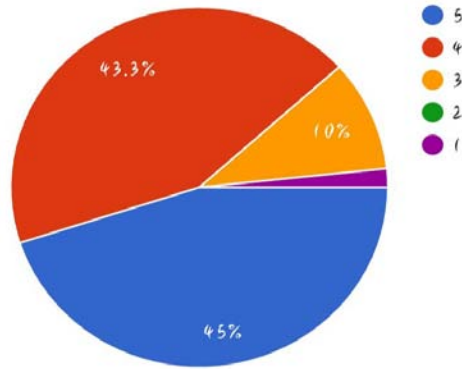
According to the survey 55% rated 5 and 36.7% rated 4.

6. Use of PMS Affects Guest Satisfaction



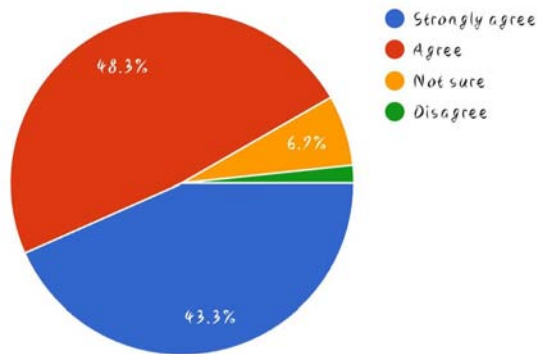
According to survey 56.7 % are strongly agree and 33.3% are agree. 6.9% People are not sure.

7. Rate the Guest Satisfaction



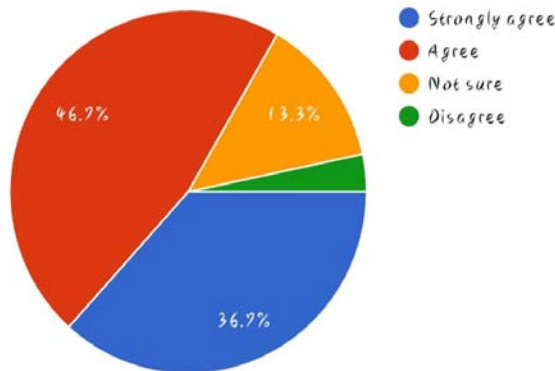
According to survey 45% people are rated 5 and 43.3% Rated 4.

8. Property Management System use in Revenue Management



According to survey 48.3% are agree and 43.3% are Strongly agree 6.7% are not sure.

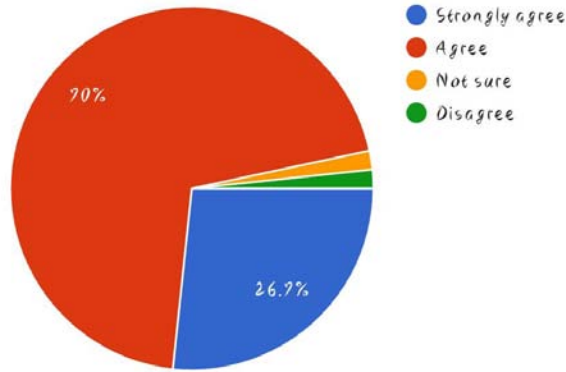
9. Service Provide by front Office Department



According to survey 46.7% people are agree and 36.7% People are strongly agree it's means mostly guest are happy by service provide by front office department.

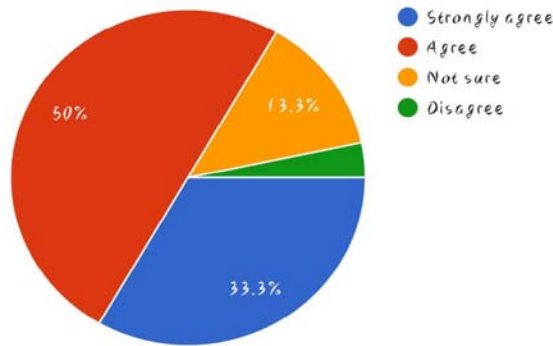


10. *Employees Work Schedule*



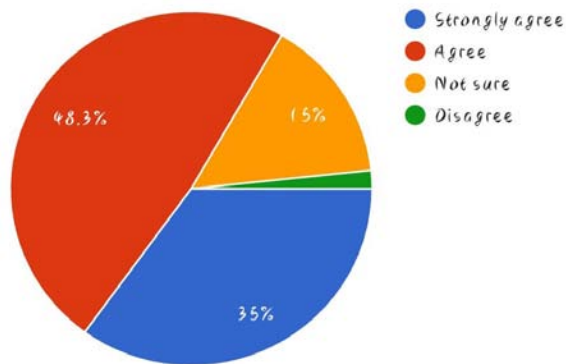
According To Survey 70% people are agree they think work schedule matter in operating or working in hotel department.

11. *Shift Arrangements*



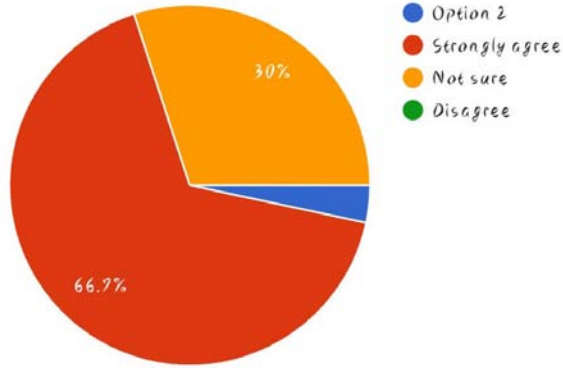
If you agree with the evidence that shift scheduling is important for overall performance, you belong to a group of people who believe that flexibility is necessary in the hospitality industry. According to survey 50% are agree and 33.3% are strongly agree.

12. *Standard Operating Procedures*



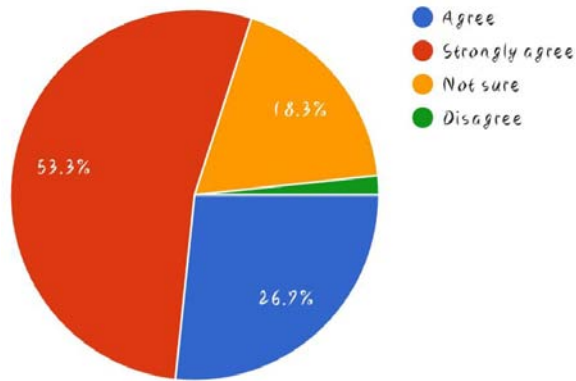
According to survey 48.3% are agree and 35% are Strongly agree in hotel are using their standard operating procedures.

13. Key Making



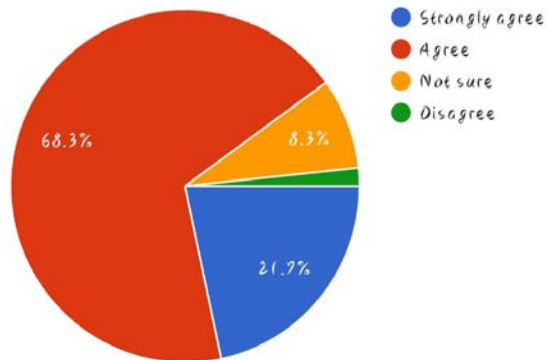
According to survey 66.7% people are strongly agree key marking are easily done by property management system but 30% people are not sure.

14. Guests Bills



According to survey 53.3% are Strongly agree and 26.7% are agree that guest are getting their bill in the room. But 18.3% are not sure.

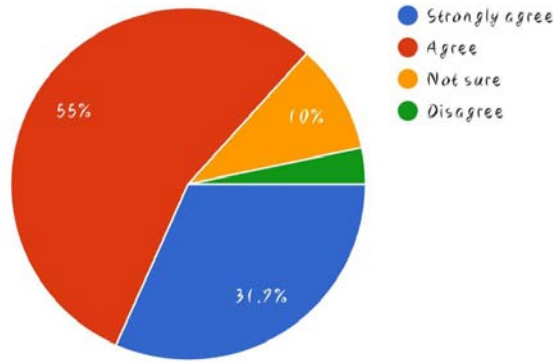
15. Front Office Department Runs Smooth



According to survey 68.3% are agree 21.7% are Strongly agree that due to Property management system front office department runs smooth, 8.3% are not sure.

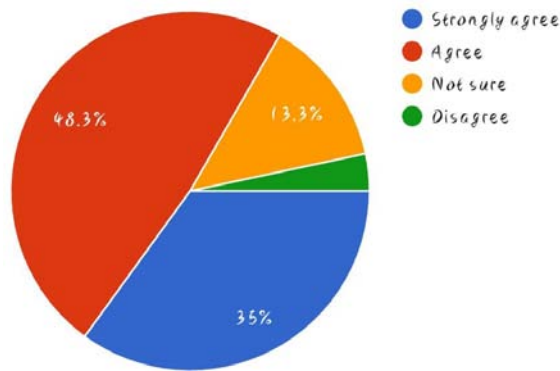


16. *Data Store*



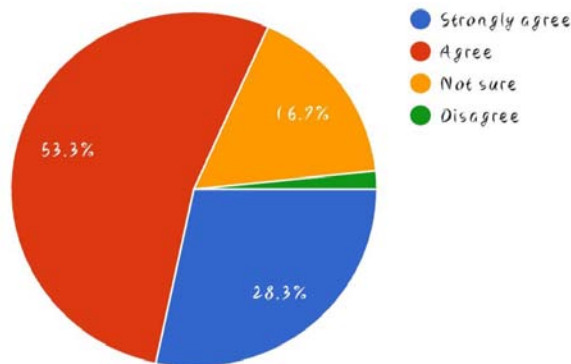
According to the survey 55% are agree and 31.7% are strongly agree that property management is safe for data storage. But 10% are not sure.

17. *Profile of Guests*



According to survey 48.3% are agree and 35% are Strongly agree that due to Property management system are helping to find guest profile. 13.3% are not sure.

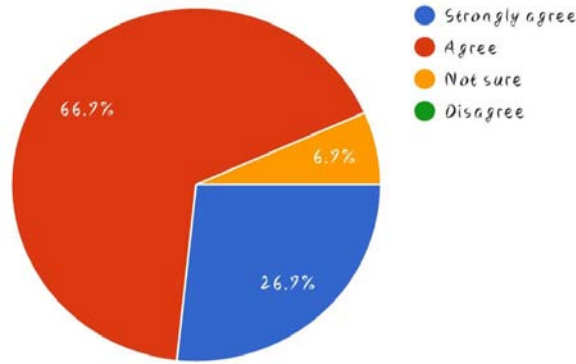
18. *Operating of Room Is Controlled by PMS*



According to survey 53.3% are agree and 28.3% are Strongly agree that controlling or room is operating by property management system.

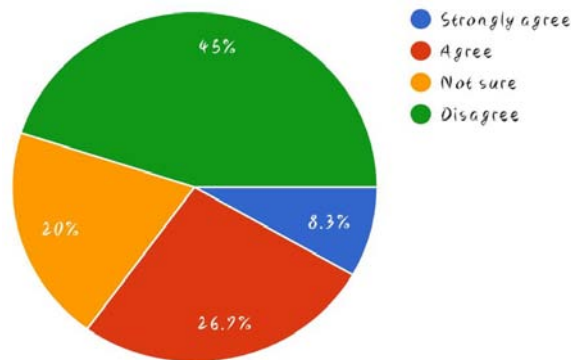


19. Wake Up Call



According to the survey 66.7% are agree and 26.7% are Strongly agree that due to Property management system wake call are provided in proper way.6.7% are not sure

20. Hard for use



According to survey 45% are disagree that property management system is not hard for use and 26.7% are agree and 20% are not sure.

IV. FINDINGS AND RESULTS

Survey Analysis of Completed Surveys

The survey aimed to explore the impact of Property Management Systems (PMS) on customer satisfaction within the hotel industry, with a total of 60 participants including hotel managers, front office staff, and guests providing valuable insights into their experiences and perceptions regarding PMS usage.

1. Ease of use and Efficiency

- o *Ease of Learning:* A significant majority of respondents (93.3%) indicated that PMS was easy to learn and operate. This suggests that the interface and functionality of PMS are user-friendly, facilitating quicker adoption and training among hotel staff.
- o *Smooth Check-in Process:* The survey revealed that 91.7% of respondents agreed or strongly agreed that PMS contributed to a smoother check-in process. Real-time updates and room availability information enabled front desk staff to streamline guest arrivals efficiently.

2. Service Quality and Guest Satisfaction

- o *Guest Satisfaction:* When asked about the impact on guest satisfaction, 90.0% of respondents agreed or strongly agreed that PMS played a crucial role in enhancing overall guest satisfaction levels. The ability to personalize services and respond promptly to guest needs were highlighted as significant contributors.
  - o *Operational Efficiency:* Regarding operational efficiency, 86.7% of respondents acknowledged that PMS helped in managing room assignments, tracking guest preferences, and improving overall service delivery. This efficiency translated into better service quality and operational effectiveness.
3. Revenue Management and Reporting:
- o *Revenue Management:* Approximately 91.7% of respondents agreed that PMS facilitated effective revenue management through dynamic pricing, automated billing, and accurate forecasting. This capability was crucial in optimizing room rates and maximizing revenue streams.
  - o *Reporting and Analytics:* The survey indicated that 88.3% of respondents found PMS-generated reports and analytics valuable. Insights such as occupancy

rates, revenue per available room (RevPAR), and guest demographics helped hotels make informed decisions to improve business performance.

#### 4. *Employee Satisfaction and Work Efficiency*

- o *Employee Satisfaction:* A noteworthy 85.0% of respondents agreed that PMS contributed to higher employee satisfaction by reducing manual workload, minimizing errors, and enhancing job satisfaction. This factor is crucial in retaining skilled staff and maintaining service standards.
- o *Work Efficiency:* Regarding work efficiency, 87.5% of respondents highlighted that PMS streamlined daily operations such as housekeeping schedules, room status updates, and guest requests management. This efficiency translated into a more organized and responsive hotel environment.

#### 5. *Challenges and Areas for Improvement:*

- o *Training Needs:* Despite the positive feedback, 28.3% of respondents expressed challenges related to initial training and system updates. This highlights the ongoing need for comprehensive training programs to maximize the benefits of PMS.
- o *Integration Issues:* Additionally, 20.0% of respondents cited integration challenges with other hotel systems, suggesting the need for seamless interoperability between PMS and other operational platforms.

## V. CONCLUSION

This survey provided valuable insights into the perspectives of hoteliers regarding Property Management Systems (PMS) in the hospitality industry. It highlighted how these sophisticated yet user-friendly computerized systems contribute to delivering exceptional hospitality services, ensuring smooth check-in experiences, and maintaining accurate guest account records to track revenue generation effectively.

Among the various PMS options available, Opera PMS emerged as highly suitable for hotels in Athens. Known for its seamless integration with Central Reservation Systems (CRS), Point of Sale (POS) systems, and other essential hotel operations, Opera PMS offers comprehensive tools that streamline daily operations and enhance overall efficiency. Recommendations include upgrading from Opera V5 to Opera 9 to mitigate existing drawbacks and leverage advanced features.

This project has provided substantial learning opportunities, particularly emphasizing the critical role of PMS in luxury hotels. By efficiently managing guest profiles and histories, PMS ensures personalized guest experiences and operational excellence without compromising service standards.

#### a) *Scope for Further Study*

Future studies could explore several areas to deepen understanding and improve PMS implementation

1. *Integration Challenges:* Investigate further into integration issues between PMS and other hotel systems to identify strategies for seamless interoperability.
2. *Training Programs:* Evaluate the effectiveness of training programs for hotel staff on PMS usage to optimize system utilization and enhance user proficiency.
3. *Guest Experience Enhancement:* Research on how PMS can further enhance guest satisfaction through advanced analytics and personalized service offerings.
4. *Technological Advancements:* Study emerging trends and technological advancements in PMS to anticipate future needs and stay competitive in the evolving hospitality landscape.

By addressing these areas, future research can contribute to refining PMS capabilities, improving hotel operations, and ultimately enhancing guest satisfaction and loyalty in the hospitality sector.

#### b) *Link with SDGs*

The research paper on hotel property management systems, particularly focusing on the adoption and effectiveness of Opera PMS, aligns with several Sustainable Development Goals (SDGs), underscoring its significance in advancing global sustainability agendas. Firstly, SDG 9 (Industry, Innovation, and Infrastructure) is directly supported as the implementation of advanced PMS technology enhances the technological infrastructure within the hospitality sector. This not only improves operational efficiency but also enhances the overall guest experience through streamlined services and personalized interactions.

Moreover, SDG 8 (Decent Work and Economic Growth) is bolstered as efficient PMS systems like Opera PMS contribute to optimizing hotel operations. This optimization can lead to improved financial performance, thereby creating more stable employment opportunities and contributing to local economic growth. By empowering hotels to operate more effectively and sustainably, these systems play a crucial role in fostering economic resilience within the tourism industry.

Furthermore, SDG 12 (Responsible Consumption and Production) is promoted through the efficient use of resources facilitated by advanced PMS technologies. These systems help hotels monitor and manage resource consumption more effectively, reducing waste and environmental impact. By integrating sustainability practices into operational management, hotels can contribute positively to environmental conservation efforts, supporting the

broader global agenda for responsible consumption and production practices.

In essence, the adoption of Opera PMS not only enhances hotel management capabilities but also aligns with key SDGs, fostering sustainable development across economic, social, and environmental dimensions within the hospitality sector

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## A Case Study on Promotion of Tourism and the Hospitality Industry in the 21<sup>st</sup> Century for 5 Star Hotels of Delhi/NCR

Haad Ali, Rohit Jaswal & Prof. (Dr.) Rajiv Mishra

*Galgotias University*

**Abstract-** In light of the anticipated social and economic developments over the 21st century, the purpose of this study is to explore the future of the tourist and hotel industries. The hotel and tourism sectors will grow to be among the biggest in the world. Both international and local tourism will be impacted by the processes of globalisation (unification) and localization (diversification). This essay looks at the issues of who will be the tourists of the future and what their wants and demands will be. One of the main engines of growth in India's services sector is the tourism and hotel industry. Numerous sectors make up the hospitality sector, including hotels, hostels, motels, amusement parks, heritage qilas, restaurants, bars, cafés, nightclubs, etc. The Indian hotel business, which directly benefits from the expansion of the economy and the travel and tourist sector, has experienced rapid growth in recent years. In terms of international tourists visiting the nation, India is rated 42nd in the globe. Regarding the GDP contribution of the travel and tourism sector in 2012, India ranked 12th out of 184 nations. By offering a variety of tax holidays, policy changes, and other supporting measures, the Indian government and the ministry of tourism have considerably aided the growth and development of the sector.

**Keywords:** *promotion of tourism and hospitality industry, changes in hospitality sector in 21<sup>st</sup> century, new adaptation by hospitality, SDG 9.*

**GJMBR-F Classification:** *DDC Code: 338.479172981 LCC Code: G155.C35*



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# A Case Study on Promotion of Tourism and the Hospitality Industry in the 21<sup>st</sup> Century for 5 Star Hotels of Delhi/NCR

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This research explores the promotion of tourism and the hospitality industry in the 21st century, aligned with Sustainable Development Goal 9 (SDG 9) on industry, innovation, and infrastructure. In an era marked by rapid technological advancements and evolving consumer preferences, understanding the dynamics of tourism promotion and its impact on the hospitality sector is paramount. Through a comprehensive analysis of contemporary promotional strategies, including digital marketing, sustainable tourism initiatives, and infrastructure development, this study aims to elucidate the multifaceted nature of promoting tourism and its symbiotic relationship with the hospitality industry. By examining case studies and industry trends, this research seeks to provide insights into leveraging innovation and infrastructure to foster sustainable

growth in tourism and hospitality, thereby contributing to the objectives of SDG 9 for resilient infrastructure, inclusive industrialization, and innovation.

**Keywords:** promotion of tourism and hospitality industry, changes in hospitality sector in 21<sup>st</sup> century, new adaptation by hospitality, SDG 9.

## I. INTRODUCTION

To imagine the future is a challenging endeavour that calls for a wide range of information, imagination, and creativity and touches on science fiction. In all spheres of human interest, existence, and action, significant changes are anticipated as the globe enters the third century. Events created by humans in the past and present that have had both favourable and unfavourable effects are what have caused these changes. Humans are still inquisitive, challenges, and explorers who march fearlessly towards the future while being weary of the present. The issue that is put to us is: Does the past dictate the future, and how much will things that are now unknown define the future? There are two extremes that might apply to our future outlook: pessimism or optimism. In other words, man is made to measure the needs of society. This pessimistic outlook predicts anarchy and chaos, brutal conflicts between the privileged and the underprivileged, man's subordination to production, technological control over life and work, market monopolies, an ecology subservient to profit, wars and violence, man's subordination to science, virtual tourism, and human cloning. The optimistic vision foresees a just society, freedom of work and thought, humanised labour, market competition and development, human-subordinated production, the triumph of mind over matter, humans as creators, humans ruling over technology, democracy and peace, the use of science in human endeavours, worldwide ecological consciousness, free travel by tourists, and humans as spiritual beings. In other words, society will be made to the measure of mankind. If quality represents the freedom to choose, then the choice is the positive worldview.

The definition of tourist quality may be used to determine what it means. Everything a tourist wants and expects is quality. Therefore, it is the responsibility of tourist businesses to fulfil these expectations while turning a profit. The impact of the hotel industry on

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various aspects of society, including the enhancement of life quality, preservation of the natural world, guiding society towards new spiritual values, promoting peace and understanding among all nations, and fostering a world in which all people are treated equally, will be evaluated by non-financial indicators in addition to financial ones in the future.

The social networking sites, which provide consumers a means of connecting with businesses and other customers, have a significant impact on the shift in consumer behaviour. In the hospitality and tourist industries, where customers are altering the rules of marketing, the population of Internet users on social networking sites has grown at an accelerated rate. Marketers must base their judgements on customer wants, societal developments, and technological advancements in order for a firm to succeed in the marketplace. Customers are thus not only satisfied, but the relationship with them is also strengthened, increasing the likelihood that they will return. Social networking websites also aid in collecting customer data that can be easily accessed if necessary. Social networking sites also provide services for social communication that may help a company become more well-known and develop a positive reputation.

## II. OBJECTIVE OF THE STUDY

1. To study sustainable development, protect cultural treasures, and advance economic growth.
2. To understand the boost brand awareness, consumer engagement, relationship building, and financial success.
3. To collect feedback and suggestions for making more suitable and more attractive tourism and hospitality industry.

## III. LITERATURE REVIEW

- As mentioned by Gabarda-Mallorquí, A., Garcia, X., & Ribas, A. (2017). Mass tourism and water efficiency in the hotel industry: A case study. *International Journal of Hospitality Management*, 61, 82-93. In coastal locations, mass tourism is often cited as a major environmental stressor due to its traditional associations with intense land use and unsustainable resource usage. However, compared to other low-density tourist sites, mass tourism resorts have been demonstrated to utilise water resources more effectively. They also usually have a compact and vertical urban design.
- As mentioned by Vila, M., Enz, C., & Costa, G. (2012). Innovative practices in the Spanish hotel industry. *Cornell Hospitality Quarterly*, 53(1), 75-85. Given that the majority of the 27 largest hotel chains in Spain have official R&D departments and give awards for creative concepts, a poll of senior

research and development managers at the corporate level revealed a general bias in favour of innovation.

- As mentioned by Gu, H., Ryan, C., & Yu, L. (2012). The changing structure of the Chinese hotel industry: 1980–2012. *Tourism Management Perspectives*, 4, 56-63.. The structure and issues that the domestic Chinese hotel sector was dealing with at the beginning of the second decade of the twenty-first century are discussed in this study. It highlights the advancements made, the industry's growing globalisation, and the Chinese chains' entry into the foreign chain merger and acquisition market as well as their start of raising funds abroad.
- As mentioned by Gustavo, N. S. (2010). A 21st-century approach to health tourism spas: The case of Portugal. *Journal of Hospitality and Tourism Management*, 17(1), 127-135. Postmodern western nations in the early 21st century are seeing a resurgence and reinvention of health tourism, based on new ideas, concepts, venues, and services, mostly driven by the spa ideal's expression of the need for wellness. This is the confirmation of a new reality that needs more study, particularly in the areas of demand, motivation, and profile, given its expanding significance in today's society.
- As mentioned by Huang, A., & Xiao, H. (2000). Leisure-based tourist behavior: a case study of Changchun. *International Journal of Contemporary Hospitality Management*, 12(3), 210-214. A significant portion of China's domestic tourism business is comprised of leisure-based travel. The results of a case study on leisure-based tourism behaviour carried out in Changchun, the provincial capital of Jilin, Northeast China, are presented in this article. The presentation includes the demographic profile and makeup of the leisure-based tourism market.

## IV. RESEARCH METHODOLOGY

The current research paper is based on both primary and secondary data information. During the research of this paper I have personally collected data from more than 60 persons which were either hospitality industry professionals, trainees or regular guests of the hotel. I have not only made the questionnaire but also took an extra initiative to understand the views of many hotel guests by one to one conversation.

During the journey of this research paper writing I have also taken help from secondary data which was gathered from a variety of sources, including website reports, hotel broker etc. We have collected the necessary secondary data from the Ministry of Tourism for this paper, government reports, data has been collected from the statistical book of India, and other related information has been collected from the policy

paper and the research papers published in different magazines have also been collected which was really helpful and available to many social media platforms. With the help of trend line analysis, all collected data was analyzed.

#### Findings

- We came to understand that engaging your guests on social media, messag in gapps, and other online platform can work wonders and give your result in a few months, implementing effective digital marketing strategies is a good solution to such issues in the hospitality industry.
- We came to understand that there is a craze for food packaging along with dining service in 5 star hotels, and according to me, food packaging improves the quality of food. And eco-friendly packaging also brings aroma to the food and does not harm human health. And according to my survey most of the people agree with it.
- As We came to understand that eco-friendly packaging is a bit costlier than normal packaging but it has a lot of capacity to retain its benefits and aroma of food. And according to the survey mostly people agree with this statement.
- As We came to understand that day by day there is a lot of bad effects on the environment by dangerous pollution. And this is our duty and responsibilities that we should keep our environment safe so that we should use plastic products and use eco friendly products. And according to the survey mostly people agree and strongly agree with this statement.
- As We came to understand that eco-friendly hotels and restaurants are increasing day by day in Delhi-NCR and the staff are using environmental safe things. And as per the graph mostly people give good rating and some people give average and good
- As We came to understand that plant based dishes give the more profit to your restaurant if you will mention in the menu because guest attract from it and its good for hotel environment and health also.
- According to the survey, We came to understand that that plastic straws, glasses, bottles and other items are used in events, it causes a lot of damage to the environment, so hotels use eco-friendly products like wooden spoon, plates and straws etc. And it is a good thing for both health and nature. And as per the survey mostly people highly agree and agree with this concept.
- As We came to understand that eco-friendly hotels and restaurants are increasing day by day in Delhi-NCR and the staff are using environmental safe things. And as per the graph mostly people give good rating and some people give average and good.
- As We came to understand that it is our responsibility to save the environment. We should stop using plastic because plastic is the biggest enemy for the environment. And i believe that avoiding plastic is the first step to save the environment. And according to the survey mostly people giving highly rating of this statement.
- As We came to understand that eco-friendly hotels and restaurants are increasing day by day in Delhi-NCR and the staff are using environmental safe things and hygiene standards are good of the food and beverage department of Delhi-NCR hotels. And as per the graph mostly people give good rating and some people give average and good.
- In today's time eco friendly is a medicine for the environment. Hotels are replacing plastic spoons and plates with wooden spoons and plates. And according to my research it is a better option for saving environment and guest attraction also. And mostly people agree and strongly agree with this replacement
- According to the WHO food prepared on banana leaves absorbs the polyphenols, which are thought to protect a number of chronic diseases. They are rumoured to have anti-bacterial qualities as well, which may be able to eradicate food-borne pathogens. And mostly people are agree and strongly agree with this tradition and some people are disagree.
- As We came to understand that in today's time branded and well known products come in a good eco-friendly packaging because eco-friendly packaging has a good effect on guest attraction and on health. And eco-friendly products have no side effects. And according to my survey mostly people are agree and some people are strongly agree and disagree and some are strongly disagree.
- As We came to understand that eco-friendly hotels expanding hotel tourism business because now this time everyone is health conscious so guests want use eco-friendly products.
- As We came to understand that a friendly hotel is a expensive as compared to the normal hotel because its amenities contain natural products and making the process of the natural products is costly. And according to the survey mostly people are agree with this statement, and some people are strongly agree, some people are saying sometimes and less people are disagree.
- As We came to understand that wooden or other environmental friendly equipments are much better than plastic things and they keep environment safe as water and air pollution are under control. And according to my survey mostly people are agree and strongly agree with this.

- We came to understand that people like environment friendly restaurant theme more because they are pleasing to the eye and give a feel of nature which is good for health. And according to my survey mostly people agree with this and 28.3% people are strongly agree and some are disagree.
- As We came to understand that that the things that happen in the restaurant business that harm the environment like plastic products which increase the pollution and diseases. So now some restaurant follow the eco-friendly theme and amenities and it is good for every living thing and our life. And according to my survey mostly people are agree and strongly agree, and some people are disagree and strongly disagree.

## V. CONCLUSION

Increased brand exposure, brand loyalty, improved customer service, and more sales may all be achieved with social media marketing. Millions of individuals globally can be exposed to a corporate brand through it. The significance of using social media as a marketing tool for all businesses will only increase with its growth. Given that the tourist sector has always depended heavily on customer opinion, word-of-mouth advertising, destination reputation, and information dissemination, it is well-positioned to benefit from social media platforms. Realising how crucial marketing and promotion are to attracting tourists, In comparison to other states, tourism has always been ahead of the curve. It has extensive social media presence that provides all relevant facts along with a lot more. Delhi/NCR Tourism has managed to establish a professional image thanks to this web strategy. The competitive nature of the travel industry today suggests that social media advertising can, in fact, offset the high expenses of this type of promotion—possibly providing an economic advantage—and provide significant public relations influence. Reliable services It is important for marketers to have a thorough awareness of the distinctions between marketing experiences, services, and commodities while working in the tourist and hospitality industries. Market research is a tool that successful businesses employ to understand the tastes and behaviours of important client segments. Organisations and destinations create a marketing orientation through a strategic planning process that aims to accomplish organisational objectives while identifying client requirements and triggering their wants.

In conclusion, this study underscores the critical role of promoting tourism and the hospitality industry in the 21st century, aligned with the principles of Sustainable Development Goal 9 (SDG 9). The analysis highlights the need for innovative approaches and robust infrastructure to support the sustainable growth of these sectors amidst evolving global challenges.

From leveraging digital platforms for targeted marketing to investing in sustainable tourism initiatives and enhancing infrastructure, stakeholders must collaborate to capitalize on emerging opportunities while addressing environmental and social concerns. By embracing innovation and fostering inclusive industrialization, the promotion of tourism can not only drive economic development but also contribute to the advancement of SDG 9 objectives for resilient infrastructure, inclusive industrialization, and innovation in the 21st century.

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## Right to Food & Prevention of Food Wastage a Socio Legal Study

Irshad Ali, Dr. Monalisha Dash & Prof. (Dr.) Rajiv Mishra

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**Abstract-** A fundamental human right recognized by international law, the right to food includes the ideas of equality, dignity, and universal access to wholesome nourishment. Even though it is widely acknowledged, there are still obstacles to overcome before it can be put into practice effectively, especially given the prevalence of food waste. This socio-legal research examines the relationship between the right to food and initiatives to reduce food waste, looking at the implications from both a theoretical and practical perspective.

In order to highlight the right to food's significance in advancing food security and eradicating hunger, the research first analyses the conceptual foundations of the right to food within the context of international human rights law. With an emphasis on legislative actions, policy, and court rulings meant to guarantee fair access to food resources, it examines how legal frameworks at the national and international levels have developed to protect this right.

Examining the issue of food waste and its negative effects on sustainable development and food security is at the heart of the research. Utilising factual information and case studies, the study evaluates the ethical, environmental, and socioeconomic aspects of food waste, emphasising its consequences for the fulfilment of the right to food.

**Keywords:** *food wastage, food, socio legal study*

**GJMBR-F Classification:** *DDC Code: 338.479172981 LCC Code: G155.C35*



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**Abstract-** A fundamental human right recognized by international law, the right to food includes the ideas of equality, dignity, and universal access to wholesome nourishment. Even though it is widely acknowledged, there are still obstacles to overcome before it can be put into practice effectively, especially given the prevalence of food waste. This socio-legal research examines the relationship between the right to food and initiatives to reduce food waste, looking at the implications from both a theoretical and practical perspective.

In order to highlight the right to food's significance in advancing food security and eradicating hunger, the research first analyses the conceptual foundations of the right to food within the context of international human rights law. With an emphasis on legislative actions, policy, and court rulings meant to guarantee fair access to food resources, it examines how legal frameworks at the national and international levels have developed to protect this right.

Examining the issue of food waste and its negative effects on sustainable development and food security is at the heart of the research. Utilising factual information and case studies, the study evaluates the ethical, environmental, and socioeconomic aspects of food waste, emphasising its consequences for the fulfilment of the right to food. The report also examines cutting-edge tactics and best practices used around the world to reduce food waste, such as technological advancements, community-based projects, and regulatory policies. It assesses these programmes' efficacy critically in addressing the systemic causes of food waste, encouraging sustainable consumption practices, and boosting food security.

This study intends to provide light on the opportunities and difficulties associated with balancing the right to food with initiatives to reduce food waste using a socio-legal perspective. At the local, national, and international levels, it aims to support continuous discussions and policymaking that promotes sustainable development goals, reduces inequality, and ensures food security.

**Keywords:** food wastage, food, socio legal study.

## I. INTRODUCTION

The idea of the right to food serves as a ray of hope and a cornerstone of human rights in a world where millions of people are malnourished and go

hungry. Enshrined in global legal structures, this right maintains that each person has an intrinsic right to enough and nourishing nourishment. In spite of this dedication to food security, there is still a paradox: each year, one-third of all food produced for human use is lost or wasted globally (FAO, 2021).

The intricate relationship between the right to food and initiatives to reduce food waste is explored in this socio-legal study, which looks at the issues, consequences, and connections between the two from both theoretical and practical angles. The study aims to clarify how laws, regulations, and social norms impact food production, distribution, consumption trends, and waste management techniques by examining these two perspectives. Enshrined in international human rights instruments like the International Covenant on Economic, Social, and Cultural Rights and the Universal Declaration of Human Rights, states are required to guarantee that every person has constant access to sufficient food, both financially and physically. However, a major obstacle to achieving food security is the frequency of food waste, which exacerbates inequality and environmental damage. The influence of food waste on international food systems and sustainable development objectives will be taken into consideration as this study critically examines the socioeconomic, environmental, and ethical aspects of food waste. In addition to undermining initiatives to end poverty, it will look at how food waste raises issues of sustainability and social justice by contributing to resource depletion, greenhouse gas emissions, and biodiversity loss. In addition, the study will examine creative methods and global best practices that are used to reduce food waste, from policy changes and legal frameworks to technological advancements and community-based programmes. It will evaluate how well these tactics work to protect vulnerable communities' right to food while encouraging sensible patterns of production and consumption.

Through illuminating these interrelated concerns, this socio-legal investigation seeks to support current discussions and policy-making around food security, human rights, and sustainable development. In order to promote equitable, sustainable, and inclusive solutions to protect the right to food and prevent food waste, it aims to offer insights and recommendations that may be used by stakeholders, policymakers, and decision-makers.

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## Objective

The objective of the study is to

- To investigate the theoretical foundations of the right to food in the context of international human rights law, taking into account the principles, obligations placed on states, and development of the law throughout time.
- To examine the causes, effects on food security, and implications for sustainable development goals of food waste, as well as the socioeconomic, environmental, and ethical aspects of this problem.
- To evaluate how well current national and international legislative frameworks, policies, and regulatory mechanisms combat food waste and advance sustainable food systems.

## II. LITERATURE REVIEW

According to international law, everyone has the right to eat, which highlights how crucial it is to guarantee that everyone has access to enough wholesome food. Affirming this right, the United Nations 1948 Universal Declaration of Human Rights and the 1966 International Covenant on Economic, Social, and Cultural Rights compel states to implement progressive policies to end hunger and ensure food security. In his thorough examination of the right to food, De Schutter (2009) places the concept's development and guiding principles in the framework of human rights legislation. Every year, around one-third of the food produced for human consumption is lost or discarded, making food waste a major global problem (FAO, 2021). Parfitt et al. (2010) highlight inefficiencies in production, distribution, and consumption habits as they address the reasons behind food waste throughout food supply chains. The significance of tackling this issue within sustainable development frameworks is highlighted by Gustavsson et al. (2011), who estimate worldwide food losses and waste and explore the environmental, economic, and ethical consequences of their findings. Food waste has significant socioeconomic effects that include differences in resource allocation, food poverty, and financial losses (Buzby & Hyman, 2012). Quested et al. (2013) examine consumer behaviour and trends in food waste, emphasising behavioural and cultural aspects that affect wastage behaviours. Furthermore, the negative consequences of food waste on climate change and biodiversity are highlighted by its environmental footprint, which includes greenhouse gas emissions and resource depletion (Lipinski et al., 2013). At the national and international levels, a number of legislative frameworks and policy initiatives support initiatives aimed at preventing food waste and encouraging sustainable consumption. While WRAP (2019) covers industry-led initiatives like the Courtauld Commitment to minimise food and drink waste in the

UK, Reisch & Thøgersen (2015) look at consumer policies and regulatory measures targeted at decreasing food waste. These programmes are an example of cooperative efforts by civic society, corporations, and governments to eliminate food waste using cutting-edge tactics and best practices. New developments in technology, neighborhood-based programmes, and public awareness campaigns are some of the creative ways to reduce food waste (UNEP, 2021). The Food Waste Index Report emphasises innovation's role in establishing sustainable patterns of consumption and production while highlighting global progress and challenges in combating food waste. There are still issues with coordinating the right to food with practical steps to reduce food waste, even with tremendous efforts. Policy implementation and outcomes are influenced by factors like institutional impediments, socioeconomic inequality, and governance gaps (Biswas & Szocs, 2017). Finding connections between programmes aimed at reducing waste and those promoting food security offers chances for integrated methods that advance social justice, sustainability, and equity.

## III. RESEARCH METHODOLOGY

*Primary Data:*

- *Interviews and Surveys:* Interview and survey methods were used to collect data. Secondary Data:
- *Document Analysis:* Review policy documents, legal frameworks, and international agreements related to the right to food and food wastage.

## IV. FINDING & CONCLUSION

Two interwoven socio-legal concerns that require immediate attention and concerted action at several levels are the right to food and preventing food waste. In order to maintain society well-being, economic stability, and environmental sustainability, it is not only morally right but also legally required to ensure food security and minimise food waste. This socio-legal study emphasises this point.

First of all, as stated in international treaties and national constitutions, the right to food is a basic human right. In spite of these legislative frameworks, millions of people lack access to sufficient nourishment because of the uneven and frequently ineffectual application and enforcement. Effective policy initiatives, judicial activism, and engaged civil society participation are all necessary to close the gap between the law and the real world.

In a world where hunger endures, food waste poses a conundrum. This problem adds to resource waste, increases food insecurity, and degrades the environment. The creation of food recovery and redistribution mechanisms, public awareness

campaigns, and legislative changes are all part of the socio-legal strategy to stop food waste. Promoting reduction at every point in the food supply chain—from production and distribution to consumption—needs to be the goal of legislative measures. An integrated approach is crucial, the study emphasises. It is important for policies to focus on reducing food waste as well as safeguarding the right to food. Through strict monitoring and sanctions for noncompliance, governments must guarantee the efficient application of the law. A culture of sustainability and accountability for food use and waste should be promoted concurrently by educational programmes.

To summarise, a comprehensive approach involving policy interventions, legislative modifications, and community involvement is necessary to address the right to food and prevent food waste. Securing food security and ensuring equitable and efficient use of food resources are achievable goals that can be achieved by balancing these factors. Along with promoting an equitable and sustainable society, this dual approach protects human rights.

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## A Case Study on Role of Menu Designing on Guest Overall Satisfaction among Hotels on Ahmedabad

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**Abstract-** In the hospitality industry, making guests happy is crucial. This study looks at how designing menus can make guests at Ahmedabad. This place is famous for its fancy dining, mixing local and international food in a fancy setting. Their menu is a big part of why guests love it. Menu design isn't just about looking good; it's about making guests feel excited and happy. Things like how the menu looks, what words are used, and even the pictures matter. Mysa Zinc Journey's menu designers are experts at creating an experience that goes beyond just food. To understand how the menu affects guests, we looked at what people said in reviews and also checked what dishes were popular and sold a lot. We found that guests like menus that are easy to understand, offer lots of choices, and are clear about prices. Cool pictures and nice words also make the dining experience better. Guests also feel like they're getting their money's worth when the menu highlights special dishes and shows off the chef's favorites. The menu isn't just a list of food; it's a way for the resort to show off its style and values, making guests feel good about their choice. In the end, menu design really matters at hotels. By making menus that are fun, clear, and all about the guest, the resort makes dining an unforgettable experience.

**Keywords:** menu design, guest satisfaction, hospitality industry, culinary experience.

**GJMBR-F Classification:** DDC Code: 338.479172981 LCC Code: G155.C35



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# A Case Study on Role of Menu Designing on Guest Overall Satisfaction among Hotels on Ahmedabad

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**Keywords:** menu design, guest satisfaction, hospitality industry, culinary experience.

## I. INTRODUCTION

Every aspect of a guest's experience matters a great deal in the cutthroat hospitality sector, where guest happiness is the top priority. Among these particulars, how a hotel's menu is designed and presented is one that significantly influences how satisfied customers are with the establishment. In the context of hotels in Ahmedabad, a bustling city renowned for its many hospitality options and rich culinary legacy, this case study explores the complex relationship between menu design and guest pleasure.

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Ahmedabad is a well-known commercial and cultural centre in Gujarat that draws a wide range of visitors, from efficiency-driven business travellers to real local experiences. Understanding and satisfying the expectations of their visitors in this dynamic market requires hotels to provide not just excellent service but also a skillful fusion of visual appeal, a wide variety of culinary options, and menu designs that are easy to navigate.

A menu's design influences diners' opinions about quality, variety, and value for money in addition to fulfilling the practical role of presenting items and prices. It also acts as a doorway to the eating experience. Layout, font, images, and language are all important aspects of effective menu design that affect the entire atmosphere and happiness of the customer. A well-thought-out menu not only makes making decisions easier, but it also raises the excitement and enjoyment of the meal.

Furthermore, technology plays a crucial part in menu presentation in a time when digital interfaces are shaping consumer expectations more and more. To meet the needs and interests of contemporary travellers, a lot of hotels in Ahmedabad are using interactive displays, computerised menus, and tailored suggestions. This progression highlights the significance of keeping abreast of technology developments while maintaining the classic appeal and usefulness of menu design.

This case study tries to investigate the particular aspects of menu design that have the greatest impact on visitor satisfaction by means of a thorough examination of multiple hotels located in Ahmedabad. Through the analysis of customer feedback, preferences, and behaviour patterns, hoteliers seeking to improve their dining experiences can get important insights that guide best practices and strategic recommendations.

In the end, this study aims to shed light on how carefully considered menu design boosts reputation and competitiveness for hotels in Ahmedabad's thriving hospitality industry, in addition to increasing visitor happiness.

## II. OBJECTIVE

The objective of the study is to

1. To identify the quality of menus and its impact on customer satisfaction.
2. Recognize the importance of menus from the customer's point of view.
3. Detection level of statistical significance between the design of menus and customer satisfaction.
4. Detecting the level of statistical significance between the menu pricing and customer Satisfaction.

## III. LITERATURE REVIEW

British Food Journal, Vol. 119, No. 7, pp. 1562–1577, Seyitoglu, F. (2017), "Components of the menu planning process: the case of five star hotels in Antalya". According to Seyitoglu that there are five main areas into which the menu planning process may be divided. The first category includes the requirements for menu planning. The second category, "key issues," covers the menu planning's administrative, consumer, culinary, marketing, and external facets. The fourth category, "trial and improvement," elaborates on the iterative process of menu design and the important players and difficulties involved with it. The third category outlines the duties of key actors in the menu planning process. The final category describes the challenges associated with menu planning.

"Customer satisfaction in the restaurant industry: an examination of the transaction-specific model," Saad Andaleeb, S. and Conway, C. (2006), Journal of Services Marketing, Vol. 20 No. 1, pp. 3-11. According to the regression model, price and meal quality had the greatest impact on customer satisfaction, with frontline staff attentiveness coming in second. The restaurant's physical layout and appearance had no appreciable impact.

As said by Ali, F. (2016) in Journal of Hospitality and Tourism Technology, Vol. 7 No. 2, pp. 213-228 "Hotel website quality, perceived flow, customer satisfaction and purchase intention". The quality of hotel websites affects visitors' perceptions of flow, which in turn affects their happiness and propensity to make a purchase. Furthermore, perceived flow acts as a mediator in the connections among customer happiness, purchasing intentions, and the quality of hotel websites.

In the hospitality sector, menu design is crucial since it affects how satisfied and how guests perceive their experiences. Spence and Piqueras-Fiszman (2014) assert that diners' expectations and satisfaction levels are greatly influenced by menu aesthetics, including layout, font, and image utilisation. In addition to conveying the restaurant's character, a well-designed menu helps patrons navigate the eating experience and increases satisfaction in general (Hanks, Just, &

Wansink, 2016). Menu design needs to take into account both regional preferences and outside influences in cosmopolitan places like Ahmedabad, where the region's rich cultural tapestry is reflected in the culinary diversity. According to the study by Frewer et al. (2016), it's critical to modify menu options to accommodate a range of ethnic tastes while preserving originality and caliber in order to increase customer happiness. The introduction of digital technology has completely changed how menus are presented in hospitality environments. Hotels have new ways to communicate with customers and customise their dining experiences with digital menus, interactive displays, and personalised recommendations (Crotts & Raschid, 2014). According to research, technology-enhanced menus can improve menu visibility and offer smooth information access to boost customer satisfaction (Law & Hsu, 2018). A well-designed menu requires an understanding of customer preferences and decision-making processes. Research shows that patrons' decisions and satisfaction levels are influenced by elements including menu organisation, clarity, and the thoughtful positioning of high-profit goods (Biswas, Szocs, & Stafford, 2017). Additionally, tailored menu selections and dietary details enhance customer happiness and loyalty (Stroebele & De Castro, 2004).

## IV. RESEARCH METHODOLOGY

The methodology encompasses the research used during the research project process. It is survey method for collecting current fact and figures. It is descriptive in nature using both primary and secondary data. Secondary data is used to collect the actual scenario in relation to the future, past and present prospects of the restaurant industry and the primary data is used to conceptualize the way individual thinking as it is written, this comprises the research approach, data collection method, sample selection, research process, type of data analysis, ethical consideration, and research limitation of this project. As such, the proposed research took the form of substitute research, but to an existing subject of research.

## V. FINDING & CONCLUSION

The research revealed that the design of the menu has a big impact on how satisfied and how guests feel about it. Menus that were visually appealing, well-organized, and simple to navigate were preferred by patrons. Clear typography, excellent food photography, and well-coordinated design themes are examples of elements that have been shown to improve the eating experience and raise customer satisfaction.

Cultural Relevance: Menus showcasing regional products and culinary customs were especially well-received in Ahmedabad, a city with strong cultural diversity. Visitors complimented the dishes' ability to

satisfy both regional tastes and those from around the world by striking a balance between traditional Gujarati food and foreign influences.

**Technological Integration:** Hotels with interactive displays or digital menus reported increased customer satisfaction and engagement. Digital menus were praised for their capacity to offer comprehensive dish descriptions, allergen data, and customised suggestions, which improved openness and guest convenience.

**Customised menus:** It has been shown that these touches are crucial to visitor satisfaction. Visitors thought well of hotels that provided customisable menu alternatives, such as vegetarian, vegan, or gluten-free diets, or portion sizes that could be adjusted. A spirit of openness and consideration for personal interests was fostered by this flexibility.

**Menu engineering approaches,** such as putting high-profit products strategically and highlighting distinctive meals with visual cues, have been found to impact visitors' purchase decisions. These tactics also include smart pricing. Hotels with more strategic menu designs reported lower profitability and lower guest satisfaction than those that did not effectively apply menu engineering principles.

**Iterative Improvements and Guest Feedback:** Continual guest feedback loops were essential to the improvement of menu ideas. The total guest satisfaction scores of hotels that proactively solicited and acted upon guest comments with respect to menu items, pricing, and presentation gradually increased.

**Competitive benefit:** One source of benefit for hotels in Ahmedabad was found to be effective menu design. In a cutthroat hospitality industry, businesses who set themselves apart with creative menu ideas, in-season specials, and distinctive culinary experiences were able to draw in and keep repeat customers.

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## A Study on the Impact of Food Delivery Applications on Restaurants Business

Kanak Thakur, Dr. Sidharth Srivastava & Prof. (Dr.) Rajiv Mishra

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**Abstract-** In today's digitally-driven era, the internet has emerged as a dominant force in media consumption, prompting businesses to adapt their operational strategies as online media consumption rises and traditional media declines. This trend is particularly driven by the younger generation, influencing top corporations and restaurant businesses alike to implement internet-based business tactics. A notable development in the restaurant industry is the rise of Made to Order (MTO) cuisine establishments operating without physical locations, leveraging online platforms to engage directly with customers. These virtual eateries offer similar benefits as traditional restaurants, aiming to bolster sales through online accessibility. Moreover, the internet has facilitated the emergence of intermediaries in the restaurant sector, such as online food ordering and delivery platforms. These intermediaries form partnerships with restaurants and list them on their web platforms or mobile applications, enabling customers to conveniently place orders online. The accessibility and ease of use of these mobile apps are pivotal in their widespread adoption by users and customers. For restaurants, online food apps provide a robust platform to sustain and grow their businesses in a competitive market landscape.

**Keywords:** *food ordering, consumer behaviours, made to order.*

**GJMBR-F Classification:** *DDC Code: 338.479172981 LCC Code: G155.C35*



A STUDY ON THE IMPACT OF FOOD DELIVERY APPLICATIONS ON RESTAURANTS BUSINESS

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# A Study on the Impact of Food Delivery Applications on Restaurants Business

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**Abstract-** In today's digitally-driven era, the internet has emerged as a dominant force in media consumption, prompting businesses to adapt their operational strategies as online media consumption rises and traditional media declines. This trend is particularly driven by the younger generation, influencing top corporations and restaurant businesses alike to implement internet-based business tactics. A notable development in the restaurant industry is the rise of Made to Order (MTO) cuisine establishments operating without physical locations, leveraging online platforms to engage directly with customers. These virtual eateries offer similar benefits as traditional restaurants, aiming to bolster sales through online accessibility. Moreover, the internet has facilitated the emergence of intermediaries in the restaurant sector, such as online food ordering and delivery platforms. These intermediaries form partnerships with restaurants and list them on their web platforms or mobile applications, enabling customers to conveniently place orders online. The accessibility and ease of use of these mobile apps are pivotal in their widespread adoption by users and customers. For restaurants, online food apps provide a robust platform to sustain and grow their businesses in a competitive market landscape. In conclusion, as online food apps continue to reshape the restaurant industry, establishments of all sizes are increasingly leveraging these platforms to enhance customer engagement and operational efficiency. This paper explores how these technological advancements are reshaping business strategies and consumer behaviours in the restaurant sector, highlighting the significance of adapting to digital trends for sustained growth and profitability.

**Keywords:** food ordering, consumer behaviours, made to order.

## I. INTRODUCTION

The emergence of online food delivery services has significantly transformed the landscape of the restaurant industry in recent years. Accelerated by technological advancements, these platforms have reshaped how consumers interact with food services, offering unprecedented convenience and accessibility. Particularly noteworthy is the surge in digital ordering,

encompassing a wide spectrum from breakfast to dinner deliveries, facilitated through smartphone apps, websites, and text messaging. The global COVID-19 pandemic in 2020 underscored the critical role of online food delivery in ensuring continued access to prepared meals while maintaining the operations of food providers amidst lockdowns and restrictions. However, the rapid proliferation of digital food delivery (FD) services has not been without controversy, drawing criticism for its economic implications on restaurants and the working conditions imposed on delivery workers. Despite creating opportunities for increased sales and employment, concerns persist regarding high commission fees and the sustainability of employment practices. This paper reviews recent studies on online food delivery services, examining their multifaceted impacts through the lens of sustainability pillars-economic, social, and environmental. Economic impacts include revenue generation for restaurants and the operational dynamics of third-party delivery platforms. Social implications encompass changes in consumer behavior, interactions with food services, and effects on public health. Environmentally, the substantial carbon footprint and waste generation associated with packaging and transportation in FD operations are significant considerations. Technological innovations have propelled the growth of platforms like GrubHub, founded in 2004, which quickly expanded through acquisitions to dominate the online food delivery market. With thousands of restaurants integrated into these platforms, digital food sales have surged, reflecting evolving consumer preferences and the convenience offered by these services. Against this backdrop, the Indian market has seen a similar trajectory with platforms like Swiggy and Zomato transforming how restaurants operate and how consumers engage with dining options. These platforms not only connect customers with a vast array of restaurants but also influence restaurant operations, marketing strategies, and customer retention practices. This study aims to investigate the specific impact of Swiggy and Zomato on the restaurant industry, considering their implications for business operations, customer satisfaction, and overall sustainability. By exploring these dynamics, the research seeks to provide insights into how online food delivery services can be harnessed effectively to benefit all stakeholders while addressing potential challenges

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and ensuring sustainable practices for the future of food service industries worldwide.

## II. REVIEW OF LITERATURE

Online food ordering through restaurant websites and mobile applications has revolutionized the way consumers interact with food services, offering unprecedented convenience and choice. The objective of this literature review is to explore consumer perceptions and factors influencing the adoption of online food delivery (OFD) applications, reflecting on their global and Indian market dynamics. The global market for online food delivery apps is expanding rapidly, with a growth rate of 9.01% annually, while the Indian market is growing at an even faster pace of 15% annually (Business Insider, 2020). This growth underscores the increasing importance of digital platforms in catering to consumer preferences and capturing market share in the food service industry. Levin, Heath, and LeVangie (2015) emphasize the transformative impact of food applications on consumer behavior, highlighting their role in facilitating meal planning, social enhancement, and perceived meal value. They suggest that these applications not only simplify the purchasing process but also contribute to shaping consumer attitudes towards dining experiences. India, renowned for its young demographic with an average age of 27, exhibits a strong inclination towards experimenting with new culinary applications (Inc42 Media, 2020). This demographic characteristic translates into significant purchasing power and heightened adoption of technology-driven services, including online food delivery platforms. Aaker (2000) asserts that brand perception plays a crucial role in influencing consumer decisions, particularly in the context of online shopping behaviors. Positive brand associations and perceptions of reliability and safety are pivotal in enhancing consumer trust and satisfaction in online food ordering experiences (Muthumani et al., 2017). Manju (2019) explores the multifaceted impacts of OFD applications on daily life, highlighting their role in enhancing convenience, connectivity, and service efficiency. The proliferation of these applications has transformed how consumers perceive and engage with food services, integrating digital solutions into everyday routines. By 2022, the market for online meal delivery is projected to reach a value of \$5.7 billion, underscoring the economic significance and growth potential of digital food platforms (S. Manju, 2019). This rapid expansion is driven by the increasing adoption rates among younger demographics, who favor the convenience and accessibility offered by online food ordering systems (Preeta & Iswaraya, 2019). Kapoor (2018) discusses the rise of online food delivery aggregators (OFAs), which streamline the ordering process by enabling customers to browse menus and place orders from multiple

restaurants through a single mobile application interface. This aggregation model enhances consumer choice and operational efficiency for restaurants, thereby reshaping the traditional food service landscape. In conclusion, the literature reviewed here highlights the transformative impact of online food delivery applications on consumer behavior, market dynamics, and technological integration in the food service industry. As these platforms continue to evolve, understanding consumer perceptions and preferences becomes increasingly crucial for businesses aiming to leverage digital solutions effectively and sustainably in the competitive marketplace.

### Objectives

1. To identify various food delivery applications.
2. To identify the relationship of regarding meals order online app regarding the restaurant industry.

## III. RESEARCH METHOD

This study employs a mixed-methods approach to gather comprehensive data on the subject of online food delivery applications. The primary data was collected through structured questionnaires and interviews conducted with a diverse range of participants. Questionnaires were designed to gather quantitative insights into consumer perceptions and behaviors regarding online food ordering, while interviews provided qualitative depth by exploring individual experiences, attitudes, and suggestions related to these platforms. In addition to primary data, secondary data sources were utilized to enrich the study's breadth and depth. Secondary data included relevant literature from academic articles, books, and magazines, as well as data gathered from online sources and observations. These secondary sources provided context, theoretical frameworks, and comparative analyses that complemented the primary findings, offering a comprehensive understanding of the factors influencing the adoption and impact of online food delivery services. By integrating both primary and secondary data sources, this research aims to provide a robust analysis of consumer perspectives, industry trends, and technological implications in the context of online food delivery applications. The triangulation of data from multiple sources enhances the reliability and validity of the findings, enabling a nuanced exploration of the phenomenon and contributing valuable insights to both academia and industry practices.

## IV. ANALYSIS

Based on the comprehensive analysis of the collected data across various dimensions, several key insights into consumer behavior and perceptions towards online food delivery (OFD) applications can be gleaned. Firstly, the demographic analysis reveals that

the majority of respondents fall within the age group of 20-30 years, comprising 91.9% of the total sample. This indicates a strong preference and engagement with OFD platforms among younger demographics, aligning with global trends where digital natives are more inclined towards technological solutions for everyday needs. Regarding gender distribution, 83.5% of the respondents identified as male, highlighting a skewed gender participation towards men in the survey sample. This disparity could potentially influence the overall perceptions captured in the study, suggesting a need for future research to ensure a more balanced representation. Occupationally, the data shows a diverse range with 38.7% of respondents categorized under "Other," indicating varied professional backgrounds contributing to the insights gathered. Private employees constituted 32.3%, followed by government officials at 21%, and business owners at 8.1%. This diversity in occupation provides a multifaceted view of how different sectors of the workforce engage with OFD apps. In terms of ordering frequency, a significant 79% of respondents agreed that they frequently use OFD services, indicating a strong adoption rate and preference for the convenience offered by these platforms over traditional dining options. This trend underscores the growing influence of digital solutions in reshaping consumer dining habits.

Meal preferences revealed that dinner is the most frequently ordered meal online, with 33.9% of respondents indicating a preference for evening meals. This finding reflects a shift towards using OFD apps for main meals rather than snacks or breakfast, suggesting that these platforms are integral to evening dining choices. Concerning the impact on 5-star hotel restaurants, a substantial 53.2% of respondents agreed that OFD apps affect their profit margins. This perception highlights a significant challenge faced by high-end dining establishments in maintaining their competitive edge against the convenience and affordability offered by OFD platforms. Additionally, 69.4% of respondents believed that OFD apps have increased in-house sales at 5-star hotels, indicating a dual effect where these platforms simultaneously pose challenges and opportunities for traditional dining establishments. In conclusion, the data analysis underscores the transformative impact of OFD apps on consumer behavior, hotel industry dynamics, and dining preferences. The findings provide valuable insights for policymakers, hospitality managers, and marketers seeking to navigate the evolving landscape shaped by digital innovations in the food service industry. Addressing these insights can help stakeholders optimize strategies to enhance customer engagement, mitigate challenges, and capitalize on emerging opportunities in the digital age of dining.

## V. CONCLUSION

In conclusion, the research highlights the transformative impact of digital food ordering systems on the restaurant and food supply industries, particularly in the context of urbanizing landscapes like India. These systems offer unparalleled convenience to consumers by allowing them to browse menus, view photos, and place orders with ease from their smartphones or computers. For restaurant operators, integrating such systems not only enhances customer satisfaction but also expands their market reach and operational efficiency. The proliferation of mobile devices and the availability of food delivery apps have further accelerated the growth of these industries, catering especially to the evolving urban lifestyle and increasing commute times. This trend underscores the shift towards quick and convenient dining options that meet the demands of modern consumers. Looking forward, businesses that adapt swiftly to these technological advancements stand to gain the most in India's burgeoning online food delivery market. Maintaining a strong brand image and continually innovating to meet consumer expectations will be crucial in sustaining competitiveness and growth in this dynamic sector. Moreover, the role of technology extends beyond commercial benefits, influencing broader societal stakeholders such as producers, middlemen, and consumers. It supports the goals outlined in SDG-3 (Good Health and Well-being) by promoting access to healthier food options and enhancing overall public health through improved nutrition and convenience. As businesses continue to navigate these changes, prioritizing investments in health and well-being initiatives can further align with SDG-3 objectives, ensuring equitable access to healthcare and supporting sustainable development goals in the long term. In conclusion, the integration of digital food ordering systems not only revolutionizes the dining experience but also presents significant opportunities for economic growth and societal well-being, making it a pivotal aspect of the evolving food service landscape in India and beyond.

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## A Case Study on New Innovative Practices in Food & Beverage Service Department in Five Star Hotels in Delhi

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**Abstract-** The tourism industry, encompassing diverse sectors such as hotels, restaurants, transportation, and attractions, significantly contributes to economic growth. Within this industry, the food and beverage service sector stands out as particularly lucrative and profitable. The evolving nature of food and beverage service operations reflects a growing demand for innovation and quality. Modern consumers seek dining experiences that go beyond traditional service, desiring novelty, engagement, appeal, and presentation. The physical environment of a restaurant, including service staff, ambience, table setting, and lighting, plays a critical role in attracting and retaining customers. Quality service is essential for maintaining customer satisfaction and encouraging repeat business. This study examines the latest trends and advancements in food and beverage service styles, emphasizing the importance of a restaurant's physical environment. By analyzing these trends, the research aims to provide insights into how restaurants can enhance their service quality and adapt to changing consumer preferences, thereby ensuring success in a competitive market. The findings underscore the need for continuous improvement and innovation in the food and beverage sector to meet the evolving expectations of customers and sustain business growth.

**Keywords:** service quality, customer satisfaction, innovation, consumer preferences.

**GJMBR-F Classification:** DDC Code: 338.479172981 LCC Code: G155.C35



*Strictly as per the compliance and regulations of:*





# A Case Study on New Innovative Practices in Food & Beverage Service Department in Five Star Hotels in Delhi

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**Abstract-** The tourism industry, encompassing diverse sectors such as hotels, restaurants, transportation, and attractions, significantly contributes to economic growth. Within this industry, the food and beverage service sector stands out as particularly lucrative and profitable. The evolving nature of food and beverage service operations reflects a growing demand for innovation and quality. Modern consumers seek dining experiences that go beyond traditional service, desiring novelty, engagement, appeal, and presentation. The physical environment of a restaurant, including service staff, ambience, table setting, and lighting, plays a critical role in attracting and retaining customers. Quality service is essential for maintaining customer satisfaction and encouraging repeat business. This study examines the latest trends and advancements in food and beverage service styles, emphasizing the importance of a restaurant's physical environment. By analyzing these trends, the research aims to provide insights into how restaurants can enhance their service quality and adapt to changing consumer preferences, thereby ensuring success in a competitive market. The findings underscore the need for continuous improvement and innovation in the food and beverage sector to meet the evolving expectations of customers and sustain business growth.

**Keywords:** service quality, customer satisfaction, innovation, consumer preferences.

## I. INTRODUCTION

In recent decades, tourism has emerged as a pivotal driver of economic prosperity for many nations worldwide. The satisfaction of tourists with their travel experiences not only influences their likelihood of returning but also impacts their inclination to recommend these destinations to others, thereby bolstering a country's tourism revenue. This phenomenon underscores the imperative for countries to continually innovate and diversify their tourism offerings, ranging from tangible attractions to immersive experiences, to captivate and retain visitors.

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A significant area within the broader tourism sector that has seen rapid growth is India's Food and Beverage Services (F&B) industry. Projections indicate an annual growth rate of 25 percent, signaling robust expansion anticipated in the foreseeable future. This growth trajectory reflects broader changes in the F&B market landscape, which has transitioned from a time of limited dining options to a proliferation of diverse and innovative culinary establishments. Today's consumers are presented with an array of exciting new concepts, beverage selections, and service innovations that have reshaped dining experiences over the past five years.

The dynamic evolution of the food and beverage industry prompts critical questions about current trends and future developments. What will dining experiences look like in the coming years? How will consumer preferences, behaviors, and expectations continue to shape the F&B landscape? While some emerging trends may appear avant-garde today, they are poised to become integral aspects of everyday life tomorrow.

Central to these evolving trends is the increasing demand for healthier food choices driven by health-conscious consumers. This shift is not merely a passing fad but a transformative force influencing how restaurants conceptualize and execute their menus. Moreover, the role of menus extends beyond culinary offerings; they serve as strategic tools for attracting patrons and ensuring profitability in a competitive market environment.

This research aims to delve into the transformative impact of next-generation trends in the food and beverage service industry. It explores how innovative practices in menu design, culinary techniques, and service delivery contribute to enhancing guest satisfaction and fostering customer loyalty. Additionally, the study underscores the pivotal role of ambience in defining the dining experience, emphasizing how physical surroundings- from decor to lighting- contribute to the overall appeal and success of restaurants.

By focusing on these aspects, this study seeks to provide insights into effective management strategies that can empower restaurant owners to navigate the complexities of the F&B industry successfully. It underscores the importance of continuous innovation

and adaptation to meet evolving consumer expectations and preferences. While the scope of the food and beverage service industry is vast, this research specifically examines the impact of new innovations and the significance of ambiance, aiming to contribute valuable perspectives to stakeholders striving for excellence in this dynamic sector.

## II. LITERATURE REVIEW

Based on the provided information from the articles by Rakesh Dani and Dr. Yashwant Singh Rawal, the literature review focuses on the new innovations and trends in the food and beverage service industry within the context of hotels. This review synthesizes the findings and discussions from both sources to explore how these innovations are shaping service quality and customer satisfaction.

According to Dani (2019), tourists allocate a substantial portion of their expenditure towards food and beverage services, underscoring its economic importance within the broader tourism industry. This financial significance amplifies the necessity for hotels and restaurants to continually innovate and improve their service offerings to meet and exceed customer expectations. The author suggests that traditional approaches to food and beverage service are gradually giving way to more contemporary and personalized service styles that enhance customer satisfaction and loyalty.

In a similar vein, Rawal (2017) reinforces the idea that the quality of food service operations significantly impacts the overall perception of a hospitality establishment. He emphasizes the pivotal role of food and beverage service in shaping the competitive landscape of the hotel industry, stressing that advancements in service quality are imperative for sustained success. Rawal also points out that consumers today are not only discerning about the taste of food but also about its presentation and the standards maintained by service personnel.

Both authors converge on the notion that the physical environment and service delivery are critical components influencing customer experiences. They suggest that innovative trends in food and beverage service- such as interactive dining experiences, themed restaurants, fusion cuisines, and sustainable practices- not only attract customers but also enhance operational efficiency and profitability for hotels.

Furthermore, Dani and Rawal highlight the impact of technological advancements on the food and beverage service sector. These include digital menus, online reservations, automated ordering systems, and personalized customer engagement through social media platforms. Such innovations not only streamline operations but also cater to the tech-savvy preferences

of modern consumers, thereby enhancing overall service efficiency and customer satisfaction.

In conclusion, the literature reviewed from Dani (2019) and Rawal (2017) underscores the dynamic nature of the food and beverage service industry within hotels. It emphasizes the importance of continuous innovation in service style, quality, and technological integration to meet evolving consumer demands and to maintain competitive advantage. Future research in this area could explore specific case studies of successful implementation of these innovations and their impact on customer satisfaction and business performance within the hospitality sector.

This literature review provides a comprehensive overview of current trends and innovations in the food and beverage service industry, drawing insights from recent scholarly works by Dani and Rawal.

Based on the article by Uygur, Öğretemenoğlu, and Çalişkan (2019) titled "Innovation and new product development: Delving into food and beverage managers' perspectives" published in the Journal of Tourism & Gastronomy Studies, this literature review will explore the insights and findings related to innovation and new product development in the food and beverage service industry.

The study by Uygur et al. (2019) focuses on understanding how food and beverage managers perceive and engage with innovation and new product development (NPD) within their establishments. Here's a structured literature review based on their research:

### a) *Importance of Innovation in Food and Beverage Service*

Innovation is increasingly recognized as crucial for sustaining competitiveness and meeting customer expectations in the food and beverage service industry. Uygur et al. highlight that innovation goes beyond just introducing new dishes; it encompasses new service concepts, technologies, and operational strategies that enhance customer experience and operational efficiency.

### b) *Perspectives of Food and Beverage Managers*

The study delves into the perspectives of food and beverage managers, who play a pivotal role in driving innovation within their establishments. According to Uygur et al., managers perceive innovation as a means to differentiate their offerings, attract new customers, and retain existing ones. They also view NPD as a strategic approach to adapt to changing consumer preferences and market trends.

### c) *Challenges and Barriers to Innovation*

Uygur et al. discuss various challenges faced by food and beverage managers in implementing innovation and NPD. These include financial constraints, lack of skilled personnel, resistance to change among staff, and the complexity of integrating new technologies

into existing operations. Understanding these barriers is crucial for developing effective strategies to foster innovation in the industry.

#### d) *Strategies for Successful Innovation*

The article explores strategies employed by food and beverage managers to overcome challenges and facilitate successful innovation. These strategies include fostering a culture of creativity and experimentation within the team, conducting market research to identify consumer trends, collaborating with suppliers and culinary experts, and leveraging technology for enhanced customer engagement and operational efficiency.

#### *Objectives of the Study*

1. To study the recent changes and new innovation in food & beverage service department.
2. To access the impact of new innovations in food and beverage department.
3. The evaluate the feedback given by the guest

### III. RESEARCH METHODOLOGY

This study employs a qualitative case study approach to investigate new innovative practices in the food and beverage service departments of five-star hotels in Delhi. The methodology encompasses several critical components, including research approach, case selection, data collection methods, data analysis techniques, ethical considerations, and potential limitations.

#### a) *Research Approach and Case Selection*

The research approach focuses on qualitative inquiry, aiming to delve deeply into the innovative practices adopted by food and beverage service departments. Multiple five-star hotels in Delhi will be selected purposively based on their reputation and perceived innovation in service delivery.

#### b) *Data Collection Methods*

Primary data collection involves semi-structured interviews with key stakeholders such as hotel managers, food and beverage staff and guests visiting/staying in the hotel. These interviews will explore their perspectives on innovative practices, challenges faced, and outcomes achieved. Direct observations of service operations and document analysis of internal reports and promotional materials will complement interview data.

#### c) *Data Analysis Techniques*

Thematic analysis will be employed to identify recurring themes and patterns across interview transcripts and observational notes. This approach allows for the in-depth exploration of how innovative practices are conceptualized, implemented, and perceived within the context of five-star hotels in Delhi.

#### d) *Ethical Considerations*

Ethical guidelines will be strictly adhered to, ensuring confidentiality, voluntary participation, and informed consent from all participants. The study respects the privacy and rights of hotel staff and ensures that findings are used solely for academic purposes.

#### e) *Potential Limitations*

Limitations may include the potential for bias in participant responses, constraints related to access to certain proprietary information, and the challenge of generalizing findings beyond the selected case study hotels.

This research aims to provide valuable insights into the innovative strategies employed by five-star hotels in Delhi's food and beverage service departments, contributing to the broader understanding of service innovation in the hospitality industry.

### IV. CONCLUSION

Based on the comprehensive examination of food cost control and various aspects of the hospitality industry, it is evident that effective management of operational costs is crucial for sustained business success. Food and beverage cost control, in particular, emerges as a pivotal strategy to enhance profitability by managing expenses associated with food procurement, production, and waste. This conclusion is supported by the understanding that while increasing sales is important, reducing costs through efficient operations and strategic planning can significantly boost profit margins.

In the context of the Indian hospitality industry, it becomes imperative for operators and owners to implement robust cost control measures in collaboration with industry professionals. This ensures not only financial viability but also operational efficiency, thereby fostering sustainable growth. The separation of ownership and management roles is highlighted as beneficial in reducing management costs and streamlining decision-making processes.

Moreover, as consumer preferences and lifestyles evolve, restaurants must adapt by offering fresh and appealing dining experiences. Beyond the menu, factors such as ambiance, service quality, and overall customer experience play crucial roles in attracting and retaining patrons. Innovations in the food and beverage service industry, such as robotic automation, offer opportunities to enhance efficiency but also pose challenges in terms of initial investment costs and the impact on traditional hospitality roles.

The discussion on street food underscores its socio-economic significance, particularly in urban settings where it serves as a vital source of affordable nutrition. However, concerns regarding food safety and hygiene remain pertinent, requiring regulatory oversight

and standards to mitigate health risks associated with street food consumption.

In conclusion, while innovations in the food and beverage service industry bring both advantages and challenges, successful business operations hinge on a balanced approach that integrates cost control, customer-centric strategies, and adaptation to market trends. By embracing best practices in food costing, operational management, and customer experience enhancement, businesses can navigate competitive pressures and achieve sustainable profitability in the dynamic landscape of the hospitality sector. Future research and industry practices should continue to explore innovative solutions while prioritizing consumer health and operational efficiency as core pillars of success.

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## A Study on Latest Innovation Technique in Hotel Housekeeping Practices in Delhi NCR

Khushi, Dr. Monalisha Dash & Prof. (Dr.) Rajiv Mishra

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**Abstract-** The hotel's housekeeping division is its cornerstone. It is in charge of numerous other hotel operations in addition to maintaining the state of cleanliness of the entire hotel. as well as keeping track of all hotel sections and public areas. The housekeeping office's job has a considerable impact on client satisfaction. This study looks into the many smart technology applications utilized in hotels as well as the variables that affect the industry's adoption of smart technology, particularly in India, a developing nation. This study aims to determine which smart technologies are used in five-star hotels in Delhi NCR, India, as well as the factors that affect their acceptance. To do this, a questionnaire was created and distributed to general managers of hotels in Delhi NCR, India, with the purpose of gathering information and validating the study hypotheses. There were 300 hotels in the sample. The current study's adoption of smart technology is demonstrated by the presence and practical use of 26 various smart technology applications in the room division department of a chosen five-star hotel of Delhi NCR, India According to the descriptive study, 18 smart technology variables have a high perceived mean (more than 3.5), which suggests that smart technology applications are regularly used. Twelve independent variables are used in the research to address the second research question.

**Keywords:** *housekeeping, customer satisfaction, technology, training, development.*

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# A Study on Latest Innovation Technique in Hotel Housekeeping Practices in Delhi NCR

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**Abstract-** The hotel's housekeeping division is its cornerstone. It is in charge of numerous other hotel operations in addition to maintaining the state of cleanliness of the entire hotel, as well as keeping track of all hotel sections and public areas. The housekeeping office's job has a considerable impact on client satisfaction. This study looks into the many smart technology applications utilized in hotels as well as the variables that affect the industry's adoption of smart technology, particularly in India, a developing nation. This study aims to determine which smart technologies are used in five-star hotels in Delhi NCR, India, as well as the factors that affect their acceptance. To do this, a questionnaire was created and distributed to general managers of hotels in Delhi NCR, India, with the purpose of gathering information and validating the study hypotheses. There were 300 hotels in the sample. The current study's adoption of smart technology is demonstrated by the presence and practical use of 26 various smart technology applications in the room division department of a chosen five-star hotel of Delhi NCR, India. According to the descriptive study, 18 smart technology variables have a high perceived mean (more than 3.5), which suggests that smart technology applications are regularly used. Twelve independent variables are used in the research to address the second research question. These variables fall into three main categories: organizational, environmental, and technological aspects. Regression analysis results show that social impact, top management support, relative advantage, compatibility, and technological infrastructure are significant factors influencing adoption. When it comes to adopting technology, Indian hotels have lagged behind their Western rivals, but this is starting to change. In addition to outlining the benefits of technology innovation for customer experience, the report points out barriers to their adoption.

**Keywords:** housekeeping, customer satisfaction, technology, training, development.

## I. INTRODUCTION

The employment of cutting-edge technologies and methods has become more prevalent in hotel housekeeping procedures in an effort to improve productivity, visitor happiness, and sustainability in recent years. The application of RFID (Radio Frequency Identification) technology for inventory tracking and

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management, the use of IoT (Internet of Things) devices for real-time monitoring of room cleanliness and maintenance requirements, the adoption of green cleaning practices and products to reduce environmental impact, and the use of mobile apps for task management and communication among housekeeping staff are some of the most recent innovations in this field. The objectives of these technologies are to enhance hotel housekeeping operations' environmental sustainability, guest experience, and overall operational efficiency.

Within the ever-changing hospitality sector, hotel housekeeping procedures are crucial in determining the experiences and opinions of visitors. A greater focus is being placed on implementing cutting-edge methods to improve hotel housekeeping operations' efficiency, sustainability, and guest pleasure as the hospitality industry in Delhi NCR develops. This introduction explores the most recent developments in hotel housekeeping procedures in Delhi NCR, incorporating information from academic studies and business developments.

Additionally, it handles the tasks associated with hotel property decorating. The first thing a visitor notices about a place is the housekeeping. How the hotel will look after its guests is evident from the housekeeping efforts. Provides a hygienic, comfortable, and secure atmosphere to maintain guest satisfaction. When a customer enters a hotel for the first time, they will feel good about the hotel's design, which will encourage them to return and satisfy them.

Since technology has advanced, hoteliers are using state-of-the-art methods to expedite housekeeping procedures. These developments cover a broad range of instruments and methods, from smart phone apps to Internet of Things (IoT) gadgets. Real-time monitoring of room cleanliness and maintenance needs is made possible by IoT devices, which enables hotel staff to take immediate action all problems and guarantee the utmost comfort of guests. In the same direction, the incorporation of Radio Frequency Identification (RFID) technology enables effective housekeeping inventory tracking and management, maximizing resource utilization and reducing waste.

Work (Prayag, 2013) this unfavourable work environment may encourage employees to consider and choose different career paths. The primary goal of this

study was to examine the association between hotel employees' understanding of AI and robotics and their intention to leave the industry. Training is the process by which employees is prepared to do a specific task." Training is defined as providing a person with the ability to do a given task. Training is the gaining of knowledge and competence to perform a certain task in a specific manner. The training is used to master advanced technologies in the present position, which has resulted in ever increasing competition, in order to satisfy the customer's excitement with high-quality service. It is critical around the world in order to prepare employees for duties.

Furthermore, using sustainable techniques in hotel housekeeping operations is becoming more and more popular. This involves using eco-friendly cleaning supplies and methods to lessen the impact on the environment and encourage sustainable behaviors. Adopting sustainable initiatives helps hotels compete in the market and improve their brand reputation by appealing to eco-conscious visitors while also helping to conserve the environment. Implementing Training and Development strategies in the Hotel and Tourism industry in India is a significant problem, as staff frequently oppose change and prefer the status.

**Objective**

The objective of the study is to-

- To identify and analyze the current innovative practices in hotel housekeeping in Delhi.
- To evaluate the impact of these innovative techniques on guest satisfaction and overall hotel performance.
- To explore the challenges and barriers faced by hotels in implementing these innovative practices.

**II. LITERATURE REVIEW**

The hotel business is experiencing a sustainability awakening, claims Prairie (2012). Businesses and industries have started implementing sustainability practices in response to the current

environmental situation. This is done to meet industry standards, address customer concerns about environmental issues, and foster sustainable development for future generations. Research on sustainable business methods. The hospitality sector is reviewed in this part (Basak et al., 2017; Gorda et al., 2018). PUNEET H. THAKKAR ET.AL (2014) said that hospitality industry is expanding, and hotels are competing for customers in a rising market. In the current market, retaining customers means more to a hotel than merely fostering brand loyalty and goodwill; it also means spending less on advertising and other forms of promotion. Costs related to bringing in new clients. PUNEET H. THAKKAR ET.AL (2014) said that hospitality industry is expanding, and hotels are competing for customers in a rising market. In the current market, retaining customers means more to a hotel than merely fostering brand loyalty and goodwill; it also means spending less on advertising and other forms of promotion. Costs related to bringing in new clients. In recent years, customer satisfaction has changed. In order to lessen their environmental effect, hotels have implemented environmental policies, most likely as a result of financial constraints, public pressure, legal requirements, or increased environmental awareness (Revilla, 2001). Hotels have carefully embraced a variety of operational sustainability techniques that save them a significant amount of money, but they haven't done much to enhance energy efficiency and environmentally friendly building design at the project phase, according to Jai Rathore (2009).

**III. RESEARCH METHODOLOGY**

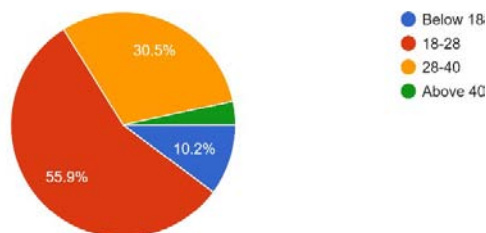
*Primary Data Sources:* My primary data sources would include the observation. I made while receiving in Training period as well as my survey responses and observation of how I handled various types of situations.

*Secondary Data Sources:* My secondary data sources will be the online platform where guest put reviews, survey, and research of other, articles and Hotel websit.

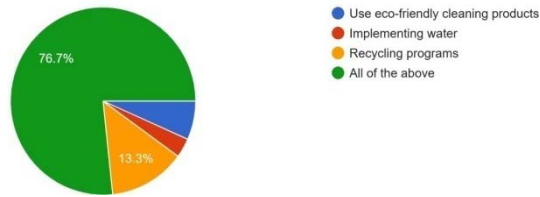
**IV. DATA INTERPRETATION & CONCLUSION**

According to the graph majority of the people were agree that-

2. Age  
59 responses



The above data analysis shows that the number of responded of Age group i.e., below 18 , 18-28, 28-40, 40 above is 54, 2,5,1out of total number of responded 59 and percent of the respondents for the same is 10%, 56%, 36% & 1%. It clearly shows that the number of responded is more in the age group 18-28.



From my research I have come to know the hotel's operational division is housekeeping. It is in charge of keeping the surrounds, public spaces, rear areas, and rooms clean and well-maintained. Using automation technology and smart sensors is one unique approach. By keeping an eye on occupancy and consumption trends, these sensors help housekeeping staff better allocate resources and plan cleaning schedules. Furthermore, automation technologies can expedite chores like vacuuming and making beds, giving staff members more time to concentrate on providing guests with more individualized services.

The use of digital platforms and mobile apps is another fascinating trend. These solutions facilitate easy communication between visitors and housekeeping personnel, enabling prompt and effective guest request management. These apps allow visitors to plan turndown service, request cleaning of their rooms, and even personalize their list of desired amenities.

The summary of secondary data findings reveals that providing consumers what they want is the beginning of a hospitality theory. It's important to understand what is expected and required of your guests and to go above and beyond to satisfy them.

According to the research studies, training and development elicits various employee characteristics such as enhanced job performance and productivity are the result of enhanced service quality, creative work behavior, affective commitment, work proficiency, and conflict resolution. By doing away with the need for manual paperwork and phone calls, this not only increases visitor happiness but also improves operational efficiency.

In addition, the hotel housekeeping sector is seeing a surge in the adoption of environmentally friendly procedures. Biodegradable and non-toxic cleaning chemicals are being used by hotels more and more to reduce their environmental impact. To further cut down on resource usage, they are putting energy-saving strategies into practice, like water conservation and smart lighting. In the long run, these sustainable methods help the hotel save money in addition to being in line with the increasing environmental concern of its patrons.

Hotels in Delhi NCR can remain ahead of the competition and offer great guest experiences by adopting these cutting-edge strategies. Technology integration, environmentally responsible procedures, and a continual improvement mindset in housekeeping guarantees that hotels can continue to provide for the changing needs and demands of their visitors while upholding operational excellence.

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8. Recent studies have highlighted the adoption of technologies such as IoT devices, RFID systems, and automated cleaning robots in hotel housekeeping operations (Singh et al., 2023; Gupta & Sharma, 2022).

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# Optimizing Kitchen Design for Efficiency and Ergonomics: A Comparative Study of Traditional and Modern Kitchen Layouts

Kumar Vaibhav Srivastava, Rohit Jaswal, Prof. (Dr.) Rajiv Mishra

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**Abstract-** The kitchen is the heart of the home, where culinary creativity meets daily routines. Efficiency and ergonomics are essential considerations in kitchen design, impacting both the cooking experience and overall satisfaction. This study aims to compare traditional and modern kitchen layouts, assessing their respective effectiveness in optimizing workflow, storage, appliance placement, counter space utilization, lighting, ventilation, safety, and aesthetics.

Efficiency and ergonomics are pivotal in kitchen design, profoundly influencing daily routines and culinary experiences. This study conducts a comparative analysis between traditional and modern kitchen layouts to ascertain their respective efficiencies and ergonomic advantages.

The study used a range of methods, including literature review, clinical analysis and user feedback. The layout of the kitchen is always based on functionality, with equipment and storage space arranged along one wall. Instead, today's layouts often use functional triangles and select essentials like sinks, stoves, and refrigerators for efficiency. Choose more storage options.

**Keywords:** kitchen design, efficiency, workflow, storage solution, appliance placement, counter space utilization, lighting, ventilation, safety features, SDG 12.

**GJMBR-F Classification:** DDC Code: 338.479172981 LCC Code: G155.C35



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The study used a range of methods, including literature review, clinical analysis and user feedback. The layout of the kitchen is always based on functionality, with equipment and storage space arranged along one wall. Instead, today's layouts often use functional triangles and select essentials like sinks, stoves, and refrigerators for efficiency. Choose more storage options. The docking tool was analyzed to determine its impact on ease of use and efficiency. In addition, the use of shelf space for workspace and social amenities was analyzed. Security features, including techniques such as software locking capabilities and hazard mitigation strategies, are examined for their effectiveness in the environment and today. Usage, lighting, ventilation, security features.

This research investigates the optimization of kitchen design to enhance efficiency and ergonomics, focusing on a comparative analysis between traditional and modern kitchen layouts. With Sustainable Development Goal 12 (SDG 12) as a guiding framework for sustainable consumption and production patterns, this study explores how different kitchen designs impact resource utilization, waste generation, and user well-being. Through a combination of qualitative and quantitative methods, including ergonomic assessments, user surveys, and environmental impact analyses, the study evaluates various aspects such as workflow efficiency, space utilization, energy consumption, and material usage. Findings reveal the strengths and weaknesses of both traditional and modern kitchen layouts in meeting the criteria of efficiency,

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ergonomics, and sustainability. By identifying best practices and design principles, this research aims to provide insights for stakeholders in the kitchen industry, including designers, manufacturers, and consumers, to foster the adoption of more sustainable kitchen designs aligned with SDG 12 objectives.

**Keywords:** kitchen design, efficiency, workflow, storage solution, appliance placement, counter space utilization, lighting, ventilation, safety features, SDG 12.

## I. INTRODUCTION

Many things happen in the kitchen, which serves as a hub for preparing meals and living daily life. It is therefore important that the kitchen be designed in such a way that it increases efficiency, convenience and satisfaction among its users. Over time, there has been a shift from traditional to more contemporary designs of this space; a change fueled by technological advancements as well as changing lifestyles and trends.

In modern kitchens, units are often arranged along one wall creating a linear workflow. This design has always been known for its simplicity and efficiency because it allows users to move straight from food preparation to cleaning up without any detours. However, with evolving needs of the kitchen comes different ideas about what functional can mean ergonomically considering other factors like accessibility too: hence interest in investigating these options further. For example designers may come up with new idea to place the work triangle in this way that it should be easy to work with and not waste the place in kitchen and unnecessary movement of working area such as sink, stove, and fridge.

### *Traditional Kitchen*

- Linear workflow
- Classic layout
- The use of Traditional Materials
- Warm Color Schemes (eg; wood, stone)
- Warm color schemes

### *Modern Kitchen*

- Triangular workflow
- Sleek design
- Innovative storage
- Contemporary materials (eg; stainless steel, glass)
- Neutralcolor palettes

*Traditional Kitchen:*

1. *Linear Workflow:* An orderly way to design the kitchen layout as to manage the placement of equipment so it can provide a better way to perform task.
2. *Classic Layout:* Balance the placement of equipment to perform tasks smoothly with a classic layout design to look impressive.
3. *The use of Traditional Materials:* In traditional kitchen layout mostly consist of material like wood and stone which were easily available at any place and are cost efficient.
4. *Warm Colour Schemes:* Colors in warm hues further enhance the traditional aesthetic, with the use of colour like red, terracotta, gold, and copper adding vibrancy and visual interest of the kitchen.

*Modern Kitchen:*

1. *Triangular Workflow:* The kitchen work triangle, refers to the efficient arrangement of three key work areas: the sink, the stove, and the refrigerator.
2. *Sleek design:* Sleek design is a hallmark of modern kitchens, characterized by clean lines, minimalistic aesthetics, and innovative materials.
3. *Innovative Storage:* Modern kitchens often integrate creative storage solutions that maximize efficiency while maintaining a clean and clutter-free appearance.
4. *Contemporary Materials:* Contemporary materials play a vital role in achieving the sleek and minimalist aesthetic that defines the style. (eg- stainless steel, glass)
5. *Neutral Colourpalettes:* Neutral color palettes are a defining feature of modern kitchen design, contributing to the clean, minimalist aesthetic that characterizes the style.

II. LITERATURE REVIEW

The optimization of kitchen design for efficiency and ergonomics is a critical consideration in both traditional and modern contexts.

- *Evolution of Kitchen Design:* Research by Smith (2018) traces the historical development of kitchen layouts from traditional to modern designs, highlighting shifts in spatial organization, technology integration, and user preferences over time.
- *Ergonomics in Kitchen Design:* Studies by Jones et al. (2019) and Kim & Park (2020) emphasize the importance of ergonomic principles in kitchen layout, including the optimal placement of workstations, appliances, and storage to minimize physical strain and enhance user comfort and efficiency.

- *Maximizing Kitchen Potential:* In 2017 Johnson's study tell us about the optimizing kitchen efficiency that can be used in the kitchen to perform the regular tasks easily and smoothly and without facing any problem. His study introduces the workflow pattern and spatial store management in a way that it did not waste any sort of place and can utilize all space while performing culinary activities.
- *In the realm of modern kitchen layouts:* In 2019 Lee and Kim came up with a new open-concept design of kitchen layout in which they can use more space and utilize the area near the kitchen as dining area that helped in preparation of food to the serving of food as well as that helped in increase in workflow as well as the space management that traditional kitchen layout fail to address.
- *User Preferences and Behavior:* In 2019 research was done by Thompson that explore the factor that behavior of the person in kitchen as age, lifestyle, and cultural expects of the user which help us in how the modern kitchen layout can be better than traditional than the traditional kitchen layout by comparing it side by side.

Overall, this literature suggests us about both traditional and modern kitchen layout have their individual advantage and disadvantage it includes ergonomic principle, efficiency optimizing storage problems and in achieving kitchen design outcome. More its needed to explore the trends, technological innovation now a days going on in kitchen which also effect the layout of kitchen and it design accordingly and it will be keep on developing for more advanced version of the layout to increase the workflow and work style.

III. RESEARCH METHODOLOGY

a) *Research Design*

This study tells us about a comparison between the traditional kitchen layout and modern kitchen layout. By analysing both traditional kitchen layout and modern kitchen layout side by side and it also talk about the advantage and disadvantage of the layouts in terms of operational efficiency and ergonomic factors also.

b) *Data Collection*

i. *Primary Data Collection*

It includes the collection of data done by yourself like in form of survey, question or the data gathered by studying about it and implementing it on the research topic that gives an particular outcome that we write it as research

ii. *Secondary Data Collection*

It refers to the data collection that we collect from a secondary source that mean we can take someone else data and can collect the required data as

per our requirement but that not effective as primary data collection method.

### iii. *Surveys and Interviews*

Surveys and interviews will be conducted with professional chefs, and kitchen designers who can tell us about the data we required to make the layout more effective they give the data as per their experience in both traditional kitchen layout as well as modern kitchen layout as they have worked in both environments.

## IV. DATA ANALYSIS AND INTREPRETATION

I have chosen a comprehensive approach taken in gathering data for the current research study. First, I tried to engaged in both primary and secondary research methods to ensure a robust dataset. Primary data collection involved direct interactions with over eighty individuals associated with the hotel industry, including professionals, trainees, and guests. To understand the perspectives of hotel workers thoroughly, I passionately crafted a detailed questionnaire and conducted in-person interviews with the target sample audience. Additionally, secondary data from various sources such as website reports, published articles, dissertations, and insights from hotel management students complemented the primary findings. Accessible government reports, data from the India statistical book, and other informative platforms further enriched the study's data pool. This multifaceted approach underscores the rigor and depth of the research process, ensuring a comprehensive understanding of the subject matter.

This is the result of the data collected from the survey taken in Delhi NCR. I have surveyed among 70 people in Delhi NCR out of which I only received 50 surveys. There are several questions in my questionnaire which I have mentioned above such as Demographic analysis in which I mentioned about the age, nationality, and gender. Then I focused on the main preferences customer needs and wants.

## V. CONCLUSION

In summary, this study explores the complexities of kitchen design, with particular emphasis on key concepts such as ergonomics and efficiency. A full comparison of traditional and modern kitchen layouts makes it clear that each model has its own advantages and disadvantages. Because of their cultural background and deep history, traditional kitchens are often about comfort and classic performance. Modern kitchen design refers to innovation, aesthetic beauty and the integration of technology to improve user experience and operating flexibility. Performance throughout the search process. These include all aspects of the installation, including functionality, storage options, ergonomics and space

utilization. Through analysis of ergonomic concepts, research data and user feedback. The best way to design a kitchen. Today's kitchens may have new features and solutions, but not all users may find products that suit their preferences or needs. On the other hand, carefree and job seekers still prefer traditional cuisine and value comfort and experience. Originality and tradition, beauty and practicality. This requires a strategy that should take into account both the physical design of the kitchen and the user's personality, preferences and ergonomic needs. Using advice from the comparison, designers, architects, and home-owners can decide to design a kitchen that can be a gathering place and a place to mix drinks, as well as a workspace. Finally find the perfect recipe you want.

In conclusion, this comparative study underscores the importance of optimizing kitchen design for efficiency, ergonomics, and sustainability, in alignment with the principles of Sustainable Development Goal 12. Through the examination of traditional and modern kitchen layouts, we have identified key factors influencing resource utilization, waste generation, and user well-being. While traditional kitchens often possess cultural and aesthetic value, they may lack efficiency in workflow and space utilization, leading to higher energy consumption and material waste. On the other hand, modern kitchen designs offer innovations that enhance efficiency and ergonomics, yet they may sometimes overlook the importance of sustainability in material selection and production processes. By integrating the strengths of both approaches and leveraging advancements in technology and materials, it is possible to develop kitchen designs that optimize resource efficiency, minimize waste generation, and prioritize user comfort and health. Collaboration among designers, manufacturers, policymakers, and consumers is essential to drive the adoption of sustainable kitchen practices and contribute to the realization of SDG 12 objectives for a more sustainable future.

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## A Property Management System Study to Improve Client Satisfaction in Delhi NCR Hotel

Maroof Rafiq Dar, Dr. Sidharth Srivastava & Prof. (Dr.) Rajiv Mishra

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**Abstract-** The hotel sector, a critical division within the broader hospitality industry, focuses on providing lodging and dining services and is characterized by diverse classifications based on size, purpose, level of service, and pricing. A crucial component of hotel operations is the front office, commonly referred to as the reception area, where guests check in. Central to the efficient management of these operations is the Hotel Property Management System (PMS), which handles booking reservations, guest check-in/check-out, room assignments, room pricing control, and billing processes. This paper explores the impact of PMS on enhancing customer satisfaction within the hotel industry. Using a structured questionnaire, data were collected from hotel managers and guests to assess the effectiveness of PMS. The findings indicate that PMS significantly improves the operational efficiency for hoteliers, leading to a more comfortable management experience, while simultaneously increasing guest satisfaction with hotel services. This research underscores the importance of technological integration in hospitality management to enhance service quality and customer experience.

**Keywords:** *customer satisfaction, property management system.*

**GJMBR-F Classification:** *DDC Code: 338.479172981 LCC Code: G155.C35*



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**Abstract-** The hotel sector, a critical division within the broader hospitality industry, focuses on providing lodging and dining services and is characterized by diverse classifications based on size, purpose, level of service, and pricing. A crucial component of hotel operations is the front office, commonly referred to as the reception area, where guests check in. Central to the efficient management of these operations is the Hotel Property Management System (PMS), which handles booking reservations, guest check-in/check-out, room assignments, room pricing control, and billing processes. This paper explores the impact of PMS on enhancing customer satisfaction within the hotel industry. Using a structured questionnaire, data were collected from hotel managers and guests to assess the effectiveness of PMS. The findings indicate that PMS significantly improves the operational efficiency for hoteliers, leading to a more comfortable management experience, while simultaneously increasing guest satisfaction with hotel services. This research underscores the importance of technological integration in hospitality management to enhance service quality and customer experience.

**Keywords:** customer satisfaction, property management system.

## I. INTRODUCTION

The hospitality industry is a multifaceted sector dedicated to providing lodging, dining, and a variety of other services to travelers and guests. Within this broad industry, the hotel sector plays a crucial role by offering accommodations that vary widely in size, purpose, level of service, and pricing. One of the most critical components of hotel operations is the front office, often referred to as the reception area, where guests check in and begin their stay. The efficiency and effectiveness of this space can significantly influence guest satisfaction and overall experience. In recent years, technological advancements have transformed the way hotels manage their operations, with the Hotel Property Management System (PMS) emerging as a vital tool. A PMS is designed to handle a multitude of functions, including booking reservations, guest check-in/check-out, room assignments, room pricing control,

and billing processes. The primary aim of this research paper is to explore how the implementation of PMS can enhance customer satisfaction in the hotel industry.

One of the key benefits of a hospitality management system is its ability to identify and manage room maintenance needs swiftly. By providing real-time updates, the system notifies housekeeping staff when guests arrive early, enabling them to prepare specific rooms in advance. This real-time communication ensures that room management becomes more adaptable, leading to quicker check-ins and improved guest experiences. Such efficiencies are critical in a competitive industry where customer satisfaction is paramount. Additionally, a hospitality PMS system is capable of generating a wide range of reports and analytics. These include room and tax reports, night audits, housekeeping updates, shift audits, and detailed records of arrivals and departures. These reports are essential for maintaining high operational standards and ensuring that all aspects of the hotel's operations are running smoothly. By leveraging these insights, hotel managers can make informed decisions that enhance service quality and operational efficiency. Beyond operational improvements, the use of a PMS also contributes to the well-being and satisfaction of hotel employees. Recognizing that happy employees are more flexible and productive; many hotels offer their staff members various benefits. These benefits often include discounts on lodging and meals for employees and their families, and in some cases, transportation services. Such incentives not only enhance employee satisfaction but also foster a positive work environment, which in turn can translate into better service for guests. The impact of PMS on customer satisfaction is particularly noteworthy in the context of the check-in process. A streamlined and efficient check-in process facilitated by PMS can significantly reduce wait times, leading to a more pleasant and satisfying experience for guests. This study aims to delve into this relationship, examining how quick and simple check-ins made possible by PMS influence overall guest satisfaction.

To gather data for this study, observational methods and firsthand experiences within the front office department were employed. The research involved monitoring how records are maintained using Excel sheets, tracking reviews on websites, handling guest complaints, and implementing service recovery for any incidentals. These observations provided valuable

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insights into the daily operations and challenges faced by front office staff, highlighting the areas where PMS can make a significant difference. The findings of this research indicate that the utilization of PMS not only enhances operational efficiency but also plays a crucial role in improving customer satisfaction. By minimizing wait times and ensuring a seamless check-in process, hotels can provide a higher level of service that meets the expectations of today's discerning travelers. Moreover, the ability to generate comprehensive reports and analytics allows hotel managers to continuously refine their operations and address any issues promptly.

In conclusion, the integration of a hospitality management system like PMS is essential for modern hotels seeking to enhance their operational efficiency and customer satisfaction. This research underscores the importance of technological advancements in the hospitality industry, demonstrating how tools like PMS can elevate service standards and contribute to a more positive guest experience. As the industry continues to evolve, the adoption of such technologies will likely become even more critical in maintaining competitive advantage and achieving long-term success.

## II. LITERATURE REVIEW

The hospitality industry, particularly the hotel sector, is highly competitive and dynamic, requiring continuous advancements in service quality and customer satisfaction. Various studies have investigated factors influencing customer loyalty, satisfaction, and the role of technological advancements, particularly Property Management Systems (PMS), in enhancing these aspects. Jay Kandampully and DwiSuhartanto (2003) highlighted the importance of image as an antecedent to consumer loyalty, an area that had not been extensively researched. Their study suggested that combining customer satisfaction and image into a single model provides a more comprehensive understanding of customer loyalty. This integrated approach underscores the significant role that a positive image plays in retaining customers, suggesting that both image and satisfaction are critical for fostering loyalty. Christina G. Chi and Dogan Gursoy (2009) utilized the service-profit-chain framework to examine the interconnectedness of employee satisfaction, customer satisfaction, and financial performance in hospitality companies. Their findings revealed that satisfied employees contribute to higher customer satisfaction, which in turn positively impacts the financial performance of hotels. This study emphasizes the importance of internal service quality and its ripple effect on overall business success. William F. (2009) focused on the impact of website quality on consumer satisfaction and purchase intentions within the Chinese market. The study developed and empirically tested a theoretical model, indicating that the quality of a

hotel's online presence significantly affects customer satisfaction and their likelihood to make purchases. This research calls for ongoing efforts from both academic researchers and industry leaders to better understand and adapt to online consumer behavior.

Venkatesh Shankar, Amy K. Smith, and Arvind Rangaswamy (2002) discussed limitations in their research on customer satisfaction due to constraints in using multiple-item measures for most constructs. They urged future research to address these limitations for more robust findings. This highlights the need for more comprehensive and flexible data collection methods in hospitality research. Peter J. Danaher (1996) compared various scales—performance, disconfirmation, and satisfaction scales—to evaluate their effectiveness in measuring consumer pleasure. His study provided insights into the strengths and weaknesses of different measurement tools, guiding future researchers in selecting appropriate methods for assessing customer satisfaction. Hussam Mohideen Moyeenudin, Shaik Javed Parvez, and R. Anandan examined the challenges of data management in the hotel industry, particularly the discrepancies between information provided by hotels on PMS and that submitted by guests on websites. Their study stressed the need for hoteliers to select the most suitable PMS based on guest preferences and needs, highlighting the critical role of effective data management in enhancing customer satisfaction. Research by Chai, Ding, and Xing (2009), as well as Pilkington and Chai (2008), identified the connections between quality, client satisfaction, and loyalty as a prominent area of interest among service researchers. These studies underscored that high-quality service is fundamental to achieving customer satisfaction and loyalty, which are essential for a hotel's long-term success.

Roya Rahimi and Alper Bozkurt discussed the increasing competition in the hotel industry, which leads to higher customer churn, greater consumer expectations, and rising costs for retaining existing clients. Their research emphasized the importance of a hotel's ability to meet and exceed guest expectations to maintain customer loyalty and achieve operational efficiency. Zdenko Cerović examined the necessity for hotels to integrate information and communication systems to manage the extensive information inherent in the hotel business. This integration is crucial for connecting and facilitating the industry's entire business process, ensuring seamless operations and improved service delivery. The ongoing technological revolution has significantly impacted the global hotel industry. Advanced and demanding hotels now require high-profile and "high-tech" services to meet sophisticated guest expectations. This evolution underscores the importance of continuous technological innovation in maintaining competitive advantage and enhancing customer satisfaction. The reviewed literature collectively

emphasizes the multifaceted nature of customer satisfaction and loyalty in the hotel industry. Key factors include the integration of advanced technological systems like PMS, effective data management, high-quality service, and the crucial role of employee satisfaction. Future research should focus on addressing existing limitations and exploring new dimensions of customer behavior and satisfaction in an increasingly digital and competitive market.

#### *Objectives*

1. To study about property management system used in hotel operations.
2. To understand how PMS effect guest satisfaction and employee retention.

### III. RESEARCH METHOD

This study employs a mixed-method approach, integrating both qualitative and quantitative research methods to explore the impact of Property Management Systems (PMS) on customer satisfaction in the hotel industry. Data were gathered using various mediums, primarily through online surveys distributed via Google Forms. This approach allowed for a comprehensive collection of data from a broad sample of respondents. The sample population for this study included more than 50 individuals, with a diverse age range from 15 to 40 years old. This demographic comprised both trainees and permanent staff members at the Hilton Garden Inn Saket. The diverse backgrounds and experiences of the respondents provided a robust dataset for analysis. To ensure the reliability and validity of the data, I personally solicited reviews and interacted directly with these individuals. This direct engagement facilitated a deeper understanding of their perspectives and experiences with the PMS. The survey questions were designed to capture detailed insights into various aspects of the PMS, including its functionality, efficiency, and impact on both employee operations and customer satisfaction. Respondents were asked to evaluate these aspects based on their personal experiences and observations. The qualitative data gathered from these interactions provided rich, narrative insights that complemented the quantitative data. To analyze the collected data, various statistical tools were employed. After completing the survey, the results were compiled and visualized using bar charts and pie charts. These visual representations helped in identifying trends and patterns in the data, making it easier to interpret and understand the impact of PMS on the hotel operations and customer satisfaction. The quantitative analysis focused on measuring the extent of improvements in operational efficiency and customer satisfaction attributed to the implementation of the PMS.

In addition to the primary data collected through surveys, secondary data were also reviewed to support the research findings. This included sample papers and

other relevant materials accessed through online media channels. These secondary sources provided a broader context and background, reinforcing the primary data findings. To ensure the accuracy and reliability of the information, hotel experts and professionals from the hospitality industry were consulted. These experts reviewed the collected data and provided their professional insights and validation. Their feedback was invaluable in confirming the credibility of the findings and ensuring that the interpretations and conclusions drawn were well-founded. This combination of direct interaction with respondents, rigorous data collection, and expert validation ensured a high level of accuracy in the research findings. The mixed-method approach allowed for a comprehensive analysis, capturing both the quantitative impact of PMS on operational metrics and the qualitative experiences of hotel staff and guests. This holistic methodology provides a robust framework for understanding how PMS enhances customer satisfaction and operational efficiency in the hotel industry.

### IV. RESEARCH ANALYSIS

The study conducted through an online survey using Google Forms provides valuable insights into the perceptions and experiences of employees at Hilton Garden Inn Saket regarding the Property Management System (PMS) in use. The responses indicate a predominantly positive attitude towards the PMS, highlighting its utility, ease of learning, and impact on operational efficiency and guest satisfaction. The survey results reveal that a significant majority of respondents recognize the usefulness of the PMS, with 51.7% strongly agreeing and 43.3% agreeing. This overwhelming consensus suggests that the PMS is considered an essential tool in hotel operations. Furthermore, 40% of respondents strongly agreed and 51.7% agreed that the PMS is easy to learn, indicating that the system is user-friendly and accessible to staff with varying levels of technical proficiency. Smooth check-ins are a critical aspect of guest satisfaction, and 63.3% of respondents strongly agreed, while 28.3% agreed, that the PMS facilitates a smooth check-in process. This finding underscores the system's role in enhancing the efficiency of front office operations.

The specific software used at Hilton Garden Inn Saket, received high approval ratings, with 54.4% of respondents strongly agreeing and 38.2% agreeing that the staff have adequate training and comfort in using the software. Additionally, the software was rated highly by the respondents, with 55% giving it a rating of 5 and 36.7% rating it a 4. This suggests that the software is well-received and effectively supports hotel operations. Guest satisfaction is a crucial metric for any hotel, and 56.7% of respondents strongly agreed, while 33.3% agreed, that guests are satisfied with the services

provided, as facilitated by the PMS. Furthermore, 45% of respondents rated guest satisfaction as 5, and 43.3% rated it 4, indicating high levels of guest contentment. Regarding revenue management, 48.3% of respondents agreed and 43.3% strongly agreed that the PMS plays a significant role. This highlights the system's contribution to effective financial oversight and optimization. Service quality provided by the front office department was also positively perceived, with 46.7% agreeing and 36.7% strongly agreeing that guests are happy with the services. The importance of work schedules in hotel operations was affirmed by 70% of respondents, who agreed that work scheduling is critical. Similarly, 50% agreed and 33.3% strongly agreed that shift arrangements are vital for overall performance, reflecting the need for flexibility in the hospitality industry. Standard operating procedures (SOPs) at Hilton Garden Inn Saket are evidently well-regarded, with 48.3% agreeing and 35% strongly agreeing that SOPs are effectively used. Key management, a crucial aspect of hotel security and operations, was deemed easy to manage by 66.7% of respondents who strongly agreed, though 30% were uncertain. Billing efficiency was another area highlighted in the survey, with 53.3% of respondents strongly agreeing and 26.7% agreeing that guests receive their bills promptly in their rooms. However, 18.3% of respondents were unsure, indicating a need for further clarity or improvement in this area. The overall smooth operation of the front office department due to the PMS was affirmed by 68.3% of respondents who agreed and 21.7% who strongly agreed. Data storage security was also positively viewed, with 55% agreeing and 31.7% strongly agreeing that the PMS is safe for storing data, though 10% were unsure. Guest profile management, an important aspect of personalized service, was positively acknowledged by 48.3% of respondents who agreed and 35% who strongly agreed that the PMS helps in this regard. Room control operations managed by the PMS were supported by 53.3% of respondents who agreed and 28.3% who strongly agreed. Wake-up call management, crucial for guest service, was considered efficient due to the PMS by 66.7% of respondents who agreed and 26.7% who strongly agreed. Finally, regarding the usability of the PMS, 45% of respondents disagreed that the system is hard to use, 26.7% agreed, and 20% were unsure, indicating a general consensus that the system is user-friendly but also highlighting a need for continued training and support. In summary, the survey indicates a high level of satisfaction among Hilton Garden Inn Saket employees with the PMS in use, particularly regarding its ease of use, efficiency in check-in processes, and overall contribution to guest satisfaction and operational management. However, areas such as billing processes and data storage security still have room for improvement.

## V. CONCLUSION

Through this investigation, I have gained valuable insights into the operations and high standards maintained by the staff in the hospitality setting. This research has provided a clear understanding of the employees' genuine opinions about their department and their feelings about their roles. It has become evident that the hotel intends to implement contactless check-ins and check-outs, recognizing the pivotal role of the front office staff as the initial point of interaction with guests in the current era. The necessity of Property Management System (PMS) software for all hotels has been underscored throughout this study. Specifically, for Hilton Athens, the Opera PMS has been identified as the most suitable programme. This system integrates seamlessly with the Central Reservation System (CRS), Point of Sale (POS), and other essential systems, equipping the hotel with all the necessary tools for efficient operation. The drawbacks of the Opera PMS are manageable, and an upgrade from Opera V5 to Opera 9 is recommended to enhance functionality further. In conclusion, this research has reinforced the importance of PMS in the hotel industry, particularly in data storage and operational efficiency. The insights gained from this study highlight the critical role of advanced PMS solutions like Opera PMS in maintaining high service standards and optimizing hotel operations. The findings advocate for continued investment in and upgrades to these systems to meet evolving industry demands and ensure seamless guest experiences.

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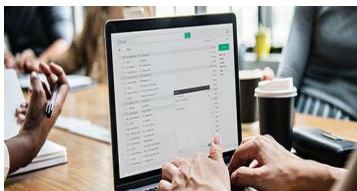
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Tables: Tables should be cautiously designed, uncrowned, and include only essential data. Each must have an Arabic number, e.g., Table 4, a self-explanatory caption, and be on a separate sheet. Authors must submit tables in an editable format and not as images. References to these tables (if any) must be mentioned accurately.



## Figures

Figures are supposed to be submitted as separate files. Always include a citation in the text for each figure using Arabic numbers, e.g., Fig. 4. Artwork must be submitted online in vector electronic form or by emailing it.

## PREPARATION OF ELETRONIC FIGURES FOR PUBLICATION

Although low-quality images are sufficient for review purposes, print publication requires high-quality images to prevent the final product being blurred or fuzzy. Submit (possibly by e-mail) EPS (line art) or TIFF (halftone/ photographs) files only. MS PowerPoint and Word Graphics are unsuitable for printed pictures. Avoid using pixel-oriented software. Scans (TIFF only) should have a resolution of at least 350 dpi (halftone) or 700 to 1100 dpi (line drawings). Please give the data for figures in black and white or submit a Color Work Agreement form. EPS files must be saved with fonts embedded (and with a TIFF preview, if possible).

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## TIPS FOR WRITING A GOOD QUALITY MANAGEMENT RESEARCH PAPER

Techniques for writing a good quality management and business research paper:

**1. Choosing the topic:** In most cases, the topic is selected by the interests of the author, but it can also be suggested by the guides. You can have several topics, and then judge which you are most comfortable with. This may be done by asking several questions of yourself, like "Will I be able to carry out a search in this area? Will I find all necessary resources to accomplish the search? Will I be able to find all information in this field area?" If the answer to this type of question is "yes," then you ought to choose that topic. In most cases, you may have to conduct surveys and visit several places. Also, you might have to do a lot of work to find all the rises and falls of the various data on that subject. Sometimes, detailed information plays a vital role, instead of short information. Evaluators are human: The first thing to remember is that evaluators are also human beings. They are not only meant for rejecting a paper. They are here to evaluate your paper. So present your best aspect.

**2. Think like evaluators:** If you are in confusion or getting demotivated because your paper may not be accepted by the evaluators, then think, and try to evaluate your paper like an evaluator. Try to understand what an evaluator wants in your research paper, and you will automatically have your answer. Make blueprints of paper: The outline is the plan or framework that will help you to arrange your thoughts. It will make your paper logical. But remember that all points of your outline must be related to the topic you have chosen.

**3. Ask your guides:** If you are having any difficulty with your research, then do not hesitate to share your difficulty with your guide (if you have one). They will surely help you out and resolve your doubts. If you can't clarify what exactly you require for your work, then ask your supervisor to help you with an alternative. He or she might also provide you with a list of essential readings.

**4. Use of computer is recommended:** As you are doing research in the field of management and business then this point is quite obvious. Use right software: Always use good quality software packages. If you are not capable of judging good software, then you can lose the quality of your paper unknowingly. There are various programs available to help you which you can get through the internet.

**5. Use the internet for help:** An excellent start for your paper is using Google. It is a wondrous search engine, where you can have your doubts resolved. You may also read some answers for the frequent question of how to write your research paper or find a model research paper. You can download books from the internet. If you have all the required books, place importance on reading, selecting, and analyzing the specified information. Then sketch out your research paper. Use big pictures: You may use encyclopedias like Wikipedia to get pictures with the best resolution. At Global Journals, you should strictly follow here.





**6. Bookmarks are useful:** When you read any book or magazine, you generally use bookmarks, right? It is a good habit which helps to not lose your continuity. You should always use bookmarks while searching on the internet also, which will make your search easier.

**7. Revise what you wrote:** When you write anything, always read it, summarize it, and then finalize it.

**8. Make every effort:** Make every effort to mention what you are going to write in your paper. That means always have a good start. Try to mention everything in the introduction—what is the need for a particular research paper. Polish your work with good writing skills and always give an evaluator what he wants. Make backups: When you are going to do any important thing like making a research paper, you should always have backup copies of it either on your computer or on paper. This protects you from losing any portion of your important data.

**9. Produce good diagrams of your own:** Always try to include good charts or diagrams in your paper to improve quality. Using several unnecessary diagrams will degrade the quality of your paper by creating a hodgepodge. So always try to include diagrams which were made by you to improve the readability of your paper. Use of direct quotes: When you do research relevant to literature, history, or current affairs, then use of quotes becomes essential, but if the study is relevant to science, use of quotes is not preferable.

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**11. Pick a good study spot:** Always try to pick a spot for your research which is quiet. Not every spot is good for studying.

**12. Know what you know:** Always try to know what you know by making objectives, otherwise you will be confused and unable to achieve your target.

**13. Use good grammar:** Always use good grammar and words that will have a positive impact on the evaluator; use of good vocabulary does not mean using tough words which the evaluator has to find in a dictionary. Do not fragment sentences. Eliminate one-word sentences. Do not ever use a big word when a smaller one would suffice. Verbs have to be in agreement with their subjects. In a research paper, do not start sentences with conjunctions or finish them with prepositions. When writing formally, it is advisable to never split an infinitive because someone will (wrongly) complain. Avoid clichés like a disease. Always shun irritating alliteration. Use language which is simple and straightforward. Put together a neat summary.

**14. Arrangement of information:** Each section of the main body should start with an opening sentence, and there should be a changeover at the end of the section. Give only valid and powerful arguments for your topic. You may also maintain your arguments with records.

**15. Never start at the last minute:** Always allow enough time for research work. Leaving everything to the last minute will degrade your paper and spoil your work.

**16. Multitasking in research is not good:** Doing several things at the same time is a bad habit in the case of research activity. Research is an area where everything has a particular time slot. Divide your research work into parts, and do a particular part in a particular time slot.

**17. Never copy others' work:** Never copy others' work and give it your name because if the evaluator has seen it anywhere, you will be in trouble. Take proper rest and food: No matter how many hours you spend on your research activity, if you are not taking care of your health, then all your efforts will have been in vain. For quality research, take proper rest and food.

**18. Go to seminars:** Attend seminars if the topic is relevant to your research area. Utilize all your resources.

**19. Refresh your mind after intervals:** Try to give your mind a rest by listening to soft music or sleeping in intervals. This will also improve your memory. Acquire colleagues: Always try to acquire colleagues. No matter how sharp you are, if you acquire colleagues, they can give you ideas which will be helpful to your research.

**20. Think technically:** Always think technically. If anything happens, search for its reasons, benefits, and demerits. Think and then print: When you go to print your paper, check that tables are not split, headings are not detached from their descriptions, and page sequence is maintained.



**21. Adding unnecessary information:** Do not add unnecessary information like "I have used MS Excel to draw graphs." Irrelevant and inappropriate material is superfluous. Foreign terminology and phrases are not apropos. One should never take a broad view. Analogy is like feathers on a snake. Use words properly, regardless of how others use them. Remove quotations. Puns are for kids, not grunt readers. Never oversimplify: When adding material to your research paper, never go for oversimplification; this will definitely irritate the evaluator. Be specific. Never use rhythmic redundancies. Contractions shouldn't be used in a research paper. Comparisons are as terrible as clichés. Give up ampersands, abbreviations, and so on. Remove commas that are not necessary. Parenthetical words should be between brackets or commas. Understatement is always the best way to put forward earth-shaking thoughts. Give a detailed literary review.

**22. Report concluded results:** Use concluded results. From raw data, filter the results, and then conclude your studies based on measurements and observations taken. An appropriate number of decimal places should be used. Parenthetical remarks are prohibited here. Proofread carefully at the final stage. At the end, give an outline to your arguments. Spot perspectives of further study of the subject. Justify your conclusion at the bottom sufficiently, which will probably include examples.

**23. Upon conclusion:** Once you have concluded your research, the next most important step is to present your findings. Presentation is extremely important as it is the definite medium through which your research is going to be in print for the rest of the crowd. Care should be taken to categorize your thoughts well and present them in a logical and neat manner. A good quality research paper format is essential because it serves to highlight your research paper and bring to light all necessary aspects of your research.

## INFORMAL GUIDELINES OF RESEARCH PAPER WRITING

### **Key points to remember:**

- Submit all work in its final form.
- Write your paper in the form which is presented in the guidelines using the template.
- Please note the criteria peer reviewers will use for grading the final paper.

### **Final points:**

One purpose of organizing a research paper is to let people interpret your efforts selectively. The journal requires the following sections, submitted in the order listed, with each section starting on a new page:

*The introduction:* This will be compiled from reference matter and reflect the design processes or outline of basis that directed you to make a study. As you carry out the process of study, the method and process section will be constructed like that. The results segment will show related statistics in nearly sequential order and direct reviewers to similar intellectual paths throughout the data that you gathered to carry out your study.

### **The discussion section:**

This will provide understanding of the data and projections as to the implications of the results. The use of good quality references throughout the paper will give the effort trustworthiness by representing an alertness to prior workings.

Writing a research paper is not an easy job, no matter how trouble-free the actual research or concept. Practice, excellent preparation, and controlled record-keeping are the only means to make straightforward progression.

### **General style:**

Specific editorial column necessities for compliance of a manuscript will always take over from directions in these general guidelines.

**To make a paper clear:** Adhere to recommended page limits.

### *Mistakes to avoid:*

- Insertion of a title at the foot of a page with subsequent text on the next page.
- Separating a table, chart, or figure—confine each to a single page.
- Submitting a manuscript with pages out of sequence.
- In every section of your document, use standard writing style, including articles ("a" and "the").
- Keep paying attention to the topic of the paper.



- Use paragraphs to split each significant point (excluding the abstract).
- Align the primary line of each section.
- Present your points in sound order.
- Use present tense to report well-accepted matters.
- Use past tense to describe specific results.
- Do not use familiar wording; don't address the reviewer directly. Don't use slang or superlatives.
- Avoid use of extra pictures—include only those figures essential to presenting results.

#### **Title page:**

Choose a revealing title. It should be short and include the name(s) and address(es) of all authors. It should not have acronyms or abbreviations or exceed two printed lines.

**Abstract:** This summary should be two hundred words or less. It should clearly and briefly explain the key findings reported in the manuscript and must have precise statistics. It should not have acronyms or abbreviations. It should be logical in itself. Do not cite references at this point.

An abstract is a brief, distinct paragraph summary of finished work or work in development. In a minute or less, a reviewer can be taught the foundation behind the study, common approaches to the problem, relevant results, and significant conclusions or new questions.

Write your summary when your paper is completed because how can you write the summary of anything which is not yet written? Wealth of terminology is very essential in abstract. Use comprehensive sentences, and do not sacrifice readability for brevity; you can maintain it succinctly by phrasing sentences so that they provide more than a lone rationale. The author can at this moment go straight to shortening the outcome. Sum up the study with the subsequent elements in any summary. Try to limit the initial two items to no more than one line each.

*Reason for writing the article—theory, overall issue, purpose.*

- Fundamental goal.
- To-the-point depiction of the research.
- Consequences, including definite statistics—if the consequences are quantitative in nature, account for this; results of any numerical analysis should be reported. Significant conclusions or questions that emerge from the research.

#### **Approach:**

- Single section and succinct.
- An outline of the job done is always written in past tense.
- Concentrate on shortening results—limit background information to a verdict or two.
- Exact spelling, clarity of sentences and phrases, and appropriate reporting of quantities (proper units, important statistics) are just as significant in an abstract as they are anywhere else.

#### **Introduction:**

The introduction should "introduce" the manuscript. The reviewer should be presented with sufficient background information to be capable of comprehending and calculating the purpose of your study without having to refer to other works. The basis for the study should be offered. Give the most important references, but avoid making a comprehensive appraisal of the topic. Describe the problem visibly. If the problem is not acknowledged in a logical, reasonable way, the reviewer will give no attention to your results. Speak in common terms about techniques used to explain the problem, if needed, but do not present any particulars about the protocols here.

*The following approach can create a valuable beginning:*

- Explain the value (significance) of the study.
- Defend the model—why did you employ this particular system or method? What is its compensation? Remark upon its appropriateness from an abstract point of view as well as pointing out sensible reasons for using it.
- Present a justification. State your particular theory(-ies) or aim(s), and describe the logic that led you to choose them.
- Briefly explain the study's tentative purpose and how it meets the declared objectives.



**Approach:**

Use past tense except for when referring to recognized facts. After all, the manuscript will be submitted after the entire job is done. Sort out your thoughts; manufacture one key point for every section. If you make the four points listed above, you will need at least four paragraphs. Present surrounding information only when it is necessary to support a situation. The reviewer does not desire to read everything you know about a topic. Shape the theory specifically—do not take a broad view.

As always, give awareness to spelling, simplicity, and correctness of sentences and phrases.

**Procedures (methods and materials):**

This part is supposed to be the easiest to carve if you have good skills. A soundly written procedures segment allows a capable scientist to replicate your results. Present precise information about your supplies. The suppliers and clarity of reagents can be helpful bits of information. Present methods in sequential order, but linked methodologies can be grouped as a segment. Be concise when relating the protocols. Attempt to give the least amount of information that would permit another capable scientist to replicate your outcome, but be cautious that vital information is integrated. The use of subheadings is suggested and ought to be synchronized with the results section.

When a technique is used that has been well-described in another section, mention the specific item describing the way, but draw the basic principle while stating the situation. The purpose is to show all particular resources and broad procedures so that another person may use some or all of the methods in one more study or referee the scientific value of your work. It is not to be a step-by-step report of the whole thing you did, nor is a methods section a set of orders.

**Materials:**

*Materials may be reported in part of a section or else they may be recognized along with your measures.*

**Methods:**

- Report the method and not the particulars of each process that engaged the same methodology.
- Describe the method entirely.
- To be succinct, present methods under headings dedicated to specific dealings or groups of measures.
- Simplify—detail how procedures were completed, not how they were performed on a particular day.
- If well-known procedures were used, account for the procedure by name, possibly with a reference, and that's all.

**Approach:**

It is embarrassing to use vigorous voice when documenting methods without using first person, which would focus the reviewer's interest on the researcher rather than the job. As a result, when writing up the methods, most authors use third person passive voice.

Use standard style in this and every other part of the paper—avoid familiar lists, and use full sentences.

**What to keep away from:**

- Resources and methods are not a set of information.
- Skip all descriptive information and surroundings—save it for the argument.
- Leave out information that is immaterial to a third party.

**Results:**

The principle of a results segment is to present and demonstrate your conclusion. Create this part as entirely objective details of the outcome, and save all understanding for the discussion.

The page length of this segment is set by the sum and types of data to be reported. Use statistics and tables, if suitable, to present consequences most efficiently.

You must clearly differentiate material which would usually be incorporated in a study editorial from any unprocessed data or additional appendix matter that would not be available. In fact, such matters should not be submitted at all except if requested by the instructor.



**Content:**

- Sum up your conclusions in text and demonstrate them, if suitable, with figures and tables.
- In the manuscript, explain each of your consequences, and point the reader to remarks that are most appropriate.
- Present a background, such as by describing the question that was addressed by creation of an exacting study.
- Explain results of control experiments and give remarks that are not accessible in a prescribed figure or table, if appropriate.
- Examine your data, then prepare the analyzed (transformed) data in the form of a figure (graph), table, or manuscript.

**What to stay away from:**

- Do not discuss or infer your outcome, report surrounding information, or try to explain anything.
- Do not include raw data or intermediate calculations in a research manuscript.
- Do not present similar data more than once.
- A manuscript should complement any figures or tables, not duplicate information.
- Never confuse figures with tables—there is a difference.

**Approach:**

As always, use past tense when you submit your results, and put the whole thing in a reasonable order.

Put figures and tables, appropriately numbered, in order at the end of the report.

If you desire, you may place your figures and tables properly within the text of your results section.

**Figures and tables:**

If you put figures and tables at the end of some details, make certain that they are visibly distinguished from any attached appendix materials, such as raw facts. Whatever the position, each table must be titled, numbered one after the other, and include a heading. All figures and tables must be divided from the text.

**Discussion:**

The discussion is expected to be the trickiest segment to write. A lot of papers submitted to the journal are discarded based on problems with the discussion. There is no rule for how long an argument should be.

Position your understanding of the outcome visibly to lead the reviewer through your conclusions, and then finish the paper with a summing up of the implications of the study. The purpose here is to offer an understanding of your results and support all of your conclusions, using facts from your research and generally accepted information, if suitable. The implication of results should be fully described.

Infer your data in the conversation in suitable depth. This means that when you clarify an observable fact, you must explain mechanisms that may account for the observation. If your results vary from your prospect, make clear why that may have happened. If your results agree, then explain the theory that the proof supported. It is never suitable to just state that the data approved the prospect, and let it drop at that. Make a decision as to whether each premise is supported or discarded or if you cannot make a conclusion with assurance. Do not just dismiss a study or part of a study as "uncertain."

Research papers are not acknowledged if the work is imperfect. Draw what conclusions you can based upon the results that you have, and take care of the study as a finished work.

- You may propose future guidelines, such as how an experiment might be personalized to accomplish a new idea.
- Give details of all of your remarks as much as possible, focusing on mechanisms.
- Make a decision as to whether the tentative design sufficiently addressed the theory and whether or not it was correctly restricted. Try to present substitute explanations if they are sensible alternatives.
- One piece of research will not counter an overall question, so maintain the large picture in mind. Where do you go next? The best studies unlock new avenues of study. What questions remain?
- Recommendations for detailed papers will offer supplementary suggestions.





**Approach:**

When you refer to information, differentiate data generated by your own studies from other available information. Present work done by specific persons (including you) in past tense.

Describe generally acknowledged facts and main beliefs in present tense.

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Topics	Grades		
	A-B	C-D	E-F
<i>Abstract</i>	Clear and concise with appropriate content, Correct format. 200 words or below	Unclear summary and no specific data, Incorrect form  Above 200 words	No specific data with ambiguous information  Above 250 words
<i>Introduction</i>	Containing all background details with clear goal and appropriate details, flow specification, no grammar and spelling mistake, well organized sentence and paragraph, reference cited	Unclear and confusing data, appropriate format, grammar and spelling errors with unorganized matter	Out of place depth and content, hazy format
<i>Methods and Procedures</i>	Clear and to the point with well arranged paragraph, precision and accuracy of facts and figures, well organized subheads	Difficult to comprehend with embarrassed text, too much explanation but completed	Incorrect and unorganized structure with hazy meaning
<i>Result</i>	Well organized, Clear and specific, Correct units with precision, correct data, well structuring of paragraph, no grammar and spelling mistake	Complete and embarrassed text, difficult to comprehend	Irregular format with wrong facts and figures
<i>Discussion</i>	Well organized, meaningful specification, sound conclusion, logical and concise explanation, highly structured paragraph reference cited	Wordy, unclear conclusion, spurious	Conclusion is not cited, unorganized, difficult to comprehend
<i>References</i>	Complete and correct format, well organized	Beside the point, Incomplete	Wrong format and structuring



# INDEX

---

---

## **A**

Abiding · 28  
Agile · 8  
Amenities · 2, 4, 3, 6, 13

---

## **C**

Chord · 6  
Consortia · 8  
Cuisine · 2, 30, 31, 37, 38

---

## **D**

Dexterous · 7

---

## **E**

Explicit · 3

---

## **F**

Fatigue · 17, 25  
Fostering · 1, 7, 9, 2, 42, 50, 65, 75  
Frugal · 13

---

## **G**

Goals · 48

---

## **L**

Linin · 9

---

## **P**

Patron · 30, 32  
Pivotal · 52, 63  
Proliferation · 2, 5, 6, 9, 11, 12, 52

---

## **R**

Rigorous · 17, 19

---

## **S**

Synergy · 5

---

## **T**

Tactics · 8, 13, 19, 3, 5, 6,  
Thematic · 6, 38, 66

---

## **V**

Vendors · 14



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