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From the Editor – Practices and Challenges in
Contemporary Tourism and Hospitality Management

Volume 6, Issue II of the Indian Journal of Hospitality Management, explores the research arena in Practices and Challenges in Contemporary Tourism and Hospitality Management.

The evolving landscape of tourism and hospitality is shaped by dynamic global trends, technological advancements, and shifting consumer expectations. The importance of adaptability and innovation has grown exponentially as the industry emerges from recent challenges, such as the pandemic and environmental crises. This issue of the Indian Journal of Hospitality Management delves into topics at the forefront of these transformations, offering fresh perspectives and actionable insights.

Research into psychological drivers behind guest loyalty emphasizes the need for a nuanced approach to customer experience. Similarly, technology's pivotal role in crafting authentic guest experiences and driving sustainable practices illustrates its dual utility in enhancing service quality and adhering to global sustainability imperatives.

Moreover, heritage tourism and workforce challenges in hospitality underscore the balance between cultural preservation and economic viability. The critical discourse on wellness integration reflects a shift towards more holistic service paradigms, resonating with global health-conscious trends.

Emerging concepts like mobile hotels signify the sector's adaptability and innovative spirit, catering to urban and flexible living demands. Additionally, insights into the unorganized sector remind us of the importance of inclusive policies for equitable growth.

The studies in this issue contribute significantly to the discourse on contemporary challenges and practices, helping shape a more sustainable and resilient hospitality industry. We hope this compendium catalyzes scholarly discussions and practical advancements in global tourism and hospitality.

The article "Psychological Drivers Affecting Guest Revisit Intentions at ITC Narmada" discusses how understanding psychological factors like perceived value, authenticity, and familiarity can guide hospitality management in fostering guest loyalty and improving service delivery.

This Technology for Authentic Guest Experiences article highlights how technology can enhance personalization and customer satisfaction in the hospitality industry, which is critical in a competitive, innovation-driven environment.

Sustainable Hospitality via Green Workforce Strategies article discusses promoting sustainability practices in luxury hotels that align with global environmental goals and attract eco-conscious travelers.

The Promoting Heritage Tourism through Spatial Analysis article discusses the importance of Heritage tourism, which preserves cultural assets and boosts local economies, making it vital for regions like Tamil Nadu.

Technological Impact on Housekeeping as a Career article examines perceptions of housekeeping and offers insights into workforce challenges and the broader influence of automation in hospitality.

Social Media Marketing for Guest Attraction article discusses how Social media is an indispensable tool in modern hospitality marketing, offering cost-effective strategies for engagement and brand loyalty.

Impact of Tourism Development on Hotel Occupancy article measures the linkage between tourism growth and occupancy rates and provides actionable data for market expansion and policy formulation.

The article "Reorienting Hospitality towards Holistic Wellness" discusses the importance of incorporating wellness into hospitality services to cater to the increasing demand for health-focused travel experiences.

The article *Challenges in the Unorganized Sector* attempts to address socio-economic issues in unorganized sectors, which are crucial for equitable development in the hospitality workforce.

The article *Mobile Hotels: A New Paradigm in Urban Hospitality* explores mobile hotels and highlights innovative trends that cater to urban travelers and flexible lodging solutions.

Dr. Jagat Krushna Mangaraj, Chief Patron

Mr. Ajaya Kumar Sahoo, Patron

Dr. Priti Ranjan Sahoo, Editor-in-Chief

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A Case Study on Perceived Value, Authenticity, and Sense of Familiarity as Psychological Drivers Affecting the Intention of Guests to Revisit ITC Narmada

Sahil Sonkusare¹, Aman Sunil Kanojia², Anuj Nair³, Atharva Kadam⁴ &
Salla Vijay Kumar⁵

ABSTRACT.

In the realm of hospitality, the continuous enhancement of guest experience is paramount to the success of any establishment. The hospitality industry is characterized by its dynamic nature, where guest preferences, perceptions, and expectations constantly evolve. As hotels strive to create memorable and satisfying experiences for their guests, understanding the intricate interplay of psychological factors that influence guest revisit intentions becomes imperative. The present research endeavor delves into a comprehensive exploration of the psychological drivers that impact the intentions of hotel guests to revisit a distinguished establishment, ITC Narmada. This case study focuses on three core dimensions—perceived value, authenticity, and sense of familiarity—and their combined influence on guest decision-making processes.

Background and Rationale: ITC Narmada, known for its exceptional hospitality and unique guest offerings, has garnered acclaim for its ability to create memorable experiences. However, maintaining and enhancing guest revisit intentions in the rapidly evolving hospitality industry presents a complex challenge. This study seeks to contribute to the existing body of knowledge by uncovering the underlying psychological mechanisms that drive guests to consider revisiting ITC Narmada. **Significance of the Study:** This study's findings have significant implications for the hospitality industry, particularly for establishments seeking to enhance guest experiences and establish long-term relationships. By understanding the nuanced interplay between perceived value, authenticity, and familiarity, hotel managers can tailor their strategies to align with guest preferences and create environments that foster positive emotions and lasting connections.

Research Methodology: The research employs a mixed-methods approach, combining qualitative data and quantitative surveys to gather comprehensive insights from guests.

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Result: This study provides insights into factors influencing guest satisfaction and loyalty at ITC Narmada, focusing on aspects such as consistent visitor frequency and the establishment's reputation as a home away from home.' Key findings underscore the importance of outstanding service, ambiance, pricing strategies, and authenticity in shaping guest perceptions. The research highlights opportunities for marketing initiatives to leverage competitive advantages and enhance guest experiences. Recommendations include prioritizing service excellence, enhancing experiential elements, and optimizing loyalty program structures to foster guest satisfaction and loyalty.

Keywords: Hospitality, Psychological, Perceived Value, Authenticity, Familiarity, ITC Narmada.

1 INTRODUCTION

Understanding the factors influencing hotel guests' revisit intentions in the dynamic hospitality industry is paramount for sustainable success. This research embarks upon a comprehensive investigation into the intricate interplay of perceived value, authenticity, and the sense of familiarity as psychological drivers shaping the decision-making process of guests considering a return to the enchanting realms of ITC Narmada.

As the hospitality sector continually evolves, the emphasis on guest experience has become pivotal. Unraveling the complexities of what propels guests to revisit a specific hotel goes beyond mere satisfaction; it delves into the realms of psychological perceptions and emotional connections. ITC Narmada's unique blend of heritage and modernity is an intriguing backdrop for this exploration. It provides a rich canvas to dissect the nuanced elements contributing to guests' return intentions.

Perceived value encompasses guests' subjective evaluations of the benefits derived from their experiences relative to the costs incurred. Within hospitality, guests weigh factors such as service quality, amenities, and overall satisfaction against monetary and non-monetary investments, shaping their perceptions of a destination's value proposition.

Authenticity, a cornerstone of experiential consumption, resonates deeply with travelers seeking genuine and meaningful interactions. In hospitality experiences, authenticity manifests through culturally immersive offerings, genuine interactions with staff, and preserving local heritage and traditions. Guests' perceptions of authenticity significantly influence their emotional connection to a destination, shaping their propensity to revisit and recommend it to others.

Furthermore, familiarity engenders a sense of comfort and belonging among guests, fostering a bond that transcends mere transactional exchanges. Familiarity may arise from previous visits, personal recommendations, or perceived similarities with one's

cultural background, contributing to a sense of attachment and loyalty towards a destination.

This research project seeks to identify the salient aspects of perceived value, authenticity, and familiarity and elucidate the intricate relationships among these factors. By undertaking a detailed case study approach, we aim to provide nuanced insights beyond conventional hospitality research, offering practical implications for hotel management strategies and guest experience enhancement.

As we navigate the realms of psychological drivers influencing revisit intentions, the findings of this study aim to contribute significantly to the body of knowledge in hotel management and offer actionable recommendations for industry practitioners, particularly those managing or associated with ITC Narmada. This research contributes to the broader discourse on guest loyalty and satisfaction in the ever-evolving hospitality landscape by meticulously examining the unique elements shaping guests' decisions to revisit.

2 OBJECTIVES

- To understand Perceived Authenticity's impact on revisit Intention:
 - Explore guests' perceptions of authenticity within the hotel context.
 - Investigate how perceived authenticity influences guests' intention to revisit.
- To analyze Familiarity's role in shaping guest perception to revisit:
 - Examine the role of familiarity in shaping the overall guest experience.
 - Understand how familiarity influences guests' decision to revisit the hotel.
- To identify key drivers of perceived value via authenticity and familiarity:
 - Uncover factors contributing to perceived value by integrating authenticity and familiarity.
 - Analyze primary and secondary data to identify key perceived value drivers.
- To develop actionable recommendations for the hotel:
 - Translate research findings into practical recommendations for implementation.

3 LITERATURE REVIEW

Perceived Value in the Hospitality Context - Perceived value is a pivotal determinant of customer satisfaction and loyalty across various industries, including hospitality. Zeithaml (1988) defines perceived value as the customer's assessment of the benefits received and the costs incurred. In the context of hotels, perceived value encompasses tangible aspects such as price and amenities and intangible factors such as service quality, emotional experiences, and overall satisfaction. Previous research (Cronin et al.,

2000; Parasuraman et al., 1988) emphasizes the significance of perceived value in influencing guest intentions to revisit a hotel.

Authenticity and Emotional Connection - Authenticity is an important multidimensional construct in the hospitality industry. Pine and Gilmore (1999) highlight the role of authenticity in creating memorable experiences and fostering emotional connections between guests and hotels. In the exploration of authenticity within tourist destinations, it is noted that the legitimacy of a tourist destination's brand positively influences the three dimensions—consistency, credibility, and originality—of the destination brand authenticity (Chen & Lee, 2021).

Sense of Familiarity and Emotional Comfort - A sense of familiarity refers to the feeling of comfort and recognition that individuals experience when interacting with familiar environments or situations. In the context of hotels, familiarity can be nurtured through consistent design elements, staff interactions, and recurring experiences. Studies (Walls et al., 2011; Yoon & Uysal, 2005) highlight that familiarity contributes to positive emotions and a sense of security among guests, ultimately impacting their intentions to revisit.

Interplay of Perceived Value, Authenticity, and Familiarity - The interconnection between perceived value, authenticity, and familiarity within the hospitality context is complex and symbiotic. Research (Ladhari, 2009; Kim et al., 2017) suggests that a high level of perceived value positively affects perceptions of authenticity and a sense of familiarity. Similarly, authenticity can enhance perceived value by generating emotional connections that resonate with guests. The alignment of these factors is believed to contribute to the overall guest experience and influence their intentions to revisit a hotel.

Sr.No	Research Paper	Year	Independent Variables	Dependent Variables	Main Findings
1.	Zeithaml (1988) - Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence	1988	Price, Quality, Benefits, Costs	Perceived Value, Customer Satisfaction, Loyalty	Perceived value is the customer's assessment of benefits relative to costs. It significantly influences customer satisfaction and loyalty in various

					industries, including hospitality.
2.	Cronin et al. (2000). - Service Quality, Perceived Value, and Customer Satisfaction	2000	Service Quality, Perceived Value	Customer satisfaction and loyalty	Perceived value is key in shaping customer satisfaction and loyalty, mediated by service quality.
3.	Parasuraman et al. (1988). - SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality	1988	Service Quality	Customer Satisfaction, Loyalty	Service quality perceptions strongly affect customer satisfaction and loyalty.
4.	Pine and Gilmore (1999). - The Experience Economy: Work Is Theatre & Every Business a Stage	1999	Authenticity, Emotional Connection	Customer Experiences, Emotional Connections	Authenticity creates memorable experiences and fosters emotional connections between customers and businesses.
5.	Chen and Lee (2022). – How does Brand Legitimacy Shapes Brand Authenticity and Tourism Destination Loyalty? Focus on cultural heritage tourism	2022	Authenticity	Consistency, Credibility, Originality	The legitimacy of a tourist destination's brand positively influences the dimensions of the destination brand.
6.	Walls et al. (2011). - An epistemic exploration of hotel loyalty	2011	Familiarity, Recognition	Positive Emotions, Revisit Intentions	A sense of familiarity contributes to positive emotions and influences guests' intentions to revisit hotels.

7.	Yoon and Uysal (2005). - An examination of the effects of motivation and satisfaction on destination loyalty: a structural model	2005	Motivation, Satisfaction	Destination Loyalty	Motivation and satisfaction significantly affect destination loyalty through emotional and cognitive processes.
8.	Ladhari (2009) - The effect of consumption emotions on satisfaction and word-of-mouth communications	2009	Consumption Emotions	Customer Satisfaction, Word-of-Mouth	Positive consumption emotions enhance customer satisfaction and increase the likelihood of positive word-of-mouth communication.
9.	Kim et al. (2008). - A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents	2008a	Trust, Perceived Risk	Consumer Decision-Making, Attitudes	Trust is pivotal in shaping consumer attitudes and behaviors, especially in e-commerce.

4 METHODOLOGY

- Research Design:
 - Type of Research: This study adopts a mixed-methods approach, combining qualitative and quantitative methods.
 - Exploratory Phase: Utilizing qualitative methods for an in-depth understanding of perceived value, authenticity, and sense of familiarity.
- Sampling Strategy:
 - Population: Hotel guests who have previously visited ITC Narmada.
 - Sampling Frame: Random selection from the guest database of ITC Narmada.

- Sample Size: Targeting a diverse sample of at least 50 respondents to ensure representativeness.
- Sampling Method: Stratified random sampling based on demographics such as age, gender, and frequency of visits.

5 Data Collection:

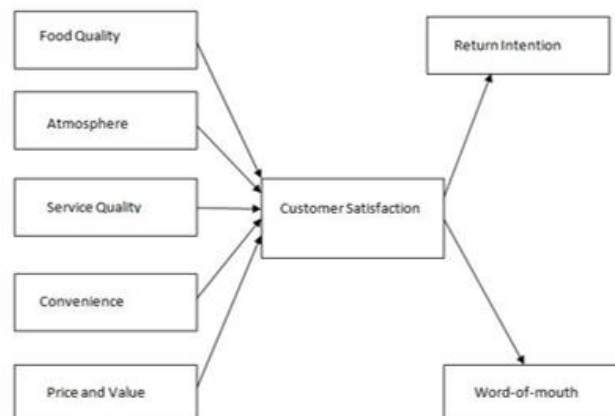
Primary Data

- Surveys: Structured questionnaires will be administered to gather quantitative data on perceived value, authenticity, and sense of familiarity.

Secondary Data

- Review of Literature: In-depth analysis of existing studies, reports, and articles related to perceived value, authenticity, and familiarity in the hospitality industry.
- Utilization of Secondary Research Findings: Incorporating relevant findings from previous research to complement and compare with the primary data.

- Data Analysis:
 - Primary Data: Use of Google Forms to analyze data from questionnaires.
 - Secondary Data: Observations from previous research.
- Ethical Considerations:
 - Informed Consent: Obtaining informed consent from all participants.
 - Anonymity and Confidentiality: Ensuring the privacy of respondents by anonymizing data and securing information.



Relationship Diagram I

6 ANALYSIS OF SURVEY

How frequently have you been to ITC Narmada?
53 responses

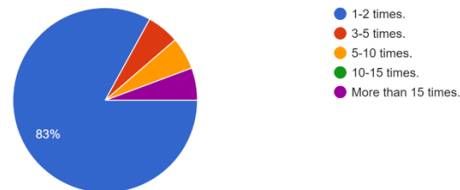


Fig. 1.

INFERENCE: An impressive 83% of respondents visited ITC Narmada 1-2 times, highlighting strong interest.

Choose the key factor that strongly influenced your decision to return to ITC Narmada.
53 responses

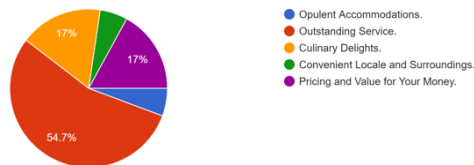


Fig. 2.

INFERENCE: 54.7% of respondents identified outstanding service as a key factor influencing their decision to return to ITC Narmada.

Which sensory details are most memorable to you about this hotel?
53 responses

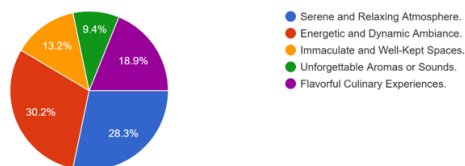


Fig. 3.

INFERENCE: Approximately 30.2% of respondents highlighted the energetic and dynamic ambiance as the most memorable sensory detail at ITC Narmada.

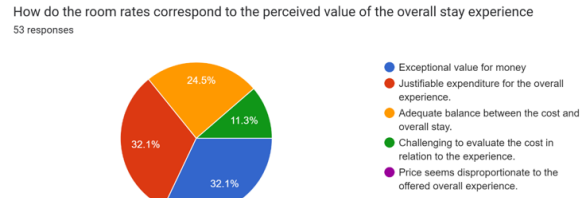


Fig. 4.

CONFERENCE: 32.1% of respondents identified exceptional value for money and justifiable expenditure as crucial factors in assessing the overall expenditure at ITC Narmada.

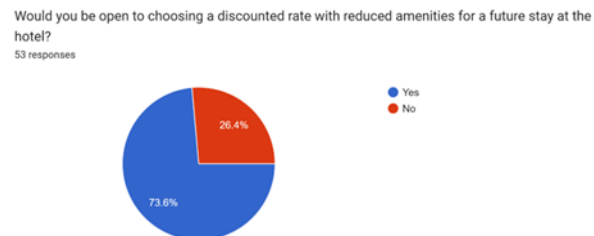


Fig. 5.

INFERENCE: An overwhelming 73.6% of respondents expressed openness to choosing a discounted rate with reduced amenities for a future stay at the hotel.



Fig. 6.

INFERENCE: An impressive 90.6% of respondents affirmed that, when comparing ITC Narmada with other nearby hotels and their offerings, they felt that ITC Narmada provided better value for their money.

Which aspects of your experience at ITC Narmada did you perceive as authentic?
53 responses

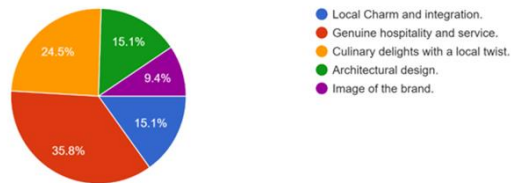


Fig. 7.

INFERENCE: Approximately 35.8% of respondents identified genuine hospitality and service as the authentic experience at ITC Narmada.

In your view, did the culinary offerings at ITC Narmada authentically capture the flavors and essence of the cuisine?
53 responses

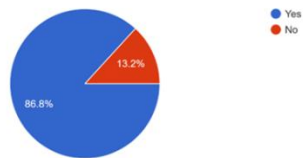


Fig. 8.

INFERENCE: An overwhelming 86.8% of respondents affirmed that, in their view, the culinary offerings at ITC Narmada authentically captured the flavors of the cuisine.

Which emotion best resonates with your thoughts about ITC Narmada?
53 responses



Fig. 9.

INFERENCE: Approximately 45.3% of respondents identified the feeling of comfort and familiarity as the emotion that best resonates with their thoughts about ITC Narmada.

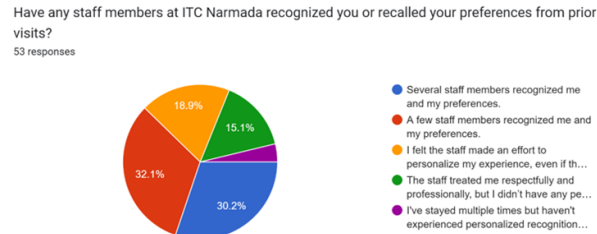


Fig. 10.

INFERENCE: A notable 32.1% of respondents indicated that a few staff members at ITC Narmada recognized them or recalled their preferences from prior visits.

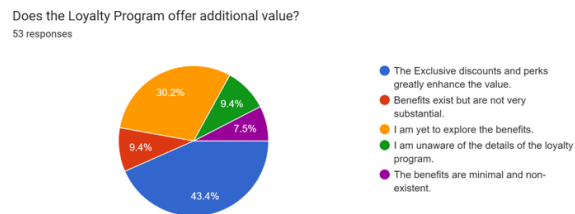


Fig. 11.

INFERENCE: Approximately 43.4% of respondents expressed that the loyalty program's exclusive discounts and perks greatly enhance the value.

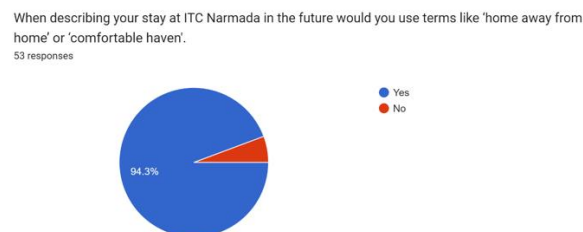


Fig. 12.

INFERENCE: An overwhelming 94.3% of respondents affirmed that they would use terms such as 'home away from home' or 'comfortable haven' when describing their stay at ITC Narmada.

7 FINDINGS

Visitor Frequency: An impressive 83% of respondents visited ITC Narmada 1-2 times, suggesting a strong interest in the hotel.

Service Quality's Influence: Notable 54.7% identified outstanding service as a key factor influencing their decision to return, emphasizing its pivotal role in guest loyalty.

Ambiance Impact: Approximately 30.2% highlighted the energetic ambiance as the most memorable detail, indicating the importance of maintaining such experiential elements.

Value for Money: 32.1% identified exceptional value for money as crucial, emphasizing the balance between pricing and perceived value for guest satisfaction.

Flexible Pricing Preferences: An overwhelming 73.6% expressed openness to choosing a discounted rate, showcasing the importance of flexible pricing options.

Competitive Edge in Value Perception: An impressive 90.6% felt ITC Narmada provided better value than nearby hotels, establishing a strong perception of value.

Authentic Hospitality and Service: About 35.8% identified genuine hospitality and service as the authentic experience, highlighting its role in shaping the hotel's perception.

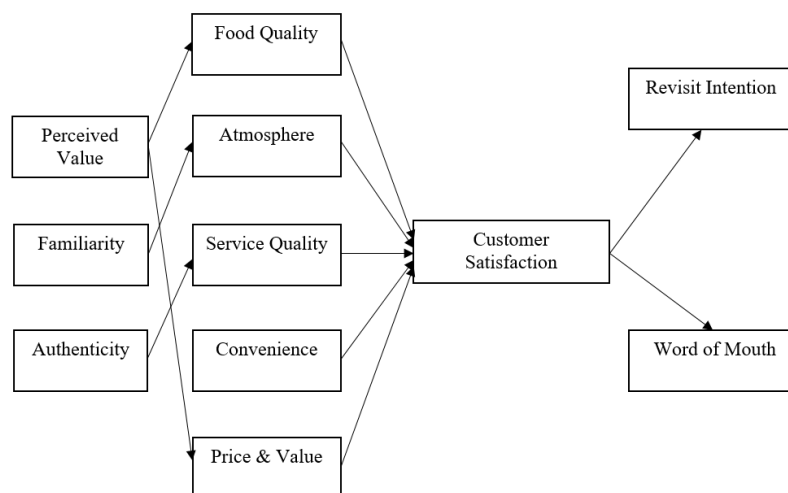
Culinary Authenticity: An overwhelming 86.8% affirmed the authenticity of culinary offerings, indicating high satisfaction with the flavors and quality.

Comfort and Familiarity: Approximately 45.3% associated the hotel with ease and familiarity, emphasizing the importance of a welcoming atmosphere.

Personalized Service Recognition: 32.1% indicated that staff recognize preferences, underlining the significance of customized service.

Loyalty Program's Impact: Around 43.4% expressed that loyalty program perks greatly enhance value, showcasing the program's effectiveness.

Home-Like Experience: An overwhelming 94.3% described their stay as a home away from home, reflecting exceptionally high satisfaction levels.



RELATIOSHIP DIAGRAM II

8 CONCLUSION

In conclusion, the research reveals crucial aspects shaping guest satisfaction and loyalty at ITC Narmada. The consistent visitor frequency and guests describing their stay as 'a home away from home' highlight the establishment's strong appeal. Outstanding service emerges as pivotal, emphasizing the need for ongoing staff training for excellence. Ambiance, a memorable detail for many, underscores the importance of enhancing experiential elements. Pricing strategies should align with perceived value, and flexible options should meet guest expectations. Authenticity in hospitality and culinary offerings is key. Marketing genuine interactions and culinary excellence are recommended. The hotel's 'home away from home' sentiment indicates a strong emotional connection with guests. Personalized service is crucial, highlighting the need for Staff to identify and recall guest preferences. Optimizing loyalty programs can further enhance guest satisfaction and loyalty.

9 LIMITATION

Generalizability Concerns: Findings may lack generalizability due to focusing solely on ITC Narmada, limiting applicability to the broader industry. **Reliance on Self-Reported Data:** Heavy reliance on self-reported questionnaire data may introduce response bias, impacting data reliability. **Limited Exploration of External Factors:** External factors like economic conditions or global events are not extensively explored, limiting understanding of their impact on guest perceptions. **Time Constraints and Dynamics:** The cross-sectional study captures a snapshot, potentially missing evolving trends and

changes over time. Limited Qualitative Exploration: Closed-ended questions limit qualitative insights, potentially overlooking nuanced guest experiences.

10 SUGGESTIONS

- **Service Quality Enhancement:** Since 54.7% of respondents highlighted outstanding service as a key factor influencing their decision to return, focusing on continuous training and empowerment of staff to deliver exceptional service is crucial.
- **Maintaining Energetic Ambiance:** With approximately 30.2% emphasizing the importance of the energetic ambiance, ensuring that the hotel maintains a vibrant and welcoming atmosphere can contribute significantly to the guest experience.
- **Value for Money:** Given that 32.1% identified exceptional value for money as crucial, maintaining a balance between pricing and perceived value is essential for guest satisfaction.
- **Flexible Pricing Options:** Since an overwhelming 73.6% expressed openness to choosing a discounted rate, offering flexible pricing options can attract more guests and enhance overall satisfaction.
- **Personalized Service:** 32.1% indicated that staff recognizing preferences is significant, emphasizing the importance of personalized service to create a memorable experience for guests.
- **Loyalty Program Enhancements:** Around 43.4% expressed that loyalty program perks greatly enhance value, suggesting that improving and promoting the hotel's loyalty program can increase guest retention and satisfaction.
- **Culinary Excellence:** With an overwhelming 86.8% affirming the authenticity of culinary offerings, maintaining high standards in food quality and flavors is essential to meet guest expectations.
- **Comfort and Familiarity:** Approximately 45.3% associated the hotel with comfort and familiarity, highlighting the importance of creating a welcoming and cozy environment for guests.
- **Authentic Hospitality:** About 35.8% identified genuine hospitality as an authentic experience, indicating the significance of ensuring guests feel genuinely welcomed and cared for during their stay.
- **Home-Like Experience:** An overwhelming 94.3% described their stay as a home away from home, so continuing to provide a warm and homely atmosphere can lead to exceptionally high levels of guest satisfaction and loyalty.

11 RECOMMENDATIONS FOR FURTHER RESEARCH:

Context-Specific Factors: Investigate unique elements of ITC Narmada, like amenities or cultural influences, for a deeper understanding of guest satisfaction and loyalty dynamics.

Real-Time Guest Feedback: Implement real-time feedback mechanisms to address guest concerns and adapt services to evolving expectations promptly.

Technology-Driven Experiences: Explore the impact of technology, such as mobile apps or innovative room features, on guest satisfaction and loyalty.

Cross-functional collaboration: Collaborate with researchers and hotel departments to examine guest satisfaction from various perspectives.

Long-Term Loyalty Programs: Study loyalty programs' long-term effectiveness and evolution in sustaining guest relationships over time.

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Creation of Authentic Guest Experiences through Technology in the Hospitality Industry: A Bibliographical Study

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Abstract.

The history of traveling is built on a single goal: experience creation. In the hospitality industry, we are more into creating memories through authentic experiences, which motivate guests to revisit the hotels as loyal customers. Guests visiting any destination always seek to gain through interacting with local culture, food, and community. Experiential travel, now a need of the hospitality industry, needs a platform that provides guests with adventure, wellness, and learning.

This research investigates the convergence of new technology with the aim of providing authentic experiences in the hospitality industry. Technological growth has been immense, helping to provide an experience that includes all the possible touchpoints available in the local community.

The research methodology is purely based on secondary data, which includes a comprehensive literature review and case studies of leading hospitality providers. This study aims to identify the latest technologies that are being used or can be utilized in creating authentic experiences. The important touch points would be enhancing the guest experience through the use of technology, passing on the local culture, utilizing digital input to the travelers, etc., to maintain the balance between technology and human intervention, keeping in view the challenges of data-driven generated memories.

The results of this research aim to present valuable acumen for hospitality professionals, technology providers, and researchers interested in the assimilation of knowledge about how technology can be leveraged to provide authentic and memorable experiences in the vigorous hospitality industry landscape.

Keywords: Customization, Guest Experience, Digital exposure, Technological tools

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1 Introduction:

In the age of fast-growing technology, it is necessary to update knowledge and usage to catch up with customers' rising demands, especially when creating experiences for the hospitality industry. Each guest who visits the hotel needs to create memories throughout his or her stay. This also has an advantage for the establishment in creating loyalty towards hotels. Adopting technology allows customizing the guest experience without holding back exposure to the enormous world of digital content.

Nowadays, the hotel business is heavily dependent on digital alteration and technology utilization, particularly after the COVID-19 period ended. Hospitality organizations are facing a number of issues, including a labor shortage, growing operating costs, and shifting consumer demands and behaviors. To remain in business, these firms must adapt their offerings to incorporate cutting-edge technology.

Technology can improve the hotel sector in numerous ways. Robotics, for example, can save expenses and staff workload, mobile ordering can boost efficiency, and artificial intelligence (AI) chatbots can enhance the visitor experience. Many research articles have been written on the use of information technology and other fields of technology and the extent to which digitalization has influenced the services in these hotels. (Bulchand,2016) states that service quality is based on quality improvement, improving infrastructure, and improving the results of service procedures. (Reid,1992) further states that the main reasons for providing the computer modem in rooms are to compete with the other hotels in terms of modernization, improve the room tariff, and meet guest demands.

2 Methodology:

The research methods used to accomplish the goals of this study include organizing and systemizing information and data from specialized scientific publications on the research in the hospitality industry and evaluating and interpreting primary publications on the subject.

3 Objectives:

1. To examine the current technology implementation background within the hospitality industry, focusing on how various technologies are utilized to enhance guest experiences.
2. To explore the concept of authenticity in the context of hospitality experiences and assess how technology can either enhance or detract from the authenticity of guest interactions.

4 Review of literature:

4.1 Customised Approach

(Olsen,2000) interpret that Brand loyalty shown by the guest towards a hotel will not be enough to continue getting business; therefore, it is important to use technology in the hospitality industry to get the information about the guest's expectations. Due to the increased use of technology by customers and the availability of large amounts of information, liaison companies must develop such packages capable of using new technology to help create the desired and customized authentic experiences for the guest. A mix of technology and well-trained staff are required to add value to the traveling experience.

(Piccoli, 2008) Technology is vital for hotel owners and patrons. They typically employ technology for two purposes. First, managers can obtain comprehensive data on customer behavior through technology; second, they may provide their clients with better, more customized accommodations and services. Organizations are trying to utilize information as an anchorage tool against competitors by, among other things, identifying trends of present and potential customers and meeting their demands.

(Sukach, 2021) finds that the management of the present hotel industry is destined to deviate from old traditional tools and adopt new technological support. This is due to the industry's demand to always be guest-ready with new solutions and experiences. Developing the complete package also helps hotels compete and fulfill guests' service needs.

4.2 Usage of Technology in Hospitality Industry

Food and Beverages	Travel and Tourism	Lodging
Data Analytics Robotics Mobile ordering and point of sale (POS) Data Analytics Robotics Mobile ordering and point of sale (POS)	Virtual Assistants Contactless Tech	Artificial Intelligence Increased Internet Bandwidth Face Recognition Technology Chatbots Internet of Things (IoT) Extended Reality Augmented Reality (AR) The Metaverse and VR Experiences

(Gonzalez, 2023) Hospitality needs to grow with the ever-increasing demand for implementing technology, which has immense possibilities to start a new age of customized guest experiences. (SHA news, 2023) published an article with the following suggestions for the hospitality sector regarding technology implementation. Understanding guest behavior: Recognize and analyze the design and changes in guest behaviors and requirements. Clear and assessable strategy: The modification must tie to an achievable business aim. Strong revolutionized management: Develop explicit change-guided instruction and utilize staff in the change process. Technical competence: Make sure the technology is implementable and equip staff with the necessary technical skills to use the new technology.

4.3 Authentic Guest Experience

Das (M. P. 2023) states in his study that although guests always create memories while using technology to get an experience, not all guests are familiar with the tech used in hotels, which may lead to disparities in the overall guest experience. (Bharwani, 2021) His study found that using state-of-the-art tools in luxury hotels to create an authentic experience is a must to attract business in the future. At the same time, hotels must learn to customize technology for guest services and the right mix of technology and human factors. Elgammal (2020) reveals that luxury hotels can satisfy guest memories by using digital technology to create an authentic visitor experience. Digital technology is critical in providing experiential exposure to the guest, especially when customized to guest demands. (Campos, 2022) Brand positioning has been accomplished for many years through storytelling, which enhances the organization's brand, product, and services and helps achieve guest loyalty. The use of digital communication in hotels has achieved all this with utmost accuracy.

4.4 Digital Exposure

(Torres, 2020) The practice of employing machines to carry out a specific series of tasks, including responding to visitor inquiries, is known as service automation. Similarly, self-service technologies, which transfer a portion of the production and delivery process to the client, are built on service automation. Self-service technologies are digital interfaces that let clients obtain services without requiring staff members of the service provider to assist them directly.

(Buehring, J, 2019) Governing the guest experience is crucial when hospitality-related services are in question. The guest may value the services only if they are customized according to their expectations. The lack of proper research in the hospitality industry results in a shortfall in creating authentic memories.

(Erdem, 2023) The hospitality industry needs technology as an essential element for meeting guest demands proficiently. Customer satisfaction, the industry's ultimate aim, cannot be achieved without taking the necessary actions to adopt and implement the latest technology. This also implies that technology should not be a threat to the staff; therefore, a proper balance must be maintained in technology usage.

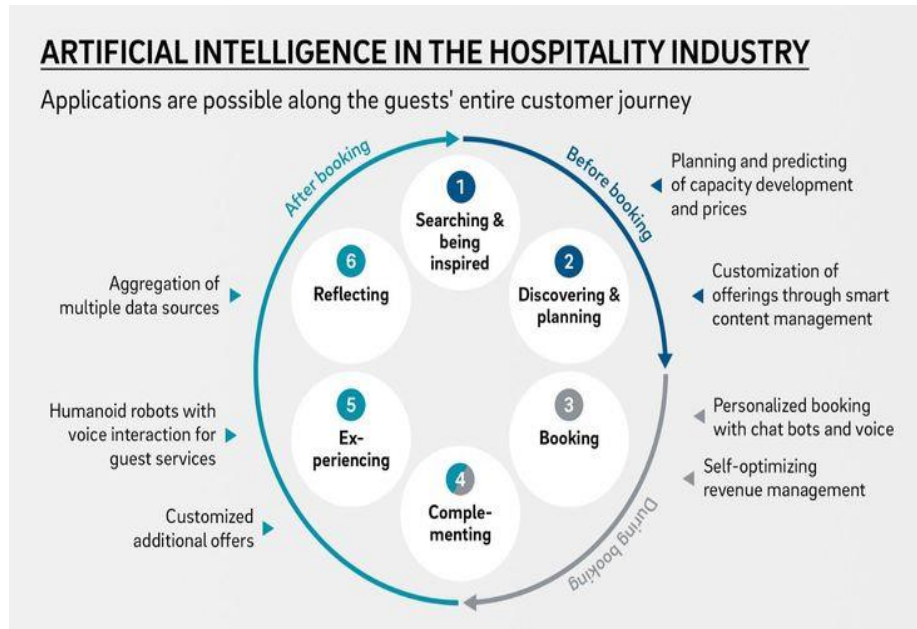


Fig. 1. Innovations through AI in the hotel industry (adapted from Roland Berger, 2018)

(Huijun Yang 2021)Hotels around the world have developed a niche for themselves by adopting the technology whenever it is needed. The smart hotels that have slowly emerged have successfully used AI in the marketing and operational fields of the hospitality industry. This has generated the desire among potential guests to visit and experience the innovative technology in the hotels.

4.5 Technological tools

(Busulwa, R.2020). Technology improvements have increased guest expectations, and the introduction of non-traditional players as competitors has transformed the whole industry. Now, hospitality managers must position their products to leverage digital technologies to achieve breakthroughs in guest experience.

(Bonetti, 2018) Augmented reality (AR) and Virtual reality (VR) have boldly changed how technology is accepted in the hospitality industry. Comparing the usage of technology and the experience gives a larger picture of issues relating to notices, applications, and implementation of AR and VR technology. (Van Esch,et al 2021) Artificial intelligence has created automation, but it is also concerned about ethics, snatching people's jobs, and the acceptance of artificial intelligence by marketing professionals. (Ciftci, 2021) Regarding technology, guests with an innovative inclination are more likely to adjust to the uncertainties of using new technology. This trait is very useful in the initial implementation and acceptance of technology.

5 Research Findings:

Luxury hotels must adjust and customize their offerings to their specific micro-niche markets, offering the ideal balance of high-tech and high-touch. The study reveals the threat to guests' privacy associated with digital technological usage; it also emphasizes the human approach to the workforce in situations where technology replaces the human element. The progression of technological experiences in the hospitality industry is a response to the COVID-19 pandemic and the need to hold guests as loyal patronage.

The technology revolution has increased guest expectations and the use of gadgets and other digital devices to create experiences. Boring and monotonous activities have become enjoyable for guests after the inclusion of Augmented reality (AR) and Virtual reality (VR). Marketing managers use technologies such as digital menus, robotics, etc., to build customer satisfaction by creating favorable experiences.

Providing technologies that help guests obtain customized experiences generates eminent loyalty towards the hotel among guests. It is generally believed that blind use of technology might create overindulgence, which may diminish the human touch in the guest experience.

6 Conclusion:

The research undertakes the peremptory for high-hand luxury hotels to adopt the technology to meet the demands of niche markets. They also try their best to balance creating a digital experience for the guests and a human-centric approach towards the service. While the study highlights the advantages of using the latest tech in creating an authentic guest experience and satisfying the guests, it also raises the issue of the possible danger of compromising the guest's privacy and losing the human touch.

It is well stated that the advancement and adaptation to new technology are a response to guests' expectations post-pandemic; the changes in the behavior of staff and guests have resulted in greater use of digital gadgets and devices. Augmented reality (AR) and virtual reality (VR) have inculcated new horizons for shaping guest experiences with excitement compared to the previous monotonous activities during their stays in hotels.

Although a genuine human approach is essential for the complete guest experience, hotels should consider leveraging technology in a customized way to market and satisfy potential guests.

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Green Work Force Strategies for Sustainable Hospitality in Emphasis to Five Star Hotels in Kerala

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ABSTRACT.

This qualitative investigation aims to determine the function of environmentally friendly HR practices in the hospitality industry. Our environment has been experiencing an outbreak of ecological imbalances for several years. The hotel sector has adopted innovations and methods like green human resource management to preserve the environment, resulting from the growing significance of sustainability. Pollution of the environment and resource depletion are happening in our surroundings. Making the sector actively participate in supporting green practices has been a crucial business strategy in recent years. By embracing sustainable practices through a green human resource team, this decision will be the organization's most important asset in the future.

Human resource management has yet to be thoroughly studied in eco-friendly hospitality management. One area that hurts the environment a lot is the hospitality business. Green HRM, among other sustainable practices, is crucial in light of the numerous environmental problems the hotel business has caused. Employees will benefit from this study by being able to behave more sustainably, and the hotel will perform better in terms of the environment. It was a qualitative investigation that led to this publication. The many Green HR practices that gave rise to the sustainable HR practices used by the hotel industry are the main topic of this study.

The researcher was provided with data by the staff members and human resource managers at Spice Village, Thekkady, and Coconut Lagoon, Kumarakom. Ten respondents were contacted for telephone interviews to collect data. Coding and grouping were then completed manually. The study's conclusions demonstrate how well green practices can advance sustainability in the hospitality sector. More hotels and businesses should research the subject and implement innovative practices to preserve the environment. The primary themes that the researcher examined were green building techniques, green hiring and selection, and green training and development.

Keywords: Green Human Resources, Eco-Friendly Behavior, Green Building Practices, Green Recruitment and Selection, Green Training and Development

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1 Review Of Literature

The literature review is a crucial component of every research study, providing a brief overview of the inquiry conducted. Our research can be expanded thanks to the literature review. Reviews were conducted at the start and conclusion of the project to broaden the subject of knowledge. The present study centers on the relationship between sustainable practices in the hotel sector and green human resource management techniques. The respondents were the CGH Erath hotels' naturalists and human resource managers from Spice Village and Coconut Lagoon. The fundamental tenet of the CGH Earth hotels is sustainable and responsible tourism. As a result, I decided to gather data at the hotel.

When researching sustainability and the green HRM process, I discovered that green building methods were the primary efforts at both hotels. Since the hotel's beginning, they have included green techniques such as wet waste management, an effluent treatment plant, a solar system, and pest control. "We have a vermicomposting system that will recycle the solid food waste generated by the kitchen. It will cost Rs 250 per day regularly, and we have invested Rs 5 lakh."

It is acknowledged that upon hiring, new staff members are given an overview of the hotel's sustainable procedures. "Environmental conscious staff draw talent and generate fresh ideas that are advantageous to the company and the environment" (Arulrajah et al., 2015). The hotel workforce agrees that green initiatives should be implemented under human resource management, and the staff is beginning to notice and value their recruitment. Adding value to an organization typically entails making efficient use of its workforce. "(Wilkinson & Leifer, 2007).

The study shows that they use handmade paper manufactured within the hotel for recruitment purposes rather than paper. "Now that the paperless method is being used, the quality of recruiting and selection has increased." They are now a lot better since they are using less paper. According to Yusoff et al. (2020), "Green recruitment and selection practices have a strong influence on environmental behavior." According to the findings, green recruiting and selection practices will result from high environmental performance.

People actively involved in sustainability activities are needed at the CGH Erath Hotel. The human resources department recruits people with that recognition. We gave every one of the 550 families in the neighborhood two bags. Through these environmentally friendly initiatives, organizations are lessening the strain on the world, reducing their reliance on finite resources, and reducing operating expenses. According to (Azeez, 2019), green recruitment is essential to the sustainability of the natural world. Mr. Bony says, "Consumers' willingness to support sustainable initiatives has improved by allocating green space."

Therefore, staff engagement is essential to the green practice's success. "This alignment aims to inspire the organization to strengthen environmental initiatives and develop employee commitment to the environment." (Gharibeh, 2019) Therefore, the hotel industry must embrace these strategies to keep people alive on Earth. "Green training programs can enhance employees' specific knowledge and skills regarding environmental activities and raise employee awareness" (Afedzie et al., 2020).

2 Methodology

- Type of Study- Descriptive research
- Population – Five Star hotels in Kerala
- Sample Size- 30
- Sampling Technique- Stratified Sampling
- Method of Data Collection- Structured Telephonic Interview

3 Objectives of the study

- To ascertain the pliability of green recruitment and selection in sustainable hospitality practices.
- To identify the impact of green training and development in promoting sustainability in hospitality practices.
- To understand green building practices that promote sustainability in the hospitality sector.

This descriptive research aims to explain how green HRM facilitates sustainable practices in the hotel sector. This study was entirely centered around the raw data, and the qualitative technique was applied. The data in qualitative research are not analyzed using statistics. Inquirer analysis, like interview transcriptions, is utilized in place of statistics. Qualitative researchers examine each word and organize it into more comprehensive meanings, like codes and themes, rather than depending just on statistical metrics. Environmental protection has garnered significant attention in this century. Thus, the researcher considered what the hotel industry might do to save the environment, and the phrase "green human resource management" is becoming increasingly well-known globally. For this reason, I have decided to focus my research on the CGH Earth, Spice Village, and Coconut Lagoon. Nonetheless, Kerala is not particularly fond of the subject of green activities. Before official interviews with the Human Resource team, I shared my thoughts and opinions with friends, hotel operators, and naturalists. This provided me the confidence to move on with the following step.

The study aims to determine how environmentally friendly HRM techniques contribute to hotel sustainability. Predetermined goals and inquiries are inappropriate for this. I want to offer the responders complete discretion to elucidate the subject. The researcher preferred a comprehensive understanding of "green practices" and "sustainability," which would shape the future of eco-friendliness, and provided answers to specific concerns above. I chose qualitative approaches to acquire an in-depth understanding. Session-based interviews were employed to obtain detailed information from the participants. Reading a few articles helped to prepare the questions. A telephone interview was undertaken because of travel constraints. The call length for data collection was fifteen minutes as the minimum and thirty minutes as the maximum. Following the audio recording, the nature of each group was manually determined. The music included themes and codes manually produced and written into text. To provide the

researcher with a general understanding of the coding, which grouped all similar concepts, the codes were initially constructed. The researcher also employed a variety of coding patterns, including those based on feelings, emotions, experiences, and attitudes toward certain events. Initially, the researcher created 40 codes but narrowed them down to 12 with three primary themes. From the data, the researcher attempted to discern patterns of thoughts and discovered recurring themes. Due to the tight timetable, the interview procedure took much work. I mostly spoke with hotel HR managers. Although everyone is different, they all adhere to the same themes and techniques, giving them a highly genuine quality. According to the researcher, the primary sources of distraction were noises present throughout the interview and network problems.

4 Data Analysis

Category 1 Wet Waste Management: Gaining insight into the Green HRM practices of CGH Earth hotels through specific analyses and assessments is immensely important. Thanks to this, we will be able to learn more about long-term prospects in the hotel sector. Employees from Spice Village and Coconut Lagoon hotels (CGH et al.), naturalists, and human resource authorities responded as follows. Their understanding of the methods is based on years of experience. Names have been modified for the study. Following the officials' input, a telephone interview was held, and several themes were developed. The data was then coded and reviewed.

Category 2 Effluent Treatment Plant: Tell us about the hotel's treatment plant strategy and its success. Each respondent aggressively pointed out details about this. One of the responses stated, "We treat the sewage produced by the hotel using a three-stage system." He continues, saying that this technique was an active population of certain anaerobic bacterial species that will oxidize the water's pollutants and turn it into odorless water.

Category 3 Photo Voltaic System: The hotel industry began implementing green methods for environmental protection in response to current trends and the increased demand from travelers worldwide for eco-friendly locations and places. Consequently, many hotels started utilizing solar energy and energy-saving techniques to transform their properties into low-carbon resorts.

Category 4 Pest Control Management: The hotels of CGH Earth employ a blend of natural and mechanical methods to control pests. They mainly use these methods to keep flies and mosquitoes away.

Review by respondents: We have installed a mosquito breeding control system in one area of the hotel to help manage the number of mosquitoes. He also mentioned that the presence of urns encourages mosquitoes to deposit their eggs there. When the larvae hatch, the water is poured into a sand column, and the larvae die from anoxia (the lack of oxygen).

4.1 Green Recruitment and Selection

Category 1 Green Induction: Reducing the potential adverse effects of pollution on the environment is the primary goal of green hiring and selection practices in the hotel sector. "Our hotel gives importance to selecting those people who have initiated environmentally friendly activities," according to responders. One of the successful initiatives the hotel has started for new hires is the green induction program.

Category 2 Paper Less Recruitment: CGH Earth hotels are minimizing the utilization of paper during the recruitment and selection process. They are generating handmade paper from old newspapers and magazines. Refuse, Reuse, and recycle became their mantra. Plastic reduction is also followed at the hotel during recruitment and selection. Recycled paper is utilized for all the hotel's operational departments, including employee and guest amenities.

Category 3 Eco-Friendly Responsibilities: The hotel prioritizes persons with a greater understanding and background in environmental preservation. Due to Spice Village's acceptance of their environmentally conscious hotel activities, many tribe locals have been hired. Review by respondents: Our future depends on finding individuals as devoted to the environment as we are. The hotel's human resources department upholds ethics and environmental conservation. He said choosing individuals who take ecological conservation seriously has many advantages. These workers know the benefits and chances of turning the sector green.

Category 4 Green Rewards: The two most important aspects of human resource management are incentives and pay. Under the green compensation program, the human resources department rewarded and compensated employees who initiated specific successful sustainable projects at the hotel, which will motivate the staff.

Review by the respondent: Competition and providing green prizes have increased consumer desire for sustainable efforts. He continued by saying that they do a monthly green audit to see which areas staff members have committed their time to preserving the environment. Green incentives increased employee eco-friendliness and the organization's commitment to it.

Green Training and Development

Category 1 Drinking Water and Bottling Plant: This version updates the CGH Earth Hotel's sustainable practices. Respondent: "This is a very significant step to eliminate plastic water bottles, and we are saving 36,000—bottles annually." Additionally, he mentioned that their purified water is now available in glass bottles. The hotel's goal is to lessen the environmental effects of plastics through this method. Apart from potable water, all of the hotel's effluent is handled in a sewage treatment facility, and the filtering system is nearing its end. The human resources department provides new hires with an overview of the many environment training programs and innovations.

Category 2 Social Development Training: The respondent stated that as part of their training program, they have taught tourists and staff traditional art and culture. "Kla-ripayatu," one of the art performances, is a component of a training program that explains how they preserve our local culture. "We conduct biodiversity safari every year as part of the green training program for the employees," stated a different reply. These are being used to raise awareness of the value of protecting biodiversity. The hotel keeps martial arts alive to present to visitors. Seeing so many real works of art captivated the visitor.

Category 3 Biodiversity Preservation Training: CGH Hotels provides staff training and adheres to excellent environmental standards. "We have 1101 trees total on our property, representing 90 different species," the respondent stated. The staff at Coconut Lagoon has preserved a butterfly garden with assistance from the human resources division. Approximately 17 species of butterflies belonging to 9 families have been documented on the property.

Category 4 Local Building Materials: In addition to considering aesthetics, hotels are built with local materials that are appropriate for the local temperature and ambiance, as well as staff and the local populace. Respondents: "We must protect the indigenous knowledge of the structure that the tribe has owned for many years" (Spice Village).

Additionally, he said that the hotel would teach its staff to perform all of these tasks and that each year, the top two levels of the cottages are rethatched with the assistance of tribe members and staff. The staff will now pass the knowledge of this once-dying skill down through the generations. Even without air conditioning in the heat, the thatching keeps the rooms cool because of the forest.

5 Findings

CGH Earth hotels focus on green HRM practices, as demonstrated by their commitment to environmentally friendly activities and implementing a green induction program for new hires. The hotels employ a successful three-stage sewage treatment process utilizing anaerobic bacteria to convert pollutants into odorless water, highlighting an effective waste treatment strategy. The hotels prioritize hiring individuals with a strong background in environmental preservation, reflecting their dedication to maintaining and enhancing their eco-friendly initiatives.

A green rewards program is in place to incentivize employees for their successful sustainable projects. This program boosts staff motivation and highlights the hotel's commitment to environmental conservation. Training programs include social development and biodiversity preservation, such as teaching traditional arts and conducting biodiversity safaris to raise awareness about environmental conservation.

Hotels use local building materials suitable for the climate and culture. They incorporate traditional skills like thatching with tribe members, preserving indigenous knowledge, and contributing to sustainable building practices.

6 Suggestions

This study is conducted in Kerala, the locale of the study. Since sustainability and energy conservation are hot topics in the town, increasing the sample size and population across India will give a pan-Indian perspective of sustainability on the topic. The results suggest investing in and expanding solar and other renewable energy sources across all hotel properties. Evaluate the potential for integrating additional green technologies, such as wind or geothermal energy, to reduce the hotels' carbon footprint. Many hotels are unfamiliar with paperless HRM concepts, so it is suggested that paperless recruitment and operational processes be strengthened by adopting digital documentation systems and minimizing physical paperwork. Promote the use of digital communication tools and encourage staff to actively participate in reducing paper and plastic waste. There needs to be more than green rewards to attract the public to sustainability. It is recommended that a more structured and comprehensive green rewards program be developed that includes various categories of sustainable achievements, from energy savings to innovative eco-friendly initiatives. Regularly communicate these initiatives' successes and benefits to employees and guests to boost engagement and reinforce the hotel's commitment to sustainability. Many organizations have yet to collaborate with local bodies in wet waste management. Food waste can be given to farm operators as feed for their animals. Explore more partnerships with local organizations to develop innovative waste-to-resource solutions, such as composting or waste-to-energy technologies.

7 Conclusion

An instrument for promoting environmentally friendly business practices in the hotel sector is green HRM. The study has demonstrated how effective green practices can be in an organization. It sustains worker job satisfaction and organizational productivity. It is more important than ever that we treat the planet with extreme care. In the end, the endeavor improves performance and advances the organization. According to the report, using green human resources effectively may decrease waste disposal, increase reusable materials, promote sustainable use, improve employee performance and retention, reduce employee carbon footprints, etc. The results suggest that companies should prioritize implementing different green practices at their hotels as they may benefit from doing so. Using green HR practices increased employee profits. We must also protect the environment and ensure our staff members have a safe and healthy stay at the hotel. As a result, hotels combine eco-friendly practices with opulence for their patrons. Embracing eco-luxury will improve the company's market share and consumer connections. In summary, the job of green human resource management is to raise awareness among current employees and implement various green practices in the business. Adopting more green building practices, initiatives, and training, green recruitment in the hotel industry, and "let us work together to make the earth greener" encourages employees to actively participate in reducing the adverse effects of the environment.

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Facelift Programmes and Activities Needed to Promote Heritage Tourism in Tamil Nadu – A Spatial Analysis

R. Kannan¹, P. Manoj²

Abstract: India's heritage sites are the focal point for attracting tourism and hospitality sectoral development. UNESCO considers India to be blessed with age-old buildings, forts, tombs, temples, monumental buildings, and other caves, which are a boon to cultural history. Tourism and hospitality have rapidly grown recently because of the inflow of many foreign tourists keenly interested in making trips to important monumental sites. Stupas, arches, mountains, falls, and even some water bodies are the most preferable tourist destinations for domestic and international tourists. The Ministry of Culture and Tourism Department has prepared a master plan to cover all the essential sites in its tourist map by implementing facelift programs like PRASAD and so on. The Govt. of Tamil Nadu recently arranged a tour to cover important temples like Navagraha, Navatirupati, and Arupadai veedu programs to enlighten cultural heritages among tourists. The researcher mainly focuses on the programs and policies implemented in Tamil Nadu to show the cultural heritages in the international arena, using a detailed and descriptive analysis in this article.

Keywords: Heritage Sites, Importance, Culture, Foresight, Appraisal.

1 Introduction:

Tamil Nadu offers the ideal climate and tourist attractions to attract many visitors. Tamil culture is deeply rooted in customs and legacy. They celebrate several fairs and festivals all year long, and their customs and rituals are centered on their religion. Tamil Nadu's festivals are primarily connected to religion and temples. Tamil Nadu's main forms of entertainment include dance and music. Tamil Nadu's inhabitants value culture and entertainment similarly to religion, contributing to the state's vibrancy.

Tamil Nadu has many heritage tourism sites, which domestic and foreign tourists largely like. The heritage sites give a panoramic outlook and expose our own traditional, social, and cultural habits. Most of these sites are the best examples of Tamil Nadu's architectural skill, and the construction followed is unique. One cannot see the

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whole part of the world, just like the cultural heritages. For example, Thanjavur Big Temple, Madurai Meenakshi Amman Kovil, Gangaikonda Cholapuram, and both Vaishnavite and Shaivavate temples in and around the Temple city of Kumbakonam are the prestigious gifts. The famous cave temples in Mahabalipuram, Kanyakumari Rock, Vellore Fort, Trichy Thayumanavar Temple, Srirangam, Srivilliputhur Andal temples, and others have ancient cultural significance.

One cannot deny that the existence of these 'Hotspots' not only provided employment and income opportunities to the locals either directly or indirectly but also stood as the architectural ability of the Tamilians. From the point of view of hospitality and tourism development, these sites generate more and more revenue for the state government. In this task, the state government appropriately manages the A.S.I/ Temple Administration committee, Dept. of Culture and Tourism, Tourism stakeholders, tour operators, tour operators, transport, and other related hospitality sector wings. Preserving these sites for the coming younger generation gives a new outlook, and certain facelift programs and policies need to be implemented to get fruitful results. The global travel and tourism industry is the main driver of national and local economic and employment growth. Due to multiplier effects, improvements in the balance of payments, and the expansion of the tourism industry, the rapid development of tourism raises household incomes and government revenues (Aliquah, 2010).

2 RATIONALE AND SIGNIFICANCE OF THE STUDY

The foundation of heritage tourism is the exploration of historical landmarks, cultural hubs, and locations associated with particular religions. Traveling to locations with historical monuments, archaeological sites, museums, and temples is referred to as heritage tourism in addition to these. In a niche industry, heritage tourism is expanding quickly. Tourists favor heritage tourism because they can experience the local customs, arts, history, sites, and culture that strongly characterize the distinct areas. Cultural, economic, and political treasures are regarded as heritage. A nation's privilege also includes showcasing its rich cultural heritage and forming an identity. When it comes to gathering, conserving, and showcasing antiquities, heritage tourism is a significant economic driver. It also holds potential future and current economic worth.

3 STATEMENT OF THE PROBLEM

Beyond its ability to generate foreign cash and create jobs, tourism is a significant economic activity that may also balance out adverse trade balances and regional imbalances because it is both a labor and capital-intensive sector of the economy. It is a vital tool for sociocultural development and has the power to foster enduring friendship and goodwill among all nations. Additionally, it promotes regional development within the country and serves as a framework for social education and improved communication among citizens of various areas. Over time, tourism has been found to have the most significant impact on fostering understanding between diverse cultures and lifestyles. As a result, tourism is a rapidly expanding sector of the economy with enormous and

limitless potential to increase foreign exchange reserves, national income, and job opportunities for the nation's expanding population.

4 SCOPE OF THE STUDY

Heritage sites in Tamil Nadu expose cultural and social ethics, and social hegemony prevails. Most of the heritage sites need to be managed appropriately by the authorities, but only a so-called management was found. Many more attempts have been made, but an attempt has yet to be made from this particular angle. Also, the study is restricted to the sites found in Tamil Nadu areas, and some neglected and unpopular sites may need to be dealt with in detail. It is a severe limitation of the study. Being a faculty the researcher has a keen interest in understanding the significance of these sites on tourism development. This motivated the researcher to pursue the research problem and also what type of facelift programs are to be taken by the stakeholders in the future to promote tourism activities and set an example for our traditional architectural talents.

5 REVIEW OF LITERATURE

According to research by Kalimuththu et al. (2018), the environment, signage, recreational and entertainment opportunities, service quality, environmental conservation, and information about tourist destinations, all impact the sustainable development of heritage tourism destinations. These factors also impact tourists' inclinations to return and refer others to these destinations.

According to Zeng (2017), tourists' perceptions of cultural tourist locations were positively impacted by pleasant natural, environmental, spiritual, and cultural experiences, which also had an impact on their propensity to return. In their 2016 study, Praveen and Priya concluded that various factors, including the surrounding environment, entertainment and fun, friendliness of the locals, security, cleanliness, and shopping options influenced visitors' perceptions of historical tourism locations.

Muka and Cinaj (2015) discovered that tourists' decisions to visit heritage tourism destinations were influenced by their heritage, leisure, surroundings, and educational experiences. According to Kariru and Aloo (2014), cultural events, cuisine, cleanliness, a welcoming atmosphere, cultural significance, architecture, and infrastructure were all crucial factors in drawing visitors and encouraging them to return. According to Vinh (2013), the main characteristics of legacy tourist destinations include accessibility, weather, lodging, scenic landscapes, and a hygienic and pleasant atmosphere. Al-Ababneh (2012) concluded that factors such as lodging, transportation, food and drink, games, and entertainment were crucial in luring tourists to popular tourist destinations.

Facilities, cost, communication, nature, surroundings, symbols, and signboards were found to influence tourists' decision to visit tourism destinations readily (Naidoo et al., 2011). According to Molina et al. (2010), visitors' loyalty to a place is significantly influenced by its image, and those who had a better experience there were more inclined to return soon.

5.1 FACELIFT PROGRAMMES

Velankanni Basilica, Nagoor Darga, Jain's cave in Pudukottai, Madurai, and ancient Hindu Temples are a few examples of heritage sites in Tamil Nadu. These sites are almost under the management of religious bodies.

They stand as ever-shine monumental sites. Tamil Nadu has strong spiritual and cultural integrities, and a stride attempt has been made to preserve these sites for future generations. In the international arena, they are nature's gift to human beings.

One cannot see that these sites primarily exist in a scattered manner in any country. From the point of tourism and hospitality promotion, practical steps must be taken to curb the menace of damage to these rare sculptural structures that stand as a legacy.

Leap forward to take measures to protect these sites without affecting their historical legacies and to face natural disasters by installing lightning arrestor devices. The railway services may exhibit some old antique items from heritage sites, which will capture domestic and foreign tourists.

In the important railway junctions, separate well-versed guides who are familiar with multi-languages may be appointed to explain the fame of these sites to the North Indian as well as foreign tourists.

This will attract more tourists to these sites in the future.

Hence, the digitization of heritage documents will be carried out by the CDAC—Centre for Development of Advanced Computing, a research organization of the Ministry of Electronics and Information Technology, with the guidance of the Archeological Survey of India.

This will yield a remarkable rate of progress and promotion in the coming years of history. Special postal covers featuring the historical importance of heritage sites may be done with the Indian Postal Department.

6 OBJECTIVES

- To assess the significance of heritage sites on tourism development and how they reflect cultural tradition.
- To understand the need to follow suitable policy measures to promote heritage sites in Tamil Nadu.
- To investigate the feasible opportunities available for developing heritage/ related tourism activities.
- To analyze the causes and consequences of policy measures to improve the livelihood pattern of local people.
- Preserving their significance in government agencies is essential to enhance productive-oriented future policy measures.
- To find new avenues for managing these sites better.

7 RESEARCH METHODOLOGY

The researcher has used the following methods and materials to undertake the research problem in detail: descriptive and analytical studies have been used to assess the significance and validity of the research work to attain the desired results. The researcher prepared a well-structured questionnaire to collect the essential information, which was condensed with proper analysis. Regarding the selection of samples, equal and due weightage have been given to them among the different heritage sites from Tamilnadu.

Sources of data: Primary data is collected from the tourists and reports of the TDCC, ASI and also from the reports of the hoteliers association for a specific period of time. Secondary data is collected from company websites, journals, and magazines.

Sampling Method: Judgment sampling

Sampling unit: Sample size: 100

Tools for Data Collection: A structured questionnaire

Tools used for Analysis:

- Frequency analysis
- Weighted Average
- Chi-square test

Important heritage sites like Thanjavur, Manora, Gangaikondasozhapuram, Madurai, Rameswaram, Kanyakumari, Vellore, Mammalapuram, Pudukkottai and Chennai have been taken into account for the study purpose. Tamilnadu has century-old temples, churches, mosques, Minars, and architectural heritage. Tombs have been considered. A random selection of 100 tourists was collected from three essential heritage sites: Mammalpuram, Madurai, and Kanyakumari.

7.1 Variables

- x1- Preferential attitudes of the Tourists.
- x2- Purpose of visits.
- x3- Frequency of visits.
- x4- Source of motivation.
- x5- No facilities available.
- x6- Face lift programs implemented.
- x7-Impact of local communities.
- x8- Participation of stakeholders.
- $Y = f(x_1, x_2, x_3, x_4, \dots, x_n)$
- Y= Dependent variable
- $x_1, x_2, \dots$ Independent variables.

Results

Constant =0.91

Exogenous Variables (Dummy variables- 1.12)

Independent variables =0.88

Dependent variables = 0.55

P- Statistic value= 0.99

Level of significance= 0.98

8 FINDINGS

To develop the heritage centers in this area, the Tamilnadu government specifically designated a tourism policy for every year to attract more tourists by allocating huge investments. Under the new tourism policy of 2022-2023, 1200cr has been earmarked for developing infrastructural and basic amenities for tourists. Most of the heritage sites in Tamilnadu have their own legacy and historical significance. To attract more tourists and make them pleasant, memorable tourist spots, the government must come forward to create awareness among tourists about their historical significance.

- Mamallapuram and Kanyakumari were fully prepared destinations for both local and foreign tourists. The inflow of foreign tourists was mainly in November and February, with 84%, and the remaining 16% enjoyed by local tourists.
- A popular scheme like PRASAD was largely covered to attract more tourists.
- Specifically, 55% of the tourists opined that they visit important sites thrice a year.
- Programs like comprehensive tours arranged by TDC (Navagraha Tour) attract 80% of tourists every month.
- Tamilnadu witnessed a tremendous growth of foreign tourists in the third quarter of 2022-2023, observed as 206900 after the COVID-19 pandemic.

9 SUGGESTIVE RECOMMENDATIONS

- To preserve these cultural and heritage sites, the government must come forward to prepare a master plan that consists of the experts of the Archeological dept, NGOs, and other voluntary bodies.
- Additional funds must be allocated to manage these sites.
- Encouragement must be made to take part by the private bodies. They may be given opportunities to expose their business skills.
- The entire management of the temples, caves, sites, and other places must be only in the hands of the Centre Govt. Only these centers will get an impetus of tourism budgetary allocations.
- Specialized/ Trained Guides must be appointed every season during the peak season of tourism from December to January.
- Only in these months did most foreign tourists, especially the UK, USA, Canada, France, Germany, and Australian tourists, visit these sites. At that time, special attention must be paid to satisfy the needs of foreign tourists.
- During the important festivals held in the months of January and June in Tamil Nadu, special buses/ transportation services connecting important Govt abodes must be made to heed the demands of local tourists.

- With the collaboration of leading business firms, they may supervise or maintain these sites as their CSR.
- Another vital point in preserving these heritage sites is the level of UNESCO INTAC (Indian National Trust for Art and Cultural Heritage).
- INHS (Indian National Historical Science) and other statutory bodies may be entrusted to manage the particular sites, and some outer beautification measures may attract more tourists.
- It will improve the name and fame of these centers at the national level in the future.
- For example, Vaishnavo Devi temple is entirely under the control of UNESCO, and the Centre Govt. is the only supervising authority for implementing special programs.
- Harnessing technology to attract more foreign tourists by creating separate websites, WhatsApp, and other mass media.
- The cultural importance of Tamil Nadu in the world-level tourism melas must be discussed.
- The existing infrastructure must be developed.
- Effective steps must be taken to connect some essential heritage sites through proper rail, road, and air connectivity.
- Appointments must be made to specially designated senior civil service personnel familiar with handling tourism activities.
- To ensure the exposure of these sites, steps may be taken via AI and other Computer-oriented tools.
- One of the critical facelift programs of heritage sites is the implementation of “Master plans,” which contain ‘Route Map,’ Google, or other platforms that must be used more effectively.
- University, Res. Institutes, other Govt. Tourism development bodies may come forward to organize seminars/ webinars/symposiums to most of the temples/ heritage sites constructed in the famous south Indian style known as ‘NAGARA’ without applying cement/steel in any work.
- Special paints or techniques with experts' guidance and consultancy services must be used to preserve lifelong exposure. Instead of using chemical paints, natural paints prepared from fruits, leaves, seeds, or roots of our own traditional plants must be only made.
- Transparent coordinating agency between Centre-State-Local Govts. must be made.
- A local committee with members from the local people, business firms, or voluntary bodies must be constituted, and the management task must be assigned only to them.
- ASI and the Tourism Department of the Govt. of Tamil Nadu must be jointly entrusted to implement specific foresight-attractive programs to ensure steps to manage and supervise these sites regularly.
- Illuminated lamps should be erected at the top, and a clear-cut picture must be shown even at night.
- At the city's important junction points, special light and sound must be provided, as well as small selfie posts erected.

10 CONCLUDING OBSERVATIONS

Very tall buildings in Tamil Nadu stand as an architectural exposure of Tamil culture, which symbolizes not only traditional significance but also sets an example for the future generation to know its cultural and socio-demographic importance, which is the core and focal point of tourism development. The court buildings in Chennai and Pudukkottai are famous heritage structures, now under the control of the Public Works Dept. of Govt. of Tamil Nadu, stand as an example of the architectural talents of Tamil. The two buildings were constructed during the reign of Marthanda Bhairava Thondaiman in 1883. British architect Robert Chisholm built it using an Indo-Saracenic architectural style. The two-storeyed heritage building has two gigantic multi-storeyed minars in front and 28 small minars of different styles. These are a few examples of Tamil Nadu's legendary heritage sites. With the help of an archeological survey of India and the consultancy service of experts in epigraphy, their enthusiastic support can lead to a progressive path in the future.

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Does Technological Advancement change the Perception of Hospitality Aspirants toward housekeeping As a Career?

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Abstract. Housekeeping is a pivotal department known as the backbone of the hotel industry. Traditionally, the housekeeping department dealt with cleaning and other allied work. Still, over time, this department has been using a modern approach to deal with jobs like interior decoration, flower decoration, theme decoration, inventory management, linen and & laundry management, and so on with new advanced technology. This study highlights the perception of hospitality aspirants towards joining the housekeeping department as an option for their career in a hotel. Also, it explores the role of technological advancement in the field, which creates an affinity to joining this department rather than joining others. The authors also attempted to find out the job perspectives after COVID-19, modern technologies, and the advancement in the field in recent years. This study was conducted on 150 Institute of Hotel Management Jodhpur students, and data was analyzed using various statistical tools. The study suggests that technological advancement has played an essential role in reviving the image and work culture of the housekeeping department, and COVID-19 has proved to be an opportunity in the field to create more jobs with more specifications. However, there is a massive shortfall in the industry's housekeeping workforce.

The study's implications would help stakeholders on all levels, viz., hospitality aspirants, managers, and policymakers, act on the department's current situation and create awareness among aspirants and entrepreneurs to adopt the technology.

Keywords: Hospitality Education, Housekeeping, Technological advancement, Covid-19, Accommodation management.

1 Introduction:

Tourism planning in India was started soon after the independence; however, the efforts were made in 1945 when the government formed the committee under the leadership of Sir John Sargent, then education advisor to the government of India (Krishna, 1993). Thereafter, systematic plans were made in various five-year plans, viz., second and

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third. The sixth five-year plan (1980-85) emphasized tourism as an instrument for the country's economic development through speedy industrialization, poverty reduction, rise in employment level, and acquisition of technological self-reliance (nrcddp, 2021). The Indian hospitality, travel & tourism industry has massive potential for growth & expansion. Indian hospitality, travel & tourism industry have enormous potential for growth & expansion. India serves diverse niche hospitality & tourism products- cruises, adventure, medical, wellness, sports, MICE, eco-tourism, film, rural and religious tourism, and spiritual tourism with the most advanced digital tools (Kumari, 2021). An increase in middle-class disposable income directly and positively correlates with domestic and outbound tourism. According to the Federation of Hotel & Restaurant Associations of India (FHRAI), the Indian hotel industry earned more than Rs 1.30 lakh Crore (i.e., US \$ 17.81 Billion) in FY 2021. According to the WTTC's Economic Impact 2019 - the Indian Travel & tourism sector is the third highest GDP contributor, followed by China and the Philippines. International hotel chains are showing interest by investing around 47% in 2020 and 50% share by 2022 in the Indian tourism and hospitality sector (IBEF, 2021). Around 39 million jobs were created in the tourism sector for the FY 2020, which was around 8.0% of the total employment (IBEF, 2021)

To meet the demands of the hospitality and tourism sector, the Indian government focuses on educational institutes for hospitality, tourism, and related programs. Approximately 1245 hotel management colleges across the country offer courses in hotel and hospitality management. Seven hundred one are private, 197 are public, and the rest are public and private both (Shiksha.com, 2021).

1.1 HOUSEKEEPING DEPARTMENT

Housekeeping is a pivotal department known as the backbone of the hotel industry. It is a labor-intensive department, but now it is a techno-savvy department. The hotel always promises to their guest or clients to feel the feeling of a 'Home away from home.' This promise is fulfilled due to the cooperation among all hotel departments, but the housekeeping department's role is the foremost. Housekeeping works for 24 hours X 7 days a week X 365 days. It's known as the backbone of the hotel industry. It's responsible for making a clean, comfortable, and welcoming environment for guests and hotel employees (Raghubalan, 2015). Traditionally, the housekeeping department dealt with cleaning only. Still, the modern approach of this department deals with interior decoration, flower decoration, theme decoration, inventory management, linen & laundry management, and so on with new advanced technology (Lulla, 2020).

1.2 CAREER IN HOUSEKEEPING

The housekeeping department has a bright future and many job prospects in different segments in the hospitality and tourism sectors. The flow chart below shows the different job prospects in various sectors.

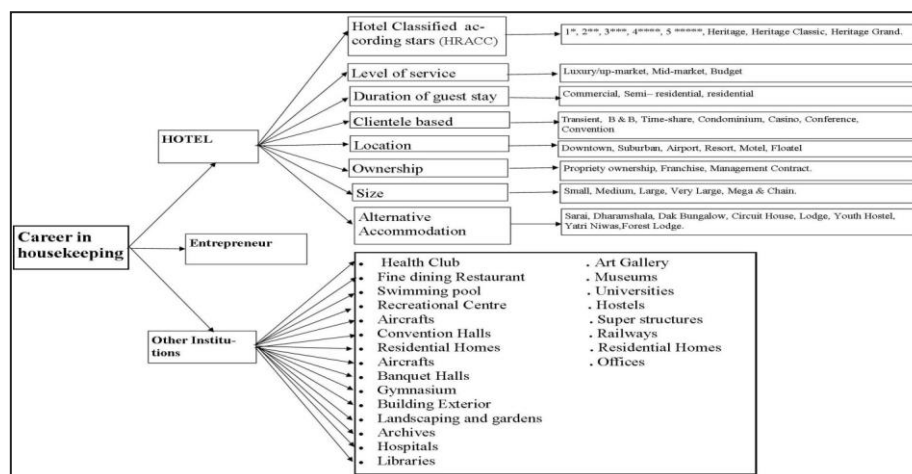


Fig. 1. Flow chart of various hospitality and tourism sectors, Source: Raghubalan, 2015

Table 1. List of technological advancements in Hotel Housekeeping

Source: Authors, compiled from various websites

Technology	Description of uses in the Housekeeping
Artificial Intelligence	Examples include chatbots, Natural Language Processing (NLP), Intelligent virtual assistants (IVA), and other AI-related technologies. AI means machines performing human tasks by interpreting voices and analyzing data. Chatbots are used for customer services to answer questions in writing and verbally. The chat box can be used for various tasks, such as room booking, sending alerts about timing, and live chat. IVA is a voice command-based technology. They are also known as personal human assistants for housekeeping. Guests can use their assistance for HK services, playing music, etc. VR gives the guest a virtual tour of the hotel & room. (Lulla, 2020)
Onsite Injury prevention	These apps have physiotherapy communities that train the employees on corrective body posture to minimize chronic flare-ups and guide the employees on the importance of ergonomics through exercise videos, instructional manuals & chats. Housekeeping is grueling; this app employee's onsite injury can be prevented (Mogelonsky, 2018).
Inventory Management System	An inventory control system is a technology-based system that encompasses all aspects of managing a company's inventories: purchasing, shipping, receiving, tracking, warehousing and storage, turnover, and reordering. PMS is an ex of inventory management

	system. This technology is used in housekeeping to maintain an inventory of items like linen, stock, etc. (Protel, 2020).
Educational Apps	They are mobile-based apps used to train and motivate employees (individually and in a team spirit) and teach proper communication skills. These self-guided apps for housekeeping employees provide guidance on standard operating procedure manuals, training videos, assignments, quizzes, company bulletin boards, and forums, and if they want, they can message privately (Mogelonsky).
Contact-less Screening	This is one of the best ways to screen the temperature of guests and employees in the hotel without touching them in this COVID-19 scenario. This system helps maintain virus spread in the hotel and hotel related areas (Morefield communication, 2020).
Advanced cleaning solutions	These are the modified techno-based cleaning solutions, including electrostatic sprayers, UV light, HEPA-filter air purifiers, Virus elimination systems, etc. They are used to kill & eliminate viruses and bacteria not cleaned by traditional cleaning agents and equipment (Carlino, 2020).
Key-less entry	It's powered by NFC & Bluetooth. It's a digital key that allows guests to access their room without any contacts through a smartphone screen. It is a digital contactless guest entry tech that provides security in the guest room; it's portable and convenient to operate (Technologies, 2021).
Smart rooms	It's a digital smart tech that makes guest room services contactless (various bright room technologies are Amazon's Alexa, Google Home, Apple Voice assistant, Smart TV, etc.). It makes the room more contactless and convenient (Technologies, 2021).
Contact-less payment methods	It is the most crucial digital technology for fast cash transactions. It is used to bill the guest rooms and related services (Revfine.com, 2021).
Digital concierges	These concierges provide personalized assistance and information through smartphones, websites, and smart TVs. It distributes tasks to the employees and ensures fast assistance to guest needs (Technologies, 2021).
Hotel Robot	This is a fascinating technology, as well as AI and machine learning. It's used in cleaning, assisting, and transporting guest luggage to the guest room (Revfine.com, 2021).

2 LITERATURE REVIEW

Many books, periodical articles, reports, book sections, websites, online documents, Journal articles & electronic sources have been reviewed and referred to. Some of the relevant & key studies are discussed below:

(Karthik, 2015); carried out exploratory studies from various sources to explore the current challenges, best practices, and emerging trends in hotel housekeeping that could

make the hotels at higher growth & cost-effective. The author concluded & recommended that various tools like workforce, optimum utilization of resources available, and new scientific trends like Ergonomics, eco-friendly practices, payroll analysis, and Information Technology can bring revolutionary changes in housekeeping.

(Verma, 2020); analyzed the effect of technology in attracting hospitality aspirants to pursue a career in the housekeeping department and choose it over other departments to advance in the future. The study collected data through a questionnaire where the MONOVA and exploratory factor analysis were used as tools for result analysis & findings. The study's findings suggest that hotel housekeeping departments use technology for daily cleaning jobs. However, the students are inclined more towards another department because of cleaning in public areas, toilets & bathrooms, low-status jobs, low growth & pay scale, and no creativity in jobs. However, the authors further stressed that to make students aware of housekeeping, it is not limited to cleaning. There are future options like interior designing, hospitals, clubs, entrepreneurship, and many more that can be opted for as a career in the housekeeping department.

(Sahai, 2021); In her study, she focuses on ascertaining why hotel management students opt for housekeeping as a job, not a career option. The author found out students' perceptions through a structured questionnaire that hotel housekeeping needs lots of physical and mental hard work that causes anxiety and requires immense stamina; if students lack in any, they can't make their career in housekeeping. Even the housekeeping department needs multitudes of skills and talents; if the students lack, they can't progress and lose an opportunity to build a career.

A study (AL., 2018) focuses on identifying and evaluating factors that influence Chinese hospitality students' career decision-making based on a modified perception of students. The authors used a mixed approach to analyze the results of the qualitative (i.e., individual interviews) and quantitative (i.e., online survey). The study's findings suggest that the hospitality industry's compensation, benefits, and promotion opportunities were below student expectations and needed improvements.

While on technological advancement in the housekeeping department, the study by Parikshit Das (2020) focused on how technology has succeeded in adding worth, making amenities, personalizing guest belongings, etc. However, on the other side, it also destroys human relationships with the guests, which sometimes becomes an opportunity for both (Das, 2020). In another study by Patil & Talaulikar (2019), the authors stressed that the housekeeping department is becoming technologically driven, which helps in the smooth functioning of the department. If the housekeeping department is not accustomed to the new trends and practices, they will soon become outdated and remain within the bounds of the changing clientele.

3 OBJECTIVES

The study will focus on understanding the evolutions of hospitality education, emphasizing the hotel housekeeping department and various job prospects, with the following specific objectives.

- To understand why fewer students choose housekeeping as a career department.

- To understand the perception of students towards the housekeeping department.
- To explore the areas that will improve student's inclination towards housekeeping as a career choice.

4 RESEARCH GAP

By referring to the contemporary studies conducted during the COVID-19 pandemic in hospitality and tourism. The authors try to discover a massive demand for housekeeping personnel for household jobs and commercial organizations that need much more workforce compared to last decades. Human resource-producing institutions, i.e., Institute of Hotel managements or similar institutions, have observed acute scarcity of admissions in housekeeping and related trade for three years. Finding the right person with the right attitude and skill is quite challenging nowadays in the housekeeping department. Hence, it will be imperative to study such a topic that requires the need & attention of the hour.

5 RESEARCH METHODOLOGY

This study utilized both the primary and secondary data for information collection.

- Primary data: To gain insight into the study, a survey was conducted at the State Institute of Hotel Management, Jodhpur, through a structured questionnaire and interviews from students of all three years of B.Sc. H& HA, along with a diploma in HK and Front Office.
- Population and sampling procedures: The study population was based on the criteria of students pursuing degrees and diplomas in Hotel management, varying in age from 17 to 24 years and above, presently pursuing ibid courses, drawn from a total of 240 students.
- Sample size: 150 (out of which 90 respondents/students sent their filled questionnaires)
- Sampling method: Stratified Random sampling method.

6 DATA ANALYSIS

The survey instrument (questionnaire) was mailed to 150 respondents through email and WhatsApp in those below 17-24 years and above. Out of which, 90 of them responded. Respondents were asked to answer as per their understanding of hospitality education, liking and disliking of some departmental aspects, etc., on a Likert scale (where 1- strongly disagree and 5- strongly agree were recorded along with some open-ended questions). Based on the 90 responses via the questionnaire, data is compiled and analyzed to draw the results with the help of SPSS, MS Excel, and graphical/ tabular representations.

7 Results & Discussion

The following inferences are drawn from the respondents' responses; their results are discussed in the tables and charts below.

Table 2. Demographic Profile of the Respondents

Source: Authors, from Survey data

The current year of the respondent's study		Frequency	Percent	Valid Percent
Valid	First Year	1	1.1	1.1
	Second Year	36	40.0	40.0
	Third Year	51	56.7	56.7
	Diploma	2	2.2	2.2
	Total	90	100.0	100.0
Duration of Course				
Valid	3 Years	87	96.7	96.7
	1.5 Years	3	3.3	3.3
	Total	90	100.0	100.0
Gender of Respondents				
Valid	Male	69	76.7	76.7
	Female	21	23.3	23.3
	Total	90	100.0	100.0
Age group				
Valid	17-20 Years	47	52.2	52.2
	21-23 years	37	41.1	41.1
	24 & Above	6	6.7	6.7
	Total	90	100.0	100.0

(Note N=90)

In the table, 90 respondents filled in their responses; most students are male (76.7%) and belong to degree courses pursued at the State Institute of Hotel Management Jodhpur. Approximately 50% of students are above 20 years old, which shows they are mature and understand their jobs and career perspectives. 97% of students are pursuing or have completed the degree course, having exposure in all the departments apart from housekeeping. Through the course curriculum, all have been learned and trained in all core departments like food & Beverage production/ service, Front office, and Housekeeping. They are very well aware of working hours, culture, and all the departments' pros and cons when choosing their career.

Table 3. Reason for joining the Hospitality course

Source: Authors, from Survey data

<i>Passion</i>		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
	Frequency	3	8	24	34	21	90
	Percentage	3.3	8.9	26.7	37.8	23.3	100
<i>100% Job Placement</i>	Frequency	7	9	29	35	10	90
	Percentage	7.8	10	32.2	38.9	11.1	100
<i>Glamour</i>	Frequency	11	9	34	21	15	90
	Percentage	12.2	10	37.8	23.3	16.7	100
<i>No other Choice Left</i>	Frequency	53	19	8	6	4	90
	Percentage	58.9	21.1	8.9	6.7	4.4	100
<i>Forced by Parents</i>	Frequency	74	9	4	3	0	90
	Percentage	82.2	10	4.4	3.3	0	100
<i>Unknowingly Joined</i>	Frequency	53	18	15	3	1	90
	Percentage	58.9	20	16.7	3.3	1.1	100
<i>Economical than other Courses</i>	Frequency	17	20	35	11	7	90
	Percentage	18.9	22.2	38.9	12.2	7.8	100

(Note N=90)

Through a structured survey tool, Analyzing the data in Table 4, it has been observed that passion, placement security, and the industry's glamour are essential factors that make students affinity for hospitality. Respondents disagree with the factors, such as having no choice and unknowingly joining. The majority of respondents are neutral to the statement that hospitality courses are more economical than other courses.

Table 4. Choice of the most preferred Department

Source: authors

	Front Office	House-keeping	Food & Beverage Services	Food & Beverage Production	Total
Frequency	41	13	14	22	90
Percentage	45.6	14.4	15.6	24.4	100

(Note N=90)

The above table infers that about half the respondents have a choice for choosing the front office department for their career, a second majority of respondents choose food production, and an almost equal number of respondents have an option for food & beverage service and housekeeping department.

Table 5. Choice of respondents on various parts of housekeeping

Source: authors, from survey data

<i>Job Associated with cleaning</i>		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
<i>Job Associated with cleaning</i>	Frequency	21	11	38	17	3	90
	Percentage	23.3	12.2	42.2	18.9	3.3	100
<i>Interior Decoration</i>	Frequency	9	8	17	31	25	90
	Percentage	10	8.9	18.9	34.4	27.8	100
<i>Flower Decoration</i>	Frequency	11	12	22	26	19	90
	Percentage	12.2	13.3	24.4	28.9	21.1	100
<i>Handling Guest rooms and floors</i>	Frequency	10	10	30	27	13	90
	Percentage	11.1	11.1	33.3	30	14.4	100
<i>Horticulture</i>	Frequency	16	14	30	24	6	90
	Percentage	17.8	15.6	33.3	26.7	6.7	100
	Frequency	10	23	32	17	8	90

<i>Laundry and Linen Operations</i>	Percent-age	11.1	25.6	35.6	18.9	8.9	100
<i>Managerial work</i>	Fre-quency	7	6	18	34	25	90
	Percent-age	7.8	6.7	20	37.8	27.8	100
<i>Inventory Management</i>	Fre-quency	6	7	30	32	15	90
	Percent-age	6.7	7.8	33.3	35.6	16.7	100

(Note N=90)

The above table depicts that, while ranking the preferences of interest in the various tasks of the housekeeping department, respondents recorded mixed responses. The above table suggests that respondents prefer managerial work, interior decoration, laundry management, etc., to cleaning.

Table 6. Factors that make the Housekeeping department infamous?

Source: authors through survey data

<i>Cleaning of Public area toilets and Bathrooms</i>		Strongly Disagree	Dis-agree	Neu-tral	Agree	Strongly Agree	To-tal
	Fre-quency	10	6	24	21	29	90
	Percent-age	11.1	6.7	26.7	23.3	32.2	100
<i>Low status Job</i>	Fre-quency	18	18	24	15	15	90
	Percent-age	20	20	26.7	16.7	16.7	100
<i>Less creativity on the job</i>	Fre-quency	21	21	27	13	8	90
	Percent-age	23.3	23.3	30	14.4	8.9	100
<i>More physical Work</i>	Fre-quency	2	13	29	22	24	90
	Percent-age	2.2	14.4	32.2	24.4	26.7	100
<i>Low respect among other departments</i>	Fre-quency	22	13	29	11	15	90
	Percent-age	24.4	14.4	32.2	12.2	16.7	100
<i>Gender Bi-ased work</i>	Fre-quency	26	12	24	15	13	90
	Percent-age	28.9	13.3	26.7	16.7	14.4	100

<i>Comparatively less salary package</i>	Frequency	14	19	27	17	13	90
	Percentage	15.6	21.1	30	18.9	14.4	100
<i>Less Job satisfaction</i>	Frequency	17	17	28	17	11	90
	Percentage	18.9	18.9	31.1	18.9	12.2	100
<i>Less promotional opportunities</i>	Frequency	22	25	22	16	5	90
	Percentage	24.4	27.8	24.4	17.8	5.6	100
<i>Less career opportunities</i>	Frequency	20	20	27	16	7	90
	Percentage	22.2	22.2	30	17.8	7.8	100

(Note N=90)

The authors try to find out what makes the housekeeping department infamous. Responses scaled on the Likert scale show that respondents agree with cleaning public areas, comparatively lower salary packages, low-status jobs, etc. In contrast, respondents disagree with other factors, such as fewer promotional opportunities, gender-biased work, etc.

However, table 8 infers various inferences on the factors that have created an affinity and driving force to join housekeeping. The data suggest that technological advancement is a prominent factor specially designed after COVID-19, working as a pulling factor for the department. Other factors include better timing than other hotel departments, and the workplace is the coolest among hotel operation departments.

Table 7. The Factors that make housekeeping the best career Options

Source: authors through survey data

		Strongly Disagree	Dis-a-gree	Neu-tral	Agree	Strongly Agree	To-tal
<i>New techno-logical ad-vancements in the workplace</i>	Fre-quency	5	7	26	32	20	90
	Per-centage	5.6	7.8	28.9	35.6	22.2	100
<i>More Job op-portunities af-ter Covid-19</i>	Fre-quency	5	10	27	30	18	90
	Per-centage	5.6	11.1	30	33.3	20	100
<i>Job Timings are better than other depart-ments</i>	Fre-quency	13	12	26	23	16	90
	Per-centage	14.4	13.3	28.9	25.6	17.8	100
<i>Good future prospectus</i>	Fre-quency	6	10	36	28	10	90
	Per-centage	6.7	11.1	40	31.1	11.1	100
<i>Fast promotion opportunities</i>	Fre-quency	2	13	26	29	20	90
	Per-centage	2.2	14.4	28.9	32.2	22.2	100
<i>Salary pack-ages are im-proving.</i>	Fre-quency	6	11	31	29	13	90
	Per-centage	6.7	12.2	34.4	32.2	14.4	100
<i>The workplace is the coolest among other departments</i>	Fre-quency	13	18	31	18	10	90
	Per-centage	14.4	20	34.4	20	11.1	100

(Note N=90)

Table 8. Awareness about various latest technologies and their application in the hospitality

Source: authors through survey data

<i>Use of Artificial Intelligence</i>		yes	No	May be	Total
	Frequency	40	20	30	90
	Percent-age	44.4	22.2	33.3	100
<i>Inventory Management Systems</i>	Frequency	44	22	24	90
	Percent-age	48.9	24.4	26.7	100
<i>Onsite Injury Prevention</i>	Frequency	42	19	29	90
	Percent-age	46.7	21.1	32.2	100
<i>Educational Apps</i>	Frequency	43	18	29	90
	Percent-age	47.8	20	32.2	100
<i>Contactless Screening</i>	Frequency	45	29	16	90
	Percent-age	50.0	32.2	17.8	100
<i>Advanced Cleaning Solutions</i>	Frequency	55	14	21	90
	Percent-age	61.1	15.6	23.3	100
<i>Keyless entry</i>	Frequency	61	16	13	90
	Percent-age	67.8	17.8	14.4	100
<i>Smart rooms</i>	Frequency	55	8	27	90
	Percent-age	61.1	8.9	30	100
<i>Voice technology</i>	Frequency	49	22	19	90
	Percent-age	54.4	24.4	21.1	100
<i>Contactless payment methods</i>	Frequency	61	9	20	90
	Percent-age	67.8	10.0	22.2	100
<i>Digital concierge</i>	Frequency	36	28	26	90
	Percent-age	40.0	31.1	28.9	100
<i>Converged LANs to support multiple services</i>	Frequency	37	17	36	90
	Percent-age	41.1	18.9	40	100

(Note N=90)

As per the study's title, Respondents were asked to rank their responses on a Likert scale, where 'yes,' 'No,' & maybe were recorded. Responses on various latest technological advancements, their applications, etc., were asked, where most respondents marked their responses as 'yes' or neutral as the respondents are a fresh and young batch of the institute, where most of them have worked or are aware of the technologies during their tenure of industrial training or job.

Table 9. Does introducing technology change students' perception of opting for housekeeping as a career?

Source: authors through survey data

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	47	52.2	52.2	52.2
	2	4	4.4	4.4	56.7
	3	39	43.3	43.3	100.0
	Total	90	100.0	100.0	

(Note N=90)

The above table infers that introducing technology in housekeeping will create an affinity or pull factor for joining the department. Respondents believe that technology will replace traditional methods of housekeeping.

8 CONCLUSION

Based on the research and statistical analysis of the data using appropriate models and scales, it was concluded that over the last three years, demand for housekeeping personnel has increased in all divisions of hotel establishments. The students who join the hospitality industry have the impact of their passion, glamour, and comparatively better job placements. On the other hand, the traditional hypothesis that students enter the industry forced by their parents, unknowingly or with no other choice, left things far behind. However, institutes are observing a need for more admissions in the housekeeping trade. Further, hospitality students prefer to take different classes, such as front office and food production. Some of the essential factors that create hindrances in the process of attracting a workforce for the trade are profile jobs, less or poor salary structures, more physical work, traditional methods of cleaning, etc., and the study also analyzed that these are the grey areas which are impacting negatively on the trade. Over the years and especially after the COVID-19 pandemic, technology such as artificial intelligence(AI), contactless screening, advanced cleaning solutions, bright room concept, onsite injury prevention, and modern IMS, etc., have not only made the jobs easy but also helped entrepreneurs to magnetize their employees. The survey data shows the positive influence of technology over the perception of students to choose housekeeping as the trade for their career as the use of technology would result in more opportunities, a better and safer working environment, reduction in physical load, improved socio-economic level and high morale and motivation level for the employees.

9 RECOMMENDATIONS

This study recommends and suggests that hotel enterprises and hospitality institutions use technology in housekeeping day-to-day operations. At the institute level, training modules on modern technology being adopted at the hotel must be incorporated into the curriculum and taught to peers, and the trade must be promoted to overcome the people's old mindset about cleaning and upkeep.

On the other hand, hotel enterprises should incorporate in their CSR provision to provide technological aid and training to the institution they are familiar with and fulfill their workforce requirements.

10 LIMITATION& FURTHER SUGGESTIONS

This study was conducted on a macro level, and the population sample was limited to 90, and that was only for one institute. Therefore, the level of variance may differ if the study is conducted with a higher population sample. Further micro-level studies on the sub-variables of the study may be undertaken in the future.

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The Use of Social Media Marketing to Attract Guests: Analysis from the Hospitality Industry

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Abstract: Purpose: This research aims to provide a holistic comprehension of how the hospitality industry uses social media platforms for marketing objectives in today's digital environment. It also contributes to valuable insights and recommendations that can be used to improve and optimize social media marketing initiatives in the hospitality industry.

Method: The kind of research is comprehensive. Convenience sampling will be employed for the study. Both qualitative and quantitative methods, such as descriptive statistics and visual interpretation, will be used to assess the data. The information would be gathered from several sources, including secondary sources (such as reference books, the internet, textbooks, etc.) and primary sources—hoteliers. An 80 (n=80) sample size from the industry and other sectors will be considered. A Google form will be used to collect data for quantitative analysis once the questionnaires have been distributed.

Result: Based on the findings, we can determine the elements that will help in marketing to attract potential customers. This involves various emerging trends of social media marketing and the expectations of hospitality professionals, which can strongly enhance the performance of the Hospitality Industry.

Conclusion: The research identified the most effective social media platforms for attracting guests in the hospitality industry. Using a detailed questionnaire, it revealed potential guests' preferences and habits, highlighting the impact of user-generated content and influencer partnerships on engagement. These findings aid in the strategic planning of impactful marketing campaigns.

Objectives: The primary objectives of this project revolve around identifying the most effective social media platforms for attracting guests within the hospitality industry, Analyzing the effect of user-generated content and influencer partnerships in social media marketing, and Analyzing the effect of the frequency of use of social media for marketing.

Keywords: Social media, User Generated Content, Convenience sampling, influencer partnership

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1 Introduction:

The hospitality industry is one of the most dynamic and proactively ahead-of-the-curve industries. The industry is always on its toes to serve its customers and target segment with utmost enthusiasm and zeal. The industry is so dynamic that it requires and undergoes vigorous reinvention to consistently offer state-of-the-art services and hospitality products in different areas such as service, technology, global standards, food and beverage, etc. It is a significant priority for industry leaders to conduct and maintain this industry ethos when serving guests. This innate and inherent aspect of fine hospitality and state-of-the-art luxury in the Indian hospitality scent is influenced by factors such as changing guest demands, cropping up of new market segments, different age groups, global standards, social media, etc.

These factors influence the quality and types of products being offered, allowing for the drive to push the envelope and give the best experience to the consumers. As mentioned earlier, the industry's demands for services and delivery pace are pretty proactive and dynamic; keeping track of the driving forces and underlying influences also becomes increasingly important. These influences are cornerstones for changes in the existing SOPs, tariffs, inclusions, analysis, marketing, etc. In the 21st century, the impact of social media is enormous in all spheres of work and life. Its impact is undeniable in today's scenario. What began as a social network and a means of connectivity is now fast becoming a powerful medium of voice, impact, and influence. No industry is barely untouched by social media, and the scathing impact will ever increase. Social media's evolution offers a wide range of audiences and visibility and provides a platform to exhibit an empowered voice and perspective. It is fast becoming a tool to leverage these benefits by all industries and employ it to build a brand in the market. The advent of social media was aimed at opening channels of communication, connectivity, and online social participation or networking. However, today, it has various forms and utilities that were probably unheard of in the past. Social media has become an effective online presence and Value brand-building marketing tool. It is an indispensable resource for tackling the need of the hour in business and growth areas. Social media allows organizations to create and establish a transparent, direct, two-way communication channel. It helps influence and attract customers to the organization's products and introduces them to broad outreach. The potential and prospective customer base remains hooked with the company/products through the buzz or the marketing campaigns. This creates more traction for the customer product. Thus, leveraging the social media platform can meet the marketing campaign's goals. This is just one example of the potential impact of social media on attracting guests to the hospitality industry. Online marketing and social media modes have replaced conventional marketing and promotion methods. Organizations initiate several campaigns on social media through Instagram posts, YouTube channels, influencer collaborations, online events, sponsorships, etc. This is not just innovative and convenient but also very cost-effective compared to print and physical modes of promotion such as billboards and posters.

2 Literature Review:

Lakha et al. 2020, concluded in their research paper the importance of social media marketing in increasing the business of hotels in the city of beauty Chandigarh. It also explains the conduction of an online survey to evaluate the involvement of different age groups on social media platforms like Snapchat, Instagram, and Facebook. This paper also explains the importance of CSR marketing strategies used by different hotels as an advantage by ensuring recognition from social influencers using the community welfare-oriented business method. This paper explains that the effective implementation of social media marketing will help hotels receive recognition from foreign clients and investors. It also tells the younger generation that they are much more familiar with the technology and browsing the most active social media platform users.

Al-Msallam et al. 2016 this research paper explain that the benefits from participation that hotel members would like to get are hedonistic, social, psychological, and functional. These advantages are connected to the needs of many consumers. It also discusses the benefits of attracting potential customers to follow the hotel's brand page on social media platforms. Information gathered from various hotel social media accounts will play a significant role in luring new potential customers to the brand page and motivating existing ones to return often. This further explains how social media is a cutting-edge technology that allows hotel brands to manage their relationship with clients proactively. Hotel marketers will be able to determine the brand's key characteristics by looking at customer posts on the brand page. This will make it easier for marketers to respond to positive and negative service reviews. Particularly for the complaint, immediately understanding the customer's discomfort and replying to their comment would also help create a personalized bond with the customers and a favorable brand image.

Yogitha, (2018).) concluded that this research paper explains that social media has become an effective mode of communication and marketing in the hospitality industry. Additionally, it explains how social media should be used by the hospitality sector as a marketing tool to attract potential clients and customers to promote their business. It also talks about designing their website and opening an account to connect to customers via different social media platforms like Instagram, Facebook, Twitter, etc., so that they can post pictures and furnish informative information about the facilities and what they offer. This research paper aims to understand the current social media practices adopted by the Hospitality Industry.

Abdullah Awad Alhaddad (2015) explains how raising awareness through brand advertising has improved brand equity, brand awareness, and brand image. It was found that both brand awareness and brand image had a positive effect on brand equity. This research model explains that brand image has a greater effect on brand equity when compared with advertising awareness and brand awareness. In addition, it was discovered that by boosting brand awareness and image, advertising may effectively serve as a source of meaning and identity for a company.

According to Billy Bai, Xi Y. Leung, et al. 2017, research explains that the Facebook message strategy typology has two elements: "what to say" and "how to say it" on hotel Facebook sites. Consistent with the research classification, the initial communication

format classification included four types: word, picture, Web link, and video. This finding suggests that hotels of various sizes utilize Facebook in various advertising ways. It was found that Facebook's message strategy influences the success of Facebook marketing. Message contents and types had varying degrees of effectiveness. In terms of message content, product, brand, and involvement, messages outperformed information, reward, and promotion messages.

As per the findings of Ola H Alkhatib, Rand Al-Dmour, et al. (2023), social media marketing positively affects brand loyalty in Jordan's tourism industry by using customer satisfaction as a mediating variable from the consumers' viewpoint; three main ideas are involved: brand loyalty, consumer satisfaction, and social media marketing drives. Beneficial social media activities were shown to be the most significant element impacting brand loyalty, with content relevancy, friend popularity, and visibility across several platforms and apps coming in second and third, respectively. According to research, travelers are more likely to engage with and choose their destinations based on recommendations from peers and influencers. Therefore, tailoring recommendations to traveller's interests and past experiences is essential for drawing and retaining customers.

3 Research Question:

1. Which social media platforms are mainly used for attracting guests within the hospitality industry?
2. What are the underlying effects (s) of user-generated content and influencer partnership in social media marketing?
3. What are the elementary effect(s) of frequency in using social media for marketing?

4 Statement of Problem:

In the multifaceted and dynamic hospitality industry, businesses increasingly use social media marketing to attract and keep customers. Comprehensive research that systematically investigates the tactics, efficacy, problems, and opportunities related to social media marketing in this area is lacking. "To what extent and how do social media marketing strategies influence guest attraction and retention in the hospitality industry, and what are the key challenges and opportunities associated with their implementation?" This research problem emphasizes the importance of understanding the significance of social media in the hotel industry, its impact on guest engagement and attraction, and the challenges organizations face when optimizing their social media marketing efforts.

4.1 Research Problem:

Identifying the research problem during the research process is one of the important tasks for the researcher. The problems that were faced during the making of this project are as follows:

1. How do tailored and targeted social media campaigns influence guest preferences and choosing hospitality services?
2. What impact do emerging social media platforms and trends have on the effectiveness of traditional social media marketing techniques?
3. How does the user-generated content (UGC) on social media platforms contribute to building trust and authenticity in the Hospitality Industry?

4.2 Research Design:

The design incorporated in this study adopts both qualitative and quantitative approaches to data collection to analyze the opinions of the selected respondents. Qualitative research is a practical approach to collecting data through a social and natural study, which includes the interaction between people and their behavior, thoughts, opinions, and feelings. The Mode and other variables of responses were analyzed.

The different qualitative implementations provide detailed information to understand the individual experiences and perceptions. The approaches that are used in the thesis are qualitative methods, which are questionnaires filled out by the respondents, interviews with employees, and observations of the hotel.

5 Data Analysis:

Table 1.

Gender	Count (No. of respondent)
Male	F
Female	24
Grand Total	80

Interpretation 1: Table 1 shows that the gender demographics of the respondents who filled out the questionnaire are as follows: 70%, or 56, are male, and 30%, or 24, are female working in the organization.

Table 2.

Occupation	Count (No. of Respondent)
Hospitality Industry	73
Academician	4
Government Employee	2
Entrepreneur	1
Grand Total	80

Interpretation 2: Table 2 above represents the occupation part of the demographics of the respondents who filled out the questionnaire. It was found that 73 respondents, representing 91.3%, are people in the hospitality industry, four respondents, representing 5%, are academicians, two respondents, representing 2.5%, are government employees, and one respondent, representing 1.2%, is an entrepreneur.

Table 3.

Frequency of using social media platforms for marketing purposes	Count
Daily	41
Fortnightly	4
Monthly	7
Quarterly	2
Weekly	26
Grand Total	80

Interpretation 3: Table 3 represents the frequency of using social media platforms

- 51.2% of 42 respondents say that they use social media daily
- 32.5% that is 26 respondents, say that they use social media every week
- 8.8% of seven respondents say that they use social media every month
- 5%, that is four respondents, say that they use social media on a fortnightly basis
- 2.5%, which is two respondents, say that they use social media every quarter

Table 4.

No social media platforms	Count
Three	30
More than four	22
Two	15
Four	7
One	6
Grand Total	80

Interpretation 4: From the above table, it was found that

- 37.5% of organizations use three social media platforms for marketing
- 27.5% of organizations use more than four social media platforms for marketing
- 18.8% of organizations use two social media platforms for marketing purposes
- 8.8% of organizations use social media platforms for marketing purposes
- 7.5% of organizations use one social media platform for marketing purposes

Table 5.

Social media marketing assists in attracting customers to their establishment. (Ratings from 1 to 5, 1 being Strongest assistance & 5 being the weakest assistance)	Count
1	50
2	12
3	11
4	3
5	4
Grand Total	80

Mode = 1 - Strongly Assisted (n= 80)

Interpretation 5: The above table 5 shows that a maximum of 50 respondents, representing 62.5%, say social media marketing has strongly assisted their organization in attracting customers.

Table 6.

Do respondents think that their social media marketing strategy will align with the needs of their target audience? (Ratings)	Count (No. of respondent)
1(Strongly Agree)	49
2(Agree)	15
3(Neutral)	8
4(Disagree)	3
5(Strongly Disagree)	5
Grand Total	80

Interpretation 6: Table 6 illustrates that 49 respondents, representing 61.3%, strongly agree that the social media marketing strategy aligns with the needs of the target audience.

Table 7.

Social media platform	Count (No. of respondent)
Instagram	67
Facebook	7
YouTube	5
Twitter	1
Grand Total	80

Interpretation 7: Table 7 illustrates that a maximum of 67 respondents, representing 83.8%, agreed that Instagram is the most effective social media platform for attracting guests.

Table 8.

Do you think User Generated Content plays a role in devising guest preferences? (Ratings)	Count
1(Strongly Agree)	41
2(Agree)	22
3(Neutral)	12
5(Strongly Disagree)	5
Grand Total	80

Interpretation 8: Table 8 illustrates that a maximum of 41 respondents, representing 51.2% of respondents, strongly agreed that user-generated content plays a role in devising guest preferences.

Table 9.

Do respondents believe that social media marketing presents opportunities for innovation in the hospitality industry? (Ratings)	Count
1(Strongly Agree)	49
2(Agree)	17
3(Neutral)	7
4(Disagree)	3
5(Strongly Disagree)	4
Grand Total	80

Interpretation 9: Table 9 shows that a maximum of 49 respondents, representing 61.3%, strongly agree that social media marketing presents opportunities for innovation in the hospitality industry.

Table 10.

Frequency of updating content on social media platforms	Count
Daily	27
Weekly	26
Monthly	13
Fortnightly	11
Quarterly	3
Grand Ttotal	80

Interpretation 10: Based on the above table, 27 respondents, representing 33.8%, update content on social media platforms daily. 26 respondents, representing 32.5%, update content on social media platforms weekly. 13 respondents, representing 16.2%, update content on social media platforms monthly. 11 respondents, representing 13.8%, update content on social media platforms fortnightly. Three respondents, representing 3.7%, update content on social media platforms quarterly.

Hypothesis Testing:

Table 11.

Step 1	Null Hypothesis (H₀) - There is no connection between the frequency of use of social media apps for marketing and people believing that social media marketing has assisted them in attracting customer to their establishment
Step 2	Alternate Hypothesis (H_a) - There is a direct connection between the frequency of use of social media apps for marketing and people believing that social media marketing has assisted them in attracting customer to their establishment
Step 3	Significance Level - 0.05 (5%)
Step 4	Type of Test - Chi-Square Test

Table 12.

Observed Frequency Table						
Count (No. of respondent)	To what extent do respondents believe that social media marketing has assisted them in attracting customers to their establishment? (Ratings)					
How frequently do respondents use social media platforms for marketing purposes?	1	2	3	4	5	Grand Total
Daily	33	3		2	3	41
fortnightly	1	2	1			4
Monthly	4	1	1		1	7
Quarterly			1	1		2
weekly	12	6	8			26
Grand Total	50	12	11	3	4	80

Table 13.

Observed Values (O _i)	Expected values (E _i)	O _i -E _i	(O _i -E _i) ²	(O _i -E _i) ² /E _i
33	25.63	7.38	54.39	2.12
3	6.15	-3.15	9.92	1.61
0	5.64	-5.64	31.78	5.64
2	1.54	0.46	0.21	0.14
3	2.05	0.95	0.90	0.44
1	2.50	-1.50	2.25	0.90
2	0.60	1.40	1.96	3.27
1	0.55	0.45	0.20	0.37
0	0.15	-0.15	0.02	0.15
0	0.20	-0.20	0.04	0.20
4	4.38	-0.38	0.14	0.03
1	1.05	-0.05	0.00	0.00
1	0.96	0.04	0.00	0.00
0	0.26	-0.26	0.07	0.26
1	0.35	0.65	0.42	1.21
0	1.25	-1.25	1.56	1.25
0	0.30	-0.30	0.09	0.30
1	0.28	0.73	0.53	1.91
1	0.08	0.93	0.86	11.41
0	0.10	-0.10	0.01	0.10
12	16.25	-4.25	18.06	1.11
6	3.90	2.10	4.41	1.13
8	3.58	4.43	19.58	5.48
0	0.98	-0.98	0.95	0.98
0	1.30	-1.30	1.69	1.30

Chi-square $X^2 = 41.31$

Degree of freedom= (no. of column -1) * (no of rows -1) no. of column=5 no. of rows=5

Therefore, Degree of freedom is 16

According to the Chi-square distribution table, the Critical Chi-square value for the degree of freedom 16 and significance level 0.05 is 26.30

Chi-square X^2 is greater than Critical Chi-square.

Since Chi-square X^2 is greater than the Critical Chi-square, we reject the null hypothesis

6 Conclusion:

In conclusion, the research successfully identified the most effective social media platforms for attracting guests within the hospitality industry. The utilization of a comprehensive questionnaire facilitated the collection of valuable responses, providing insights into the preferences and habits of potential guests. This data-driven approach allowed for a nuanced understanding of the dynamic landscape of social media usage within the hospitality sector. Furthermore, the study delved into the outcome of user-based content and influencer partnerships in social media marketing. The findings illuminated the substantial impact these strategies can have on engaging and attracting a target audience. The power of user-generated content, often created by satisfied customers, emerged as a potent tool for building reputation and authenticity in the eyes of our important guests. Additionally, the study underscored the influential role that collaborations with social media influencers can play in amplifying a hospitality business's online presence. Recognizing and comprehending these effects opens up avenues for strategic planning and implementing marketing campaigns that leverage these influential trends.

7 Recommendations:

Based on the research findings, several recommendations can enhance the marketing efforts towards social media within the hospitality industry. Firstly, businesses should prioritize platforms identified as most effective, tailoring content to match user preferences on these channels. Investing in analytics tools to measure the performance of campaigns on different platforms can provide valuable insights, aiding in the continuous refinement of social media marketing strategies. Embracing these recommendations can empower hospitality businesses to successfully navigate the dynamic social media landscape, maximizing guest attraction and retention.

8 Limitations:

One constraint identified after thoroughly examining the study's coursework was that social media exposes oneself to a broad audience of people who may or may not be interested in a given company. Everyone knows there is always a drawback to anything, and social media is no exception. Individuals always want to damage someone's reputation, especially with the internet being more accessible than ever.

The respondents in this study were limited to Delhi/ NCR, which impedes this project. However, this research can be performed at national and global levels, including certain leading nations that use social media daily.

9 Scope of further research:

While this research provides valuable insights into the effective use of social media platforms and strategies within the hospitality industry, there remains a rich scope for further investigation. Firstly, exploring the evolving trends in social media usage and preferences among diverse demographic groups could provide a deeper understanding of how different audiences engage with hospitality-related content. Additionally, delving into the long-term impacts and sustainability of user-generated content and influencer partnerships in social media marketing within the hospitality sector would contribute to a more comprehensive understanding.

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Impact of Tourism Development on Hotel Occupancy Rates in Vijayawada

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Abstract: This study investigates the impact of tourism development on hotel occupancy rates in Vijayawada, a rapidly developing urban center in Andhra Pradesh, India. Given the city's strategic importance and cultural richness, the influx of tourists has significant implications for the local hospitality industry. By analyzing hotel occupancy data, conducting surveys, and assessing tourism trends over the past five years, this research aims to elucidate the correlation between tourism growth and hotel performance, providing actionable insights for hotel managers, policymakers, and investors.

Keywords: Tourism Development, Hotel Occupancy Rates, Vijayawada, Hospitality Management, Tourism Infrastructure, Economic Impact, Mixed-Methods Study

1 Introduction:

1.1 Vijayawada: A Growing Hub

Vijayawada, located on the banks of the Krishna River, is renowned for its religious sites, cultural heritage, and economic vitality. As the second largest city in Andhra Pradesh, it plays a pivotal role in the state's economy and cultural identity. Vijayawada has seen significant infrastructural development, including the expansion of Vijayawada International Airport, new road networks, and modernization of the railway station. These developments have facilitated better connectivity, making the city more accessible to tourists. The Dr. B.R. Ambedkar Statue, erected in Vijayawada, Andhra Pradesh, serves not only as a symbol of reverence but also as a potential catalyst for tourism development in the region. Vijayawada, a burgeoning urban center nestled along the banks of the Krishna River, boasts a rich cultural heritage and burgeoning economic prospects. The installation of such a significant cultural landmark holds promise for attracting increased tourist footfall, thereby potentially influencing hotel occupancy rates and shaping the trajectory of the local hospitality industry. The installation of the Dr. B.R. Ambedkar Statue in Vijayawada, Andhra Pradesh, marks a significant cultural

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and historical landmark in the region. As a rapidly developing urban center with strategic importance, Vijayawada has witnessed growing attention from tourists and investors alike. Understanding the impact of this iconic statue on tourism development and hotel occupancy rates is essential for stakeholders in the hospitality industry and policymakers.

1.2 Tourism Growth in Vijayawada

The city is a major pilgrimage site, attracting millions of devotees to the Kanaka Durga Temple, one of the most revered temples in South India. Additionally, Vijayawada hosts numerous cultural festivals, trade fairs, and business conferences, further boosting its appeal as a travel destination. Over the past decade, the city has experienced a steady increase in tourist arrivals, driven by both domestic and international visitors.

Despite this growth, empirical research on how tourism development affects hotel occupancy rates remains sparse. This study addresses this gap by exploring the dynamics between tourism influx and hotel occupancy, contributing to the broader understanding of hospitality management in emerging urban centers.

2 Literature Review

Tourism Development and Economic Impact: Tourism is a major economic driver in many regions, contributing significantly to GDP, employment, and infrastructure development. Studies have shown that tourism can lead to increased foreign exchange earnings, greater investment in infrastructure, and a rise in local business activities (Hall & Page, 2014; UNWTO, 2017). However, the benefits of tourism are not uniformly distributed and can vary based on the region's level of development, existing infrastructure, and government policies (Sharpley, 2014).

Hotel Occupancy Rates and Tourism: Hotel occupancy rates are a critical indicator of the health of the hospitality industry. They reflect the extent to which available hotel rooms are being utilized, directly impacting revenue, profitability, and sustainability of hotels. Research indicates that factors influencing hotel occupancy rates include seasonality, economic conditions, marketing strategies, and the presence of major events or attractions (Chen & Rothschild, 2010; Song et al., 2012).

The Case of Emerging Urban Centers: Emerging urban centers like Vijayawada face unique challenges and opportunities in leveraging tourism for economic growth. These cities often experience rapid development, leading to significant changes in their tourism and hospitality sectors. Studies on similar cities highlight the importance of strategic planning, investment in infrastructure, and marketing to attract and retain tourists (Baker & Coulter, 2007; Bramwell, 2011).

3 Significance:

Tourism stands as a linchpin of economic growth, driving GDP expansion, employment opportunities, and infrastructural modernization. Unraveling the intricate relationship between cultural landmarks like the Dr. B.R. Ambedkar Statue, tourism development, and hotel occupancy rates holds paramount importance for stakeholders such as hotel managers, policymakers, and investors. This study aims to delve deep into this symbiotic connection, offering nuanced insights essential for informed decision-making and fostering sustainable growth within Vijayawada's dynamic hospitality sector.

This study aims to delve deep into this symbiotic connection, offering nuanced insights essential for informed decision-making and fostering sustainable growth within Vijayawada's dynamic hospitality sector. Tourism serves as a pivotal driver of economic growth, fostering GDP expansion, employment opportunities, and infrastructural advancements. Understanding the interplay between cultural landmarks, tourism development, and hotel occupancy rates is vital for stakeholders ranging from hotel managers to policymakers and investors. By comprehensively analyzing this relationship, this study aims to offer actionable insights that can inform strategic decision-making, drive sustainable growth, and optimize resource allocation within Vijayawada's dynamic hospitality sector.

Understanding the relationship between tourism development and hotel occupancy rates is crucial for several stakeholders:

For Hotel Managers: Insights from this study can help optimize pricing strategies, marketing efforts, and operational planning. By understanding the factors driving occupancy rates, hotel managers can tailor their services to better meet the needs of tourists, thereby enhancing guest satisfaction and profitability.

For Policymakers: Data-driven understanding of tourism's impact can inform infrastructure development, resource allocation, and promotional activities. Policymakers can use these insights to create policies that foster sustainable tourism development, ensuring that the benefits are maximized while minimizing negative impacts.

For Investors: Clear trends and patterns in occupancy rates provide a basis for investment decisions in the hospitality sector. Investors can identify lucrative opportunities and make informed decisions about where to allocate their resources.

For the Academic Community: This research adds to the body of knowledge in hospitality management, offering a case study from a dynamically evolving city. It provides a foundation for further studies on the impact of tourism development in similar contexts, contributing to the broader discourse on sustainable urban development.

4 Objectives

The primary objective of this research is to analyze the impact of tourism development on hotel occupancy rates in Vijayawada. Specific objectives include:

1. Identifying key factors driving tourism growth in Vijayawada.
2. Assessing the correlation between tourism events and hotel occupancy rates.
3. Evaluating the effectiveness of marketing and management strategies used by local hotels.
4. Providing recommendations for stakeholders to optimize hotel performance in light of tourism trends.

5 Methodology

Employing a comprehensive mixed-methods approach, this research amalgamates quantitative analysis of hotel occupancy data with qualitative insights garnered through surveys and interviews. A meticulous scrutiny of monthly occupancy data from a diverse sample of 20 hotels spanning the last five years (2019-2023) serves as the quantitative bedrock of the study. Furthermore, pertinent tourism indicators, encompassing tourist footfall, major cultural and business events, and infrastructural advancements, are systematically gathered from local tourism boards, government reports, and industry publications. Additionally, relevant tourism indicators, including tourist footfall, major cultural and business events, and infrastructural developments, are systematically collected from local tourism authorities, government reports, and industry publications.

5.1 Research Design

This study employs a mixed-methods approach, combining quantitative data analysis with qualitative insights to provide a comprehensive understanding of the impact of tourism development on hotel occupancy rates.

Quantitative Data Collection Hotel Occupancy Rates: Monthly occupancy data were collected from a sample of 20 hotels in Vijayawada over the last five years (2019-2023). The hotels were selected to represent a range of categories, including luxury, mid-range, and budget hotels, to provide a holistic view of the hospitality sector.

5.2 Tourism Indicators

Data on tourism indicators were gathered from local tourism boards, government reports, and industry publications. These indicators include the number of tourists, major cultural and business events, and infrastructure developments.

5.3 Quantitative Data Analysis:

Descriptive Statistics: Descriptive statistics were used to summarize the occupancy trends and tourism indicators. This analysis provided a foundational understanding of the data, highlighting key trends and patterns.

Correlation Analysis: Pearson correlation coefficient was calculated to assess the strength of the relationship between tourism development (measured by the number of tourists and events) and hotel occupancy rates. This analysis helped identify significant correlations and provide a basis for further analysis.

Regression Analysis: Multiple regression models were developed to identify significant predictors of hotel occupancy rates. Independent variables included the number of tourists, presence of major events, and infrastructure developments. This analysis provided insights into the relative importance of different factors influencing occupancy rates.

Qualitative Data Collection Interviews: Semi-structured interviews were conducted with 10 hotel managers and 5 tourism officials to gather qualitative insights on the impact of tourism development and management strategies. The interviews focused on topics such as marketing strategies, hotel challenges, and tourism's perceived impact on hotel performance.

Qualitative Data Analysis Thematic Analysis: Interview transcripts were coded and categorized using thematic analysis. This method helped identify recurring themes and patterns related to tourism development and hotel performance, providing deeper insights into the qualitative aspects of the research.

5.4 Survey and Questionnaire

Survey Objective: The survey aimed to gather direct feedback from tourists about their experiences in Vijayawada and their impact on hotel occupancy rates.

Survey Sample: A total of 100 tourists who have stayed in hotels in Vijayawada participated in the survey. The sample included both domestic and international tourists, ensuring a diverse range of perspectives.

Survey Questions: 1. What was the primary purpose of your visit to Vijayawada? (Pilgrimage, Business, Leisure, Other), 2. How did you book your hotel stay? (Online Travel Agency, Hotel Website, Travel Agent, Walk-in, Other), 3. How would you rate your overall satisfaction with your hotel stay in Vijayawada? (1-5 scale) 4. Which factors influenced your choice of hotel in Vijayawada? (Price, Location, Amenities, Reviews, Other), 5. How did you learn about Vijayawada as a travel destination? 5. (Social Media, Friends/Family, Travel Websites, Print Media, Other), 6. Did any specific event or festival influence your decision to visit Vijayawada? (Yes/No,

please specify), 7. How would you rate the quality of tourism infrastructure in Vijayawada? (1-5 scale), 8. Do you plan to visit Vijayawada again? (Yes/No), 9. What improvements would you suggest for the hotels in Vijayawada?

6 Results:

Quantitative analysis reveals nuanced occupancy trends, with an average rate of 65% observed over the specified five-year period. Fluctuations in occupancy rates are noted during peak tourist seasons and significant events, highlighting the dynamic nature of hotel demand. Correlation analysis unveils a robust positive correlation between tourist influx and hotel occupancy rates, with major events exerting a significant impact on occupancy levels. Regression analysis delves deeper, identifying several key predictors of hotel occupancy rates, including tourist volume, event occurrence, infrastructural upgrades, and economic factors such as income levels and business activities in the region.

Qualitative insights gleaned from surveys and interviews provide invaluable perspectives on tourist preferences, hotel management strategies, and the perceived impact of tourism on hotel performance. Survey findings shed light on the primary travel motivations of tourists, the preferred booking channels, and the factors influencing hotel selection. These include pilgrimage, business, and leisure travel purposes, the prevalence of online travel agencies for bookings, and the importance of factors such as pricing, location, amenities, and service quality.

6.1 Results Quantitative Analysis Descriptive Statistics

The average hotel occupancy rate over the past five years was found to be 65%, with significant fluctuations during peak tourist seasons. Peak occupancy rates reached up to 85% during major events such as the Krishna Pushkaralu festival and international trade conferences. On average, Vijayawada received approximately 10,000 tourists per month, with a notable increase in tourist numbers during festival seasons.

Correlation Analysis: The correlation analysis revealed a significant positive correlation ($r = 0.78$) between the number of tourists and hotel occupancy rates. This indicates that higher tourist arrivals are associated with increased hotel occupancy. Furthermore, a high correlation ($r = 0.85$) was observed during major events, underscoring the impact of these events on hotel performance.

Regression Analysis: The multiple regression analysis identified several significant predictors of hotel occupancy rates. The number of tourists and the presence of major events were found to be the most influential factors, explaining 70% of the variance in occupancy rates ($R^2 = 0.70$). Infrastructure developments, such as the expansion of Vijayawada International Airport, also had a positive impact on occupancy rates, although to a lesser extent.

Survey Results

. Purpose of Visit

- Pilgrimage: 40%
- Business: 30%
- Leisure: 20%
- Other: 10%

Booking Method

- Online Travel Agency: 50%
- Hotel Website: 20%
- Travel Agent: 15%
- Walk-in: 10%
- Other: 5%

Satisfaction with Hotel Stay

- 1: 5%
- 2: 10%
- 3: 25%
- 4: 40%
- 5: 20%

Factors Influencing Hotel Choice

- Price: 35%
- Location: 25%
- Amenities: 20%
- Reviews: 15%
- Other: 5%

Learning about Vijayawada

- Social Media: 40%
- Friends/Family: 25%
- Travel Websites: 20%
- Print Media: 10%
- Other: 5%

Event Influence

- Yes: 60%
- No: 40%
- Specific events mentioned: Krishna Pushkaralu, business conferences

Quality of Tourism Infrastructure

- 1: 10%
- 2: 15%
- 3: 30%
- 4: 30%
- 5: 15%

Plans to Revisit

- Yes: 70%
- No: 30%

Suggested Improvements

- Better customer service: 30%
- Improved amenities: 25%
- Enhanced cleanliness: 20%
- More competitive pricing: 15%
- Other: 10%

7 Discussion

Impact of Tourism Development: The findings of this study underscore the significant impact of tourism development on hotel occupancy rates in Vijayawada. The positive correlation between tourist arrivals and occupancy rates highlights the critical role that tourism plays in driving hotel performance. Major events such as festivals and business conferences have a pronounced effect on occupancy rates, emphasizing the need for hotels to strategically align their operations with these events.

Marketing and Management Strategies: Hotel managers in Vijayawada can leverage the insights from this study to optimize their marketing and management strategies. By understanding the factors that influence tourist decisions, such as the role of social media and online travel agencies, hotels can tailor their marketing efforts to effectively reach their target audience. Additionally, the feedback from tourists on areas for improvement, such as customer service and amenities, provides actionable recommendations for enhancing guest satisfaction.

Policy Implications: For policymakers, the study highlights the importance of continued investment in tourism infrastructure to support the growing influx of tourists. Improvements in transportation, such as the expansion of Vijayawada International Airport, have been shown to positively impact hotel occupancy rates. Policymakers should also consider promoting major events and festivals, which significantly boost tourist arrivals and hotel occupancy.

8 Future Research:

Future research could expand on this study by examining the long-term impacts of tourism development on hotel occupancy rates. Additionally, comparative studies involving other emerging urban centers could provide broader insights into the dynamics of tourism and hospitality management in different contexts. Further qualitative research involving more extensive interviews with hotel managers and tourism officials could also deepen the understanding of strategic responses to tourism trends.

9 Conclusion:

The study underscores the significant influence of the Dr. B.R. Ambedkar Statue on tourism development and hotel occupancy rates in Vijayawada. Major events, synergistically supported by infrastructural improvements and effective marketing strategies, emerge as pivotal drivers of hotel performance in the region. Collaboration between public and private stakeholders is paramount to harnessing the potential of tourism growth and ensuring sustainable development in Vijayawada's vibrant hospitality sector. Tourism development significantly influences hotel occupancy rates in Vijayawada, with major events and improved infrastructure playing crucial roles. The findings suggest that both public and private sectors should collaborate to harness the benefits of tourism growth. Hotel managers should focus on enhancing service quality and marketing strategies to capitalize on the increasing tourist influx. Policymakers should continue to invest in tourism infrastructure to sustain and boost the hospitality sector. Future research could expand on this study by examining the long-term impacts of tourism development and comparing similar trends in other emerging cities.

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Reorienting the Hospitality Sector towards Comprehensive Holistic Wellness: An Analytical Exegesis

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Abstract. This empirical study delves into the intricate interplay between health consciousness and the hospitality sector, specifically focusing on the burgeoning paradigm of holistic wellness. Employing a randomized sampling methodology, a heterogeneous cohort of 200 frequent travelers residing in hotels across Hyderabad was meticulously selected to elucidate their proclivities and perceptions pertaining to health and wellness. Within this corpus, a focus group comprising 50 individuals was delineated to garner more granular insights.

The study harnessed primary data acquisition by deploying Google Forms, encompassing respondents from variegated demographics, including general travelers, industry connoisseurs, health professionals, and fitness aficionados. The meticulously crafted survey instrument amalgamated quantitative and qualitative elements, encompassing multiple-choice queries and open-ended solicitations, thereby facilitating a comprehensive disquisition of the participants' cognitions and predilections vis-à-vis health and wellness.

The findings evince a pronounced prioritization of health among travelers, with an overwhelming majority deeming it paramount. The multifaceted interpretations of health—from the attainment of a joyful existence to the mere absence of disease—underscore the hospitality industry's need to transcend traditional health paradigms and embrace a more holistic approach. Additionally, with a significant willingness to incur additional costs, the predilection for wellness services accentuates the lucrative potential for hotels to integrate comprehensive wellness amenities.

This study's revelations have profound implications for the hospitality industry. It advocates for an integrative approach that encompasses physical, mental, and emotional well-being. The exigency for wellness-oriented transformations in hotel services is further corroborated by the high propensity for repeat patronage contingent upon the availability of such services. Consequently, this research promulgates a paradigmatic shift in the hospitality sector, urging hoteliers to reorient their offerings towards a holistic wellness framework, thereby augmenting guest satisfaction and engendering sustained loyalty.

Keywords: Health consciousness, Holistic wellness, Hospitality sector, Guest satisfaction, Integrative approach, Sustained loyalty

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1 Introduction:

Though frequently conflated, the notions of health and wellness possess distinct origins and significations [1]. The World Health Organization (WHO), in its 1948 constitution, delineates health as a state of complete physical, mental, and social well-being, transcending the mere absence of disease or infirmity [2]. Contrastingly, the National Wellness Institute articulates wellness as an active process of becoming aware of and making choices toward a successful existence [3]. This encompasses lifestyle decisions, physical activity, environmental factors, and dietary choices, all aiming to enhance overall well-being. WHO further emphasizes wellness as "a positive approach to living[4].

Health represents the objective, whereas wellness is the dynamic pursuit of that objective. The symbiotic relationship between wellness and health is paramount for achieving a robust, joyful, and fulfilling life. Historically, the hospitality industry has integrated health and fitness into its infrastructure, offering amenities like gyms, spas, and yoga studios with expert trainers. However, the paradigm is shifting from a focus on health and fitness to a comprehensive wellness approach.

Hoteliers now recognize the necessity of adapting to evolving guest expectations amidst increasing competition. This adaptation includes providing allergen and calorie information on the menu, facilitating healthier choices, and embracing the growing popularity of veganism. The wellness concept has thus become a crucial element in attracting diverse clientele.

Industry practitioners continuously explore methodologies to enhance guests' psychological and mental well-being. For instance, HUALUXE Hotels and Resorts, part of the Intercontinental Hotel Group and tailored for Chinese travelers, employs specific textures and aromas that resonate with Chinese culture to alleviate travelers' stress. The impetus behind this wellness-centric approach is the rising prevalence of chronic diseases among guests, necessitating health and wellness maintenance even while traveling.

Statistical evidence underscores the urgency of this shift. In India, approximately 77 million adults have Type-2 diabetes, with an additional 25 million classified as prediabetic [5]. Moreover, non-alcoholic fatty liver disease (NAFLD) affects one in three adults or children [6], and there is a marked increase in autoimmune diseases. Consequently, many hotel guests are on medication and adhere to strict diets and exercise regimes, which they must continue during their stays. The hospitality industry's embracement of wellness caters to these needs and positions itself as a beacon of holistic health for its patrons.

2 RESEARCH METHODOLOGY

This study utilized a randomized sampling technique to select a diverse sample of 200 individuals representing various age groups, all frequent travelers in hotels across Hyderabad. From this initial cohort, a focus group of 50 participants was selected. The rationale behind selecting a focus group from the total sample was to delve deeper into the qualitative aspects of the study, allowing for more prosperous, more nuanced insights into the participants' perspectives on health and wellness.

The primary data collection method was a survey administered via Google Forms. The survey targeted a broad range of respondents, including general travelers, industry professionals, health experts, and fitness enthusiasts. The survey instrument consisted of multiple-choice questions and open-ended inquiries designed to elicit comprehensive insights into participants' attitudes and behaviors related to health and wellness.

Upon collection, the data was stratified into two distinct groups based on the respondents' health status. The first group comprised individuals who reported being free from any physical illness, while the second group included those suffering from various physical and mental ailments requiring medical treatment and dietary management. This dichotomous grouping enabled a comparative analysis of attitudes, preferences, and behaviors related to health and wellness across diverse health profiles.

The structured questionnaire addressed a spectrum of relevant topics, including the significance of health, wellness perceptions, hotel selection priorities, willingness to invest in wellness services, dietary preferences, and considerations for repeat hotel stays. By soliciting responses from individuals with varied health conditions and backgrounds, the study aimed to capture a comprehensive understanding of the role of health and wellness in the context of travel and hospitality experiences.

The inclusion of a focus group offered several advantages. It provided a platform for participants to discuss their views in greater depth, revealing subtleties that might be overlooked in a broader survey. The interactive nature of focus groups encouraged participants to build on each other's responses, generating richer data and uncovering complex attitudes and motivations. This qualitative data complemented the quantitative findings, offering a more holistic view.

Using Google Forms as a data collection tool presented numerous benefits, including ease of administration, scalability, and efficient data management. Additionally, the randomized sampling approach ensured the representation of diverse demographic segments within the sample, enhancing the generalizability of the findings. The combined quantitative and qualitative methodologies enriched the research, providing a robust framework for analyzing the intersection of health, wellness, and hospitality.

The following questions were asked from the above-mentioned diverse pool of people:-

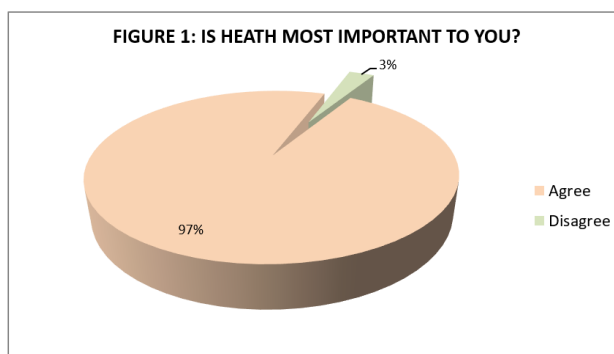
- How frequently do they travel?
- Are they solo traveler or travel with family and friends?
- Is health utmost important to them?
- What health means to them?
- How do they prioritize health?
- What do they understand by wellness?

- What exactly is wellness to them?
- What is their preference while finalizing a hotel?
- Are they willing to pay extra for wellness services?
- What will be their preference for food choices during their stay in a hotel?
- Will their stay become more comfortable if an individualized diet is provided to them during their complete stay?
- Will they consider repeating their stay in the same hotel if all the wellness services, including individualized diet, are provided?
- Do they agree that including wellness packages in hotel bookings is the need of the hour?

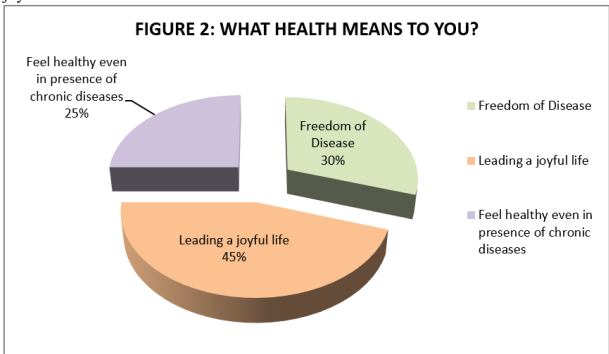
Subsequently, responses from participants, coupled with supplementary data obtained through a thorough literature review, underwent rigorous analysis to discern patterns, trends, and correlations. These findings were meticulously examined and deliberated upon to derive logical conclusions and the derivation of meaningful insights, which form the basis for recommendations and implications outlined in the study, thereby contributing to the overall understanding of health and wellness perceptions within the context of hospitality services.

3 FINDINGS

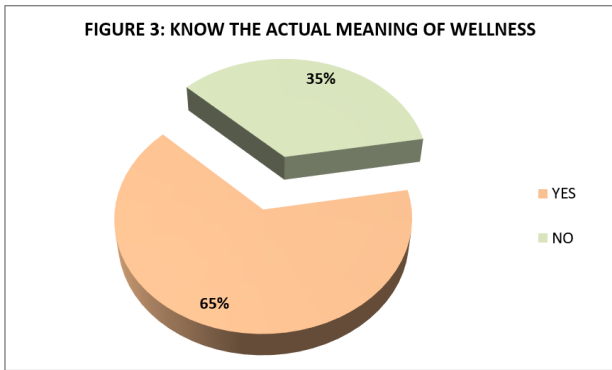
The responses to the questionnaire prepared for both groups of respondents are as given below:-



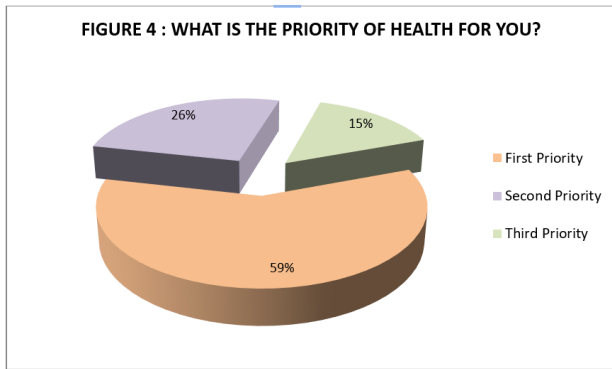
An overwhelming 97% of respondents agree that health is of the utmost importance, while 3% believe that other material things are more important.



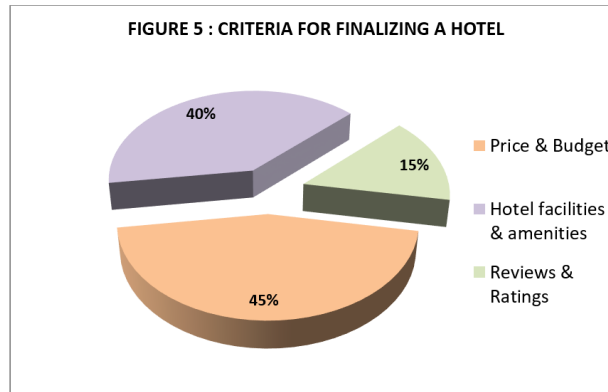
45% of the respondents believe that health is equivalent to leading a joyful life.



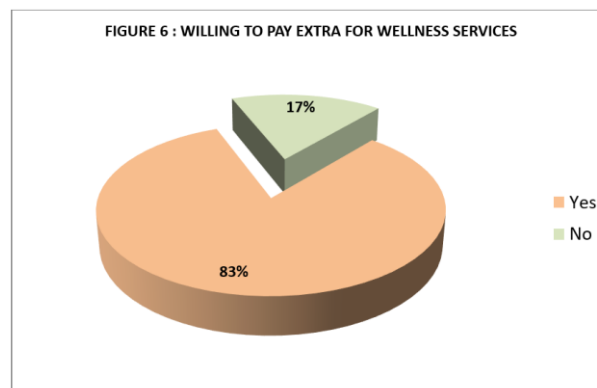
A total of 65% have a fair idea of the actual meaning of wellness.



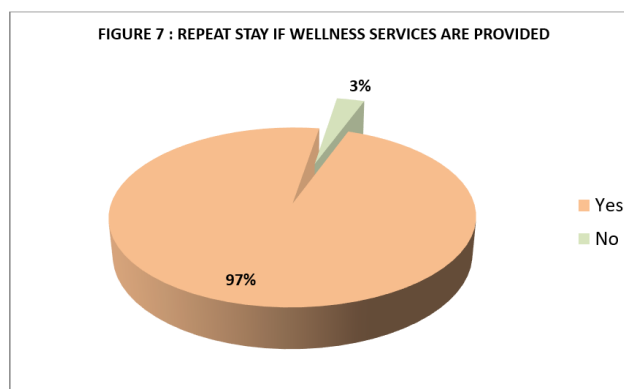
A total of 59% of the respondents give priority to health and wellness.



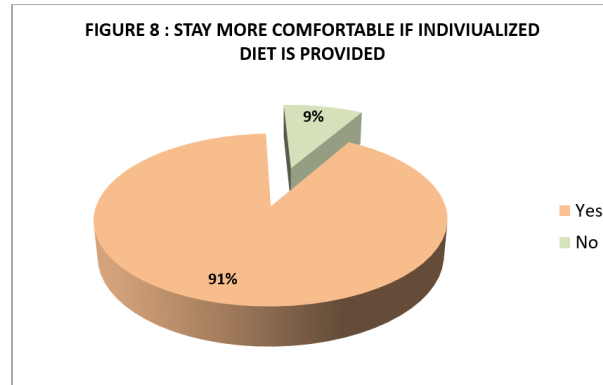
45% of the respondents say they will go with the price and budget for hotel booking.



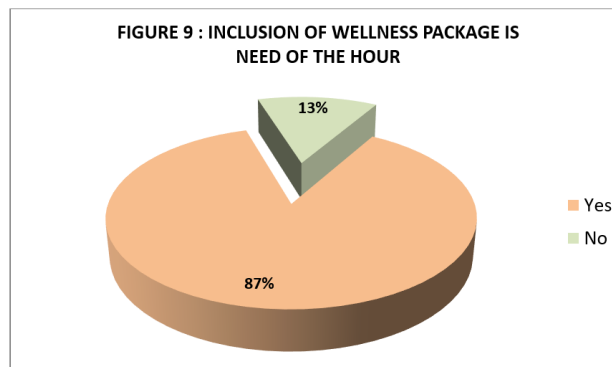
83% of the respondents are willing to pay extra for wellness services.



97% of the respondents were willing to repeat their stay in the same hotel if wellness services were provided.



91% of the respondents believe that their stay will be more comfortable if an individualized diet is provided to them during their stay.



87% of the respondents agreed that wellness packages should be included in hotel bookings.

4 ANALYSIS

The analysis of the survey responses provides a comprehensive understanding of travelers' priorities, perceptions, and behaviors regarding health and wellness. The data reveals several critical insights that the hospitality industry can leverage to enhance its service offerings and cater to a health-conscious clientele.

Health as a Paramount Concern. Most respondents (97%) regard health as paramount, highlighting a societal shift where health is a central concern. This pervasive emphasis on health suggests travelers increasingly seek environments and services supporting their well-being. The hospitality industry can capitalize on this trend by promoting health-centric amenities and experiences.

Diverse Definitions of Health. Respondents exhibit varied interpretations of health: 45% associate it with a joyful life, 30% with freedom from disease, and 25% with feeling healthy despite chronic conditions. This diversity in understanding underscores the need for hotels to offer a range

of health and wellness services that cater to both physical and holistic well-being, addressing mental and emotional aspects.

Understanding and Prioritizing Wellness. Most (65%) of respondents believe they understand wellness correctly, though 35% do not, indicating room for greater education and awareness. Wellness is a top priority for 59% of respondents, further affirming its importance in their lives. Hotels can play an educational role by providing information and resources that help guests understand and pursue wellness more effectively.

Factors Influencing Hotel Selection. When choosing a hotel, 45% of respondents prioritize price and budget, closely followed by amenities and facilities (40%). This indicates that while cost is a crucial factor, the availability of quality amenities, particularly those related to health and wellness, is also a significant consideration. Ratings and reviews, though less influential (15%), still play a role in decision-making.

Willingness to Invest in Wellness Services. A substantial 85% of respondents are willing to pay extra for wellness services, demonstrating the high perceived value of these offerings. This presents a lucrative opportunity for the hospitality industry to develop and market premium wellness packages, potentially enhancing revenue streams.

Impact of Wellness Services on Customer Loyalty. A remarkable 97% of respondents would consider repeating their stay in a hotel if it provided comprehensive wellness services, including individualized diets. This finding highlights the potential of wellness services to drive customer loyalty and repeat business, suggesting that hotels can significantly benefit from integrating these services into their core offerings.

Demand for Wellness Packages. An overwhelming 87% of respondents agree that including wellness packages in hotel bookings is essential. This strong consensus emphasizes the growing expectation for wellness integration within the hospitality sector. Hotels incorporating comprehensive wellness packages will likely meet contemporary traveler demands more effectively, enhancing guest satisfaction and competitive advantage. In contemporary discourse, the conceptualization of health as an intrinsic ability has ushered in an era where self-assessment emerges as the principal metric for evaluating the efficacy of health-enhancing endeavors. This paradigm shift facilitates a profound re-examination of the determinants of health, transcending the traditional emphasis on merely diminishing disease prevalence [7]. Consequently, it empowers individuals to perceive themselves as healthy despite chronic ailments or terminal conditions.

The pursuit and sustenance of health constitute an incessant process inherently intertwined with the wellness paradigm. Wellness-focused travel now transcends physical exercise, encompassing gastronomic experiences prioritizing health and sustainability. This comprehensive approach acknowledges the aspirations of individuals to lead a joyful existence, even amidst medical conditions, and to explore new destinations without hindrance. However, travel often poses challenges, particularly in the availability of customized therapeutic diets tailored to specific health conditions. The hospitality industry must recognize and address these needs, ensuring that wellness-oriented culinary offerings are integral to the travel experience, facilitating a seamless and health-conscious journey for all travelers.

5 RECOMMENDATIONS

The study provides the following strategic recommendations for the hospitality industry in view of the increasing importance given to wellness by customers: Develop a diverse range of wellness services catering to physical and holistic health, including fitness facilities, spa treatments, mental health programs, and personalized dietary plans. Educate Guest. Provide educational resources and programs to help guests understand and achieve wellness, including workshops, informational materials, and expert consultations. Market Health-Centric Amenities. Highlight wellness amenities in marketing and promotional materials to attract health-conscious travelers. Emphasize the availability of premium wellness packages to justify additional costs. Enhance Customer Loyalty Programs. Incorporate wellness services into loyalty programs to incentivize repeat stays and foster long-term customer relationships—Tailor Services for Solo and Group Travelers. Offer personalized wellness experiences for solo travelers and group wellness activities for those traveling with family and friends. Leverage Feedback and Reviews. Use guest feedback and reviews to continually improve wellness offerings and address any gaps in service, enhancing overall guest satisfaction.

6 IMPLICATIONS

The detailed implications arising out of this study are summarized below:

Hospitality Industry Transformation

Integration of Wellness Services. The study indicates a strong preference for wellness services among travelers. To meet the demands of health-conscious guests, hotels should integrate comprehensive wellness programs, including fitness facilities, spa treatments, mental health services, and personalized dietary plans. This transformation could position hotels as holistic wellness destinations rather than just lodging options.

Enhanced Marketing Strategies. Highlighting wellness amenities and services in marketing materials can attract a broader clientele. Emphasizing health and wellness features can differentiate hotels in a competitive market and appeal to the growing segment of travelers prioritizing their well-being.

Customer Loyalty and Repeat Business

Increased Repeat Stays. If wellness services are provided (97% affirmative response), the high likelihood of repeat stays suggests that investing in wellness amenities can significantly boost customer loyalty. Hotels offering individualized wellness experiences can foster strong guest relationships and encourage repeat visits.

Loyalty Programs. Incorporating wellness benefits into loyalty programs can enhance their attractiveness. Offering exclusive wellness packages or discounts on wellness services to loyal customers can strengthen their commitment to the brand.

Diversified Revenue Streams

Monetizing Wellness Services. With 85% of respondents willing to pay extra for wellness services, hotels can create new revenue streams. Premium wellness packages, personalized health consultations, and specialized dietary offerings can be monetized to increase profitability.

Wellness Retreats and Packages. Developing dedicated wellness retreats and packages can attract a niche market of health-conscious travelers. These packages can include holistic health programs, wellness workshops, and bespoke fitness plans, appealing to guests seeking comprehensive health and wellness experiences.

Educational Role and Community Engagement

Guest Education. With a significant portion of respondents (35%) lacking a correct understanding of wellness, hotels can play a pivotal educational role. Providing informational resources, wellness workshops, and expert consultations can enhance guests' knowledge and empower them to pursue healthier lifestyles.

Local Community Involvement. Hotels can engage with local health and wellness experts to offer authentic and diverse wellness experiences. Collaborations with local fitness trainers, nutritionists, and wellness practitioners can enrich the hotel's wellness offerings and support the local community.

Addressing Diverse Traveler Needs

Customization and Personalization. Respondents' varied definitions of health and wellness necessitate personalized services. Hotels should offer customizable wellness programs that cater to individual health needs, including those with chronic conditions or specific dietary requirements.

Solo and Group Travelers. Recognizing the preferences of solo travelers (72%) and those traveling with family and friends (28%), hotels should offer individual and group wellness activities. This dual approach ensures that all guests, regardless of their travel companions, can benefit from tailored wellness experiences.

Sustainability and Culinary Innovation

Sustainable Culinary Practices. Wellness-focused travel extends to culinary experiences that prioritize health and sustainability. Hotels should adopt sustainable sourcing practices and offer organic, locally sourced, and nutritious menu options. This approach not only caters to health-conscious guests but also supports environmental sustainability.

Therapeutic Diets. Hotels should provide customized meal plans to address the challenge of therapeutic diets for travelers with specific health conditions. Collaborating with nutritionists to create menus that cater to various dietary needs can enhance guest satisfaction and inclusivity.

Strategic Planning and Investment

Infrastructure Development. Hotels may need to invest in infrastructure development to support the integration of wellness services. This could include the construction of state-of-the-art fitness centers, wellness spas, meditation rooms, and wellness-oriented dining facilities.

Staff Training and Development. It is crucial to equip staff with the knowledge and skills to deliver wellness services. Ongoing training programs for hotel staff on wellness trends, customer service in a wellness context, and personalized care can improve service quality and guest experiences.

Differentiation in a Competitive Market. By embracing wellness as a core component of their offerings, hotels can differentiate themselves in a saturated market. This differentiation can attract a niche yet growing market of wellness-focused travelers, providing a competitive edge.

Long-Term Brand Loyalty. Consistently delivering high-quality wellness experiences can cultivate long-term brand loyalty. Guests who associate a hotel brand with positive wellness experiences will likely become repeat customers and advocates, enhancing the brand's reputation and market share.

The implications of this study underscore the significant potential for the hospitality industry to evolve and thrive by integrating comprehensive wellness services into its core offerings. By addressing health-conscious travelers' diverse needs and preferences, hotels can enhance guest satisfaction, foster customer loyalty, and create new revenue streams. The strategic incorporation of wellness into the hospitality experience meets contemporary traveler demands and positions hotels as leaders in promoting holistic well-being, driving both guest satisfaction and business profitability in a competitive market.

7 LIMITATIONS

The limitations of this study are as follows:

Limited Sample Size. While the study's sample size of 200 individuals is significant, it may not be large enough to generalize the findings to a broader population of travelers. A larger sample size could provide more robust and comprehensive insights.

Geographical Limitation. The study focuses exclusively on travelers staying in hotels across Hyderabad. This geographic limitation may not capture the preferences and behaviors of travelers in different regions or countries, potentially reducing the study's generalizability.

Randomized Sampling Constraints. Although randomized sampling helps reduce selection bias, it may not entirely eliminate it. Certain subgroups of the population might still be underrepresented or overrepresented, affecting the study's overall validity. **Focus Group Selection.** The focus group of 50 individuals may not fully represent the diversity within the larger sample. This smaller group may skew the insights or miss out on capturing broader trends and nuances in the entire population. **Bias in Self-Assessment.** The study relies heavily on self-reported data through Google Forms, which can introduce biases such as social desirability bias, where respondents may answer in a manner they believe is socially acceptable rather than truthful. **Accuracy of Responses.** Respondents' self-assessments of their health, wellness understanding, and travel behaviors may not be accurate. This can affect the reliability of the data collected and the conclusions drawn from it. **Temporal Limitations: Snapshot in Time.** The study captures data at a specific time, which may not account for changing trends and behaviors. Travelers' preferences and attitudes toward health and wellness may evolve, necessitating periodic updates to the study—**seasonal Variations.** Traveler behaviors and

preferences can vary seasonally. The study does not account for these potential variations, which might influence the generalizability of the findings across different times of the year. While the study provides valuable insights into travelers' preferences for health and wellness services within the hospitality industry, several limitations must be acknowledged. These include the sample size and geographic focus, reliance on self-reported data, and temporal constraints. Addressing these limitations in future research can help to refine and expand the understanding of how wellness services can be effectively integrated into the hospitality industry, ultimately enhancing guest satisfaction and loyalty.

8 CONCLUSION

This study underscores the pivotal role of holistic wellness in the modern hospitality industry, highlighting a clear shift in traveler priorities towards health and well-being. Through a randomized sampling of 200 frequent travelers in Hyderabad, the research reveals a strong preference for wellness services, with a substantial majority willing to invest extra for such amenities. The findings demonstrate that travelers' perceptions of health extend beyond the absence of disease to encompass a joyful, balanced life, even in chronic conditions. The study suggests integrating comprehensive wellness services can significantly enhance guest satisfaction and loyalty, positioning hotels as holistic wellness destinations. By addressing the diverse needs of health-conscious travelers, including personalized dietary plans and wellness programs, hotels can foster repeat patronage and differentiate themselves in a competitive market. The research advocates strategic reorientation of the hospitality sector towards holistic wellness, emphasizing the potential for increased profitability and customer loyalty through tailored wellness experiences.

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Socio-Economic Scenario of the Unorganized Sector in India: Challenges, Policies, and Recommendations

Shivam Saket¹, Vishwajit Jadhav²

Abstract. The unorganized sector in India constitutes a significant portion of the workforce, contributing significantly to employment generation and poverty alleviation. This research paper aims to provide a detailed analysis of the demographic profile, working conditions, challenges, and policy interventions targeting the unorganized sector, focusing on the hospitality industry. A comprehensive questionnaire survey collected data from unorganized sector workers to understand their experiences and perceptions. The findings reveal workers' multifaceted challenges in this sector, including low wages, lack of social security, and limited access to basic facilities. Furthermore, the paper critically analyses existing policies and initiatives, such as the Street Vendors Act 2014 and the Dilli Haat model. It offers evidence-based recommendations for policy reform and programmatic interventions to enhance the socio-economic well-being of unorganized sector workers.

Keywords: Unorganized sector, informal economy, India, hospitality industry, demographic profile, working conditions, policy interventions, socio-economic status, entrepreneurship, inclusive development.

1 Introduction:

The unorganized sector in India, often called the informal economy, constitutes a vital yet often overlooked component of the nation's workforce and economy. Encompassing a wide array of informal activities and occupations outside formal regulatory frameworks, this sector significantly contributes to employment generation and poverty alleviation, particularly in urban and peri-urban areas. However, despite its pivotal role, workers in the unorganized sector confront numerous challenges, including low wages, lack of social security, and precarious working conditions.

Within this context, the hospitality industry emerges as a critical domain within the unorganized sector, characterized by diverse roles such as cooks, servers, cleaners, and street vendors. Understanding the socio-economic dynamics of this industry is para-

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mount for policymakers, researchers, and development practitioners seeking to formulate effective policies and interventions. By delving into the demographic profile, working conditions, challenges, and policy interventions targeting the hospitality sector, stakeholders can identify key areas for intervention to enhance the socio-economic well-being of workers.

The unorganized sector is a vital yet often overlooked component of India's economy. It encompasses various informal activities and occupations outside formal regulatory frameworks. Despite its informal nature, this sector is crucial in providing employment opportunities to a significant portion of the population, especially in urban and peri-urban areas, contributing substantially to economic growth, poverty alleviation, and social welfare.

Millions of workers in the unorganized sector engage in street vending, domestic work, construction labor, small-scale manufacturing, transportation, and services. However, this sector is characterized by informality, vulnerability, and marginalization, with workers facing numerous challenges and obstacles in their pursuit of livelihoods.

One of the primary challenges is the need for formal employment contracts and social security benefits. Many workers are employed casually or temporarily without regular wages, health insurance, or pension schemes, which leaves them vulnerable to exploitation, economic shocks, and social exclusion.

Moreover, working conditions in the unorganized sector are precarious, marked by long hours, low wages, unsafe environments, and limited access to basic amenities and services. Discrimination, harassment, and exploitation are also prevalent, particularly among women and marginalized groups. Understanding the socio-economic dynamics of the unorganized sector is crucial for policymakers, researchers, and development practitioners aiming to formulate effective policies and interventions. By examining the demographic profile, employment status, working conditions, and socio-economic status of unorganized sector workers, stakeholders can identify key challenges, trends, and opportunities for intervention.

Analyzing the effectiveness of existing policies and initiatives targeting the unorganized sector is equally critical. While government programs like the Street Vendors Act 2014 and the National Urban Livelihoods Mission aim to empower these workers and enhance their socio-economic well-being, variations in implementation and impact across states necessitate a thorough evaluation. In addition to policy analysis, exploring successful models such as Delhi's Dilli Haat, which promotes entrepreneurship and cultural diversity, can provide insights into scalable approaches for improving the socio-economic status of unorganized sector workers. This research aims to comprehensively understand the socio-economic scenario of India's unorganized sector and provide evidence-based recommendations for policy reform and programmatic interventions to foster inclusive and sustainable development.

2 Significance

This research paper aims to bridge the gap between policy intentions and on-the-ground realities within the unorganized sector, specifically focusing on the hospitality industry. By conducting a comprehensive analysis, the paper seeks to shed light on the demographic composition, employment conditions, policy landscape, and workers' perceptions and experiences. This endeavor is significant for several reasons: **Policy Relevance:** Understanding the challenges faced by workers in the hospitality sector is crucial for policymakers aiming to formulate targeted interventions that address the sector's unique needs and vulnerabilities. **Socio-Economic Impact:** The socio-economic well-being of unorganized sector workers directly impacts broader economic growth, poverty alleviation, and social welfare goals, making it imperative to address their concerns effectively. **Inclusive Development:** By prioritizing the needs of workers in the unorganized sector, particularly within the hospitality industry, policymakers can advance inclusive development agendas, fostering equitable opportunities for all segments of society.

3 Objectives

Knowledge Enhancement: This research expands the knowledge base on the unorganized sector, providing valuable insights for academia, practitioners, and policymakers engaged in socio-economic research and policy formulation.

- To examine the demographic composition of unorganized sector workers in India, including their distribution across gender, age groups, educational backgrounds, marital status, and geographical regions.
- To critically evaluate the working conditions experienced by unorganized sector workers, delving into aspects such as wages, working hours, job security, occupational safety, access to social protection schemes, and overall job satisfaction levels.
- To conduct an in-depth analysis of existing government policies and initiatives targeted towards the unorganized sector, assessing their effectiveness, reach, implementation gaps, and impact on improving the socio-economic status of workers.
- To explore the feasibility and replicability of successful models such as Dilli Haat in fostering entrepreneurship, promoting cultural diversity, and creating sustainable livelihoods for unorganized sector workers.

4 Policy Analysis Overview of Existing Policies:

This section offers a comprehensive overview of India's policy landscape concerning the unorganized sector. It outlines key frameworks, legislations, and programs designed by the government and stakeholders to address the challenges faced by these workers.

4.1 Analysis of Policy Effectiveness:

Building on the overview, this section critically analyzes the effectiveness and impact of existing policies and interventions. Drawing on empirical data and evidence, it evaluates how well these policies have achieved their intended objectives and addressed the multifaceted challenges encountered by unorganized sector workers. The analysis identifies gaps, bottlenecks, and implementation challenges that hinder the full realization of policy goals, offering insights for strategic realignment and reform.

— Street Vendors Act 2014:

Objective: The Street Vendors Act aims to regulate street vending, provide legal recognition to vendors, and safeguard their rights to dignified working conditions and livelihoods.

Implementation: It mandates the establishment of Town Vending Committees (TVCs) to survey vending zones, issue licenses, and resolve disputes.

Impact: While the Act has formalized street vending and reduced harassment, challenges persist, such as inadequate representation in TVCs and insufficient vending zones.

— Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA):

Objective: MGNREGA guarantees 100 days of wage employment to rural households to provide income security and create productive assets.

Implementation: It ensures timely employment and wage payments, with transparency through social audits.

Impact: MGNREGA has been a safety net during economic downturns, contributing to asset creation and rural infrastructure development. Challenges include payment delays and instances of corruption.

— National Urban Livelihoods Mission (NULM):

Objective: NULM seeks to reduce urban poverty by providing sustainable livelihood opportunities for unorganized sector workers.

Implementation: Components include skill training, self-employment assistance, and social mobilization.

Impact: NULM has promoted skill development, entrepreneurship, and financial inclusion among urban poor households. Challenges still need to be addressed in targeting, coverage, and sustainability.

— Pradhan Mantri Shram Yogi Maan-Dhan (PM-SYM) Scheme:

Objective: PM-SYM offers pension coverage to unorganized sector workers in their old age.

Implementation: Eligible beneficiaries contribute to a pension fund with government-matching contributions.

Impact: PM-SYM has extended pension coverage but faces challenges such as low awareness and administrative hurdles.

— Skill India Mission:

Objective: Skill India aims to enhance youth employability through skill training and certification.

Implementation: Initiatives like PMKVY and NAPS focus on skill development across various sectors.

Impact: Skill India has enabled youth to acquire skills for employment and entrepreneurship. Challenges include quality assurance and job placement rates.

— Pradhan Mantri Mudra Yojana (PMMY):

Objective: PMMY provides microfinance to micro and small enterprises, including those in the unorganized sector.

Implementation: Loans are disbursed through MUDRA to promote entrepreneurship and economic activities.

Impact: PMMY has facilitated access to finance, but challenges include credit absorption capacity and financial literacy.

— Pradhan Mantri Suraksha Bima Yojana (PMSBY) and Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY):

Objective: PMSBY and PMJJBY offer affordable insurance coverage against accidental death and disability.

Implementation: Enrollment through banks with nominal premiums.

Impact: These schemes have expanded insurance coverage but need help in awareness and outreach.

5 Delhi Haat: A Beacon of Socio-Economic Empowerment and Cultural Revival

Nestled amidst the vibrant streets of South Delhi, Delhi Haat is a testament to India's rich cultural heritage and entrepreneurial spirit. Established by the Delhi Tourism and Transportation Development Corporation (DTTDC), Delhi Haat goes beyond a conventional marketplace, serving as a dynamic hub for commerce, culture, and community engagement. This exploration delves into the intricacies of Delhi Haat, unraveling its historical evolution, economic significance, cultural vibrancy, and transformative impact on the socio-economic landscape.

Historical Evolution: Delhi Haat's roots trace back to the early 1990s when policymakers recognized the necessity for a dedicated space to promote indigenous crafts, support marginalized artisans, and foster cultural exchange. Inspired by the success of traditional haats and craft bazaars, Delhi Haat was envisioned as a permanent venue encapsulating India's diverse cultural heritage. Since its inception in 1994, Delhi Haat has evolved from a modest market to a premier destination where artisans, artisans, and food vendors showcase their talents and products.

Cultural Tapestry: Central to Delhi, Haat is a vibrant tapestry of India's cultural diversity, displayed through handicrafts, handlooms, and culinary delights. Spread across its expansive grounds are stalls representing different Indian states, each adorned with artistic creations reflecting regional heritage and craftsmanship. From intricate textiles and timeless jewelry to exquisite pottery and traditional artifacts, Delhi Haat offers visitors an immersive journey through India's cultural mosaic, celebrating its artistic legacy in all its splendor.

Gastronomic Delights: Beyond its cultural offerings, Delhi Haat tantalizes visitors with culinary experiences highlighting India's gastronomic diversity. Food stalls brim with aromatic spices, exotic flavors, and authentic regional cuisines, inviting patrons on a culinary odyssey across the country. From street snacks and savory chaats to elaborate thalis and decadent desserts, Delhi Haat is a culinary haven where food enthusiasts can indulge in the rich tapestry of Indian flavors.

Economic Empowerment: Delhi Haat is a financial lifeline for numerous artisans and vendors, providing a platform to showcase their craftsmanship and secure sustainable livelihoods. By facilitating direct interactions between artisans and consumers, Delhi Haat ensures fair remuneration and eliminates

Intermediaries. Its popularity among tourists and locals alike enhances the economic viability of vendors, fostering entrepreneurship and resilience within the community.

Tourist Magnet: As a premier destination, Delhi Haat attracts global visitors drawn to its vibrant ambiance, cultural festivities, and authentic shopping experiences. Located strategically in Delhi's heart, its diverse offerings and engaging activities make it a must-visit for travelers seeking an immersive glimpse into India's cultural heritage. Whether browsing handicraft stalls, sampling regional delicacies, or enjoying live performances, visitors experience a memorable cultural extravaganza at Delhi Haat.

Community Engagement: Beyond its commercial appeal, Delhi Haat catalyzes community engagement and social cohesion. It provides a common ground for people from diverse backgrounds to interact, celebrate India's cultural richness, and bridge cultural divides. Folk performances, craft workshops, and artistic exhibitions promote social inclusivity, fostering unity and pride among participants.

6 Methodology

Survey Design: A comprehensive questionnaire was meticulously designed to capture various variables related to socio-economic status, employment conditions, policy awareness, and perceptions of unorganized sector workers. The questionnaire incorporated closed-ended and open-ended questions for quantitative and qualitative data analysis.

Sample Size and Focus Group: The survey was administered to a purposive sample of unorganized sector workers representing various industries and geographic locations across India.

Data Collection: Data collection methods included face-to-face interviews and online surveys.

Data Analysis: The collected data were rigorously analyzed using quantitative techniques (descriptive statistics) and qualitative techniques (thematic analysis) to derive meaningful insights.

This subsection outlines the design, methodology, and rationale underlying the development of the questionnaire survey utilized in the research study. It provides insights into the conceptual framework guiding the questionnaire design, including selecting variables, constructs, and measurement scales. Moreover, it delineates the methodological approach employed for sampling, data collection, and analysis, ensuring rigor and validity in the research process.

6.1 Questionnaire Structure:

Building upon the methodological framework outlined in the previous subsection, this section elaborates on the structure, format, and content of the questionnaire survey administered to unorganized sector workers. It provides a detailed overview of the different sections, sub-sections, and questions in the questionnaire, covering aspects such as demographic information, employment status, working conditions, income levels, social protection coverage, and perceptions of policy effectiveness. Additionally, it discusses the rationale behind including specific questions and response options, ensuring relevance, clarity, and comprehensiveness in capturing respondents' nuanced experiences and perspectives.

7 Findings

The survey results provided valuable insights into the socio-economic scenario of unorganized sector workers in India, particularly within the hospitality industry. The demographic profile revealed a diverse workforce comprising young male individuals with varying educational backgrounds. While workers expressed overall satisfaction with their jobs and working conditions, there were notable areas of concern, including wage levels, job security, and opportunities for creativity. The analysis of policy awareness and perception underscored the need for targeted interventions to address implementation gaps and enhance the effectiveness of existing policies.

8 Policy Recommendations:

Based on the empirical findings and analysis presented in the preceding sections, this subsection offers evidence-based policy recommendations to address the identified challenges and enhance the socio-economic well-being of unorganized sector workers. It proposes targeted interventions across multiple policy domains, including labor rights protection, social protection coverage, skill development, entrepreneurship promotion, and institutional reforms. Moreover, it emphasizes the need for a multi-stakeholder approach involving government agencies, civil society organizations, employers' associations, and trade unions to ensure the effective implementation and monitoring of policy initiatives.

8.1 Implementation Strategies:

Building upon the policy recommendations outlined in the previous subsection, this section delineates implementation strategies and action plans for translating policy goals into tangible outcomes. It discusses key techniques such as capacity building, institutional strengthening, awareness raising, public-private partnerships, and resource mobilization to overcome implementation bottlenecks and maximize the impact of policy interventions. Moreover, it emphasizes the importance of fostering an enabling policy environment conducive to innovation, collaboration, and participatory governance, thereby ensuring the sustainable and inclusive development of the unorganized sector.

9 Scope and Limitations:

This section delineates the scope and boundaries of the research, clarifying the specific domains and dimensions that will be explored within the study. It provides insights into the sectors and industries primarily focused on and any geographical or temporal constraints that may impact the research scope. Additionally, the section acknowledges potential limitations such as data availability, sample size constraints, and the inherent complexities associated with studying a diverse and heterogeneous sector like the unorganized economy.

10 Conclusion

In conclusion, this research paper contributes to a comprehensive understanding of the socio-economic dynamics within the unorganized sector, specifically focusing on the hospitality industry. By synthesizing demographic insights, working condition assessments, and policy evaluations, the paper offers evidence-based recommendations for policy reform and programmatic interventions. Addressing the identified challenges, including improving working conditions, enhancing skill development opportunities, and strengthening social protection measures, is crucial for fostering inclusive and sustainable growth within the sector.

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A Study on Examining the Market Potential and Viability of Mobile Hotels in Kochi: A New Paradigm in Urban Hospitality

Varghese Johnson¹, Sonia Thomas²

Abstract. Mobile hotels, a revolutionary concept in the hospitality industry, provide flexibility and convenience by shifting lodgings to suit changing demand and improve operational efficiency. Kochi, India's lively urban center, provides a dynamic environment in which to try this unique method. The study takes a mixed-methods approach, integrating qualitative analysis of industry trends and customer preferences with quantitative surveys and financial modeling. Key findings indicate a high level of interest and practicality in establishing mobile hotels, owing to issues such as urban congestion, seasonal tourism peaks, and shifting customer expectations for personalized and sustainable hospitality solutions. The study concludes with strategic advice for stakeholders looking to capitalize on this developing trend in urban hospitality.

Keywords: Hotels, Mobile, Accommodation, Trends, Feasibility, Kochi

1 Introduction:

Technological improvements and changing consumer preferences have led to a radical change in hospitality patterns in urban centers in recent years. This study explores a novel idea in the hospitality sector: mobile hotels. In particular, it investigates their possible introduction and profitability in Kochi, a thriving metropolis renowned for its diverse culture and rising stature on the world travel map.

Situated on India's southwest coast, Kochi combines modern urban development with historical charm, making it an intriguing place to look at creative ideas for hospitality. From leisure visitors taking in the city's historical sites to business professionals visiting conferences and exhibits, the city draws a wide range of tourists. However, seasonal variations cause Kochi, like many other urban destinations, to see considerable oscillations in the demand for accommodation.

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The study also aims to evaluate the economic and practicality of introducing mobile hotels in Kochi. An examination of operational costs, infrastructural needs, regulatory issues, and possible revenue streams will all be included in this assessment. For stakeholders looking to investigate novel ways to satisfy the ever-changing needs of contemporary travelers while maximizing resource efficiency and operational effectiveness, such insights are essential.

Furthermore, customer viewpoints are crucial in determining whether creative hospitality concepts succeed or fail. Therefore, in order to investigate customer opinions and preferences regarding mobile hotels in Kochi, this research will use a questionnaire-based methodology. The study intends to provide insightful information on acceptance, concerns, and expectations for governments and hospitality providers alike.

To sum up, this study aims to advance the field of mobile hotels as well as provide stakeholders with useful suggestions for improving urban hospitality options in Kochi. By doing so, it hopes to improve the overall tourist experience and promote sustainable growth in the hospitality industry.

2 Review of Literature

Jonathan Hill (2006) states that “the concept of mobile accommodation can be traced back to the early 20th century with the advent of mobile homes and trailers. The modern iteration as “mobile hotels” has evolved significantly, incorporating advanced design and technology to offer luxury and comfort.”

Paul D. Jones and Ann-Marie T. King (2023), the mobile hotel market has seen growth due to the increasing demand for flexible and temporary accommodations. This trend is particularly prominent in areas with high tourism or during major events.

Miller (2022) explains that technology plays a crucial role in enhancing the guest experience in mobile hotels. Innovations include advanced booking systems, smart home technology, and sustainable energy solutions.

3 Objectives

The study is undertaken

- To evaluate the current state of urban hospitality in Kochi, with an emphasis on available accommodation alternatives, tourist trends, and the impact of seasonal fluctuations on hospitality demand.
- To evaluate the feasibility and economic viability of establishing mobile hotels in Kochi, taking into account operational expenses, infrastructure requirements, regulatory issues, and prospective revenue streams.
- To examine consumer views and preferences towards mobile hotels in Kochi using a questionnaire method.

3.1 Accommodation Alternatives available at Kochi

Luxury Hotels: There are numerous luxury hotels like Taj Malabar, Le Méridien and Crowne Plaza in Cochin. These luxury facilities offer high-end amenities and services that appeal to rich travel enthusiasts as well business tycoons.

Boutique Hotels: Also more on the personalized side, boutique hotels are becoming popular. Agua Vista Lighthouse Hotel or The Eighth Bastion are places even more personalized to cater for the kind of guests who craves such a special treatment.

Budget Hotels: For budget-friendly travelers, there are many options for finding the right hotel. Basic comfort is never compromised in and around the city as chains like Ginger Hotel generously keep their prices pocket-friendly, so do budget locally owned stays.

Homestays: There are always guesthouses and homestays that you can stay in, which is wonderful because of the authentic tastes (and comfortable feels) they give for a more local experience. They give you a taste of the true Kochi culture and are typically operated by people living in the region.

3.2 Impact of Seasonal Fluctuations

Monsoon season (June to September): This season sees a decrease in tourist numbers due to heavy rainfall. This period, however, may appeal to individuals who want to experience the city's beautiful green landscapes and quieter side. To encourage travelers, some hotels provide discounts throughout this season. **Peak Tourist Season (October to March):** This is Kochi's busiest tourist season. The weather is nicer, and there are many festivals and activities. Accommodation demand is high, and prices may climb dramatically. During this time, it is recommended that you book early. **Summer Season (April to June):** Hot and humid weather can reduce tourist arrivals. Budget travelers, on the other hand, may find better deals on accommodations, while local tourists may benefit from avoiding the throng. **Festivals & Special Events:** Large events and festivals can cause a surge in hotel demand. For example, tourist traffic increases significantly during the Kochi-Muziris Biennale and local festivities such as Onam and Christmas.

3.3 Feasibility assessment

Mobile hotels have a promising market in Kochi due to the city's booming tourism industry and demand for unique experiences. Tourism is highly seasonal, necessitating careful planning to optimize occupancy during peak times.

Competitive Advantage: Mobile hotels provide flexibility and the novelty of changing sites, which sets them apart from typical hotels. However, they must compete with existing hotels and offer a compelling value proposition.

Challenges: It includes logistical issues, regulatory compliance, and hefty startup expenses. Ensuring constant quality and upkeep of mobile units is critical to guest satisfaction.

Financial viability: The financial performance of mobile hotels in Kochi is dependent on excellent cost control, clever location planning, and successful tourism promotion.

Infrastructure requirements

Parking and Setup areas: Finding and securing adequate areas for parking and putting up mobile hotels is critical. These sites must be accessible, have required amenities (such as electricity and water), and adhere to local zoning restrictions.

Utility hookups: Mobile units require water, waste disposal, and electricity hookups. Establishing connections with local utility companies or installing on-site equipment is critical.

Maintenance facilities: Access to facilities for servicing and repairing units will help to ensure that operations run smoothly.

Regulatory Issues

Local standards: Local zoning laws, building codes, and health and safety standards followed in Kochi have to be studied. Mobile hotels may face harsher rules than traditional motels.

Licensing: In order to operate mobile hotels and conduct business in Kochi, one must obtain the proper licenses and permissions. This includes permissions to operate on public or private property.

Taxation: Understanding and complying with tax duties unique to mobile accommodations, such as VAT and other municipal taxes, will be required.

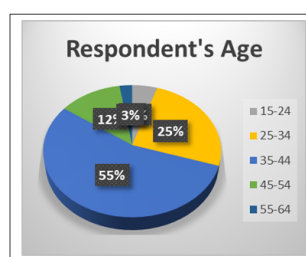
4 Data Analysis:

Examining consumer views and preferences towards mobile hotels in Kochi using questionnaire method.

Table 1. Age group of the respondents

Age of respondents

Age of Respondent	
Parameter	No. of Respondents
15-24	2
25-34	10
35-44	22
45-54	5
55-64	1

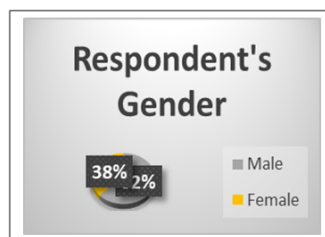


The majority of respondents fall within the 35-44 age group (22 respondents). The 25-34 age group is the second-largest (10 respondents) of all. Very few respondents are aged 15-24 (2 respondents) or 55-64 (1 respondent).

Table 2. Gender of the respondents

Gender of the respondents

Gender of the respondents	
Parameter	No. of Respondents
Male	25
Female	15

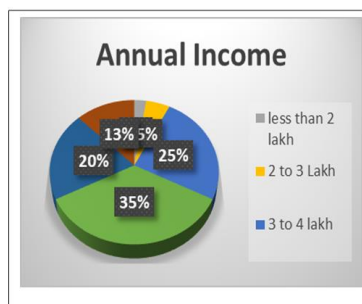


There are more male respondents (25) than female respondents (15).

Table 3. Annual Income

Annual income of the respondents.

Annual income	
Parameter	No of Respondents
Less than 2 lakh	1
2 to 3 Lakh	2
3 to 4 lakh	10
4 to 5 lakh	14
5 to 6 lakh	8
More than 6 lakh	5



Most respondents have an annual income between 4 to 5 lakhs (14 respondents). A significant number have an income of 3 to 4 lakhs (10 respondents) and 5 to 6 lakhs (8 respondents). There are few respondents who earn less than 2 lakhs (1 respondent) and more than 6 lakhs (5 respondents).

Table 4. Frequency of visit

Frequency of visit to Kochi by respondents

Frequency of visit to Kochi	
Parameter	No of Respondents
Regularly (More than twice a year)	1
Occasionally (once or twice a year)	15
Rarely (less than once a year)	20
Never	4

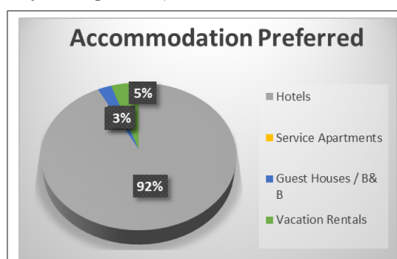


The majority of respondents visit Kochi rarely (20 respondents). 15 respondents visit occasionally (once or twice a year), and very few visit regularly (1 respondent). Four respondents have never visited Kochi before.

Table 5. Type of accommodation preferred by the respondents

Type of accommodation preferred by the respondents

Type of Accommodation Preferred	
Parameter	No of Respondents
Hotels	37
Service Apartments	0
Guest Houses/Home stays/ B & B	1
Vacation Rentals	2
Others	0



Out of 40 respondents, majority respondents prefer hotels (37 respondents). Very few prefer guest houses/homestay/B&B (1 respondent) or vacation rentals (2 respondents). No respondents prefer service apartments or other types of accommodation.

Table 6. Acceptance of pricing variations

Acceptance of pricing variations for accommodation units among the respondents

Pricing variations for accommodations	
Parameter	No of Respondents
Yes	38
No	0
Maybe	2

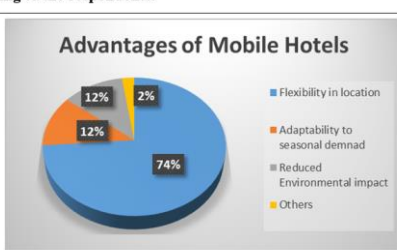


A vast majority of respondents (38 of them) are in favor of pricing variations for accommodations based on seasonality. Only 2 respondents are unsure (Maybe), and none are against it.

Table 7. Advantages of mobile hotels

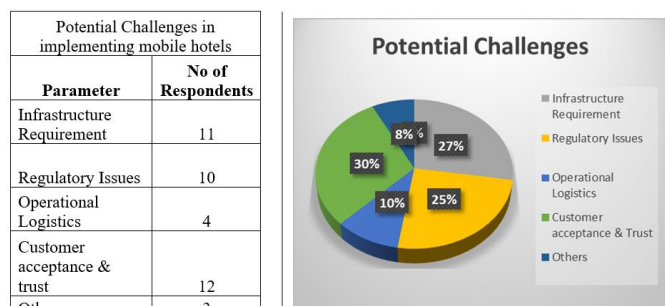
Advantages of mobile hotels according to the respondents.

Advantages of Mobile Hotels	
Parameter	No of Respondents
Flexibility in location	29
Adaptability to seasonal demand	5
Reduced Environmental impact	5
Others	1



The primary advantage noted is flexibility in location (31 respondents). Adaptability to seasonal demand and reduced environmental impact are equally noted by 5 respondents each. One respondent mentioned other advantages.

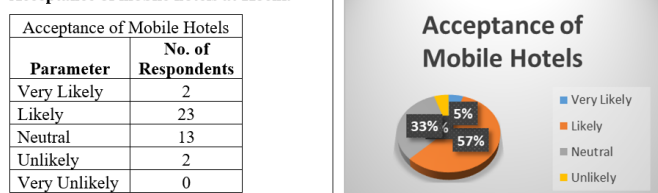
Table 8. Potential challenges



Customer acceptance and trust are seen as the biggest challenges by 12 respondents. Infrastructure requirements (11 respondents) and regulatory issues (10 respondents) are also significant concerns. Operational logistics (4 respondents) and other unspecified challenges (3 respondents) are noted.

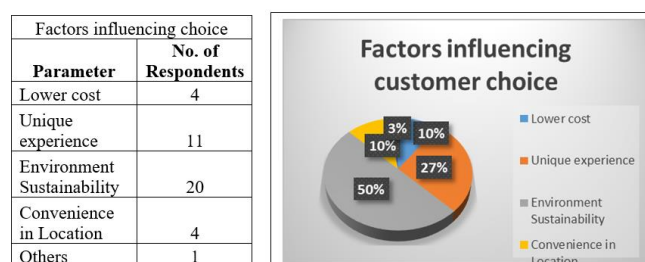
Table 9. Acceptance of Mobile Hotels

Acceptance of mobile hotels at Kochi.



Most respondents (23 of them) are open to the concept of mobile hotels at Kochi. 13 respondents remain neutral about accepting mobile hotels. Two respondents like the concept, whereas two deny it.

Table 10. Factors influencing choice of the customer

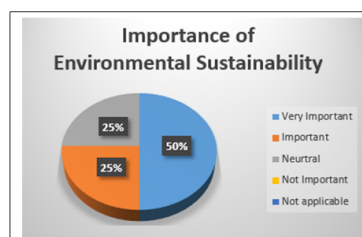


Environmental sustainability is the most influential factor says 20 respondents. Few suggest that unique experience is important (11 respondents). Lower cost and convenience in location are recommended by few. One respondent mentioned other influencing factors.

Table 11. Importance of environmental sustainability

Importance of environmental sustainability

Importance of Environmental sustainability	
Parameter	No of Respondents
Very Important	20
Important	10
Neutral	10
Not Important	0
Not applicable	0



Environmental sustainability is a very important aspect for 20 respondents. It is important to 10 respondents and another group of 10 stays neutral. No respondents consider it unimportant or not applicable.

Table 12. Customers' willingness to pay more to promote environment sustainability

Customers' willingness to pay more to promote environment sustainability

Customer willingness to pay more to promote environment sustainability	
Parameter	No of Respondents
Yes	20
No	0
Maybe	20



The respondents are evenly split between yes (20 respondents) and maybe (20 respondents). None are against paying more for environmental sustainability.

5 Major findings

Demographic Insights: Most respondents are aged 35-44, followed by those aged 25-34, indicating a target market of working professionals and middle-aged individuals. There are more male respondents than female, which might suggest a higher interest or awareness among men regarding mobile hotels.

Income Distribution: Most respondents have an annual income between 3 to 6 lakh, suggesting that the target market has a moderate to high earning capacity, which can influence pricing strategies.

Travel Frequency to Kochi: A significant portion of respondents visit Kochi rarely or occasionally, indicating a market of infrequent travelers who may seek new and unique accommodation options.

Accommodation Preferences: Hotels are the preferred type of accommodation by the majority, which implies that mobile hotels need to offer comparable or superior services to attract these customers.

Pricing Preferences: A vast majority of respondents are open to pricing variations, suggesting flexibility in pricing strategies could be well-received.

6. Perceived Advantages of Mobile Hotels: Flexibility in location is the most valued advantage, followed by adaptability to seasonal demand and reduced environmental impact.

Challenges in Implementation: Customer acceptance and trust, infrastructure requirements, and regulatory issues are the main challenges identified. Operational logistics also pose a concern.

Acceptance of Mobile Hotels: Most respondents are likely or neutral about accepting mobile hotels, indicating a generally positive reception but also highlighting the need for more information and assurance.

Influencing Factors: Environmental sustainability and the unique experience offered by mobile hotels are key influencing factors for potential customers.

Importance of Environmental Sustainability: Environmental sustainability is very important to most respondents, reflecting a strong preference for eco-friendly options.

Willingness to Pay More for Environmental Sustainability: Respondents are evenly split between willingness and uncertainty about paying more for environmentally sustainable options, suggesting a need for clear value propositions.

6 Recommendations

The marketing efforts should be primarily focused upon middle-aged professionals with moderate to high incomes. Emphasize the unique experiences and environmentally favourable characteristics of mobile hotels.

Implement dynamic pricing techniques based on respondents' willingness to pay. Offer specials and discounts during off-peak seasons to entice infrequent visitors. To build customer trust, use transparent communication, successful case studies, and offer guarantees or trials. Engage in client education about the advantages and safety of mobile hotels. Collaborate with local authorities to address regulatory difficulties and obtain appropriate approvals.

Invest in scalable and adaptive infrastructure to address logistical difficulties. Provide innovative experiences that set mobile hotels apart from standard lodging. This may include unique packages, themed stays, and exclusive access to specific destinations or events. Encourage and engage in environmental sustainability activities.

This can entice ecologically aware guests and justify higher prices. Collect and analyze feedback on a regular basis.

7 Conclusion

The study related to the market potential and viability of mobile hotels in Kochi revealed a promising but challenging situation. The statistics show a significant interest among middle-aged, moderately to highly affluent professionals who emphasize environmental sustainability and distinctive experiences in their lodging choices. Despite a preference for traditional hotels, there is openness to pricing fluctuations and new accommodation concepts such as mobile hotels. Potential clients are particularly drawn to key benefits such as location flexibility and lower environmental impact. Significant hurdles, such as client acceptability, infrastructure requirements, and regulatory issues, must be overcome in order for adoption to be effective.

To capitalize on this market opportunity, mobile hotels should prioritize creating trust through open communication and consumer education, implementing flexible pricing strategies, and emphasizing environmental benefits. Collaborating with local governments and investing in scalable infrastructure solutions will be critical to addressing legislative and logistical challenges. Mobile hotels in Kochi can attract and keep a sophisticated audience by providing unique, environmentally friendly experiences and participating in sustainability projects.

To summarize, while there are significant difficulties to overcome, the market potential for mobile hotels in Kochi is tremendous. With focused marketing, strategic planning, and an emphasis on sustainability, mobile hotels have the potential to become a sustainable and innovative addition to Kochi's urban hospitality landscape.

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