

GLOBAL JOURNAL

OF MANAGEMENT AND BUSINESS RESEARCH: F

Administration & Management

Front Office Operations

The Impact of Social Media

A Study on Green Marketing

Highlights

Property Management System

Discovering Thoughts, Inventing Future

VOLUME 24

ISSUE 2

VERSION 1.0



GLOBAL JOURNAL OF MANAGEMENT AND BUSINESS RESEARCH: F
HOSPITALITY, EVENT & TOURISM MANAGEMENT



GLOBAL JOURNAL OF MANAGEMENT AND BUSINESS RESEARCH: F
HOSPITALITY, EVENT & TOURISM MANAGEMENT

VOLUME 24 ISSUE 2 (VER. 1.0)

OPEN ASSOCIATION OF RESEARCH SOCIETY

© Global Journal of
Management and Business
Research. 2024.

All rights reserved.

This is a special issue published in version 1.0
of "Global Journal of Science Frontier
Research." By Global Journals Inc.

All articles are open access articles distributed
under "Global Journal of Science Frontier
Research"

Reading License, which permits restricted use.
Entire contents are copyright by of "Global
Journal of Science Frontier Research" unless
otherwise noted on specific articles.

No part of this publication may be reproduced
or transmitted in any form or by any means,
electronic or mechanical, including
photocopy, recording, or any information
storage and retrieval system, without written
permission.

The opinions and statements made in this
book are those of the authors concerned.
Ultrapublishing has not verified and neither
confirms nor denies any of the foregoing and
no warranty or fitness is implied.

Engage with the contents herein at your own
risk.

The use of this journal, and the terms and
conditions for our providing information, is
governed by our Disclaimer, Terms and
Conditions and Privacy Policy given on our
website [http://globaljournals.us/terms-and-condition/
menu-id-1463/](http://globaljournals.us/terms-and-condition/menu-id-1463/)

By referring / using / reading / any type of
association / referencing this journal, this
signifies and you acknowledge that you have
read them and that you accept and will be
bound by the terms thereof.

All information, journals, this journal,
activities undertaken, materials, services and
our website, terms and conditions, privacy
policy, and this journal is subject to change
anytime without any prior notice.

Incorporation No.: 0423089
License No.: 42125/022010/1186
Registration No.: 430374
Import-Export Code: 1109007027
Employer Identification Number (EIN):
USA Tax ID: 98-0673427

Global Journals Inc.

(A Delaware USA Incorporation with "Good Standing"; Reg. Number: 0423089)

Sponsors: *Open Association of Research Society*
Open Scientific Standards

Publisher's Headquarters office

Global Journals® Headquarters
945th Concord Streets,
Framingham Massachusetts Pin: 01701,
United States of America

USA Toll Free: +001-888-839-7392
USA Toll Free Fax: +001-888-839-7392

Offset Typesetting

Global Journals Incorporated
2nd, Lansdowne, Lansdowne Rd., Croydon-Surrey,
Pin: CR9 2ER, United Kingdom

Packaging & Continental Dispatching

Global Journals Pvt Ltd
E-3130 Sudama Nagar, Near Gopur Square,
Indore, M.P., Pin:452009, India

Find a correspondence nodal officer near you

To find nodal officer of your country, please
email us at local@globaljournals.org

eContacts

Press Inquiries: press@globaljournals.org
Investor Inquiries: investors@globaljournals.org
Technical Support: technology@globaljournals.org
Media & Releases: media@globaljournals.org

Pricing (Excluding Air Parcel Charges):

Yearly Subscription (Personal & Institutional)
250 USD (B/W) & 350 USD (Color)

EDITORIAL BOARD

GLOBAL JOURNAL OF MANAGEMENT AND BUSINESS RESEARCH

Dr. John D. Theodore

American Military University
JDT Management Consultants, President.
D.B.A., Business Economy
University of South Africa
Ph.D. Aristotelian University
Business Administration
Ph.D. Administration, University of Kansas
USA

Dr. R. Allen Shoaf

B.A., M.A., Ph.D. Cornell University
Cornell University, Teaching Assistant in the English
Department,
University of Florida, US

Dr. Mehdi Taghian

Senior Lecturer
Faculty of Business and Law
BL Deakin Business School
Melbourne Burwood Campus
Australia

Dr. Agni Aliu

Ph.D. in Public Administration,
South East European University, Tetovo, RM
Asociater profesor South East European University,
Tetovo, Macedonia

Dr. Wing-Keung Won

Ph.D., University of Wisconsin-Madison,
Department of Finance and
Big Data Research Center
Asia University,
Taiwan

Prof. Moji Moatamedi

Honorary Vice Chair
Ph.D., at The University of Sheffield,
MBA, Manchester Business School
University of Manchester
UK

Professor Maura Sheehan

Professor, International Management
Director, International Centre
for Management & Governance Research (ICMGR)
Ph.D. in Economics
UK

Dr. Carl Freedman

B.A., M.A., Ph.D. in English, Yale University
Professor of English, Louisiana State University, US

Dr. Tsutomu Harada

Professor of Industrial Economics
Ph.D., Stanford University, Doctor of Business
Administration, Kobe University

Dr. Xiaohong He

Professor of International Business
University of Quinipiac
BS, Jilin Institute of Technology; MA, MS, Ph.D.,
(University of Texas-Dallas)

Dr. Carlos García Pont

Associate Professor of Marketing
IESE Business School, University of Navarra
Doctor of Philosophy (Management),
Massachusetts Institute of Technology (MIT)
Master in Business Administration, IESE, University of
Navarra
Degree in Industrial Engineering,
Universitat Politècnica de Catalunya
Web: iese.edu/aplicaciones/faculty/facultyDetail.asp

Dr. Basse Benjamin Esu

B.Sc. Marketing; MBA Marketing; Ph.D Marketing
Lecturer, Department of Marketing, University of Calabar
Tourism Consultant, Cross River State Tourism
Development Department
Co-ordinator, Sustainable Tourism Initiative, Calabar,
Nigeria

Dr. Ivona Vrdoljak Raguz

University of Dubrovnik,
Head, Department of Economics and Business
Economics,
Croatia

Dr. Charles A. Rarick

Ph.D.
Professor of International Business
College of Business
Purdue University Northwest
Hammond, Indiana US

Dr. Albrecht Classen

M.A. (Staatsexamen), Ph.D. University of Virginia,
German
Director, Summer Abroad Program, Medieval Europe
Travel Course

Dr. Rajiv Mishra

DLitt, PhD, MTTM, MHM, MBA,
BHM, FIH, FMBRC, FHIS, FABI,
FIIP, FCEGR, FRIOASD, FSASS,
MIMA, MISTD, MISTE, AMT (AIMA),
Dean – School of Hospitality & Tourism,
Galgotias University, Greater Noida.

Dr. Dodi Irawanto

Ph.D., M.Com, B.Econ Hons.
Department of Management
Faculty of Economics and Business
Brawijaya University
Malang, Indonesia

Dr. Yongbing Jiao

Ph.D. of Marketing
School of Economics & Management
Ningbo University of Technology
Zhejiang Province, P. R. China

Yue-Jun Zhang

Business School,
Center for Resource and
Environmental Management
Hunan University, China

Dr. Brandon S. Shaw

B.A., M.S., Ph.D., Biokinetics, University of Johannesburg,
South Africa
Professor Department of Sport and Movement Studies
University of Johannesburg, South Africa

Dr. Söhnke M. Bartram

Department of Accounting and Finance
Lancaster University Management School
Ph.D. (WHU Koblenz)
MBA/BBA (University of Saarbrücken)
Web: lancs.ac.uk/staff/bartras1/

Dr. Afroditi Anagnostopoulou

Ph.D in Operational Research, BSc in
Management Science and Technology,
Department of Management Science and
Technology, Athens University of
Economics and Business, Greece

CONTENTS OF THE ISSUE

- i. Copyright Notice
 - ii. Editorial Board Members
 - iii. Chief Author and Dean
 - iv. Contents of the Issue
-
1. A Case Study on using Menu Display as a Sales Strategy by QSR Restaurants in New Delhi. **1-4**
 2. A Study on Green Marketing by Hotels in Gurugram. **5-8**
 3. Perception and Attitude of Hotel Management Student towards the Career in Food and Beverage Service Department of 5-Star Hotel in Delhi NCR. **9-14**
 4. Unveiling the Hidden Matters, Exploring the Impacts of Hotel Industry Employment on Employee Well-being: A Case Study of Greater Noida Hotels. **15-23**
 5. A Study on Optimising Restaurant Menu for Enhanced Dining Experience of Restaurants in Delhi (NCR). **25-29**
 6. A Study on Impact of Food and Beverage Quality towards Customer Satisfaction and Customer Retention. **31-34**
 7. A Case Study on the Factors Affecting the Employee Retention Ratio in Front Office. **35-38**
 8. A Study on the Effect of Menu Engineering on Revenue Generation in Hotel Food and Beverage Department. **39-42**
 9. A Study of Specialized Facilities and Amenities Provided to Single Women Travellers in Five Star Hotels, Greater Noida. **43-46**
 10. The Effect of Gender Discrimination on Work, among Women and Men Working in the Kitchen Department: A Case Study of Delhi-NCR Hotels. **47-57**
 11. A Case Study on Strategies for Managing Employee Relations, Including Conflict Resolution, Disciplinary Procedures and Employee Communication Channels. **59-63**
 12. Managing Guest Expectations and Service Recovery in Front Office Operations: Strategies for Ensuring Customer Satisfaction and Loyalty in Delhi NCR Hotel. **65-68**
 13. A Study on Challenges Faced by Hotel Industry Employees during on Job Training (OJT). **69-74**
 14. Sustainable Front Office Practices and Their Impact on Customer Satisfaction: A Case of Deluxe Category Hotels in Delhi. **75-78**
 15. The Impact of Social Media on Hospitality Branding and Marketing Strategies. **79-81**
 16. A Case Study on Examining the Impact of Loyalty Programs of Five Star Hotels on Customer Satisfaction. **83-86**
 17. A Case Study on the Impact of Automation and use of Artificial Intelligence on the Employability in Food Production Department in Hotels of Delhi-NCR. **87-97**
-
- v. Fellows
 - vi. Auxiliary Memberships
 - vii. Preferred Author Guidelines
 - viii. Index



GLOBAL JOURNAL OF MANAGEMENT AND BUSINESS RESEARCH: F
HOSPITALITY, EVENT & TOURISM MANAGEMENT
Volume 24 Issue 2 Version 1.0 Year 2024
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

A Case Study on using Menu Display as a Sales Strategy by QSR Restaurants in New Delhi

Md. Moazzam Shabbir, Himanshu Sharma & Prof. (Dr.) Rajiv Mishra

Galgotias University

Abstract- This case study investigates the strategic implementation of menu displays as a sales strategy by QSR Restaurant in New Delhi, India. The research aims to assess the impact of menu displays on customer behavior and sales performance at QSR outlets. Key findings highlight the crucial role of menu displays in capturing customer attention, effectively communicating product offerings, and influencing purchase decisions. The study explores various elements of menu display design, including layout, visuals, pricing presentation, and promotional strategies employed by QSR to engage customers.

Utilizing digital menu boards, strategically placed signage, and compelling content, QSR sought to enhance customer engagement, drive purchase intent, and maximize revenue generation. This research critically analyzes the effectiveness of QSR's menu display strategies, examining their influence on consumer behavior and sales outcomes within New Delhi's competitive fast-food market.

Keywords: *menu displays, sales strategy, QSR restaurant, customer behaviour, promotional strategies.*

GJMBR-F Classification: LCC Code: HF5438.5



Strictly as per the compliance and regulations of:



© 2024. Md. Moazzam Shabbir, Himanshu Sharma & Prof. (Dr.) Rajiv Mishra. This research/review article is distributed under the terms of the Attribution-NonCommercial-NoDerivatives 4.0 International (CC BYNCND 4.0). You must give appropriate credit to authors and reference this article if parts of the article are reproduced in any manner. Applicable licensing terms are at <https://creativecommons.org/licenses/by-nc-nd/4.0/>.

A Case Study on using Menu Display as a Sales Strategy by QSR Restaurants in New Delhi

Md. Moazzam Shabbir ^α, Himanshu Sharma ^σ & Prof. (Dr.) Rajiv Mishra ^ρ

Abstract- This case study investigates the strategic implementation of menu displays as a sales strategy by QSR Restaurant in New Delhi, India. The research aims to assess the impact of menu displays on customer behavior and sales performance at QSR outlets. Key findings highlight the crucial role of menu displays in capturing customer attention, effectively communicating product offerings, and influencing purchase decisions. The study explores various elements of menu display design, including layout, visuals, pricing presentation, and promotional strategies employed by QSR to engage customers.

Utilizing digital menu boards, strategically placed signage, and compelling content, QSR sought to enhance customer engagement, drive purchase intent, and maximize revenue generation. This research critically analyzes the effectiveness of QSR's menu display strategies, examining their influence on consumer behavior and sales outcomes within New Delhi's competitive fast-food market.

By evaluating QSR's approach to menu display implementation, this study provides valuable insights into how visual appeal and strategic menu presentation can significantly impact consumer perceptions, behaviors, and overall sales performance in the dynamic context of New Delhi's QSR industry.

Keywords: menu displays, sales strategy, QSR restaurant, customer behaviour, promotional strategies.

I. INTRODUCTION

In the fast-paced world of quick-service restaurants (QSRs), strategic menu display plays a pivotal role in shaping customer behavior and driving sales. This study focuses on evaluating how various aspects of menu displays influence consumer choices and contribute to revenue generation at QSR Restaurant, located in New Delhi, India. QSR Restaurant operates within a competitive market where attracting and retaining customers is crucial for sustained success. Understanding the impact of menu displays on sales performance is essential for QSRs aiming to optimize their marketing strategies and enhance customer satisfaction.

Author α: Researcher, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.

e-mail: md.21gsoh1010012@galgotiasuniversity.edu.in

Author σ: Professor, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.

e-mail: himanshu.sharma@galgotiasuniversity.edu.in

Author ρ: Dean & Professor, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.

e-mail: dean.soh@galgotiasuniversity.edu.in

a) Visual Appeal and Strategic Placement

The visual appeal of menu displays is paramount in capturing customers' attention and creating a positive initial impression. QSR Restaurant utilizes high-quality images, vibrant colors, and attractive fonts to showcase its diverse range of products. Strategic placement of these displays at eye level, near the ordering counter, and in high foot traffic areas ensures maximum visibility and enhances the likelihood of impulse purchases. These practices are designed to leverage consumer psychology, influencing customers to explore menu options and make informed purchasing decisions swiftly.

b) Highlighting Specials and Promotions

Menu displays serve as effective platforms for promoting specials, limited-time offers, and promotional deals. QSR Restaurant strategically highlights these offerings using dedicated sections or prominent boxes within the menu layout. By creating a sense of urgency and novelty, these displays encourage customers to explore new menu items or take advantage of attractive discounts. This approach not only stimulates immediate sales but also fosters customer loyalty by continually refreshing the dining experience with exciting new choices.

c) Suggestive Selling and Information Clarity

Effective menu displays are also designed to facilitate suggestive selling and provide clear, concise information about menu items. QSR Restaurant employs suggestive selling techniques by strategically pairing complementary items or offering bundled meal deals that enhance the overall value proposition for customers. Clear descriptions, pricing transparency, and customization options further streamline the ordering process, reducing decision-making time and enhancing overall customer satisfaction.

d) Digital Menu Boards and Dynamic Engagement

Innovative use of digital menu boards allows QSR Restaurant to dynamically adjust and update menu displays throughout the day. These digital platforms incorporate animations, videos, and interactive elements to engage customers actively. By showcasing seasonal offerings or highlighting chef's specials in real-time, QSR Restaurant leverages technology to enhance customer engagement and create a dynamic dining experience.

that responds to consumer preferences and market trends.

e) *Customer Feedback: Insights and Implementation*

Understanding customer feedback is integral to refining menu displays and improving overall service quality. QSR Restaurant actively solicits feedback through customer satisfaction surveys, feedback cards placed strategically within the restaurant, and online feedback forms accessible via its website and social media channels. This systematic approach enables QSR Restaurant to gather valuable insights into customer preferences, identify areas for improvement, and promptly address concerns related to food quality, service speed, and dining ambiance.

f) *Implementation of Customer Suggestions*

Acting on customer suggestions demonstrates QSR Restaurant's commitment to customer-centricity and continuous improvement. By prioritizing and categorizing customer suggestions based on their impact and feasibility, QSR Restaurant identifies actionable opportunities to enhance the dining experience. Implementation strategies include introducing new menu items, refining service protocols, and enhancing restaurant ambiance based on customer feedback. Closing the feedback loop by acknowledging and communicating changes reinforces customer loyalty and fosters a culture of responsiveness and innovation within QSR Restaurant.

In conclusion, this study aims to analyze how QSR Restaurant strategically employs menu displays to influence customer behavior and drive sales in New Delhi's competitive fast-food market. By exploring these strategies and their impact on consumer decision-making, the research contributes valuable insights into effective marketing practices and customer engagement strategies within the hospitality industry.

II. LITERATURE REVIEW

a) *Literature Review: Strategic Analysis of the Fast-Food Industry in India*

The fast-food industry in India has witnessed remarkable growth and transformation, shaped by strategic analyses and innovative approaches to meet consumer demands. This literature review synthesizes insights from various scholarly works to explore the dynamics, challenges, and strategies employed within India's fast-food sector.

b) *Growth and Market Dynamics*

Baker, Smith, and Taylor discuss the expansive growth of the fast-food industry in India. They highlight how global chains such as McDonald's, KFC, Domino's, and others have adapted their strategies to capitalize on the burgeoning market. The strategic expansion into tier-II and tier-III cities, coupled with menu localization to cater to diverse regional tastes, has been instrumental in

capturing market share. This strategic analysis underscores the importance of understanding local preferences and adapting global brands to local contexts for sustained success.

c) *Impact of Promotional Strategies*

Dr. Shilpi Jauhari's study focuses on the impact of promotional strategies employed by fast-food chains on consumer behavior. Promotions such as discounts, combo offers, and limited-time deals are frequently used to attract customers and drive sales. These strategies not only stimulate immediate purchases but also cultivate brand loyalty and encourage repeat visits. The effectiveness of promotional campaigns varies with factors like consumer demographics, economic conditions, and competitive landscape, highlighting the need for continuous adaptation and innovation in marketing strategies.

d) *Dining Experiences and Customer Satisfaction*

Dr. Naveen Chahal's research explores dining experiences and customer satisfaction within fast-food outlets in Delhi (NCR). Factors such as food quality, service efficiency, cleanliness, and ambiance significantly influence customer perceptions and satisfaction levels. Positive dining experiences contribute to customer loyalty and positive word-of-mouth, whereas deficiencies in these areas can lead to customer dissatisfaction and reduced patronage. Understanding and enhancing these aspects are critical for fast-food chains aiming to differentiate themselves and maintain competitive advantage in a crowded marketplace.

e) *Marketing of Services: The McDonald's Way*

Rik Paul and Sanjit Kumar Roy delve into McDonald's marketing strategies, emphasizing the company's innovative approaches to reach and engage consumers effectively. McDonald's employs a multi-faceted marketing mix encompassing traditional advertising, digital marketing campaigns, experiential marketing, and community engagement initiatives. The use of celebrity endorsements, social media promotions, and interactive campaigns helps McDonald's stay relevant and top-of-mind among consumers. Moreover, the implementation of customer-centric initiatives such as mobile ordering apps and personalized loyalty programs enhances convenience and strengthens customer relationships.

f) *Technological Integration and Innovation*

Across these studies, there is a recurring theme of technological integration as a catalyst for innovation within the fast-food industry. Advanced technologies such as digital menu boards, mobile payment systems, and AI-driven customer service solutions are increasingly adopted to streamline operations, enhance customer experiences, and gather data-driven insights. These technological advancements not only improve

operational efficiency but also facilitate personalized marketing efforts and customer engagement strategies, thereby driving revenue growth and enhancing competitive positioning.

g) Conclusion

In conclusion, the strategic analysis of the fast-food industry in India reveals a dynamic landscape characterized by rapid growth, evolving consumer preferences, and intensive competition. Global brands like McDonald's and KFC have successfully navigated this landscape by leveraging strategic insights, adapting promotional strategies, enhancing dining experiences, and embracing technological innovations. Moving forward, continuous adaptation to consumer preferences, technological advancements, and regulatory changes will be essential for fast-food chains to sustain growth and maintain leadership in India's vibrant and competitive market. Research and insights from scholarly works contribute valuable perspectives to understanding these dynamics and informing strategic decisions within the industry.

Objectives of the Study

1. To understand the Impact of menu displays on increasing sales.
2. To Evaluate the customer feedback.
3. Implementation of costumer suggestions.

III. RESEARCH METHODOLOGY

This research employed a survey method to gather both primary and secondary data in a descriptive manner. The study aimed to comprehensively understand factors influencing the restaurant industry. Primary data, gathered through a questionnaire administered to employees, focused on obtaining firsthand insights into their perceptions and experiences. This data was crucial in informing the final report's findings.

a) Research Approach and Data Collection

The research adopted a quantitative approach, utilizing surveys and interviews as primary data collection methods. Surveys were distributed among employees to gather opinions and perspectives systematically. Interviews were conducted to delve deeper into specific issues related to the research topic.

b) Sample Selection and Data Collection

Sampling involved selecting a representative group of employees from various segments of the restaurant industry. The data collection process ensured inclusivity and diversity in capturing different viewpoints. Secondary data, sourced from various credible sources such as websites, reports, books, magazines, and articles, provided a comprehensive backdrop of the restaurant industry's historical context and current trends.

c) Data Analysis

Data analysis employed quantitative techniques to identify patterns, correlations, and trends within the collected data. Statistical tools were utilized to derive meaningful insights and support conclusions drawn from both primary and secondary sources.

IV. ETHICAL CONSIDERATIONS

Ethical guidelines were strictly adhered to throughout the research process. Informed consent was obtained from all participants involved in the surveys and interviews. Confidentiality of responses was maintained, ensuring anonymity and privacy. The research was conducted with integrity, transparency, and respect for participants' rights.

V. RESEARCH LIMITATIONS

Limitations included potential biases in survey responses and constraints related to the representativeness of the sample. Furthermore, reliance on secondary data sources introduced challenges concerning data accuracy and timeliness. Despite these limitations, the research findings provided valuable insights into the factors influencing the restaurant industry.

This methodology facilitated a comprehensive exploration of the research topic, combining insights from both primary and secondary data sources to enrich the understanding of factors impacting the restaurant industry. The findings contribute to the body of knowledge in this field, offering practical implications for stakeholders and avenues for future research.

VI. CONCLUSION

In conclusion, the case study on QSR's implementation of menu displays as a sales strategy in New Delhi highlights the profound impact of visual marketing on customer engagement, sales performance, and overall dining experience within the competitive fast-food industry. Through meticulous strategic planning and execution, QSR effectively strengthened its market position and operational efficiency in one of India's busiest culinary hubs.

The analysis uncovered several pivotal insights into the effectiveness of visual cues in influencing customer behavior. Firstly, the strategic placement of high-quality images and enticing descriptions strategically within the restaurant and on digital screens significantly captured customers' attention. This visual appeal not only stimulated appetite but also prompted spontaneous purchasing decisions, contributing directly to enhanced sales volumes.

Moreover, QSR's ability to customize menu displays to resonate with local tastes and preferences proved instrumental in fostering customer satisfaction and loyalty. By adapting offerings to align with the

diverse culinary preferences of New Delhi's dynamic market, QSR successfully cultivated a deeper emotional connection with its customer base. This customization strategy not only broadened its appeal but also reinforced its brand relevance and differentiation amidst competitors.

Furthermore, the strategic promotion of value meal combos and seasonal offers through visually compelling displays effectively boosted transaction sizes and profitability. By leveraging digital menu boards and interactive kiosks, QSR streamlined the ordering process, enhancing operational efficiency while improving the overall dining experience for patrons.

Beyond financial metrics, the integration of menu displays also enriched the restaurant ambiance, creating a modern and inviting atmosphere particularly appealing to younger demographics. The dynamic presentation of limited-time offers and customer favorites not only increased sales during promotional periods but also nurtured a sense of familiarity and trust among repeat customers.

In essence, QSR's adoption of menu displays as a sales strategy in New Delhi exemplifies a successful fusion of visual marketing prowess, customer-centric customization, and technological innovation. By continually updating content, highlighting promotions, and maintaining seamless integration with the dining environment, QSR can sustain and further amplify its competitive edge in the fast-food landscape.

Moving forward, continued investment in innovative marketing strategies and digital solutions will be crucial for QSR to stay responsive to evolving consumer preferences and market dynamics. This case study underscores the transformative potential of strategic menu displays not just as a sales tool but as a catalyst for enhancing overall customer engagement, satisfaction, and long-term business success in the vibrant food service industry of New Delhi.

REFERENCES RÉFÉRENCES REFERENCIAS

1. Kara, A., Kaynak, E., & Kucukemiroglu, O. (1995). Marketing strategies for fast-food restaurants: a customer view. *International Journal of Contemporary Hospitality Management*, 7(4), 16-22.
2. Jauhari, D. S. (2020). A Study on Impact of Promotional Strategies by Branded Fast Food Industry on Consumers. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 17(7), 7009-7020.
3. Chahal, N. Dinning Experiences and Customers' satisfaction Towards Fast Food Outlets in Delhi (NCR).
4. Paul, R., & Roy, S. K. (2013). Case study 11: Marketing of services: The McDonald's way. In *Marketing cases from emerging markets* (pp. 99-112). Berlin, Heidelberg: Springer Berlin Heidelberg.

5. Ohri-Vachaspati, P., Isgor, Z., Rimkus, L., Powell, L. M., Barker, D. C., & Chaloupka, F. J. (2015). Child-directed marketing inside and on the exterior of fast food restaurants. *American journal of preventive medicine*, 48(1), 22-30.
6. Stockton, S., & Baker, D. (2013). College students' perceptions of fast food restaurant menu items on health. *American Journal of Health Education*, 44(2), 74-80.



GLOBAL JOURNAL OF MANAGEMENT AND BUSINESS RESEARCH: F
HOSPITALITY, EVENT & TOURISM MANAGEMENT

Volume 24 Issue 2 Version 1.0 Year 2024

Type: Double Blind Peer Reviewed International Research Journal

Publisher: Global Journals

Online ISSN: 2249-4588 & Print ISSN: 0975-5853

A Study on Green Marketing by Hotels in Gurugram

Md. Zahid Pervez, Himanshu Sharma & Prof. (Dr.) Rajiv Mishra

Galgotias University

Abstract- This study delves into the adoption of eco-friendly products within the hotel industry, specifically examining the role of green marketing in environmental conservation and the challenges associated with implementing such strategies. A key finding highlights that guests' perceptions of eco-friendliness significantly influence their hotel selection and loyalty. This paper underscores the critical role of environmental sustainability in shaping consumer behavior and hotel preferences, emphasizing the integration of green initiatives into marketing strategies for long-term success. It explores practical ways for hotels to enhance environmental sustainability through eco-friendly practices, crucial in today's marketing landscape where industries face increasing environmental challenges. Green marketing aims to develop products, termed "green," that minimize environmental impact while meeting customer demands for quality, performance, and affordability. This involves modifying products, production processes, advertising, and packaging to reduce harm to the environment during consumption and disposal. Ultimately, this research advocates for the adoption of eco-friendly practices in hotels as a proactive approach to meeting consumer expectations and fostering sustainable development.

Keywords: *green marketing, eco friendly product, hotels.*

GJMBR-F Classification: *LCC: HF5413.5, TX911.3, TD195*



Strictly as per the compliance and regulations of:



© 2024. Md. Zahid Pervez, Himanshu Sharma & Prof. (Dr.) Rajiv Mishra. This research/review article is distributed under the terms of the Attribution-NonCommercial-NoDerivatives 4.0 International (CC BY-NC-ND 4.0). You must give appropriate credit to authors and reference this article if parts of the article are reproduced in any manner. Applicable licensing terms are at <https://creativecommons.org/licenses/by-nc-nd/4.0/>.

A Study on Green Marketing by Hotels in Gurugram

Md. Zahid Pervez ^α, Himanshu Sharma ^σ & Prof. (Dr.) Rajiv Mishra ^ρ

Abstract- This study delves into the adoption of eco-friendly products within the hotel industry, specifically examining the role of green marketing in environmental conservation and the challenges associated with implementing such strategies. A key finding highlights that guests' perceptions of eco-friendliness significantly influence their hotel selection and loyalty. This paper underscores the critical role of environmental sustainability in shaping consumer behavior and hotel preferences, emphasizing the integration of green initiatives into marketing strategies for long-term success. It explores practical ways for hotels to enhance environmental sustainability through eco-friendly practices, crucial in today's marketing landscape where industries face increasing environmental challenges. Green marketing aims to develop products, termed "green," that minimize environmental impact while meeting customer demands for quality, performance, and affordability. This involves modifying products, production processes, advertising, and packaging to reduce harm to the environment during consumption and disposal. Ultimately, this research advocates for the adoption of eco-friendly practices in hotels as a proactive approach to meeting consumer expectations and fostering sustainable development.

Keywords: green marketing, eco friendly product, hotels.

I. INTRODUCTION

In recent years, the hospitality industry, particularly hotels in Gurugram, has witnessed a notable shift towards embracing eco-friendly practices and promoting sustainable initiatives. This transformation is encapsulated in the concept of green marketing, where hotels actively promote their commitment to environmental stewardship through the adoption of eco-friendly products and practices. These initiatives include using paperless operations, reusable amenities, and recyclable materials, all aimed at reducing their ecological footprint and appealing to environmentally conscious guests.

Green marketing in hotels serves a dual purpose: it showcases the hotel's responsibility towards environmental conservation while catering to a growing consumer segment that prioritizes sustainability. By

Author α: Researcher, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.
e-mail: md.21GSOH1010011@galgotiasuniversity.edu.in

Author σ: Professor, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.
e-mail: himanshu.sharma@galgotiasuniversity.edu.in

Author ρ: Dean & Professor, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.
e-mail: dean.soh@galgotiasuniversity.edu.in

aligning their operations with green principles, hotels not only demonstrate their commitment to corporate social responsibility but also attract a discerning clientele who values eco-friendly practices. This strategic approach positions hotels as ethical and forward-thinking establishments in an increasingly environmentally aware market.

The concept of eco-friendly products encompasses a wide array of practices that minimize environmental impact. This includes products that conserve energy, reduce carbon emissions, and do not pose substantial harm to ecosystems during production or disposal. Biodegradable, recyclable, and compostable products are gaining popularity for their ability to break down naturally without contributing to environmental pollution. Moreover, innovations like mobile keys for paperless check-ins and check-outs not only enhance guest convenience but also contribute to resource conservation and operational efficiency, thereby reducing utility costs.

The shift towards eco-friendly practices is not merely a trend but a strategic imperative for hotels in Gurugram and beyond. Studies indicate a growing consumer willingness to pay premium prices for products and services that prioritize sustainability. This shift reflects changing consumer values where environmental considerations play a crucial role in purchasing decisions. As technology advances and awareness about environmental issues increases, consumers perceive investments in eco-friendly products as worthwhile contributions to preserving our planet.

Furthermore, the adoption of eco-friendly products in hotels extends beyond environmental benefits to encompass health advantages as well. Unlike traditional products that often contain harmful chemicals detrimental to human health, eco-friendly alternatives are crafted from natural ingredients, ensuring safety and well-being for both guests and hotel staff. This aspect not only enhances the guest experience but also reinforces the hotel's commitment to providing a healthy and sustainable environment.

The global movement towards sustainability has prompted many hotels in Gurugram to embrace eco-friendly practices not only as a moral obligation but also as a sound business strategy. Beyond enhancing their brand reputation and guest loyalty, hotels that prioritize

green marketing initiatives contribute to global efforts in reducing waste, conserving resources, and mitigating environmental degradation.

In conclusion, green marketing in Gurugram's hotels represents a proactive response to both consumer demand for sustainable practices and the imperative to safeguard our planet. By promoting eco-friendly products and practices, hotels not only differentiate themselves in a competitive market but also contribute positively to environmental conservation efforts. As the hospitality industry continues to evolve, integrating green marketing strategies will remain essential for hotels aiming to achieve long-term sustainability and meet the expectations of environmentally conscious consumers.

II. LITERATURE REVIEW

a) *Literature Review: Green Marketing Initiatives and Sustainable Issues in the Hotel Industry*

In recent years, the hospitality sector has increasingly embraced green marketing initiatives and sustainable practices as integral components of corporate strategy. This literature review synthesizes findings from various studies to explore the adoption, benefits, challenges, and implications of green marketing in the hotel industry, focusing on the works of NeetiKasliwal, Srishti Agarwal, El Dief, and others.

b) *Importance of Environmental Responsibility*

The literature uniformly underscores the critical role of environmental responsibility in shaping the operations and marketing strategies of hotels. NeetiKasliwal and Srishti Agarwal highlight that hotels are actively implementing eco-friendly practices such as water and energy conservation, waste reduction, and the use of sustainable materials (Kasliwal & Agarwal, 2019). These initiatives are not merely regulatory compliance measures but are increasingly seen as strategic imperatives to enhance operational efficiency, mitigate environmental impact, and appeal to environmentally-conscious consumers.

c) *Benefits of Green Marketing Initiatives*

Research consistently demonstrates several benefits associated with green marketing initiatives in the hotel industry. Firstly, cost savings emerge as a significant advantage, primarily through reduced energy and water consumption and effective waste management practices (Kasliwal & Agarwal, 2019). Secondly, adopting green practices enhances a hotel's brand reputation by portraying it as socially responsible and environmentally conscious, thereby attracting a growing segment of consumers who prioritize sustainability (Kasliwal & Agarwal, 2019). Thirdly, there is evidence suggesting that hotels implementing green initiatives experience improved guest satisfaction due to

heightened awareness and appreciation for eco-friendly practices among guests (Gagra, 2019).

d) *Challenges and Barriers*

Despite the evident benefits, the literature also identifies several challenges that hinder the widespread adoption of green marketing practices by hotels. Financial constraints and high initial investment costs in eco-friendly technologies are primary barriers (Kasliwal & Agarwal, 2019). Moreover, there is a lack of awareness and understanding among hotel management and staff regarding the potential long-term benefits of sustainable practices. Consumer skepticism and concerns about greenwashing—where hotels exaggerate or misrepresent their environmental efforts—also pose significant challenges to effective green marketing (El Dief, 2010).

e) *Determinants of Green Marketing Behavior*

El Dief's research on the determinants of hotels' marketing managers' green marketing behavior provides valuable insights into the factors influencing the adoption of green practices. Environmental concern among managers, driven by personal values or organizational ethos, emerges as a crucial determinant (El Dief, 2010). Organizational culture, including top management support for sustainability initiatives, significantly influences the extent to which green marketing is integrated into hotel operations. Regulatory pressures, competitive advantage, and customer demand for sustainable options further incentivize hotels to adopt green marketing strategies (El Dief, 2010).

f) *Adoption of Green Marketing Practices*

The literature on the adoption of green marketing practices emphasizes that hotels integrating sustainability into their core business strategies stand to gain a competitive edge. Factors such as regulatory compliance, cost savings from resource efficiency, enhanced brand image, and meeting consumer preferences for eco-friendly options drive adoption (Njoroge, J. M. (2015)). However, challenges such as resource constraints and organizational inertia—where traditional operational practices resist change—remain significant barriers (Njoroge, J. M. (2015)).

In conclusion, the literature review highlights that while the adoption of green marketing initiatives in the hotel industry brings substantial benefits, it also poses challenges that necessitate careful strategic planning and execution. Hotels must navigate financial constraints, organizational resistance, and consumer skepticism to successfully integrate sustainable practices into their operations. Understanding the determinants of green marketing behavior, leveraging regulatory frameworks, and responding to consumer demand are crucial steps towards achieving environmental sustainability while enhancing business competitiveness in the hospitality sector.

By synthesizing insights from NeetiKasliwal, Srishti Agarwal, El Dief, and other scholars, this literature review contributes to a deeper understanding of the current landscape of green marketing initiatives and sustainable issues in the hotel industry, paving the way for future research and practical applications in sustainable hospitality management.

Objectives of the Study

1. To Identify the eco-friendly products.
2. To evaluate eco-friendly products, used by guests.
3. To process and simplify Steps to improve experience of the guest basic of this experience.

III. RESEARCH METHODOLOGY

This research employed a survey method to gather both primary and secondary data in a descriptive manner. The study aimed to comprehensively understand factors influencing the hotel industry in Gurugram. Primary data, gathered through a questionnaire administered to employees, focused on obtaining firsthand insights into their perceptions and experiences. This data was crucial in informing the final report's findings.

a) Research Approach and Data Collection

The research adopted a quantitative approach, utilizing surveys and interviews as primary data collection methods. Surveys were distributed among employees to gather opinions and perspectives systematically. Interviews were conducted to delve deeper into specific issues related to the research topic.

b) Sample Selection and Data Collection

Sampling involved selecting a representative group of employees from various segments of the hotel industry in Gurugram. The data collection process ensured inclusivity and diversity in capturing different viewpoints. Secondary data, sourced from various credible sources such as websites, reports, books, magazines, and articles, provided a comprehensive backdrop of the restaurant industry's historical context and current trends.

c) Data Analysis

Data analysis employed quantitative techniques to identify patterns, correlations, and trends within the collected data. Statistical tools were utilized to derive meaningful insights and support conclusions drawn from both primary and secondary sources.

IV. ETHICAL CONSIDERATIONS

Ethical guidelines were strictly adhered to throughout the research process. Informed consent was obtained from all participants involved in the surveys and interviews. Confidentiality of responses was maintained, ensuring anonymity and privacy. The

research was conducted with integrity, transparency, and respect for participants' rights.

V. RESEARCH LIMITATIONS

Limitations included potential biases in survey responses and constraints related to the representativeness of the sample. Furthermore, reliance on secondary data sources introduced challenges concerning data accuracy and timeliness. Despite these limitations, the research findings provided valuable insights into the factors influencing the restaurant industry.

This methodology facilitated a comprehensive exploration of the research topic, combining insights from both primary and secondary data sources to enrich the understanding of factors impacting the restaurant industry. The findings contribute to the body of knowledge in this field, offering practical implications for stakeholders and avenues for future research.

VI. CONCLUSION

The exploration of green marketing initiatives in the hotel industry has illuminated crucial insights into how sustainability practices influence both consumer behavior and industry dynamics. Throughout this study, it has become evident that hotels are increasingly adopting green marketing strategies to minimize their environmental impact and attract environmentally conscious guests. This shift is not merely a trend but a strategic imperative driven by consumer demand for sustainable options and a global commitment to environmental stewardship.

a) Impact on Consumer Behavior

A significant finding of this investigation is the profound impact of green marketing on consumer perceptions and purchasing decisions. As a conscious traveler myself, encountering hotels that lack eco-friendly practices prompts reconsideration of my accommodation choices. I gravitate towards hotels that demonstrate a genuine commitment to sustainability through tangible actions such as recycling programs, energy conservation measures, and the use of environmentally friendly amenities. This sentiment is increasingly shared among guests globally, emphasizing the importance of hotels aligning with consumer values to maintain competitiveness and foster loyalty.

b) Challenges and Opportunities

However, the adoption of green marketing strategies is not without its challenges. High initial investment costs, the absence of standardized measurement tools, and the risk of greenwashing pose significant obstacles for hotels. Overcoming these challenges requires collaborative efforts among hotels, policymakers, and consumers to establish clear

guidelines, promote transparency, and ensure authenticity in green marketing practices. Addressing these hurdles is essential to building trust with consumers and safeguarding brand reputation.

VII. RECOMMENDATIONS FOR THE FUTURE

Looking ahead, several recommendations emerge for hotels aiming to strengthen their green marketing initiatives. Educating guests about sustainability efforts through effective communication channels is crucial. Transparent reporting of environmental performance and collaboration with suppliers, local communities, and government agencies can amplify the impact of sustainability initiatives. Continuous innovation in green technologies and practices will be pivotal in maintaining leadership in an increasingly competitive market while contributing positively to global environmental goals.

In conclusion, this study underscores the pivotal role of green marketing in the hotel industry's journey towards sustainability. Despite challenges, the potential benefits- including enhanced consumer loyalty, improved brand reputation, and positive environmental impact- justify the efforts invested by hotels worldwide. By integrating green marketing strategies into their core business practices, hotels not only meet evolving consumer expectations but also contribute significantly to a more sustainable future for the hospitality sector and the planet as a whole.

Ultimately, the effective communication of eco-friendly initiatives enhances the guest experience, fosters environmental responsibility, and reinforces the hotel's commitment to sustainable practices. As a research scholar and conscious consumer, I firmly believe that hotels embracing green marketing will not only thrive in the market but also play a crucial role in shaping a more sustainable and resilient hospitality industry for generations to come.

REFERENCES RÉFÉRENCES REFERENCIAS

1. Kasliwal, N., & Agarwal, S. (2019). Green marketing initiatives and sustainable issues in hotel industry. In *Green business: Concepts, methodologies, tools, and applications* (pp. 512-529). IGI Global.
2. Dief, M. E., & Font, X. (2010). The determinants of hotels' marketing managers' green marketing behaviour. *Journal of sustainable tourism*, 18(2), 157-174.
3. Njoroge, J. M. (2015). Adoption of green marketing practices by hotels in Machakos County, Kenya. *Unpublished MBA project, University of Nairobi*.
4. Chand, M., & Garge, S. (2017). Eco friendly practices in Indian hotel industry: An exploratory study. *International Journal of Hospitality & Tourism Systems*, 10 (1), 63-70.

5. Mbasera, M., Du Plessis, E., Saayman, M., & Kruger, M. (2016). Environmentally-friendly practices in hotels. *Acta Commercii*, 16 (1), 1-8.



Perception and Attitude of Hotel Management Student towards the Career in Food and Beverage Service Department of 5-Star Hotel in Delhi NCR

Md. Zaib, Rohit Jaswal & Prof. (Dr.) Rajiv Mishra

Galgotias University

Abstract- With a degree in neighborliness the board, your vocation valuable open doors are genuinely boundless. The worldwide business keeps on developing, change and differentiate consistently. As a matter of fact, friendliness is one of the world's quickest developing business areas and it is anticipated to keep developing further for the next few years. Extravagance friendliness and the travel industry vocations likewise present a remarkable profession track for experts who have some expertise in making the best visitor encounters. Here is a breakdown of the sorts of positions could you at any point get with a neighborliness the board degree. Conventional friendliness vocations frequently start in lodgings and resorts, and the convenience area is developing more assorted with new properties and new ideas coming to the business. You could begin in Gathering, Visitor Relations or Rooms Division and move gradually up to a Chief or GM position. You could pick an organization you relate to and develop your profession with openings in new areas. Front Office Boss >> Rooms Division Supervisor >> Aide Overseer of Tasks >> Senior supervisor Night Chief >> Visitor Relations Administrator >> Head of Deals >> Gathering Provincial Director.

Keywords: student, hotel management, food & beverage department, career, SDG 4.

GJMBR-F Classification: LCC Code: TX911.3



PERCEPTIONANDATTITUDEOFHOTELMANAGEMENTSTUDENTTOWARSTHECAREERINFOODANDBEVERAGESERVICEDEPARTMENTOF5STARHOTELINDELHINCR

Strictly as per the compliance and regulations of:



RESEARCH | DIVERSITY | ETHICS

Perception and Attitude of Hotel Management Student towards the Career in Food and Beverage Service Department of 5-Star Hotel in Delhi NCR

Md. Zaib ^α, Rohit Jaswal ^σ & Prof. (Dr.) Rajiv Mishra ^ρ

Abstract- With a degree in neighborliness the board, your vocation valuable open doors are genuinely boundless. The worldwide business keeps on developing, change and differentiate consistently. As a matter of fact, friendliness is one of the world's quickest developing business areas and it is anticipated to keep developing further for the next few years. Extravagance friendliness and the travel industry vocations likewise present a remarkable profession track for experts who have some expertise in making the best visitor encounters. Here is a breakdown of the sorts of positions could you at any point get with a neighborliness the board degree. Conventional friendliness vocations frequently start in lodgings and resorts, and the convenience area is developing more assorted with new properties and new ideas coming to the business. You could begin in Gathering, Visitor Relations or Rooms Division and move gradually up to a Chief or GM position. You could pick an organization you relate to and develop your profession with openings in new areas. Front Office Boss >> Rooms Division Supervisor >> Aide Overseer of Tasks >> Senior supervisor Night Chief >> Visitor Relations Administrator >> Head of Deals >> Gathering Provincial Director.

This research delves into the perceptions and attitudes of hotel management students regarding careers within the Food and Beverage (F&B) service department, aligning with Sustainable Development Goal 4 (SDG 4) on quality education. Understanding the viewpoints of students is crucial for shaping educational curricula and industry practices to foster sustainable career pathways in hospitality. Through a mixed-methods approach incorporating surveys and interviews, this study seeks to explore students' perceptions of F&B service careers, factors influencing their attitudes, and their awareness of SDG 4 principles within this context. By elucidating student perspectives, this research aims to inform educational institutions and industry stakeholders on strategies to enhance the attractiveness and sustainability of careers in F&B service, thereby contributing to the advancement of SDG 4 objectives for inclusive and quality education.

Keywords: student, hotel management, food & beverage department, career, SDG 4.

Author α: Researcher, School of Hospitality and Tourism, Galgotias University, Greater Noida 201310, Uttar Pradesh.

e-mail: mdzaib.20GSOH1020026@galgotiasuniversity.edu.in

Author σ: Associate Professor, School of Hospitality and Tourism, Galgotias University, Greater Noida 201310, Uttar Pradesh.

e-mail: rohit.jaswal@galgotiasuniversity.edu.in

Author ρ: Dean & Professor, School of Hospitality and Tourism, Galgotias University, Greater Noida 201310, Uttar Pradesh.

e-mail: dean.soh@galgotiasuniversity.edu.in

I. INTRODUCTION

The F&B division is quite possibly of the main division in a lodging. It is answerable for furnishing visitors with food and drink and guaranteeing that everything moves along as planned and productively. Furthermore, the food and drink industry is one of the main in the neighborliness area. It contributes fundamentally to the general progress of an inn or resort, as well as giving extraordinary client care encounters. Food and refreshment administration is an imperative piece of the visitor experience, from room administration to eateries, bar administrations and poolside feasting. Clients expect great items and first-rate administration when they stay in an inn, and the food and drink administration staff are liable for ensuring that their assumptions met. Besides the fact that superb the office adds to a positive visitor experience, yet it likewise assists with expanding income for the lodging or resort. As the friendliness business turns out to be progressively cutthroat, having an extraordinary food and drink administration can separate your property from the opposition and make long haul associations with clients. The essential job of food and refreshment is to guarantee the best assistance to visitors. This incorporates taking requests, planning feasts, serving dishes, and tidying up after dinners. Moreover, they should know about wellbeing and security guidelines and comply with them in the entirety of their undertakings. Food and drink division in lodgings is a vital piece of cordiality. It not just furnishes visitors with delectable feasts and beverages, yet in addition makes a critical and wonderful experience. In this blog entry, we'll investigate the various sorts of food and drink administration, the significance of it in the inn business, and the different ways it tends to be utilized to improve the visitor experience. We'll likewise examine the difficulties and open doors that emerge from having a food and refreshment division in an inn. Toward the finish of this post, you will have a superior comprehension of the job of food and drink division in the inn business and profession in this division. Food and drink activities in the friendliness business are taken part in the stockpile of food and refreshments prepared for guaranteed utilization (barring retail deals and food fabricating).

Objectives of the Study

- To analyze the scope in job opportunities available in Food and Beverage Service department
- To Study different perception of a fresher / student towards service industry
- To understand the difficulties faced by staff of service department and their corrective measures.
- To interpret the best available options in job for the future buddies of hospitality industry.

II. LITERATURE REVIEW

- As mentioned by zap fossick in 2017 Hotelier should try to offer job opportunities to final year graduates as per their specialization like Food and beverage service department where the students like to start their initial career instead of offering job opportunities in the specialization area. If hoteliers do so this will definitely result in high transition rate of students from academic to industry. If they get the opportunity to work in their key specific areas.
- As mentioned by Michael Armstrong (2000) Internship is the way through which interns get knowledge of the Food and beverage service department during their internship period. Internship in the hospitality industry helps students to gain better opportunities for placements in the future. Before internship hotel management institutes provide basic idea related internships during hotel management course. The hotel industry is a broad industry that grows day by day. For the growth of the hotel industry, they need fresh graduates in hotel management. For fulfilling the requirement of the hotel industry, it is the responsibility of hospitality schools to provide good exposure of the hotel industry during the course period of hotel management. This paper has tried to find out the impact of internship and career perception of hotel management students before and after internship.
- (Arthur, 2008; Gun z and Perl,2007) In the globalized and dynamic climate, associations face different difficulties to hold and contend in the worldwide market. A few interconnecting variables, for example, financial unrest, innovative progression, different labor force, legislative arrangements and hierarchical work culture ought to be considered while outlining a vital authoritative strategy. In these conditions human asset assumes a significant part expanding an upper hand an association zeroing in on competitiveness and long-haul vocation steadiness of workers upgrade individual profession development and satisfied association's requirements. Careerism characterized as the developing succession of an individual's work encounters over the long run.
- Ink child (2007) added that an individual has just a single profession, support of occupations adds to a

similar vocation way. Obviously, a vocation isn't simply a task, however rotates around a cycle, a mentality, conduct and a circumstance in an individual's work life to accomplish put forth profession objectives. The changing profession scope has turned into a fierce, unusual and testing. Such disturbance changed how vocation advancement is seen.

- (Simon sen, 1997) Profession advancement includes both the people and your associations. It is the result of the singular profession arranging and the association's arrangement of help and potential open doors, preferably a cooperative cycle. It is a continuous course of arranging and coordinated activity towards individual, work and life objectives It includes both individual profession arranging and authoritative vocation the board.

III. RESEARCH METHODOLOGY

Research strategies are arranged in view of various models. Additionally, there are meetings and contextual analyses in light of exploration approach. In some explores, multiple techniques are joined while in some, not very many strategies are considered for the review.

In view of General Class,

1. Quantitative Exploration

As the name recommends, quantitative alludes to the numbers where information is gathered in light of numbers, and a rundown is taken from these numbers. Charts help to evaluate the outcomes in quantitative examination.

2. Subjective Exploration

Subjective alludes to the non-mathematical components in the exploration. However not dependable as much as quantitative, subjective exploration assists with shaping a superior synopsis concerning speculations in the information.

In light of the idea of the exploration,

3. Expressive Exploration

Realities are viewed as in expressive strategies and reviews and contextual analyses are finished to explain current realities. This assistance to decide and make sense of with models, current realities, and they are not dismissed. Numerous factors can be utilized in graphic examination to make sense of current realities.

4. Logical Exploration

Scientific examination utilizes the realities that have been affirmed as of now to shape the reason for the exploration and basic assessment of the material is completed in this technique. Scientific strategies utilize quantitative techniques also.



IV. ASSOCIATION DIAGRAM OF F&B ADMINISTRATION

a) *Obligations and Obligations of Food and Drink Staff*

i. *Food and Refreshment Director*

- Booking representatives' obligation
- Advertising
- Business anticipating
- Set a Menu for Estimating and Arranging
- Monetary preparation
- Menu plan
- Mishap avoidance and well being
- Discipline and upkeep of the staff
- Worker complaint goal
- Enrollment
- Meeting the new staff

ii. *Eatery Supervisor*

A general liability regarding the food and drink administration and subordinate region of an eatery. Accountable for the eatery, hence, she ought to be knowledgeable in all the F&B-related permitting regulations.

Tracking every one of the grants and licenses for the café.

Setting up and keeping up with the principles for administration.

iii. *Characteristics of F and B Staff*

The F&B division is the second significant income creating branch of the inn. Progress of any food administration business relies by and large upon the quality and conduct of the staff working there. Nature of administration staff in any foundation mirrors the nature of the actual foundation. Regardless of how great the food and mood are, inadequately prepared, chaotic or inconsiderate staff can estrange visitors.

iv. *The accompanying quality absolute requirement in F&B staff*

- An expert and sterile appearance
- Lovely Character
- Genuineness and Reliability
- Memory
- Item information
- Nearby information
- Dependability
- Focus and Expertise
- Perception
- Nearby information
- Solidarity
- Capacity to Take on Obligation
- Correspondences

v. *Profession in Food and Drink office*

Food and refreshment division are one of the main parts of the neighborliness business. Besides the

fact that they offer a helpful support to visitors, yet they likewise assist with making a generally wonderful encounter. For those hoping to seek after a profession in the food and refreshment area, there are various open doors accessible. The essential job of food and drink is to guarantee the best help to visitors. This incorporates taking requests, planning dinners, serving dishes, and tidying up after feasts. Furthermore, they should know about wellbeing and security guidelines and comply with them in the entirety of their assignments. They should likewise major areas of strength for have administration abilities as they will manage various clients over the course of the day. One more significant part of a profession in food and drink is the capacity to adjust to an evolving climate. As the accommodation business proceeds to develop and advance, so do the requests put on Food and drink administration work force. They should have the option to change their ranges of abilities likewise to stay cutthroat in their field. With additional individuals voyaging and remaining at lodgings, interest for food and drink administrations is supposed to increment in the years to come. The people who have insight in this field will have the chance to climb inside the business and even interpretation of administrative or the executives jobs. , there are a lot of chances for headway in food and refreshment administration. The people who will try sincerely and gain insight in various region of the business can ultimately become specialists in the field. They might try and proceed to start their own business or work as advisors for other accommodation associations.

As per the overview out of half MEN said Earn a college education in Culinary Expressions or Significant Field-22%, Do Entry level positions 22%, Find a new Line of work or Go into Business-25%. Ladies said Earn a college education in Culinary Expressions or Significant Field-16%, Do Entry level positions 20%, Find a new Line of work or Go into Business-23%.

- Earn a college education in Culinary Expressions or Important Field
- Do Temporary jobs

V. FINDINGS AND RECOMMENDATION

We as a whole know the significance and the worth that a lodging the executives course conveys with itself, it is notable to the understudy as well regarding the spotter that an inn the board degree helps enormously. Notwithstanding, in this blog, we will discuss using time productively and the improvement of the abilities that a friendliness course creates in an understudy profile. In the event that we talk about the friendliness course as a rule, an inn the board course after you have finished your twelfth is a long-term program. That you can find this blog as we will examine in this blog. In the event that you need a profession that will offer you new difficulties and development chances,

social openness, and character improvement, pick any of the inn the executives' courses in Mumbai that are recorded after twelfth in this blog segment overall.

The whole lodging the board courses coordinated or course will help you in acquiring data in regards to the administration parts of inns and the travel industry. You will presently not be jobless whenever you have procured specific abilities. You will be compensated fairly and offered significant pay bundles and, on the off chance that you are very fortunate, you will work in a pleasant lodging climate. You will be offered an incredible chance to connect with individuals from different societies, which will without a doubt assist you with fostering your character.

In India, there are various Lodging The board courses accessible after the twelfth grade. Each course is special in its own specific manner, and it gives a strong groundwork to a fruitful vocation in inn the board. Assuming we discuss it by and large, you will find out pretty much every one of the tasks that happen inside and beyond any lodging. This industry is separated into four segments: the front office, food creation, housekeeping, and food and drinks.

The mix of friendliness and lodging administrations will open you to various parts of the business. A decent lodging is about both cordiality and the administrations given by Inn The board. You will be prepared in different regions, including:

- Correspondence
- Lodging housekeeping
- Occasion The board
- Front office techniques
- Food and Creation administrations
- Catering
- Worker and Advertising
- Menu Arranging and Plan
- Lodging Regulation
- Cordiality Property The executives
- Business Regulation

Understudies will likewise have the amazing chance to partake in temporary positions and occupations that will help them both expertly and by and by in the advancement of their characters. One will rapidly figure out how to deal with client objections and an assortment of other help related issues.

At the point when the lodging business was growing a couple of years prior, there was a pattern of recruiting individuals and afterward preparing them. In any case, as the world develops, competition does as well, which prompts more prominent impressive skill. Thus, these lodging the board courses in Mumbai after the twelfth were pushed into the spotlight. The more expert you are, the more open doors will come your direction. Following the twelfth, you will have a plenty obviously choices. Look at the rundown of the absolute

best Lodging The board courses accessible after the twelfth grade, which is given beneath.

a) *Bachelor of Science in Culinary Expressions*

The BSc inn the board is a three-year college degree program intended to show the top to bottom abilities expected for Boss and Kitchen The executives. This course shows kitchen tasks, food creation, cleanliness and sanitation, and kitchen the executives as a boss. This course is separated into six semesters, with an all-out expense of roughly 3-6 lakhs. Subsequent to finishing this BSc lodging the board, you will be equipped for the places of Boss, Kitchen Chief, Cleanliness Supervisor, Eatery Administrator/Food and Refreshment Office.

Qualification

- The accompanying understudies are qualified for Lodging The board subsequent to finishing the twelfth grade:
- The essential prerequisite for admission to this course is a 10+2 in any stream with at least half stamps.
- Understudies should likewise perform well on the Joint Selection test to acquire admission to a top Inn The executive's school.

b) *Bachelor of Science in Cordiality The Executives and Inn Organization*

This is quite possibly of the most well-known course in this field. It endures three years and is separated into semesters. The course will give you a top to bottom comprehension of Lodging The executives' tasks and same. Front office tasks, Eatery The board, Housekeeping, food and refreshment administrations, Café The executives, and key administration will be generally covered.

Qualification

- Anybody with a twelfth-grade recognition from any foundation is qualified to apply.
- At least 45 to 50 percent in class twelfth grade is required.

c) *Diploma in Front Office and Cordiality The Executives*

Certificate in Front Office and Convenience The executives, otherwise called the recognition in front office the board, is a 6-month to the 2-year undergrad confirmation program. This course will furnish you with top to bottom information on the front office activity as the need might have arisen to play out your obligations in that position effectively. It is a task situated course, and understudies who complete it can go after jobs, for example, front office leader, client care chief, front work area administrator, etc.

Qualification

- Qualification for Inn the executives after twelfth is as per the following: Understudies with the twelfth

grade in any subject are qualified to apply for this course.

- Admission to this course might vary starting with one school then onto the next.
- A few universities award confirmation in view of the consequences of the latest passing tests.
- While certain universities might concede understudies in light of placement tests, bunch conversations, and individual meetings, others may not.

d) *The BHM (Unhitched male of Inn the board)*

BHM is a three to long term degree program that can be begun after the twelfth grade. The program furnishes understudies with a careful comprehension of the global work culture in the cordiality business. It explicitly alludes to inn industry basics, business kitchen activities, and offering the best benefit to your client. You'll become familiar with the expert administration styles and methodologies expected to run a lodging.

i. *Qualification for the BHM Course*

1. Students can sign up for this course subsequent to breezing through the twelfth-grade test in any subject with at least half stamps.
2. They must likewise take the Inn the board placement test.
3. They will be owned up to top Lodging the board universities in view of their exhibition in well-known selection tests.
4. Four-year education in science in Accommodation Studies.

The Four-year education in science in Neighborliness Studies is a three-year college degree program separated into six semesters. This course will furnish you with top to bottom information and abilities in the space of amicable gathering and visitor treatment. This course will give you hypothetical and viable preparation in all parts of lodging the board, for example, convenience, café administrations, food quality, front office activity, etc. Understudies who complete this course can work in the travel industry, aircrafts, boats, lodgings and cafés, etc. The course charge ranges between 1.5 lakh and 5 lakhs, contingent upon the school.

- Up-and-comers in their last year of secondary school are qualified to apply for this course.
- To expand your possibilities getting into the best schools for this course, you should excel on the selection test.
- Since most schools just give tests in view of the top Lodging The board selection test.

In the previously mentioned courses that we have examined, we talked about what they proposition to understudies as far as amazing skill and furthermore as far as lucrative compensation bundles overall.

The qualification models for these courses for the most part stay something very similar anyway they shift marginally from one course to another however foundations might have various necessities from understudies when they enter the post graduate confirmation in administration course overall.

They contain a portion of the primary prerequisites like 10+2 long periods of training from a perceived and presumed foundation in India and on top of that some placement tests are led too on top of it, establishments direct a placement test to comprehend the information and the mentality of the up-and-comers that will sign up for the course.

Post that an up-and-comer needs to sit for an individual meeting round from the foundation heads that lead and assess an understudy's abilities and their commitment overall. Understudies, on the off chance that they are dropped in every one of the three rounds of interview alongside the choice cycle, are probably going to enter a post graduate certificate in administration school to read up for this course exhaustively and to make their vocation of lodging the board universities close to me dreams work out.

Understudies will likewise get specific abilities that are not just supportive in the post graduate confirmation in administration courses yet additionally with those corporate spaces specific various positions that require a sharp outlook alongside a decent degree of concentration overall.

VI. CONCLUSION

It's that simple! The majority of students studying hotel management perceive a change in mindset after engaging in real-world hotel job experiences as part of their industrial training. Numerous students are pleased with how the hotel industry operates and many people who have completed hotel training are on the fence about choosing Food & Beverage service department to work in hotels. Students also choose the department in which they hope to work in the future. According to the students' observations, there are average promotion chances in hotel positions, and it is stated that the business offers careers that are generally unattractive to most senior year students. Students. In comparison to other jobs, the students believe that hotel jobs are generally respected

Because they have more discretionary income, more individuals are using the services provided by the food sector. In terms of meeting client needs, the food and beverage service industry is unique from other industries. It meets one of the consumers' most fundamental physiological requirements, namely hunger and thirst. For a brief moment, the need is met; nevertheless, soon after, a new physiological need emerges that must be met. The food service sector in our country is poised for significant growth as a result

of globalization, quicker communication and transportation, advancements in food processing technology, catering education in India, changing dietary habits, an increase in the number of educated people and the working class, as well as favorable government policies. professionals in the food industry.

The findings reveal a nuanced understanding of students' perspectives, highlighting both the opportunities and challenges associated with F&B service careers. Factors such as salary, work-life balance, and professional growth opportunities emerged as significant influencers shaping students' attitudes. Moreover, the study underscores the importance of integrating SDG 4 principles into educational curricula to cultivate a holistic understanding of sustainable career pathways within the hospitality industry. By bridging the gap between student perceptions and industry needs, stakeholders can collaboratively devise strategies to enhance the attractiveness and sustainability of F&B service careers, thereby contributing to the broader goals of SDG 4 for inclusive and quality education.

REFERENCES RÉFÉRENCES REFERENCIAS

1. Diwanji, S. A. (2016). *Critical analysis of gap between the Hotel Management Education and Current Hotel Industry requirement around Pune City* (Doctoral dissertation, Tilak Maharashtra Vidyapeeth).
2. Singh, M. A., Bhinder, H. S., & Joshi, G. K. (2019). A Study on Hospitality Students and Academicians Perspective on Current Job Opportunities Extended by Indian Hotels. *Think India Journal*, 22(10), 6911-6931.
3. Natarajan, T. S., & Raman, G. P. (2020). Generation Z Graduates Students' Perception towards Effectiveness of Hotel Exposure Training. *Universal Journal of Management*, 8(3), 47-53.
4. Sherkar, A. M. (2017). *Study of employee behaviour and its impact on consumer perception in 3, 4, 5 star hotels in Pune city (2011-2014)* (Doctoral dissertation, Tilak Maharashtra Vidyapeeth).
5. Munjal, S., & Bhushan, S. (Eds.). (2017). *The Indian hospitality industry: Dynamics and future trends*. CRC Press.
6. Armstrong, M. (2000). The name has changed but has the game remained the same?. *Employee Relations*, 22 (6), 576-593.



GLOBAL JOURNAL OF MANAGEMENT AND BUSINESS RESEARCH: F
HOSPITALITY, EVENT & TOURISM MANAGEMENT
Volume 24 Issue 2 Version 1.0 Year 2024
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

Unveiling the Hidden Matters, Exploring the Impacts of Hotel Industry Employment on Employee Well-being: A Case Study of Greater Noida Hotels

Melody Tsitsi Muchafa, Dr. Vikas Singh, Sanjay Adwani
& Prof. (Dr.) Rajiv Mishra

Galgotias University

Abstract- Purpose- Ensuring that hotel personnel are content with their jobs is one of the most crucial tasks for any firm. This is because contented workers are more likely to generate higher-quality work when they receive positive treatment from their employers and superiors. The third Sustainable Development Goal (SDG) is good health and well-being, and the fourth SDG is providing employees in hotels with high-quality education. These are the main topics of this study.

Methodology- The study's target audience comprised personnel of the hotel industry employed at Greater Noida hotels. A survey questionnaire was distributed as part of the data collection process.

Findings- The majority of hotel employees are not entirely content with their working circumstances or the way their superiors treat them, according to the research's findings. The majority of workers frequently have health problems and find it difficult to spend enough time with friends and family, which has a negative influence on their general well-being (SDG-3).

Keywords: *employment, well-being, good health, health insurance, mentally stable.*

GJMBR-F Classification: *LCC Code: HD6050-6305, TX911.3.P3*



Strictly as per the compliance and regulations of:



RESEARCH | DIVERSITY | ETHICS

© 2024. Melody Tsitsi Muchafa, Dr. Vikas Singh, Sanjay Adwani & Prof. (Dr.) Rajiv Mishra. This research/review article is distributed under the terms of the Attribution-NonCommercial-NoDerivatives 4.0 International (CC BY-NC-ND 4.0). You must give appropriate credit to authors and reference this article if parts of the article are reproduced in any manner. Applicable licensing terms are at <https://creativecommons.org/licenses/by-nc-nd/4.0/>.

Unveiling the Hidden Matters, Exploring the Impacts of Hotel Industry Employment on Employee well-being: A Case Study of Greater Noida Hotels

Melody Tsitsi Muchafa ^α, Dr. Vikas Singh ^σ, Sanjay Adwani ^ρ & Prof. (Dr.) Rajiv Mishra ^ω

Abstract- Purpose Ensuring that hotel personnel are content with their jobs is one of the most crucial tasks for any firm. This is because contented workers are more likely to generate higher-quality work when they receive positive treatment from their employers and superiors. The third Sustainable Development Goal (SDG) is good health and well-being, and the fourth SDG is providing employees in hotels with high-quality education. These are the main topics of this study.

Methodology: The study's target audience comprised personnel of the hotel industry employed at Greater Noida hotels. A survey questionnaire was distributed as part of the data collection process.

Findings: The majority of hotel employees are not entirely content with their working circumstances or the way their superiors treat them, according to the research's findings. The majority of workers frequently have health problems and find it difficult to spend enough time with friends and family, which has a negative influence on their general well-being (SDG-3). Nevertheless, the study also examined that well-balanced meals are provided to hotel personnel as one of their perks. They also receive paid time off, as well as the majority of benefits, including health insurance.

Originality: Even though employees place a high value on their health and well-being, the majority of earlier research in this field has limited its examination to the perspectives of customers and hotels. This study adds to our understanding of the SDG for employees' health and well-being from their point of view. Hotel management can benefit greatly from knowing about employees' well-being from their point of view since staff members must be both psychologically and physically well to serve guests.

Keywords: employment, well-being, good health, health insurance, mentally stable.

Author α: Researcher, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.

e-mail: melody.21GSOH101001@galgotiasuniversity.edu.in

Author σ: Professor, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.

e-mail: vikas.singh@galgotiasuniversity.edu.in

Author ρ: Assistant Professor, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.

Email: sanjay.adwani@galgotiasuniversity.edu.in

Author ω: Dean & Professor, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.

e-mail: dean.soh@galgotiasuniversity.edu.in

I. INTRODUCTION

The hotel is known as a place of pure happiness, where employees are kind and always polite to their guests. It is a place where happiness is always the main moto, not just in Greater Noida where we did our research but in all the hotels around the world. Despite the warm smiles, the employees have to serve their guests, and the guest is referred to as the "king". This is a terminology that means that the guest is always right. The term was said by *John Wanamaker* when he said, "When a customer enters my store, forget me. He is king." If an accident is taking place in the hotel, for example, the guest spills juice on an employee, the employee is supposed to react in a manner that shows it was his or her fault not the guest's fault. The employee is also supposed to apologize to the guest and make sure the guest does not shout or cause a scene as this may result in the employee losing their jobs in most cases. As a result of this presentation, employees always have to adhere to this happiness "system" to make the guests happy, while hiding their true feelings i.e., if they are sad or angry etc. The employees have faced many problems because of this and this has resulted in many impacts on the all-around well-being of the employees. Mental health issues have become a norm for the employees, as they are consistently facing issues such as depression for example, and have to consistently cover it with a smile to please the guests. However, other studies have also shown that employees who work in hotels are happiest as they have to and need to show genuine happiness and this helps relieve stress. In this study more is shared regarding both the positive and the negative impacts that employees are facing in the hotels and how they have made an effect on their lives in and outside the hotel.

Objectives

- To assess how industrial training helps students pursuing careers in hospitality enhance their careers.
- To enrich understanding of the balance between work and personal life of hoteliers.

- To understand the positive and negative impacts of working in hotels on employees.
- To educate other students on the well-being of hotel employees.

II. LITERATURE REVIEW

Hochschild, Ann, Nina Irwin, and Mark Ptashne. Their work is referred to as "emotional labor," and the conscious effort they put in to regulate their emotions throughout a service interaction is referred to as "emotional labor." well-being. As the employees are emotionally consumed, this has an impact on the mental health of the employees, and in this study, we also specifically address the emotional health of hotel workers. According to Mann, M. E., Bradley, R. S., & Hughes, M. K. (1999), military personnel may be subject to emotional labor that extends beyond the confines of their workplace and negatively impacts their welfare. Studies by Rime et al. (1998) Sedera, Darshana, Guy Gable, and Taizan Chan (2006) show that couples, other family members, and friends are the people with whom emotion-sharing events in the personal sphere usually affect. In a similar vein, peers or coworkers are the people that one shares emotions with at work. Most hotels focus mostly on generating large profits and satisfying customers to promote repeat customers. They typically pay little attention to the well-being of the staff members and how they imitate them. While employees are a significant stakeholder group and their responses to an organization's CSR efforts are relevant to understanding the social good generated by CSR initiatives, according to Rupp and Mallory (2015), the research yet has not quite adopted this viewpoint. The ultimate objective of any firm, according to Thompson et al. (2011), is to maximize revenues for its shareholders while upholding a high standard of customer satisfaction. Since most companies prioritize ensuring that clients are satisfied, most hotel staff do not receive recognition for their dedication and hard work. Employees become demotivated by this and feel necessary but undervalued. Humphrey, Ronald H., Blake E. Ashforth, and James M. Diefendorff. (2015) posit that employees who identify with a role are also motivated to feel the required or expected emotions at that particular moment; the more of these they feel, the more likely it is that their employees will engage in both surface-level and deep acting voluntarily following identity verification, and they will interpret the resulting emotional discomfort and fatigue as proof of their commitment. Ultimately, if a person feels that a role is significant and embodies a valued identity, they will be better able to undertake the emotional work required to fulfil role expectations.

We also found in our study that most workers do not receive enough time away from the hotel to spend with friends and family. The majority of their time is spent at the hotel, where some staff members work up to 22 hours a day or longer. Studies Rimé, Bernard, et al. (1998) and Gable et al. (2004) show that spouses, other family members, and friends are the people with whom people share emotions in the personal domain most frequently. In a similar vein, peers or coworkers are the people that one shares emotions with at work. This impacts employees since they may become bored working at the hotel and feel depleted.

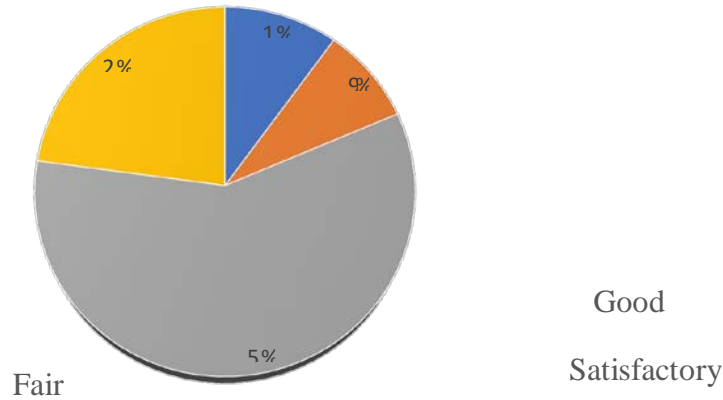
III. METHODOLOGY

Both primary and secondary sources provided the data for the current study project. Throughout the study for this dissertation, I gathered information from over fifty individuals who were either professionals, trainees, or outsourced staff of the hotel. In addition to designing the questionnaire, I went 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 have also been helpful.

A range of websites such as the Crowne Plaza official hotel website provided most of my secondary data as well as the IHG (InterContinental Hotels) official websites. These websites were all helpful and easily accessible on numerous social media platforms.

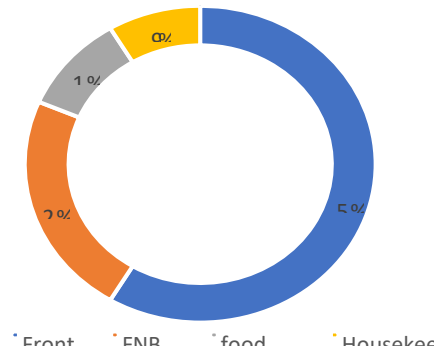
IV. DATA ANALYSIS AND INTERPRETATION

a) *How has your overall Experience been as a Hotel Employee?*



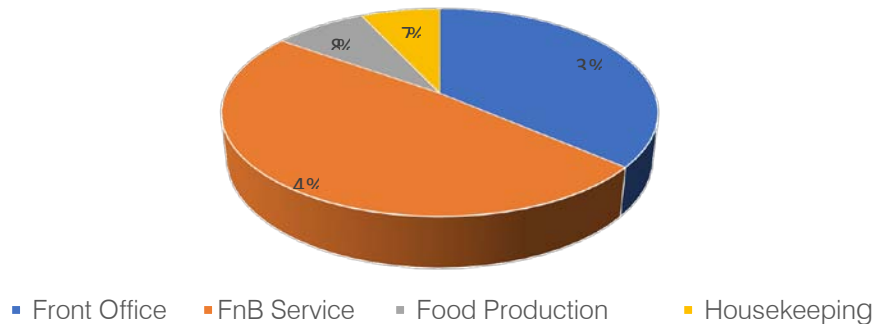
We received 45 answers to the topic, "How has your overall experience been as a hotel employee?" from hotel staff members, based on this pie discussion. Just 10% of respondents say they have had a positive work experience at the hotel; 9% say they have found it satisfactory; 58% say they have found it fair; and 23% say they have had a bad experience. Based on the replies provided, it appears that a minimum of 50% of the workers in Greater Noida are not satisfied with their experiences as hoteliers.

Which department do you work in, in the hotel?



When asked which department they worked in at the hotel, the majority of the employees who responded were from the front office department (58%), followed by the food and beverage department (23%), the food production department (10%), and the housekeeping department (9%).

b) *Have you ever considered changing your career path from being a hotelier during the years you have worked in the hotels?*



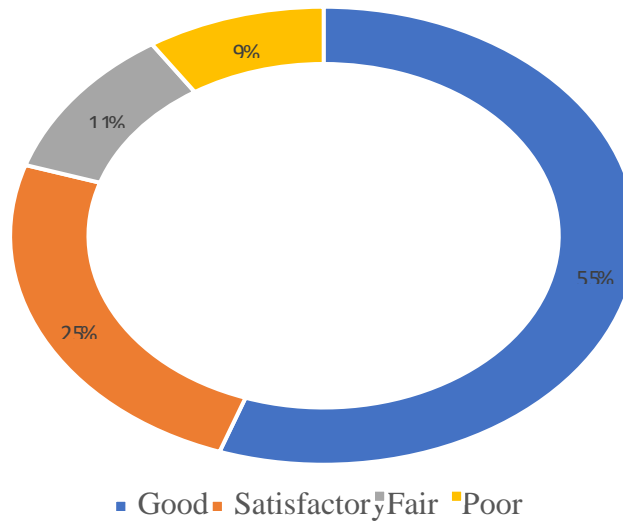
When questioned, "Have you ever considered changing your career path from being a hotelier during the years you have worked in the hotels?" With 49% of the responses, the FNB department had the most employees

who expressed a desire to change, followed by the front office department with the second-highest percentage of employees who would like to alter their career path. The housekeeping department came in last with 7%, followed by the food production sector with just 8%. We also found that the most educated individuals in the hotel industry, holding a bachelor's degree, are the ones who would be most likely to wish to alter their professional path. The lowest percentage consists primarily of local workers with only work experience and no formal education 9%.

c) *How satisfied are you with the current working conditions in your hotel?*

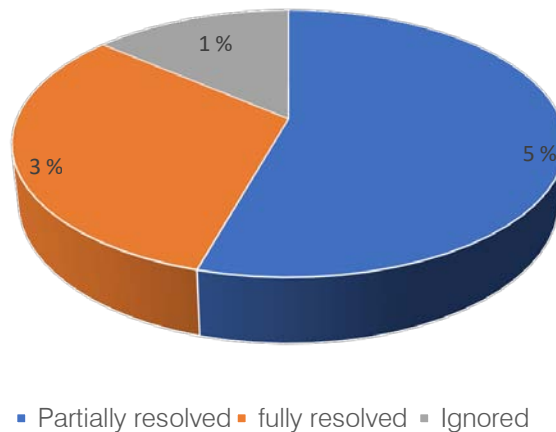
When 45 hotel employees were asked how satisfied they were with the current working conditions in their hotel, 41% of them answered "poor," 26% said they were merely satisfied, 18% said it was fair, and 15% said it was good. This demonstrates that the vast majority of hotel employees do not perceive their jobs to be fulfilling. Their well-being will be greatly impacted by this, as at least half of them will be working at a job they dislike, which can lead to an increase in stress and other health problems.

d) *How would you rate the meals that are provided to you during the working shift?*



When asked How would you rate the meals that are provided to you during the working shift? 55% of employees said they would rate them as good. In general, however, most employees said they largely enjoyed their meals during their shifts. Meals are deemed satisfactory by 25% of respondents, fair by 11%, and poor by 9%. Through this survey, we also learned that the majority of hotel employees who responded positively about the meals are those who have worked there for a longer period; in contrast, the employees who responded negatively about the meals are either new hires or have worked in other hotels

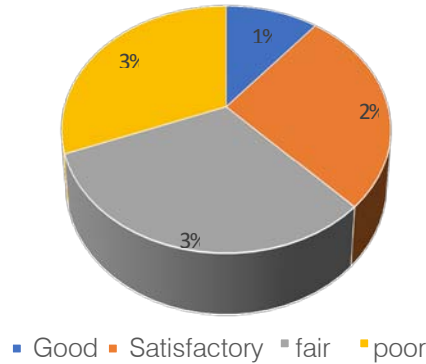
e) *When hotel staff members encounter issues, are they fully resolved, partially resolved, or ignored?*



Employees in any organization, workplace, or business will inevitably run into issues. When asked if their problems were being resolved or not, hotel employees in Greater Noida gave the following responses: 58% said they were partially resolved, 32% said they were fully resolved, and 14% said they were being ignored. We found out

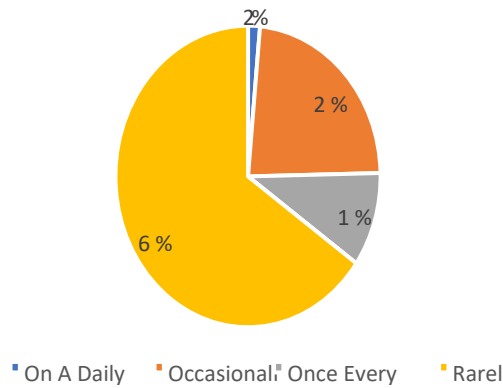
after questioning a number of them that the issues that are typically disregarded have to do with employee salaries, pay, and incentives. Other concerns about the working environment, private matters, schedule of shifts, or meals have either been entirely or partially resolved.

f) *How would your overall health as a hotelier?*



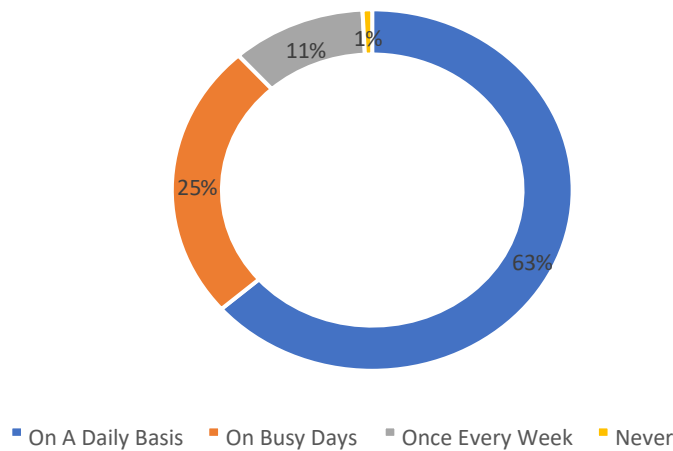
Just 11% of hoteliers who were asked to rate their general health said they were doing well, 27% said they were doing satisfactory, 31% said they were fair, and 27% said they were doing poorly. This indicates that a significant number of workers are dealing with health-related problems as a result of their line of work.

g) *How often do you get to enjoy face-to-face quality time with family and friends?*



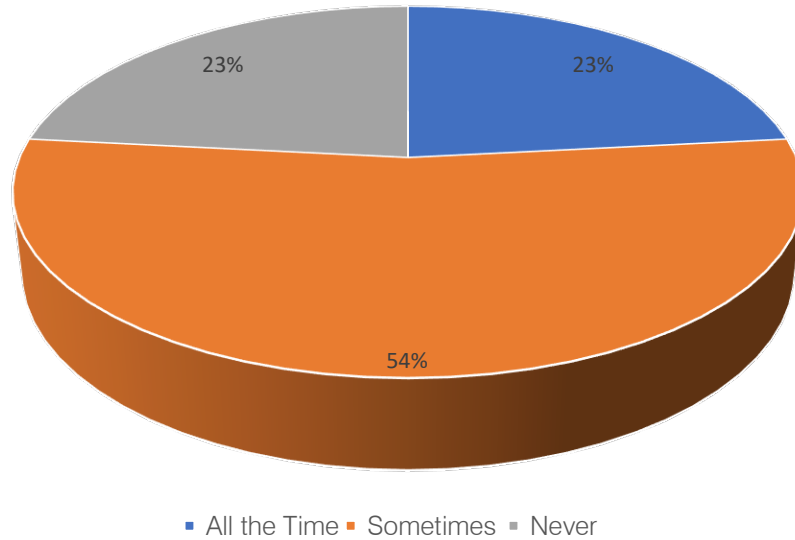
According to this survey, the majority of workers do not get to spend a lot of time relaxing with friends and family. When asked how often they get to spend time with friends and family, 65% of the employees responded "rarely," followed by 23% who said "occasionally," 10% who said "once a month," and 2% who said "daily."

h) *How often do you leave work feeling physically exhausted?*



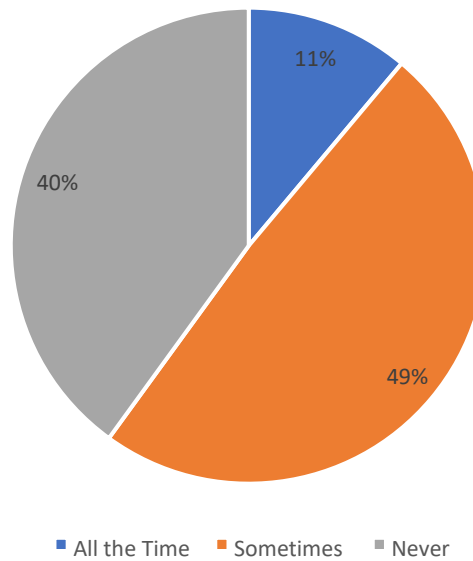
Based on the results of a recent survey, it appears that many employees are not able to spend ample time with their loved ones. When asked how often they get to spend time with friends and family, 65% of respondents answered that it's a rare occurrence. This was followed by 23% who said it happens occasionally, 10% who said they get to meet once a month, and only 1% who said that they get to do so daily.

i) *How often do you feel that your work is acknowledged and appreciated?*



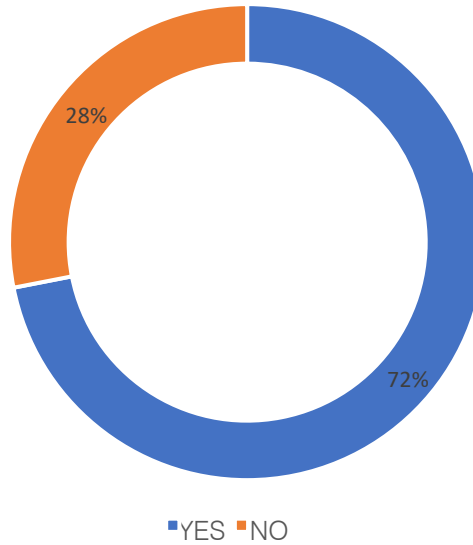
When asked if they frequently received recognition for their hard work at the hotel, 23% of respondents said that the majority of these people were front desk workers. Staff members who worked in food and beverage and housekeeping made up the majority of the 54% who said "sometimes" and the 23% who answered "never."

j) *How often do you get the chance to grow your profession or acquire new skills?*



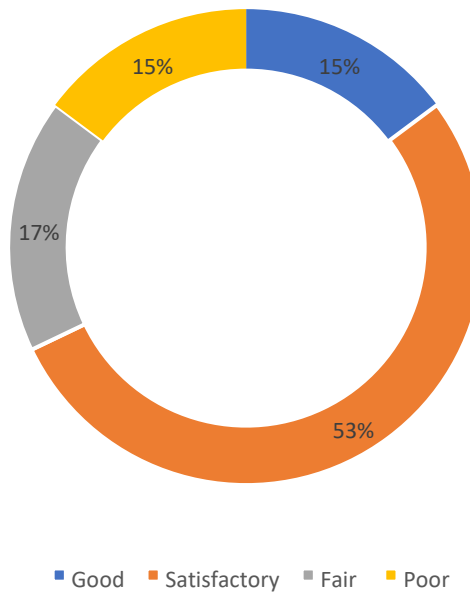
When asked how often they get the opportunity to advance in their career or learn new skills, 49% of the employees said occasionally, 40% responded never, and 11% stated frequently.

k) Are you happy with the perks your work offers, such as health insurance and paid time off?



72% of respondents indicated they were satisfied with their job's benefits, which include paid time off and health insurance, while 28% disapproved, by saying no.

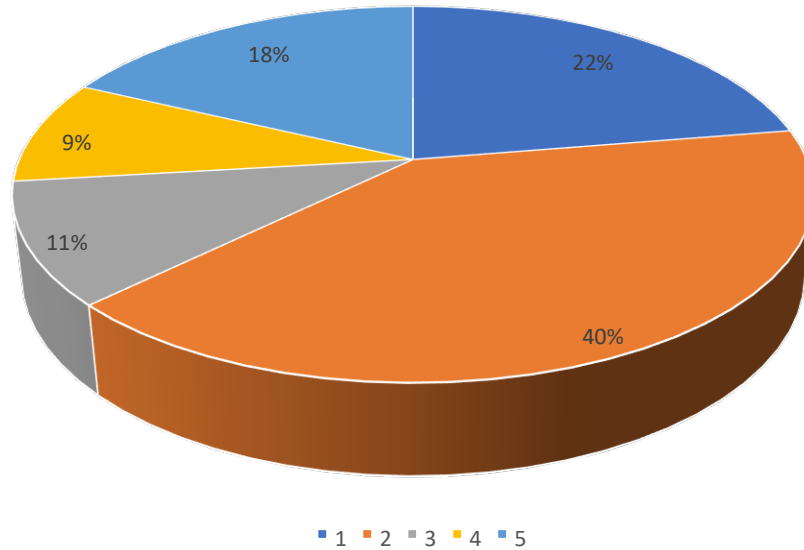
l) How can you describe the overall effect that working in the hotel industry has had on your well-being?



m) Only 15% of respondents said they would characterize the overall impact working at the hotel has had on their well-being, compared to 17% who said it was fair, 15% who said it was poor, and 53% who said it was satisfactory.



n) Ranking from 1 to 5, how happy are you in your current hotel sector job?



When asked to rate their jobs in the hotels out of 5, 22% said 1, 20% said 2, 11% said 3, 9% said 4 and 18% said 5.

V. CONCLUSION

Concluding a discussion on the impact of employment in the hotel industry on employee well-being requires a nuanced approach that considers various factors. In this research paper SDG 3 was used, i.e. Good Health and well-being. Here's a potential conclusion: In conclusion, employment in the hotel industry significantly influences employee well-being, encompassing both positive and negative aspects. On the positive side, the industry offers diverse job opportunities, career advancement prospects, and exposure to multicultural environments, fostering personal growth and skill development. Additionally, the dynamic nature of hotel work can be exhilarating and fulfilling for those who thrive in fast-paced settings. However, challenges within the industry, such as irregular working hours, high job demands, and intense customer interactions, can lead to stress, burnout, and a compromised work-life balance.

Moreover, concerns about job insecurity and low wages persist, impacting employee morale and financial stability. Addressing these challenges requires collaborative efforts from employers, policymakers, and industry stakeholders. Implementing effective work-life balance initiatives, mental health support programs, and fair compensation practices can significantly enhance employee well-being in the hotel sector. Furthermore, fostering a supportive and inclusive workplace culture that values employee input and recognizes their contributions is essential for promoting job satisfaction and retention. Ultimately, while the hotel industry presents both opportunities and challenges for employee well-being, proactive measures can mitigate negative impacts and create a conducive environment

where employees can thrive professionally and personally.

REFERENCES RÉFÉRENCES REFERENCIAS

- Gable, Shelly L., Gian C. Gonzaga, and Amy Strachman. "Will you be there for me when things go right? Supportive responses to positive event disclosures." *Journal of personality and social psychology* 91.5 (2006): 904.
- Hochschild, Ann, Nina Irwin, and Mark Ptashne. "Repressor structure and the mechanism of positive control." *Cell* 32.2 (1983): 319-325.
- Humphrey, Ronald H., Blake E. Ashforth, and James M. Diefendorff. "The bright side of emotional labor." *Journal of organizational behavior* 36.6 (2015): 749-769.
- Kim, Misun Sunny, Emily Ma, and Liang Wang. "Work-family supportive benefits, programs, and policies and employee well-being: Implications for the hospitality industry." *International Journal of Hospitality Management*.
- Larkin, Michael, and Andrew R. Thompson. "Interpretative phenomenological analysis in mental health and psychotherapy research." *Qualitative research methods in mental health and psychotherapy: A guide for students and practitioners* (2011): 99-116.
- Mann, M. E., Bradley, R. S., & Hughes, M. K. (1999). Northern hemisphere temperatures during the past millennium: Inferences, uncertainties, and limitations. *Geophysical research letters*, 26(6), 759-762.

7. O'neill JW, Davis K. Work stress and well-being in the hotel industry. *International journal of hospitality management*. 2011 Jun 1; 30(2): 385-90.
8. Rimé, Bernard, et al. "Social sharing of emotion: New evidence and new questions." *European review of social psychology* 9.1 (1998): 145-189.
9. Rimé, Bernard, et al. "Social sharing of emotion: New evidence and new questions." *European review of social psychology* 9.1 (1998): 145-189.
10. Rupp, Deborah E., and Drew B. Mallory. "Corporate social responsibility: Psychological, person-centric, and progressing." *Annu. Rev. Organ. Psychol. Organ. Behav.* 2.1 (2015): 211-236.
11. Sedera, Darshana, Guy Gable, and Taizan Chan. "A factor and structural equation analysis of the enterprise systems success measurement model." *Proceedings of the 10th Americas conference on information systems*. Association for Information Systems, 2004.
12. Torres, Edwin N., and Tingting Zhang. "The impact of wearable devices on employee wellness programs: A study of hotel industry workers." *International Journal of Hospitality Management*.



This page is intentionally left blank





GLOBAL JOURNAL OF MANAGEMENT AND BUSINESS RESEARCH: F
HOSPITALITY, EVENT & TOURISM MANAGEMENT
Volume 24 Issue 2 Version 1.0 Year 2024
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

A Study on Optimising Restaurant Menu for Enhanced Dining Experience of Restaurants in Delhi (NCR)

Mohd Irshad, Himanshu Sharma & Prof. (Dr.) Rajiv Mishra

Galgotias University

Abstract- This study investigates the impact of restaurant menu design on customer experience and satisfaction, with a focus on enhancing the dining experience at Delhi (NCR) restaurants. The research aims to refine the menu to align with contemporary consumer expectations, particularly among discerning eaters. By analyzing how menu layout influences customer perceptions of food preferences and healthiness, and leveraging customer feedback and data, we propose strategies to optimize the menu. The study also examines the integration of technology, such as digital menus, to enhance the dining experience. Emphasizing both culinary enjoyment and profitability, we assess popular and profitable dishes to balance customer satisfaction with business success. The methodology includes a thorough review of the current menu, direct customer feedback, and the development of innovative ideas for improvement. The goal is to present appealing food options at fair prices, ensuring an aesthetically pleasing menu that facilitates customer decision-making. Ultimately, the objective is to enhance customer satisfaction by offering delicious, diverse dishes that cater to varied tastes, making dine in restaurants a preferred dining destination. This research underscores the importance of a well-designed menu in creating a memorable dining experience and fostering customer loyalty.

Keywords: *food preference, menu design, customer satisfaction.*

GJMBR-F Classification: *DDC LCC Code: TX911.3.M45*



Strictly as per the compliance and regulations of:



© 2024. Mohd Irshad, Himanshu Sharma & Prof. (Dr.) Rajiv Mishra. This research/review article is distributed under the terms of the Attribution-NonCommercial-NoDerivatives 4.0 International (CC BY-NC-ND 4.0). You must give appropriate credit to authors and reference this article if parts of the article are reproduced in any manner. Applicable licensing terms are at <https://creativecommons.org/licenses/by-nc-nd/4.0/>.

A Study on Optimising Restaurant Menu for Enhanced Dining Experience of Restaurants in Delhi (NCR)

Mohd Irshad ^α, Himanshu Sharma ^ο & Prof. (Dr.) Rajiv Mishra ^ρ

Abstract- This study investigates the impact of restaurant menu design on customer experience and satisfaction, with a focus on enhancing the dining experience at Delhi (NCR) restaurants. The research aims to refine the menu to align with contemporary consumer expectations, particularly among discerning eaters. By analyzing how menu layout influences customer perceptions of food preferences and healthiness, and leveraging customer feedback and data, we propose strategies to optimize the menu. The study also examines the integration of technology, such as digital menus, to enhance the dining experience. Emphasizing both culinary enjoyment and profitability, we assess popular and profitable dishes to balance customer satisfaction with business success. The methodology includes a thorough review of the current menu, direct customer feedback, and the development of innovative ideas for improvement. The goal is to present appealing food options at fair prices, ensuring an aesthetically pleasing menu that facilitates customer decision-making. Ultimately, the objective is to enhance customer satisfaction by offering delicious, diverse dishes that cater to varied tastes, making dine in restaurants a preferred dining destination. This research underscores the importance of a well-designed menu in creating a memorable dining experience and fostering customer loyalty.

Keywords: food preference, menu design, customer satisfaction.

I. INTRODUCTION

In the competitive landscape of the restaurant industry, the design and content of a menu play a critical role in influencing customer satisfaction and loyalty. Restaurants in Delhi (NCR), renowned for its delectable cuisine and outstanding service, aims to enhance its menu to ensure that customers not only enjoy their meals but also develop a strong preference for dining there repeatedly. This study is dedicated to exploring and implementing strategies to refine menu of restaurants in Delhi (NCR), taking into consideration various elements beyond just the taste of the food.

Author α: Researcher, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.

e-mail: mohd.21GSOH1010011@galgotiasuniversity.edu.in

Author ο: Professor, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.

e-mail: himanshu.sharma@galgotiasuniversity.edu.in

Author ρ: Dean & Professor, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.

e-mail: dean.soh@galgotiasuniversity.edu.in

The primary objective of this research is to comprehensively understand customer preferences, food trends, and effective pricing strategies to create a menu that resonates with diners on multiple levels. This involves a holistic approach to menu design, encompassing visual appeal, variety, healthiness, and value for money. To achieve this, we will engage directly with the restaurant's patrons to gather insights into their dining preferences, what they value in a dining experience, and their expectations from Restaurants in Delhi (NCR).

A crucial aspect of our approach is staying attuned to current food trends. By incorporating popular culinary trends and seasonal ingredients, Restaurants in Delhi (NCR) can offer dishes that not only excite customers but also ensure freshness and quality. This trend-conscious approach helps in maintaining the restaurant's relevance and appeal in a rapidly evolving food industry.

Moreover, our study emphasizes the importance of sustainability and health-conscious dining. Modern consumers are increasingly aware of the environmental impact of their food choices and are more inclined towards restaurants that offer sustainable and healthy options. By integrating local ingredients, providing meat-free dishes, and offering transparent nutritional information, Restaurants in Delhi (NCR) can attract a broader customer base and enhance its reputation as a responsible and health-oriented dining establishment.

Pricing strategy is another pivotal component of our study. Ensuring that customers perceive they are receiving good value for their money is essential for customer retention and satisfaction. Our research will explore optimal pricing models that balance profitability with customer satisfaction, ensuring that the menu offerings are competitively priced without compromising on quality.

The existing menu at various restaurants in Delhi (NCR) are designed to provide a seamless and enjoyable dining experience. It features several key elements aimed at enhancing customer satisfaction:

1. **Easy Navigation:** The menu is divided into clear sections such as appetizers, mains, desserts, and

- drinks, making it easy for customers to find what they crave.
2. *Diverse Choices*: The menu caters to a wide range of preferences, offering both classic comfort food and innovative new dishes.
 3. *Fresh and Local Ingredients*: Emphasizing the use of seasonal and locally sourced ingredients, the menu supports community sustainability and enhances flavor.
 4. *Healthy Options*: Nutritious and delicious dishes are available for health-conscious diners.
 5. *Dietary Inclusivity*: There are ample options for vegetarians, vegans, and those with gluten-free diets.
 6. *Creative Dishes*: The chefs continually introduce new and exciting dishes to surprise and delight customers.
 7. *Excellent Beverages*: The drink menu includes carefully selected wines, handcrafted cocktails, and refreshing non-alcoholic beverages.
 8. *Engaging Descriptions*: Each menu item is described enticingly, stimulating customers' appetites and imaginations.
 9. *Showcasing Food*: The menu highlights the culinary skills of the chefs, presenting the dishes as desirable and high-quality.
 10. *Storytelling*: The menu conveys the restaurant's identity and values, enhancing the overall dining experience.
 11. *Ease of Ordering*: Clear descriptions and organized sections make ordering straightforward and efficient.
 12. *Creating a Memorable Experience*: The menu is integral to the dining experience, aiming to leave customers satisfied and eager to return.
 13. *Boosting Sales*: Strategically designed to encourage additional purchases such as drinks and desserts.
 14. *Supporting Sustainability*: Highlights the use of local and seasonal ingredients, demonstrating a commitment to quality and the environment.
 15. *Adaptability to Trends*: Keeps up with evolving food trends to maintain customer interest.
 16. *Building Loyalty*: A well-crafted menu can foster repeat visits and long-term customer loyalty.

By systematically enhancing these aspects of the menu, restaurants in Delhi (NCR) seeks to create an unparalleled dining experience that not only satisfies but also captivates customers, encouraging them to return time and again. This study will provide a detailed roadmap for achieving these goals, ultimately helping restaurants in Delhi (NCR) maintain its competitive edge in the bustling restaurant industry.

II. LITERATURE REVIEW

Menu design is a critical component in various settings, including restaurants and digital interfaces on

computers and cell phones. This literature review explores how effective menu design influences consumer behavior, purchase decisions, and overall satisfaction. The studies reviewed provide insights into the psychological, practical, and strategic aspects of menu design, emphasizing the need for continuous improvement to meet evolving consumer demands and technological advancements.

a) *Menu Design for Computers and Cell Phones: Julie Jacko (2011)*

Julie Jacko's (2011) analysis of menu design for computers and cell phones highlights the significance of intuitive and user-friendly interfaces in enhancing user experience. As reliance on digital devices grows, so do the expectations for efficient and aesthetically pleasing menu layouts. Jacko emphasizes that the appearance and usability of menus are paramount in making digital interactions seamless.

The strengths of current menu designs lie in their ability to organize information effectively and facilitate quick access to desired features. However, there are areas for improvement, such as the need for more adaptive designs that cater to various screen sizes and resolutions. Jacko suggests that developers and designers should focus on creating menus that are not only visually appealing but also highly functional. Recommendations include incorporating feedback mechanisms, simplifying navigation, and ensuring consistency across different devices.

By continuously updating and enhancing menu designs, developers can create more intuitive and accessible digital environments. This approach not only improves user satisfaction but also encourages frequent and prolonged use of digital devices.

b) *Understanding Menu Psychology: Dennis Reynolds, Edward A. Merritt, and Sarah Pinckney*

The study by Dennis Reynolds, Edward A. Merritt, and Sarah Pinckney delves into the psychology of menu design and its impact on consumer response. Menu psychology examines how elements such as layout, content, and pricing influence diners' choices. The researchers used empirical tests and data analysis to uncover the deliberate strategies employed in menu design to steer consumer behavior.

Key findings indicate that menu designers use strategic placement of dishes, compelling descriptions, and pricing tactics to influence customer decisions. For example, high-profit items are often placed in prominent positions to catch the eye, and descriptive language is used to enhance the appeal of certain dishes. Understanding these psychological cues helps in recognizing how restaurants subtly guide customers towards specific choices.

The study's insights are valuable for both restaurateurs and consumers. Restaurateurs can leverage these findings to optimize their menus for

better sales and customer satisfaction, while consumers gain awareness of the subtle influences at play during their dining experience.

c) *The Effect of Menu Design on Customer Purchase Intention: A Case Study of 'Waroeng Mas Kemal' Restaurant: Mas Kemal Rausyan Fikri and Ahmad Seiichi Ramadhan (2011)*

Fikri and Ramadhan's (2011) case study on 'Waroeng Mas Kemal' restaurant investigates how menu design affects customer purchase intentions. This study underscores that menus are powerful tools for influencing consumer choices, extending beyond mere listings of available dishes.

Through detailed analysis, the researchers identified key elements such as design, copy, and pricing that significantly impact consumer decisions. Effective menu design at 'Waroeng Mas Kemal' was found to enhance customer engagement and satisfaction, leading to increased patronage. The strategic use of visual elements, persuasive descriptions, and optimal pricing played crucial roles in this outcome.

The study concludes that well-designed menus can attract and retain customers, providing valuable lessons for the broader hospitality sector. By adopting similar tactics, restaurants can enhance their operational efficiency and customer loyalty.

d) *Restaurant Menu Re-design as a Facilitator of More Responsible Consumer Choice: Viachaslau Filimonau, Christian Lemmer, and David Marshall*

Filimonau, Lemmer, and Marshall's study explores how menu redesign can promote more responsible consumer choices. This research focuses on how minor adjustments to menu design can encourage customers to opt for healthier and more sustainable options.

The study involved actual cases and tests to demonstrate how menu modifications could steer customers towards better choices. Techniques such as highlighting sustainable ingredients, providing nutritional information, and positioning healthier options more prominently were found to be effective.

The goal of this research is to show that menus are not just tools for listing food options but can also influence consumer behavior towards more responsible dining. By adopting these practices, restaurants can contribute to public health and environmental sustainability while maintaining customer satisfaction.

e) *Conclusion*

The literature reviewed underscores the multifaceted role of menu design in shaping consumer behavior across different contexts. Whether it is in digital interfaces or restaurant settings, effective menu design enhances user experience, influences purchase decisions, and promotes responsible consumption.

Julie Jacko's analysis emphasizes the need for intuitive and functional menu designs on digital devices. Dennis Reynolds, Edward A. Merritt, and Sarah Pinckney's study on menu psychology reveals the strategic elements that guide consumer choices in restaurants. Fikri and Ramadhan's case study demonstrates how effective menu design can boost customer engagement and sales. Finally, Filimonau, Lemmer, and Marshall's research highlights the potential of menu redesign to encourage healthier and more sustainable eating habits.

Collectively, these studies provide valuable insights for developers, designers, and restaurateurs aiming to optimize menu design for improved consumer satisfaction and responsible consumption. Continuous innovation and adaptation in menu design are essential to meet the evolving needs and preferences of consumers in an increasingly digital and health-conscious world.

Objectives of the Study

- To comprehend the utilization of the newest technologies used in the menu design.
- To assess customer feedback about menu design.
- To comprehend the adjustments and modifications made to the menu process.

III. RESEARCH METHODOLOGY

This study employs a survey approach to gather up-to-date data, utilizing both primary and secondary sources in a descriptive manner. The methodology encompasses various components including the research approach, data collection methods, sample selection, research process, data analysis, ethical considerations, and research limitations.

a) *Research Approach and Data Collection*

Primary Data Source: Primary data is collected through a push-shaped questionnaire approach, which involves distributing questionnaires to guests at Restaurants in Delhi (NCR). This method captures personal characteristics, thought patterns, expertise, discoveries, and recommendations. The primary data collection tools include:

- *Interviews:* Conducted with restaurant staff and management to gain insights into operational aspects and customer service.
- *Questionnaires:* Distributed to customers to understand their preferences, satisfaction levels, and expectations.
- *Surveys:* Used to collect data on dining habits, menu preferences, and customer experiences.

Secondary Data Source: Secondary data is gathered from various existing sources to provide a comprehensive understanding of the restaurant sector's history, present status, and future possibilities. These sources include:

- *Websites*: Information from industry-related websites and restaurant reviews.
- *Books*: Literature on restaurant management, menu design, and customer behavior.
- *Magazines*: Articles from culinary and hospitality magazines.
- *Articles*: Research papers and articles providing theoretical and practical insights.

b) *Sample Selection and Research Process*

The sample selection involves a diverse group of customers from Restaurant Delhi (NCR), ensuring a representative mix of demographics. The research process includes:

1. *Designing the Questionnaire*: Crafting questions that capture essential information about customer preferences and satisfaction.
2. *Distributing the Questionnaire*: Employing both physical and digital means to reach a broad audience.
3. *Conducting Interviews*: Engaging with restaurant staff and management for qualitative insights.
4. *Analyzing Secondary Data*: Reviewing existing literature and online sources to contextualize findings.

c) *Data Analysis*

The collected data will be analyzed using quantitative methods to identify patterns and trends. Statistical tools will be employed to evaluate customer preferences, satisfaction levels, and the effectiveness of the current menu design. The findings from primary data will be compared with secondary data to provide a comprehensive analysis.

d) *Ethical Considerations*

The research adheres to ethical guidelines by ensuring the confidentiality and anonymity of participants. Informed consent is obtained from all respondents, and the data is used solely for academic purposes. Participants are informed of their right to withdraw from the study at any time.

e) *Research Limitations*

Potential limitations of the study include response biases in the questionnaire and the representativeness of the sample. Additionally, the reliance on secondary data may introduce limitations related to the accuracy and timeliness of the information.

By combining primary and secondary data, this study aims to provide a detailed understanding of customer preferences and effective menu design strategies for Restaurant Delhi (NCR), ultimately contributing to enhanced customer satisfaction and business success.

IV. CONCLUSION

In conclusion, our study explored various strategies to enhance the dining experience at restaurants in Delhi (NCR) through thoughtful menu improvements. Our findings underscore the significant impact that menu design and content have on customer choices and satisfaction.

- *Visual Appeal and Menu Placement*: Firstly, the aesthetics and organization of the menu play a crucial role in influencing customer orders. By strategically arranging items and using appealing descriptions, Restaurant can guide customers towards dishes they will enjoy the most. Effective menu placement not only enhances the dining experience but also promotes higher-margin items, ultimately benefiting the restaurant's profitability.
- *Variety and Inclusivity*: Offering a diverse range of options, including vegetarian and gluten-free dishes, broadens the restaurant's appeal. This inclusivity ensures that more customers find something they like, catering to various dietary preferences and restrictions. Additionally, incorporating seasonal and locally sourced ingredients can make the menu more dynamic and unique, enticing customers with fresh and interesting choices.
- *Strategic Pricing*: Our study also highlights the importance of strategic pricing. While offering affordable options is essential for attracting a broad customer base, including a few premium-priced items can elevate the restaurant's perceived value. Special dishes and occasional promotions can make the restaurant feel exclusive without alienating budget-conscious diners. By balancing cost-effective choices with high-value offerings, Restaurant can enhance its uniqueness and appeal.
- *Descriptive Language and Transparency*: The language used on the menu significantly affects customers' perceptions and expectations. Clear, vivid descriptions help customers visualize the flavors and quality of the dishes, increasing their anticipation and satisfaction. Transparency regarding ingredient sourcing and preparation methods builds trust, particularly among health-conscious diners. Honest and detailed descriptions foster a connection with customers who value authenticity and ethical practices.
- *Feedback and Adaptation*: An ongoing commitment to improvement is crucial for staying relevant in the competitive restaurant industry. Continuously monitoring menu performance and being receptive to customer feedback enables Restaurant to adapt and innovate. Regularly updating the menu based on customer preferences and emerging food trends keeps the dining experience fresh and exciting. By embracing change and incorporating customer

insights, restaurants in Delhi (NCR) can maintain a competitive edge and ensure long-term success.

- *Creating Memorable Experiences:* Ultimately, the goal is to transform dining at Restaurant into a memorable experience. By being creative with the menu and aiming for excellence, the restaurant can become a destination where people not only enjoy delicious food but also create lasting memories. A well-designed menu that reflects customer desires and values contributes significantly to this goal, fostering loyalty and encouraging repeat visits.

In summary, our study reveals that thoughtful menu design, inclusive options, strategic pricing, effective communication, and a commitment to continuous improvement are key to enhancing the dining experience at restaurants in Delhi (NCR). By implementing these strategies, the restaurants can attract a diverse customer base, increase satisfaction, and build a reputation as a place where great food and memorable experiences come together.

REFERENCES RÉFÉRENCES REFERENCIAS

1. Kim, K., Jacko, J., & Salvendy, G. (2011). Menu design for computers and cell phones: Review and reappraisal. *Intl. Journal of Human-Computer Interaction*, 27 (4), 383-404.
2. Reynolds, D., Merritt, E. A., & Pinckney, S. (2005). Understanding menu psychology: An empirical investigation of menu design and consumer response. *International Journal of Hospitality & Tourism Administration*, 6 (1), 1-9.
3. Fikri, M. K. R., & Ramadhan, A. S. (2011). The Effect of Menu Design on Customer Purchase Intention: A Case Study of 'Waroeng Mas Kemal' Restaurant. *Journal of Business Strategy and Execution*, 3 (2), 137-153.
4. Filimonau, V., Lemmer, C., Marshall, D., & Bejjani, G. (2017). Restaurant menu re-design as a facilitator of more responsible consumer choice: An exploratory and preliminary study. *Journal of Hospitality and Tourism Management*, 33, 73-81.
5. Pavesic, D. (2005). The psychology of menu design: Reinvent your 'silent sales person' to increase check averages and guest loyalty.



This page is intentionally left blank





GLOBAL JOURNAL OF MANAGEMENT AND BUSINESS RESEARCH: F
HOSPITALITY, EVENT & TOURISM MANAGEMENT
Volume 24 Issue 2 Version 1.0 Year 2024
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

A Study on Impact of Food and Beverage Quality towards Customer Satisfaction and Customer Retention

Moin Ahmad Siddique, Dr. Monalisha Dash & Prof. (Dr.) Rajiv Mishra

Galgotias University

Abstract- This study adds to our expanding understanding of the connection between brand image, customer satisfaction, and loyalty. Academics studying hospitality management as well as professionals in the field find this to be very important. In the hotel sector, research has been done to find out how client loyalty is related to aspects of customer satisfaction and image. The purpose of this study is to find out what customers think about the quality of food and service at any restaurant at a five-star hotel, as well as how these two factors relate to one other. Managers need to focus on keeping their current clientele by putting in place efficient customer satisfaction and loyalty programs if they want to flourish in the market. Gaining new clients is not enough. In the hotel business, customer satisfaction is largely determined by the caliber of the staff. When clients are happy, there may be an increase in their loyalty. It is imperative to consider the significance of hotel attributes to guests during the selecting process. the process of providing clients with value, managing and anticipating their expectations, and proving that you can and will fulfill their requests. Customer contentment and service quality: the level of each service provided and the hotel's overall rating for customer satisfaction. Customers' expectations are based on prior experiences, but their views are dependent on the actual service they receive.

Keywords: *guest satisfaction, guest retention, hospitality industry.*

GJMBR-F Classification: LCC Code: TX911.3.C8

Strictly as per the compliance and regulations of:



RESEARCH | DIVERSITY | ETHICS

© 2024. Moin Ahmad Siddique, Dr. Monalisha Dash & Prof. (Dr.) Rajiv Mishra. This research/review article is distributed under the terms of the Attribution-NonCommercial-NoDerivatives 4.0 International (CC BYNCND 4.0). You must give appropriate credit to authors and reference this article if parts of the article are reproduced in any manner. Applicable licensing terms are at <https://creativecommons.org/licenses/by-nc-nd/4.0/>.

A Study on Impact of Food and Beverage Quality towards Customer Satisfaction and Customer Retention

Moin Ahmad Siddique ^α, Dr. Monalisha Dash ^σ & Prof. (Dr.) Rajiv Mishra ^ρ

Abstract- This study adds to our expanding understanding of the connection between brand image, customer satisfaction, and loyalty. Academics studying hospitality management as well as professionals in the field find this to be very important. In the hotel sector, research has been done to find out how client loyalty is related to aspects of customer satisfaction and image. The purpose of this study is to find out what customers think about the quality of food and service at any restaurant at a five-star hotel, as well as how these two factors relate to one other. Managers need to focus on keeping their current clientele by putting in place efficient customer satisfaction and loyalty programs if they want to flourish in the market. Gaining new clients is not enough. In the hotel business, customer satisfaction is largely determined by the caliber of the staff. When clients are happy, there may be an increase in their loyalty. It is imperative to consider the significance of hotel attributes to guests during the selecting process. the process of providing clients with value, managing and anticipating their expectations, and proving that you can and will fulfill their requests. Customer contentment and service quality: the level of each service provided and the hotel's overall rating for customer satisfaction. Customers' expectations are based on prior experiences, but their views are dependent on the actual service they receive. The claims are represented by service quality determinants, dimensions, or variables. Effects of trust: Customer loyalty is impacted by satisfaction and excellent service. This research endeavors to comprehend the correlation between hotel image and the satisfaction and loyalty of its patrons. Due to the intense competition in the service sector, companies place a higher priority on long-term profitability and service quality. Companies should assess their client satisfaction and loyalty efforts on a regular basis. The level of satisfaction among clients. Giving customers a great experience is harder and harder as expectations rise. They have to deal with the evolving and expanding nature of travel technology throughout this time, as well as the perceptive and resourceful opinions that customers and travelers have of their businesses. As a result, hotels need to model their guests' actions. a rise in consumer happiness while maintaining long-term profitability and sustainability. This descriptive study examines the effects of CRM strategies on

customer satisfaction in the hotel industry. The relationship between customer satisfaction and hotel industry initiatives for client loyalty and retention is also examined in this study.

Keywords: *guest satisfaction, guest retention, hospitality industry.*

I. INTRODUCTION

In the hospitality sector, maintaining performance and profitability depends critically on customer retention and satisfaction. The caliber of food and drinks that businesses serve is one of the many variables that affect patron experience. In order to offer insights that can help businesses improve their offers and cultivate long-term client loyalty, this study explores the complex relationship between food and beverage quality, customer satisfaction, and customer retention. In the service sector, especially in the hotel industry, client happiness is the foundation of economic success. Customers who are happy with a business have a higher tendency to be devoted, make repeat purchases, and recommend it to others. Furthermore, it is more economical to keep current clients than to get new ones, thus maintaining current ones is crucial for companies looking to grow sustainably and profitably. The total eating experience is greatly impacted by the quality of the food and beverages, which in turn affects customer happiness and retention. Customers are looking for culinary experiences that entice their taste senses, arouse emotions, and create lasting impressions, going beyond simply meeting fundamental needs. The perceived value of food and beverages is influenced by various factors such as the quality of ingredients, preparation techniques, presentation, and flavor, which in turn influence customers' attitudes and actions. When it comes to food and drink, quality is a complex concept that includes elements like flavor, freshness, presentation, nutritional content, and authenticity. It goes beyond only the ingredients to include the cooking methods used, the inventiveness of the menu, and the regularity of the preparation. Furthermore, in a time when health and sustainability concerns are on the rise, elements like sourcing policies and menu transparency have become recognized as extra aspects of quality that companies need to focus on. Food and beverage quality is a major factor in long-term consumer retention, even beyond instant gratification. In the fiercely

Author α: Researcher, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.

e-mail: moin.20GSOH1020024@galgotiasuniversity.edu.in

Author σ: Associate Professor, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.

e-mail: monalisha.dash@galgotiasuniversity.edu.in

Author ρ: Dean & Professor, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.

e-mail: dean.soh@galgotiasuniversity.edu.in

competitive market of today, when consumers have an abundance of options at their disposal, companies have to put in a lot of effort to foster customer loyalty. A steady dedication to quality in food products creates a feeling of trust and dependability, which encourages consumers to become brand evangelists and return customers. Positive eating experiences also leave a lasting impression, which enhances the emotional bond between patrons and the restaurant. By embracing current trends like plant-based eating, artisanal crafting, and farm-to-table sourcing, restaurants may establish a niche and draw in discerning clientele looking for distinctive dining experiences.

The Objective of the Study

- To determine the main elements affecting consumer satisfaction with regard to the quality of food and beverages
- To Investigate how different aspects of food quality influence customer satisfaction.
- To investigate the connection between client loyalty and the quality of food and beverages.
- To find out how opinions about the quality of food and beverages are affected by reviews and feedback from customers.

II. LITERATURE REVIEW

- ❖ As mention by Kandampully, J., & Suhartanto, D. (2000). An organization's ability to retain customers has been found to be the main factor in its success. This study adds to our understanding of the relationship between consumer satisfaction, loyalty, and image. This is of great interest to academics as well as industry practitioners in the subject of hospitality management. The aim of this research is to investigate the potential positive correlation between patron loyalty and characteristics of the hotel industry's reputation and customer satisfaction level. Customer satisfaction with housekeeping, reception, food and beverage, and pricing performance is positively correlated with hotel image and customer loyalty, according to data collected from chain hotels.
- ❖ As mention by El-Adly, M. I. (2019). It was subsequently discovered that five of these seven dimensions—namely, the hedonic, pricing, quality, transaction, and self-gratification—had a considerable positive direct impact on customer loyalty and/or customer satisfaction. It was discovered that neither customer happiness nor customer loyalty was significantly impacted positively by two aspects of hotel perceived value: status and aesthetics. Furthermore, it was found that four hotel perceived value characteristics (hedonic, pricing, quality, and transaction) had a significant positive indirect effect on customer loyalty, with customer satisfaction serving as a mediator. Similarly, the food and beverages that guests at five-star hotels are served are not only vitamin-enriched and enhanced, but they are also carefully prepared hygienically to satisfy a diverse variety of customers.
- ❖ As mention by Nam, J., Ekinci, Y., & Whyatt, G. (2011). Customer satisfaction, brand loyalty, and brand equity. *Journal of Travel Studies*. Although there has been prior research on the relationship between loyalty and customer satisfaction, little has been done to examine how consumer satisfaction influences the relationship between brand equity and loyalty. developed and assessed a theoretical framework that clarifies the origins and consequences of guest pleasure in the hotel industry. They show how customer satisfaction acts as a mediator in the relationship between return intentions and the two components of service evaluation—self-congruence and service quality. The study is significant because it shows how optimal self-congruence and high-quality service are predecessors to customer satisfaction, which they suggest is a key element in predicting the probability that a client would come back. Nevertheless, their study only examines self-concept, which is one aspect of symbolic consumption in the context of hospitality services.
- ❖ As mention by Hu, H. H., Kandampully, J., & Juwaheer, T. D. (2009). Customer satisfaction is merely the baseline in today's fiercely competitive market; it might not be enough to ensure survival. By raising consumer perceptions of value and improving customer views of service quality, management should concentrate on winning over loyal customers. Understanding the specific nature of the linkages between service quality, satisfaction, perceived value, and image and how they impact consumer behavior is crucial, even though the importance of these dimensions has been covered in previous studies. The purpose of this empirical study is to understand the relationships that exist between perceived value and service quality and how these relationships impact brand perception, customer satisfaction, and behavioral intentions. Offering first-rate customer service and boosting customer value are feasible results of the recommended strategy.
- ❖ As mention by Suksutdhi, T. (2014). Hotel guests' mental and physical needs must be met by food and beverage services, who must make them feel happy and satisfied while they are eating. This lends credence to the notion that customer expectations and perceptions serve as a good predictor of high-quality service and that customer expectations serve

as an indicator when developing a service strategy the hotel management considers client behavior to be the most crucial aspect in hotel services. Customer expectations include promptness, attentiveness, cleanliness, special promotion, food and drink, courteous service, downtown location, convenience, quick service, and positive perceptions. The hotel industry is a business that offers a variety of services to travelers, including lodging and food and drink for both leisure and commercial purposes. It includes services, accommodations, food, and drinks according on the needs of the guests with a benefit back to the hotel.

III. RESEARCH METHODOLOGY

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

IV. FINDING & CONCLUSION

As per the graph below 50% yes, customers cultural preference influence perception of quality 27.3% no, customers perceive quality universally 16.7% no, cultural differences do not influence perception of quality 6% yes, but only within the same country but most of people follow difference types of culture they loves our culture so because customer perception about food and beverage quality .

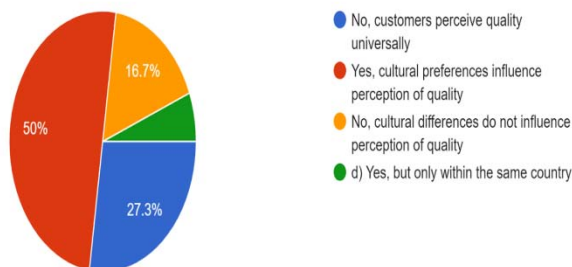


Image- 1

In conclusion, the study underscores the critical importance of food and beverage quality in driving

customer satisfaction and retention within the hospitality industry. By prioritizing excellence in culinary offerings, businesses can differentiate themselves in a crowded marketplace, cultivate loyal patrons, and sustain long-term success. Moving forward, it is imperative for hospitality establishments to embrace a customer-centric approach, continually innovate, and uphold uncompromising standards of quality to secure a competitive edge and foster enduring relationships with their patrons. Through strategic investments in quality, innovation, and employee development, businesses can position themselves as industry leaders and thrive in an ever-evolving market environment. By prioritizing quality, innovation, and customer engagement, businesses can differentiate themselves in a competitive market landscape, cultivate loyal patrons, and sustain long-term success. Moving forward, it is imperative for hospitality businesses to embrace a customer-centric approach, continually innovate, and uphold uncompromising standards of quality to secure a competitive edge and foster enduring relationships with their patrons. Through strategic investments in quality, innovation, and employee development, businesses can position themselves as industry leaders and thrive in an ever-evolving market environment. As evidenced by empirical research and industry practices, superior food and beverage experiences are pivotal in fostering customer satisfaction, loyalty, and advocacy. Businesses that prioritize quality and consistently exceed customer expectations are poised to thrive in today's competitive market landscape. Moving forward, it is imperative for businesses to embrace a customer-centric approach, continually innovate, and uphold uncompromising standards of quality to secure a sustainable competitive edge in the dynamic hospitality industry. By doing so, they can forge enduring relationships with their patrons and chart a path towards long-term success and prosperity. It's also critical to remember that customer preferences might change over time and that the hospitality industry is a dynamic one. Because of this, lodging establishments in the Delhi-NCR area ought to monitor evolving trends and visitor requirements and make any required adjustments. All things considered, this study is a helpful resource for hotels trying to improve guest happiness and, consequently, their level of overall competitiveness in this fast-paced and competitive sector. The importance of technology in influencing customer happiness was also emphasized in the research. The use of online platforms for booking and communication has increased guest expectations regarding the efficiency and ease of these processes. Hotels that use technology to streamline guest communications, check-in, and check-out are likely to have happier patrons. By keeping in mind these aspects, hotels can not only fulfil but also surpass their guests' expectations, resulting in higher levels of customer satisfaction, the possibility of return business,



and favourable evaluations, all of which are priceless in the age of online feedback. However, the survey also discovered that pricing and value for money were significant predictors of happiness, particularly for visitors to the Delhi-NCR region, where budget-conscious tourists are common. Customers were more likely to express greater levels of pleasure when they felt they got good value for their money. By considering these factors, hotels can not only meet but also exceed their visitors' expectations, which leads to increased customer satisfaction, the potential for repeat business, and positive reviews- all of which are invaluable in the era of internet reviews. But the survey also found that, especially for tourists visiting the Delhi-NCR region, where budget-conscious travel is widespread, pricing and value for money were major predictors of enjoyment. When customers believed they received good value for their money, they were more likely to report higher levels of satisfaction. This implies that hotels should strike a balance between charging competitive rates and providing excellent services to ensure that guests feel like they are getting a fair value for their money.

REFERENCES RÉFÉRENCES REFERENCIAS

1. Kandampully, J., & Suhartanto, D. (2000). Customer loyalty in the hotel industry: the role of customer satisfaction and image. *International journal of contemporary hospitality management*, 12 (6), 346-351.
2. El-Adly, M. I. (2019). Modelling the relationship between hotel perceived value, customer satisfaction, and customer loyalty. *Journal of Retailing and Consumer Services*, 50, 322-332.
3. Nam, J., Ekinci, Y., & Whyatt, G. (2011). Brand equity, brand loyalty and consumer satisfaction. *Annals of tourism Research*, 38 (3), 1009-1030. Brand equity, brand loyalty and consumer satisfaction. *Annals of tourism Research*, 38 (3), 1009-1030.
4. Hu, H. H., Kandampully, J., & Juwaheer, T. D. (2009). Relationships and impacts of service quality, perceived value, customer satisfaction, and image: an empirical study. *The service industries journal*, 29 (2), 111-125.
5. Suksutdhi, T. (2014). Quality Service Standard of Food and Beverage Service Staff in Hotel. *International Journal of Humanities and Social Sciences*, 8 (6), 1771-1773.



GLOBAL JOURNAL OF MANAGEMENT AND BUSINESS RESEARCH: F
HOSPITALITY, EVENT & TOURISM MANAGEMENT
Volume 24 Issue 2 Version 1.0 Year 2024
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

A Case Study on the Factors Affecting the Employee Retention Ratio in Front Office

Naman Arya, Jyoti & Prof. (Dr.) Rajiv Mishra

Galgotias University

Abstract- This assessment aims to raise awareness of "A Contextual analysis ON THE Variables Influencing THE Worker Maintenance Proportion IN FRONT OFFICE." Providing guidance for delegate support involves essential activities that maintain workers' energy and concentration, enabling them to continue being fully utilized and important to the organization. Ultimately, a comprehensive labor maintenance program should play a fundamental role in luring and retaining important delegates and reducing turnover and related expenses. They improve an affiliation's overall business execution and productivity. Hiring, training, and organizing a replacement worker of comparable caliber is less effective than managing a competent delegate. Agent support programs revolve around the delegation of work satisfaction and responsibility aspects. It is obvious how important it is to keep an eye out for these things, but really doing so takes time, so these are usually duties best left for another day. However, even with a decrease in turnover and specialist-related problems, the long-term benefits of concentrating on delegate support in terms of productivity, agent soul, and type of work make the effort both pricey and time-consuming. Fundamentally, associations that regulate for laborer support will be able to identify and encourage delegates who are genuinely interested in joining the association and contributing to its general success.

Keywords: *retention, front office, employees, affecting, hotel business.*

GJMBR-F Classification: *LCC Code: HD4909*



ACASESTUDYONTHEFACTORS AFFECTINGTHEEMPLOYEE RETENTIONRATIO INFRONTOFFICE

Strictly as per the compliance and regulations of:



© 2024. Naman Arya, Jyoti & Prof. (Dr.) Rajiv Mishra. This research/review article is distributed under the terms of the Attribution-NonCommercial-NoDerivatives 4.0 International (CC BYNCND 4.0). You must give appropriate credit to authors and reference this article if parts of the article are reproduced in any manner. Applicable licensing terms are at <https://creativecommons.org/licenses/by-nc-nd/4.0/>.

A Case Study on the Factors Affecting the Employee Retention Ratio in Front Office

Naman Arya ^α, Jyoti ^σ & Prof. (Dr.) Rajiv Mishra ^ρ

Abstract- This assessment aims to raise awareness of "A Contextual analysis ON THE Variables Influencing THE Worker Maintenance Proportion IN FRONT OFFICE." Providing guidance for delegate support involves essential activities that maintain workers' energy and concentration, enabling them to continue being fully utilized and important to the organization. Ultimately, a comprehensive labor maintenance program should play a fundamental role in luring and retaining important delegates and reducing turnover and related expenses. They improve an affiliation's overall business execution and productivity. Hiring, training, and organizing a replacement worker of comparable caliber is less effective than managing a competent delegate. Agent support programs revolve around the delegation of work satisfaction and responsibility aspects. It is obvious how important it is to keep an eye out for these things, but really doing so takes time, so these are usually duties best left for another day. However, even with a decrease in turnover and specialist-related problems, the long-term benefits of concentrating on delegate support in terms of productivity, agent soul, and type of work make the effort both pricey and time-consuming. Fundamentally, associations that regulate for laborer support will be able to identify and encourage delegates who are genuinely interested in joining the association and contributing to its general success.

Keywords: retention, front office, employees, affecting, hotel business.

I. INTRODUCTION

It has been perceived that people are a colossal wellspring of high ground affiliations embrace different techniques and procedure to hold their skilled delegates for a really long time. As needs be, agent upkeep has emerged as one of the basic drivers for progressive accomplishment, close by diminishing futile expenses and dealing with delegates' motivation and capacities. Laborer upkeep, on the other hand, has been recognized perhaps of the best test in the 21st hundred years, particularly in the neighborliness business. Since the amiability business is reliably dealing with the issue of moving a workforce, support is an advancing and consistently creating

Author α: Researcher, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.

e-mail: naman.arya20gsoh1020027@galgotiasuniversity.edu.in

Author σ: Associate Professor, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.

e-mail: jyoti@galgotiasuniversity.edu.in

Author ρ: Dean & Professor, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.

e-mail: dean.soh@galgotiasuniversity.edu.in

undertaking to keep its capable staff It is proposed that normal and social practices in the neighborliness business contribute considerably more to fixing up the HR works out, especially concerning holding the delegates. Through practical HR, the benevolence business can all the more probable area its delegates issues and their work concerns, which finally help them with cultivating an elevating viewpoint and a strong obligation towards longer excess. It is typical that in the accompanying 10 years, the amiability business will stretch out to around 72 million work potential open doors The kind disposition business, as such, found a most impressive and overall creating industry, expects an enormous part in the money related and social development. Moreover, it is an immense part in supporting financial improvement by attracting extraordinary numerous new visitors yearly. The marvelous headway of this industry is essential for the advancement of the monetary prosperity, since it's strength set out remarkable business open entryways and attract new interest into the country. Research shows that human resource the board is maybe of the super legitimate capacity that influences specialist support. Affiliations that don't focus in on their human resource practices will undoubtedly lose their skilled and arranged delegates, along these lines they bear twice cost by ideals of money related and utilitarian deficiency. Human resource the chiefs rehearses like compensation the board, enrollment and decision, getting ready and headway, execution assessment and the leaders, and benefits association shape agents' overall inclusion with an affiliation. Human resource practices that add to specialist advancement and improvement increase agent support. Also, strong human resource the leaders' practices not simply ensure the best capacities, limits, and data on specialists yet likewise delegate motivation.

Objective

- To study about challenges faced by front office department.
- To study about impact of factors affecting the employee retention ratio in front office in hotel industry.

II. SIGNIFICANCE OF THE STUDY

The amiability business continues to contribute measures of energy to stay aware of proper staffing

levels, issues associating with holding laborers continue to surface. Nearby the challenges, there are a movement of business open entryways in the friendliness business. Of these, laborer support is maybe of the most mentioning challenge all around the planet. The assessment highlighted that the friendliness business is encountering inconvenience in staying aware of the amicability between the natural market of HR. Agent turnover is exorbitant, as it addresses around 40% of outright expenses. To control work expenses or work costs, this industry needs to hold its agents.

III. LITERATURE REVIEW

As per Harish Kumar Padmanabhan 2016 Worker Maintenance has turned into a major question in the present worldwide market situation. The maintenance of worker relies upon both substantial and elusive variable that decides the degree of occupation fulfillment. The cordiality business generally faces a significant misfortune on maintenance of gifted and talented representative because of different variables. (G.P Pasian 2014), Labor supply arranging should be arranged by conducting movement studies, time studies or applying information examination relying demand of labor force, change stage to conquer excessive staff churn, absenteeism and under or overuse of personnel. (De Villiers, J.D, 2011) Enrollment and Choice:

There worker should be enlisted regarding abilities and abilities that coordinate with the gig necessities. Unfortunate investigation of gig requirements results to increment worker work (Kiruthiga.V.2015).

IV. PROBLEM STATEMENT

Research sets that holding agents, especially in the agreeableness business, is significantly troublesome due to fluctuating interest and occupation bouncing by different specialists sporadically the delegates working in the friendliness business ought to oversee visitors and clients generally on an ordinary reason, which causes pressure. Consequently, their satisfaction level may be diminished, and they may be hesitant to stay there the shortfall of advancement and improvement is highlighted as the most discussed justification for the high turnover rate from one side of the planet to the other, particularly in the agreeableness business. Research includes that the organization of the amiability business really bases on old customary procedures to hold laborers, i.e., one-way correspondence and analysis, where agents can't grant their excessively long designs to their singular chiefs and can't get info or thoughts for their calling improvement. Taking into account the 21st 100 years, such strategies are right now not convincing to lessen the laborer turnover rate.

V. RESEARCH METHODOLOGY

The main data source was a questionnaire. We can add our own insights, opinions, experiences, and suggestions to primary material. Secondary data was collected through different samples copy, internet, observation, articles, books, magazines etc.

VI. FACTORS

a) *Factors Influencing Representative's Maintenance*

Outlining on the Social Trade Hypothesis (SET), the current review plans to explore the immediate connection among preparing and advancement, workplace, and occupation fulfillment with worker maintenance. The contingent job of groundbreaking authority was likewise investigated under the Situational Administration Hypothesis (SLT). Likewise, we gathered information from 287 representatives of SMEs in northern China by utilizing a comfort examining approach, displaying a reaction pace of 57.40 percent. The Incomplete Least Square-Underlying Condition Demonstrating (PLS-SEM) examination was then rushed to test the proposed speculations. The discoveries uncovered a critical positive effect of preparing and improvement, workplace, and occupation fulfillment on worker maintenance. In any case, no directing impact of groundbreaking authority was demonstrated on their immediate relationship. This study has enhanced the writing on worker maintenance and the initiative field. To the best of the creators' information, there is no earlier proof concerning the review's incorporated relationship of the constant factors. The ramifications and impediments were at last communicated toward the finish of this composition.

Factor 1: Absence of Worker Confidence

Worker resolve is fulfilled representatives are with their work. It additionally alludes to their prosperity and viewpoint the association. At the point when representative spirit is low, it shows in the manner in which they work. They generally have a horrible demeanor and are noticeably useless in their assignments. Low representative confidence is infectious; it rapidly spreads and cuts down the efficiency of everybody around. The outcome Everybody finishes their hours only for a regularly scheduled pay-check, and the business tumbles. Resolve can be supported by saying thanks to representatives each time they definitively add to an errand and giving them enough acknowledgment. Directors can increment group holding by essentially saluting them for accomplishing targets or in any event, really trying to do as such. You could try and feel free to give them prizes, notes to say thanks, or altered clothing to carry representative assurance to an unequalled high.

Factor 2: Worker Health

As per measurements, when contrasted with the individuals who are battling, individuals who are healthy have a 35% lower turnover rate. Individuals join associations for various reasons, including position progression and monetary security. Social, people group, and actual prosperity are presently the first concerns of each and every representative. Without this, they won't hold back to secure another position. Associations can move forward and represent their workers' prosperity by making worker wellbeing programs. A few famous drives they can take for on location representatives are wellbeing centers, intuitive meetings in the workplace to help worker commitment, and so on. For representatives working from a distance from home, Off needs gives corporate gifts as Fit Piece Wellbeing and wellness smartwatches, wellness groups, and so on. On the other hand, representatives can likewise be given solid tidbits and refreshments, for example, the Beverage Wellbeing Chai Om and sound without gluten treats.

Factor 3: Remuneration

As per a review, specialists have observed that there is dependably a connection among pay and maintenance. Be that as it may, specialists are isolated on the impact it has on maintenance. For certain workers, pay is typically a deciding component in whether they will go on with the organization. As far as some might be concerned, it affects maintenance. At times, top-performing representatives are resources the association can't bear to lose. The worker might be getting advantages from his working environment. In such a situation, HR directors can offer the concerned worker higher pay as a way to hold them for a more drawn out period. It very well may be somewhat more costly for the association. In any case, in the event that the representative is a top entertainer, getting an immense piece of the income, this activity may be legitimate. Without legitimate representative maintenance procedures, your workers will definitely confront wear out. This is terrible information for any business since a high turnover straightforwardly means inflated expenses and unfortunate incomes. Focus on these top elements influencing worker maintenance; you may very well be disregarding them. Set forth amounts of energy to fix them with motivators, gifts, prizes, and acknowledgment to hold your best workers. Intentionally employing freshers is a famous practice across associations nowadays.

VII. FINDINGS AND SUGGESTIONS

People and society. A positive organizational culture or workplace should fit like your favourite pair of trousers. It should make you feel amazing, be a good fit, and be pleasant. According to a focus conducted by LinkedIn, professionals would not work for a major

corporation if it meant they would have to put up with a bad workplace culture. Given that humans are social creatures, it makes sense for representatives to have workspaces where they feel comfortable being who they are and can bring their whole self to work. Even though it may seem absurd, giving your company the chance to promote a happy workplace can free up more time for you to focus on things like productivity, dedication, creativity, and upkeep. Examine the reputations of your company then look into fantastic opportunities to strongly demonstrate those attributes to your representatives. Provide variety and thoughtful preparation, or demonstrate to representatives that you are actively listening by responding to feedback, if respect is an organizational value. If transparency is important, make it easy for delegates to access relevant records and proceed toward compromising situations with empathetic credibility. If your company promotes growth or flexibility, collaborate with representatives to establish flexible work schedules that meet individual and organizational needs. Since each person creates their own culture, investing in your family is investing in your way of life. People are social beings, as previously mentioned, and as such, they respond favorably to positive reinforcement. Researchers from Meta Learning and the College of Michigan corporate found that the highest-achieving corporate teams provided a 5.6 to 1 ratio of positive-to-negative support, or an average of 5.6 positive critique points for every one negative one. In a similar vein, the lowest performing groups received an average of 1 to 3 in terms of positive-to-negative support. This highlights how important it is to figure out how to provide employees a sense of recognition and appreciation. In actuality, acknowledging accomplishments and receiving full attention from management are important components of employee retention. When representatives receive significant benefits, have opportunities for growth, feel valued and respected, and align with the business's values and objectives, they are more likely to remain with the organization. Provide clear signs of the attributes of your company to retain your representatives.

VIII. CONCLUSION

The motivation behind the review is to adopt a strategy to examine. This has demonstrated the various efforts and activities done according to the businesses' perspective with regards to dealing with the gifted representatives this has additionally brought about a more prominent comprehension on the writing surveys on ability the board, on how this can connect with the actual directors, on how they see ability the executives and on how they by and by are overseeing them. The discoveries from this examination are influential for cordiality chiefs, HR supervisors, business pioneers, and the executives experts. The use of viable

representative maintenance methodologies might help chiefs in effectively holding workers and supporting benefit. Business pioneers ought to see representative maintenance as a difficult issue and carry out proactive activities to further develop maintenance by including chiefs who have commonality in creating viable worker maintenance procedures.

REFERENCES RÉFÉRENCES REFERENCIAS

1. Boxall, P., & Purcell, J. (2003). *Strategy and Human Resource Management*. Palgrave Macmillan, Basingstoke
2. Carlson, J. (1989). *Moments of Truth*. New York: Harper Collins
3. Crick, A. P. & Spencer, A., 2011. 'Hospitality Quality: New Directions and New Challenges'. *International Journal of Contemporary Hospitality Management*, 23 (4), pp. 463 - 478.
4. Dariman, R. Y (1990) Identifying sources of turnover cost: a segmental approach, *Journal of Marketing*, 54, 46-56
5. Deery, M., 2008. 'Talent Management, Work-Life Balance and Retention Strategies'. *International Journal of Contemporary Hospitality Management*, 2 (7), pp. 792-806.





GLOBAL JOURNAL OF MANAGEMENT AND BUSINESS RESEARCH: F
HOSPITALITY, EVENT & TOURISM MANAGEMENT
Volume 24 Issue 2 Version 1.0 Year 2024
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

A Study on the Effect of Menu Engineering on Revenue Generation in Hotel Food and Beverage Department

Nishant Chaudhary, Dr. Sidharth Srivastava & Prof. (Dr.) Rajiv Mishra
Galgotias University

Abstract- In the competitive landscape of the hospitality industry, hotel food and beverage departments continuously seek strategies to enhance revenue generation. Menu engineering, a strategic approach to designing and optimizing menus, has emerged as a prominent tool in achieving this objective. This study investigates the effect of menu engineering on revenue generation within hotel food and beverage departments. Using a mixed-methods approach, data was collected from a diverse sample of hotels spanning different regions and market segments. Quantitative analysis included examining revenue trends before and after menu engineering implementation, while qualitative insights were gathered through interviews with industry professionals to understand their perspectives on the efficacy of menu engineering strategies. Preliminary findings suggest a positive correlation between menu engineering interventions and revenue growth, with particular emphasis on menu item placement, pricing strategies, and menu design. Furthermore, qualitative analysis revealed that menu engineering not only influences revenue but also enhances guest satisfaction and operational efficiency.

Keywords: *revenue, generation strategies, guest satisfaction.*

GJMBR-F Classification: LCC Code: TX911.3.M45



A STUDY ON THE EFFECT OF MENU ENGINEERING ON REVENUE GENERATION IN HOTEL FOOD AND BEVERAGE DEPARTMENT

Strictly as per the compliance and regulations of:



© 2024, Nishant Chaudhary, Dr. Sidharth Srivastava & Prof. (Dr.) Rajiv Mishra. This research/review article is distributed under the terms of the Attribution-NonCommercial-NoDerivatives 4.0 International (CC BYNCND 4.0). You must give appropriate credit to authors and reference this article if parts of the article are reproduced in any manner. Applicable licensing terms are at <https://creativecommons.org/licenses/by-nc-nd/4.0/>.

A Study on the Effect of Menu Engineering on Revenue Generation in Hotel Food and Beverage Department

Nishant Chaudhary ^α, Dr. Sidharth Srivastava ^ο & Prof. (Dr.) Rajiv Mishra ^ρ

Abstract- In the competitive landscape of the hospitality industry, hotel food and beverage departments continuously seek strategies to enhance revenue generation. Menu engineering, a strategic approach to designing and optimizing menus, has emerged as a prominent tool in achieving this objective. This study investigates the effect of menu engineering on revenue generation within hotel food and beverage departments. Using a mixed-methods approach, data was collected from a diverse sample of hotels spanning different regions and market segments. Quantitative analysis included examining revenue trends before and after menu engineering implementation, while qualitative insights were gathered through interviews with industry professionals to understand their perspectives on the efficacy of menu engineering strategies. Preliminary findings suggest a positive correlation between menu engineering interventions and revenue growth, with particular emphasis on menu item placement, pricing strategies, and menu design. Furthermore, qualitative analysis revealed that menu engineering not only influences revenue but also enhances guest satisfaction and operational efficiency.

Keywords: revenue, generation strategies, guest satisfaction.

I. INTRODUCTION

In the ever-evolving realm of hospitality, hotel Food and Beverage (F&B) departments face multifaceted challenges in maximizing revenue while ensuring guest satisfaction and operational efficiency. These departments are pivotal to the overall success of hotels, as they significantly contribute to the guest experience and financial performance. Among the myriad of strategies employed to achieve these objectives, menu engineering has garnered significant attention as a systematic approach to menu design and optimization. Menu engineering involves a detailed analysis and strategic planning of menu layout, item placement, pricing strategies, and culinary offerings, all of which can profoundly influence guest behavior and revenue

generation within hotel F&B establishments. The importance of menu engineering lies in its potential to not only enhance profitability but also to shape guest experiences and perceptions. A well-crafted menu serves as a powerful marketing tool that can entice patrons, guide their dining choices, and ultimately drive incremental revenue. The interplay of visual appeal, descriptive language, and strategic pricing can lead to increased sales of high-margin items and an overall boost in the F&B department's financial performance. However, despite its recognized importance, empirical research exploring the direct impact of menu engineering on revenue generation within hotel F&B departments remains limited. The majority of existing studies have focused on standalone restaurants or other segments of the food service industry, leaving a gap in the literature regarding the specific context of hotels.

This study aims to address this gap by conducting a comprehensive investigation into the effect of menu engineering on revenue generation in hotel F&B departments. By employing a mixed-methods approach, which encompasses quantitative analysis of revenue trends and qualitative insights from industry professionals, this research seeks to elucidate the mechanisms through which menu engineering influences financial performance and operational outcomes. Quantitative analysis will involve examining historical sales data to identify patterns and correlations associated with menu changes, while qualitative insights will be gathered from interviews with F&B managers, chefs, and marketing specialists to understand their experiences and strategies. The significance of this study extends beyond academic contributions; it offers practical insights for F&B managers and hotel operators seeking to enhance their menu strategies and improve financial outcomes. As the hospitality industry continues to evolve, understanding the impact of menu engineering on revenue generation will provide valuable guidance for decision-makers aiming to achieve a balance between guest satisfaction and profitability. This research will contribute to the development of best practices in menu design and optimization, ultimately supporting the sustainable growth of hotel F&B departments. In conclusion, this study seeks to provide a comprehensive understanding of how menu engineering influences revenue generation within hotel

Author α: Researcher, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.

e-mail: nishant.20GSOH1010005@galgotiasuniversity.edu.in

Author ο: Associate Professor, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.

e-mail: sidharth.srivastava@galgotiasuniversity.edu.in

Author ρ: Dean & Professor, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.

e-mail: dean.soh@galgotiasuniversity.edu.in

F&B departments. By bridging the gap in existing literature and offering actionable insights, this research will support the ongoing efforts of hospitality professionals to innovate and excel in an increasingly competitive market.

II. LITERATURE REVIEW

In the highly competitive hospitality industry, hotel Food and Beverage (F&B) departments play a pivotal role in driving revenue and enhancing guest satisfaction. As such, hoteliers are constantly seeking innovative strategies to optimize their F&B offerings and maximize profitability. One such strategy that has gained prominence in recent years is menu engineering- a systematic approach to menu design and optimization aimed at influencing guest behavior and driving revenue generation.

Menu Engineering: Definition and Techniques:

Menu engineering encompasses a variety of techniques and principles, including menu layout, item placement, pricing strategies, and culinary offerings, all of which are strategically designed to entice patrons and guide their dining choices. According to Sandeep and Viniti (1982), who are credited with the foundational work on menu engineering, the technique involves a detailed analysis of menu items based on their profitability and popularity, enabling restaurateurs to make informed decisions about which items to promote, modify, or remove.

Strategic Placement of Menu Items: A key aspect of menu engineering is the strategic placement of menu items, which involves categorizing dishes based on their profitability and popularity. Studies have shown that highlighting high-profit, high-demand items through strategic placement and visual cues can significantly increase their sales and overall revenue contribution. For instance, Yang (2012) found that positioning high-margin items in prominent locations on the menu and using boxes or borders to draw attention to them can substantially boost their sales. Additionally, the use of descriptive language and imagery can further enhance the appeal of menu items, leading to higher order volumes and increased revenue per guest (Wansink, van Ittersum, & Painter, 2005).

Pricing Optimization: Pricing optimization is another critical component of menu engineering, with research indicating that subtle adjustments to menu prices can have a substantial impact on revenue and profitability. By leveraging pricing strategies such as anchoring, bundling, and tiered pricing, hoteliers can effectively influence guests' price perceptions and encourage upselling. For example, Kimes and Wirtz (2003) demonstrated that the use of psychological pricing techniques, such as setting prices just below whole numbers (e.g., \$9.99 instead of \$10.00), can enhance perceived value and increase sales. Moreover, bundling complementary items at a slight discount can

encourage guests to spend more than they initially intended, thereby driving incremental revenue without compromising guest satisfaction (Hanks, Line, & Mattila, 2016).

Menu Design and Guest Perception: Furthermore, menu design plays a crucial role in shaping guests' dining experiences and perceptions of value. Studies have shown that factors such as menu aesthetics, typography, and layout can influence guests' perception of menu items' quality and value, ultimately impacting their purchasing decisions and willingness to spend. For instance, Domenie (2019) found that menus with high-quality visuals and sophisticated typography were perceived as more upscale, leading to higher guest spending. By carefully crafting menus to reflect the hotel's brand identity and culinary ethos, hoteliers can create memorable dining experiences that drive repeat business and positive word-of-mouth referrals.

While the literature provides valuable insights into the potential benefits of menu engineering for revenue generation in hotel F&B departments, empirical research on this topic remains limited. Existing studies primarily focus on specific aspects of menu engineering, such as pricing strategies or menu design principles, rather than comprehensively examining its overall impact on revenue generation within the context of hotel F&B operations. For example, Reynolds and McClusky (2013) explored the effects of menu design on customer perceptions but did not address the broader implications for revenue. Thus, there is a clear need for empirical research that explores the direct relationship between menu engineering and revenue generation in hotel F&B departments. By employing a mixed-methods approach that combines quantitative analysis of revenue trends with qualitative insights from industry professionals, future research can provide a more holistic understanding of how menu engineering influences financial performance and operational outcomes. This comprehensive approach will help bridge the gap in existing literature and offer actionable insights for F&B managers and hotel operators aiming to enhance their menu strategies and improve financial outcomes.

Objectives of the Study

1. To examine the strategies for menu engineering strategies
2. To identify the relation between menu engineering and revenue trends.
3. To explore the mechanisms through which menu engineering influences financial performance

III. RESEARCH METHODOLOGY

The Research Methodology includes the research methods that were used during the Research Based Project. This research paper is based on both data primary and secondary information. As a gathering

of data is an important part of every research. Incorrect data gathering can have an impact on the result of the research I personally collected data from more than 50 people who were hoteliers' frequent guests of greater Noida hotels. I have made a questionnaire to better understand their perspectives. This is my primary source of collecting data. The secondary data that I used to write this research paper came from a variety of sources, including website reports, hotel brokers, newspapers, my professors, my observations, and other sources. Now other necessary secondary data have been collected from the Ministry of tourism for this paper, government reports, data also been collected from the statistical book of India and other information related to this paper has been collected from research papers published in different magazines. After gathering the related data from primary as well as secondary source data analysis takes place.

IV. RESEARCH ANALYSIS

The survey conducted among 61 residents of Delhi NCR aimed to understand various aspects of guest satisfaction, preferences, and expectations when visiting 5-star hotels in the region. The gender distribution of the survey respondents was 44.3% female and 55.7% male, ensuring that the survey results reflect diverse perspectives from both genders. The age distribution of respondents was categorized into five groups: below 20 years (21.3%), 21-30 years (57.4%), 31-40 years (minimal representation), 41-50 years (13.1%), and above 50 years (very minimal representation), indicating that the majority of the respondents were young adults aged between 21 and 30 years. When asked about the availability of front office staff, a significant majority of 68.9% of respondents were highly satisfied, while 21.3% were satisfied, with only a small fraction remaining neutral or dissatisfied. This strong positive reception indicates the effectiveness of front office services in Delhi NCR's 5-star hotels. The frequency of visits to these hotels varied, with 45.9% of people visiting once a week, 23% visiting once a month, 16.4% visiting occasionally, and 14.8% visiting very often, highlighting a high level of engagement with these establishments. Key guest expectations identified in the survey included communication, cleanliness, and comfort. A significant 73.8% of respondents strongly agreed that front office staff understands guest needs and expectations, while 13.1% agreed, and a minimal number were neutral or disagreed. The performance of front office staff significantly affects the guest experience, with 72.1% of respondents strongly agreeing that front office employees are doing their best in providing hospitality, 18% agreeing, and small percentages remaining neutral or disagreeing.

Courtesy was deemed very important by 63.9% of respondents, while 18% considered it somewhat important, and the rest were neutral or found it unimportant. Regarding the knowledge of hotel employees about the hotel and new trends, 68.9% of respondents agreed that employees know enough about the hotel, and 60.7% strongly agreed that employees are knowledgeable about new trends. Smaller percentages were neutral, disagreed, or strongly disagreed. Adherence to Standard Operating Procedures (SOPs) was rated highly, with 59% of respondents highly satisfied, 19.7% satisfied, 11.5% neutral, 8.2% dissatisfied, and 1.6% strongly dissatisfied. The quality of tasks completed by front office employees was rated excellent by 57.4%, good by 24.6%, poor by 13.1%, and very poor by 4.9%. The communication skills of front office staff were rated highly, with 57.4% of respondents feeling highly satisfied, 18% satisfied, 11.5% neutral, 9.8% dissatisfied, and a few strongly dissatisfied.

Efficient check-in and check-out processes were seen to have a positive impact on overall satisfaction, with 62.3% agreeing, 14.8% disagreeing, and 23% partially agreeing. The importance of regular training for staff was highlighted, with 39.3% strongly agreeing, 14.8% agreeing, 18% neutral, 9.8% disagreeing, and 18% strongly disagreeing. Shift preferences were seen as important for productivity, with 57.4% strongly agreeing, 14.8% agreeing, 14.8% neutral, and a small number disagreeing or strongly disagreeing. Optimized shift schedules were considered significant, with 57.4% strongly agreeing, 14.8% agreeing, 13.1% neutral, and a few disagreeing or strongly disagreeing. The role of management in coordinating between departments was rated highly, with 59% of respondents strongly satisfied, 14.8% agreeing, 11.5% neutral, 9.8% disagreeing, and a small amount strongly disagreeing. Satisfaction with front office assistance in understanding new technology was rated highly, with 55.7% of respondents highly satisfied, 18% satisfied, 13.1% neutral, and a few dissatisfied or strongly dissatisfied. The overall performance of the front office was rated positively, with 41% giving 5 stars, 41% giving 4 stars, 13.1% giving 3 stars, and 4.9% giving 2 stars. The impact of realistic guest expectations on their experience was rated highly, with 54.1% strongly agreeing, 16.4% agreeing, 13.1% neutral, 9.8% disagreeing, and a few strongly disagreeing. The overall hotel experience was rated positively, with 44.3% giving 5 stars, 37.7% giving 4 stars, 11.5% giving 3 stars, and 6.6% giving 2 stars. Regarding the appreciation of future virtual services, 70.5% of respondents were in favor of it.

Overall, the survey indicates a strong satisfaction level with the front office services in 5-star hotels in Delhi NCR. The results emphasize the importance of effective communication, courtesy, knowledge of the hotel, and adherence to SOPs in

enhancing guest satisfaction. Additionally, the survey highlights the need for regular training and optimized shift schedules to maintain high standards of service. Overall, the findings provide valuable insights for hotel management to improve their services and meet guest expectations effectively.

V. CONCLUSION

This study has provided valuable insights into the effect of menu engineering on revenue generation in hotel food and beverage (F&B) departments. Through a comprehensive analysis encompassing both quantitative examination of revenue trends and qualitative insights from industry professionals, several key findings have emerged. Firstly, the findings indicate a significant positive correlation between menu engineering interventions and revenue growth within hotel F&B departments. The implementation of menu engineering strategies, including menu layout optimization, item placement, pricing strategies, and menu design enhancements, has led to measurable improvements in revenue generation over time. This quantitative evidence underscores the effectiveness of these strategies in enhancing financial performance.

Secondly, qualitative insights from industry professionals corroborate the quantitative findings, highlighting the importance of strategic menu design and optimization in driving financial performance and operational outcomes. Menu engineering not only enhances profitability but also shapes guest experiences and perceptions, ultimately contributing to overall guest satisfaction and loyalty. Industry professionals consistently emphasize that a well-engineered menu is pivotal in guiding guest choices and enhancing the overall dining experience.

Furthermore, the study underscores the multifaceted nature of menu engineering, emphasizing the interplay between menu design elements and their impact on guest behavior and revenue generation. By strategically aligning menu offerings with guest preferences, price sensitivities, and market trends, hoteliers can effectively leverage menu engineering to maximize revenue and gain a competitive edge in the dynamic hospitality landscape. This alignment ensures that menu offerings are not only appealing but also profitable, addressing both guest satisfaction and revenue goals. Overall, the findings of this study provide empirical evidence of the efficacy of menu engineering in enhancing revenue generation within hotel F&B departments. The practical recommendations derived from this research offer actionable insights for hoteliers seeking to optimize their F&B offerings and achieve sustainable revenue growth. As the hospitality industry continues to evolve, menu engineering remains a powerful tool for driving financial performance and delivering exceptional guest experiences in hotel F&B operations. By continuously adapting and refining menu

strategies, hotels can maintain their competitive advantage and ensure long-term success in a rapidly changing market.

REFERENCES RÉFÉRENCES REFERENCIAS

1. Domenie, A. (2019). Home ordering and eating out: What determines food choices?.
2. Hanks, L., Line, N. D., & Mattila, A. S. (2016). The impact of self-service technology and the presence of others on cause-related marketing programs in restaurants. *Journal of Hospitality Marketing & Management*, 25 (5), 547-562.
3. Kimes, S. E., & Wirtz, J. (2003). Has revenue management become acceptable? Findings from an international study on the perceived fairness of rate fences. *Journal of service research*, 6 (2), 125-135.
4. Mandle, L., Shields-Estrada, A., Chaplin-Kramer, R., Mitchell, M. G., Bremer, L. L., Gourevitch, J. D., ... & Ricketts, T. H. (2021). Increasing decision relevance of ecosystem service science. *Nature Sustainability*, 4(2), 161-169.
5. Reynolds, D. R., & McClusky, K. W. (2013). *Foodservice Management Fundamentals, Study Guide*. John Wiley & Sons.
6. Sandeep, M., & Vinti, D. (2009). Application of Kasavana& Smith Menu Engineering Model to menu of a resort restaurant-A case study approach. *JOHAR*, 4(1), 41.
7. Wansink, B., Van Ittersum, K., & Painter, J. E. (2005). How descriptive food names bias sensory perceptions in restaurants. *Food quality and preference*, 16 (5), 393-400.
8. Yang, Y. (2014). *A study of hotel management financial competencies with the focus on revenue and cost management* (Master's thesis, Kent State University).



GLOBAL JOURNAL OF MANAGEMENT AND BUSINESS RESEARCH: F
HOSPITALITY, EVENT & TOURISM MANAGEMENT
Volume 24 Issue 2 Version 1.0 Year 2024
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

A Study of Specialized Facilities and Amenities Provided to Single Women Travellers in Five Star Hotels, Greater Noida

Peter Tandi, Himanshu Sharma & Prof. (Dr.) Rajiv Mishra

Galgotias University

Abstract- Hotels derive their primary revenue from guest room accommodations, making guest satisfaction and retention crucial for sustained profitability and competitiveness in the hospitality industry. This study explores the factors influencing guest preferences and satisfaction, with a particular focus on the distinct needs of female business travelers.

In today's competitive market, hotels that successfully cater to guest preferences through thematic offerings, modern designs, and unique amenities are more likely to achieve higher occupancy rates and revenue per available room. Understanding the specific demands of female business travelers is pivotal for hotel management and staff in attracting and retaining this demographic.

Key considerations for female business travelers include room size and layout, cleanliness and hygiene standards, integration of cutting-edge technology, availability of services and facilities, ventilation and air quality, as well as the quality of beds and linens. Addressing these factors comprehensively can significantly enhance the hotel experience for female business guests, contributing to increased satisfaction, repeat visits, and positive word-of-mouth referrals.

Keywords: *guest satisfaction, female business travellers, hotel amenities, room preferences.*

GJMBR-F Classification: LCC Code: TX911.3.M27



A STUDY OF SPECIALIZED FACILITIES AND AMENITIES PROVIDED TO SINGLE WOMEN TRAVELLERS IN FIVE STAR HOTELS GREATER NOIDA

Strictly as per the compliance and regulations of:



RESEARCH | DIVERSITY | ETHICS

© 2024. Peter Tandi, Himanshu Sharma & Prof. (Dr.) Rajiv Mishra. This research/review article is distributed under the terms of the Attribution-NonCommercial-NoDerivatives 4.0 International (CC BYNCND 4.0). You must give appropriate credit to authors and reference this article if parts of the article are reproduced in any manner. Applicable licensing terms are at <https://creativecommons.org/licenses/by-nc-nd/4.0/>.

A Study of Specialized Facilities and Amenities Provided to Single Women Travellers in Five Star Hotels, Greater Noida

Peter Tandi ^α, Himanshu Sharma ^ο & Prof. (Dr.) Rajiv Mishra ^ρ

Abstract- Hotels derive their primary revenue from guest room accommodations, making guest satisfaction and retention crucial for sustained profitability and competitiveness in the hospitality industry. This study explores the factors influencing guest preferences and satisfaction, with a particular focus on the distinct needs of female business travelers.

In today's competitive market, hotels that successfully cater to guest preferences through thematic offerings, modern designs, and unique amenities are more likely to achieve higher occupancy rates and revenue per available room. Understanding the specific demands of female business travelers is pivotal for hotel management and staff in attracting and retaining this demographic.

Key considerations for female business travelers include room size and layout, cleanliness and hygiene standards, integration of cutting-edge technology, availability of services and facilities, ventilation and air quality, as well as the quality of beds and linens. Addressing these factors comprehensively can significantly enhance the hotel experience for female business guests, contributing to increased satisfaction, repeat visits, and positive word-of-mouth referrals.

By prioritizing these aspects and tailoring their offerings to meet the evolving preferences of female business travelers, hotels can enhance their competitiveness, attract a loyal clientele, and ultimately achieve sustained growth and profitability in the dynamic hospitality market.

Keywords: *guest satisfaction, female business travellers, hotel amenities, room preferences.*

I. INTRODUCTION

The landscape of travel and hospitality is evolving, reflecting broader societal changes where the role and participation of women in various professional fields are becoming increasingly prominent. Particularly in India, the emergence of single women travelers (SWTs) as a distinct demographic within the hospitality sector underscores a significant shift in travel patterns and preferences. This segment, comprising women traveling alone for business or leisure, has garnered

Author α: Researcher, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.

e-mail: peter.21GSOH1010041@galgotiasuniversity.edu.in

Author ο: Professor, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.

e-mail: himanshu.sharma@galgotiasuniversity.edu.in

Author ρ: Dean & Professor, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.

e-mail: dean.soh@galgotiasuniversity.edu.in

attention not only for its rapid growth but also for the unique needs and expectations it brings to the forefront of hotel management strategies.

Historically, India has faced challenges in terms of women's safety, leading to concerns both domestically and internationally. Hotels, recognizing the imperative of providing safe, secure, and comfortable environments, have responded by tailoring their services to meet the specific requirements of single women travelers. This proactive approach not only enhances the guest experience but also addresses crucial aspects of safety and peace of mind, which are paramount for this demographic.

In recent years, the corporate landscape in India has witnessed a notable increase in the number of women holding key positions across various industries such as CEOs, operations managers, entrepreneurs, and more. This rise in professional roles has directly translated into a growing number of female business travelers who seek accommodation that not only meets their business needs but also prioritizes their safety and comfort. The hospitality industry, particularly 5-star hotels, has recognized this trend and is investing in specialized facilities and services aimed at catering specifically to single women travelers.

The amenities and features offered by hotels play a crucial role in attracting and retaining single women travelers. Besides location, which remains a primary consideration, amenities such as round-the-clock in-room service, complimentary Wi-Fi, well-equipped fitness centers, swimming pools, spas, and the presence of female room attendants are critical factors influencing their choice of accommodation. These elements contribute significantly to creating a memorable and secure stay experience for female travelers.

The transformation from a time when women were restricted from traveling alone to today's scenario where they assert their independence and travel for business and leisure reflects broader societal changes towards gender equality and empowerment. As more women embrace solo travel, their expectations from hotels evolve beyond mere comfort to encompass safety, inclusivity, and personalized service that acknowledges their specific needs and preferences.

This paper explores the evolving dynamics of single women travelers in India's hospitality sector, aiming to examine how hotels are adapting to cater to this burgeoning demographic. By delving into the strategies and initiatives undertaken by 5-star hotels to enhance the experience of single women travelers, this research seeks to highlight best practices and recommendations that can further elevate the standards of hospitality offered in the context of female solo travel.

In conclusion, as the number of single women travelers continues to rise, hotels must innovate and adapt to meet their unique demands, ensuring not only safety and comfort but also a welcoming environment that fosters independence and empowerment. By understanding and responding to the specific needs of this demographic, hotels can position themselves as leaders in catering to the diverse and evolving preferences of modern travelers in India.

II. LITERATURE REVIEW

Literature Review: Catering to Single Women Travellers in Indian Hotels

In recent years, the hospitality industry in India has witnessed a notable rise in the number of single women travellers (SWTs), prompting hotels to adapt their services to cater specifically to this demographic. This literature review explores key studies and reports focusing on the preferences, facilities, and growth of accommodations for SWTs in Indian hotels.

Dr. Rasika R. Gumaste (2019) conducted a study titled "Preferences of Room Facilities by Female Business Travelers in Hotels (with special reference to 5-star Business Hotels in Pune city)," which delves into the specific preferences of female business travellers regarding hotel room amenities. The study highlights the importance of tailored facilities such as enhanced security measures, privacy considerations, and amenities like spa services and fitness facilities that contribute to a comfortable and productive stay for SWTs in business hotels.

Another pertinent review examines the necessary facilities and amenities provided to SWTs to ensure an excellent stay in hotels. This review emphasizes the implementation of women-centric services such as dedicated floors (e.g., the Eva floor concept), stringent security protocols, discreet handling of guest information, and personalized amenities that enhance safety and comfort. These initiatives are crucial in addressing the unique needs and concerns of SWTs, thereby fostering loyalty and positive guest experiences. Kahini Chakraborty (2014) discusses how hotels in India are gearing up to accommodate SWTs. The report underscores the industry's recognition of SWTs as a significant segment comprising approximately 10-18% of hotel guests. Hotels are increasingly focusing on creating safe and welcoming environments through

specialized services and facilities. The Eva floor concept, where SWTs are allocated rooms in secure and well-monitored areas, exemplifies this proactive approach to enhancing guest satisfaction and safety.

Moreover, the review examines the overall growth of the segment for SWTs in hotels across India and how hotels are responding to cater to their needs. With the increasing independence and mobility of women in professional and personal spheres, SWTs seek accommodations that prioritize safety, convenience, and personalized service. Hotels are leveraging advanced technologies such as CCTV monitoring, panic buttons, and female-only staff to ensure a secure environment for SWTs.

The evolving landscape of hotel accommodations for SWTs reflects broader societal changes where women are increasingly traveling alone for business and leisure purposes. As a result, hotels are adopting women-friendly policies and amenities to differentiate themselves in the competitive hospitality market. Services like female chauffeurs, in-room dining options, and wellness facilities tailored to women's preferences contribute significantly to enhancing guest experiences and satisfaction.

In conclusion, the literature review highlights the growing importance of catering to SWTs in Indian hotels, driven by their increasing numbers and specific preferences. By understanding and addressing the unique needs of SWTs through specialized facilities and services, hotels can not only attract this valuable demographic but also foster loyalty and positive word-of-mouth recommendations. Moving forward, continued innovation and adaptation to changing guest expectations will be key in sustaining growth and competitiveness in the hospitality industry catering to single women travellers.

Objectives of the Study

- To study the issues and policies faced by a single women traveller for their satisfaction.
- To analyse various options available for resolving the problems faced by Single Lady Travellers in five star hotels in Greater Noida.
- To provide solutions faced by single women travellers in Five Star hotels, Greater Noida based on the feedback provided.

III. RESEARCH METHODOLOGY

This research employed a survey method to gather both primary and secondary data in a descriptive manner. The study aimed to comprehensively understand factors influencing the hotel industry in Greater Noida with respect to Single Women Travellers. Primary data, gathered through a questionnaire administered to employees, focused on obtaining firsthand insights into their perceptions and experiences.

This data was crucial in informing the final report's findings.

IV. RESEARCH APPROACH AND DATA COLLECTION

The research adopted a quantitative approach, utilizing surveys and interviews as primary data collection methods. Surveys were distributed among employees to gather opinions and perspectives systematically. Interviews were conducted to delve deeper into specific issues related to the research topic.

V. SAMPLE SELECTION AND DATA COLLECTION

Sampling involved selecting a representative group of employees from various segments of the hotel industry in Greater Noida. The data collection process ensured inclusivity and diversity in capturing different viewpoints. Secondary data, sourced from various credible sources such as websites, reports, books, magazines, and articles, provided a comprehensive backdrop of the restaurant industry's historical context and current trends.

VI. DATA ANALYSIS

Data analysis employed quantitative techniques to identify patterns, correlations, and trends within the collected data. Statistical tools were utilized to derive meaningful insights and support conclusions drawn from both primary and secondary sources.

VII. ETHICAL CONSIDERATIONS

Ethical guidelines were strictly adhered to throughout the research process. Informed consent was obtained from all participants involved in the surveys and interviews. Confidentiality of responses was maintained, ensuring anonymity and privacy. The research was conducted with integrity, transparency, and respect for participants' rights.

VIII. RESEARCH LIMITATIONS

Limitations included potential biases in survey responses and constraints related to the representativeness of the sample. Furthermore, reliance on secondary data sources introduced challenges concerning data accuracy and timeliness. Despite these limitations, the research findings provided valuable insights into the factors influencing the restaurant industry.

This methodology facilitated a comprehensive exploration of the research topic, combining insights from both primary and secondary data sources to enrich the understanding of factors impacting the restaurant industry. The findings contribute to the body of

knowledge in this field, offering practical implications for stakeholders and avenues for future research.

IX. CONCLUSION

The emergence of single lady travelers (SLTs) as a distinctive demographic in the hospitality industry signifies a paradigm shift towards inclusivity and personalized service in hotel management. In recent years, India has grappled with challenges regarding women's safety, prompting hotels to prioritize creating safe, secure, and comfortable environments for SLTs. This segment, encompassing women traveling alone for business or leisure, represents one of the fastest-growing segments in the hospitality sector, necessitating tailored accommodations and services to cater to their specific needs.

5-star hotels in India have responded proactively to the increasing numbers of SLTs by introducing dedicated floors and specialized amenities aimed at ensuring a safe, agreeable, and reliable experience. These efforts underscore the importance of understanding and addressing the unique preferences and concerns of SLTs, ranging from security protocols to the availability of essential amenities.

In the twenty-first century, women have made significant strides across various professional domains, including CEOs, entrepreneurs, and corporate executives, thereby contributing to the rising number of SLTs. This demographic shift reflects broader societal changes where women assert their independence and travel solo, seeking accommodations that not only meet their business or leisure requirements but also provide a welcoming and secure environment.

The hotel industry's response to this evolving trend includes robust safety measures such as female security personnel, CCTV monitoring, and discrete handling of guest information to ensure the privacy and security of SLTs. Additionally, hotels have introduced specialized services like in-room dining options, female room attendants, and transportation services with female chauffeurs to enhance convenience and comfort. Moreover, the emphasis on aesthetics, cleanliness, and the quality of services plays a pivotal role in attracting and retaining SLTs. Hotels go beyond standard offerings by providing amenities such as spa treatments, fitness facilities with complimentary trainers, and personalized welcome amenities tailored to the preferences of SLTs.

The commitment to exceptional service extends to personalized assistance throughout their stay, from check-in to departure, ensuring that SLTs feel valued and cared for. The provision of dedicated check-in desks, travel assistance, and female guides for local excursions further enhances their overall experience, fostering loyalty and positive word-of-mouth recommendations.

In conclusion, the hospitality industry's focus on accommodating SLTs with utmost care and attention not only meets their expectations but also sets a benchmark for excellence in customer service. By continually adapting and innovating to meet the evolving needs of SLTs, hotels can differentiate themselves in a competitive market and establish long-term relationships with this valuable demographic. Moving forward, sustaining these efforts and maintaining high standards of safety, comfort, and personalized service will be crucial in attracting and retaining SLTs, thereby contributing to the growth and success of 5-star hotels catering to this burgeoning segment.

REFERENCES RÉFÉRENCES REFERENCIAS

1. Brownell, J. (2011). Creating value for women business travelers: Focusing on emotional outcomes.
2. Chakraborty, K. (2014). Hotels in India gear up for single women travellers. *The Financial Express*, March, 19.
3. Gumaste, R. R. (2019). A study of preferences of in-room facilities by female business travelers in hotels (with special reference to 5 star business hotels in Pune city). *International Journal of Research and Analytical Reviews*, 6 (1), 63-67.
4. Xess, A., Kaur, G., & Malkoti, S. (2021). Challenges and Experiences of Single Lady Traveler: A Study (With special reference to Hotels in Delhi City). *NVEO-NATURAL VOLATILES & ESSENTIAL OILS Journal* | NVEO, 4009-4018.





GLOBAL JOURNAL OF MANAGEMENT AND BUSINESS RESEARCH: F
HOSPITALITY, EVENT & TOURISM MANAGEMENT
Volume 24 Issue 2 Version 1.0 Year 2024
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

The Effect of Gender Discrimination on Work, among Women and Men Working in the Kitchen Department: A Case Study of Delhi-NCR Hotels

Priya Shrestha, Dr. Vikas Singh, Sanjay Adwani & Prof. (Dr.) Rajiv Mishra

Galgotias University

Abstract- In modern times, discrimination because of gender is a major problem at work, particularly in areas where specific genders are more prevalent, such as kitchens. This study examines how gender discrimination impacts the lives of men and women who work in kitchens. In this, we conducted interviews and posed questions to individuals to learn about the manifestations of gender discrimination, their effects on individuals, and how it affects workplace operations. Women and men encounter different forms of bias in kitchens, according to our research. The majority of unjust treatment that women experience includes being addressed disrespectfully paid less, and given less opportunity to advance in their employment. The reason for this is outdated ideas of what men and women should look like.

Like at work. On the other hand, men might deal with more subtle discrimination, like being looked down on for doing jobs that are usually done by women or feeling pressure to act tough and masculine.

Keywords: kitchen department, women, wages different, gender discrimination.

GJMBR-F Classification: LCC Code: HD6060.3



Strictly as per the compliance and regulations of:



© 2024. Priya Shrestha, Dr. Vikas Singh, Sanjay Adwani & Prof. (Dr.) Rajiv Mishra. This research/review article is distributed under the terms of the Attribution-NonCommercial-NoDerivatives 4.0 International (CC BYNCND 4.0). You must give appropriate credit to authors and reference this article if parts of the article are reproduced in any manner. Applicable licensing terms are at <https://creativecommons.org/licenses/by-nc-nd/4.0/>.

The Effect of Gender Discrimination on Work, among Women and Men Working in the Kitchen Department: A Case Study of Delhi-NCR Hotels

Priya Shrestha ^α, Dr. Vikas Singh ^σ, Sanjay Adwani ^ρ & Prof. (Dr.) Rajiv Mishra ^ω

Abstract- In modern times, discrimination because of gender is a major problem at work, particularly in areas where specific genders are more prevalent, such as kitchens. This study examines how gender discrimination impacts the lives of men and women who work in kitchens. In this, we conducted interviews and posed questions to individuals to learn about the manifestations of gender discrimination, their effects on individuals, and how it affects workplace operations. Women and men encounter different forms of bias in kitchens, according to our research. The majority of unjust treatment that women experience includes being addressed disrespectfully paid less, and given less opportunity to advance in their employment. The reason for this is outdated ideas of what men and women should look like.

Like at work. On the other hand, men might deal with more subtle discrimination, like being looked down on for doing jobs that are usually done by women or feeling pressure to act tough and masculine.

The discrimination doesn't only make people unhappy- it also affects how well they do their jobs and how they feel about working there. It creates a bad atmosphere where people don't trust each other and can end up not liking their jobs. To fix this, organizations need to do things like teach everyone about why diversity and fairness are important, make sure that promotions are given fairly, and encourage everyone to treat each other with respect. By doing this, workplaces can become better for everyone, where everyone feels valued and treated fairly, no matter their gender.

Keywords: kitchen department, women, wages different, gender discrimination.

I. INTRODUCTION

Gender inequality is an ongoing problem in the hospitality sector, especially in hotel kitchens, where it can have a small but important impact on employee happiness, career paths, and workplace dynamics. The hotel and hospitality industry in India,

Author α: Researcher, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.

e-mail: Priya.21GSOH1010062@galgotiasuniversity.edu.in

Author σ: Professor, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.

e-mail: vikas.singh@galgotiasuniversity.edu.in

Author ρ: Assistant Professor, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.

e-mail: sanjay.adwani@galgotiasuniversity.edu.in

Author ω: Dean & Professor, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.

e-mail: dean.soh@galgotiasuniversity.edu.in

with its diversified workforce and rapid growth, offers an attractive structure to explore gender dynamics in work environments. Gender discrimination still exists in many forms and poses major obstacles to women's progress and equal participation in the workforce, even in light of advances in laws supporting gender equality and growing public awareness of women's rights. As a microcosm of wider social attitudes regarding gender roles and expectations, the culinary department is typically seen as a male-dominated field ingrained in long-standing gender conventions and stereotypes. In this setting, women frequently encounter social challenges such as uneven compensation and limited career progression opportunities to workplace harassment and exclusion from decision-making processes. whereas, recruited Women are paid less than they should be paid and operate at lower levels than males. The so-called reason that women can't endure working environments in the kitchen departments of food and beverage operations as much as male employees makes it harder for women to find jobs. There is still a male-dominated working understanding even if advances in technology have eased the workload in food and beverage organizations' kitchens and vastly improved working conditions.

Against this backdrop, this case study seeks to explore the nuanced manifestations of gender discrimination within Delhi-NCR hotels' kitchen departments, drawing on a combination of quantitative surveys and qualitative interviews. By examining the lived experiences, perceptions, and challenges faced by women and men working in these settings, this study's goal is to elucidate the effect of gender discrimination on various facets of work, including job satisfaction, professional development, and mental well-being.

II. OBJECTIVE

The motive of this research is to look at the impact of discrimination in the workplace between men and women dynamics specifically within the kitchen department, focusing on the experiences of both women and men. Qualitative research methods, including interviews and surveys.

This study aims to:

1. Get information about all of the ways that gender bias impacts the unequal treatment that men and women in culinary places experience.
2. Understand the various forms of gender discrimination in the kitchen workplace, particularly the subtle ones.
3. Analyse the impact that discrimination based on gender has on people's satisfaction with their jobs, mental health, and how they feel at work as a whole.
4. Examine how the gender gap impacts the possibilities for both men and women to succeed in their careers as chefs and learn new skills.
5. Study the influence of gender discrimination on the capacity of individuals to work together, achieve a lot, and be creative.
6. Make ideas for activities that organizations can take to guarantee that everyone in kitchen jobs feels like they are treated fairly, respected, and included, and how this can help make workplaces better for everyone

III. LITERATURE REVIEW

Gender discrimination in the workplace, particularly within the hospitality industry, has garnered significant focus from researchers and practitioners due to its profound impact on individuals' professional experiences, and organizational dynamics. This literature review provides an overview of key studies and theoretical frameworks relevant to acknowledging the differences in salary across men and women working in the kitchen sections of hotels in Delhi-NCR.

- *Gender Disparities in the Hospitality Workforce:*

A study by Aryee et al. (2019) and Ayranci and Yalcin (2017) shows that while women make up an important portion of the hospitality Sector, they are often limited to lower-status, lower-paying jobs, such as those in the kitchen. The culture and environment of the workplace also have a major role in either increasing or decreasing gender discrimination in the hospitality industry.

- *Addressing Gender Bias and Fostering Supportive Environments:*

Research by Stone (2005) and Tourangeau et al. (2019) underscores the importance of inclusive leadership, diversity training, and zero-tolerance policies in combating gender bias and creating supportive work environments conducive to professional growth and well-being for both women and men in kitchen departments. Approaches such as mentorship programs, gender-sensitive recruitment practices, and diversity training have demonstrated effectiveness in

challenging stereotypes, reducing bias, and enhancing opportunities.

- *Promoting Gender Equity in Hospitality:*

Studies by Kumra et al. (2014) and Ryan & Haslam (2005) emphasize the need for proactive action to promote gender equity and inclusively within hospitality. The action/strategies such as mentorship programs, gender-sensitive recruitment practices, and diversity training, have shown promise in challenging stereotypes and enhancing opportunities for women and men in kitchen departments.

The above review of the literature shows how widespread gender discrimination is in the hospitality sector, especially within the kitchen departments of hotels in the Delhi-NCR. Through analyzing ideas and studies, we can determine the causes of gender inequalities in employment and develop solutions. In the end, the body of studies conducted so far highlights how common gender discrimination is in the hospitality sector, especially in the kitchens of Delhi-NCR hotels. This literature review offers a basis for knowledge of the complex relationship of factors contributing to discrimination in the workplace and informs potential strategies and actions to promote gender equity and inclusivity within this context. It provides order by drawing on theoretical frameworks and empirical evidence.

IV. RESEARCH METHODOLOGY

Local:

The study was conducted at selected Hotels in the Delhi-NCR region.

Introduction:

The strategies and methods used to collect the data required to achieve the review's aims and points are covered in the research methodology. This section's topics cover the review plan, collecting data methods, and exploration planning.

1. *Research Design:*

This study will employ a mixed-methods approach to capture both qualitative insights and quantitative data regarding the impact of gender discrimination on workplace dynamics in kitchen departments.

2. *Sampling Strategy:*

Employees in the kitchen departments of many hotels in the Delhi-NCR area would be included in the study time.

To ensure the representation of women and men in various employment categories, experience levels, and age groups, a purposive sample technique will be employed.

The saturation of qualitative data and statistical power in quantitative analysis will be taken into consideration while choosing the sample size.

3. *Data Collection:*

A vital part of an inquiry study is the data organization. Incorrect data grouping has the potential to bias assessment results and provide incorrect findings. The quantitative or emotional potential advantages of a variable can be represented as data. Data can be expressed as words, images, numbers, actual factors, figures, or thoughts. Data cannot be seen, hence to extract information from it, one must convert it into essential information. There are several methods for rearranging data. Numerous data sources are combined to provide foundational and supporting data.

- *Primary Data:* Data gathered or experienced directly from an individual is considered primary data. It means that information is gathered for a particular reason from the area of solicitation that is remarkably strong, genuine, and objective. For the endeavour fundamental data were accumulated essentially through concentrating on procedure, using the mechanical assembly survey. Hence, its authenticity is more conspicuous than assistant data.
- *Secondary Data:* Secondary data is the data accumulated from the beginning that has successfully appropriated in various constructions. Pre-owned information about an event has not been true to the form seen by the experts. Review of writing in any assessment relies upon assistant data generally from books, Google, research papers, and publications, the aim is to grow precision examination.

We'll talk to some people in the kitchen in detail to hear their stories about gender discrimination. We'll also ask a larger group of kitchen staff to fill out a survey about their experiences, how happy they are at work, and some basic information about them.

4. *Data Analysis:*

We'll look at what people told us in their interviews to find common themes and patterns. For the survey, we'll summarize what everyone said and look for connections between different things.

5. *Ethical Considerations:*

We'll get permission from the right people before we start. Everyone we talk to will know what we're doing and will be able to choose if they want to take part. We'll keep what people tell us privately and make sure no one gets hurt or feels uncomfortable.

6. *Validity and Reliability:*

We'll use different methods to check if what we find is true and reliable. We'll make sure the surveys we use are good and that different people understand and answer them the same way. We'll also be clear about how we got our results so people can trust them.

By using this careful approach, we hope to learn a lot about how gender discrimination affects kitchen workplaces and use this information to make things better.

V. DATA ANALYSIS AND INTERPRETATION

This study has highlighted the impact of discrimination between men and women in the kitchen department. We have surveyed 70 people in Delhi NCR out of which we only received 40 responses. In which we observe that 57.5% are men and 42.5% are women. Our questionnaire has a variety of items that have already been covered, such as the Demographic Analysis part where we discussed gender, age, and nationality. After that, we focused on the main requirements and desires of the customers, we also asked about their suggestions as to what they want to see improved or changed in the Kitchen department.

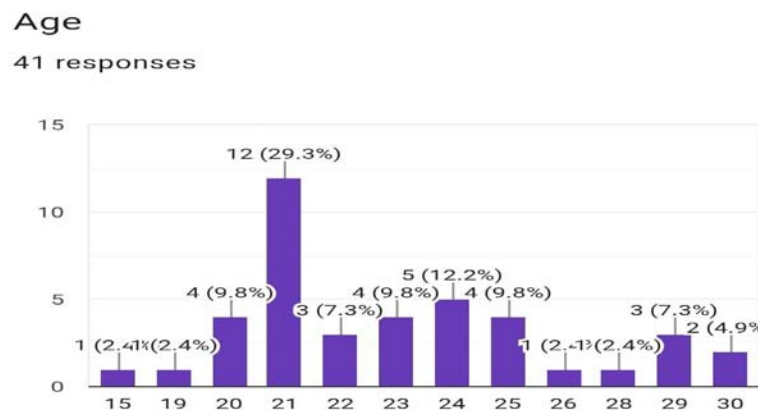


Fig. 1

In this figure, we get to know that most of them are about between 21-24.

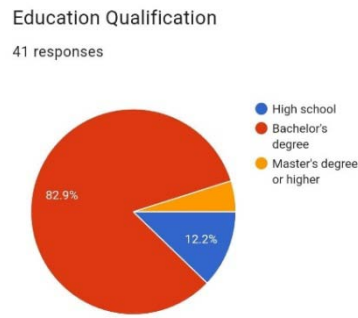


Fig. 2

According to the above graph, 82.5% of people have done bachelor's degree, 12.5% are from high school and 5% people have a master's.

Which state do you belong?

41 responses

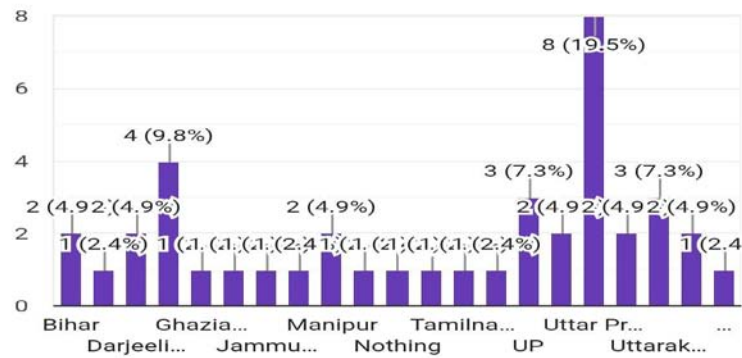


Fig. 3

In this graph, we get to know that most people are from Delhi.

Years of experience in the kitchen department

41 responses

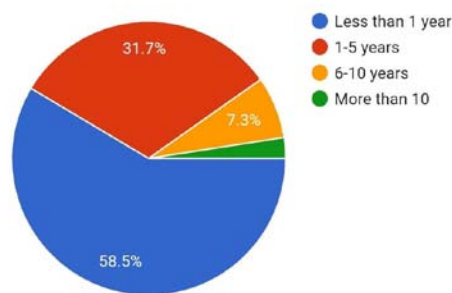


Fig. 4

In the above graph, we see, that 57.5% of people have less than 1 year's experience and 32.5% have 1-5 years of experience and 7.5% people have 6-10 years of experience and very few have more than 10 years of experience in the Kitchen department.

Have you personally experienced or witnessed gender discrimination in the kitchen department of Delhi -NCR hotels

41 responses

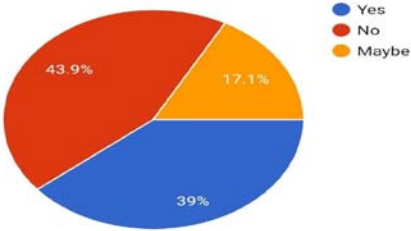


Fig. 5: 45% of people have not experienced or witnessed discrimination.

37.5% of people have faced the gender discrimination. 17.5% are not confirmed yet.

If yes, please specify the types of discrimination experienced or witnessed

16 responses

The reason is when I used work in the kitchen. Kitchen manager and the other members see me as a low background and they keep distance from me.

It happens many times when I used to work in the kitchen. I try to communicate with the other workers or chef but they didn't talk to me and also they didn't help me on the work.

In kitchen they discriminate between men and women as they let women go early and give off often as compare to men.

Fig. 6: Here are some responses from people who have witnessed gender discrimination.



Have you noticed differences in career advancement opportunities between men and women in the kitchen department?

41 responses

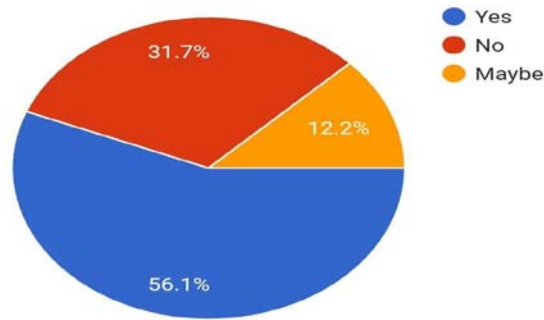


Fig. 7: According to the above graph 57.5% of people think that career advancement opportunities are different because of gender and 30% of people don't agree with it.

How does gender discrimination affects your all over job satisfaction in kitchen department?

41 responses

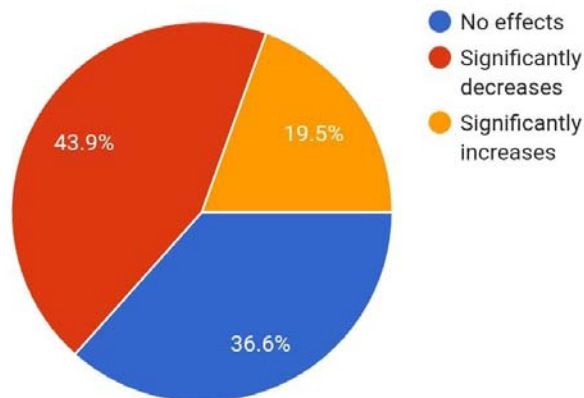


Fig. 8

- 20% of people think gender discrimination affects the job satisfaction.
- Whereas 45% of people it does not matter
- And 35% have no effect

How does gender discrimination affect relationship among colleagues in the kitchen department?

41 responses

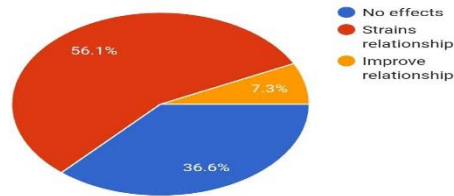


Fig. 9: In this graph we know that more than 55% of people have strained relationships among colleagues due to discrimination more than 30% of people have no effect and 7% of people think it improves the relationships between colleagues.

Have you experienced or observed gender biased difference in the allocation of task or responsibilities?

41 responses

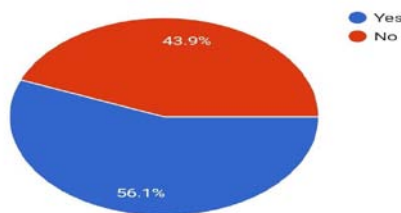


Fig. 10: 57.5% of people faced differences in task allocation due to gender bias.

Have you observed conflicts or tension arising from gender discrimination issue?

41 responses

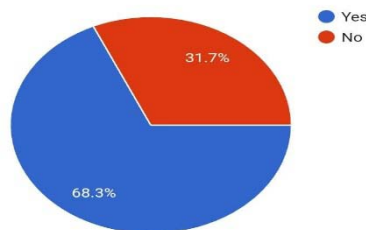


Fig. 11: According to the graph because of Gender discrimination arise conflicts between staff, 70% of people agree with this whereas 30% deny this.



Do you believe there is equal distribution of job responsibilities and task between men and women in the kitchen department?

41 responses

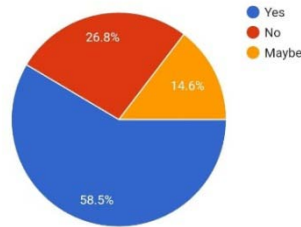


Fig. 12: 60% of people think that there is equal distribution of work despite gender discrimination. On the other hand, 25% of people disagree with this and few are not sure.

Have you sought support or counseling to cope with the mental health impact of gender discrimination?

41 responses

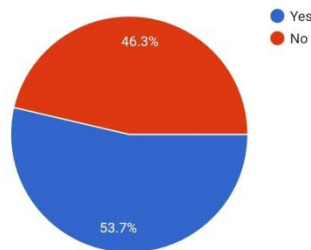


Fig. 13: 55% of people have sought support to cope with mental health due to gender discrimination.

Do you think that the organisation effectively addresses issues of gender discrimination in the kitchen department of Delhi-NCR hotels?

41 responses

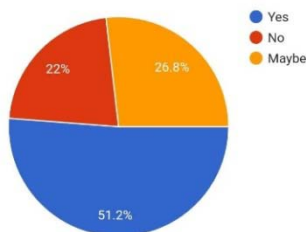


Fig. 14: 52.5% of people believe that the organization addresses gender discrimination in the kitchen, 22.5% of people don't think that the organization addresses the issue and 25% have no opinion on this.

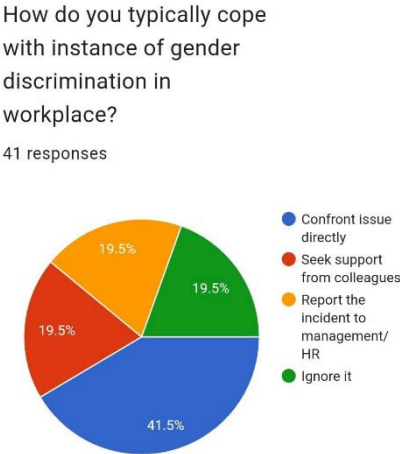


Fig. 15: According to the above graph

- 40% of people confront directly to cope with gender discrimination.
- 20% of people seek support from colleagues.
- 20% of people report to the HR.
- 20% of people ignore it



Fig. 16: According to the given graph 75% of people are aware of the legal rights and protection against gender discrimination provided by the Indian labor law.





Fig. 17: By asking people to rate the training given on gender discrimination, it shows that

- 32.5% of people think it is very effective.
- 42.5% of people think it is somehow effective.
- And 25% of people think that it has no effect.



Fig.18: Here are some suggestions to change to see improvement people hope to see in the future.

VI. CONCLUSION

In a nutshell "The impact of gender discrimination on the job for both men and women employed in the food industry: A case study of Delhi-NCR Hotels. The hotel has highly addressed the

challenges/problems faced by the employees. Gender discrimination remains an unsolved problem, impacting job satisfaction, career growth opportunities, and the overall workplace environment.

The study has found that both men and women have faced various forms of gender discrimination,

"unequal pay, limited career advancement, biased task allocation, shift timings, etc" "Women often face overt discrimination, while men may face problems on physical strength forms. Moreover, the study shed light on the broader impact of gender discrimination on workplace dynamics and its effects on job satisfaction, and mental health.

While the findings underscore the challenges inherent in addressing gender discrimination, they also point toward potential methods for improvement. Suggestions to establish transparent policies to ensure fair treatment and equal opportunities for all employees. This discrimination does not impact individuals but it hurts all over workplace vibe. It creates a negative environment, making people unhappy and less productive but there is a hope that this study will make some way better however, fixing discrimination is not easy. It needs everyone's efforts including bosses, workers, and even govt. policies makers.

In the end, the study calls on organizations to make gender equality a top priority and take real steps to stamp out discrimination in the kitchen and beyond. By celebrating our differences and making sure everyone has a fair chance, we can build workplaces where everyone can thrive, bringing us closer to a fairer, more equal society

REFERENCES RÉFÉRENCES REFERENCIAS

1. Kumar, S., Ravi, R., Betton, S., & Lehman, G. (2023). When Distinction Disguises Discrimination: A Look at Female and Non-White CEO Performance. In *Academy of Management Proceedings* (Vol. 2023, No. 1, p. 14248). Briarcliff Manor, NY 10510: Academy of Management.
2. Ryan, M. K., & Haslam, S. A. (2005). The glass cliff: Evidence that women are over-represented in precarious leadership positions. *British Journal of Management*, 16 (2), 81-90.
3. Stone, A. A., Schneider, S., Junghaenel, D. U., & Broderick, J. E. (2019). Response styles confound the age gradient of four health and well-being outcomes. *Social Science Research*, 78, 215-225.
4. Tourangeau, W., & Sherren, K. (2020). Leverage points for sustainable wool production in the Falkland Islands. *Journal of Rural Studies*, 74, 22-33.
5. Grünwald, J., Zhou, R., Garcia, S. P., Iyer, S., Lareau, C. A., Aryee, M. J., & Joung, J. K. (2019). Transcriptome-wide off-target RNA editing induced by CRISPR-guided DNA base editors. *Nature*, 569 (7756), 433-437.
6. AYRANCI, B., & AYTAŞ, G. (2017). Okulöncesi öğretmen adaylarının çocuk edebiyatını eğitimi için seçtiği üyelerinin görüşleri. *International Journal of Human Sciences*, 14 (4).
7. Emiroğlu, B., Ayranci, E., Bakay, K., Ölçenoğlu, M., Güven, D., Yalçın, İ., & Merve, U. Y. A. R. (2021). The effect of myths about sexuality and the level of knowledge about sexuality on marital satisfaction in married couples. *Journal of Experimental and Clinical Medicine*, 38(3), 340-344.
8. Kurnaz, A., Kurtuluş, S. & Kılıç, B. (2018). Evaluation of women chefs in professional kitchens, *Journal of Tourism and Gastronomy Studies*, 6(3), 119-132. <https://doi.org/10.21325/jotags.2018.275>
9. Keskin, E., & Kızılırmak, İ. (2020). Mutfak departmanında çalışan kadınlar: Cinsiyet ayrımcılığı üzerine bir araştırma. *Uluslararası Sosyal Araştırmalar Dergisi*, 13 (69), 1210-1218. <http://dx.doi.org/10.17719/jisr.2020.4034>
10. Gençer, K., & Keşkekci, D. (2023). The Effect Of Gender Discrimination On Work Motivation Among Women Working In The Kitchen Departments Of Food And Beverage Businesses: The Case Of Kütahya. *Elektronik Sosyal Bilimler Dergisi*, 22(88), 1559-1574.
11. Temizkan, R., & Uslu, A. N. (2023). The number of women in the cooking profession is low: Is it just because of gender discrimination? *International Journal of Gastronomy and Food Science*, 32, 100711.

This page is intentionally left blank



GLOBAL JOURNAL OF MANAGEMENT AND BUSINESS RESEARCH: F
HOSPITALITY, EVENT & TOURISM MANAGEMENT
Volume 24 Issue 2 Version 1.0 Year 2024
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

A Case Study on Strategies for Managing Employee Relations, Including Conflict Resolution, Disciplinary Procedures and Employee Communication Channels

Priya Mishra, Rohit Jaswal & Prof. (Dr.) Rajiv Mishra

Galgotias University

Abstract- The discipline of employee relations is essential to preserving a positive and effective work environment. The present study explores diverse approaches to proficiently manage employee relations, with a particular emphasis on crucial domains like employee communication channels, disciplinary procedures, and conflict resolution. Resolving conflicts is crucial for creating a happy workplace and can be done so by using techniques like third-party intervention and negotiation. These tactics seek to resolve conflicts amicably while encouraging cooperation and harmony among staff members.

Disciplinary procedures play a very important role in making workplace standards and ensuring fair treatment of employees. Greatly aided by disciplinary procedures. The paper examines the significance of fair, uniform, and transparent disciplinary procedures that comply with regulatory standards and corporate policies. By investigating these strategies, the research provides insights into best practices for managing employee relations.

Keywords: *employee relation, conflict resolution, disciplinary procedures, employee communication channels, mediation, negotiation, third-party intervention.*

GJMBR-F Classification: *LCC Code: HD58.7*



ACASESTUDYONSTRATEGIESFORMANAGINGEMPLOYEERELATIONSINCLUDINGCONFLICTRESOLUTIONANDDISCIPLINARYPROCEDURESANDEMPLOYEECOMMUNICATIONCHANNELS

Strictly as per the compliance and regulations of:



© 2024. Priya Mishra, Rohit Jaswal & Prof. (Dr.) Rajiv Mishra. This research/review article is distributed under the terms of the Attribution-NonCommercial-NoDerivatives 4.0 International (CC BYNCND 4.0). You must give appropriate credit to authors and reference this article if parts of the article are reproduced in any manner. Applicable licensing terms are at <https://creativecommons.org/licenses/by-nc-nd/4.0/>.

A Case Study on Strategies for Managing Employee Relations, Including Conflict Resolution, Disciplinary Procedures and Employee Communication Channels

Priya Mishra ^α, Rohit Jaswal ^σ & Prof. (Dr.) Rajiv Mishra ^ρ

Abstract- The discipline of employee relations is essential to preserving a positive and effective work environment. The present study explores diverse approaches to proficiently manage employee relations, with a particular emphasis on crucial domains like employee communication channels, disciplinary procedures, and conflict resolution. Resolving conflicts is crucial for creating a happy workplace and can be done so by using techniques like third-party intervention and negotiation. These tactics seek to resolve conflicts amicably while encouraging cooperation and harmony among staff members.

Disciplinary procedures play a very important role in making workplace standards and ensuring fair treatment of employees. Greatly aided by disciplinary procedures. The paper examines the significance of fair, uniform, and transparent disciplinary procedures that comply with regulatory standards and corporate policies. By investigating these strategies, the research provides insights into best practices for managing employee relations. Organizations that implement these strategies effectively can foster a positive workplace culture, leading to improved employee morale, productivity, and retention.

Keywords: *employee relation, conflict resolution, disciplinary procedures, employee communication channels, mediation, negotiation, third-party intervention.*

I. INTRODUCTION

In order to give outstanding guest experiences along with seamless operations, the hotel sector depends on having strong employee relations. Since the provision of high-quality service in hotels is largely dependent on the workers, effective employee relations management is essential to hotel management success. This topic examines methods for handling employee relations in the hotel sector, such as channels for employee contact, disciplinary actions, and dispute resolution.

In the hotel business, where guest demands and high service standards necessitate teamwork and collaboration, conflict resolution is especially crucial. Good dispute resolution techniques among hotel employees can boost output and foster a healthy work atmosphere.



Author α: Researcher, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.
e-mail: priya.21GSOH1010023@galgotiasuniversity.edu.in

Author σ: Associate Professor, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.
e-mail: rohit.jaswal@galgotiasuniversity.edu.in

Author ρ: Dean & Professor, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.
e-mail: dean.soh@galgotiasuniversity.edu.in

One of the most important things in any work place will be Discipline and good and hard-working Employees. Clear and fair disciplinary practices help maintain order and professionalism, ensuring that employees adhere to established guidelines.

Employee communication channels are vital for fostering open dialogue and feedback between management and staff. If the employee has good relation with their manager, it will be much easy to get productive work from their employees.

By focusing on such ways, hotels may build a hardworking and motivated workforce, which directly affects overall revenue and guest satisfaction. In the hotel industry, making a lively and good work setting is very important knowledge of and respect to best practices on employee relations, and that make the work place much better.



Good employee relations are crucial to running a successful hotel. In a dynamic and fast-paced sector, a hardworking and effective team immediately affects guest satisfaction and overall business performance. This is why good employee relations are important. In order to better understand employee relations methods in the hotel business, this research focuses on employee communication channels, disciplinary and how to make workplace better.

In the hotel business, where staff members or workers frequently collaborate closely across divisions to provide outstanding guests experiences, conflict resolution is essential. Active methods of conflict resolution, such as bargaining can improve team chemistry and create a peaceful workplace. Discipline policies are essential to upholding strong performance and behaviour standards. Hotel staff members' accountability is encouraged and organizational objectives are upheld with the support of fair, good, equitable, and transparent disciplinary procedures for staffs.

Open and friendly environment in any organisation is very important to make better relation between employee and employers so that they can feel free to communicate and do better work at their work place.

This research attempts to put light on the most effective methods for handling employee relations in the hotel sector by examining various ways. By putting these ways into practice, hotels may become more

successful and competitive overall and boost staff morale, productivity, and retention at their work place

II. LITERATURE REVIEW

In order for problem free operations and great experiences for guests, effective employee relations are crucial in the hotel industry. A study has examined employee relations methods in the hotel industry and any of the work places.

a) *Conflict Resolution*

As per the Surveys by Auty, S. (1992) show that conflict resolution is very important in the hospitality sector since hotel operations are very hectic and lively that is why it is very important to solve all kind of problems. Staff issues are supported in a timely and effective manner by effective conflict resolution strategies or ways including mediation and negotiation. Through improved cooperation and coordination, these methods can reduce the problems and improve the standard of services offered and better guest experience.

b) *Disciplinary Procedures*

Discipline handles are necessary to uphold workplace standards and ensure adherence to company policies. Research indicates that the hotel industry needs fair consistent, open, and disciplinary processes for better outcome and good work. A study by Rondan-Cataluña, F. J., & Rosa-Diaz, I. M. (2014). revealed that transparent and honest disciplinary procedures that make clear expectations and

consequences might boost employee accountability and management trust. According to the survey, disciplinary actions that are made to the specific culture and values of the hotel or organisation can also lead to a happier workforce and hard-working staffs. According to the survey, disciplinary actions that match to the specific culture and values of the hotel may result to a stronger workforce.

c) *Employee Communication Channels*

In the hotel industry, creating a positive workplace requires open communication between leadership and employees. 2020 saw Patel and Nguyen's research reveal that frequent staff meetings, gatherings, digital communication, and feedback surveys are all more beneficial and productive for hotels and other business.

Studies also highlight the importance of relationships and communication in promoting inclusivity and diversity in hospitality. By providing an avenue for staff to share their concerns and suggestions, hotels can create a more hospitable, encouraging, and productive work environment if the employee communication will be good.

In conclusion, research indicates that a comprehensive strategy including powerful communication channels, disciplinary procedures, and conflict resolution is necessary for the efficient management of employee relations in the hotel business. By putting these different methods into practice, you can create more enthusiastic, hardworking, happy and effective staff, which will lead to greater guest satisfaction and business success and powerful organisation.

d) *Effect of Leadership Styles on Employee Relations*

Research of Liu, K. N., & Hu, C. (2021) reveals that the leadership styles of those in positions of power have a significant impact on employee relations in the hotel industry. It has been identified as transformational leadership and servant leadership, which stress empathy and open communication. Every employee should understand the value of leadership in the workplace and be aware of both their own and others' skills to finish tasks better.

e) *Employee Development and Training*

In the research by O'Neill, J. W., & Mattila, A. S. (2006) hotel business, employee development and training are a important part of successful employee relations. Companies should plan regular training sessions so that staff members can continuously learn new things. Employees who receive training in subjects like customer service, hotel operations, and dispute resolution tend to feel more knowledgeable and confident in their jobs. That's why it is one of the most important thing in any industry.

f) *Role of Employee Recognition and Rewards*

Additional research highlights the importance of communication in promoting inclusivity and diversity in the hospitality industry. By providing a way for employees to voice their problems and suggestions, hotels might create a more hospitable and encouraging work environment.

In summary, research suggests that effective management of employee relations in the hotel industry requires a complete approach that includes rich communication channels, disciplinary procedures, and problem resolution. By applying these methods regularly, you may develop a workforce that is more motivated, driven, hardworking and effective, which will eventually improve customer satisfaction and business success.

g) *Influence of Leadership Styles on Employee Relations*

Research indicates that in the hotel industry, the leadership styles of those in positions of leader have a major influence on employee relations. It has been revealed as servant leadership and transformational leadership, which stress open communication, empowerment, and recognition and incentive programs are vital for staff retention and motivation in the hotel industry. Studies show that employees who feel valued and appreciated by their employer are happier and are more likely to do good and hard work. Hotel staff can overcome challenges with diversity and inclusion in the workplace through the use of formal and informal recognition programs, such as employee of the month awards, which may boost them and build a sense of loyalty.

h) *Possibilities and Difficulties with Remote Work*

The COVID-19 epidemic has created new possibilities and difficulties in employee relations management, especially with the move toward remote work for some hospitality sector positions. Effective communication and support are essential for sustaining employee engagement and productivity in remote work environments, according to research by Lee and Harris (2022) at the time of covid-19 all work places are closed most of the work is done from home it is the time when all the work is done by video calls and meeting.

III. METHODS OF RESEARCH

Examining how companies conduct interactions and relationships between employers and employees is a key component of employee relations research. This includes researching employee communication pathways, disciplinary procedures, and conflict resolution tactics. Here's how to address this topic's research methodology:

1. Describe the Extent:

Goals: Indicate in detail the questions you hope to answer and the intended objectives of your research.
Obstacles: Specify the extent of your investigation. Will you concentrate on a specific sector, region, or kind of business?

2. Review of Literature:

Scholarly articles Find academic publications on employee relations with an emphasis on routes of communication, disciplinary actions, and conflict resolution.

Case Studies: Review case studies of organizations and Hotels which execute successful employee relations practices and method.

Books and Reports: Read relevant books and industry reports on the topic.

Best Practices: Identify best practices from literature and compare them across different organizations.

3. Research Design:

Choose between employing qualitative (such as focus groups and interviews) or quantitative (such as surveys and statistical analysis) methods, or a combination of the two.

The public at large as well as the sample Select the population of interest for your study and a representative sample.

Choose the methods by which we can gather information from our employees. Observations, focus groups, surveys, and talks with staffs are a few of the options.

4. Data Collection:

Designa survey to find out about the experiences of managers and workers with employee relations.

Interviews: Speak with managers, employees, and HR specialists to gain greater insight.

Observations: Pay close attention to how people interact and communicate within the company in order to fully get to know about employee relations.

5. Data Analysis

Categorization and Coding: Use coding techniques or method to identify repeated patterns and trends in qualitative data.

6. Analysis and Discussion:

Conclusions: Present your findings in a clear arranged manner. Talk about how your research could impact laws and practices related to employee relations.

Limitations: Be aware of any limitations on your study and the impact they could have on what findings you make.

7. Suggestions and Conclusions:

Make suggestions: Provide helpful advice based on the results of your research.

Finally, give a brief summary of your research along with the broader effects of your findings.

8. Ethics and Validity

Ethical Considerations: Make sure your study complies with ethical rules, such as confidentiality and informed consent.

Maximize the reliability and accuracy of your research procedures and findings as much as you can using the proper rules and regulation.

9. Summarizing

References and sources should all be correctly cited in your report.

By using this research methodology, you might gain insightful knowledge about employee relations methods and make contributions to the field and report with your ideas and findings

IV. FINDINGS

Data Analysis and Interpretation

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 we only received 61 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.

- By that we got to know that the frequency of conflict resolution training for employees can be vary depending on the organisation's policies, culture and the nature of the work. Some companies provide monthly, some quarterly and some of them annually.
- By this data we got to know that how much employees are satisfied by the resolution procedures such as fairness, satisfaction of involved parties, and resolution sustainability.
- With the help of this data, we understood that at any work place discipline and ethics are very important a proper disciplinary procedure should be given to the employees.
- In companies' different kinds of disciplinary procedures use to be followed according to their work standard, by this survey we got to know that most of the organisation chooses written warning and verbal warning.
- By this we got to know that transparency of communication channels in organization depends on its culture, values and goals it should balance the needs of organizations privacy and security.
- By the help of this data, we got to know that now a days most of the companies prefer the communication between the employees by Email or Meetings. less than 10% people are only in support of internet or WhatsApp.

- By this survey we wanted to know that how many employees are satisfied with their managers to support or guide them in any difficult situation or any concerns and we got to know that 51.2% employees are happy with their manager and are always accessible for them.
 - We got to know that input would be valuable in helping us understand what's working well and what areas may need improvement. And 43.9% people are Satisfied.
 - By this survey we wanted to know how is the bound between the employees at work place it helps in better work outcome, better environment etc.
 - According to this data different organization have different ways of appreciation for their employees most of the employees said that their organization choose 'Employee of the month award'.
4. *Building a Positive Culture:* Good relations between workers are built on the foundation of a positive corporate culture. This involves promoting ideals like variety, justice, and respect across the entire company. An encouraging and exciting workplace can be built through professional development opportunities, team-building exercises, and recognition programs.
 5. *Training and Development:* Offering continuous training and development opportunities shows that an employer values the success and advancement of its workforce. Putting money into leadership development programs, skill-building workshops, and mentorship programs benefits not just the individual workers but the workforce as a whole.

The importance of STP efforts is also highlighted in this study within the framework of SDG 9: Industry, Innovation, and Infrastructure. Organizations may support accessible and resilient infrastructure systems, sustainable economic growth, and technology developments by strategically positioning products and services, targeting particular audiences, and segmenting markets. In order to build a more successful and sustainable future, it shows how crucial it is to integrate sustainability into STP processes.

V. CONCLUSION

Managing employee relations is vital for maintaining a positive work environment and maximizing productivity. Effective strategies include establishing clear communication channels, implementing fair disciplinary procedures, and fostering conflict resolution skills among employees and management. By prioritizing open dialogue, addressing conflicts promptly, and promoting a culture of mutual respect, organizations can cultivate strong employee relations and enhance overall workplace satisfaction

1. *Clear Communication Channels:* The Establishing transparent and accessible communication channels is a fundamental. This includes regular team meetings, one-on-one sessions with supervisors, suggestion boxes, and digital platforms for feedback. Clear communication fosters trust and ensures that employees feel heard and valued.
2. *Conflict Resolution Skills:* Providing training and resources for both employees and managers in conflict resolution techniques is crucial. This gives people the ability to resolve conflicts quickly and look at the problems in a positive way. Skills like empathy-building, active listening, and negotiation can help us to find peaceful solutions. All staff members should be informed of these procedures and see a clear description of them in the employee handbook. Discipline has to be applied impartially, prioritising progress and remedial action over punishment.
3. *Employee Feedback Systems:* It's essential to put in place systems for gathering and reacting to employee feedback. Regular surveys, suggestion boxes, or anonymous feedback channels are a few examples of this. By actively looking for feedback, organizations can pinpoint areas that need change and show that they care about the well-being of the staff.

REFERENCES RÉFÉRENCES REFERENCIAS

1. Auty, S. (1992). Consumer choice and segmentation in the restaurant industry. *Service Industries Journal*, 12 (3), 324-339.
2. Rondan-Cataluña, F. J., & Rosa-Diaz, I. M. (2014). Segmenting hotel clients by pricing variables and value for money. *Current issues in tourism*, 17(1), 60Books:
3. Liu, K. N., & Hu, C. (2021). Investigating the impacts of hotel brand experience on brand loyalty: the mediating role of brand positioning. *International Journal of Hospitality & Tourism Administration*, 1-23.
4. O'Neill, J. W., & Mattila, A. S. (2006). Strategic hotel development and positioning: The effects of revenue drivers on profitability. *Cornell Hotel Restaurant Administration Quarterly*, 47 (2), 146-154
5. Patel, R. K., West, J. D., Jiang, Y., Fogarty, E. A., & Grimson, A. (2020). Robust partitioning of micro RNA targets from downstream regulatory changes. *Nucleic acids research*, 48 (17), 9724-9746.





This page is intentionally left blank



GLOBAL JOURNAL OF MANAGEMENT AND BUSINESS RESEARCH: F
HOSPITALITY, EVENT & TOURISM MANAGEMENT
Volume 24 Issue 2 Version 1.0 Year 2024
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

Managing Guest Expectations and Service Recovery in Front Office Operations: Strategies for Ensuring Customer Satisfaction and Loyalty in Delhi NCR Hotel

Priyvrat Kumar Mishra, Jyoti & Prof. (Dr.) Rajiv Mishra

Galgotias University

Abstract- This research paper examines the intricate dynamics of managing guest expectations and implementing effective service recovery strategies in front office operations within the Delhi National Capital Region (NCR) hotel industry. As the hospitality sector continues to evolve in a highly competitive market, ensuring customer satisfaction and fostering loyalty have become essential priorities for hotel establishments. The study delves into the diverse guest demographics and their varying expectations prevalent in the Delhi NCR region, ranging from business travelers seeking efficiency to leisure travellers craving immersive experiences. This paper aims to offer valuable insights and practical recommendations for enhancing customer satisfaction and loyalty in the hospitality sector. Understanding and proactively managing guest expectations while implementing effective service recovery protocols are indispensable components for hotels striving to thrive in the competitive Delhi NCR hotel market.

Keywords: *front office operation, strategies, service recovery.*

GJMBR-F Classification: *LCC Code: GV1810-1860.53*



Strictly as per the compliance and regulations of:



© 2024. Priyvrat Kumar Mishra, Jyoti & Prof. (Dr.) Rajiv Mishra. This research/review article is distributed under the terms of the Attribution-NonCommercial-NoDerivatives 4.0 International (CC BYNCND 4.0). You must give appropriate credit to authors and reference this article if parts of the article are reproduced in any manner. Applicable licensing terms are at <https://creativecommons.org/licenses/by-nc-nd/4.0/>.

Managing Guest Expectations and Service Recovery in Front Office Operations: Strategies for Ensuring Customer Satisfaction and Loyalty in Delhi NCR Hotel

Priyvat Kumar Mishra ^α, Jyoti ^σ & Prof. (Dr.) Rajiv Mishra ^ρ

Abstract- This research paper examines the intricate dynamics of managing guest expectations and implementing effective service recovery strategies in front office operations within the Delhi National Capital Region (NCR) hotel industry. As the hospitality sector continues to evolve in a highly competitive market, ensuring customer satisfaction and fostering loyalty have become essential priorities for hotel establishments. The study delves into the diverse guest demographics and their varying expectations prevalent in the Delhi NCR region, ranging from business travelers seeking efficiency to leisure travellers craving immersive experiences. This paper aims to offer valuable insights and practical recommendations for enhancing customer satisfaction and loyalty in the hospitality sector. Understanding and proactively managing guest expectations while implementing effective service recovery protocols are indispensable components for hotels striving to thrive in the competitive Delhi NCR hotel market.

Keywords: front office operation, strategies, service recovery.

I. INTRODUCTION

In the dynamic and competitive landscape of the hospitality industry, the success of hotels hinges significantly on their ability to manage guest expectations and effectively handle service recovery at the front office. This research paper delves into the intricacies of front office operations within the context of hotels in the Delhi National Capital Region (NCR), aiming to identify strategies that foster customer satisfaction and loyalty. As the first point of contact for guests, the front office plays a pivotal role in shaping guests' perceptions and experiences. Understanding and managing guest expectations are crucial in delivering exceptional service and fostering long-term relationships with customers. Moreover, service recovery mechanisms are essential for addressing inevitable

service failures promptly and effectively, ultimately influencing guests' overall satisfaction and loyalty towards the hotel. By exploring various strategies employed by hotels in Delhi NCR to manage guest expectations and handle service recovery, this paper aims to provide valuable insights and recommendations for enhancing customer satisfaction and loyalty in the hospitality sector. The hospitality industry in the Delhi NCR region is characterized by a diverse clientele, ranging from business travellers seeking convenience to leisure travellers looking for relaxation and cultural experiences. With such varied expectations and preferences, hotels face the challenge of delivering personalized and memorable experiences to each guest. The front office serves as the nerve centre of guest interactions, encompassing tasks such as reservations, check-ins, check-outs, concierge services, and handling guest inquiries and complaints. Therefore, it is imperative for hotels to develop comprehensive strategies for managing guest expectations right from the moment of booking to the completion of their stay.

Managing guest expectations begins even before their arrival, starting with clear and accurate communication during the reservation process. Hotels can utilize various communication channels, including websites, mobile apps, email, and telephone, to provide detailed information about room amenities, services, policies, and any special offers or promotions. Setting realistic expectations regarding room availability, pricing, and service offerings helps minimize the risk of dissatisfaction upon arrival. Additionally, leveraging technology such as online check-in and digital concierge services enhances convenience and efficiency, further meeting guests' expectations for seamless experiences.

Once guests arrive at the hotel, the front office staff plays a crucial role in ensuring a smooth check-in process and addressing any initial inquiries or requests promptly. Warm and personalized greetings, coupled with efficient handling of check-in procedures, create a positive first impression and set the tone for the rest of the stay. Hotels can leverage guest data and preferences to personalize interactions and anticipate

Author α: Researcher, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.

e-mail: priyvat.20gsoh1020027@galgotiasuniversity.edu.in

Author σ: Associate Professor, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.

e-mail: jyoti@galgotiasuniversity.edu.in

Author ρ: Dean & Professor, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.

e-mail: dean.soh@galgotiasuniversity.edu.in

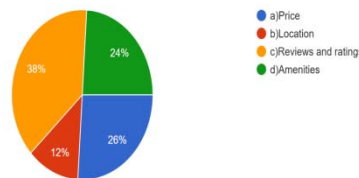
guest needs, thereby exceeding expectations and enhancing satisfaction. However, despite the best efforts, service failures and guest complaints may still occur during the course of the stay. Effective service recovery is essential in such situations to mitigate dissatisfaction and retain guest loyalty. Front office staff should be empowered with the authority and training to resolve issues promptly and decisively, demonstrating empathy and genuine concern for guests' concerns. Timely resolution of problems, coupled with appropriate compensation or gestures of goodwill, can turn a negative experience into an opportunity to exceed expectations and win back guest trust and loyalty. In conclusion, managing guest expectations and service recovery in front office operations are critical components of ensuring customer satisfaction and loyalty in Delhi NCR hotels. By adopting proactive strategies for understanding and meeting guest needs, coupled with effective mechanisms for addressing service failures, hotels can differentiate themselves in a competitive market and build long-lasting relationships with their guests. This research paper will delve deeper into the specific strategies employed by hotels in the Delhi NCR region, analyzing their effectiveness and providing recommendations for enhancing guest satisfaction and loyalty in the hospitality sector.

Objective

This research aims to investigate the efficacy of various techniques utilized in managing guest expectations and executing service recovery protocols within front office operations in the hospitality sector.

Data Interpretation

1. When booking a hotel room, what factors are most important to you?
50 responses



As per graph 38% of Response with Review & Rating ,24% response with amenities ,26% with price, 12% Location. So as my Research All the factor is important for when you are planning to book a hotel & Location is the one of the most important Factor.

II. LITERATURE REVIEW

Nunkoo, R., Teeroovengadum, V., Ringle, C. M., & Sunnasse, V. (2020): This study aims to identify and quantify the impact of service quality on patron satisfaction and loyalty in four- and five-star hotels located in Ho Chi Minn City, Vietnam.

Michel, S., Bowen, D., & Johnston, R. (2009): This study adds to our understanding of customer satisfaction with regard to lodging in South Africa that has varying star ratings. With the use of PLS-SEM, we are able to distinguish between the effects of service quality performance scores and customer satisfaction across accommodations with varying star ratings through a multi-group analysis and an importance-performance map analysis.

Liat, C. B., Mansori, S., Chuan, G. C., & Imrie, B. C. (2017): There will obviously be additional hurdles for the stakeholders in the hospitality business as the world's visitor population grows. The hospitality industry's players compete fiercely with one another thanks to a high level of rivalry and the introduction of new technology like online booking platforms.

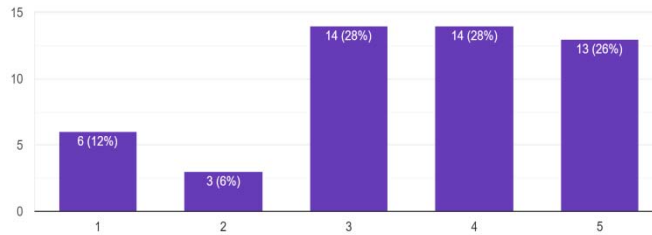
III. RESEARCH METHODOLOGY

The main data source was a questionnaire. We can add our own insights, opinions, experiences, and suggestions to primary material.

Secondary data was collected through different samples copy, internet, observation, articles, books, magazines etc.

2. How likely are you to return to a hotel where your expectations were not met initially but were later addressed and resolved satisfactorily?

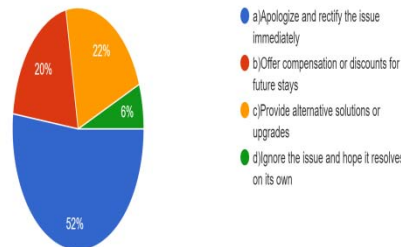
50 responses



As per my survey and graph representation most of the customer return to a hotel when there exceptions were not met initially but later addressed and resolved satisfactorily.

3. In case of an issue during your stay, how would you prefer the hotel staff to handle it?

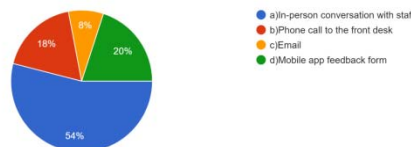
50 responses



❖ As per my survey and graph representation most of the people go with first option they prefer apologize and rectify the issue immediately.

4. Which of the following communication channels do you prefer for expressing feedback or complaints during your hotel stay?

50 responses



❖ As per survey and graphical representation most of the people go with option A most of the people prefer for expressing their feedback or complaint in person conversation with staff.

IV. CONCLUSION

In conclusion, this research paper has explored the importance of managing guest expectations and implementing effective service recovery strategies in front office operations of hotels in the Delhi NCR region. Through an extensive review of literature and analysis of various case studies, several key findings have emerged:

**Understanding Guest Expectations:* It is crucial for hoteliers to have a deep understanding of guest expectations at every touch point of their journey, from booking to check-out. This understanding allows hotels to tailor their services and exceed guest expectations,

leading to higher satisfaction levels. Despite best efforts, service failures may occur. However, effective service recovery strategies can turn a negative guest experience into a positive one. Timely resolution of issues, empathetic communication, and offering compensations when necessary are essential components of successful service recovery. The role of technology in managing guest expectations and service recovery cannot be overstated. Hoteliers can leverage technology to streamline booking processes, personalize guest experiences, and facilitate communication between guests and staff. Innovations such as mobile check-in/check-out and digital concierge services enhance guest satisfaction and employee Training and

empowerment**): Front office staff play a pivotal role in delivering exceptional guest experiences. Investing in training programs that focus on customer service, problem-solving, and interpersonal skills empowers staff to handle guest interactions effectively and proactively address issues as they arise. By consistently meeting and exceeding guest expectations, hotels can foster long-term relationships with customers and cultivate loyalty. Loyalty programs, personalized services, and soliciting feedback for continuous improvement are effective strategies for building customer loyalty and driving repeat business.

Managing guest expectations and service recovery in front office operations is fundamental to ensuring customer satisfaction and loyalty in Delhi NCR hotels. By prioritizing guest-centric approaches, investing in technology and employee training, and implementing effective service recovery strategies, hotels can differentiate themselves in a competitive market landscape and thrive in the hospitality industry.

REFERENCES RÉFÉRENCES REFERENCIAS

1. Phi, H. D., Thanh, L. P., & Viet, B. N. (2018). Effects of service quality on customer satisfaction and customer loyalty: A case of 4-and 5-star hotels in Ho Chi Minh City, Vietnam. *Business and Economic Horizons*, 14 (3), 437-450.
2. Nunkoo, R., Teeroovengadum, V., Ringle, C. M., & Sunnassee, V. (2020). Service quality and customer satisfaction: The moderating effects of hotel star rating. *International Journal of Hospitality Management*, 91, 102414.
3. Michel, S., Bowen, D., & Johnston, R. (2009). Why service recovery fails: Tensions among customer, employee, and process perspectives. *Journal of service management*, 20(3), 253-273.
4. Liat, C. B., Mansori, S., Chuan, G. C., & Imrie, B. C. (2017). Hotel service recovery and service quality: Influences of corporate image and generational differences in the relationship between customer satisfaction and loyalty. *Journal of Global Marketing*, 30 (1), 42-51.
5. Yao, S., Wang, X., Yu, H., & Guchait, P. (2019). Effectiveness of error management training in the hospitality industry: Impact on perceived fairness and service recovery performance. *International Journal of Hospitality Management*, 79, 78-88.



A Study on Challenges Faced by Hotel Industry Employees during on Job Training (OJT)

Rashi Singh, Jyoti & Prof. (Dr.) Rajiv Mishra

Galgotias University

Abstract- This study uses a survey-based methodology to examine the various difficulties that workers in the hotel industry face when undergoing on-the-job training (OJT). The hotel industry heavily depends on on-the-job training (OJT) to enhance skills and competencies. Therefore, it is imperative to comprehend the challenges that employees encounter during this process to enhance training efficacy and organizational performance. 61 responses to the questionnaires that were distributed provided a thorough picture of the most common issues that arise when doing on-the-job training in the hospitality industry. The study reveals a variety of challenges that have a major impact on employees' learning experiences and job performance, such as time constraints, communication barriers, and a lack of mentorship or training resources.

The study also explores the effects of these difficulties on worker motivation, job satisfaction, and retention, emphasizing the necessity of specialized interventions to deal with these problems. This study intends to give relevant information to stakeholders in the hotel industry so they can optimize on-the-job training (OJT) programs and create a positive learning environment that promotes employee growth and organizational success. To do this, it will outline these challenges and their effects.

Keywords: on-job training, hotel, employees, challenges.

GJMbr-F Classification: LCC Code: HF5001-6182



Strictly as per the compliance and regulations of:



A Study on Challenges Faced by Hotel Industry Employees during on Job Training (OJT)

Rashi Singh ^α, Jyoti ^σ & Prof. (Dr.) Rajiv Mishra ^ρ

Abstract- This study uses a survey-based methodology to examine the various difficulties that workers in the hotel industry face when undergoing on-the-job training (OJT). The hotel industry heavily depends on on-the-job training (OJT) to enhance skills and competencies. Therefore, it is imperative to comprehend the challenges that employees encounter during this process to enhance training efficacy and organizational performance. 61 responses to the questionnaires that were distributed provided a thorough picture of the most common issues that arise when doing on-the-job training in the hospitality industry. The study reveals a variety of challenges that have a major impact on employees' learning experiences and job performance, such as time constraints, communication barriers, and a lack of mentorship or training resources.

The study also explores the effects of these difficulties on worker motivation, job satisfaction, and retention, emphasizing the necessity of specialized interventions to deal with these problems. This study intends to give relevant information to stakeholders in the hotel industry so they can optimize on-the-job training (OJT) programs and create a positive learning environment that promotes employee growth and organizational success. To do this, it will outline these challenges and their effects.

Keywords: on-job training, hotel, employees, challenges.

I. INTRODUCTION

The hotel sector presents a complex network of obstacles for those who want to build a name for themselves in the fast-paced world of hospitality, where smiles are the norm and client comfort is valued highly. Among these difficulties, On Job Training (OJT) stands out as a crucial stage. OJT is akin to a stepping stone, where aspiring hoteliers encounter the rigors of the front desk, the heat in the kitchen, and the expectations of providing guest service.

The goal of this study is to investigate in-depth the on-the-job training experiences of employees in the hotel business. So why concentrate on this specific stage? Because OJT is a journey full of challenges that frequently go unnoticed by the untrained eye, it's more than merely picking up the recipes and perfecting the

check-in procedures. It's about realizing the hardships that lie beneath the happy smiles that welcome us to hotels all over the world.

Let's first define what on-the-job training is. It's more than just reading instructions or following a senior employee; it's about getting your hands dirty and throwing yourself into the cyclone of hospitality work. OJT is best described as a trainee chef attempting to keep up with the hectic pace of a bustling kitchen or a front desk intern gracefully addressing furious visitors.

But hidden beneath the surface are a plethora of difficulties just waiting to be discovered. OJT isn't easy, with long workdays that often end in the middle of the night and the stress of exceeding extremely high guest expectations. Exhaustion is a sure thing when you combine the strain of juggling employment and school for those seeking hospitality courses.

Furthermore, issues are frequently made more difficult by linguistic and cultural obstacles, particularly in international hotel chains with diverse staff and clientele. If English is not your first language, try explaining complicated orders or handling complaints. This is a challenge that many trainees encounter regularly. The caliber and effectiveness of an organization's workforce greatly influences its success or failure. Thus, organizations need to train their staff using the right training methods if they want to develop, succeed, and maintain a competitive edge in today's market. Employees are viewed as the core of many businesses; they play a major role and are responsible for completing the majority of tasks. (Idahosa, 2016).

Furthermore, issues are frequently made more difficult by linguistic and cultural obstacles, particularly in international hotel chains with diverse staff and clientele. If English is not your first language, try explaining complicated orders or handling complaints. This is a challenge that many trainees encounter regularly.

In addition, because the hospitality sector is so ephemeral, trainees frequently have to make decisions about their future careers. They may struggle with the uncertainty of employment security and advancement chances even after devoting time and energy to their training. Their motivation and excitement may suffer as a result of this uncertainty, which may have an impact on their general output and job satisfaction. On-the-job training has a significant impact on employee performance and the delivery of high-quality services. It

Author α: Researcher, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.

e-mail: rashisingsh.20gsoh1020027@galgotiasuniversity.edu.in

Author σ: Associate Professor, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.

e-mail: jyoti@galgotiasuniversity.edu.in

Author ρ: Dean & Professor, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.

e-mail: dean.soh@galgotiasuniversity.edu.in

has not gotten the attention it deserves, even though a great deal has been written about it and the many shapes it can take. (Bafaneli, 2015). By exposing the successes and setbacks that trainees experience along the road, we hope to shed light on the complex nature of On-the-Job Training in the hospitality business. We may endeavour to create a more nurturing and supportive atmosphere for the upcoming generation of hospitality professionals by acknowledging and addressing these difficulties.

Objective

1. To determine the On-Job Training aspect of human resources by first identifying the major problems faced by the industry.
2. To evaluate the training programs that are used by the hotels to help employees develop the performance of their staff.

II. LITERATURE REVIEW

According to (Jaworski, 2018), in hospitality firms, training is linked to several advantages such as reduced business expenses, more job satisfaction, higher guest satisfaction, and consistency in job performance. Regrettably, businesses rarely make the effort to use efficient training methods, especially when it comes to part-time workers. To ascertain whether training approach and duration had an impact on training satisfaction, this study polled part-time hotel staff. It was also established how training satisfaction and the advantages and incentives one received affected one's commitment to a career. Training satisfaction is impacted by work shadowing and on-the-job training. Commitment was impacted by certain incentives and advantages as well as training satisfaction. There is a discussion on the implications. According to (Chiang C. F., 2005), It has been discovered that training increases employee intention to stay at work and job satisfaction. The expectations and perceptions of training quality between hotel managers and staff were the focus of this study. The findings also included recommendations for how to enhance training quality and raise employee job satisfaction, training satisfaction, and intention to stay in the hotel industry. Regression analysis results indicated a positive relationship between job satisfaction and training. Intention to stay was positively correlated with job satisfaction. The relationship between job satisfaction and the intention to stay mediated the indirect influence of training quality.

According to (Policarpio, 2024), the dynamic and immersive On-the-Job Training (OJT) in hospitality management is designed to foster the skills and competencies necessary for success in the dynamic and constantly changing hospitality business. This study aimed to comprehend real-world experiences, how classroom knowledge may be applied to a practicum,

what new insights can be gained, and the difficulties encountered during on-the-job training. The researchers gained knowledge, challenges, and firsthand experiences from the trainees. The proposed action plan aims to improve the school's on-the-job training program for students studying hospitality management. (Huynh Truong Huy1, 2021) This study examined the effects of on-the-job training (OJT) on employee performance using the Ninh Kieu Hotel in Can Tho as a case study. We used a combination of qualitative analysis and essentially statistical testing to tell the tale of how on-the-job training (OJT) procedures and factors affect employees' performance. It was suggested that the results supported previous research showing a strong correlation between employee performance and the hotel's intended OJT program and goal. Furthermore, the majority of workers who took part in the OJT sessions strongly agreed that OJT was important throughout the duration of their jobs. The study (Mvuyisi, 2023) shed light on the value of on-the-job training and how it affects worker productivity and performance. The effectiveness of this training approach was the main topic of discussion during the interviews, and the study discovered that it works well for upskilling both new hires and current staff members. In this technologically advanced university, training, and employee motivation were considered to be the key components of improving employee performance. It has been found that advancement and development are essential for an effective organization and that development programs have a direct impact on organizational effectiveness. According to (Lin, 2017), the major service providers in the catering sector are the people who work as service workers, therefore perfect services depend on them. It is worth talking about whether a professional is competent to finish high-quality services. Every duplicate that is retrieved is considered a legitimate sample. The study's conclusions demonstrate the notable moderating impacts of personal background on the relationships between on-the-job training and job performance, as well as the significantly favorable benefits of on-the-job training on Work Achievement, Work Behaviour, and Employee Personality in job performance.

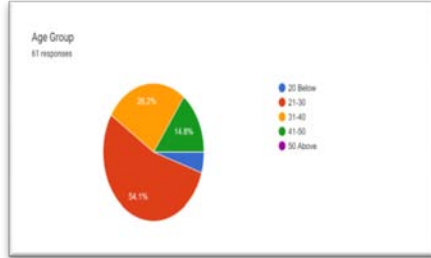
III. RESEARCH METHODOLOGY

The Research Methodology includes the research methods that were used during the Research Project. This research paper is based on both data primary and secondary information. The gathering of data is an important part of every research. Incorrect data gathering can have an impact on the result of the research I collected data from more than 61 people who were hoteliers' frequent guests of South Delhi hotels. I have made a questionnaire to better understand their perspectives. This is my primary source of collecting data.

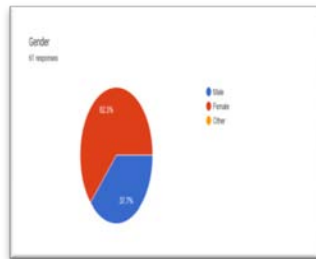
The secondary data that I used to write this research paper came from a variety of sources, including website reports, hotel brokers, newspapers, my professors, my observations, and other sources. Now other necessary secondary data have been collected from the Ministry of Tourism for this paper,

government reports, data also been collected from the statistical book of India and other information related to this paper has been collected from research papers published in different magazines. After gathering the related data from primary as well as secondary sources, data analysis takes place.

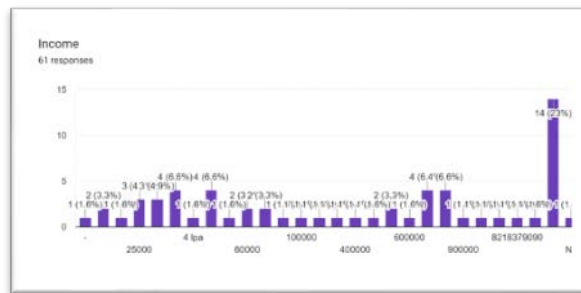
Data Interpretation



I have surveyed 61 people from people who are living in Delhi NCR. Here is the result of 61 people which states the conclusion of my field survey. In my survey, out of 61 people, 62.3% and 37.7% were female and male, respectively.



The age of 20 below responses, giving less percentage. The age of 21-30 responses, giving a percentage of 54.1%. The age of 31- 40 responses, giving a percentage of 26.2%. The age of 41- 50 responses, giving a percentage of 14.8%.



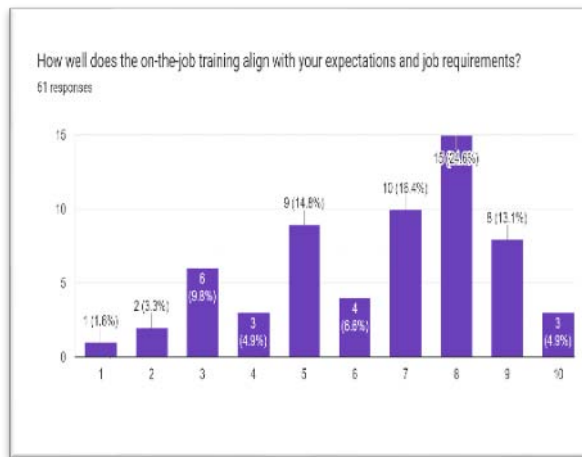
In my survey, out of 61 people, I collected responses from different people who belong to different fields such as Air Hostesses, Businessman, Employees of the hotel, Housewives, Students, etc.



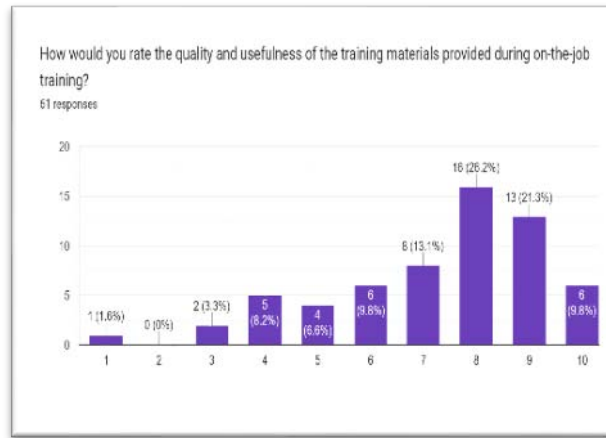


The adaptation of on-the-job training to regular duties and responsibilities is crucial in the hotel sector. Employees who receive on-the-job training are better prepared to succeed in their roles, whether they involve handling guest inquiries, delivering first-rate customer service, or operating specialized systems and equipment. On-the-job training closes the knowledge gap between theory and practice by immersing staff members in real-world scenarios within the hotel setting. This allows staff members to apply newly learned concepts directly to their daily responsibilities. According to the graph, 16.4 % of people rated below 5 and 83.6% of people rated above 5, majority of people believe that on -the job training is relevant to their daily tasks and responsibilities.

Hotel staff are best prepared to manage a wide range of situations and challenges they may face in the workplace by receiving on-the-job training. On-the-job training gives employees invaluable hands-on experience that cannot be duplicated in a classroom setting by immersing them in real-world scenarios. Through this hands-on experience, staff members can acquire critical problem-solving abilities, flexibility, and self-assurance in handling a range of guest needs, questions, and unforeseen circumstances. According to the graph,32.8% of people rated below 5, and 67.2% of people rated above 5, The majority of people believe that on-the-job training helps in handling various situations and challenges at work.



In the hotel industry, on-the-job training usually corresponds closely with job requirements and expectations, making sure that employees are suitably trained to perform their jobs well. These onboarding training courses aim to familiarize new hires with the particular duties, guest service expectations, and operational protocols associated with their respective roles in the hotel. Employees can learn firsthand about the demands and expectations of their jobs through on-the-job training, which gives them practical, hands-on experience in a real-world setting. According to the graph, 34.4% of people rated below 5, and 65.6% of people rated above 5, the majority of people believe that job training aligns with their expectations and job requirements.



A key element in guaranteeing the success of the training program is the Caliber and applicability of the training materials given during on-the-job training in the hotel industry. The foundation for transferring the knowledge, abilities, and protocols required for staff members to succeed in their positions is provided by these materials. First and foremost, high-quality training materials should cover every topic pertinent to the particular job duties at the hotel, including operational procedures, safety measures, and customer service methods. According to the graph, 19.7 rated below 5, and 80.3% of people rated above 5, majority of people believe the quality and usefulness of the training materials provided during on-the-job training.

IV. CONCLUSION

Our study shed light on the complex issues that hotel industry workers face when undergoing on-the-job training (OJT). We have learned a great deal about the intricacies of the hospitality sector and the experiences of individuals who hope to work in it by thoroughly investigating these difficulties. One of the main conclusions of our research is the widespread nature of the difficulties encountered by OJT trainees. These difficulties can be social and emotional, such as feelings of inadequacy and uncertainty about future career prospects, or they can be practical, like long working hours and language barriers. Despite their enormity, these obstacles are not insurmountable. Rather, they provide chances for both professional and personal development, molding trainees into resilient, flexible people who can thrive in the fast-paced hospitality sector.

In addition, our study has shown how critical it is to establish a welcoming and inclusive workplace where OJT trainees feel appreciated, respected, and equipped for success. This means offering opportunities for skill development and career advancement, cultivating an environment of open communication and teamwork, and providing sufficient training and mentoring. Hotels can improve overall service quality and guest satisfaction as well as employee satisfaction and retention by attending to the needs and concerns of their on-the-job training trainees. Furthermore, our study has emphasized how important it is to acknowledge the contributions that OJT trainees make to the success of hotel operations. Even though they are still in the early phases of their careers, OJT trainees are essential to hotels' staffing needs because they bring new

perspectives and creative ideas to the table. As a result, hotel management must make investments in the education and training of OJT trainees, fostering their potential and providing them with the know-how and abilities necessary to succeed in their positions. To address the changing opportunities and challenges that OJT trainees in the hotel industry face, it is evident that more research and exploration in this area are required in the future. Through ongoing research and comprehension of OJT trainee experiences, we can strive to establish a more encouraging, welcoming, and fulfilling atmosphere for upcoming generations of hospitality experts. In summary, our study has demonstrated the significance of identifying and resolving the obstacles that employees in the hotel industry encounter when undergoing on-the-job training (OJT) and the necessity of continuous initiatives to assist and enable OJT trainees as they commence their careers in the hospitality sector. We can work together and be dedicated to making a better and more promising future for everyone who aspires to succeed in the hospitality industry.

REFERENCES RÉFÉRENCES REFERENCIAS

1. Bafaneli, S. &. (2015). *The impact of on-the-job training on employee performance: The case of Riley's Hotel*. Journal of Business Theory and Practice, 3 (2), 239.
2. Chiang, C. F. (2005). *The impact of employee training on job satisfaction and intention to stay in the hotel industry*. Journal of Human Resources in Hospitality & Tourism.
3. Huynh Truong Huy1, N. V. (2021). *Impact Of On-The-Job Training On Employee's Perform-Mance: The*

Case Of Ninh Kieu Hotel, Can. Centre For Asean Studies C.

4. Idahosa, E. (2016). *On-the-job training versus formal training: An evaluation of its impact on employee performance*. (Doctoral dissertation, Dublin, National College of Ireland).
5. Jaworski, C. R. (2018). *The effects of training satisfaction, employee benefits, and incentives on part-time employees' commitment*. International Journal of Hospitality Management.
6. Lin, S. R. (2017). *A study of impact on-job training on job performance of employees in catering industry*. International Journal of Organizational Innovation.
7. Policarpio, J. A. (2024). *The On-The-Job Training Experiences of the Hospitality Management Students: Input in*

Survey Questions:

We would like to ask you about your experiences with a hotel. Please think back to a time and rate on a scale of 1 to 10.

Section -1

Your feedback will help us identify the major problems faced by the industry regarding on-the-job training.

How often do you have the opportunity to apply the skills learned during on-the-job training in your daily work? (1 being "Never" to 10 being "Always")

1. To what extent do language barriers get in the way of the successful delivery and comprehension of on-the-job training content within the industry? (1 being "Significant Obstacle" to 10 being "No Obstacle")
2. How significantly does the lack of recognition or incentives for participating in on-the-job training programs contribute to employee demotivation? (1 being "Highly Demotivating" to 10 being "Not Demotivating")
3. How effective are the methods used to evaluate the outcomes and effectiveness of on-the-job training programs within the industry? (1 being "Highly Ineffective" to 10 being "Highly Effective")
4. To what extent does the rapid pace of technological advancements render existing on-the-job training programs outdated? (1 being "Highly Obsolete" to 10 being "Not Obsolete")

Section -2

Your feedback will help us evaluate the effectiveness of training programs in improving staff performance at hotels.

1. How effectively do you believe the on-the-job training simulations replicate real-world scenarios, aiding in your performance improvement? (1 being "Highly Ineffective" to 10 being "Highly Effective")
2. How valuable do you find peer-to-peer learning experiences during on-the-job training in enhancing your performance? (1 being "Not Valuable" to 10 being "Highly Valuable")
3. How well does the on-the-job training program prepare you to adapt to changing guest needs and industry trends? (1 being "Not Prepared" to 10 being "Highly Prepared")
4. How confident are you in retaining and applying the skills learned during on-the-job training in your daily work in the long term? (1 being "Not Confident" to 10 being "Highly Confident")
5. How well does the on-the-job training program prioritize employee well-being (e.g., stress management, work-life balance) to support overall performance improvement? (1 being "Not Prioritized" to 10 being "Highly Prioritized")

Section -3

Your feedback will help us evaluate the overall challenges faced by hotel industry employees during On Job Training (OJT).

1. How would you rate the level of stress you experienced while dealing with the challenges during OJT? (1 being "Lowest" to 10 being "Highest")
2. How much trust do you have in the effectiveness of future training programs to address the challenges identified during OJT? (1 being "Not Effective" to 10 being "Highly Effective")
3. How would you rate the hotel industry's culture of learning and adaptation based on your experiences in overcoming challenges during OJT? (1 being "Not a Learning Culture" to 10 being "Highly a Learning Culture")
4. How effectively did you utilize support networks (e.g., mentors, colleagues) to navigate and overcome the challenges faced during OJT within the hotel industry? (1 being "Not Effective" to 10 being "Highly Effective")
5. How likely are you to recommend specific measures or changes to address the challenges identified during On Job Training (OJT) within the hotel industry? (1 being "Not Recommended" to 10 being "Highly Recommended")



GLOBAL JOURNAL OF MANAGEMENT AND BUSINESS RESEARCH: F
HOSPITALITY, EVENT & TOURISM MANAGEMENT
Volume 24 Issue 2 Version 1.0 Year 2024
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

Sustainable Front Office Practices and Their Impact on Customer Satisfaction: A Case of Deluxe Category Hotels in Delhi

Ravi Bharti, Dr. Sidharth Srivastava & Prof. (Dr.) Rajiv Mishra

Galgotias University

Abstract- The hospitality industry in India, notably in Delhi and the National Capital Region (NCR), is undergoing significant transformation driven by changing consumer preferences and heightened environmental consciousness. This research investigates the impact of consumer awareness, attitudes, and willingness to pay premiums on decisions towards sustainable practices in five-star hotels. With sustainability becoming a crucial concern, many hotel chains have adopted green practices to reduce their carbon footprints and enhance customer appeal. This study employs a quantitative approach, utilizing a survey of 50 guests from selected hotels, to explore consumer perceptions regarding sustainable practices and their influence on hotel brand preferences. A closed-ended questionnaire was employed to gather data, focusing on key variables identified through KMO factor analysis. The findings underscore the pivotal role of sustainability initiatives in shaping consumer behavior and influencing the competitive landscape of the hospitality sector.

Keywords: front office practices; customer satisfaction; hospitality industry.

GJMBR-F Classification: LCC Code: HD9980.5



Strictly as per the compliance and regulations of:



© 2024. Ravi Bharti, Dr. Sidharth Srivastava & Prof. (Dr.) Rajiv Mishra. This research/review article is distributed under the terms of the Attribution-NonCommercial-NoDerivatives 4.0 International (CC BYNCND 4.0). You must give appropriate credit to authors and reference this article if parts of the article are reproduced in any manner. Applicable licensing terms are at <https://creativecommons.org/licenses/by-nc-nd/4.0/>.

Sustainable Front Office Practices and Their Impact on Customer Satisfaction: A Case of Deluxe Category Hotels in Delhi

Ravi Bharti ^α, Dr. Sidharth Srivastava ^σ & Prof. (Dr.) Rajiv Mishra ^ρ

Abstract- The hospitality industry in India, notably in Delhi and the National Capital Region (NCR), is undergoing significant transformation driven by changing consumer preferences and heightened environmental consciousness. This research investigates the impact of consumer awareness, attitudes, and willingness to pay premiums on decisions towards sustainable practices in five-star hotels. With sustainability becoming a crucial concern, many hotel chains have adopted green practices to reduce their carbon footprints and enhance customer appeal. This study employs a quantitative approach, utilizing a survey of 50 guests from selected hotels, to explore consumer perceptions regarding sustainable practices and their influence on hotel brand preferences. A closed-ended questionnaire was employed to gather data, focusing on key variables identified through KMO factor analysis. The findings underscore the pivotal role of sustainability initiatives in shaping consumer behavior and influencing the competitive landscape of the hospitality sector.

Keywords: front office practices; customer satisfaction; hospitality industry.

I. INTRODUCTION

India, particularly its northern region, stands as a burgeoning market for both domestic and international tourism, marked by rapid growth and increasing environmental challenges (Hall et al., 2019; Mohsin & Lockyer, 2010). The hospitality sector, integral to this growth, ranks among the highest contributors to greenhouse gas emissions after transportation, compounded by substantial resource consumption and waste generation, notably in accommodations and housing (Miller et al., 2010). This industry's impact on land use, water consumption, and energy demand underscores the critical need for sustainable practices among consumers, managers, workers, and owners alike (Hall et al., 2016). The concept of sustainable development gained global prominence following the 1992 United Nations Conference on Environment and Development in Rio de Janeiro, advocating for balanced

progress that meets present needs without compromising future generations' ability to meet theirs (Lee, 2013). Integral to sustainable development are environmental, social, and economic considerations, urging efficient resource utilization and preservation of cultural heritage (Miller et al., 2010). Given its economic significance and cultural impact, the tourism sector plays a pivotal role in both global commerce and local community well-being (Amir et al., 2015; Choi & Sirakaya, 2006). However, unchecked tourism can jeopardize natural environments, disrupt local communities, and undermine cultural heritage, necessitating a shift towards sustainable tourism practices endorsed in Chapter 4 of Agenda 21 by the United Nations (United Nations, 2017).

Acknowledging these challenges, major hotel chains have initiated sustainability initiatives to mitigate environmental impacts. Accor's Planet 21 in Action and Intercontinental Hotel Group's Green Engage exemplify industry efforts to reduce energy consumption and promote sustainable operations (Euromonitor International, 2012). Marriott, Hilton, Hyatt, and ITC Hotels have similarly committed to significant resource conservation goals, reflecting a growing consumer demand for environmentally responsible hospitality services. In India, the Hotel and Restaurant Approval Classification Committee (HRACC) oversees hotel standards, encouraging eco-friendly practices such as those adopted by Jaypee Hotel in Mussoorie and other properties like Hotel Arif Castles and Naini Retreat in Nainital (Aggarwal, 2015). ITC India's "Welcom Environ" project exemplifies a proactive approach within the industry towards addressing environmental challenges. With tourism growing at an annual rate of approximately 5% globally and poised to double by 2020, the sector's economic impact and potential for sustainable development are significant (Doganer, 2017; UNESCO, 2009). This paper explores the factors influencing consumer attitudes, awareness, and willingness to pay premiums for sustainable practices in five-star hotels in Northern India, aiming to contribute insights into aligning consumer preferences with sustainable hospitality offerings. In conclusion, as the hospitality industry navigates its dual role as economic driver and cultural steward, integrating sustainable practices becomes

Author α: Researcher, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.

e-mail: ravi.20GSOH1020008@galgotiasuniversity.edu.in

Author σ: Associate Professor, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.

e-mail: sidharth.srivastava@galgotiasuniversity.edu.in

Author ρ: Dean & Professor, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.

e-mail: dean.soh@galgotiasuniversity.edu.in

imperative for fostering both environmental stewardship and consumer satisfaction.

II. LITERATURE REVIEW

Consumer attitudes towards sustainability in the hospitality sector, particularly in five-star hotels in North India, have garnered increasing attention in recent years. Defined as the consumer's perception of environmental practices and policies adopted by hotels, these attitudes shape decisions ranging from brand preference to willingness to pay premiums (Hall et al., 2016). Consumer behavior plays a pivotal role in driving the adoption of sustainable practices within the hospitality industry. Ajzen (2014) defines consumer behavior as the process by which individuals make decisions to purchase products or services, influenced by their psychology and perceptions. Understanding consumer attitudes and behaviors is crucial for hotels aiming to meet customer needs effectively (Manaktola & Jauhari, 2007). Sustainable development, as defined by Ritchie (2002), emphasizes meeting current needs without compromising the ability of future generations to meet their own needs. This concept underscores the urgency for sustainable tourism practices, supported by research highlighting consumer preferences towards eco-friendly accommodations (Ritchie & Crouch, 2013; Punitha et al., 2016). Consumer awareness of environmental impacts associated with hotels has grown significantly, driven by media coverage and educational campaigns. This heightened awareness prompts tourists to seek accommodations that prioritize environmental conservation, thereby influencing market dynamics and hotel revenue streams (Manaktola & Jauhari, 2007). Consumer willingness to pay a premium for sustainability initiatives in hotels reflects ethical consumer behavior, influenced by factors such as environmental awareness, demographic characteristics, and personal values (Hall et al., 2016; Han, Hsu, & Lee, 2009). Studies indicate that consumers perceive sustainable practices as beneficial not only for the environment but also for enhancing their own experience and satisfaction during hotel stays (Kostakis & Sardianou, 2012; Birdir et al., 2013). The hospitality industry's shift towards sustainability is supported by various definitions and frameworks. For instance, the Brundtland Report (1987) stresses the integration of economic, environmental, and social factors to achieve sustainable development, while Johnston et al. (2007) advocate for perpetual activities that support People, Planet, and Profit (Triple Bottom Line). Technological advancements in hotels, such as SMART technologies and energy-saving devices, enhance environmental performance while improving guest comfort and satisfaction (Reuland, 2008). Leading hotel chains like ITC Hotels have set benchmarks in sustainable hospitality, leveraging initiatives like wind-powered

properties and LEED Platinum ratings to differentiate themselves in the market (Hashmi & Muff, 2015). In conclusion, as consumers become more environmentally conscious and demanding, hotels face increasing pressure to adopt sustainable practices to remain competitive. This review highlights the evolving landscape of consumer attitudes and behaviors towards sustainability in the hospitality sector, underscoring the importance of strategic initiatives and technological innovations in meeting both consumer expectations and environmental responsibilities.

Objectives

1. To research the many modern hotel front desk department trends.
2. To research front office best practises regarding customer satisfaction

III. RESEARCH METHODOLOGY

Data Collection and Sample Size:

This research utilized both primary and secondary sources of data. Primary data was gathered through a survey conducted among 500 guests of five-star hotels in Northern India, specifically within the Delhi-National Capital Region. The researcher employed a purposive sampling method to select participants who were either regular hotel guests, trainees in the hospitality sector, or professionals in the field, ensuring representation across various perspectives within the target population.

IV. RESEARCH DESIGN

The study focused on exploring consumer knowledge, attitudes, and willingness to pay premiums for sustainable practices in five-star hotels, an area that has received limited research attention. A quantitative approach was adopted, employing a standardized, closed-ended questionnaire designed to address the research objectives effectively. The survey instrument was systematically structured to gather responses related to consumer awareness, attitudes towards sustainability, and their willingness to pay extra for environmentally friendly practices. Data analysis began with descriptive techniques such as frequency analysis and measures of central tendency (mean, standard deviation) to summarize the respondents' characteristics and perceptions. Inferential analysis techniques, including factor analysis and the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy along with Bartlett's test of sphericity, were employed to identify key factors influencing consumer behavior towards sustainable practices in five-star hotels. SPSS version 23 software was utilized for conducting statistical tests and analyzing the collected data. The KMO and Bartlett's tests helped determine the suitability of the data for factor analysis, facilitating the identification of underlying dimensions in consumer perceptions and preferences

related to sustainability initiatives in hospitality. This methodological approach ensured a comprehensive examination of consumer perspectives on sustainability within the context of luxury hotels in Northern India. By integrating rigorous data collection and advanced statistical analysis techniques, the study aimed to provide valuable insights into how hotels can effectively align their sustainability efforts with consumer expectations, thereby enhancing their competitive edge in the hospitality industry.

V. RESEARCH ANALYSIS

The research analysis provides a detailed overview of respondent demographics, preferences, and attitudes towards sustainability practices in five-star hotels within Delhi-National Capital Region (Delhi-NCR). Here are the key findings based on the data presented:

a) Demographics and Respondent Profile

Gender: The majority of respondents were male (61.4%), with female respondents comprising 38.6%.

Age Group: The highest number of respondents fell within the age group of 21-30 years (52.3%), indicating a younger demographic participating in the survey.

Hotel Stay Frequency and Selection Criteria

b) Frequency of Hotel Stay

A significant portion of respondents (43.2%) indicated staying in 5-star hotels occasionally.

c) Selection Criteria

Location and Accessibility: Rated highly important (72.3% rated 4 or 5).

Price: Also highly considered (72.7% rated 4 or 5).

Brand Reputation: Important factor (68.2% rated 4 or 5).

Sustainability Practices: Considered crucial (75% rated 4 or 5).

Previous Guest Reviews: Valued in decision-making (72.7% rated 4 or 5).

Awareness and Importance of Sustainability:

d) Awareness of Sustainability Practices:

A majority of respondents (75%) were aware of sustainability practices in 5-star hotels.

Importance of Sustainability Certifications: Many respondents (54.5%) considered sustainability certifications somewhat important when choosing a hotel.

Specific Sustainability Practices:

e) Engagement in Sustainability Programs

A notable number of respondents (36.4%) participated in hotel sustainability programs like reusing towels and bed linens.

Preference for Sustainable Amenities: Respondents were inclined (43.2%) to book hotels offering sustainable

amenities such as electric vehicle charging stations or organic dining options.

f) Future Considerations and Satisfaction

Future Importance of Sustainability: Respondents anticipate that sustainability practices will become much more important (63.6% rated 4 or 5).

Overall Satisfaction: High levels of satisfaction (65.9% rated 8-10) were reported regarding sustainability and front office practices in 5-star hotels in Delhi-NCR.

Willingness to Pay Premium:

g) Premium for Sustainable Practices

A significant percentage (43.2%) expressed willingness to pay a premium for hotels demonstrating strong sustainability practices.

Percentage Increase in Payment: Respondents were willing to pay a premium ranging from 20-40% for hotels with excellent sustainability practices.

h) Information Accessibility and Future Travel Plans

Accessibility of Information: Half of the respondents preferred to access information about a hotel's sustainability practices through hotel websites (50%) and travel review websites (45.5%).

Travel Frequency: The majority of respondents (70.5%) indicated traveling very frequently or occasionally for leisure or business purposes.

The data analysis highlights a growing awareness and importance of sustainability practices among guests of 5-star hotels in Delhi-NCR. Respondents are not only aware of these practices but also value them highly in their decision-making process when selecting hotels. The findings suggest that hotels can enhance their appeal and competitiveness by emphasizing sustainability initiatives and providing transparent information to guests. The high satisfaction levels reported indicate a positive reception towards existing sustainability efforts, suggesting opportunities for hotels to further integrate and promote these practices to cater to evolving consumer preferences.

VI. CONCLUSION

This research has provided compelling insights into the widespread adoption of function-based software and integrated process automation (IPA) among CEOs across various industries. The study underscores several benefits of automation, including enhanced record accuracy, expedited service delivery, reduced errors, and significant cost savings. Notably, the implementation of IPA has shown to increase employee satisfaction by streamlining operations without compromising quality. In the context of front office management in five-star hotels in Delhi-NCR, the study identified innovative practices that positively impact guest satisfaction. Factors such as benevolence and

managerial mindset were highlighted as critical drivers influencing service quality, underscoring the importance of maintaining high standards to retain a competitive edge. Guest satisfaction in hospitality, particularly in relation to tangibility and service exceeding expectations, emerged as pivotal factors shaping consumer loyalty. The study advocates for continuous improvement in service quality to meet evolving guest expectations, emphasizing the importance of refining service delivery to enhance overall satisfaction.

Despite significant strides in business travel service quality, the study identifies areas for further development, particularly in the realm of MICE tourism. Understanding the sociodemographic traits of MICE delegates can guide future research efforts aimed at improving service excellence and meeting diverse customer needs. Limitations of the study, such as its focus on select five-star hotels and conference centers in the National Capital Region, suggest avenues for future research in diverse settings and across different hotel categories. The recommendation to conduct similar studies in smaller venues or other cities aims to provide a more comprehensive understanding of service dynamics within the hospitality sector. Looking forward, the hospitality industry faces ongoing challenges, including adapting to post-COVID demand fluctuations and meeting increasingly diverse guest expectations. The study suggests that hotels can navigate these challenges by embracing technology, offering unique guest experiences, and implementing sustainable practices. By doing so, hotels can not only survive but thrive in an ever-evolving market landscape. In conclusion, this research contributes valuable insights into the strategic adoption of automation and innovative practices in hospitality, highlighting opportunities for continuous improvement and adaptation. By addressing these insights, hotels can better position themselves to deliver exceptional service and enhance guest satisfaction in the years ahead.

REFERENCES RÉFÉRENCES REFERENCIAS

1. Aggarwal (2015) said. An analysis of Dehradun and Massouri using a case study approach to green practices in the hospitality sector. 3 (18), 230–239, Schorlarly Research Journal for Interdisciplinary Studies
2. Ahmad, K. N., Jamal, S. A., Ghapar, A. A., and Amir, A. F. (2015). The development of sustainable tourism: an investigation of community resilience for rural tourism in Malaysia. *Social and Behavioural Sciences Procedia*.
3. Birdir, S., Williams, A. T., Ünal, Ö., & Birdir, K. (2013). Cases from Mersin, Turkey: Willingness to Pay as an Economic Tool for Managing Coastal Tourism. 36-283 in *Tourism Management*, 36.
4. G. K. Janusz and P. Bajdor (2013). The framework, actions, and dimensions of "Towards Sustainable Tourism" *Procedia Finance and Economics*. Dhar, R. L., and S. Mittal (2016). An analysis of tourism hotels to determine how green transformational leadership affects greencreativity. *Management of Tourism*.
5. G. K. Sutawa (2012) problems with Bali's tourism industry development and community empowerment for sustainable tourism growth. *Procedia of Finance and Economics*.
6. Malekpour, M. H., and Salamatbaksh, F (2014). Four-star Parsi hotels in Tehran were used as control samples in an analytical research on internships (unpublished master's thesis).
7. Panwar, S., Dalal, J. S., and Kaushik, A. K. (2012) Low pay and long hours in the hotel business contribute to a high worker turnover rate. 2 (3), 81-89, *VSRD International Journal of Business & Management Research*.
8. Pfund, Pribbenow, Branchaw, Lauffer, and Handelsman (2006), published their research the advantages of mentor training. 311(5760): 473-474 in *Science*.
9. Sirakaya, E., and H. S. C. Choi (2006). Sustainability metrics for the administration of local tourism. *Management of Tourism*.
10. Wei, T. T., Marthandan, G., Chong, Y. A., Ooi, K., and S. Arumugam (2009). What motivates Malaysians to adopt mobile commerce? an empirical investigation. 109 (3), 370-388, *Industrial Management & Data Systems*.



GLOBAL JOURNAL OF MANAGEMENT AND BUSINESS RESEARCH: F
HOSPITALITY, EVENT & TOURISM MANAGEMENT
Volume 24 Issue 2 Version 1.0 Year 2024
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

The Impact of Social Media on Hospitality Branding and Marketing Strategies

Taiba Sheraz Siddiqui, Jyoti & Prof. (Dr.) Rajiv Mishra

Galgotias University

Abstract- The advent of social media has revolutionized the landscape of branding and marketing strategies across various industries, including the hospitality sector. This paper explores the multifaceted impact of social media on hospitality branding and marketing strategies. It investigates how platforms such as Facebook, Instagram, Twitter, and Trip Advisor serve as pivotal tools for engaging with customers, enhancing brand visibility, and driving customer loyalty. Through a comprehensive review of recent literature and case studies, the study highlights the ways in which social media facilitates real-time communication, user-generated content, and personalized marketing. Key findings suggest that successful integration of social media into hospitality marketing strategies can significantly improve brand awareness, customer satisfaction, and competitive advantage. Furthermore, the research underscores the importance of adopting analytics and monitoring tools to measure the effectiveness of social media campaigns and to refine strategies accordingly. The paper concludes with practical recommendations for hospitality brands to leverage social media effectively, addressing potential challenges such as managing online reputation and navigating the dynamic nature of social media trends.

Keywords: social media, marketing, branding, strategies.

GJMBR-F Classification: LCC Code: HN110.M3



Strictly as per the compliance and regulations of:



© 2024. Taiba Sheraz Siddiqui, Jyoti & Prof. (Dr.) Rajiv Mishra. This research/review article is distributed under the terms of the Attribution-NonCommercial-NoDerivatives 4.0 International (CC BYNCND 4.0). You must give appropriate credit to authors and reference this article if parts of the article are reproduced in any manner. Applicable licensing terms are at <https://creativecommons.org/licenses/by-nc-nd/4.0/>.

The Impact of Social Media on Hospitality Branding and Marketing Strategies

Taiba Sheraz Siddiqui ^α, Jyoti ^σ & Prof. (Dr.) Rajiv Mishra ^ρ

Abstract- The advent of social media has revolutionized the landscape of branding and marketing strategies across various industries, including the hospitality sector. This paper explores the multifaceted impact of social media on hospitality branding and marketing strategies. It investigates how platforms such as Facebook, Instagram, Twitter, and Trip Advisor serve as pivotal tools for engaging with customers, enhancing brand visibility, and driving customer loyalty. Through a comprehensive review of recent literature and case studies, the study highlights the ways in which social media facilitates real-time communication, user-generated content, and personalized marketing. Key findings suggest that successful integration of social media into hospitality marketing strategies can significantly improve brand awareness, customer satisfaction, and competitive advantage. Furthermore, the research underscores the importance of adopting analytics and monitoring tools to measure the effectiveness of social media campaigns and to refine strategies accordingly. The paper concludes with practical recommendations for hospitality brands to leverage social media effectively, addressing potential challenges such as managing online reputation and navigating the dynamic nature of social media trends.

Keywords: social media, marketing, branding, strategies.

I. INTRODUCTION

The hospitality industry, encompassing a wide range of services such as hotels, restaurants, travel, and tourism, has traditionally relied on word-of-mouth, print media, and other conventional marketing strategies to build and maintain its brand reputation. However, the digital revolution, particularly the rise of social media, has transformed how hospitality brands communicate with their audiences. Social media platforms like Facebook, Instagram, Twitter, and Trip Advisor have emerged as critical channels for customer engagement, brand promotion, and market research.

In today's interconnected world, social media has become a powerful tool that influences consumer behavior and decision-making processes. Customers increasingly turn to these platforms for recommendations, reviews, and direct interactions with brands,

Author α: Researcher, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.
e-mail: taiba.GUSOH1010054@galgotiasuniversity.edu.in

Author σ: Associate Professor, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.
e-mail: jyoti@galgotiasuniversity.edu.in

Author ρ: Dean & Professor, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.
e-mail: dean.soh@galgotiasuniversity.edu.in

making social media a vital component of any comprehensive marketing strategy. The real-time nature of social media allows hospitality brands to connect with their audience more dynamically and personally, fostering stronger relationships and enhancing customer loyalty.

This research paper aims to delve into the impact of social media on hospitality branding and marketing strategies. By examining the role of social media in shaping brand identity, driving customer engagement, and facilitating user-generated content, this study seeks to provide a nuanced understanding of its significance in the hospitality sector. Additionally, the paper will explore the challenges and opportunities presented by social media, offering insights into how hospitality brands can effectively navigate this digital landscape.

Through an extensive review of existing literature and analysis of contemporary case studies, this research will shed light on best practices and innovative approaches to leveraging social media for branding and marketing within the hospitality industry. The findings of this study are expected to contribute valuable knowledge to the field, aiding hospitality brands in optimizing their social media strategies to achieve better business outcomes.

In summary, as social media continues to evolve and reshape consumer interactions, understanding its impact on hospitality branding and marketing strategies is crucial. This paper endeavors to uncover the mechanisms through which social media enhances brand visibility, customer satisfaction, and competitive advantage, providing a roadmap for hospitality brands to thrive in the digital age.

Objective

- Examine how hospitality brands utilize social media platforms to develop and enhance their brand identity.
- Evaluate the effectiveness of social media campaigns in driving customer loyalty and satisfaction.

II. LITERATURE REVIEW

The use of social media in the hospitality industry has been a subject of increasing interest among researchers and practitioners. This literature review examines how hospitality brands utilize social

media platforms to develop and enhance their brand identity, focusing on key themes such as brand awareness, customer engagement, user-generated content, and strategic communication. Social media platforms such as Facebook, Instagram, Twitter, and LinkedIn offer hospitality brands unparalleled opportunities to increase their visibility and reach a global audience. According to Kaplan and Haenlein (2010), social media provides a unique blend of reach, frequency, and engagement that traditional media lacks. Brands can leverage visual content, such as high-quality photos and videos, to showcase their facilities, services, and experiences, thereby attracting potential customers and building brand awareness.

Customer engagement is a critical aspect of brand identity, and social media facilitates real-time interactions between hospitality brands and their customers. Hudson and Thal (2013) highlight that social media enables brands to create a two-way communication channel, allowing them to listen to customer feedback, respond to inquiries, and address complaints promptly. This interaction fosters a sense of community and loyalty among customers. For instance, Marriott International uses social media to engage with guests through personalized responses and by sharing user-generated content, enhancing their brand's personable and customer-centric image.

Ser-generated content (UGC) plays a significant role in shaping brand identity on social media. Consumers often trust peer reviews and recommendations more than corporate advertising. Research by Xiang and Gretzel (2010) indicates that UGC, such as reviews on TripAdvisor or photos on Instagram, can significantly influence potential customers' perceptions and decisions. By encouraging guests to share their experiences online and by reposting this content, hospitality brands can build credibility and authenticity. For example, Hilton Worldwide's social media strategy includes highlighting guest stories and experiences, which strengthens their brand's authenticity and relatability.

Strategic communication through social media is essential for reinforcing a brand's identity. Mangold and Faulds (2009) suggest that brands must consistently convey their core values and messages across all social media platforms. Content marketing, including blog posts, videos, and infographics, can be used to tell a brand's story and emphasize its unique selling points. For example, the Four Seasons Hotels and Resorts employs a well-coordinated content strategy that includes travel tips, behind-the-scenes looks, and stories that align with their brand's luxury and exclusivity image. While social media campaigns can drive loyalty and satisfaction, they also present challenges. Managing online reputation, dealing with negative feedback, and ensuring consistent engagement require significant resources and strategic

planning. According to Kaplan and Haenlein (2010), brands must be proactive in managing their social media presence and responsive to changes in social media trends to maintain effectiveness. Several case studies highlight the success of social media campaigns in driving customer loyalty and satisfaction in the hospitality industry. For example, the Ritz-Carlton's "Your Stay, Your Story" campaign encouraged guests to share their memorable experiences on social media, which were then featured on the brand's platforms. This campaign not only increased engagement but also enhanced customer loyalty by making guests feel valued and appreciated. Similarly, Marriott's social media strategy focuses on personalized interactions and showcasing user-generated content, resulting in higher customer satisfaction and loyalty. Measuring the effectiveness of social media campaigns is essential for understanding their impact on customer loyalty and satisfaction. Key performance indicators (KPIs) such as engagement rates, sentiment analysis, and Net Promoter Score (NPS) are commonly used metrics. According to Goh et al. (2013), sentiment analysis of social media interactions can provide insights into customer satisfaction levels, while NPS can gauge customer loyalty. Tools like Google Analytics, Hootsuite, and Sprout Social enable brands to track these metrics and adjust their strategies accordingly.

III. RESEARCH METHODOLOGY

This section outlines the research methodology employed to investigate the impact of social media on hospitality branding and marketing strategies. The methodology includes the research design, data collection methods, sampling techniques, and data analysis procedures.

1. *Research Design*

A mixed-methods approach was adopted for this study, combining both qualitative and quantitative research methods. This approach allows for a comprehensive understanding of how social media influences hospitality branding and marketing strategies. **Qualitative Component:** In-depth interviews and content analysis were conducted to gain insights into the strategies and perceptions of hospitality brands regarding social media.

Quantitative Component: Surveys and statistical analysis were used to measure the effectiveness of social media campaigns and their impact on customer loyalty and satisfaction.

2. *Data Collection Methods*

Qualitative Data Collection

In-Depth Interviews: Semi-structured interviews were conducted with marketing managers and social media strategists from leading hospitality brands. The interviews aimed to explore their experiences, strategies,

and challenges in using social media for branding and marketing.

a) *Data Interpretation*

User-Generated Content (UGC) generates the highest engagement rates compared to promotional and informational content.

1. *User-Generated Content*: Posts that feature content created by customers (e.g., photos, reviews) receive the most interaction, with an engagement rate of approximately 75%.
2. *Informational Content*: Posts providing useful information (e.g., travel tips, local attractions) also perform well, with an engagement rate of about 50%.
3. *Promotional Content*: Traditional promotional posts (e.g., special offers, events) have the lowest engagement, around 25%.

- *User-Generated Content Effectiveness*

UGC is highly effective in driving engagement.

Customers are more likely to interact with content that features real experiences from other customers.

- *Importance of Timely Responses*

Prompt responses to customer interactions on social media significantly boost customer satisfaction. Brands should aim to respond within an hour to maximize customer satisfaction.

- *Platform-Specific Strategies*

Instagram outperforms Facebook and Twitter in terms of engagement. Visual content is key to leveraging Instagram's potential.

- *Engagement and Loyalty Relationship*

Frequent customer engagement with social media content is crucial for building customer loyalty. Strategies should focus on increasing the frequency and quality of interactions.

b) *Implications for Hospitality Brands*

- *Leverage User-Generated Content*: Encourage customers to share their experiences and highlight these posts on the brand's social media platforms.
- *Prioritize Real-Time Interaction*: Develop a strategy for prompt and effective responses to customer inquiries and feedback on social media.
- *Optimize for Visual Platforms*: Focus on creating high-quality visual content, particularly for platforms like Instagram that have higher engagement rates.
- *Enhance Engagement Strategies*: Regularly post engaging content and interact with followers to build stronger relationships and loyalty.

IV. CONCLUSION

In conclusion, the influence of social media on hospitality branding and marketing strategies is unmistakably transformative. Social media platforms

provide unprecedented opportunities for hospitality brands to directly engage with their audience, cultivate brand identity, and foster loyalty. Through the effective use of user-generated content, timely customer interaction, and tailored content strategies for different platforms, brands can not only enhance their visibility but also build authentic relationships with customers. The correlation between engagement frequency and customer loyalty underscores the importance of maintaining a dynamic and responsive social media presence. Moving forward, hospitality brands must continue to adapt their strategies to leverage emerging trends in social media, ensuring they remain relevant and compelling in a rapidly evolving digital landscape. By embracing the power of social media, hospitality brands can effectively differentiate themselves, drive customer satisfaction, and ultimately achieve sustainable growth in a competitive market environment.

REFERENCES RÉFÉRENCES REFERENCIAS

1. Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research*, 66(1), 105-114.
2. Harrigan, P., Evers, U., Miles, M. P., & Daly, T. (2017). Customer engagement with tourism social media brands. *Tourism Management*, 59, 597-609.
3. Hudson, S., Roth, M. S., Madden, T. J., & Hudson, R. (2015). The effects of social media on emotions, brand relationship quality, and word of mouth: An empirical study of music festival attendees. *Tourism Management*, 47, 68-76.
4. Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59-68.
5. Yoo, K. H., & Gretzel, U. (2011). Influence of personality on travel-related consumer-generated media creation. *Computers in Human Behavior*, 27(2), 609-621.
6. Goh, K. Y., Heng, C. S., & Lin, Z. (2013). Social media brand community and consumer behavior: Quantifying the relative impact of user-and marketer-generated content. *Information Systems Research*, 24(1), 88-107.
7. Kaplan, A. M., & Haenlein, M. (2011). The early bird catches the news: Nine things you should know about micro-blogging. *Business Horizons*, 54(2), 105-113.
8. Gretzel, U., & Yoo, K. H. (2008). Use and impact of online travel reviews. In P. O'Connor, W. Höpken, & U. Gretzel (Eds.), *Information and Communication Technologies in Tourism 2008* (pp. 35-46). Springer, Vienna.
9. Tussyadiah, I. P., & Fesenmaier, D. R. (2009). Mediating tourist experiences: Access to places via shared videos. *Annals of Tourism Research*, 36(1), 24-40.

This page is intentionally left blank



GLOBAL JOURNAL OF MANAGEMENT AND BUSINESS RESEARCH: F
HOSPITALITY, EVENT & TOURISM MANAGEMENT
Volume 24 Issue 2 Version 1.0 Year 2024
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

A Case Study on Examining the Impact of Loyalty Programs of Five Star Hotels on Customer Satisfaction

Tushar Bhardwaj, Himanshu Sharma & Prof. (Dr.) Rajiv Mishra

Galgotias University

Abstract- This case study aims to analyze the effectiveness of loyalty programs implemented by Five Star hotels in enhancing customer satisfaction and fostering customer allegiance. By investigating various aspects of these programs, including incentives, service quality, and customer engagement strategies, the study seeks to uncover their impact on guest behaviour and loyalty. Central to the analysis is understanding how guest satisfaction influences loyalty and the factors that shape this relationship within the competitive hospitality industry. The study explores how satisfied guests contribute to brand loyalty through positive word-of-mouth and increased profitability. It also examines the role of trust in building customer fidelity, emphasizing the emotional connection guests develop with hotel brands through exemplary service experiences. Furthermore, the study evaluates empirical evidence and theoretical frameworks to provide insights into the dynamics of guest satisfaction and loyalty, aiming to elucidate strategies that can help Five Star hotels maintain a competitive edge and enhance their market position.

Keywords: *loyalty programs, customer satisfaction, customer loyalty.*

GJMBR-F Classification: *LCC Code: TX907.2*



Strictly as per the compliance and regulations of:



© 2024. Tushar Bhardwaj, Himanshu Sharma & Prof. (Dr.) Rajiv Mishra. This research/review article is distributed under the terms of the Attribution-NonCommercial-NoDerivatives 4.0 International (CC BYNCND 4.0). You must give appropriate credit to authors and reference this article if parts of the article are reproduced in any manner. Applicable licensing terms are at <https://creativecommons.org/licenses/by-nc-nd/4.0/>.

A Case Study on Examining the Impact of Loyalty Programs of Five Star Hotels on Customer Satisfaction

Tushar Bhardwaj ^α, Himanshu Sharma ^σ & Prof. (Dr.) Rajiv Mishra ^ρ

Abstract- This case study aims to analyze the effectiveness of loyalty programs implemented by Five Star hotels in enhancing customer satisfaction and fostering customer allegiance. By investigating various aspects of these programs, including incentives, service quality, and customer engagement strategies, the study seeks to uncover their impact on guest behaviour and loyalty. Central to the analysis is understanding how guest satisfaction influences loyalty and the factors that shape this relationship within the competitive hospitality industry. The study explores how satisfied guests contribute to brand loyalty through positive word-of-mouth and increased profitability. It also examines the role of trust in building customer fidelity, emphasizing the emotional connection guests develop with hotel brands through exemplary service experiences. Furthermore, the study evaluates empirical evidence and theoretical frameworks to provide insights into the dynamics of guest satisfaction and loyalty, aiming to elucidate strategies that can help Five Star hotels maintain a competitive edge and enhance their market position.

Keywords: loyalty programs, customer satisfaction, customer loyalty.

I. INTRODUCTION

In the fiercely competitive landscape of the hospitality industry, customer satisfaction and loyalty are paramount for sustained success and growth. At the forefront of this endeavor are loyalty programs, which play a pivotal role in enhancing the guest experience and fostering enduring relationships between hotels and their clientele. This study focuses on examining the impact of loyalty programs offered by Five Star hotels on customer satisfaction, exploring how these initiatives influence guest perceptions, behaviors, and long-term loyalty.

Five Star hotels represent the pinnacle of luxury and service within the hospitality sector, epitomizing excellence across various facets of guest experience, from accommodation and dining to personalized

services and amenities. These hotels often cater to discerning travelers who seek not only comfort and convenience but also exclusivity and recognition. In response to the evolving preferences and expectations of modern travelers, Five Star hotels have embraced sophisticated loyalty programs designed to reward and retain their most valuable guests.

The concept of loyalty programs within Five Star hotels extends beyond mere points accumulation for free nights or upgrades. It encompasses a comprehensive array of benefits and privileges that are tailored to cater to the diverse needs and preferences of their clientele. These programs typically offer multiple tiers of membership, each with escalating levels of rewards and exclusive perks. For instance, elite status categories such as Gold Elite, Platinum Elite, and Spire Elite within the loyalty program of InterContinental Hotels Group (IHG) provide members with privileges such as room upgrades, late checkout options, bonus points accrual, and personalized services, thereby enhancing the overall guest experience.

Moreover, the strategic integration of digital features has revolutionized the efficacy and accessibility of loyalty programs within Five Star hotels. Guests can now manage their accounts, track their points, and book stays seamlessly through mobile apps and dedicated websites, thereby enhancing convenience and engagement. This digital interface also facilitates personalized offers and promotions based on guest preferences and past behaviors, thereby fostering a deeper sense of connection and satisfaction among program members.

One of the distinctive features of loyalty programs in Five Star hotels is their versatility in redemption options. Points accumulated through stays, dining, and partner transactions can be redeemed for a variety of rewards including complimentary nights, exclusive experiences, merchandise, and even airline tickets. This flexibility not only adds value for the guests but also incentivizes continued engagement with the hotel brand, thereby strengthening loyalty and repeat business.

Beyond individual travelers, Five Star hotels also extend their loyalty initiatives to corporate clients through specialized programs like the FIVE STAR Business Rewards, which incentivizes businesses to book

Author α: Researcher, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.

e-mail: tusharbhardwajksj@gmail.com

Author σ: Professor, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.

e-mail: himanshu.sharma@galgotiasuniversity.edu.in

Author ρ: Dean & Professor, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.

e-mail: dean.soh@galgotiasuniversity.edu.in

meetings, events, and accommodations at participating hotels. This program not only fosters loyalty among business travelers but also enhances the hotel's revenue streams through group bookings and event planning.

The impact of loyalty programs on customer satisfaction within Five Star hotels is multifaceted. Firstly, these programs contribute significantly to enhancing the overall guest experience by providing tangible benefits and personalized services that cater to individual preferences. Secondly, they serve as powerful tools for building emotional connections and fostering a sense of belonging among guests, thereby increasing their propensity to return and recommend the hotel to others.

In conclusion, the study on the impact of loyalty programs offered by Five Star hotels on customer satisfaction aims to explore the intricate dynamics between program effectiveness, guest perceptions, and long-term loyalty. By delving into these aspects, this research seeks to uncover valuable insights that can inform strategies for enhancing guest satisfaction and loyalty within the luxury hospitality sector. Ultimately, understanding the nuanced impacts of loyalty programs will enable Five Star hotels to refine their offerings, optimize guest engagement, and sustain competitive advantage in a dynamic marketplace.

II. LITERATURE REVIEW

a) *Literature Review on the Role of Loyalty Programs in Boosting Hotel Guest Loyalty*

Loyalty programs have become a cornerstone of marketing strategies in the hospitality industry, aiming to foster customer retention, enhance satisfaction, and ultimately drive profitability. This literature review explores the findings from three distinct studies that examine various facets of loyalty programs in the context of customer loyalty within the hotel industry.

Study 1: The Role of Loyalty Program Perceived Value and Customer Brand Dedication

Koo, Yu, and Han (2011) delve into the relationship between customer brand dedication and loyalty programs within the hotel industry. Their quantitative study employs a structural equation model to analyze the impact of loyalty program perceived value on customer brand dedication. The findings highlight that the perceived value of loyalty programs plays a crucial role in confirming customer brand dedication. Specifically, the study reveals that when customers perceive high value from loyalty programs, it enhances their affective commitment to the brand. Moreover, the study identifies that affective commitment mediates the relationship between perceived value and customer brand dedication, thereby influencing customer loyalty and reducing switching intentions.

Implications: This study underscores the importance of designing loyalty programs that offer tangible and

perceived value to customers. By focusing on enhancing the perceived benefits of loyalty membership, hotels can strengthen emotional connections with guests, leading to higher levels of brand dedication and reduced propensity to switch.

Study 2: Customer Satisfaction, Image, and Loyalty in the Hotel Industry

Kandampully and Suhartanto (2000) explore the role of customer satisfaction and hotel image in driving customer loyalty. Their research emphasizes that customer loyalty in the hospitality sector is intricately linked to guest satisfaction and the perceived image of the hotel. By analyzing data from chain hotels in New Zealand, the study finds that positive customer experiences and a favorable hotel image significantly contribute to higher levels of customer loyalty. Guests who are satisfied with the hotel's offerings and perceive the hotel positively are more likely to exhibit repeat patronage and recommend the hotel to others.

Implications: For Five Star hotels, this study suggests that investing in service quality and maintaining a positive brand image are critical for fostering customer loyalty. By consistently delivering exceptional guest experiences and enhancing the hotel's reputation, Five Star hotels can create a strong foundation for building loyal customer relationships.

Study 3: Loyalty Programs in the Retail Industry and Their Impact on Customer Loyalty

Zakaria et al. (2014) broaden the scope to include loyalty programs in the retail sector, examining their effectiveness in enhancing customer satisfaction and loyalty. While the study focuses on grocery chains, the findings have implications for loyalty programs across different industries. The research identifies a positive relationship between customer satisfaction, loyalty programs, and customer loyalty. However, it also highlights challenges such as customers joining multiple loyalty programs to access diverse benefits, which may dilute loyalty to a single brand.

Implications: For Five Star's Rewards Club membership, this study suggests the importance of creating differentiated and compelling loyalty program benefits that resonate with members. By offering exclusive rewards, personalized experiences, and seamless redemption options, Five Star can enhance member satisfaction and strengthen loyalty ties.

b) *Conclusion*

In conclusion, these studies collectively underscore the significance of loyalty programs in boosting hotel guest loyalty. They highlight the pivotal role of perceived value, customer satisfaction, and brand image in shaping guest perceptions and fostering long-term loyalty. For Five Star hotels, leveraging these insights can inform strategic enhancements to their

loyalty programs, ensuring they continue to drive customer retention, satisfaction, and competitive advantage in the global hospitality market. Future research could further explore the evolving dynamics of loyalty programs amidst changing consumer behaviors and technological advancements, offering additional insights into optimizing loyalty strategies for sustained success.

c) Objectives of the Study

- To understand the success of the loyalty program in enhancing customer satisfaction levels.
- To analysis the effect of the loyalty program on customer loyalty and repeat purchase behaviour.
- To study the role of personalized offers and incentives in increasing customer allegiance.

III. RESEARCH METHODOLOGY

This research employed a survey method to gather both primary and secondary data in a descriptive manner. The study aimed to comprehensively understand factors influencing the hospitality industry. Primary data, gathered through a questionnaire administered to employees, focused on obtaining firsthand insights into their perceptions and experiences. This data was crucial in informing the final report's findings.

a) Research Approach and Data Collection

The research adopted a quantitative approach, utilizing surveys and interviews as primary data collection methods. Surveys were distributed among employees to gather opinions and perspectives systematically. Interviews were conducted to delve deeper into specific issues related to the research topic.

b) Sample Selection and Data Collection

Sampling involved selecting a representative group of employees from various segments of the restaurant industry. The data collection process ensured inclusivity and diversity in capturing different viewpoints. Secondary data, sourced from various credible sources such as websites, reports, books, magazines, and articles, provided a comprehensive backdrop of the restaurant industry's historical context and current trends.

c) Data Analysis

Data analysis employed quantitative techniques to identify patterns, correlations, and trends within the collected data. Statistical tools were utilized to derive meaningful insights and support conclusions drawn from both primary and secondary sources.

d) Ethical Considerations

Ethical guidelines were strictly adhered to throughout the research process. Informed consent was obtained from all participants involved in the surveys

and interviews. Confidentiality of responses was maintained, ensuring anonymity and privacy. The research was conducted with integrity, transparency, and respect for participants' rights.

e) Research Limitations

Limitations included potential biases in survey responses and constraints related to the representativeness of the sample. Furthermore, reliance on secondary data sources introduced challenges concerning data accuracy and timeliness. Despite these limitations, the research findings provided valuable insights into the factors influencing the restaurant industry.

This methodology facilitated a comprehensive exploration of the research topic, combining insights from both primary and secondary data sources to enrich the understanding of factors impacting the restaurant industry. The findings contribute to the body of knowledge in this field, offering practical implications for stakeholders and avenues for future research.

IV. CONCLUSION

This study illuminates the pivotal role played by Five starhotels' loyalty program in the competitive realm of hospitality. By focusing on personalized rewards, exclusive benefits, and customized experiences, the program has effectively bolstered customer satisfaction and nurtured strong brand allegiance among its clientele. The findings underscore not only the importance of robust loyalty strategies in the hospitality sector but also the strategic value of five-star hotel's approach in cultivating a loyal and contented customer base.

The success of the five-star hotel Rewards Club lies in its ability to align with customer preferences and deliver meaningful value propositions. Tailored rewards and personalized experiences have not only enhanced customer engagement but also fostered long-term patronage, positioning five-star hotels favorably amidst fierce competition. This resonates particularly in an industry where customer loyalty is increasingly influenced by the quality of personalized interactions and the perceived value of loyalty offerings.

Looking ahead, it is recommended that five-star hotels continue to prioritize the evolution and enhancement of their loyalty program. By leveraging advanced data analytics and customer insights, the hotel chain can further refine its offerings to cater to individual preferences and deepen emotional connections with its patrons. This proactive approach will not only reinforce customer loyalty but also ensure sustained satisfaction and advocacy in an ever-evolving market landscape.

Moreover, as consumer expectations continue to evolve, there is a growing emphasis on seamless and integrated experiences across digital and physical

touchpoints. five-star hotels can capitalize on this trend by integrating their loyalty program with cutting-edge technological solutions, enhancing accessibility and convenience for members while delivering personalized services that exceed expectations.

In conclusion, this study contributes significant insights into the strategic significance of loyalty programs in the hospitality industry and affirms the effectiveness of five-star hotel's commitment to customer-centricity through its various Rewards Clubs. By continuously innovating and adapting to meet the evolving needs of their clientele, five-star hotels can fortify their position as a leader in the hospitality sector, driving sustained customer satisfaction, loyalty, and advocacy in the years to come.

REFERENCES RÉFÉRENCES REFERENCIAS

1. Koo, B., Yu, J., & Han, H. (2020). The role of loyalty programs in boosting hotel guest loyalty: Impact of switching barriers. *International Journal of Hospitality Management*, 84, 102328.
2. Kandampully, J., & Suhartanto, D. (2000). Customer loyalty in the hotel industry: the role of customer satisfaction and image. *International journal of contemporary hospitality management*, 12 (6), 346-351.
3. Zakaria, I., Rahman, B. A., Othman, A. K., Yunus, N. A. M., Dzulklipli, M. R., & Osman, M. A. F. (2014). The relationship between loyalty program, customer satisfaction and customer loyalty in retail industry: A case study. *Procedia-Social and Behavioral Sciences*, 129, 23-30.
4. Xie, L., & Chen, C. C. (2014). Hotel loyalty programs: how valuable is valuable enough. *International Journal of Contemporary Hospitality Management*, 26(1), 107-129.
5. Baloglu, S., Zhong, Y. Y., & Tanford, S. (2017). Casino loyalty: The influence of loyalty program, switching costs, and trust. *Journal of Hospitality & Tourism Research*, 41(7), 846-868.
6. Tanford, S., Raab, C., & Kim, Y. S. (2011). The influence of reward program membership and commitment on hotel loyalty. *Journal of Hospitality & Tourism Research*, 35(3), 279-307.
7. Khairawati, S. (2020). Effect of customer loyalty program on customer satisfaction and its impact on customer loyalty. *International Journal of Research in Business and Social Science (2147-4478)*, 9(1), 15-23.
8. Brunner, T. A., Stöcklin, M., & Opwis, K. (2008). Satisfaction, image and loyalty: new versus experienced customers. *European journal of marketing*, 42 (9/10), 1095-1105.
9. Kandampully, J., & Suhartanto, D. (2003). The role of customer satisfaction and image in gaining customer loyalty in the hotel industry. *Journal of Hospitality & Leisure Marketing*, 10 (1-2), 3-25.
10. Komalasari, F. P., & Budiman, S. F. (2018). Customer retention strategy through customer satisfaction and customer loyalty: The study on Traveloka loyalty program. *TRJ Tourism Research Journal*, 2 (1), 69-75.
11. Xie, K. L., Xiong, L., Chen, C. C., & Hu, C. (2015). Understanding active loyalty behavior in hotel reward programs through customers' switching costs and perceived program value. *Journal of Travel & Tourism Marketing*, 32 (3), 308-324.
12. Andreani, F., Sumargo, Y., & Lie, C. (2012). The influence of customer relationship management (CRM) on customer loyalty in JW Marriott hotel surabaya. *Jurnalmanajemen dan kewirausahaan*, 14 (2), 156-163.



GLOBAL JOURNAL OF MANAGEMENT AND BUSINESS RESEARCH: F
HOSPITALITY, EVENT & TOURISM MANAGEMENT
Volume 24 Issue 2 Version 1.0 Year 2024
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

A Case Study on the Impact of Automation and use of Artificial Intelligence on the Employability in Food Production Department in Hotels of Delhi-NCR

Mohammad Zuber, Yazuvendra Singh & Prof (Dr.) Rajiv Mishra
Galgotias University

Abstract- This research paper examines the impact of automation and artificial intelligence (AI) on employability in the food production departments of hotels in the Delhi-NCR region. The study aimed to analyze the latest trends in kitchen automation, identify the significant impacts of AI and automation on kitchen operations, and evaluate their effects on employability within these departments. A survey was conducted with over 50 kitchen staff members from various hotels in Delhi-NCR to gather insights into their perceptions and experiences with AI and automation.

The hospitality industry is undergoing significant transformation due to advancements in technology such as AI, automation, and robotics. These technologies have streamlined kitchen operations, allowing for faster, more efficient, and profitable methods of operation. Traditional tasks such as dishwashing, chopping, flipping burgers, and cleaning are increasingly being handled by machines and robots. This automation reduces the workload of human employees, enabling them to focus on providing exceptional service and enhancing the customer experience.

Keywords: *hospitality automation, ai in food production, hotel kitchen technology, employee impact, delhi-ncr hotels.*

GJMBR-F Classification: LCC Code: HD8039.H82



Strictly as per the compliance and regulations of:



© 2024, Mohammad Zuber, Yazuvendra Singh & Prof (Dr.) Rajiv Mishra. This research/review article is distributed under the terms of the Attribution-NonCommercial-NoDerivatives 4.0 International (CC BYNCND 4.0). You must give appropriate credit to authors and reference this article if parts of the article are reproduced in any manner. Applicable licensing terms are at <https://creativecommons.org/licenses/by-nc-nd/4.0/>.

A Case Study on the Impact of Automation and use of Artificial Intelligence on the Employability in Food Production Department in Hotels of Delhi-NCR

Mohammad Zuber ^α, Yazuvendra Singh ^σ & Prof (Dr.) Rajiv Mishra ^ρ

Abstract- This research paper examines the impact of automation and artificial intelligence (AI) on employability in the food production departments of hotels in the Delhi-NCR region. The study aimed to analyze the latest trends in kitchen automation, identify the significant impacts of AI and automation on kitchen operations, and evaluate their effects on employability within these departments. A survey was conducted with over 50 kitchen staff members from various hotels in Delhi-NCR to gather insights into their perceptions and experiences with AI and automation.

The hospitality industry is undergoing significant transformation due to advancements in technology such as AI, automation, and robotics. These technologies have streamlined kitchen operations, allowing for faster, more efficient, and profitable methods of operation. Traditional tasks such as dishwashing, chopping, flipping burgers, and cleaning are increasingly being handled by machines and robots. This automation reduces the workload of human employees, enabling them to focus on providing exceptional service and enhancing the customer experience. Consequently, AI and automation contribute to increased gross margins and operational efficiency in the hospitality industry.

Major chains like McDonald's are adopting advanced technologies to automate food preparation, with robots being used for tasks such as burger preparation at locations like Dodger Stadium in Los Angeles and Cali Burger in Pasadena, California. These innovations help manage labor costs amid rising minimum wage requirements and food prices, ensuring consistent food quality and efficient service at lower costs. However, there is concern about the potential reduction in human employment, especially in fast food sectors, as automation continues to advance.

The survey results revealed that a significant majority of respondents believe that AI and automation will positively impact the hospitality industry. However, a notable proportion also expressed concerns about potential job losses due to automation. While automation can lead to a decline in the number of human employees required in the kitchen, it also offers opportunities for reskilling and adapting to new technology-driven roles. The survey highlighted that most respondents agreed that automation would improve the quality

of work in the kitchen and reduce the time customers spend waiting for food.

The study also explored the link between automation and the United Nations Sustainable Development Goal 8 (SDG 8): Decent Work and Economic Growth. Automation in the food production department can promote sustained, inclusive, and sustainable economic growth by fostering job creation, innovation, and skill development. Improved working conditions and productivity resulting from automation align with the goal of promoting decent work for all.

Despite the potential benefits, the study identified several challenges and limitations, including difficulty in selecting a suitable research topic, insufficient data availability, and time management issues. Additionally, the small sample size limits the generalizability of the findings.

Keywords: *hospitality automation, ai in food production, hotel kitchen technology, employee impact, delhi-ncr hotels.*

1. INTRODUCTION

The hospitality industry is undergoing significant transformation due to advancements in technology such as Artificial Intelligence (AI), automation, and robotics. This evolution is particularly evident in the kitchen department, where operators strive for faster, better, and more profitable methods of operation. While cloud-based Epos platforms were once a novel innovation used by only a few, today they offer extensive features such as inventory tracking, workforce management, and real-time kitchen management capabilities that enhance operational efficiency.

As traditional washing jobs have been replaced by dishwashers, monotonous tasks like chopping, flipping burgers, and cleaning are being handled by machines and robots. This automation allows human employees to focus on providing exceptional service and enhancing customer experience, ultimately contributing to increased gross margins.

The rise of AI and automation in the industry is inevitable, with Epos platforms transitioning to natural computer language for more precise data reporting and greater automation. Although the timeline for complete adoption remains uncertain, it is clear that restaurants are investing in cutting-edge technologies to stay competitive in a challenging market.

Several chains are experimenting with these innovations to manage labour costs amid rising

Author α: Researcher, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.

e-mail: zuber.21GSOH1010054@galgotiasuniversity.edu.in

Author σ: Assistant Professor, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.

e-mail: yazuvendra.singh@galgotiasuniversity.edu.in

Author ρ: Dean & Professor, School of Hospitality and Tourism, Galgotias University, Greater Noida, Uttar Pradesh.

e-mail: dean.soh@galgotiasuniversity.edu.in

minimum wage requirements and food prices. Notably, a research paper from Oxford University predicts that up to 90% of fast-food restaurants could be fully automated in the coming decades.

Major chains such as McDonald's are already adopting advanced technologies to automate food preparation. At Dodger Stadium in Los Angeles and Cali Burger in Pasadena, California, robots are in use to maintain the continuous flow of burger preparation. Automation reduces labour costs and enhances precision, ensuring consistent food quality and efficient service at a lower cost.

While there is concern about the potential decrease in human employees across all departments, particularly in fast food, the undeniable precision and consistency offered by these technologies result in faster service and cost savings for customers. The hospitality industry must embrace this shift, recognizing the benefits of robotics and automation while balancing the potential challenges it poses for the workforce.

a) *Objective of Study*

Restaurants are the research's target audience.

- Analyzing the latest trends of Automation and AI in the Kitchen department.
- To identifying the major impact of AI and automation in the Kitchen department.
- To analyze the effect of automation on the employability in the Food Production department.

b) *Sample of Study*

The purpose of the study is to gather data from the possible people we can reached through our survey form and know the perceptive of the employees in the hospitality industry over the automation of Kitchen department in the Restaurants and the Hotels.

II. LITERATURE REVIEW

Jabeen, F., Al Zaidi, S., & Al Dhaheri, M. H. (2022). Automation and artificial intelligence in hospitality and tourism. *Tourism Review*, 77(4), 1043-1061. The study looked at what's most important for bringing in automation and AI in hotels. They found that things like people's knowledge, the services offered, and how robots are used are really important. They used a way called the analytic hierarchy process to figure this out. This could help people who make decisions in hotels to know what to focus on. It could also help make strategies for using automation and AI in hotel kitchens. The study says we need to look into this more in the future.

Ivanov, S., & Webster, C. (2019). Economic fundamentals of the use of robots, artificial intelligence, and service automation in travel, tourism, and hospitality. In *Robots, artificial intelligence, and service automation in travel, tourism and hospitality* (pp. 39-55). Emerald Publishing limited. Recent advancements like

Artificial Intelligence and robotic services have completely changed how tourists experience things. This is all thanks to new technology. Tourism and hospitality have seen big changes because of this growth in technology. This article will look at current research and writing about how hotels and hospitality use Artificial Intelligence (AI) and robots. It will focus on three main areas: First, it will look at how AI and robots are used now in society, especially in tourism and hospitality. Then, it will study how AI and robots affect jobs, customers, businesses, and society. Lastly, it will predict what might happen in the future with AI and robots in tourism and hospitality, and what good or bad things could come from it.

Kumar, I., Rawat, J., Mohd, N., & Husain, S. (2021). Opportunities of artificial intelligence and machine learning in the food industry. *Journal of Food Quality*, 2021, 1-10. In recent literature, the impact of automation and AI on employability in food production in hotels is nuanced. While automation can lead to greater efficiency and food safety, reducing errors and optimizing resource use, it also displaces traditional human roles, particularly in repetitive tasks. Some studies suggest that AI-driven systems may lead to a transformation in job roles rather than outright job loss, necessitating reskilling and adaptation to new technology-driven tasks. This shift poses both challenges and opportunities for the workforce in the hotel food production sector.

Berezina, K., Ciftci, O., & Cobanoglu, C. (2019). Robots, artificial intelligence, and service automation in restaurants. In *Robots, artificial intelligence, and service automation in travel, tourism and hospitality* (pp. 185-219). Emerald Publishing Limited. Various case studies presented in this chapter illustrate numerous possibilities for automation: from automating a specific function to complete automation of the front of the house (e.g., Eatsa) or back of the house (e.g., Spyce robotic kitchen). The restaurant industry has already adopted chatbots; voice-activated and biometric technologies; robots as hosts, food runners, chefs, and bartenders; tableside ordering; conveyors; and robotic food delivery.

Kumar, S., Kumar, V., & Attri, K. (2021). Impact of artificial intelligence and service robots in tourism and hospitality sector: current use & future trends. *Administrative Development: A Journal of HIPA*, Shimla, 8, 59-83. Recent research and literature indicate that AI and robotics have significantly transformed the tourist experience and the hospitality industry. The adoption of these technologies has enhanced efficiency and customer service, providing personalized and streamlined experiences for guests. For instance, AI-driven chatbots and virtual concierges improve customer interaction, while robotic assistants handle repetitive tasks.

However, these advancements also impact employment and job opportunities, as traditional roles may shift or be replaced. The need for reskilling and adapting to technology-driven tasks is growing. Future trends suggest continued integration of AI and robotics, presenting potential benefits such as improved service quality, but also potential risks such as job displacement and ethical challenges in tourism and hospitality.

Ivanov, S. H., & Webster, C. (2017). Adoption of robots, artificial intelligence and service automation by travel, tourism and hospitality companies—a cost-benefit analysis. *Artificial Intelligence and Service Automation by Travel, Tourism and Hospitality Companies—A Cost-Benefit Analysis*. Research on RAISA (Robots, Artificial Intelligence, and Service Automation) in the hotel industry reveals a focus on RAISA's impact on service quality, customer acceptance, and satisfaction. Most studies use quantitative methods and concentrate on how RAISA affects the industry and customer experience. Future research directions include strategic assessment of RAISA performance, financial impacts of RAISA employment, customer satisfaction, macro environment impacts, and determinants of customer acceptance of RAISA services.

Tuomi, A., & Ascenção, M. P. (2023). Intelligent automation in hospitality: exploring the relative automatability of frontline food service tasks. *Journal of Hospitality and Tourism Insights*, 6(1), 151-173. Of all the tasks listed under food service in the ONS SOC 2020, 58.8% are found to require mechanical, 26.8% analytical, 11.3% intuitive and 3.1% empathetic intelligence. Further, the automatability of these tasks is found to be driven by three streams of technology development in particular: (1) autonomous navigation, (2) object manipulation and (3) natural language processing.

Touni, R. (2020). The application of robots, artificial intelligence, and service automation in the Egyptian Tourism and hospitality sector (Possibilities, obstacles, pros, and cons). *Journal of Association of Arab Universities for Tourism and Hospitality*, 19(3), 269-290. Research on RAISA technologies in Egypt's tourism and hospitality industry is limited. In travel agencies and hotels, there are no robot applications, but AI (chatbots, AI search platforms) and SA (digital kiosks, virtual reality, mobile check-in/out, smart rooms) technologies are used. Main challenges include cost and lack of qualified human resources. The advantages of RAISA are improved service quality and performance, while disadvantages include high investment costs and reduced human interaction. Technological changes are aligning with Egypt's Vision 2030.

Millauer, T., & Vellekoop, M. (2019). Artificial intelligence in today's hotel revenue management: opportunities and risks. *Research in Hospitality Management*, 9(2), 121-124. Recent literature on revenue management in the hospitality industry reveals

an increase in implementation, expanding from rooms departments to include conference spaces and food and beverage outlets. Advances in technology enable automated revenue management systems that leverage big data for science-based decision-making. However, there are concerns about data security risks, such as hacking or data leaks. There is also apprehension about potential job loss and distrust of new technology. Despite these challenges, the industry is gradually adapting to automation.

Kömürcü, S., ERTAMAY, S. İ., & Güler, M. E. (2021). Impacts of technological development on employment structure of tourism industry. *Journal of Management and Economics Research*, 19(1), 146-165. The results of this study indicate that dehumanization is not possible at all levels of tourism services, and technological developments lead to a task-sharing work environment between the manpower and robots. New occupations emerge while some are being eliminated. Demographic factors are prominent in the technological adaptation of both by customers and employees.

III. RESEARCH METHODOLOGY

The strategy and methodology isto gather the information is to accomplish the points and targets of this review. Primary and Secondary information are gathered. The subject that we will talk about in this part incorporates the exploration plan, information assortment techniques and test plan.

Research Design:

The assessment arrangement is an end-all system deciding the methodologies and techniques for variety and exploring the expected information. A construction plans the action for the investigation project, similarly, as to oversee us in dealing with issues. Quantitative investigation has been used to coordinate this assessment concentrate in view of the colossal number of respondents who took a premium and where evidence is evaluated, and hypotheses are made. As a quantitative report, experts need to proper the survey to respondents to make end. Data is accumulated by using structure, accommodating assessment design and Results which are fair, and less expert notification included. Additionally, the assessment shrouded greater people in this way quantitative method is more suitable rather than abstract methodology where a little model is used and incorporates meet. Thusly, it will be extra monotonous.

Data Collection Methods:

A crucial component of an exploration investigation is the assortment of information. Inappropriate information selection can ultimately nullify the results of a test by influencing its outcomes. The quantitative or subjective benefits of a variable can be

described as information. Information might take the shape of words, images, statistics, figures, realities, or ideas. Data must be derived from information, which cannot be observed directly. It must be interpreted to produce specific data. There are various methods for determining the truth of information. Sources of information are categorised into two main categories: supplementary and crucial information.

Primary Information:

Primary information is the information noticed or gathered straightforwardly from direct insight. It alludes to that information which is gathered for a particular reason from the field of request and are unique in nature and are more solid, bona fide a goal. For the venture essential information were gathered basically through study strategy, utilizing the apparatus poll. Subsequently, it is legitimacy is more prominent than auxiliary information.

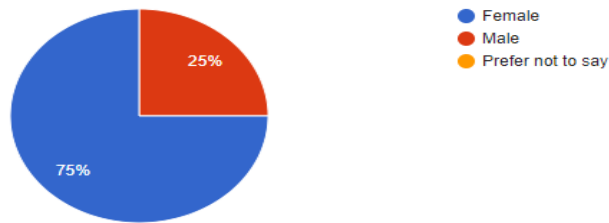
Secondary Information:

Information obtained from a source that has been successfully disseminated in any structure is referred to as secondary information. It is the data that

the analysts employed regarding an event that did not turn out as planned. Any examination's writing survey relies heavily on supplemental data, which is primarily sourced from books, Google, research papers, journals, and magazines with the goal of increasing the precision of the inquiry.

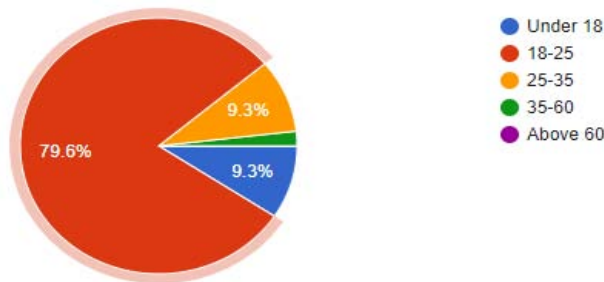
Data Analysis & Interpretation:

The information gathered from the poll conducted in Delhi-NCR hotels produced this outcome. I have been surveyed fifty-six times. My questionnaire has a number of questions that I have already discussed, like the Demographic Analysis section where I provide information about Name, Age, and Gender. Next, I concentrated on the primary characteristics of emotional intelligence and how they affect work output. The analysis of the information I obtained from the staff members of Delhi-NCR hotels is shown below.

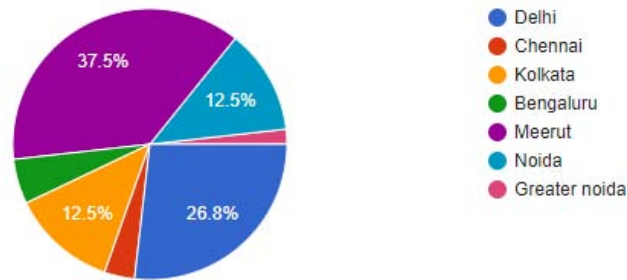


The survey received 56 responses from the different people among which few are listed above.

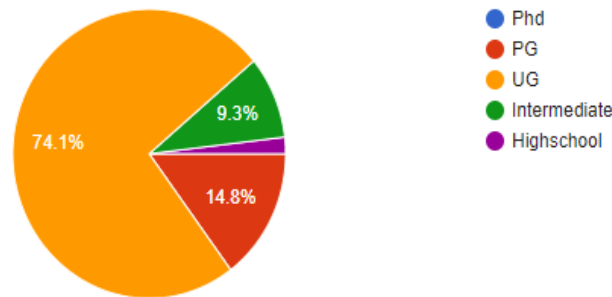
As this graph shows that 25 % people are Male that is represented by the red color.75 % are female, represented by blue colour.



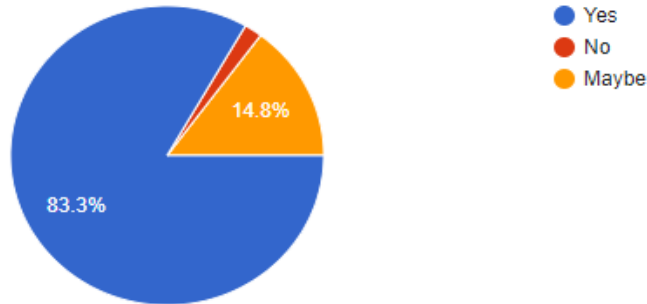
As this graph shows that 79.6% people fall in the age group of 18-25, represented by red colour. 9.3% people are under 18 age group, represented by blue colour. 9.3% people are between 25-35 age group, represented by yellow colour and the remaining are in the 35-60 age group, represented by green colour.



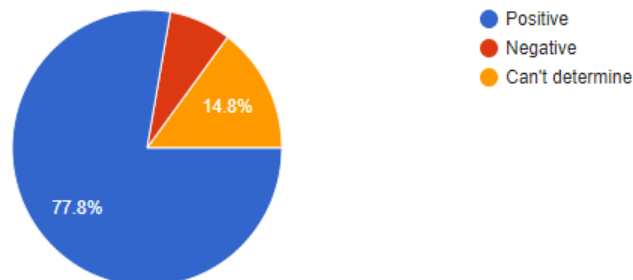
As the graph shows 37.5% people belongs to the Meerut, represented by purple color.26.8% belongs to Delhi, represented by blue color.12.5% belongs to Kolkata, represented by yellow color. 12.5% belongs Noida, represented by sky blue colour. And rest belongs to Bengaluru, Chennai and Greater Noida, represented by green, red and pink colours respectively.



As the graph shows 74.1% of the people filled the survey are Undergraduate, represented by yellow colour.14.8% are Post Graduate, represented by red colour.9.3% have cleared their intermediate, represented by green colour. And rest high school passed, represented by purple colour.

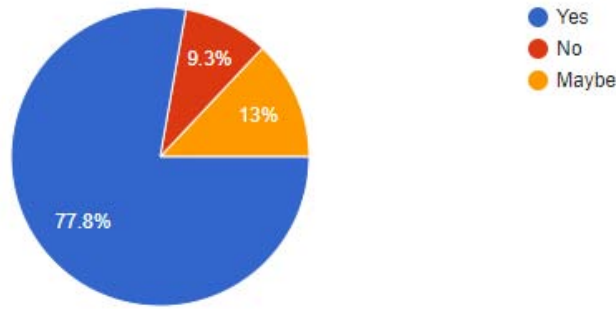


As this graph shows that 83.35% people, represented by blue colour, thinks that Artificial Intelligence and Automation will positively impact the Hospitality industry. 14.8%, represented by yellow colour, thinks it will not have the positive impact and rest, represented by red colour, thinks maybe.

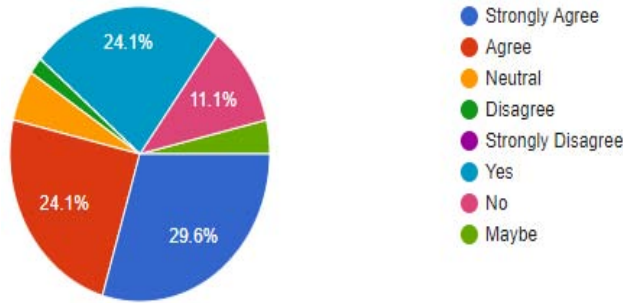


As this graph shows that 77.8%, represented by blue colour, people thinks that Artificial Intelligence and Automation will impact the Hospitality industry POSITIVELY.14.8%, represented by yellow colour, thinks it will have NEGATIVE impact and rest, represented by red colour, cannot determine

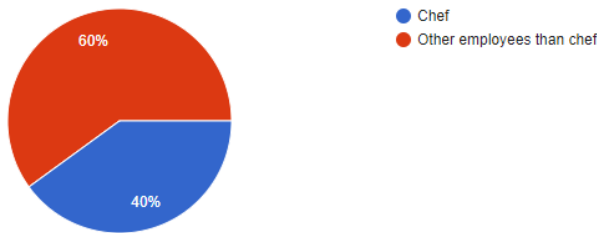




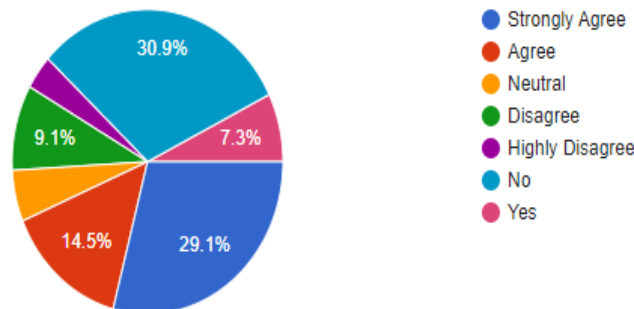
As this graph shows according to 77.8% people, represented by blue colour, Artificial Intelligence and Automation will result in the decline in the number of human employees' requirement in the Kitchen. 13% says maybe, represented by yellow colour and 9.3% says no, represented by red colour.



As this graph shows that 29.6% people, represented by blue colour, strongly agree with this statement. 24.1% agree with the statement, represented by red colour. 24.1% says yes with the statement, represented by sky blue colour. 11.1% says no, represented by pink colour and rest falls under the category of disagree, maybe and neutral, represented by green, light green and yellow colour, respectively.

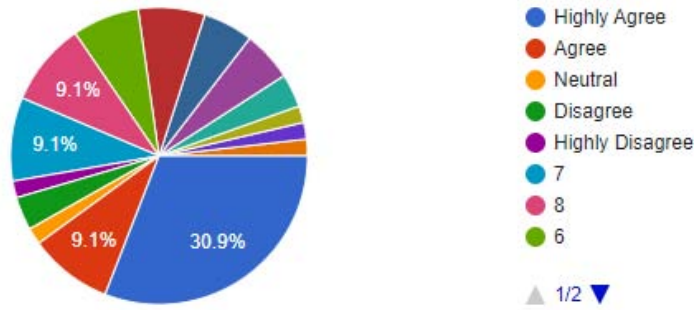


As this graph shows that according to the 60% people, represented by red colour, the chefs will be most benefited by the automation in the food production department. 40%, represented by blue colour, thinks employees other than chef will be benefited.

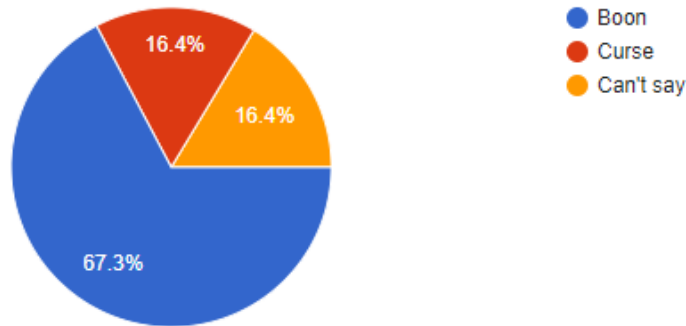


As this graph shows that 30.9% people, represented by sky blue colour, says no. 29.1%, represented by blue colour, strongly agree with the statement. 14.5%, represented by red colour, agree with statement. 9.1%, represented by green colour, disagree with the statement. 7.3%, represented by pink colour, says yes. 8.2%, represented by purple colour, says highly disagree.

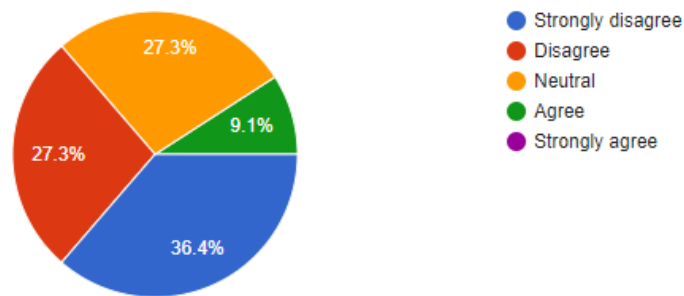
represented by green colour, says Disagree with the statement. 7.3%, represented by pink colour, says yes and rest falls under the category of highly disagree and neutral, represented by purple and yellow colours, respectively.



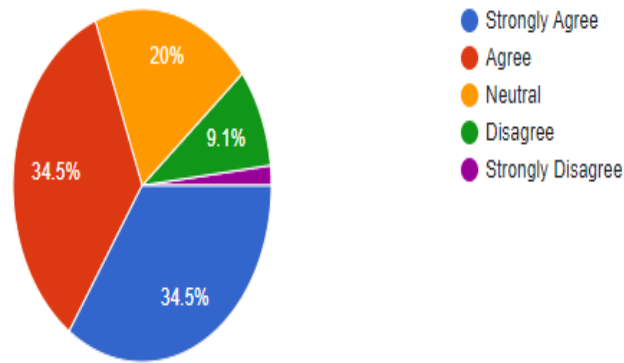
As shown in the graph, 30.9% of the people, represented by blue colour, highly agreed with the statement that every work in the food production department can be done with the help of automation. 9.1%, represented by red colour, agreed with this. 9.1%, represented by purple colour, highly disagreed with this statement. And the remaining people have mixed thoughts.



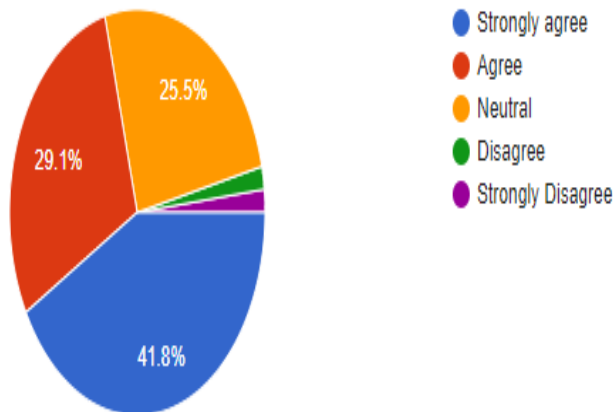
As shown in the above graph, according to the 67.3% of the people, represented by blue colour, Artificial Intelligence and Automation is BOON for food production department. Whereas 16.4% people, represented by red colour, think it is a CURSE and 16.4% of the people, represented by yellow colour, can't say whether it is a boon or a curse.



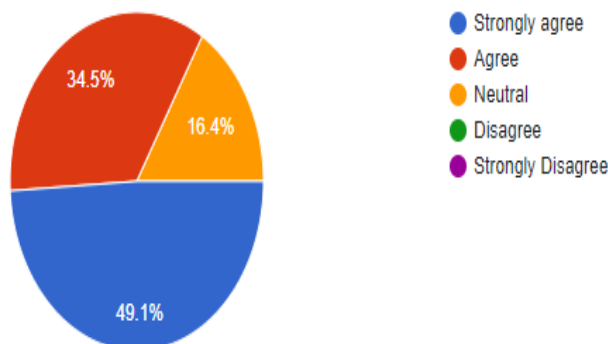
As shown in the above graph, 36.4% of the people, represented by blue colour, strongly disagreed with the statement that machines are better options than human employees. Whereas 27.3%, represented by red colour, were disagree to the statement. 27.3%, represented by yellow colour, were neutral. 9.1%, represented by green colour agreed with the statement and there were no people who strongly agreed with the statement.



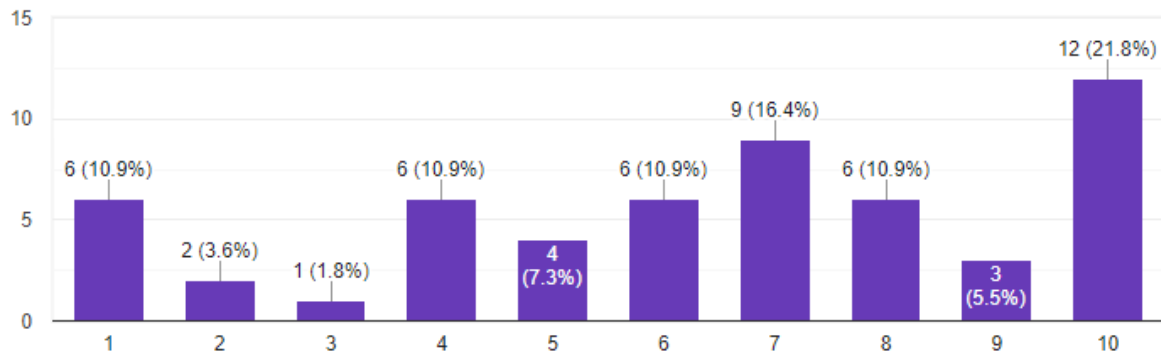
As shown in the above graph, 34.5% of the people, represented by blue colour, strongly agreed with the statement that the machines will improve the quality of work in the department. Whereas 34.5%, represented by red colour, were agree to the statement. 20%, represented by yellow colour, were neutral. 9.1%, represented by green colour, disagreed with the statement and there were people, represented by purple colour, who strongly disagreed with the statement.



As shown in the above graph, 41.8% of the people, represented by blue colour, strongly agreed with the statement that the customers must spend less time in waiting for the food when Artificial Intelligence and Automation will be used in the food production department. Whereas 29.1%, represented by red colour, were agree to the statement. 25.5%, represented by yellow colour, were neutral and the remaining people, represented by purple colour, strongly disagreed and disagreed with the statement which are fewer in the number.



As shown in the above graph, 49.1% of the people, represented by blue colour, strongly agreed with the statement that the cost for the functioning of the department will be higher when Artificial Intelligence and Automation will be used. Whereas, represented by red colour, 34.5% were agree to the statement. 16.4%, represented by yellow colour, were neutral.

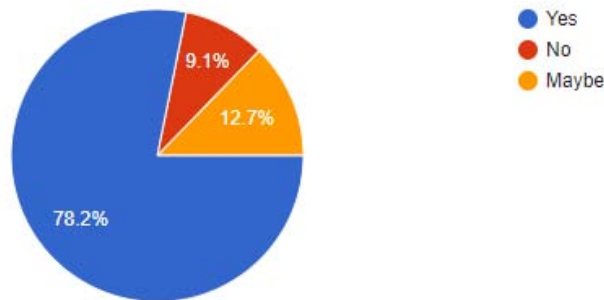


As shown in the above graph, the people rated how much they agree with the statement that the Automation is not at all for the food production department on the linear scale 1 to 10.

Where 1 is least agreed and 10 is most agreed.

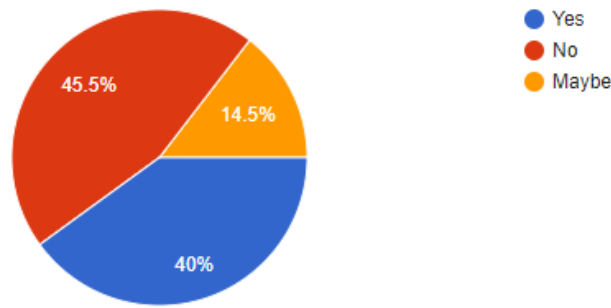
- 10.9% of the people marked 1
- 3.6% of the people marked 2
- 1.8% of the people marked 3
- 10.9% of the people marked 4
- 7.3% of the people marked 5
- 10.9% of the people marked 6
- 16.4% of the people marked 7
- 10.9% of the people marked 8
- 5.5% of the people marked 9
- 21.8% of the people marked 10

So, if we compare the linear scale ratings higher number of people agreed with the statement with different level of confidence in their agree.



As the graph shows 78.2% people, represented by blue colour, believes that Automation will lead to the loss of job in the department. 12.7%, represented by yellow colour, says maybe and 9.1%, represented by red colour, says no.





As shown in the above graph, 45.5% of the people, represented by red colour, says that automation and artificial intelligence will not be able to provide the better food experience in terms of taste and recipe. 40%, represented by blue colour, says it will be able to provide better food experience in terms of taste and recipe and 14.5%, represented by yellow colour, says maybe.

Limitation of Study/Challenges

Problem choosing a subject: Any individual who composes a Research paper will experience this issue first. It is a significant stage recorded as a hard copy concentrate as there is a need to conquer it prior to whatever else picking a subject that is appropriate for your exploration can be a test until you consider such factors as these; is it a theme that intrigues you? Do you have sufficient data on the point? Do you have the assets accessible to expound on such a subject?

Insufficient data: Loss of data is a capacity inconvenience. Numerous business undertaking offices are of the assessment that specialists might abuse their realities. This influences the reason for the investigations where that particular might be generally fundamental. As my subject isn't all that normal so we are confronting an issue to gather the information about this.

Time management: Investing sufficient energy mastering abilities and applying them is tedious in such a circumstance setting aside some margin for inside and out exploration and composing top notch research paper become incomprehensible using time productively is a greatest test in light of the fact that as we are doing research first time so we can't deal with our time appropriately.

Limitation of Study

The small sample size of the current study prevents it from being fully definitive, and perceptive of limited people.

Link with Sustainable Development Goals (SDG 8)

SDG 8: Decent Work and Economic Growth - Automation and the use of AI in the food production department in hotels of Delhi-NCR can be closely linked to United Nations Sustainable Development Goal 8 (SDG 8): Decent Work and Economic Growth. This goal aims to promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all. **Job Opportunities and Innovation:** As hotels adopt AI and automation, they experience improvements in efficiency and productivity. While some

traditional roles may be impacted, new opportunities emerge in fields such as AI technology management, data analytics, and machine learning. These changes can foster job creation and innovation within the sector. **Skill Development and Rescaling:** To harness the potential of these emerging technologies, hotels need to invest in training programs to help employees up skill and re skill. By equipping workers with knowledge and abilities related to AI and automation, they become more versatile and capable of contributing to the evolving industry. This supports SDG 8 by enhancing productivity and promoting full and productive employment.

Improved Working Conditions: Automation can improve safety and working conditions by reducing the need for human involvement in potentially hazardous tasks. This contributes to the overall well-being of employees and aligns with the aim of promoting decent work.

IV. CONCLUSION

The restaurant works may lose their job due to the machine taking over the tasks and works such as chopping, food preparation, wiping and serving to the customers, which could lead in the reduction in the income but overall reduced restaurant industry spending.

Jobs that are monotonous are highly being automated in the restaurant industry. These are tasks such as wiping, cleaning dishes, preparing the food, and accepting orders. Automation is coming into its full shape by taking over these monotonous jobs in few restaurants as machines do the work faster and efficiently as compared to the human, which can raise the concern of job lost in this industry just because of the automation in the future.

However, automation in specific tasks has the ability for bettering conditions of working in restaurant for the employees, either by knocking out the requirement of workers to do hazardous works or releasing them to do more important work.

And only few tasks can be automated, but there could not be any replacement for good chefs, the taste and the good service.

Generally, the impact of automation on employability in the kitchen department has been mostly positive. It has made restaurants more efficient and profitable and also helped in creating new jobs in the restaurant industry.

REFERENCES RÉFÉRENCES REFERENCIAS

1. Analytics India Magazine. (n.d.). Inside world's first AI-enabled fully automated robotic kitchen. Retrieved from <https://analyticsindiamag.com/inside-worlds-first-ai-enabled-fully-automated-robotic-kitchen/>
2. Berezina, K., Ciftci, O., & Cobanoglu, C. (2019). Robots, artificial intelligence, and service automation in restaurants. In S. Ivanov & C. Webster (Eds.), *Robots, artificial intelligence, and service automation in travel, tourism and hospitality* (pp. 185-219). Emerald Publishing Limited.
3. CNBC. (2022, August 2). Robot cooks are rapidly making their way into restaurant kitchens. Retrieved from <https://www.cnbc.com/2022/08/02/robot-cooks-are-rapidly-making-their-way-into-restaurant-kitchens.html>
4. Cognizant. (n.d.). Employment in the future of food. Retrieved from <https://www.cognizant.com/futureofwork/article/employment-in-the-future-of-food>.
5. Entrepreneur. (n.d.). Kitchen automation is revolutionizing the food industry. Retrieved from <https://www.entrepreneur.com/en-in/news-and-trends/kitchen-automation-is-revolutionizing-the-food-industry/401392>.
6. GIGAZINE. (2021, August 10). Automation kitchen robot replace labor. Retrieved from https://gigazine.net/gsc_news/en/20210810-automation-kitchen-robot-replace-labor/
7. In Business Mag. (n.d.). The impact of automation on restaurant jobs. Retrieved from <https://www.inbusinessmag.com/the-impact-of-automation-on-restaurant-jobs/>
8. Ivanov, S. H., & Webster, C. (2017). Adoption of robots, artificial intelligence and service automation by travel, tourism and hospitality companies—a cost-benefit analysis. *Artificial Intelligence and Service Automation by Travel, Tourism and Hospitality Companies—A Cost-Benefit Analysis*.
9. Ivanov, S., & Webster, C. (2019). Economic fundamentals of the use of robots, artificial intelligence, and service automation in travel, tourism, and hospitality. In S. Ivanov & C. Webster (Eds.), *Robots, artificial intelligence, and service automation in travel, tourism and hospitality* (pp. 39-55). Emerald Publishing limited.
10. Jabeen, F., Al Zaidi, S., & Al Dhaheri, M. H. (2022). Automation and artificial intelligence in hospitality and tourism. *Tourism Review*, 77(4), 1043-1061.
11. Kömürcü, S., Ertamay, S. İ., & Güler, M. E. (2021). Impacts of technological development on employment structure of tourism industry. *Journal of Management and Economics Research*, 19(1), 146-165.
12. Kumar, I., Rawat, J., Mohd, N., & Husain, S. (2021). Opportunities of artificial intelligence and machine learning in the food industry. *Journal of Food Quality*, 2021, 1-10.
13. Kumar, S., Kumar, V., & Attri, K. (2021). Impact of artificial intelligence and service robots in tourism and hospitality sector: current use & future trends. *Administrative Development: A Journal of HIPA*, Shimla, 8, 59-83.
14. LinkedIn. (n. d.). AI automation future kitchen management faster food service. Retrieved from <https://www.linkedin.com/pulse/ai-automation-future-kitchen-management-faster-food-service-berryman>
15. Millauer, T., & Vellekoop, M. (2019). Artificial intelligence in today's hotel revenue management: opportunities and risks. *Research in Hospitality Management*, 9(2), 121-124.
16. SAGE Journals. (n.d.). Retrieved from <https://journals.sagepub.com/doi/10.1177/1938965520923961>
17. Touni, R. (2020). The application of robots, artificial intelligence, and service automation in the Egyptian Tourism and hospitality sector (Possibilities, obstacles, pros, and cons). *Journal of Association of Arab Universities for Tourism and Hospitality*, 19(3), 269-290.
18. Tuomi, A., & Ascensão, M. P. (2023). Intelligent automation in hospitality: exploring the relative automatability of frontline food service tasks. *Journal of Hospitality and Tourism Insights*, 6(1), 151-173.



GLOBAL JOURNALS GUIDELINES HANDBOOK 2024

WWW.GLOBALJOURNALS.ORG

MEMBERSHIPS

FELLOWS/ASSOCIATES OF MANAGEMENT AND BUSINESS RESEARCH COUNCIL FMBRC/AMBRC MEMBERSHIPS

INTRODUCTION



FMBRC/AMBRC is the most prestigious membership of Global Journals accredited by Open Association of Research Society, U.S.A (OARS). The credentials of Fellow and Associate designations signify that the researcher has gained the knowledge of the fundamental and high-level concepts, and is a subject matter expert, proficient in an expertise course covering the professional code of conduct, and follows recognized standards of practice. The credentials are designated only to the researchers, scientists, and professionals that have been selected by a rigorous process by our Editorial Board and Management Board.

Associates of FMBRC/AMBRC are scientists and researchers from around the world are working on projects/researches that have huge potentials. Members support Global Journals' mission to advance technology for humanity and the profession.

FMBRC

FELLOW OF MANAGEMENT AND BUSINESS RESEARCH COUNCIL

FELLOW OF MANAGEMENT AND BUSINESS RESEARCH COUNCIL is the most prestigious membership of Global Journals. It is an award and membership granted to individuals that the Open Association of Research Society judges to have made a 'substantial contribution to the improvement of computer science, technology, and electronics engineering.

The primary objective is to recognize the leaders in research and scientific fields of the current era with a global perspective and to create a channel between them and other researchers for better exposure and knowledge sharing. Members are most eminent scientists, engineers, and technologists from all across the world. Fellows are elected for life through a peer review process on the basis of excellence in the respective domain. There is no limit on the number of new nominations made in any year. Each year, the Open Association of Research Society elect up to 12 new Fellow Members.



BENEFITS

TO THE INSTITUTION

GET LETTER OF APPRECIATION

Global Journals sends a letter of appreciation of author to the Dean or CEO of the University or Company of which author is a part, signed by editor in chief or chief author.



EXCLUSIVE NETWORK

GET ACCESS TO A CLOSED NETWORK

A FMBRC member gets access to a closed network of Tier 1 researchers and scientists with direct communication channel through our website. Fellows can reach out to other members or researchers directly. They should also be open to reaching out by other.

Career

Credibility

Exclusive

Reputation



CERTIFICATE

CERTIFICATE, LOR AND LASER-MOMENTO

Fellows receive a printed copy of a certificate signed by our Chief Author that may be used for academic purposes and a personal recommendation letter to the dean of member's university.

Career

Credibility

Exclusive

Reputation



DESIGNATION

GET HONORED TITLE OF MEMBERSHIP

Fellows can use the honored title of membership. The "FMBRC" is an honored title which is accorded to a person's name viz. Dr. John E. Hall, Ph.D., FMBRC or William Walldroff, M.S., FMBRC.

Career

Credibility

Exclusive

Reputation

RECOGNITION ON THE PLATFORM

BETTER VISIBILITY AND CITATION

All the Fellow members of FMBRC get a badge of "Leading Member of Global Journals" on the Research Community that distinguishes them from others. Additionally, the profile is also partially maintained by our team for better visibility and citation. All fellows get a dedicated page on the website with their biography.

Career

Credibility

Reputation

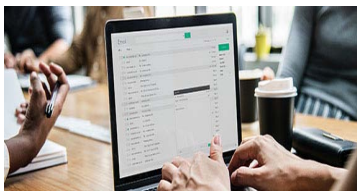
FUTURE WORK

GET DISCOUNTS ON THE FUTURE PUBLICATIONS

Fellows receive discounts on future publications with Global Journals up to 60%. Through our recommendation programs, members also receive discounts on publications made with OARS affiliated organizations.

Career

Financial



GJ ACCOUNT

UNLIMITED FORWARD OF EMAILS

Fellows get secure and fast GJ work emails with unlimited forward of emails that they may use them as their primary email. For example, john [AT] globaljournals [DOT] org.

Career

Credibility

Reputation



PREMIUM TOOLS

ACCESS TO ALL THE PREMIUM TOOLS

To take future researches to the zenith, fellows receive access to all the premium tools that Global Journals have to offer along with the partnership with some of the best marketing leading tools out there.

Financial

CONFERENCES & EVENTS

ORGANIZE SEMINAR/CONFERENCE

Fellows are authorized to organize symposium/seminar/conference on behalf of Global Journal Incorporation (USA). They can also participate in the same organized by another institution as representative of Global Journal. In both the cases, it is mandatory for him to discuss with us and obtain our consent. Additionally, they get free research conferences (and others) alerts.

Career

Credibility

Financial

EARLY INVITATIONS

EARLY INVITATIONS TO ALL THE SYMPOSIUMS, SEMINARS, CONFERENCES

All fellows receive the early invitations to all the symposiums, seminars, conferences and webinars hosted by Global Journals in their subject.

Exclusive





PUBLISHING ARTICLES & BOOKS

EARN 60% OF SALES PROCEEDS

Fellows can publish articles (limited) without any fees. Also, they can earn up to 70% of sales proceeds from the sale of reference/review books/literature/publishing of research paper. The FMBRC member can decide its price and we can help in making the right decision.

Exclusive

Financial

REVIEWERS

GET A REMUNERATION OF 15% OF AUTHOR FEES

Fellow members are eligible to join as a paid peer reviewer at Global Journals Incorporation (USA) and can get a remuneration of 15% of author fees, taken from the author of a respective paper.

Financial

ACCESS TO EDITORIAL BOARD

BECOME A MEMBER OF THE EDITORIAL BOARD

Fellows may join as a member of the Editorial Board of Global Journals Incorporation (USA) after successful completion of three years as Fellow and as Peer Reviewer. Additionally, Fellows get a chance to nominate other members for Editorial Board.

Career

Credibility

Exclusive

Reputation

AND MUCH MORE

GET ACCESS TO SCIENTIFIC MUSEUMS AND OBSERVATORIES ACROSS THE GLOBE

All members get access to 5 selected scientific museums and observatories across the globe. All researches published with Global Journals will be kept under deep archival facilities across regions for future protections and disaster recovery. They get 10 GB free secure cloud access for storing research files.

ASSOCIATE OF MANAGEMENT AND BUSINESS RESEARCH COUNCIL

ASSOCIATE OF MANAGEMENT AND BUSINESS RESEARCH COUNCIL is the membership of Global Journals awarded to individuals that the Open Association of Research Society judges to have made a 'substantial contribution to the improvement of computer science, technology, and electronics engineering.

The primary objective is to recognize the leaders in research and scientific fields of the current era with a global perspective and to create a channel between them and other researchers for better exposure and knowledge sharing. Members are most eminent scientists, engineers, and technologists from all across the world. Associate membership can later be promoted to Fellow Membership. Associates are elected for life through a peer review process on the basis of excellence in the respective domain. There is no limit on the number of new nominations made in any year. Each year, the Open Association of Research Society elect up to 12 new Associate Members.



BENEFITS

TO THE INSTITUTION

GET LETTER OF APPRECIATION

Global Journals sends a letter of appreciation of author to the Dean or CEO of the University or Company of which author is a part, signed by editor in chief or chief author.



EXCLUSIVE NETWORK

GET ACCESS TO A CLOSED NETWORK

A AMBRC member gets access to a closed network of Tier 2 researchers and scientists with direct communication channel through our website. Associates can reach out to other members or researchers directly. They should also be open to reaching out by other.

Career

Credibility

Exclusive

Reputation



CERTIFICATE

CERTIFICATE, LOR AND LASER-MOMENTO

Associates receive a printed copy of a certificate signed by our Chief Author that may be used for academic purposes and a personal recommendation letter to the dean of member's university.

Career

Credibility

Exclusive

Reputation



DESIGNATION

GET HONORED TITLE OF MEMBERSHIP

Associates can use the honored title of membership. The "AMBRC" is an honored title which is accorded to a person's name viz. Dr. John E. Hall, Ph.D., AMBRC or William Walldroff, M.S., AMBRC.

Career

Credibility

Exclusive

Reputation

RECOGNITION ON THE PLATFORM

BETTER VISIBILITY AND CITATION

All the Associate members of ASFRC get a badge of "Leading Member of Global Journals" on the Research Community that distinguishes them from others. Additionally, the profile is also partially maintained by our team for better visibility and citation. All associates get a dedicated page on the website with their biography.

Career

Credibility

Reputation

FUTURE WORK

GET DISCOUNTS ON THE FUTURE PUBLICATIONS

Associates receive discounts on the future publications with Global Journals up to 60%. Through our recommendation programs, members also receive discounts on publications made with OARS affiliated organizations.

Career

Financial



GJ ACCOUNT

UNLIMITED FORWARD OF EMAILS

Associates get secure and fast GJ work emails with 5GB forward of emails that they may use them as their primary email. For example, john [AT] globaljournals [DOT] org..

Career

Credibility

Reputation



PREMIUM TOOLS

ACCESS TO ALL THE PREMIUM TOOLS

To take future researches to the zenith, fellows receive access to almost all the premium tools that Global Journals have to offer along with the partnership with some of the best marketing leading tools out there.

Financial

CONFERENCES & EVENTS

ORGANIZE SEMINAR/CONFERENCE

Associates are authorized to organize symposium/seminar/conference on behalf of Global Journal Incorporation (USA). They can also participate in the same organized by another institution as representative of Global Journal. In both the cases, it is mandatory for him to discuss with us and obtain our consent. Additionally, they get free research conferences (and others) alerts.

Career

Credibility

Financial

EARLY INVITATIONS

EARLY INVITATIONS TO ALL THE SYMPOSIUMS, SEMINARS, CONFERENCES

All associates receive the early invitations to all the symposiums, seminars, conferences and webinars hosted by Global Journals in their subject.

Exclusive





PUBLISHING ARTICLES & BOOKS

EARN 60% OF SALES PROCEEDS

Associates can publish articles (limited) without any fees. Also, they can earn up to 30-40% of sales proceeds from the sale of reference/review books/literature/publishing of research paper.

Exclusive

Financial

REVIEWERS

GET A REMUNERATION OF 15% OF AUTHOR FEES

Fellow members are eligible to join as a paid peer reviewer at Global Journals Incorporation (USA) and can get a remuneration of 15% of author fees, taken from the author of a respective paper.

Financial

AND MUCH MORE

GET ACCESS TO SCIENTIFIC MUSEUMS AND OBSERVATORIES ACROSS THE GLOBE

All members get access to 2 selected scientific museums and observatories across the globe. All researches published with Global Journals will be kept under deep archival facilities across regions for future protections and disaster recovery. They get 5 GB free secure cloud access for storing research files.





ASSOCIATE	FELLOW	RESEARCH GROUP	BASIC
<p>\$4800 lifetime designation</p> <hr/> <p>Certificate, LoR and Momento 2 discounted publishing/year Gradation of Research 10 research contacts/day 1 GB Cloud Storage GJ Community Access</p>	<p>\$6800 lifetime designation</p> <hr/> <p>Certificate, LoR and Momento Unlimited discounted publishing/year Gradation of Research Unlimited research contacts/day 5 GB Cloud Storage Online Presense Assistance GJ Community Access</p>	<p>\$12500.00 organizational</p> <hr/> <p>Certificates, LoRs and Momentos Unlimited free publishing/year Gradation of Research Unlimited research contacts/day Unlimited Cloud Storage Online Presense Assistance GJ Community Access</p>	<p>APC per article</p> <hr/> <p>GJ Community Access</p>



PREFERRED AUTHOR GUIDELINES

We accept the manuscript submissions in any standard (generic) format.

We typeset manuscripts using advanced typesetting tools like Adobe In Design, CorelDraw, TeXnicCenter, and TeXStudio. We usually recommend authors submit their research using any standard format they are comfortable with, and let Global Journals do the rest.

Alternatively, you can download our basic template from <https://globaljournals.org/Template.zip>

Authors should submit their complete paper/article, including text illustrations, graphics, conclusions, artwork, and tables. Authors who are not able to submit manuscript using the form above can email the manuscript department at submit@globaljournals.org or get in touch with chiefeditor@globaljournals.org if they wish to send the abstract before submission.

BEFORE AND DURING SUBMISSION

Authors must ensure the information provided during the submission of a paper is authentic. Please go through the following checklist before submitting:

1. Authors must go through the complete author guideline and understand and *agree to Global Journals' ethics and code of conduct*, along with author responsibilities.
2. Authors must accept the privacy policy, terms, and conditions of Global Journals.
3. Ensure corresponding author's email address and postal address are accurate and reachable.
4. Manuscript to be submitted must include keywords, an abstract, a paper title, co-author(s) names and details (email address, name, phone number, and institution), figures and illustrations in vector format including appropriate captions, tables, including titles and footnotes, a conclusion, results, acknowledgments and references.
5. Authors should submit paper in a ZIP archive if any supplementary files are required along with the paper.
6. Proper permissions must be acquired for the use of any copyrighted material.
7. Manuscript submitted *must not have been submitted or published elsewhere* and all authors must be aware of the submission.

Declaration of Conflicts of Interest

It is required for authors to declare all financial, institutional, and personal relationships with other individuals and organizations that could influence (bias) their research.

POLICY ON PLAGIARISM

Plagiarism is not acceptable in Global Journals submissions at all.

Plagiarized content will not be considered for publication. We reserve the right to inform authors' institutions about plagiarism detected either before or after publication. If plagiarism is identified, we will follow COPE guidelines:

Authors are solely responsible for all the plagiarism that is found. The author must not fabricate, falsify or plagiarize existing research data. The following, if copied, will be considered plagiarism:

- Words (language)
- Ideas
- Findings
- Writings
- Diagrams
- Graphs
- Illustrations
- Lectures



- Printed material
- Graphic representations
- Computer programs
- Electronic material
- Any other original work

AUTHORSHIP POLICIES

Global Journals follows the definition of authorship set up by the Open Association of Research Society, USA. According to its guidelines, authorship criteria must be based on:

1. Substantial contributions to the conception and acquisition of data, analysis, and interpretation of findings.
2. Drafting the paper and revising it critically regarding important academic content.
3. Final approval of the version of the paper to be published.

Changes in Authorship

The corresponding author should mention the name and complete details of all co-authors during submission and in manuscript. We support addition, rearrangement, manipulation, and deletions in authors list till the early view publication of the journal. We expect that corresponding author will notify all co-authors of submission. We follow COPE guidelines for changes in authorship.

Copyright

During submission of the manuscript, the author is confirming an exclusive license agreement with Global Journals which gives Global Journals the authority to reproduce, reuse, and republish authors' research. We also believe in flexible copyright terms where copyright may remain with authors/employers/institutions as well. Contact your editor after acceptance to choose your copyright policy. You may follow this form for copyright transfers.

Appealing Decisions

Unless specified in the notification, the Editorial Board's decision on publication of the paper is final and cannot be appealed before making the major change in the manuscript.

Acknowledgments

Contributors to the research other than authors credited should be mentioned in Acknowledgments. The source of funding for the research can be included. Suppliers of resources may be mentioned along with their addresses.

Declaration of funding sources

Global Journals is in partnership with various universities, laboratories, and other institutions worldwide in the research domain. Authors are requested to disclose their source of funding during every stage of their research, such as making analysis, performing laboratory operations, computing data, and using institutional resources, from writing an article to its submission. This will also help authors to get reimbursements by requesting an open access publication letter from Global Journals and submitting to the respective funding source.

PREPARING YOUR MANUSCRIPT

Authors can submit papers and articles in an acceptable file format: MS Word (doc, docx), LaTeX (.tex, .zip or .rar including all of your files), Adobe PDF (.pdf), rich text format (.rtf), simple text document (.txt), Open Document Text (.odt), and Apple Pages (.pages). Our professional layout editors will format the entire paper according to our official guidelines. This is one of the highlights of publishing with Global Journals—authors should not be concerned about the formatting of their paper. Global Journals accepts articles and manuscripts in every major language, be it Spanish, Chinese, Japanese, Portuguese, Russian, French, German, Dutch, Italian, Greek, or any other national language, but the title, subtitle, and abstract should be in English. This will facilitate indexing and the pre-peer review process.

The following is the official style and template developed for publication of a research paper. Authors are not required to follow this style during the submission of the paper. It is just for reference purposes.



Manuscript Style Instruction (Optional)

- Microsoft Word Document Setting Instructions.
- Font type of all text should be Swis721 Lt BT.
- Page size: 8.27" x 11", left margin: 0.65, right margin: 0.65, bottom margin: 0.75.
- Paper title should be in one column of font size 24.
- Author name in font size of 11 in one column.
- Abstract: font size 9 with the word "Abstract" in bold italics.
- Main text: font size 10 with two justified columns.
- Two columns with equal column width of 3.38 and spacing of 0.2.
- First character must be three lines drop-capped.
- The paragraph before spacing of 1 pt and after of 0 pt.
- Line spacing of 1 pt.
- Large images must be in one column.
- The names of first main headings (Heading 1) must be in Roman font, capital letters, and font size of 10.
- The names of second main headings (Heading 2) must not include numbers and must be in italics with a font size of 10.

Structure and Format of Manuscript

The recommended size of an original research paper is under 15,000 words and review papers under 7,000 words. Research articles should be less than 10,000 words. Research papers are usually longer than review papers. Review papers are reports of significant research (typically less than 7,000 words, including tables, figures, and references)

A research paper must include:

- a) A title which should be relevant to the theme of the paper.
- b) A summary, known as an abstract (less than 150 words), containing the major results and conclusions.
- c) Up to 10 keywords that precisely identify the paper's subject, purpose, and focus.
- d) An introduction, giving fundamental background objectives.
- e) Resources and techniques with sufficient complete experimental details (wherever possible by reference) to permit repetition, sources of information must be given, and numerical methods must be specified by reference.
- f) Results which should be presented concisely by well-designed tables and figures.
- g) Suitable statistical data should also be given.
- h) All data must have been gathered with attention to numerical detail in the planning stage.

Design has been recognized to be essential to experiments for a considerable time, and the editor has decided that any paper that appears not to have adequate numerical treatments of the data will be returned unrefereed.

- i) Discussion should cover implications and consequences and not just recapitulate the results; conclusions should also be summarized.
- j) There should be brief acknowledgments.
- k) There ought to be references in the conventional format. Global Journals recommends APA format.

Authors should carefully consider the preparation of papers to ensure that they communicate effectively. Papers are much more likely to be accepted if they are carefully designed and laid out, contain few or no errors, are summarizing, and follow instructions. They will also be published with much fewer delays than those that require much technical and editorial correction.

The Editorial Board reserves the right to make literary corrections and suggestions to improve brevity.



FORMAT STRUCTURE

It is necessary that authors take care in submitting a manuscript that is written in simple language and adheres to published guidelines.

All manuscripts submitted to Global Journals should include:

Title

The title page must carry an informative title that reflects the content, a running title (less than 45 characters together with spaces), names of the authors and co-authors, and the place(s) where the work was carried out.

Author details

The full postal address of any related author(s) must be specified.

Abstract

The abstract is the foundation of the research paper. It should be clear and concise and must contain the objective of the paper and inferences drawn. It is advised to not include big mathematical equations or complicated jargon.

Many researchers searching for information online will use search engines such as Google, Yahoo or others. By optimizing your paper for search engines, you will amplify the chance of someone finding it. In turn, this will make it more likely to be viewed and cited in further works. Global Journals has compiled these guidelines to facilitate you to maximize the web-friendliness of the most public part of your paper.

Keywords

A major lynchpin of research work for the writing of research papers is the keyword search, which one will employ to find both library and internet resources. Up to eleven keywords or very brief phrases have to be given to help data retrieval, mining, and indexing.

One must be persistent and creative in using keywords. An effective keyword search requires a strategy: planning of a list of possible keywords and phrases to try.

Choice of the main keywords is the first tool of writing a research paper. Research paper writing is an art. Keyword search should be as strategic as possible.

One should start brainstorming lists of potential keywords before even beginning searching. Think about the most important concepts related to research work. Ask, "What words would a source have to include to be truly valuable in a research paper?" Then consider synonyms for the important words.

It may take the discovery of only one important paper to steer in the right keyword direction because, in most databases, the keywords under which a research paper is abstracted are listed with the paper.

Numerical Methods

Numerical methods used should be transparent and, where appropriate, supported by references.

Abbreviations

Authors must list all the abbreviations used in the paper at the end of the paper or in a separate table before using them.

Formulas and equations

Authors are advised to submit any mathematical equation using either MathJax, KaTeX, or LaTeX, or in a very high-quality image.

Tables, Figures, and Figure Legends

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).

For scanned images, the scanning resolution at final image size ought to be as follows to ensure good reproduction: line art: >650 dpi; halftones (including gel photographs): >350 dpi; figures containing both halftone and line images: >650 dpi.

Color charges: Authors are advised to pay the full cost for the reproduction of their color artwork. Hence, please note that if there is color artwork in your manuscript when it is accepted for publication, we would require you to complete and return a Color Work Agreement form before your paper can be published. Also, you can email your editor to remove the color fee after acceptance of the paper.

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.

10. Use proper verb tense: Use proper verb tenses in your paper. Use past tense to present those events that have happened. Use present tense to indicate events that are going on. Use future tense to indicate events that will happen in the future. Use of wrong tenses will confuse the evaluator. Avoid sentences that are incomplete.

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.

THE ADMINISTRATION RULES

Administration Rules to Be Strictly Followed before Submitting Your Research Paper to Global Journals Inc.

Please read the following rules and regulations carefully before submitting your research paper to Global Journals Inc. to avoid rejection.

Segment draft and final research paper: You have to strictly follow the template of a research paper, failing which your paper may get rejected. You are expected to write each part of the paper wholly on your own. The peer reviewers need to identify your own perspective of the concepts in your own terms. Please do not extract straight from any other source, and do not rephrase someone else's analysis. Do not allow anyone else to proofread your manuscript.

Written material: You may discuss this with your guides and key sources. Do not copy anyone else's paper, even if this is only imitation, otherwise it will be rejected on the grounds of plagiarism, which is illegal. Various methods to avoid plagiarism are strictly applied by us to every paper, and, if found guilty, you may be blacklisted, which could affect your career adversely. To guard yourself and others from possible illegal use, please do not permit anyone to use or even read your paper and file.



CRITERION FOR GRADING A RESEARCH PAPER (COMPILATION)
BY GLOBAL JOURNALS

Please note that following table is only a Grading of "Paper Compilation" and not on "Performed/Stated Research" whose grading solely depends on Individual Assigned Peer Reviewer and Editorial Board Member. These can be available only on request and after decision of Paper. This report will be the property of Global Journals.

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

Amenities · 5, 7, 6, 7, 8
Amicable · 13

C

Concede · 13
Culinary · 3, 4, 24, 25, 27, 1, 3, 2, 3, 10, 11

D

Deliberate · 25
Delve · 2, 3, 7, 8
Dietary · 14, 27

E

Elucidate · 2, 10

F

Fiercely · 2

H

Haul · 9, 10
Hedonic · 2

I

Inertia · 6
Integrity, · 3, 7, 8

L

Lucrative · 13

M

Merely · 5, 6, 7, 18, 2
Meticulous · 3

N

Nuanced · 14, 22, 10

P

Patrons. · 4, 1, 3
Paving · 7
Pivotal · 1, 3, 8, 24, 3, 2, 3, 5, 6, 8
Prowess, · 4

T

Thrive · 8, 22, 3, 20
Tidbits · 3

V

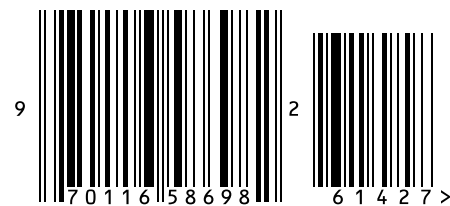
Voyaging · 11



save our planet

Global Journal of Management and Business Research

Visit us on the Web at www.GlobalJournals.org | www.JournalofBusiness.Org
or email us at helpdesk@globaljournals.org



ISSN 9755853

© Global Journals