



# **SAMVED'21-22**

## **NATIONAL CONFERENCE**

**ON**  
**INNOVATION AND TRANSFORMATION IN**  
**HOSPITALITY AND TOURISM INDUSTRY**

**9<sup>th</sup> March 2022**

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**Department of Hotel Management**  
**NAIPUNNYA INSTITUTE OF MANAGEMENT**  
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# **SAMVED-2021-2022**

**Volume 2**

**National Conference Proceedings on  
“Innovation and Transformation in Hospitality and Tourism  
Industry” (Online)**



# **SAMVED 2021-2022**

The Conference Proceedings- *“Innovation and Transformation in Hospitality and Tourism Industry”*

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## Foreword

We are here with the edition of “SAMVED 2021-2022”. The theme for the edition is “Innovation and Transformation in Hospitality and tourism Industry”. Innovation in Hospitality and Tourism looks at methods of measuring the market-based applications of new processes, products, and forms of organization, the economic impact of innovation, and innovation as a bipolar process between market and resources, and forms of cooperation that can strengthen and reinforce innovation. Therefore, it can be noted that innovation helps to develop the reputation of the tourism sector in many countries, promote the international tourism industry in general, and address the increasing demands of tourists for niche tourism products by increasing the quality of tourist experience, which will result in the increase of country revenue.

Research adds to the stock of knowledge and provides the source of new ideas, methods, techniques, and finding across a whole range of disciplinary and multi – disciplinary areas.” SAMVED” has been focusing on innovation od hospitality and tourism. We believe that “SAMVED” is a crucial step in achieving our aims and principle in hospitality industry

**Editor – SAMVED 2021-2022**

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## **“A STUDY ON NEW- AGE TECHNOLOGIES TO SIMPLIFY THE HOTEL’S FRONT OFFICE TASKS WITH REFERENCE TO 5-STAR HOTELS IN COCHIN”**

**Abstract-**The world is emerging with new trends and technologies and Hospitality Industry is facing a challenging situation in which we need to find out the changing trends and technologies around the world. The entire premium guest who comes to our hotel are well updated and following the trend and we should make sure that we are kept updated and move with the times. Hospitality Industry is highly competitive and those who hesitate and don't adapt are left behind alone. The taste, choices and expectations of Guest are changing day by day and we can see Guest who are demanding and choosy and they know for what they are paid. The use of various hospitality technologies helps to make the life of hotel staff easier and to improve overall guest experience. The new technologies not only simplify the job but also help to improve the accuracy and quality of work performed. This study was to find out the new trends and technologies we use in front office daily task and how it can be helpful to staff to simplify their job. To maximize the revenue of hotel with minimal resources is the ultimate aim of any Industry and technologies plays an important role in that. From the study I came to know that if we need to compete in this Industry we need to be updated.

Keywords: New trends, challenging situation, competing world, Hospitality technologies, Maximum revenue with minimum manpower

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## **I. INTRODUCTION**

The world is changing day by day and technology is emerging and role of human is taken over by technology. Now a days daily operations without technology is challenging. In the hotel industry the technology is changing day by day so that the technology could be used in day-to-day operations. Technologies have become important in our life.

In the hotel industry the technologies are important because it makes daily operation easy and quality of the service meets to it best. The technology helps to guest select the best hotel from the selected branded properties. It helps the guest to book hotel in one touch and best available possibilities. COVID-19 has unquestionably factor that accelerated and boost the new technologies and applications into daily operations.

The role of technology in hospitality industry has gained more importance without doubt in effectively managing employee quality and efficiency, meeting guest delight and thereby generating maximum guest experience in guest cycle. Technology in hospitality industry provides equal benefits to both employee and employer. with the assistance of technology, guest find it easy to communicate with the hotel with the facilities in hospitality industry where they can be resided for experiencing best services with limited budget. Guest sees the technologies as highly significant in hospitality industry, as it enables to make important role in reservations of rooms, compare prices, to review guest experiences, accommodation facilities, infrastructure etc. Use of technology in hospitality industry has highly helped

firms to stay connected other hotels, now a days we can see that lot of reservation systems like Central reservation system helps the guest to book the best hotels at best rates and hotels also can compete with hotels and bring maximum revenue to the hotel. In today's world, technology is challenging factor the decides the existence of Hotel Industry in the present world. The importance of technology starts the reservation in Guest cycle. Now a days the PMS software's are updated in regularly basis so the guest experience makes its easy and will be employee friendly. As new normal has emerged the new trend in hospitality industry, to handle a guest cycle without contactless services, updated software's will be challenging and we need to be walt with the new normal if hotel industry.

## **II. OBJECTIVE OF STUDY**

- To study the benefits of technology and how we can stand apart with competitor of our industry.
- To learn about how we can ensure 100 % guest delight.
- To study about the how we can provide quality service in a given time with minimum staffing.

## **III. SCOPE OF STUDY**

The following study "A study on New-age technologies to simplify the hotels front office's tasks with reference to 5-star hotels in Cochin" helps to look into the new technologies that offers optimal experience to the guest in a guest cycle and how the technology can help the employee and employer to prove quality and world class service in hospitality industry.

## **IV. SCOPE AND SIGNIFICANCE OF STUDY**

- To improve the quality of work with new technologies.
- To improve efficiency in day-to-day operations in departments.
- To provide the guest with best guest experience in a guest cycle from reservation to check out.
- To reduce the work pressure of staff using new employee friendly technologies.

## **V. REVIEW OF LITERATURE**

When guest's preference changes new inventions leave some of the technology outdated or useless. Hoteliers should continuously decide on which hotel information system to be applied to meet guest's expectations and make the most of the benefits to the hotel property *Ersem Karadag, Sezayi Dumanoglu, (2009)*. Hoteliers can achieve superior performance by offering the latest technology to guests to enhancing their experience and attracting new guests, which can potentially lead to growth of hotel revenues. Hotel information system results are also important because they embrace the opinions of both managers and guests, *Ana Brochado, Paulo Rita, Ana Margarido, (2016)*. Previous studies have specified that hotels do not always aim to take the initiative in implementing a new or updated kind of technology (*Cho and Olsen, 1998; Sheldon, 1997*). According to *Gamble (1988)*, slow process effects the hospitality industry to lack behind their businesses Furthermore, most hotel employees do not obtain training in hotel information system; because of technical knowledge being very inadequate (*Borsenik, 1993*) The traditional hotel industry has given importance on the provision of excellent service to guests. With the increasing response for data from guests and hotel employee, hotels have to implement computer-based information technology services to improve operational effectiveness, at costs, and advance service quality (*Cobanogluetal., 2001; Siguaw and Enz, 1999; van Hoof et al., 1996*). With the usage of hotel information system, hotel employees anticipate that their profit margins

and financial returns will grow. Nevertheless, contemporary hospitality industry is highly dependent on successful information technology. *(Buhalis and Costa 2006)*

## VI. RESEARCH METHODOLOGY

### A. PRIMARY DATA

Primary data is collected by survey method from the people.

### SECONDARY DATA

Secondary data is collected from website newspaper and books etc.

### B. VARIABLE OF THE STUDY

Dependent variable: Guest in 5-star hotels in Kochi.

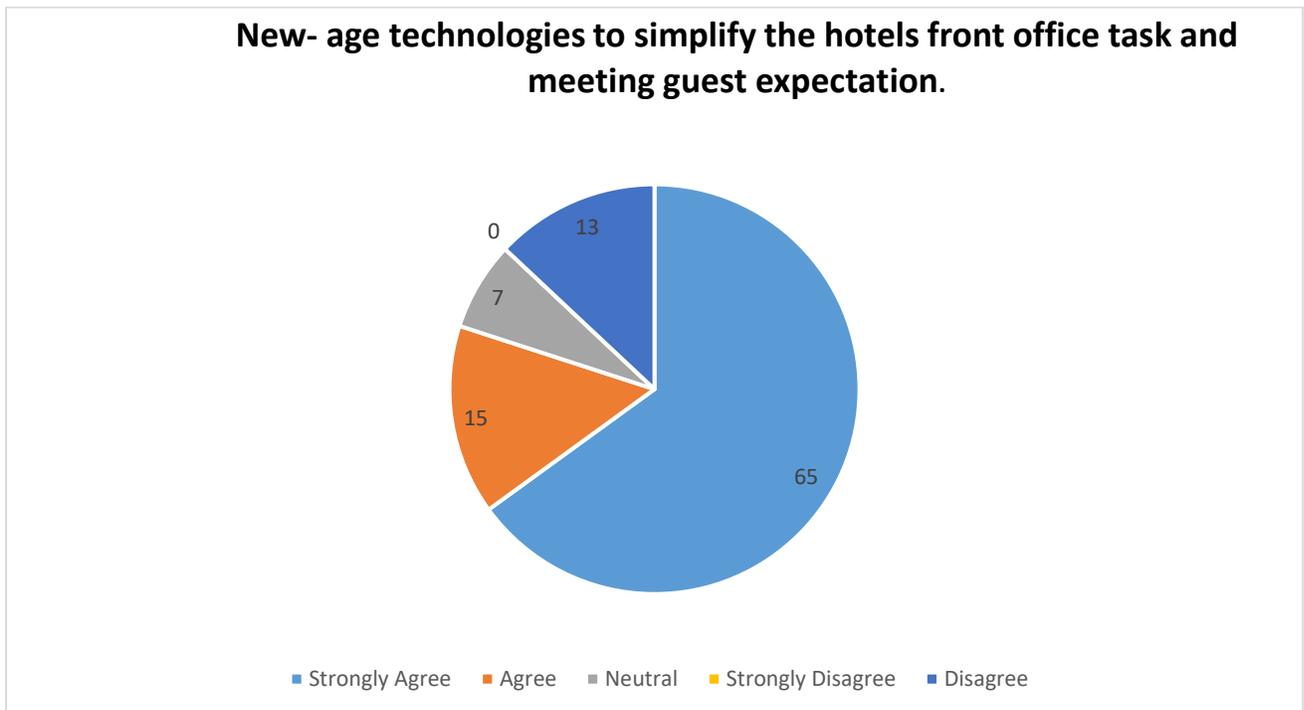
Independent variable: Employee and employer of front office department in 5-star hotels in Kochi.

### C. SAMPLE DESIGN.

- Sample unit: The respondents are selected from five-star hotels of Cochin
- Sampling area: Sampling area selected for the research is the five-star hotels of Cochin.
- Sample size: The sample size selected for the study is 112.
- Sampling method: This was done by selecting people in front office department by giving questionnaire.

## VII. DATA ANALYSIS AND INTERPRETATION.

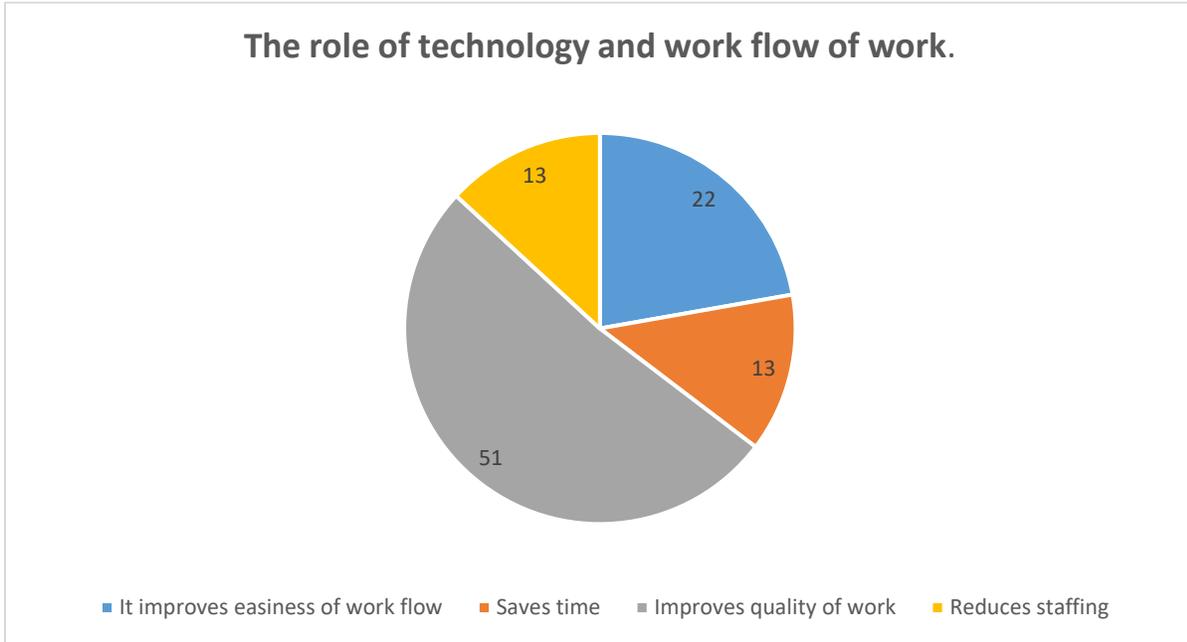
### a) New- age technologies to simplify the hotels front office's tasks and meeting guest expectation



**Interpretation**

According to the feedback 65 % of the respondents strongly agreed that the New – age technologies has simplified the front office task and to meet guest expectation.

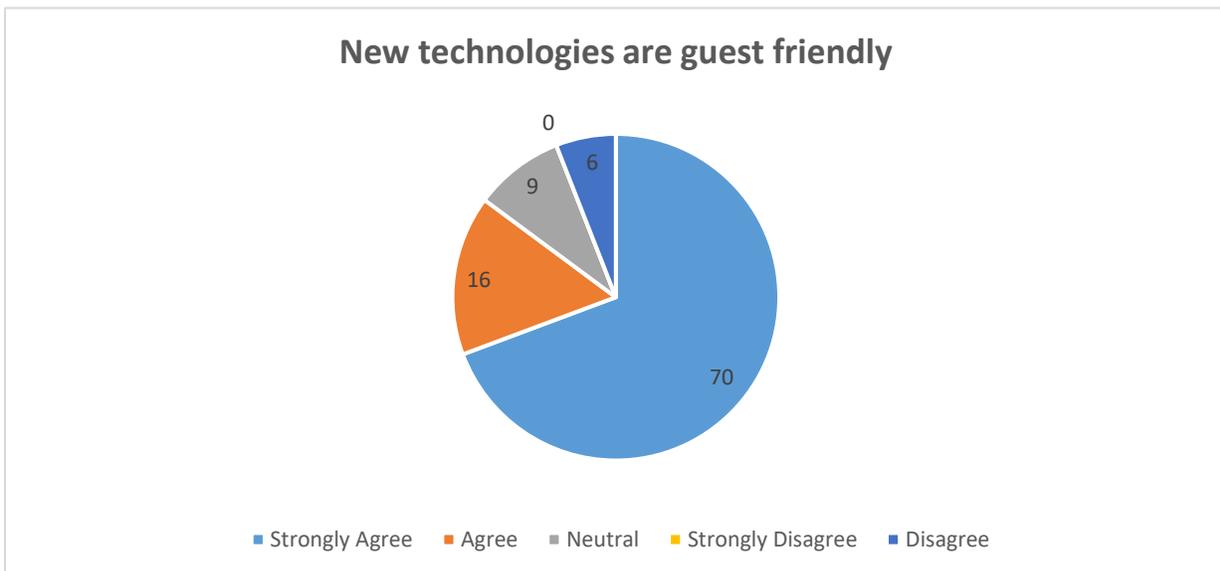
**a) The role of technology and work flow of work.**



**Interpretation**

According to the feedback 51% of the respondents agreed that technology improves the quality of work, it also saves time, improves easiness of workflow with minimum staff.

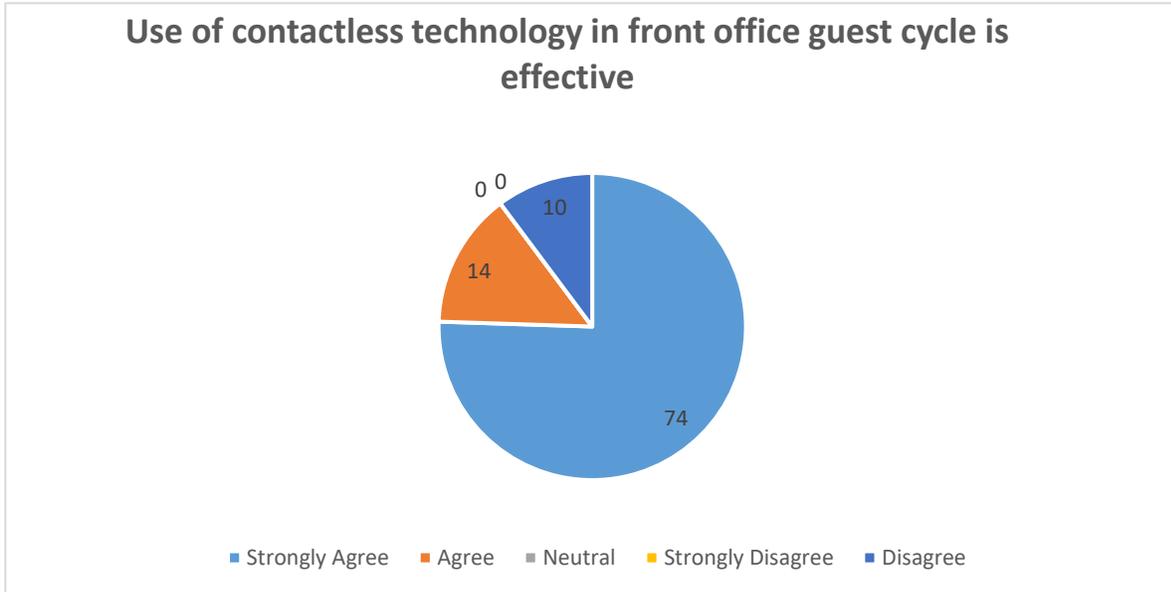
**b) New technology is guest friendly.**



**Interpretation**

According to the feedback 70% of the respondents strongly agreed new technologies are guest friendly.

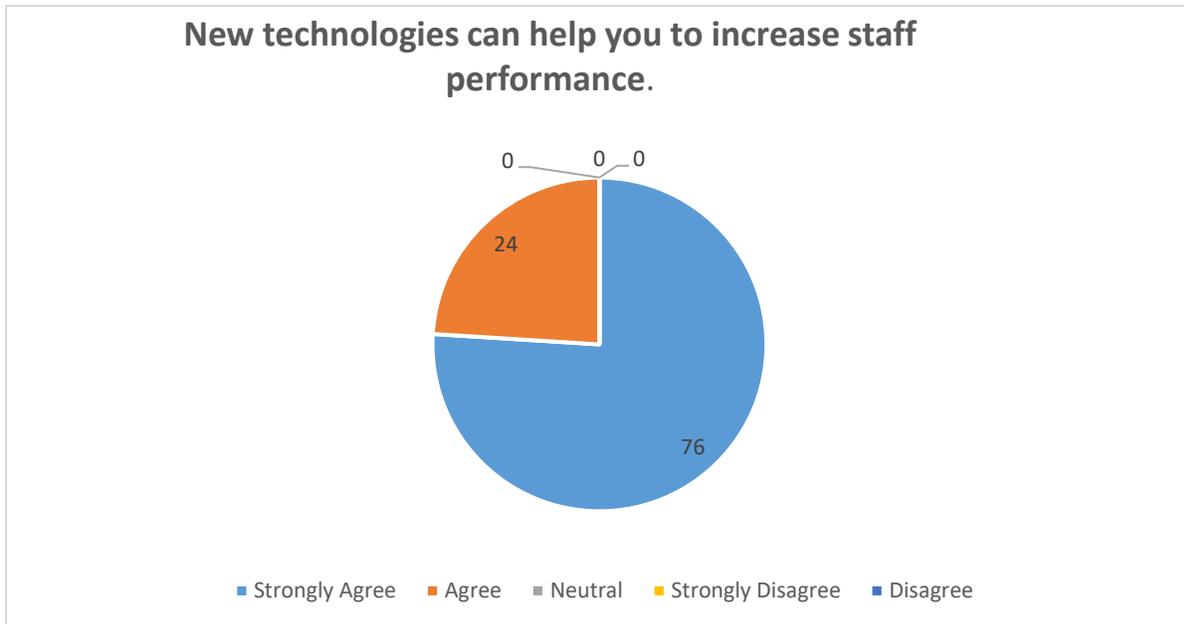
**c) Use of contactless technology in front office guest cycle is effective**



**Interpretation**

According to the feedback 74 % of the respondents strongly agreed that they use contactless service in guest cycle is effective in front office department.

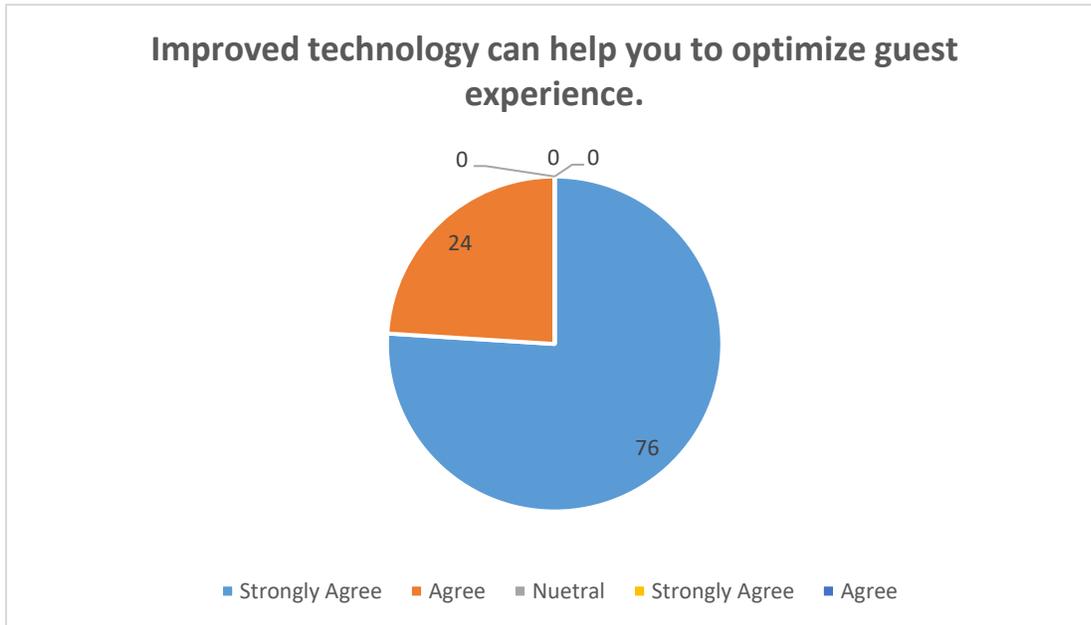
**d) New technologies can help you to increase staff performance.**



**Interpretation**

According to the feedback 24% of the respondents strongly agreed new technologies can help you to increase staff performance.

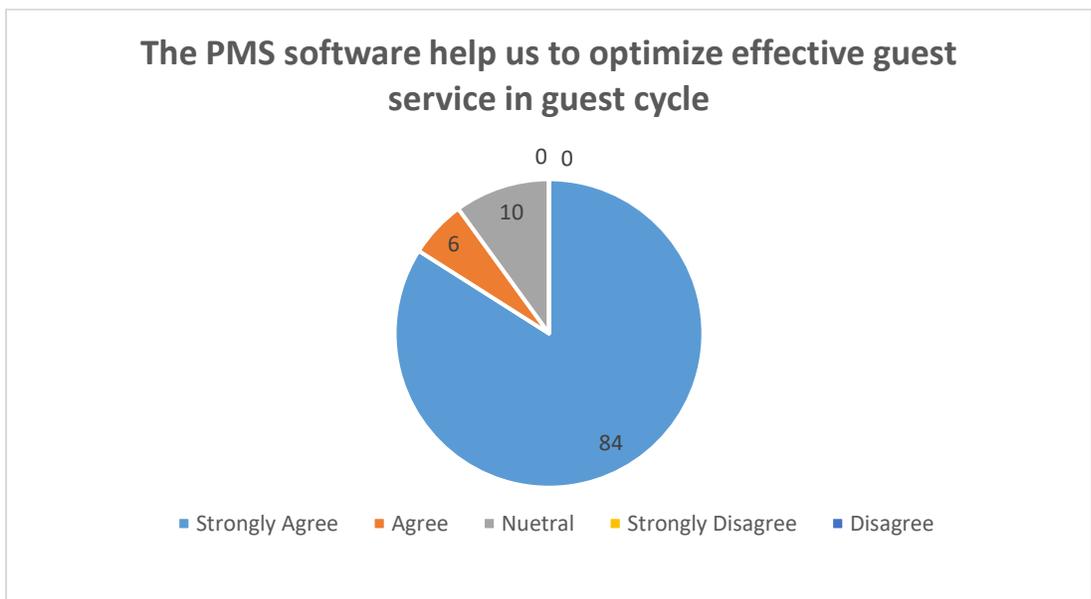
**e) Improved technology can help you optimize guest experience.**



**Interpretation**

According to the feedback 76% the respondents strongly agreed, Improved technology can help you to optimize guest experience

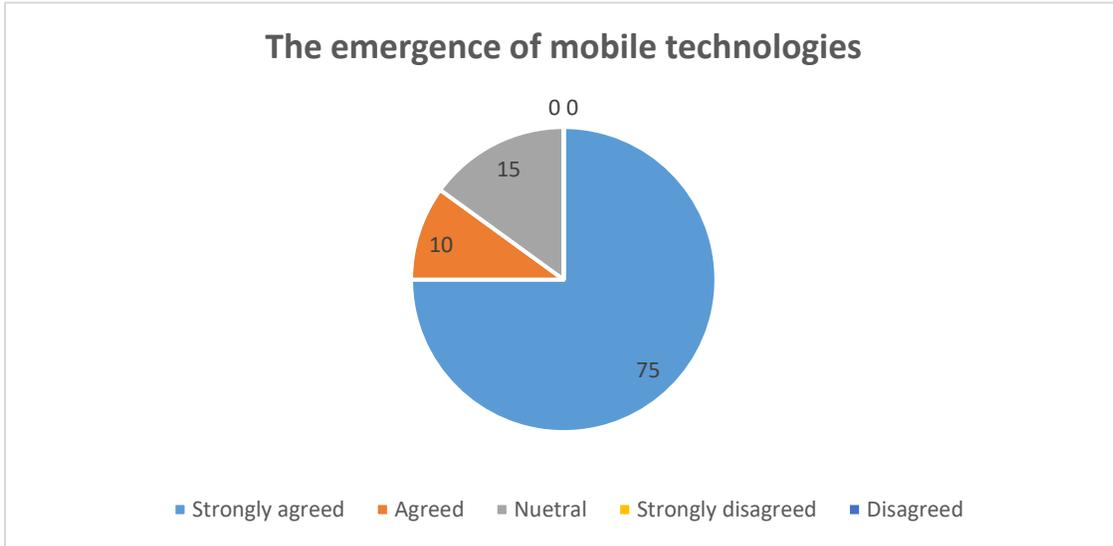
**f) The PMS software help us to optimize effective guest service in guest cycle.**



**Interpretation**

According to the feedback 84 %of the respondents strongly agreed PMS software help us to optimize effective guest service in guest cycle

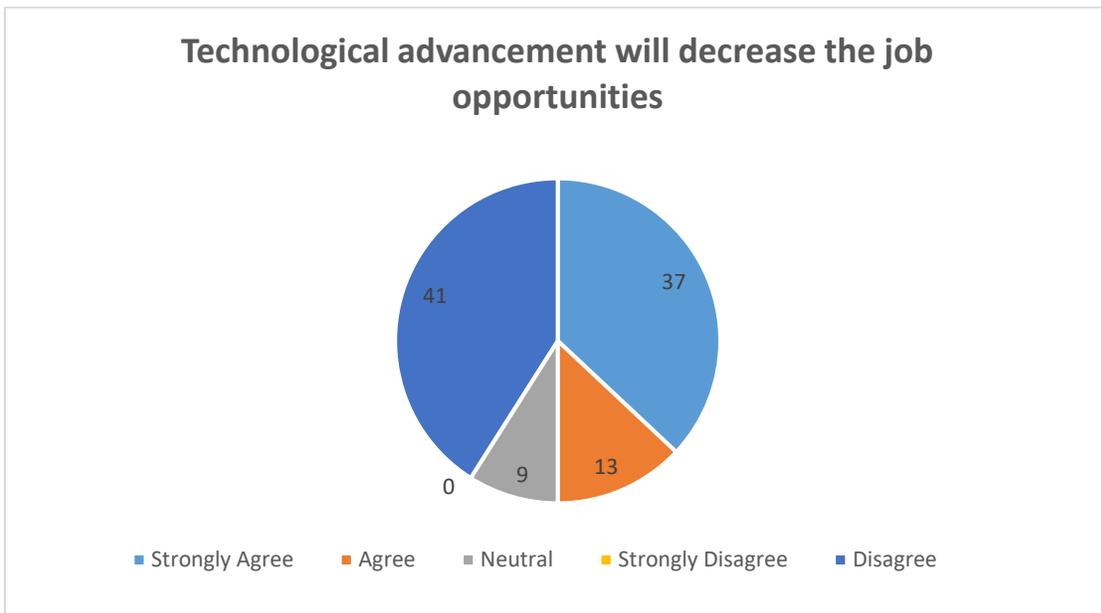
**g) The emergence of mobile technologies like Google pays, Chatbot, menu cards using QR codes, digital key card made guest cycle easy and time saving.**



**Interpretation**

According to the feedback 75% of the respondents Strongly agreed emergence of mobile technologies like Google pays, Chatbot, menu cards using QR codes, digital key card made guest cycle easy and time saving.

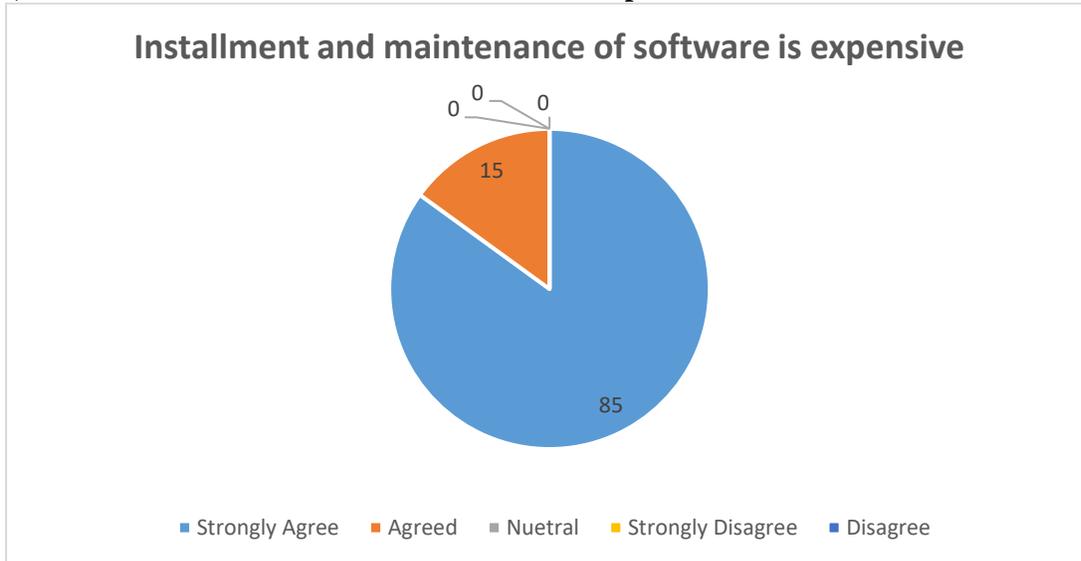
**h) Technological advancement will decrease the job opportunities**



### Interpretation

According to the feedback 41% of the respondents strongly agree technological advancement will decrease the job opportunities

#### i) Installment and maintenance of software is expensive?



### Interpretation

According to the feedback 85 % of the respondents Strongly agreed installment and maintenance of software is expensive

## VIII. Findings.

- The New-age technologies have
- simplified the front office task and to meet guest expectation.
- New technologies are guest friendly.
- Contactless service in guest cycle is effective in front office department.
- New technologies can help you to increase staff performance.
- Improved technology can help you to optimize guest experience
- PMS software help us to optimize effective guest service in guest cycle.
- Emergence of mobile technologies like Google pays, Chatbot, menu cards using QR codes, digital key card made guest cycle easy and time saving.
- Technological advancement will decrease the job opportunities
- Installment and maintenance of software is expensive

## IX. Suggestions

- Automatic check in and check out can save time during Guest cycle.
- Digitized Room keys are always Guest friendly
- Near Field Communications (NFC) Technology
- Infrared sensors can be introduced in Guest rooms.
- PMS Software can be upgraded to cloud based one.

## **X. CONCLUSION**

As we know Front office department is the face of any hotels, where the guest cycle starts, we know that 50 % of hotel revenue of the hotel comes from Room sale. The guest cycle starts from reservation to check out. The one and only aim of Front office department is guest satisfaction. There are lot of changes in front office department from paper-based system to complex computerised technology. This technology can maximise profits and providing unlimited and seamless guest experience. Technology is changing day by day in a way that the future of front office will be a faceless front desk. Automated check in has been already implemented in several hotel chain. Digitalised smartphone room entry can replace all the guest cycle of the hotel industry. The software's in the hotels are updated in such a way that guest as well as the staff get the benefits. Let's hope the future of hotel will be safe in the hands of technologies which can provide the guest a quality and seamless experience

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## **“A STUDY ON THE USE AND IMPORTANCE OF MICROGREENS AND EDIBLE FLOWERS IN FIVE-STAR HOTEL OF KOCHI”**

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**Abstract-**Microgreens and Edible flowers are new flavor trends of Keratitis who are fond of trying out almost all dishes across the globe. Most of food sellers including luxury star hotels are trying to adapt the implementation of microgreens and edible flowers in their signature dishes.

Key Words: Edible Flowers, Microgreens,

### **I. INTRODUCTION**

Nowadays, functional foods and substantial interest in the consumption of fruit and vegetable are in rising, compelled by growing interest of consumers for diets that support health and longevity. To feed the world's rapidly growing population environmental sustainability of crop production has come into focus as problem-solving efforts work. The nutritional value of the average diet is reduced and there is a loss of nutrients when it comes from farm to plate. An estimated, two billion lives are affected in developed and developing countries by a chronic deficiency of essential minerals and vitamins (micronutrients), collectively known as hidden hunger. Current efforts to alleviate micronutrient deficiency are an emphasis on genetically engineering crops and biofortification methods of crops to overcome hidden hunger. However, microgreens and edible flowers are new emerging veggies that is a dense source of nutrients without biofortification and genetically engineering.

### **II. STATEMENT OF PROBLEM**

The main purpose of this study to find the use and importance of microgreens and edible flowers in five-star hotel in Cochin. Nowadays many five-star hotels cannot satisfy the nutritional requirement of guest; Guest who came from different age group and who suffer malnutrition related to any deficiencies, required nutrients in variable parameters. However, this study helps the hoteliers to satisfy the nutritional requirement of guest using microgreens and edible flowers.

### **III. OBJECTIVES OF STUDY**

- To study the general awareness about microgreens and edible flowers.
- To study how these can be used to satisfy the nutrient requirements of guest.
- To study the nutritional benefits of microgreens and edible flowers.

### **A. RESEARCH METHODOLOGY:**

Both primary and secondary data are used for the study. The questions depend upon the hotels in Cochin Kerala, Ernakulam District.

## B. METHODS OF DATA COLLECTION:

The data collection for this study is qualitative method.

### 1) Type of data:

Primary data-the data are collected from the survey conducted in hotels in Cochin. Secondary data: The data is collected from journals, online websites, manuals, and tourism department offices.

2) **Sample Units:** The sample size is 20. The data taken from hotels were selected for the study. Sampling area: The data collecting area for research is the Cochin region which constitutes hotels. Sampling Method: The sampling method used for this research is Structured questionnaire sampling. Statistical tool: Pie diagram.

## IV. REVIEW OF LITERATURE

The research strategy used in this literature review is to locate and analyses the microgreens and edible flowers so as to understand the theoretical foundation for this study. In doing so, special attention has been given to the various techniques that appeared in the literature. This chapter identifies the relevant and related literature on the key concepts for the uses and importance of microgreens and edible flowers. This study includes research that has been conducted on microgreens and edible flowers. It gives a detailed review of the published literature related to awareness and attitudes of microgreens and edible flowers in five-star hotels. Majority of hoteliers do not know the importance of using microgreens and edible flowers and how this can be used to satisfy the nutrient requirements of guest. It is impossible to examine all the literature and present a summary of the same in this chapter. Hence, an examination of the most important and relevant studies has been attempted.

## V.AUTHORS SAY TO MICROGREENS AND EDIBLE FLOWERS

**A. Narendra Singh:-** (2020) conducted a study on Vegetable Microgreens Farming in High-Altitude Region of Trans-Himalayas to Maintain Nutritional Diet of Indian Troops. This study shows importance of microgreen, production, consumption, and nutritional qualities. This study helped people of India especially the people who lived remote areas mainly focused on soldiers, solved the problems of the nutritional imbalance, difficulty production and the lack of fresh veggies.

**B. Md. Ramjan: -** (2020) in their study stated that Techniques of Microgreen Farming in Vegetables. It is all about the factors affecting the microgreen growth, how it can be easy produced, and importance of microgreen related to health benefits against health problems. This study helps to increase the production and consumption of microgree

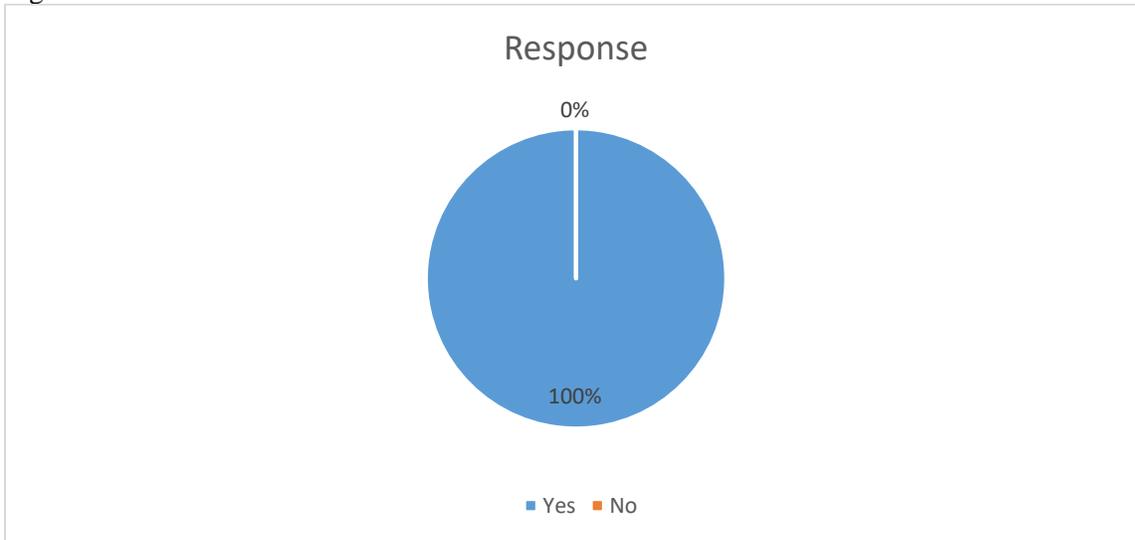
## Data Analysis & Interpretation

1. Have you ever used microgreens /edible flowers in your kitchen

Table 1

Details	No. of Respondents	Percentage
Yes	20	100%
No	0	0%
Total	20	100%

Figure -1



The table 1 and figure 1 shows 100% of the Respondent uses microgreens/edible flowers.  
2. Were the guests satisfied with food containing microgreens /edible flowers

Details	No. of Respondents	Percentage
Yes	18	80%
No	2	20%
Total	20	100%

Table-2

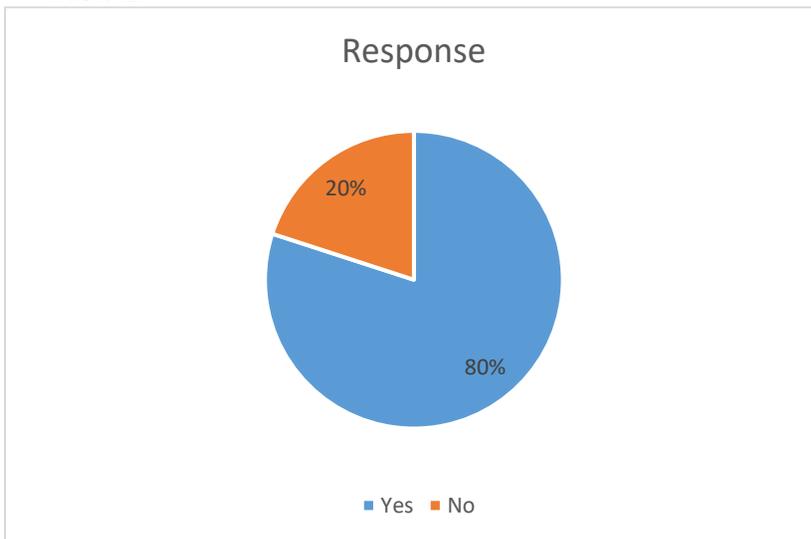


Figure -2

The table 2 and figure 2 shows 80% guests satisfied with food containing microgreens /edible flowers.

3. Do you think these microgreens /edible flowers will enrich the nutrition in your food

Table 3

Details	No. of Respondents	Percentage
Yes	20	100%
No	0	0%
Total	20	100%

Figure -3

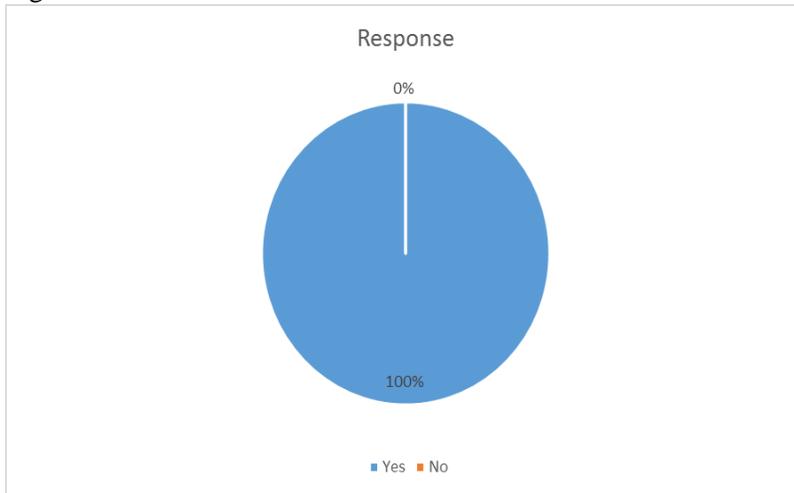


Table 3 and figure 3 shows 100% it is clear that microgreens /edible flowers enrich the nutrition in your food.

4. Do you think the guests are aware of the importance (advantages) regarding microgreens and edible flowers

Table-4

Details	No. of Respondents	Percentage
Yes	10	50%
No	10	50%
Total	20	100%

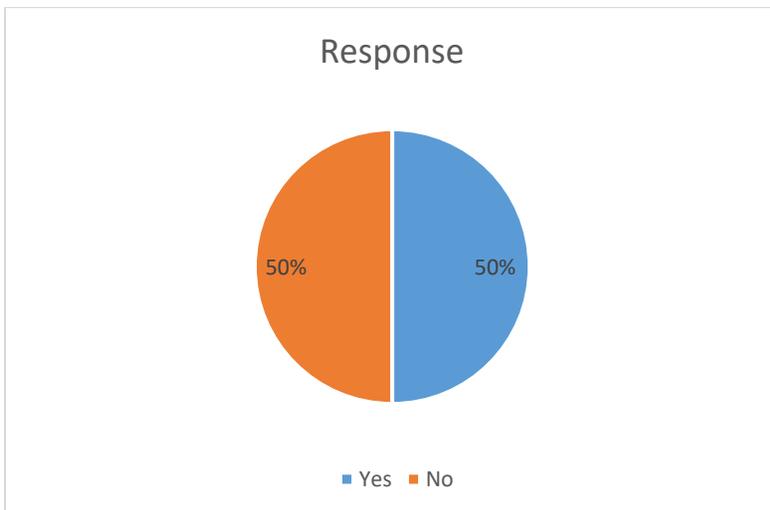


Figure -4

Table 4 and figure 4 shows that 50% guests are aware of the importance (advantages) regarding microgreens and edible flowers. Remaining 50% guests are not aware of the importance (advantages) regarding microgreens and edible flowers.

5. Do you think food prepared using microgreens/edible flowers will increase the business?

Table-5

Details	No. of Respondents	Percentage
Yes	15	75%
No	5	25%
Total	20	100%

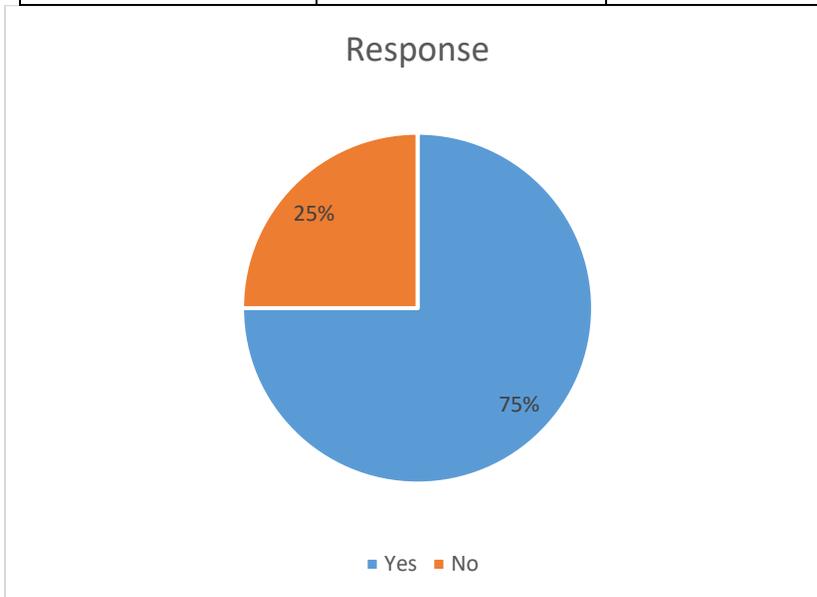


Figure -5

Table 5 and figure 5 shows that 75% respondent agree with food prepared using microgreens/edible flowers will increase the business. Remaining 25% respondent disagree with food prepared using microgreens/edible flowers will increase the business.

6. As per the record in the hotels, which product (can we say product) is consumed more

Table-6

Details	No. of Respondents	Percentage
Microgreens	16	80%
Edible Flowers	4	20%
Total	20	100%

Figure -6

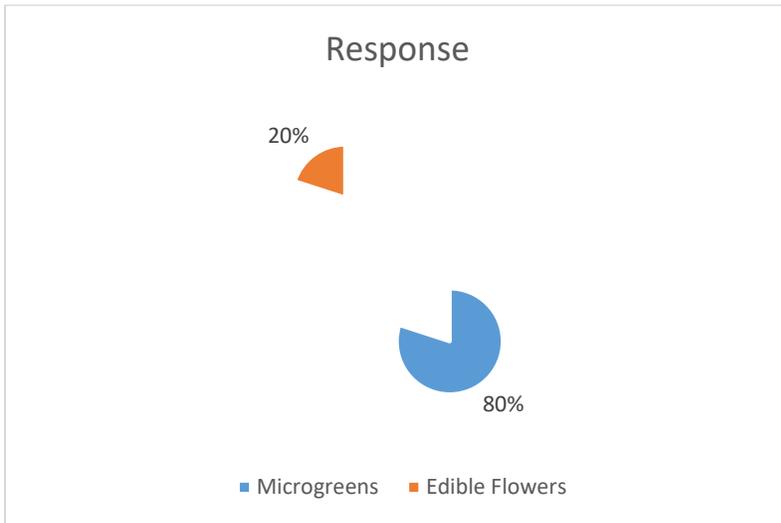


Table 6 and figure 6 shows that 80% of respondent uses microgreens more than edible flowers. Remaining 20% of respondent uses microgreens more than edible flowers.

7. Do you think the usage of microgreens/edible flowers in food can satisfy the nutritional requirement of guests of different age group

Details	No. of Respondents	Percentage
Yes	6	30%
No	14	70%
Total	20	100%

Table-7

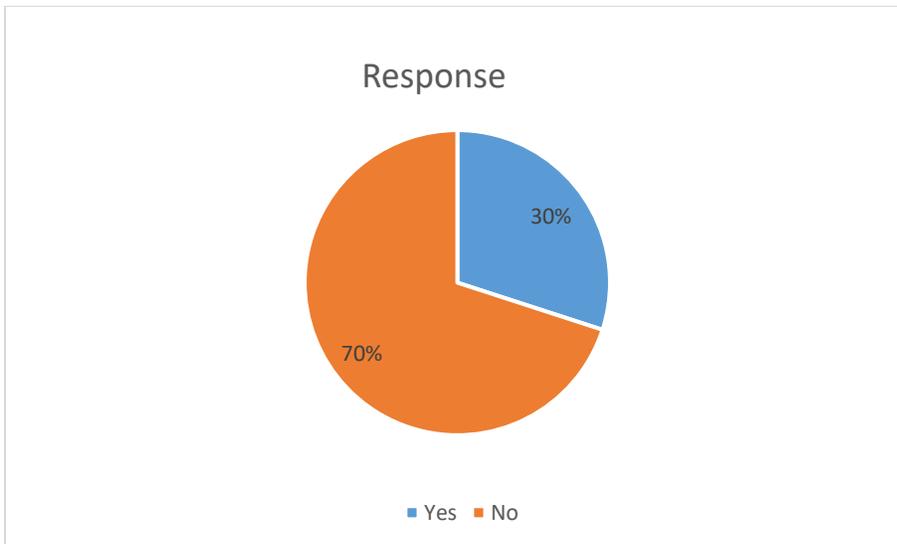


Figure -7

Table 7 and figure 7 shows that 30% of respondent agree with the usage of microgreens /edible flowers in food can satisfy the nutritional requirement of guests of different age group. Remaining 70% respondent disagree with the usage of microgreens /edible flowers in food can satisfy the nutritional requirement of guests of different age group.

8. Do you think that microgreens and edible flowers will create any allergy problem

Table-8

Details	No. of Respondents	Percentage
Yes	20	100%
No	0	0%
Total	20	100%

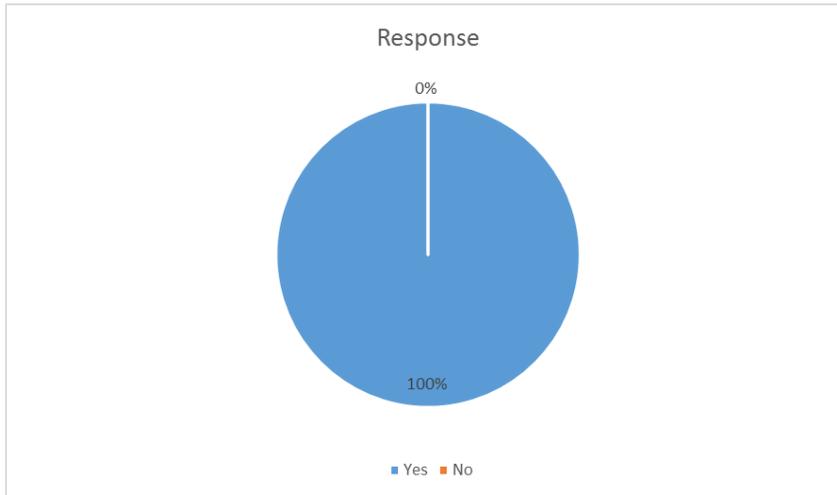


Figure -8

Table 8 and figure 8 shows that microgreens and edible flowers will not create any allergy problem.

9. Could you please mention where these microgreens and edible flowers are used more

Table-8

Details	No. of Respondents	Percentage
Starter	2	10%
Main Course	14	70%
Dessert	4	20%
Total	20	100%

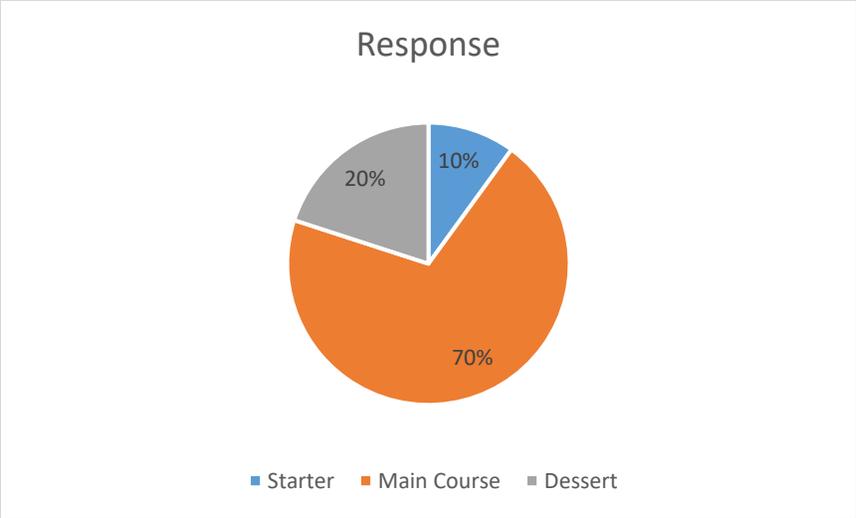


Figure -9

Table 9 and figure 9 shows that 70% of respondent agree with microgreens and edible flowers are used for main course. 20% of respondent agree with microgreens and edible flowers are used for dessert and remaining 10% of respondent agree with microgreens and edible flowers are used for starter.

10. Do you know what is the approach of foreigners towards microgreens and edible flowers

Table-10

Details	No. of Respondents	Percentage
Interested	18	90%
Not Interested	2	10%
Total	20	100%

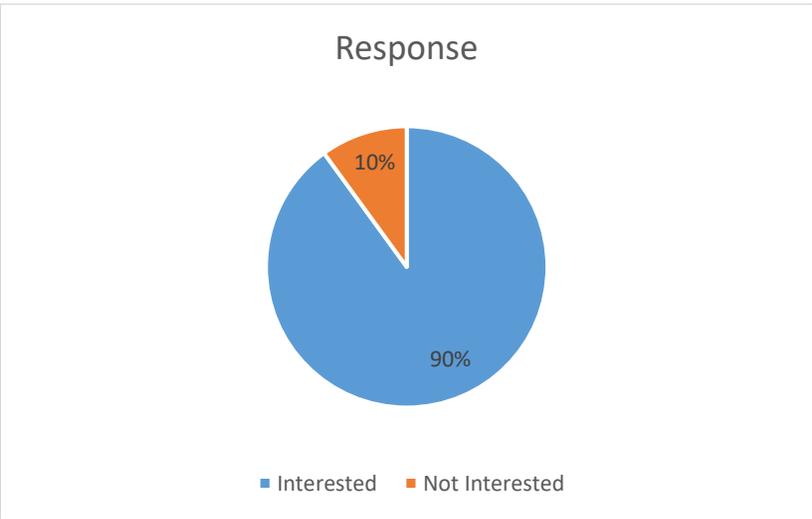


Figure -10

Table 10 and figure 10 shows that 90% of foreigner likes microgreens and edible flowers. Remaining 10% dislike microgreens and edible flowers.

11. Where did you get these microgreens for the kitchen

Table-11

Details	No. of Respondents	Percentage
From Hotel Garden	10	50%
Other producers	10	50%
Total	20	100%

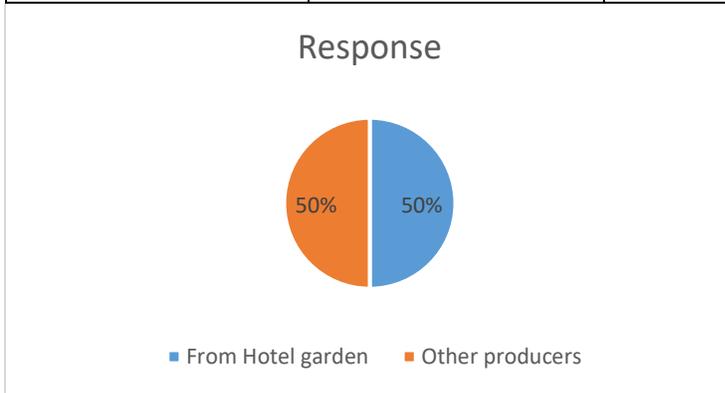


Figure -11

Table 11 and figure 11 show that 50% of microgreens are gotten by the hotel from outside producers and the remaining 50 % from the hotel itself.

12. Where did you get these Edible flowers for the kitchen

Table-12

Details	No. of Respondents	Percentage
From Hotel Garden	0	0%
Other producers	20	100%
Total	20	100%

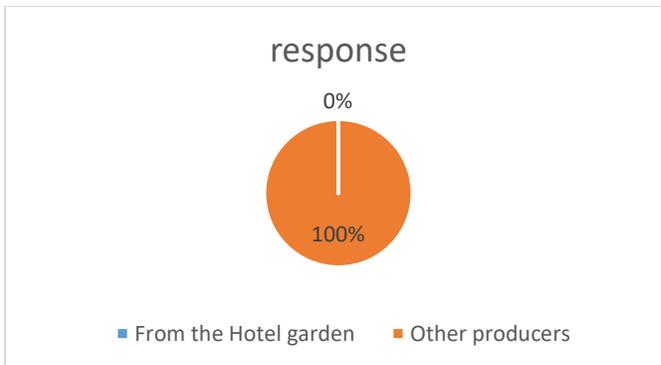


Figure -12 Table 12 and figure 12 shows that Edible flowers are get by the hotel from outside producers.

13. What is the percentage of your satisfaction after preparing food with microgreens/edible flowers

Table-13

Details	No. of Respondents	Percentage
Below 30 %	0	0%
30 to 60 %	2	10%
Above 60%	18	90%
Total	20	100%

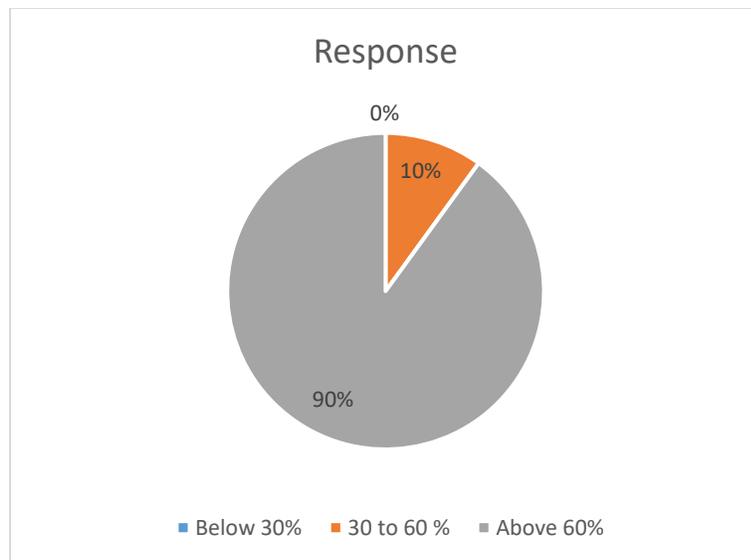


Figure -13

Table 13 and figure 13 shows that 90% of respondent got satisfaction after preparing food with microgreens/edible flowers and remaining 10% are not.

## VI. FINDINGS

- It's found that majority of respondent (100%) use microgreens and edible flowers.
- It's found that 80% respondent satisfied with food containing microgreens /edible flowers.
- It's found that majority of respondent (100%) agree that microgreens /edible flowers will enrich the nutrition in your food.
- It's found that half of respondent (50%) are aware of the importance microgreens and edible flowers and remaining 50% are not aware of the importance microgreens and edible flowers.
- It's found that 75% respondent agree with food prepared using microgreens/edible flowers will increase the business. Remaining 25% respondent disagree with food prepared using microgreens/edible flowers will increase the business.
- It's found that 80% of respondent uses microgreens more than edible flowers. Remaining 20% of respondent uses microgreens more than edible flowers.
- It's found that 30% of respondent agree with the usage of microgreens /edible flowers in food can satisfy the nutritional requirement of guests of different age group. Remaining 70% respondent disagree with the usage of microgreens /edible flowers in food can satisfy the nutritional requirement of guests of different age group.

- It's found that majority of respondent (100%) say that microgreens and edible flowers will not create any allergy problem.
- It's found that 70% of respondent agree with microgreens and edible flowers are used for main course. 20% of respondent agree with microgreens and edible flowers are used for dessert and remaining 10% of respondent agree with microgreens and edible flowers are used for starter.
- It's found that 90% of foreigner likes microgreens and edible flowers. Remaining 10% do not like microgreens and edible flowers.
- It's found that half of respondent (50%) say that microgreens are get by the hotel from outside producers and remaining 50% produced from hotel itself.
- It's found that majority of respondent (100%) say that Edible flowers are get by the hotel from outside producers.
- It's found that 90% of respondent got satisfaction after preparing food with microgreens/edible flowers and remaining 10% are not.

## **VII. SUGGESTION**

As per the study taken by me on “To study the uses and importance of microgreens and edible flowers in five-star hotel of Cochin”, I observed that all chef in the five hotels uses microgreens and edible flowers and generating revenue for the industry.

I suggest that the hotels should compare the satisfied guests who consumed microgreens and edible flowers.

Thus, the hospitality industry should make use of sources of social media to provide information about importance of microgreens and edible flowers to customer and as well as to expand the brand image in the market.

I suggest that the hotels should make their own microgreens and try to create signature dishes using microgreens and edible flowers.

The emerging trends of microgreens and edible flowers in the hospitality sector will create a remark in history.

## **VII. CONCLUSION**

The uses and importance of microgreens and edible flowers in five-star hotel of Cochin has been found to be progressive. I observed that all chef in the five hotels uses microgreens and edible flowers, those who consumes microgreens and edible flowers are aware of nutritive value and hotel generate greater revenue.

From the study it is clear that microgreens are rich sources of minerals, vitamins and antioxidants which are potential to prevent many diseases and deficiencies when consumed in small quantity. Not only microgreens edible flowers also have medical properties and nutritive value. They contribute to improve the colour, taste and aesthetic appearance of food. However, the microgreens and edible flowers enrich nutritive content of the food and helps to make the food more palatable.

The rate of consumption of microgreens and edible flowers can be increased only by sharing of right information about the importance microgreens and edible flowers to public through an authorized channel or through popular social media. Hence, we can increase rate of consumption that's helps to reduce number of many diseases such as chronic disorder, cancer etc. and malnutrition.

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## **THE ROLE OF TRADITIONAL KERALA CUISINE IN ATTRACTING TOURISTS TO KERALA- A SPECIAL REFERENCE TO FIVE STAR HOTEL AT KOCHI.**

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***Abstract:*** In India the food culture plays a vital role in keeping people together and bringing new travelers and tourists. It varies with states, religions, castes, economic status, and geographical peculiarities. In Kerala Food is traditionally served on a banana leaf and almost every dish has coconut and spices added for flavor, giving its cuisine a sharp pungency that is heightened with the use of tamarind. In Cochin the hotels are operating with wide range of traditional and specialty restaurants and they are bringing a huge profit to the hotel business. There are big number of domestic travelers are attracting to Kerala to enjoy the cuisine and to experience the real taste. There are few dishes in high in demand in Cochin Five-star hotels.

Key words: Food and beverage industry, Domestic customers, Traditional foods.

### **I. INTRODUCTION**

Indian Food Culture cannot be accounted as a single homogenous one. It varies with states, religions, castes, economic status, geographical peculiarities, availability of products etc. The cuisine of Kerala, is linked to its history, geography and culture. Kerala cuisine offers a multitude of both vegetarian and non- vegetarian dished prepared using fish, poultry and red meat with rice a typical accompaniment. Chilies, curry leaves, mustard seeds, tamarind, and asafetida are all frequently used.

The five-star hotels are widely using the term of “Traditional foods” to attract their customers. Kerala is known as the "Land of Spices" because it traded spices with Europe as well as with many ancient civilizations with the oldest historical records of the Sumerians from 3000 BCE. In Kerala Food is traditionally served on a banana leaf and almost every dish has coconut and spices added for flavor, giving its cuisine a sharp pungency that is heightened with the use of tamarind. Seafood is the main diet in coastal Kerala, whereas vegetables are the main diet on the plains.

In Cochin the hotels are operating with wide range of traditional and specialty restaurants as a part of five-star Hotels. There are big number of domestic travelers are attracting to Kerala to enjoy our cuisine and to experience the real taste. There are few dishes in high in demand in Cochin five-star hotels.

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### Objectives of the study.

- To know the influence of traditional Kerala food to attract travelers to Kerala.
- To identify the specific dishes which is with most in demand in the five star hotels in Kochi.

Details	No of respondents
Once	22
Twice	25
Often	50
Not yet tried	3
<b>Total</b>	<b>100</b>

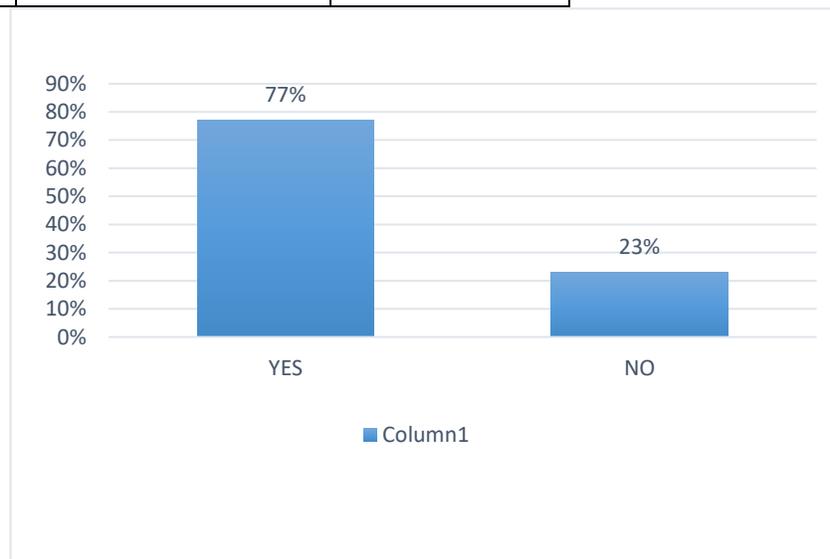
## II. RESEARCH METHODOLOGY

- **Research Design:** A mixed methods research approach to study the role of traditional Kerala cuisine in attracting tourists to Cochin was selected as it gave an opportunity for the wide ranging and diverse issues associated with the concept to be studied in greater depth.
- **Universe:** 5 star Hotels in Cochin.
- **Sampling size:** 100 sampling size from 7 five star hotels.
- **Tool for Data collection:** Questionnaire.
- **Sample Units:** Guests, Travelers.

## III. DATA ANALYSIS, FINDINGS AND RECOMMENDATIONS.

1. Are you visiting Kerala to try the Kerala Traditional foods?

Details	No of Responds	Percentage
Yes	77	77%
No	23	23%
Total	100	100%



**Interpretation.**

The 77% of the travelers are visiting Kerala to try the traditional food and other 23% is coming just to visit Kerala.

2. How many times you have tried traditional food of Kerala?

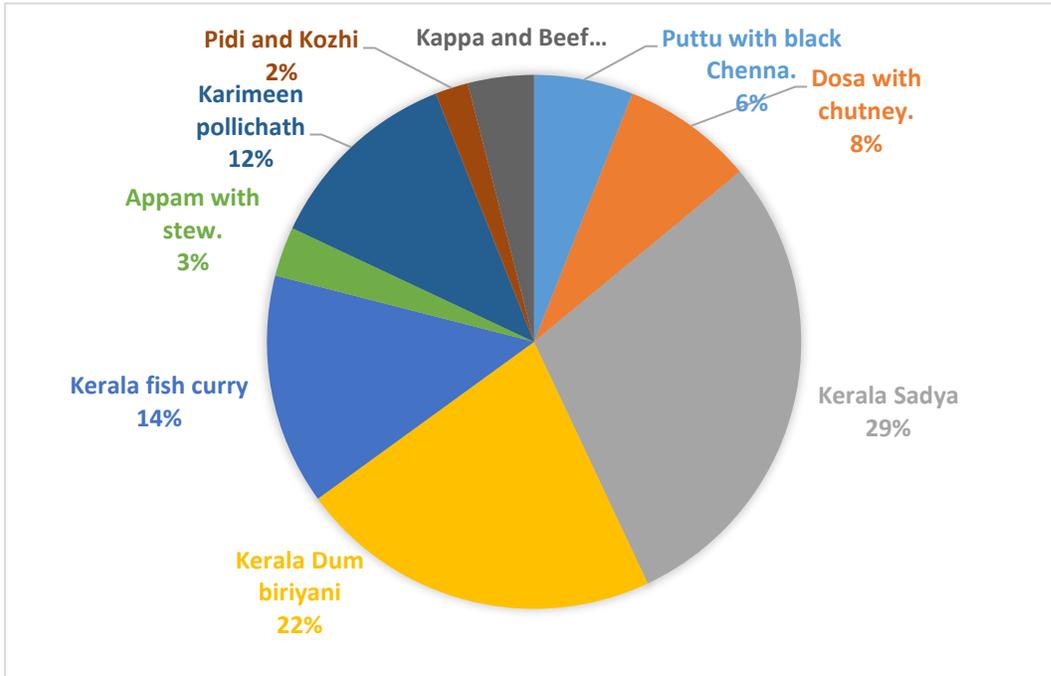


**Interpretation.**

It is found that majority of the respondents (50%) have tried the traditional food very often and 25% have tried twice while they were visiting Kerala and 22% tried only once.

3. Which kind of traditional dish you have tried?

Traditional Dishes.	Respondents
Puttu with black Chena.	6
Dosa with chutney.	8
Kerala Sadya	29
Kerala Dum biryani	22
Kerala fish curry	14
Appam with stew.	3
Karimeen pollichath	12
Pidi and Kozhi	2
Kappa and Beef Curry	4
Total	100

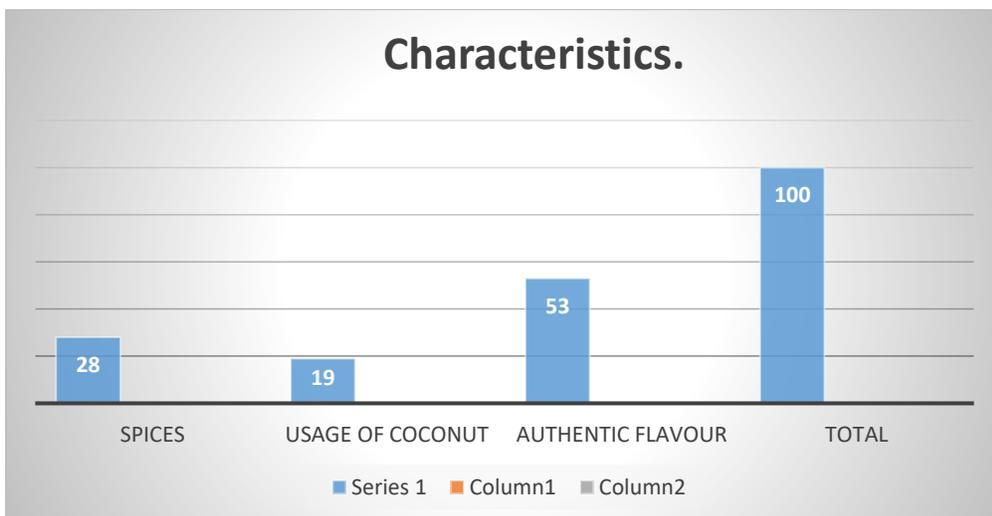


**Interpretation.**

The study says that majority of the people likes the Kerala sadhaya, 22% of the respondents will go for the Kerala Dum biriyani and 14% likes the Kerala fish curry and 12% of the respondents likes the karimeen pollichathu.

4. What makes you to like Kerala traditional food?

Characteristic's	No. Respondents
Spices	28
Usage of coconut	19
Authentic flavor	53
Total	100

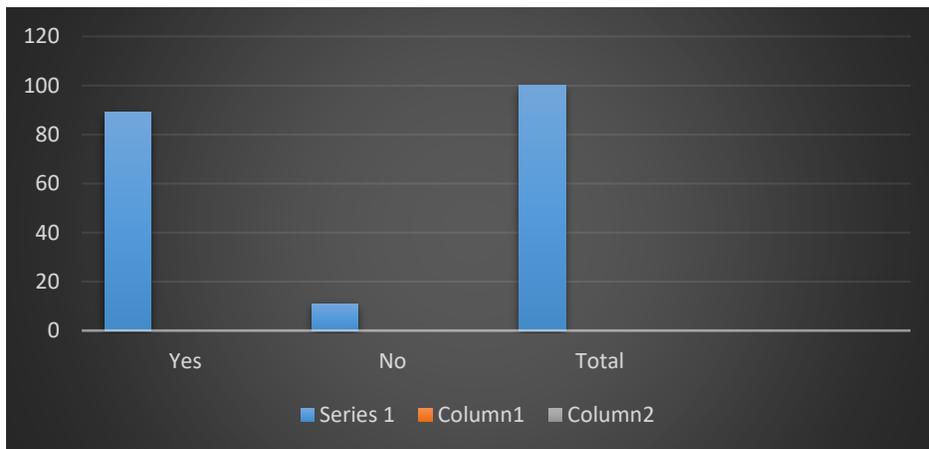


### **Interpretation.**

Most of them respondents likes the authentic flavor of the Kerala foods and 19% of the people likes the coconut and 28% of the likes the different spices which we use.

5. Would you like to come back and try more traditional foods?

<b>Details</b>	<b>No of respondents.</b>
Yes	89
No	11
<b>Total</b>	<b>100</b>



### **Interpretation**

It is found that most of the people (89%) likes to come back to Kerala to try the flavor of Kerala and 11% doesn't like to come back for the food.

### **FINDINGS.**

The majority of the respondent (100%) was Indians and 58% of people from north India and 42% of the respondents from south India. It is found that majority (44%) of the respondents are visited Kerala very often and only 17% of the respondents are visiting Kerala for the second time and 39% of them are visiting for the first time. The 77% of the travelers are visiting Kerala to try the traditional food and other 23% is coming just to visit Kerala. It is found that majority of the respondents (50%) have tried the traditional food very often and 25% have tried twice while they were visiting Kerala and 22% tried only twice. 82% of the respondents have tried only pure traditional food and rest of the 18% tried with the combination of other foods. It is found that most of the people (55%) of the respondents likes to have the lunch traditional food and 38% of them likes the breakfast and 7% likes to have the Dinner.

The study says that majority of the people likes the Kerala sadhaya, 22% of the respondents will go for the Kerala Dum biryani and 14% likes the Kerala fish curry and 12% of the respondents likes the karimeen pollichathu. Most of the respondents likes the authentic flavor of the Kerala foods and 19% of the people likes the coconut and 28% of the people likes the different spices which we use. It is found that most of the

people (89%) likes to come back to Kerala to try the flavor of Kerala and 11% doesn't like to come back for the food. The study shows that the majority of the respondents likes to recommend our traditional food and 25% of the respondents doesn't want to recommend the food.

### **III. SUGGESTIONS**

- As per the study taken by the researcher on “Role of traditional Kerala cuisine in attracting tourists to Kerala”, has vital role in attracting more travelers to Kerala.
- Researcher would suggest that we should give more priority and importance for our own traditional foods.
- We should stick on with our authentic flavor and spices.
- Kerala sadhya and Dum biryani is having a vital role in bringing more guests so we should keep promoting them.

### **IV. CONCLUSION**

Through this study it is observed that most of the travelers are coming back to Kerala to try traditional foods and they like to recommend the same to their family and friends. It increase popularity of our traditional foods and the income of the hotels and other dependent business will go up.

The influence of the traditional food is a major factor to bringing back more travelers to Kerala. Kerala Sadhya and the Kerala Dum biryani take a vital role in attracting more people to the gods own country.

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## **“A study on the Indian Breakfast Menu in Star Hotels in Kerala.”**

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**Abstract-**Breakfast is the first meal of the day, most often eaten in the early morning before undertaking the day work. Some believe it to be the most important meal of the day. among English people, breakfast can be used to refer to this meal or to refer to a meal composed of traditional breakfast foods (such as eggs, porridges, etc.) served at any time of the day. The word literally refers to breaking the fasting period of the prior night. The main objective is to study the various Indian breakfast, its menu and the various type of ingredients used in Indian breakfast. There are high nutritional values in Indian breakfast and most hotels prepare the traditional methods of making for different types of Indian breakfast dishes.

**Keywords: Breakfast, Indian Continent**

## **I.INTRODUCTION**

Breakfast is the first meal of the day, most often eaten in the early morning before undertaking the day's work. Some belief it to be the most important meal of the day among English people, breakfast can be used to refer to this meal or to refer to a meal composed of traditional breakfast foods such as eggs, porridges, etc. served at any time of the day. The word literally refers to breaking the fasting period of the prior night. Breakfast food varies widely from place to place but often includes a carbohydrate such as grains or cereals, fruits, vegetables, protein food such as eggs, meat fish, and a beverage such as tea, coffee, milk, or fruit juice. Coffee, milk, tea, juice breakfast cereals, pancakes, waffles, sausages, French toast, bacon, sweeten breads, fresh fruits, vegetables, eggs baked beans, muffins crumpets and toast with butter, jam are examples. With breakfast commonly referred to as “the most important meal of the day”, particularly for children, some research indicates that having breakfast might lower risk of metabolic disorders.

## **II.OBJECTIVES OF STUDY**

1. To study the most preferred Indian breakfast.
2. To study the different types of Indian breakfast menus.
3. To learn about various types of ingredients used in Indian breakfast foods.

**A. RESEARCH METHODOLOGY:** Both primary and secondary data are used for the study. The questions depend upon the hotels in Cochin Kerala, Ernakulum

**B. METHODS OF DATA COLLECTION:** The data collection for this study is qualitative method.

**1)Type of data:**

Primary data-the data are collected from the survey conducted in hotels in Cochin. Secondary data: The data is collected from journals, online websites, manuals, tourism department offices.

Sample Units: The sample size is 20. The data taken from hotels were selected for the study. Sampling area: The data collecting area for research is Cochin region which constitutes hotels. Sampling Method: The sampling method used for this research is Structured questionnaire sampling. Statistical tool: Bar diagram & pie diagram were used.

**III.REVIEW OF LITERATURE**

**A.Dharwad: Department of Agribusiness management. (2012).** The Indian consumer is waking up to the need of a healthier lifestyle and also to the need to start the day with a King’s breakfast. The affluent urban consumer looks for convenient options to have quick, nutritious and tasty breakfast. The shift to low fat and healthy options, the awareness to keep weight in control and maintain healthy lifestyle is another trend that could make the segment change to top gear. The current study focuses on change in the breakfast pattern of Urban Indians from traditional to modern methods. The study also tries to understand the brand positioning and marketing strategies of companies in the evolving breakfast segment.

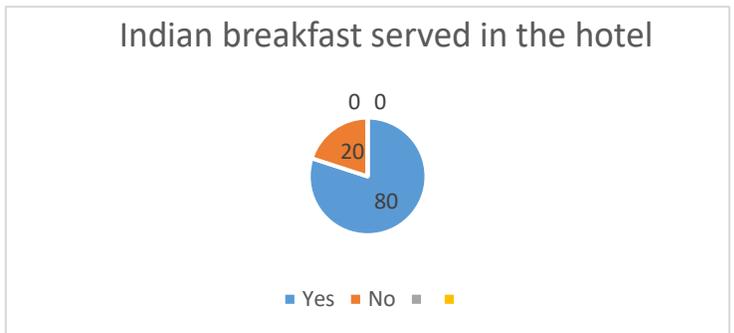
**B.Basch, c. E. (2011).** The outline of the prevalence and disparities of breakfast consumption among school-aged urban minority youth, causal pathways through which skipping breakfast adversely affects academic achievement, and proven or promising approaches for schools to increase breakfast consumption.

**IV. DATA ANALYSIS, FINDINGS, AND RECOMMENDATIONS.**

**Indian breakfast served in the hotel.**

Table 3.1  
Figure 3.1

No of Respondents	100
Yes	80
No	20



### **Interpretation**

The table 3.1 reveals the availability of Indian breakfast in hotels. 80% respondents' Indian breakfast is available, 20% respondents say no.

### **Type of guests mainly demand for the Indian breakfast.**

Table 3.2

No of Respondents	100
Domestic	40
International	60

Figure 3.2



### **Interpretation**

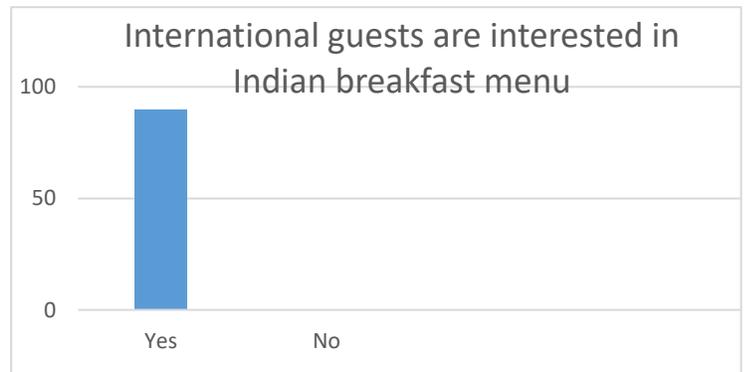
The table 3.2 reveals the type of guest prefer Indian food .60% respondents are international guest and rest 40% are domestic guest.

Interest of International guests in Indian breakfast menu.

Table 3.3

No of Respondents	100
Yes	90
No	10

Figure 3.3.



### **Interpretation**

The table 3.3 reveals the Indian breakfast preferred by international guest .90% prefer Indian breakfast & 10% does not prefer.

### **The most sold breakfast in the hotel.**

Table 3.4.

No of Respondents	100
North Indian	20
South Indian	50
English	15
Continental	15

**Interpretation**

The table 3.4 reveals the most sold Indian breakfast .20% prefer North Indian, 50% prefer South Indian, and rest 15% prefer both English & continental Breakfast.

People preference on any fried foods as their breakfast.

Table 3.5

No of Respondents	100
Yes	25
No	75

**Interpretation**

Table 3.5 reveals the guest prefer fried food for breakfast .75% does not prefer fried food rest 25% prefer fried food for breakfast.

Interest of people in having nonvegetarian food as their breakfast.

Table 3.6

No of Respondents	100
Yes	20
No	80

**Interpretation**

Figure 3.4.

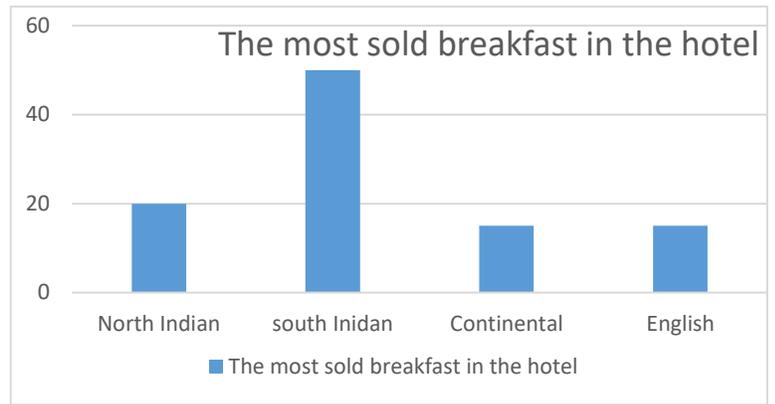


Figure 3.5.

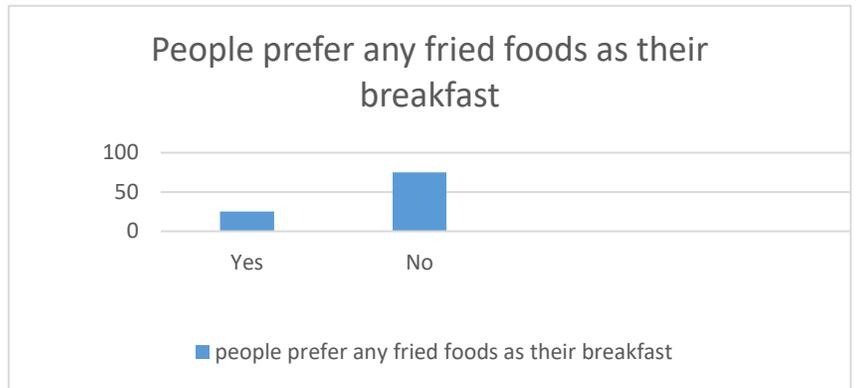


Figure 3.6

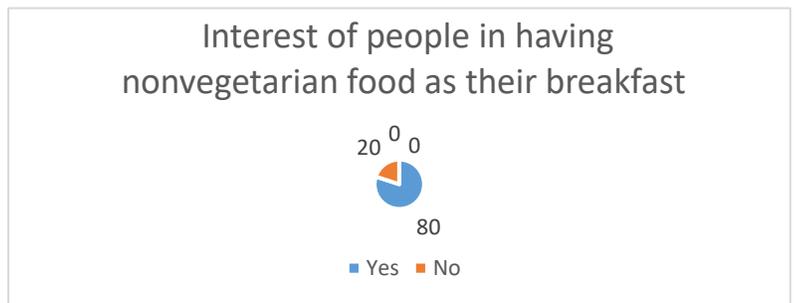


Table 3.6 reveals the guest prefers non-vegetarian food for breakfast .80% does not prefer non-vegetarian food rest 20% prefer non-vegetarian food for breakfast.

The guest preference on any wheat-based foods.

Table 3.7

No of Respondents	100
Yes	75
No	25

Figure 3.7



**Interpretation**

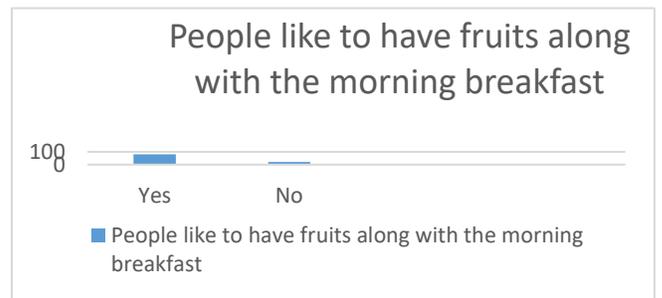
Table 3.7 reveals the guest prefer wheat based food for breakfast .75% prefer wheat based food rest 25% does not prefer wheat based food for breakfast.

**People like to have fruits along with the morning breakfast**

Table 3.8

No of Respondents	100
Yes	80
No	20

Figure 3.8



**Interpretation**

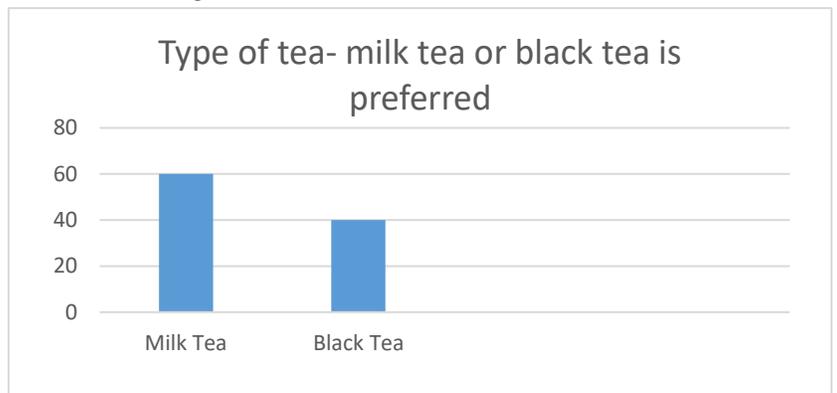
Table 3.8 reveals the guest prefers fruits for breakfast .80% prefer fruits rest 20% does not prefer fruits for breakfast.

**Type of tea- milk tea or black tea is preferred by most of the guest.**

Table 3.9

No of Respondents	100
Milk Tea	60
Black Tea	40

Figure 3.9



**Interpretation**

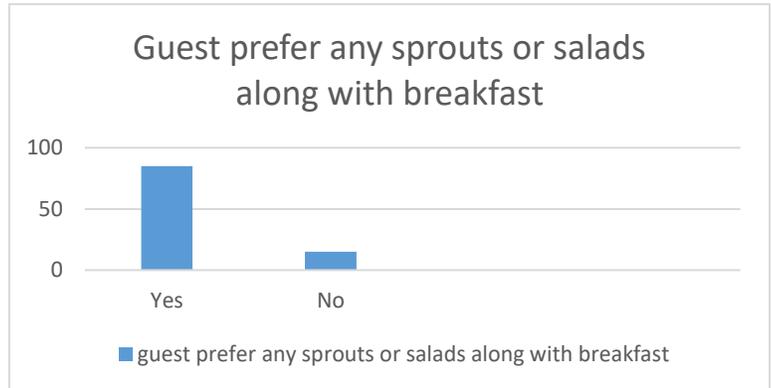
Table 3.9 reveals the guest prefers Milk Tea/Black Tea for breakfast .60% prefer Milk Tea rest 40% prefer Black Tea for breakfast.

The guest preference on any sprouts or salads along with breakfast.

Table 3.10

No of Respondents	100
Yes	85
No	15

Figure 3.10



**Interpretation**

Table 3.10 reveals the guest prefers sprouts / Salads for breakfast .85% prefer sprouts /Salads rest 15% does not prefer sprouts /Salads for breakfast.

**V.FINDINGS OF THE STUDY**

The study shows that Indian breakfast is served in hotels and mainly International guest prefers Indian breakfast and very few prefer other breakfast menu. Majority of the hotel serves both south Indian, north Indian, and few hotels serve English and continental breakfast. Only a few respondents preferred fried foods for breakfast. Majority likes vegetarian foods breakfast. All guest prefers fruits to be included and it's mostly preferred in breakfast by all guest. 15% respondents like to take milk Tea rather than black tea for breakfast.

**VI.CONCLUSION**

Through this research work, it is observed that Indian breakfast is more accepted by the International guest. This research reveals that the hotels serve different breakfast menus but Indian breakfast is much-preferred breakfast, and especially south Indian food is more preferable for breakfast due to healthy nutritional values in Indian breakfast. Indian breakfast is a gold mine of fiber-rich foods, being iron, vitamins, protein and zinc which have a myriad of health benefits that include promoting weight loss, reducing unwanted cravings, lowering blood sugar levels, fighting constipation.

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## “A STUDY ON IMPACT OF EMPLOYEE EMPOWERMENT IN HOTEL INDUSTRY”

-STEPHEN JOSE, III BSC HMCS

**Abstract-**Employee empowerment is considered as an individual and personal strategy where it engages the employee at the level of emotions (McGoldrick, 2005). Employee empowerment encompasses several concepts and issues which cover benefits and goals such as discretion, autonomy, responsibility as well as commitment. While employee empowerment is important to be practiced at the workplace, emotions of employees are also gaining attention. Emotions such as anger, fear, happiness, joy, frustration, pride and many other forms of emotions eventually influence the performance of individual employee at work. Conceptual studies have provided evidence that emotions may contribute to quality of working life which could contribute to both negative and positive impacts on organizational behaviors (Emerson, 2008). Hence, the current study argue that the practice of employee empowerment may help to increase the positive level of employees' emotions at work due to the benefit that empowerment brings to the employees. Accordingly, the empowerment of employees is expected to reduce the negative emotions of employees at work.

Helen has been working at a big resort hotel for over three years. She is quite competent at her job and knows what all of her responsibilities are and uses her knowledge and experience to handle her job in an efficient manner. Each and every day she experiences numerous problems as well as complaints from hotel guests which might include such things as incorrect billing from the use of the automated mini bars, problems with housekeeping services, malfunctions due to worn out room facilities, service delays and a hotel outlets' service shortfalls. For each of these examples, Helen must make a decision as to how to handle the specific problem or complaint. She is aware that there are long lines of guests in the lobby seeking front desk assistance and that her managers are busy with other tasks. As she resolves each one of these problems or complaints using her own judgement, she feels confident that the front desk managers will trust her decisions since they have empowered her with the knowledge to handle the job with confidence without having to seek their assistance for each and every problem. As this example shows, empowering employees can increase their job satisfaction as well as boosting the efficiency and productivity of front desk operations. According to Zeithaml, Bitner and Gremler (2009), it is a company's responsibility to give employees the tool needed to make decisions using their own common sense. In this way employees are able to use empowerment responsibly so that in most cases they will not have to involve their managers when dealing with everyday problems.

Hotel front office operation, as one of the segments found in the hotel industry that involves line functions due to direct interaction with guest, needs to ensure prompt decisions are fostered. However, the delay in decision making inconveniences guests, hence the need for hotel front office operation employee empowerment. In the service sector, what satisfies the customer is not only the product, but also the delivery of quality service and it is the employees who have a tremendous impact on the customers' perceptions of the quality of both the product and the service. So, in essence, the employee is the key ingredient to increase service delivery and subsequent profitability. Organizations desiring to increase profitability through implementation of employee empowerment program are trying to influence the attitude and behavior of these employees. The study intends to determine how hotel organizations influence front office operators' attitude and behavior towards the implementation of employee empowerment.

## **I. STATEMENT OF THE STUDY**

This study, “A study on employee empowerment impacts on hotel front office operations with reference to Five-Star hotels in Kochi” helps to study the various approaches adopted by front office operations in employee empowerment with reference to hotels in Kochi. Hotels in Kochi appear to have changed their philosophy to one not for total employee empowerment, but rather a more complicated management approach that includes some levels of both empowerment and centralization. Therefore, it is important to examine such combinations and to identify the distribution of employee empowerment, and the commitment of the workforce towards such practices in the hotel front office operation in Kochi.

## **II.OBJECTIVES OF THE STUDY**

Bearing in mind the importance of empowerment in the knowledge era, the study findings could help in determining the appropriate tactic in achieving an optimal empowerment program.

- To find ways to enhance employee empowerment among hotel front office operation in Kochi hotels.
- To identify the effect of employee empowerment in front office employees in Kochi.
- To establish the extent to which hotels provide a climate for employee empowerment for hotel front office operation in Kochi.

## **III. SCOPE AND SIGNIFICANCE OF THE STUDY**

- The purpose of the study is to determine the extent of employee empowerment in the hotel front office operation in Kochi.
- The results of the study, findings and recommendations may assist the hotel front office department in Kochi to effectively measure, evaluate and implement employee empowerment practices in its corporate strategy.
- The research may also create new knowledge and broaden employee empowerment concepts in the hotel front office department in Kochi.
- The findings of the study would also help the management of hotel front office operation in Kochi to identify whether their front office employees need to be given more authority and responsibility to handle problems in their work place and to provide better customer service.
- The finding would also serve as a guideline for hotel front office employees concerned to decide whether they should introduce a formal employee empowerment programme in future which would cover the entire employees in the hospitality industry in Kochi.
- The results of this study would be useful for both private and public sector in improvement of the hospitality industry standards in the region.

## **A. RESEARCH METHODOLOGY**

It is the specific procedure or technique used to identify, select, process & analyze about the topic. In research paper, the questionnaire section allows the reader to critically evaluate the studies overall validity & reliability.

## **B. NATURE OF THE STUDY**

The type of study taken place was descriptive in nature. The descriptive study says about the new employee empowerment strategies that are implemented by the Front Office Operations. The data were collected from the following sources.

## **C. AREA OF THE STUDY**

The area of study is focused on the Front office department in 5-star hotels of Kochi.

## **D. VARIABLES OF STUDY**

- **DEPENDENT VARIABLE:** 5-star hotels of Kochi during the pandemic.
- **INDEPENDENT VARIABLE:** New employee empowerment strategies implemented by the Front office department.

## **E. METHODS OF DATA COLLECTION**

The data collection was quantitative method. The method in which is expressed in quantity that are measurable in quantitative method.

- **Primary Data:** It is collected by survey method by distributing questionnaires to the employees of the Front Office department of the Hotels.
- **Secondary Data:** The secondary data was collected from the articles, books and internet.

## **F. SAMPLE DESIGN**

- **Sampling unit:** The respondents were selected from 5-star Hotels of Kochi.
- **Sampling area:** Sampling area selected for the research is 5-star Hotels in Kochi.
- **Sample size:** The sample size collected for the study is 26, the data was taken from hoteliers in 5- star hotels in Kochi.

**Sampling method:** This was done by preparing questionnaire session with front office staffs.

## **I. STATISTICAL TOOL**

- **Bar diagram:** is a visual tool that uses bars to compare data among categories. A bar graph may run horizontally or vertically. The important thing to know is that the longer the bar, the greater its value.

## **J. PERIOD OF THE STUDY**

The period of the study was 2 months.

## **K . LIMITATION OF THE STUDY**

- The study required a lot of travelling within Kochi region and was therefore expensive.
- The other factor was the fact that the researcher was a full-time employee and had problems of getting adequate time to conduct the research.

- It took a lot of time to get the respondents to answer the questionnaire, from the staff working in different properties as they have had a hectic schedule.

In this chapter, the study focuses on the review of related literature on what other authors feel and say about the determination of the extent of employee empowerment in hotel front office operation. Its major thrust was to discuss the definition of employee empowerment, types of employee empowerment, determinates of employee empowerment, levels of employee empowerment, the benefits of employee empowerment, pros and cons of employee empowerment, the implementation of employee empowerment, education level and employee empowerment, communication and employee empowerment, the organization culture and employee empowerment, and the chapter summary. This chapter will help us to know the view of different authors about the topic, “A study of employee empowerment impacts on hotel front office operations with reference to five-star hotels in Kochi”

#### **IV. REVIEW OF LITERATURE**

***A. Improving Front Desk Operations Starts with an Empowered Team Published on Jan 7, 2018 by Robin McLaughlin:*** Front desk employees should be very focused on creating these personal connections with guests in a limited amount of time. Having a stellar front desk team in place is integral to providing a fantastic experience for guests. This empowerment begins at training, during which staff members learn new work habits and the hotel’s policies. New employees’ first need to understand the property’s procedures and operations; to best accomplish this, Koster recommends first training employees in the back of house, away from guests. “To build the foundation without the pressure that comes from interacting with guests gives them confidence when the time comes to put the training into action,” Koster says. This back-of-house training typically includes the systems training, so the employee becomes familiar with the property’s booking software and property management systems, as well as background knowledge on the hotel’s operations and policies. “Once this training is complete, the new associate can stand confidently in front of the guest.”

***B. The Impact of Psychological Empowerment on Work Engagement Published on 18 Oct, 2019 by Meng Q, Sun F:*** Many studies on enterprise organizations have found that psychological empowerment can effectively stimulate individuals’ enthusiasm for work and promote the improvement of job performance. Psychological capital influences job satisfaction and organizational commitment. Whereas engagement seems to be contagious and may spread across members of work teams, leaders have a special role in fostering work engagement among their followers. Empowerment is a key variable in predicting positive organizational outcomes. At present, the concept of psychological empowerment and its structure have been recognized by most scholars. The conceptual structure of psychological empowerment proposed by Thomas et al is widely accepted. They believe that psychological empowerment is a combination of four cognitive components: a sense of impact, competence, meaningfulness, and choice.

***C. A Fragment of the Past: The System of Hotel Front Office Racks by Peter Szende and Pooja Reddy on Sep 2017:*** Prior to the introduction of computerization and other technological updates, front office tasks were performed quite differently, although the front desk was just as integral and the system was extremely orderly and efficient. The evolution of the hotel front-of-house, as overseen by the front office department, over the last several decades indicates larger changes and trends within the hospitality industry itself. This article takes a trip back in time and offers a glimpse of the past through an exploration of the old systems

of hotel front office racks. Today, it would be almost impossible to maintain a room rack or pneumatic tube system because the sheer size and breakdown of contemporary hotels render it completely impracticable. However, hotels in the past were smaller and contained fewer major departments. For example, the New Yorker Hotel's front office consisted of three departments: the reservations department, the mail and information department, and the rooms department.

## **V. BENEFITS AND DRAWBACKS OF EMPOWERMENT IN ORGANIZATIONS**

On deeply analyzing the situation, it could be observed that many benefits and drawbacks are associated with the concept of empowerment in the organization. An organization always tends to seek more profit in order to proceed in its economical background and to be known in its business circle. With this regard, empowerment provided to its employees gives a feel of quick working and fast-growing organization. Empowerment of employees serves not only to the employee, but it provides an immense help to the company.

### **A. Benefits Acquired by the Organization**

It is found that in service industry, empowerment increases productivity, customer service and decision-making. Regarding customer service, an employee gives quick response to the customer because she or he does not waste his time every time referring to the manager. When the empowerment is provided to the employees, it builds self-confidence and makes them capable to create and conceive their own ideas, which is highly beneficial for the organization because it develops competitiveness among the employees, and every employee seeks to score more and more admiration from the authorities. Education, learning and development of human resources in the organization and people participation in managing the organization in addition to improving the individual exploit, will be increased to improve the efficiency of the organization (Etebarian, Salehizadeh, Abzari and Abdolmanafi, 2010).

### **B. Benefits gained by an employee**

From an individual's perspective, empowerment has led in ascending motivation and morale and job satisfaction. Empowerment provides more self-confidence, sense of ownership while plays an important role in improving employee job satisfaction. In organization cultures, job satisfaction comes from the ability of workers to have control over the jobs or feelings of empowerment in their lives at work. Numbers of researches have highlighted the following benefits of employee empowerment within an organization.

- **Increase in employee contribution**

Evidence has been found regarding the increase in contribution of employees in the organizations' activities, as a result of the authority delegated to him. The same could be observed from the research of Osborne and Plastrik (2000) that by empowering employees i.e., giving authority to the frontline employees would result in the improvement of results through increased employee contribution. It was further viewed in the research that by empowering the frontline employees in decision making initiatives, the desired results were achieved by the company.

- **Growth of Interpersonal, Logical, and Guidance skills**

Number of studies has shown that through the empowerment of authority to the employees, organizations are able to encourage the growth of interpersonal, logical and guidance skills among the employees of the organization. This help in bringing the sense of professionalism and commitment towards their work. Kanter and Stein (1979), argued regarding the increase in the power of organization with the dissemination of authorities.

- **More input of ideas**

According to Relations (2008), it has been observed that one of the biggest advantages of the employee's empowerment is that it results in the input of variety of range of ideas. As with the participation of more individuals in the decision-making and planning process within an organization, there would be an increase in the range of ideas so presented by number of employees (Relations, 2008).

- **Increase individual Job satisfaction**

Likewise, many studies have proven that an employee who is enriched with the feeling of empowerment would be more satisfied with his job resulting in the job retention. According to Snipes et al. (2005), there is a direct relationship between the job satisfaction and an employee's empowerment.

### **C. DRAWBACKS OF EMPOWERMENT**

Despite having many advantages, on the other hand, studies have shown the connection between the various drawbacks faced by the organization in the perspective of empowering their employees. These drawbacks are discussed below.

- **Negative use of the power received**

The employee empowerment could also negatively affect the operations of an organization. It has been observed that the power or authority delegated to the employees is in turn wrongly used by them for their personal interests. Moreover, this personal interest of an organization's employee most of time has extreme conflicts with the organizational interest (Relations, 2008).

- **Limited authority to accomplish service needs**

In many organizations, it has been observed that the management of the companies delegates a limited authority to their workers that is not sufficient for the efficient completion of their tasks.

- **Conflicts results in less supervision**

Consortium (1998) defines supervision as an effective measure to control the conflicts among the employees within an organization. Empowerment results in authorizing more power to the parties in conflict. However, Ramsbotham, Woodhouse and Myall (2011) argued that empowerment could be best use for the resolution of conflict among the employees through empowering them to make decisions at their own.

### **VI. FINDINGS**

- Majority of people have given 3 and 4 in level of rating out of 5, as they feel their front office employees are empowered in their hotel.
- Most of the people has answered as 'YES' as they feel that Empowerment of Employees is necessary in Decision making.
- Based on the study majority of people agree that hotel provides a conducive environment for employee empowerment to the hotel Front Office Operations in Kochi.
- Respondents have selected 'All of the above' option as they believe all the factors help in the promotion of employee empowerment.
- Larger number of people agree that challenges faced by hotel Front Office Employees help to improve their working efficiency.

- Most number of people strongly agree that employee empowerment is helpful in career growth.
- Larger number of people agree that Employee Empowerment helps in customer satisfaction.
- Majority of people have supported ‘Yes’ as they believe that Front Office Employees get job satisfaction through employee empowerment.
- Respondents agree that employee empowerment have a positive effect in organizational growth.
- Based on the study most of the people agree that Employee empowerment promotes innovative ideas for organizational growth.
- Greater number of people agree that employee empowerment have direct effect on employees.
- Majority of people agree that Employee empowerment influences behavioral and attitude change in an employee.
- It’s estimated that larger number of people agree that Employee empowerment should be practiced by HR department in every Hotel.
- Larger number of people of agree that Employee empowerment increases employees’ responsibility.
- Respondents agree that Supervisors plays a crucial role in employee empowerment.

## **VII.SUGGESTIONS**

- Managers should always train and encourage their employees in the hotel front office working environment.
- There should be training for management and front-line staff on the value of employee empowerment in industries with strong client interaction.
- Excellent performance by employees should be rewarded.
- There is a need for workers to be trained on employee empowerment concepts.
- Management should establish a strategy framework within which success measuring tools can be utilized. As a result, employees will have a better understanding of how to practice and measure empowerment, growth, and challenge opportunities, as well as the goals that must be met.
- All hurdles that prevent employees from working in an empowered atmosphere should be removed by the organization.
- The manager is always welcome to help his staff to make good decisions by coaching, training and providing necessary information.

## **VII. CONCLUSION**

Based on the topic, “A study on employee empowerment impacts on hotel front office operations with reference to five-star hotels in Kochi.” Helped us to understand that Employee empowerment has significantly close relationship with employees’ job-related outcomes such as job satisfaction, job performance and organizational commitment. It helped to identify several advantages e.g., more input of ideas, growth of interpersonal and guidance skills. The study was prompted by the desire to determine the levels of employee empowerment in the hotel front office operation in Kochi and to assess the impact of these levels of employee empowerment on products in hotel front office as well as to find possible ways on which employee empowerment levels can be improved. The study also focused on empowerment of front office employees, their working environment, role of supervisors/managers which can play a crucial role in employee empowerment. Empowerment impacts have both positive and negative effect on employees, which an employee should identify and use it efficiently, which will help them in promotion

and improve their working style effectively. The problem that necessitated this study was to find out whether employee empowerment is being practiced in the hotel front office operation in Kochi. If practiced to what extent? If not, what could be the causes of failure? Despite of that hiccup, findings of this research will be helpful to hotels and lodges in the hospitality industry to evaluate the advantages and disadvantages of implementing employee empowerment.

Furthermore, the research will benefit the industry by providing recommendations that can improve the hotel's productivity, customers' satisfaction as well as improving the employee- employers; working relationship. In essence, it is however quite possible to have hutch and clue of the general view of the impact of employee empowerment in hospitality industry

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# **“THE DEVELOPMENT OF SUSTAINABLE TOURISM IN KERALA WITH SPECIAL REFERENCE TO CHERAI”**

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**Abstract-**As tourism is one of the fastest growing industries today, The mission for responsible tourism Kerala was implemented with the intention to use tourism in Kerala as a tool for the development and empowerment of villagers through sustainable tourism.

This study was launched as a response to the lack of studies on how sustainable tourism strategies are actually used in destinations especially Cherai. The study was directed to Sustainable Business Practices, Community Development, and Environmental Stewardship at Cherai

The main findings of the study indicate that although tourism refers to a level of tourism activity that can be maintained over the long term because it results in a net benefit for the social, economic, natural and cultural environments of the area in which it takes place at Cherai area. At the end of the study that describes how sustainable tourism has the potential to make a better place – by bringing economic benefits to poorer destinations, through cultural exchange & understanding, and through self-growth.

Key words: Sustainable Tourism, Economical and social benefit for destination, Development and empowerment of villages.

## **I. INTRODUCTION**

Sustainable tourism is defined by the UN Environment Program and UN World Tourism Organization as “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities. Sustainable tourism is a concept that covers the complete tourism experience, including concern for economic, social and environmental issues as well as attention to improving tourists' experiences and addressing the needs of host communities. Tourism can be related for leisure, business and visiting the friends and relatives and can also include means of transportation related to tourism.

Sustainable tourism in India, United Nations declared 2017 as the International year of sustainable tourism for development. ... In India, the tourism sector is based on its unique endowments of biodiversity, forests, rivers, and its rich culture and heritage. Tourism hence has the potential of being a responsible, sustainable, income provider. Sustainability can be achieved by increasing community participation in business, where collaborative community models like cooperatives and Self Help Groups offer platforms that promote inclusive growth and strengthen backward linkages of the industry, apart from ensuring social equity.

Sustainable tourism in Kerala was implemented with the intention to use tourism in Kerala as a tool for the development and empowerment of villagers through sustainable tourism model, encourage community living through home stays, and promoting Eco-living initiatives. Kerala is famous especially for its ecotourism. Its unique culture and traditions, coupled with its varied demography, has made Kerala one of the most popular tourist destinations in the world.

About Cherai around two dozen kilometers from the industrial district of Ernakulam and to the side of the Vypeen Island lies every swimmer’s paradise, Cherai beach. It is a favourite haunt of those looking for a relaxing swim with the backdrop of coconut groves being the added incentive. The area itself has seen many new resorts and hotels crop up, which have facilitated the increase in tourist activity. Today it is among st the most visited beaches in Kerala with a view that make it near impossible to tear yourself away once you get there.

## II. OBJECTIVES OF THE STUDY

1. To assess the accessibility and amenities in the Cherai beach.
2. To assess the socio-cultural, economic and environmental impact of tourism in the Cherai beach.
3. To assess the economic viability and employment quality of tourism in Cherai.
4. To assess the social equity and visitors fulfillment of tourism in Cherai.
5. To asses the cultural richness and environment purity of tourism in Cherai.

## III. RESEARCH METHODOLOGY

- **Research Design:**The present study is empirical in nature based on both primary and secondary data. The sample, data source and tools of analysis used for the study are given in the following sections
- **Universe:**Tourist and Host from the destination
- **Sampling size:**100 sampling size from destination.
- **Tool for Data collection:**Questionnaire.
- **Sample Units:**Tourist(Domestic and Foreign) and Host community.

## IV. DATA ANALYSIS, FINDINGS AND RECOMMENDATIONS.

The present chapter has been devoted to make an in-depth analysis of primary data collected from the respondents. For the ease of analysis, the chapter is divided into two sections. First section (Section A) deals with the facilities and accessibility to Cherai beach and second section (Section B) deals with the socio- cultural, economic and environmental impact of tourism on Cerai beach.

Table 1: Personal Traits of Host Community

Variables		No	Percentage
<b>Gender</b>	Male	32	80%
	Female	08	20%
<b>Age</b>	Adult	35	87.5%
	Child	-	
	Senior citizen	05	12.5%
<b>Education</b>	SSLC	15	37.5%
	Plus Two	10	25%
	Graduate and above	15	37.5%
<b>Occupation</b>	Salaried	10	25%
	Business	25	62.5%
	Agriculture		
	Others	05	12.5%

Source: Primary Data Source-Figures in parenthesis show percentages.

The table 1 depicts that majority(80%) of the respondents are male. The age wise classification shows that (87.5%) are adult, followed by (12.5%) are senior citizen and (0%) from child. The education wise most of the people (37.5%) are graduate and occupation wise(62.5%) are own business and followed by (25%) are salaried.

Personal traits and tour particulars of Tourists

Table 2: Nationality

Source: Primary Data. Figures in Parenthesis show percentage

<b>Nationality /Region</b>		
<b>Domestic</b>	Kerala	<b>50 (83.3%)</b>
	Other states	<b>05 (8.3%)</b>
<b>Foreign</b>	Europe	<b>05 (8.3%)</b>
	Other Countries	-

Table 2 reveals that majorities (83.3%) are from Kerala,(8.3%) are from out of Kerala and (8.3%) from foreign.

## **V. MAJOR FINDINGS OF STUDIES**

### **1. Profile of the host community**

Majorities of the respondents are male (80%) and most of them are adult (87.5%), The education qualifications(37.5%) .majorities are graduates and most of the people are in business(62.5%). Most of the host community are born and brought up in the destination and more than three fourth of them are either directly or indirectly related to tourism.

### **2. Personal Traits of Tourist**

Tourist (83.3%) are from Kerala and (8.3%) are others from other state. Foreign(8.3%) from Europe.

### **3. Tour Particulars**

Most of the domestic travelers (72%) are regular visitors in Cherai whereas foreigners (80%) second time visited Cherai. The purpose of travel both domestic and foreign tourist are pleasure and relaxation. Mode of transportation domestic travelers used own vehicle but foreign through tour operator. In case of accommodation most of the domestic travelers are staying own home, foreigners are in hotel. The analysis reveals that visual media play a very important role in imparting information to the tourists.

### **4. Accessibility and Tangibility**

Regarding the transportation facilities at the destination most of the domestic, foreign tourist and host community opined that there exists good system of transportation. Most of the domestic, foreign tourists and host community rated the available accommodation facility as Excellent. As regards quality of food and beverages available at restaurants, most of the tourists opined it as good. Regarding the basic amenities like drinking water, hospitals, banking facilitates are availability in Cherai is good opinionated by domestic, foreign tourist and host community also. Communication facilities available also good in Cherai opined by all threes Public light facilities are good in Cherai by domestic, foreign and host community. With regard to the quality of shopping facility at the destination, all of the tourists evaluate it as good,

## **5. Intangible Facility**

Most of the tourists rated the publicity of tourism products and the working of Tourism Information Centres as good. Majority of the tourists are of the opinion that the sightseeing packages, facilities for adventure activities and safety and security facilities available at the destination are good. Most of the tourists is of the opinion that good quality rejuvenation facilities are available at the destination. Entire tourists are of the opinion that the law and order facility at the destination is good. The entire tourists rated the quality tourist guide services, overall environment at the destination and the attitude and approach of the host community as good.

## **6. Cost facility at the destination**

All the tourist opined that cost of transportation at Cherai is moderate. The cost of accommodation facilities in Cherai is moderate is opined by both domestic and foreign tourist. All of the tourist like domestic and foreign opined that cost of food and beverage facilities are moderate. The cost of basic amenities are moderate in Cherai.

## **7. Socio- culture impact of tourism in Cherai**

A major chunk of the host community is of the opinion that tourism promotes social interaction, cultural exchange, cultural education and cultural advancement. A large majority of the local community opined that tourism leads to the preservation of cultural identity, revival of traditional arts and that it also ensures restoration of historical sites. A major portion of the host population viewed that tourism doesn't make changes in the art, craft and festivals. A large community of host opined that tourism com modifies culture and traditional way of life. Majority of the local population disagree with the statements that tourism leads to sexual abuse, prostitution and intensifies spreading of diseases. A large portion of the local people also holds the view that tourism leads to the displacement of community. Majority of host agree that tourism spreads the intensity of disease.

## **8. Economic impact of tourism in Cherai**

Most of the local community opined that tourism creates job opportunities, motivates new business, expands the existing units and also increases the income of the local community. The people in the destination feels that tourism improves educational facilities in the locality, improves standard of living of the people and the infrastructure of the locality. Majority of the hosts viewed that tourism promotes gender equality, more shopping opportunities and leads to the development of rural areas. A large portion of the local people opined that tourism leads to shortage of consumables and it increases tax burden and the cost of living. Host opined that tourism improves the standard of living.

## **9. Environmental Impact of Tourism in Cherai**

As regards the impacts of tourism on environment a share by the local people opined that tourism increases environmental consciousness, improves the quality of public services and also improves waste management. The local people also expressed that tourism generates sufficient funds for the preservation of nature. A large portion of local population viewed that tourism leads to increased pollution, scarcity of water and electricity and also creates certain sanitation problems in the local environment. The people in the local area expresses the view that tourism leads to climate change, degradation of natural resources, damages to biodiversity and leads to deforestation.

## **V. SUGGESIONS**

Construct High Quality Motor able Road Network. Set-up Hospitals with Modern Facilities. Set-up Recreational Facilities. Give Due Consideration to the Local Community. Set-up Other Industries at Tourism Destinations

## VI. CONCLUSION

The present study has been conducted to examine the various factors which need attention for the sustainable development of Cherai beach, especially to find out major tourism product of the Kerala. Accessibility to the destination and availability of various facilities –both tangible and intangible are the Pre-requisites for the development of any destination. While spotting out the availability of quality facilities at the destinations, it is observed that there exist good system of transport, good accommodation facilities, supply of quality food and beverages, quality drinking water and good sanitation, banking and shopping facilities. It is remarkable to note that good motor able road networks, hospital and recreation facilities and above all proper public lightening system, which will be considered as symbols of civilized society, are lacking. Certain intangible factors such as publicity, law and order, service of tourist guide, etc., will also attract the tourists to a destination.

Cost is a prime criterion which determines the itinerary of budget class travellers. Cost of the amenities and accommodation in Cherai is moderate only. Its a befit of tourist can avail the facilities in Cherai. socio-cultural impact, it is revealed that tourism promotes social interaction, preserves cultural diversity and revives traditional arts. It is but criticized that tourism leads to create demonstration effect, high use of drug, sexual abuse and degradation of local language.

Economic impact, it is disclosed that tourism creates job opportunities, improves educational facilities and promotes shopping opportunities. It is also spotted that tourism leads to shortage of consumables and prevents setting up of new industries in other sectors. Tourism improves the quality of public service, increases environmental conscience and generates fund for the preservation of nature.

It can be concluded that Cherai is realized as one of the most important tourism product in the State, in terms of revenue and provision of employment. The sale ability of beach tourism as a tourism product depends upon the accessibility and facilities (both tangible and intangible) available at the destination. In addition the price of the facilities should be moderately fixed to match to the pocket of budget travellers. Tourism has made positive impact on the economic dimension in the life of local communities.

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# **“STUDY ON TRAINING AND DEVELOPMENT TOWARDS MAINTAINING EMPLOYEE MORALE IN THE HOTEL INDUSTRY”**

**AJAY JOY – III-year B.Sc. HMCA**

It is an exploratory study based on literature review, on training programs within the hotel industry. The information gathered and discerned in this paper will explore the training needs of the employees in hotel industry and will give an insight on effectiveness of training and development in hotel industry. Since all employees need training and development no matter what industry they are in, other industries' insights may offer new perspectives to the hotel industry. Another constraint in this paper is the term training to encompass both training and development. Training is the activities that are designed to provide learners with the knowledge and skills needed for their present jobs whereas development is the learning that goes beyond today's job and has a more longterm focus. Although training and development usually go hand in hand, they differ in that training can be done by all staff, whereas development is usually undertaken by the trainee's supervisors or managers. Training also tends to be more specific while development looks more at the long-term professional goals. The trainer will teach specific skills and knowledge to the trainee in order to obtain specific goals for their present position. During the development process, staff will meet with their supervisor and or manager to discuss their strengths and weaknesses, and how to improve work performances to help expand and broaden their current career path.

**Key words: Employee morale | Training methods | Training and development | Employee satisfaction**

## **INTRODUCTION**

Employee morale is defined as the attitude, satisfaction and overall outlook of employees during their association with an organization or a business. An employee that is satisfied and motivated at workplace usually tend to have a higher morale than their counterparts. Employee engagement and employee satisfaction play an important role for employees to be happy in their workplace. On the contrary, employees who are not happy in their workplace, who constantly complain and crib about the various attributes in an organization, like employee policies, workplace culture, facilities at work etc. tend to have a low employee morale. This is quite evident in their behavior. Employee morale is a complex concept because it involves a lot of factors that affect their morale. Employee morale is vital to organization culture- a positive collective attitude will create a positive working environment for everyone. In the light of the continuous developments and the competitiveness, excellence and success are considered strategic goals for any business premises and similarly hospitality establishments. Today, with the increase of competition, the investment in human resources has become an important part of the strategies to be competitive. One of the unrivaled sources of power that contributes to ensure growth and steadiness in modern hospitality industry is the implementation of the talent acquisition strategy. Talent acquisition is a new methodology and technique aims to activate the role of talents, focuses on them in the processes and organizational change, select talented leaders, managers, and employees in all functions level, and develops the quality of human resources to accomplish high achievements. Talent acquisition is developing the necessary human resources to achieve the strategic aims of the establishments, through its efforts to fit the skills of working employees

with current and future business needs. The discovery of talent is being considered as the primary and main task of HR departments besides their main functions of recruitment, selection and training. According to the Pareto principle of 20/80 rule, Iles et al. (2010) mentioned that 20% of the human resources can add value to 80% of the business objectives, so the companies have to invest in the talented staff to achieve 80% of its goals.

## **REVIEW OF LITERATURE**

***THIS IS WHY YOUR EMPLOYEE MORALE IS POOR (And What to Do About It), STEVE DIGIOIA, 29 OCTOBER 2018,*** The Author says about Increased wait times, dreadful closing percentages and low productivity; that's what was in store for me as I entered the contact center. Sounds like fun, right? Oh, I forgot to tell you, employee morale is poor too! How many times have you heard executives talking about how to increase employee morale and wonder how they ever got promoted to their positions in the first place? They have no clue how to do it and what tactics to use to fix the issues in their departments. They try rah-rah sessions, schedule more meetings and add another training class or two and still, their employees have the longest faces you've ever seen. Too many contact centers are more concerned about having their agents spend the least amount of time on each call than they are about resolving the issues their customers are having. If we can't fix the problem, or provide the information the caller's requests, moving quickly onto the next caller won't do us any good. Most agents genuinely want what's best for customers and become frustrated when supervisors rush them off the phone. They lose their motivation to provide exceptional service when they see management's focus is elsewhere

***THE IMPORTANCE OF TRAINING & DEVELOPMENT IN THE HOSPITALITY INDUSTRY, UTPAL BHOYAL, 28 JULY 2015,*** The Author says about Running a hotel is not an easy task. With turnovers, a competitive marketplace and high customer expectations, hotels have a lot on their plate, and we aren't talking about a buffet! An Oculus hotel training and mystery shopping program can help you bring your sales and reservations teams up to speed on what needs to get done to convert more reservations, up sell your rooms and sell more in-room dining. The chief function of businesses in the hospitality industry is to serve people -- whether it's food, lodging or a combination of these and other services. The importance of employee training and development in hospitality can't be overstated, because every job ultimately aims for guest satisfaction. Workers in every facet of hospitality, from dishwashers to managers and owners, affect the guest experience. Without proper training, employee-guest encounters can go off track, affecting your bottom line. Training can be expensive, but the benefits can outweigh the costs involved.

## **OBJECTIVES**

- To understand various training methods used to boost employee morale
- To find employee satisfaction towards training
- To study how to maintain employee morale in the hotel industry

## RESEARCH METHODOLOGY

Research methodology is specific procedure of technique used to identify, select, process and analysis about the topic. In research paper the methodology section allows the reader to critically evaluate the studies overall validity and reliability

## DATA ANALYSIS AND INTERPRETATION

Employee morale resulting in better and positive employee relationship

Table 4.2.1

Sl No	Particulars	No.of Respondents	Percentage
1	Yes	13	87
2	No	2	13
3	Total	15	100

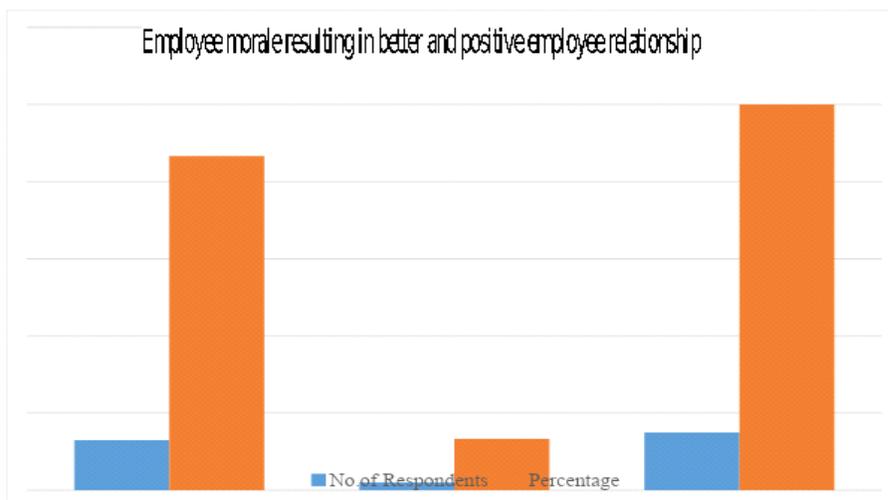


Figure 4.2.1

INTERPRETATION: According to table 4.2.1 and figure 4.2.1 87% response Employee morale resulting in better and positive employee relationship and 13% response Employee morale not resulting in better and positive employee relationship.

Employee morale in the hotel

Table 4.2.2

Si no	Particulars	No.of Respondents	Percentage
1	Good	12	80
	Average	3	20
3	below average	0	0
4	Total	15	100



Figure 4.2.2

INTERPRETATION: According to table 4.2.2 and figure 4.2.2 80% response Employee morale in the hotel are good and 20% response Employee morale in the hotel is average and 0% response below average in employee morale in the hotel.

Perceive of the morale in the hotel

Table 4.2.3

Sl no	Particulars	No. of Respondents	Percentage
1	Fair	7	47
2	Poor	3	20
3	Good	5	33
4	Total	15	100



Figure 4.2.3

INTERPRETATION: According to table 4.2.3 and figure 4.2.3 47% response Perceive of the morale in the hotel are fair and 20% response Perceive of the morale in the hotel are poor and 33% response Perceive of the morale in the hotel are good.

Workplace stress affecting your life outside of work

Table 4.2.4

Sl no	Particulars	No.of Respondents	Percentage
1	Not at all	11	73
2	Slightly	2	13
3	Very much	2	14
4	Total	15	100

Table 4.2

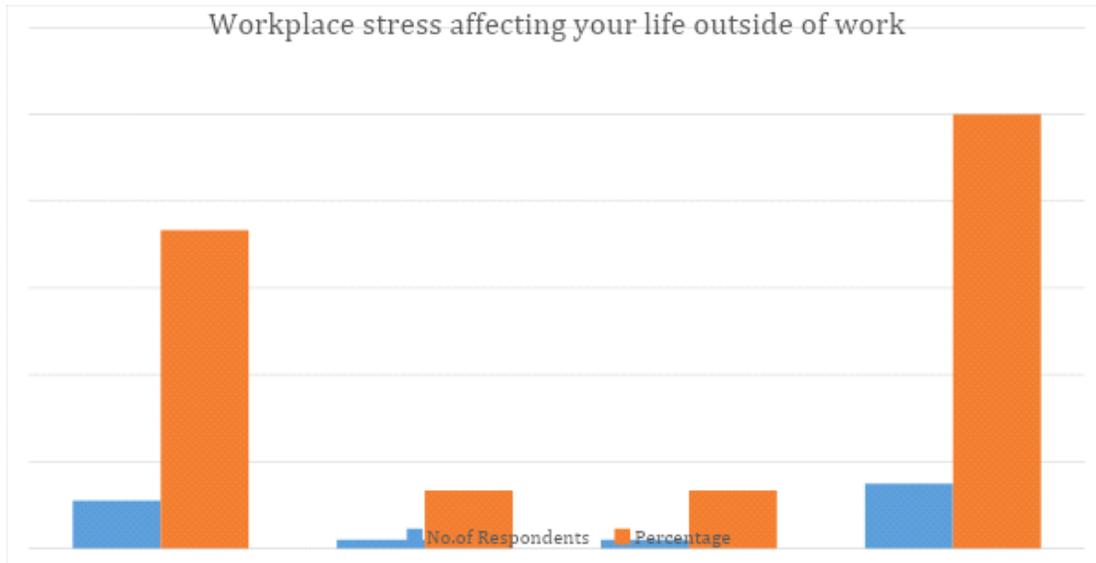


Figure 4.2.4

INTERPRETATION: According to table 4.2.4 and figure 4.2.4 73% response Workplace stress affecting your life outside of work and 13% response Workplace stress affecting your life outside of work are slightly affected and 14% response Workplace stress affecting your life outside of work are affected very much Present training system

Table 4.2.5

Sl.No	Particulars	No.of Respondents	Percentage
1	Excellent	9	60
2	Average	4	27
3	Below average	2	13
4	Total	15	100

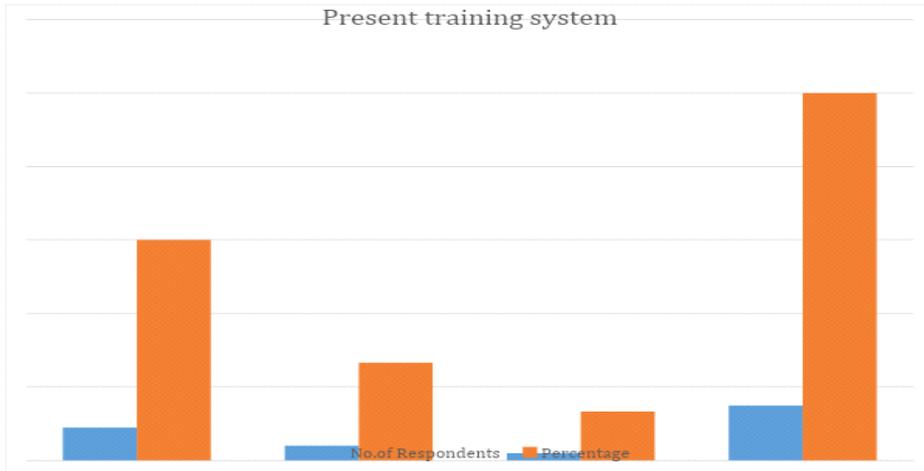


Figure 4.2.5

INTERPRETATION: According to table 4.2.5 and figure 4.2.5 60% response present training system are excellent and 27% response present training system are average and 13% response present training system are below average

Training helps to improve teamwork in the hotel

Table 4.2.6

Sl.No	Particulars	No. of Respondents	Percentage
1	very helpful	8	53
2	slightly helpful	6	40
3	not at all help full	1	7
4	Total	15	100

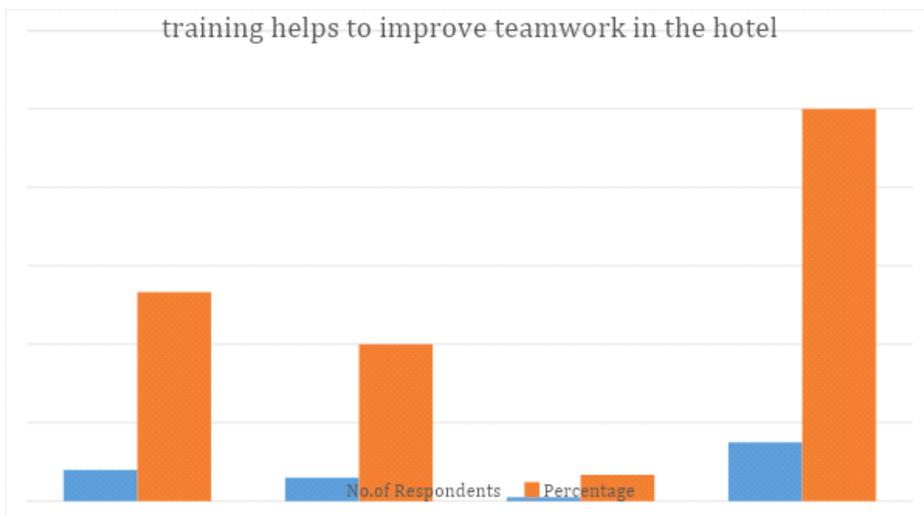


Figure 4.2.6

INTERPRETATION: According to table 4.2.6 and figure 4.2.6 53% response training are very helpful to improve the team work in the hotel and 40% response training is slightly helpful for improving teamwork and 7% response training not at all helpful to improve teamwork.

Training provided by hotel is satisfied

Table 4.2.7

Sl.No	Particulars	No.of Respondents	Percentage
1	Satisfied	9	60
2	Neutral	5	33
3	Not satisfied	1	7
4	TOTAL	15	100



Figure 4.2.7

INTERPRETATION: According to table 4.2.7 and figure 4.2.7 60% response Training provided by hotel is satisfied and 33% response Training provided by hotel is neutral and 7% response Training provided by hotel is not satisfied

Training held on the hotel

Table 4.2.8

Sl.No	Particulars	No. of Respondents	Percentage
1	Just once at beginning	2	13
2	Once a year	1	7
3	Twice a year	1	7
4	Once a month	11	73
5	Total	15	100

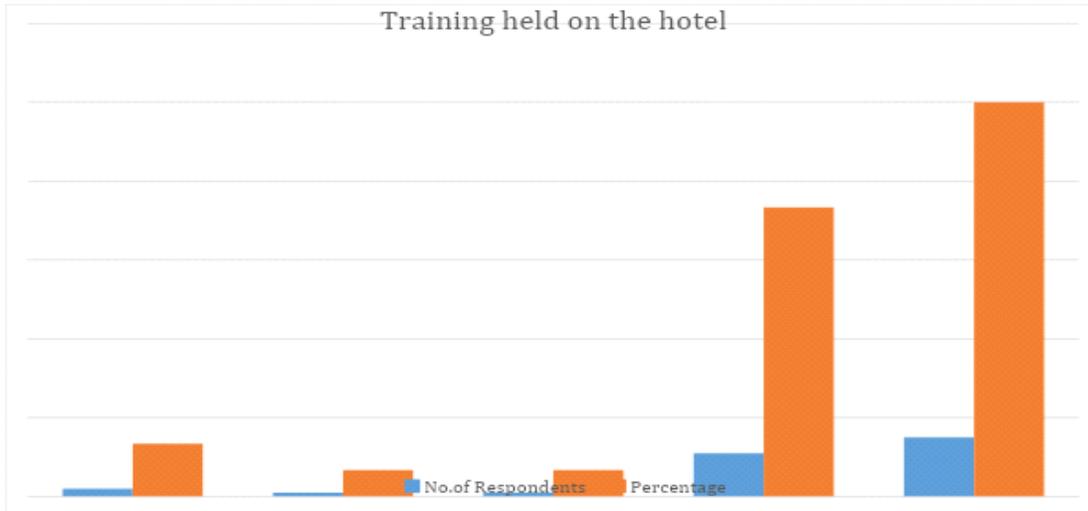


Figure 4.2.8

INTERPRETATION: According to table 4.2.9 and figure 4.2.9 13% response training held on the hotel just once at beginning and 7% response training held on the hotel once a year and 7% response training held on the hotel twice a year and 73% response training held on the hotel once a month

Co-operation of HR department is very well

Table 4.2.9

No	Particulars	No. of Respondents	Percentage
1	Yes	14	93
2	No	0	0
3	Sometimes	1	7
4	Never	0	0
5	Total	15	100

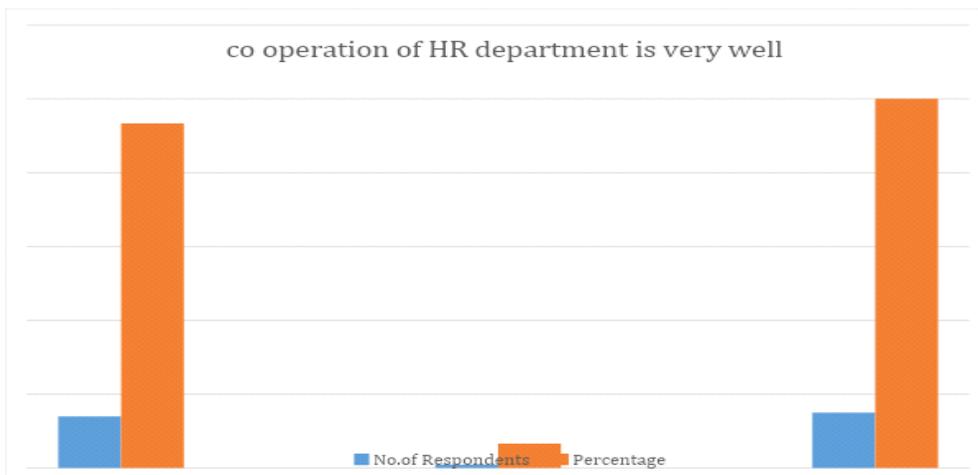


Figure 4.2.9

INTERPRETATION: According to table 4.2.9 and figure 4.2.9 93% response co-operation of HR department is very well and 7% response co-operation of HR department is sometimes.

Maintain employee's morale in hotel

Table 4.2.10

No	Particulars	No.of Respondents	Percentage
1	Conducting training	3	20
2	Collecting feedback	8	53
3	supervision	4	27
4	total	15	100



Figure 4.2.10

INTERPRETATION: According to table 4.2.10 and figure 4.2.10 20% response Maintain employee's morale in hotel by Conducting training and 53% response Maintain employee's morale in hotel by collecting feedback and 27% response Maintain employee's morale in hotel by supervision

Hotel provides training periodically

Table 4.2.11

No	Particulars	No.of Respondents	Percentage
1	Agree	7	47
2	Neutral	8	53
3	Disagree	0	0
4	Total	15	100

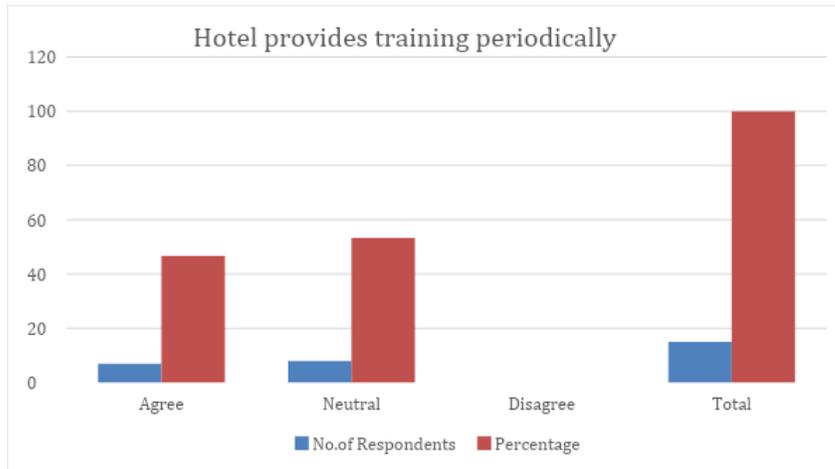


Figure 4.2.11

INTERPRETATION: According to table 4.2.11 and figure 4.2.11 47% response agree hotel provides training periodically and 53% response hotel provides training periodically neutral and 0% response disagree hotel provides training periodically

Training & development in the hotel helps to motivate self

Table 4.2.12

Sl.No	Particulars	No. of Respondents	Percentage
1	Motivated	9	60
2	Partially motivated	4	27
3	Not motivated	2	13
4	Total	15	100

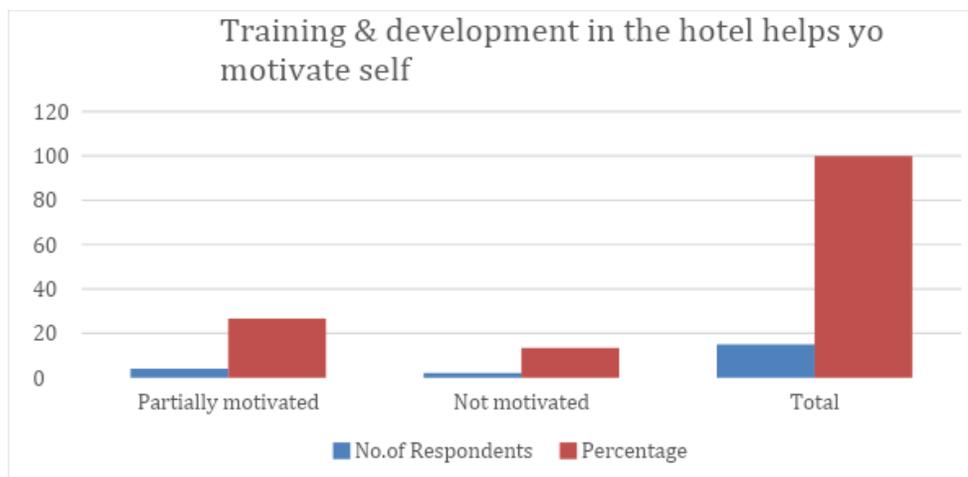


Figure 4.2.12

INTERPRETATION: According to table 4.2.12 and figure 4.2.12 60% response Training & development in the hotel helps to motivated and 27% response Training & development in the hotel helps to partially motivated and 13% response Training & development in the hotel helps to not motivated.

Training in the hotel is important

Table 4.2.13

No	Particulars	No.of Respondents	Percentage
1	Motivates employees and help perform better	3	20
2	Encourage self-development and confidence	8	54
3	Help organization development	4	26
4	Total	15	100

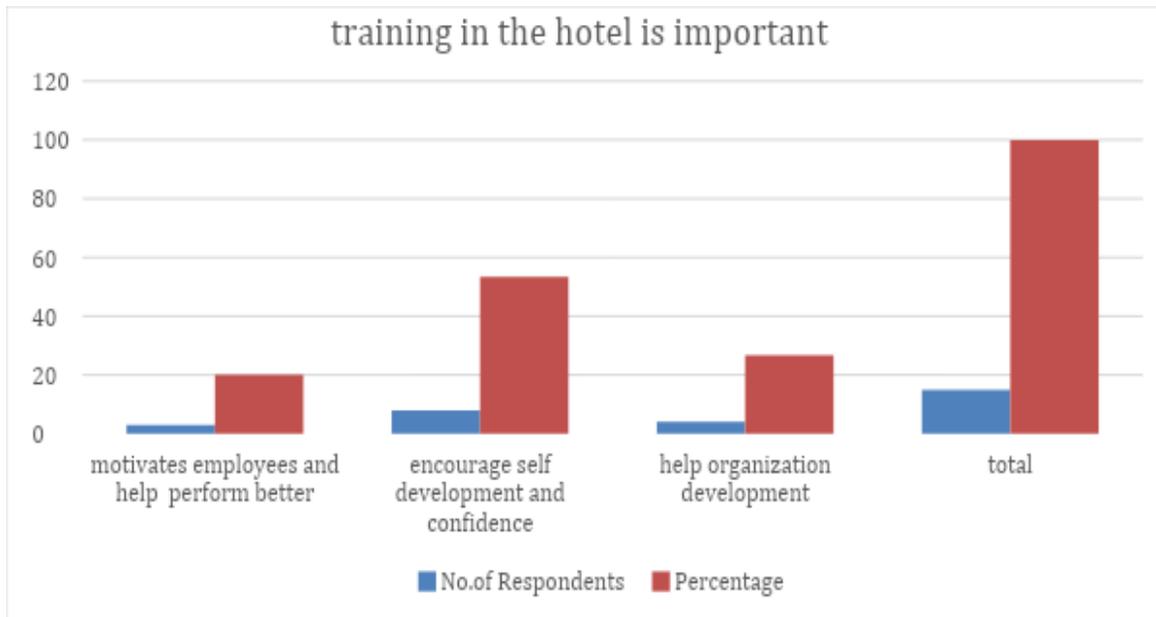


Figure 4.2.13

INTERPRETATION: According to table 4.2.13 and figure 4.2.13 20% response training in the hotel is motivates employees and help perform better and 54% response training in the hotel is encourage self-development and confidence and 26% response training in the hotel is help organization development.

Training in the hotel is satisfied

Table 4.2.14

Sl.No	Particulars	No.of Respondents	Percentage
1	Satisfied	11	73
2	Neutral	4	27
3	Not satisfied	0	0
4	Total	15	100



Figure 4.2.14

INTERPRETATION: According to table 4.2.14 and figure 4.2.14 73% response training in the hotel is satisfied and 27% response training in the hotel is neutral and 0% response training in the hotel is not satisfied.

Training in the hotel

Table 4.2.15

Sl.No	Particulars	No. of Respondents	Percentage
1	Mandatory	13	87
2	Optional	2	13
3	Not mandatory	0	0
4	Total	15	100

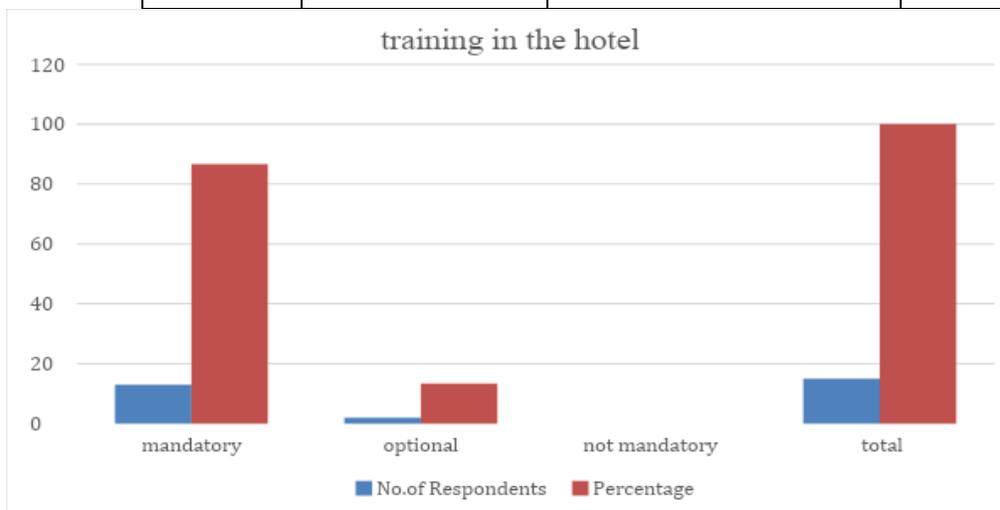


Figure 4.2.15

INTERPRETATION: According to table 4.2.15 and figure 4.2.15 87% response training in the hotel is mandatory and 13% response training in the hotel is optional and 0% response training in the hotel is not mandatory.

## **FINDINGS**

- Majority of respondents agree that Employee morale resulting in better and positive employee relationship
- Most of respondent's response employee morale in hotel is good
- According with the response perceive of the morale in the hotel are fair
- Majority of respondents says workplace stress not at all affecting their outside life
- Most of respondents says present training system in the hotel is excellent
- Majority respondents says training in the hotel very helpful to improve teamwork
- According with the response most of employees satisfied in training provided by hotel
- Most of respondents says training held on the hotel once a month
- Majority of respondents agree that the co-operation of the HR department is very good.
- According with the response maintaining the employee morale in the hotel through collecting feedback and conducting training
- Majority of respondents agree that the hotel provides training periodically is neutral
- Most of respondents says training and development in the helps to motivates itself
- According with the responses training in the hotel important to encourage self-development and confidence
- Most of respondents agree that the training in the hotel is satisfied
- Majority of respondents says training in the hotel is mandatory

## **SUGGESTIONS**

- I suggest you every hotel will more focused on employee morale
- I suggest you Training held on the hotel once month
- I suggest you that hotel must be conduct employee motivated programs weekly
- Companies should come with new attractive works to improve team spirit.
- Divide employees into groups and give attractive works
- HR department co-operate more and support employees
- Conduct games and programs to decrease employees stress
- HR department maintain employee satisfaction

## **LIMITATION OF STUDY**

- The co-operation of HR, was very less because of lack of time and they have more work load
- Because of covid19 pandemic very difficult to visit and collect information
- Most of hotels were not allowing visitors so I had created a google form of questionnaires
- Very difficult to obtain the feedback from HR of different hotels

## CONCLUSION

This research article presents the effects of employee morale of workforce retention and how to maintain employee morale in hotel industry. Employee retention is a huge concern for many employers because if retention rates are low the entire organization is affected. Ernst and Young believed that attracting and retaining employees are key elements considered when investors are evaluating the value of a company. Organizations must take measures to encourage high quality employees to stay with their organization for as long as possible. Therefore, it is pertinent that employees stay engaged, motivated and have a sense of satisfaction regarding their work role. An organization's survival is dependent upon motivated employees. An individual employee may demonstrate variances in their needs, interests and standards; concluding that factors contributing to engagement and motivation are different for each person. The hiring process is very detailed and could become costly for any company, but high turnover of key employees is detrimental to a company's success. Regardless of the industry it has been concluded in many research studies that the most common work-related stressors have damaging effects on productivity, performance, customer service, turnover and health/well-being related costs. Research proposes that motivation is the key to employee retention and reducing turnover. Studies also showed that variables such as gender or marital status had no significant effect on an employee's engagement or morale. Employee engagement describes a person's behaviors, intentions and attitude towards their work role. This research article determined employee engagement and morale are affected by training, development, a positive work atmosphere, and job satisfaction. In future research, it is critical to utilize professional development and talent

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## **“A STUDY ON TRAINING AND DEVELOPMENT TOWARDS MAINTAINING EMPLOYEE MORALE IN THE HOTEL INDUSTRY”**

## **“A STUDY ON REMEDIAL PROCEDURES ADOPTED BY HOTELS IN COCHIN TO PREVENT FOOD CONTAMINATION” Griger Paul Mathew, III Year BSc HMCS**

### **Introduction**

Food preparation business in the hospitality sector includes hotels, restaurant, cafes, bars, sandwich shops and similar business that prepare food for customers to eat on premises or for takeaway. A key requirement for these businesses is to show that food handling and preparation process are safe. Good food hygiene ensures that food prepared for customers is safe to eat. It prevents harmful microorganisms that can cause serious illness from contamination food, prevents cross contamination, enables businesses to comply with the law, and protects the reputation of the business. Food safety is important to any business in the food service industry. Whether the business is a restaurant, a school, or a hotel. Food safety regulation must be followed by each to ensure that customers are consuming foods that is prepared in safe conditions, out of fresh foods and is thoroughly cooked to prevent food poisoning. Many hotels practice such intense food safety procedures that even cleaning maids and maintenance personnel are required to be trained in food safety regulations. One of the most important food safety regulations in the hotel food industry is the subject of personal hygiene. All persons in the hotel who will be touching food items or items that will touch the food are required to wash their hands after using the rest room. Personal hygiene as a food safety regulation in hotels does not only govern hand washing but also the covering of hair and cuts on the body, wearing clean clothing to work, and covering the mouth and nose when sneezing or coughing and then washing the hands again.

### **Objectives of the study**

- To identify the types contaminants in food contamination.
- To identify the ways to prevent food from contamination.
- To understand the food safety and its importance.

### **Research Methodology**

Research methodology is the specific procedures or techniques used to identify, select, process, and analyse information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study’s overall validity and reliability. It offers the theoretical underpinning for understanding which method, or so called best practices can be applied to a specific cases, for example to calculate a specific result.

### **Area of the study**

The area of the study was in hotels in Cochin, Kerala

### **Variables of study**

Dependent variable: the dependent variable of the study is prevention of food contamination in hotels of Cochin.

Independent variable: the independent variable of the study is various remedial procedures.

### **Methods of data collection**

The data collection for this study is qualitative method.

**Types of data**

Primary data: the data are collected from the survey conducted in hotels in Cochin

Secondary data: the secondary data is collected from journals, online websites, manuals, government office.

**Sample unit**

The data collecting area for research is Cochin region which constitutes hotels.

**Sampling area**

The sampling area selected for the research is Cochin, Kerala

**Sample size**

The sample size is 10. The data taken from the hotels were selected for study.

**Sampling method**

The sampling method used for this research is pre prepared questionnaire sampling.

**Statistical tool**

Bar Diagram

A bar graph is a chart that users bar to show comparisons between categories of data. The bars can be either horizontal or vertical. Bar graphs with vertical bars sometimes called vertical bar graphs.

Pie diagram

A pie diagram is a circular statistical graph, which is divided into illustrate numerical proportion

**Period of study**

The period of study was 4 weeks.

**Limitation of the study**

- Lack of time
- The study is limited to certain hotel of a certain locality
- There is a limitation to collect data due to covid-19 pandemic
- Some of the peoples and staffs are not co operative

**INTRODUCTION**

This research strategy used in this literature review is to understand “A study on remedial procedures adopted by hotels in Cochin to prevent food contamination”. So special attention has been given to the various techniques that appeared in the literature. This chapter identifies the relevant and related literature on the concepts of remedial procedures adopted by hotels in Cochin to prevent food contamination. It gives a detailed review of the published literature related remedial procedures adopted by hotels in Cochin to prevent food contamination.

**REVIEW OF LITERATURE**

*Elisabete M.C Alexandre* explains that food contamination may happen many possible scenarios .food products can become contaminated at any point farm to table, as well as during production, processing, shipping and distribution. Food contamination can be classified as biological, chemical, physical, or of cross-contamination nature. Briefly, biological contamination is when food is contaminated with infectious bacteria (such as Salmonella spp. and L. monocytogenes) or toxin-producing organisms (such as Clostridium botulinum) and viruses (such as norovirus), which are a common cause of food poisoning and food spoilage. Chemical contamination happens when a food product is exposed to chemicals (such as food additives, heavy metals, dioxins, radionuclides, veterinary drug residues and pesticides residues, as well as

contaminants from processing and packing or other environmental contaminants) that can lead to chemical food poisoning. Physical contamination occurs when foreign objects (such as metal filings, glass, and jewellery, stones, or bone chips) contaminate foods and sometimes these objects can also be the vehicle for biological contamination (cross-contamination) if they harbor dangerous bacteria. Cross-contamination occurs when bacteria or pathogens are transported from one object to another that will contaminate food products.

*Suncia Kocic-Tanackov* explains that food contamination by mycotoxins is still a problem in the world that will obviously follow as into the future, and climate change can especially affect it. On the other hand due to the needs of consumers, as well as the agricultural and food industries for minimally processed products without synthetic preservatives and additives and the increasing resistance of microorganisms to fungicides and preservatives

*Zemichael Giza* explains that unsafe food containing harmful bacteria, viruses, parasites, or chemical substances causes more than 200 diseases ranging from diarrhoea to cancers. An estimated 600 million in the world fall ill after eating contaminated food and 420,000 die every year, resulting in the loss of 33 million disability adjusted life years. Children under 5 years of age carry 40% of the food borne disease burden, with 125,000 deaths every year. Diarrheal diseases are the most common illnesses resulting from the consumption of contaminated food, causing 550 million people to fall ill and 230,000 deaths every year. Food safety in the food market is one of the key areas of focus in public health, because it affects people of every age, race, gender, and income level around the world. The local and international food marketing continues to have significant impacts on food safety and health of the public.

## **ABOUT FOOD CONTAMINATION**

Food contamination is generally defined as foods that are spoiled or tainted because they either contain microorganisms, such as bacteria or parasites, or toxic substances that make them unfit for consumption. A food contaminant can be biological, chemical or physical in nature, with the former being more common. These contaminants have several routes throughout the supply chain to enter and make a food product unfit for consumption. *Bacillus cereus*, *Campylobacter jejuni*, *Clostridium botulinum*, *C. perfringens*, pathogenic *Escherichia coli*, *Listeria monocytogenes*, *Salmonella*, *Shigella* are common bacterial hazards (a type of biological contaminant).

### **FOOD contamination sources**

Food provides an ideal nutrition source for microorganisms and generally has a pH value in the range needed to contribute to proliferation. During harvesting, processing, distribution, and preparation, food is contaminated with soil, air, and waterborne microorganisms. Extremely high numbers of microorganisms are found in meat animals' intestinal tracts, and some of these find their way to the carcass surfaces during harvesting. Some apparently healthy animals may harbor various microorganisms in the liver, kidneys, lymph nodes, and spleen. These microorganisms and those from contamination through slaughtering can migrate to the skeletal muscles via the circulatory system. When carcasses and cuts are subsequently handled through the food distribution channels, where they are reduced to retail cuts, they are subjected to an increasing number of microorganisms from the cut surfaces. The fate of these microorganisms and those from other foods depend on several important environmental factors, such as the ability of the organisms to utilize fresh food as a substrate at low temperatures. In addition, oxygenated conditions and high moisture will segregate the microorganisms most capable of rapid growth under these conditions.

### **Biological contamination**

Biological contamination generally realizes as contamination of food or environment with microorganisms and their derivatives such as toxins. In this regard, bacteria, viruses, fungi, and parasites are potential contaminants. They are found in food, walls, water, air, clothes, etc. The biological contamination also can

occur via macroscopic organisms including rodents and insects. The biological contaminants cause human diseases via three mechanisms including infection, intoxication and immunologic responses.

**Chemical contamination**

Chemical contaminations of food are another human concern that involves numerous substances such as: agrochemicals, veterinary medicines residues, pesticides residues, environmental contaminants, heavy metals, persistent organic pollutants, and natural toxins; which happen in food during chemical reactions at processing such as acrylamide, furan, and heterocyclic amines. Other processes leading to the formation of contaminants include fermentation (e.g., ethyl carbamate, 3-monochloropropanediol) and disinfection (e.g., trihalomethanes).

**Physical contamination**

Physical contamination refers to food that is contaminated by a foreign object during production process stages. Physical contaminants in food could come from external sources, (such as metal fragments), or internal sources (such as bone particles and pits). They can enter food accidentally during pre- and post-harvesting due to poor agricultural practices and also in manufacturing, storage, transportation, or retail. Some physical contaminants are considered as food safety concerns such as glass. Sometimes a physical contaminated food can also be biologically contaminated such as the presence of a fingernail.

**Cross contamination**

Cross-contamination occurs in food due to the contact of a contaminated substance coming from another food via many different ways and various sources including: Dirty clothes, Utensils, Coughing, sneezing or even touching the face and hair with food, Pests, Flies, cockroaches, mice and rats, Contacting Raw food, Garbage and waste materials.

**Data analysis and interpretation**

**The most common cause of food poisoning**

Details	No of Respondents	Percentage
Red Kidney beans	1	10
Moulds	1	10
Bacteria	8	80
Total	10	100

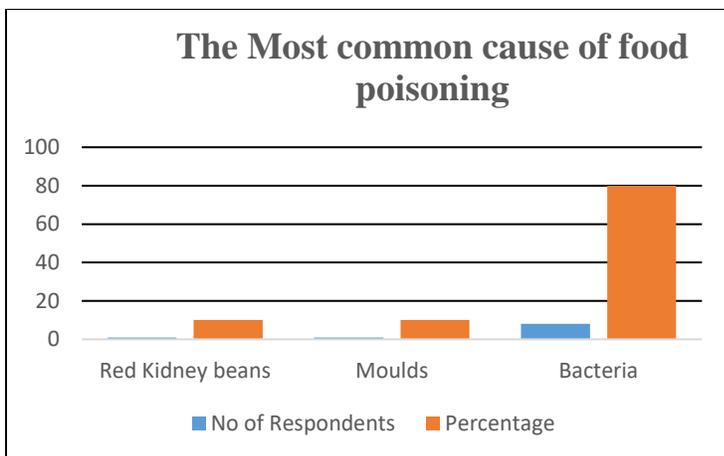


Figure 4.2.1

**Interpretation**

The table 4.2.1 and figure 4.2.1 reveals that the respondents are very much satisfied.10% respondent says that red kidney beans are the most common cause of food poisoning, other 10% says moulds and 80% respondents says bacteria are the most common cause of food poisoning.

**All bacteria are harmful in contamination of food.**

Table 4.2.2

Details	No of respondent	Percentage
Agree	6	60
Strongly agree	3	30
Disagree	1	10
Strongly disagree	0	0
Total	10	100

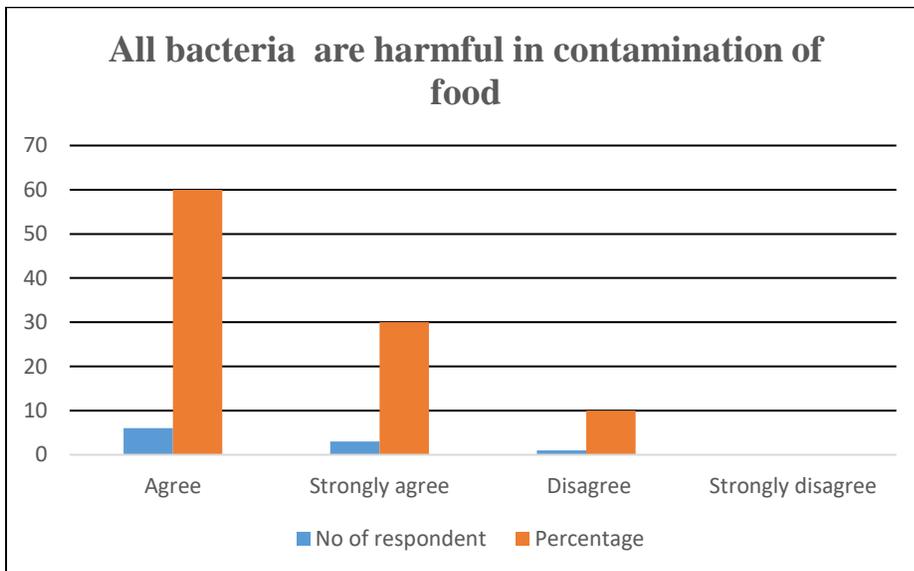


Figure 4.2.2

**Interpretation**

The table 4.2.2 and figure 4.2.2 reveals that the respondents are very much satisfied.60% respondent agrees that all bacteria are harmful in contamination of food, 30% respondent strongly agrees and 10% respondent disagrees.

**Microorganisms that can be easily seen by the human eye are not dangerous.**

Table 4.2.3

Details	No of respondent	Percentage
Agree	0	0
Strongly Agree	0	0
Disagree	3	30
Strongly disagree	7	70
Total	10	100

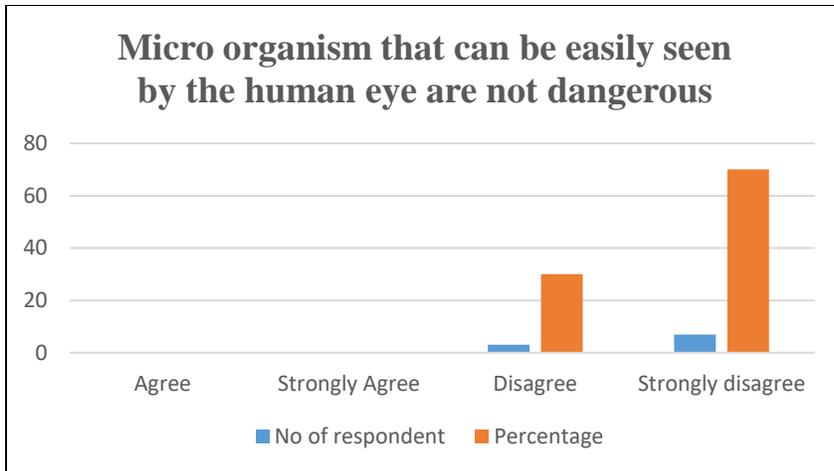


Figure 4.2.3

**Interpretation**

The table 4.2.3 and figure 4.2.3 reveals that the respondents are very much satisfied. 30% respondent disagree that microorganism that can be easily seen by the human eye are not dangerous and 70% respondent strongly disagree.

**The contaminant is any microorganism that can contaminate food or preparation equipment.**

Table 4.2.4

Details	No of respondent	Percentage
Yes	10	100
No	0	0
Total	10	100

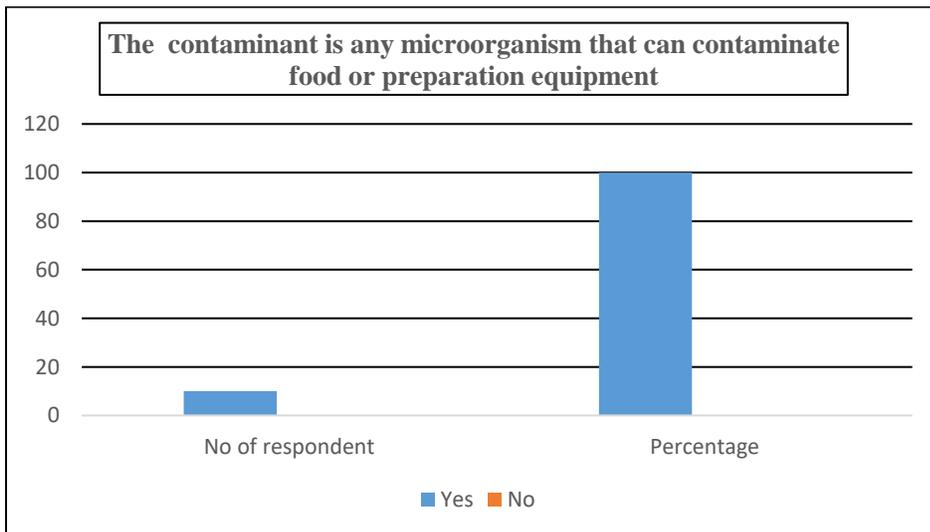


Figure 4.2.4

**Interpretation**

The table 4.2.4 and figure 4.2.4 reveals that the respondents are very much satisfied. 100% respondent says that contaminant is a microorganism that can contaminate food or preparation equipment.

**Using a knife to cut raw meat on a cutting board would make it unsanitary to use on other food due to cross contamination.**

Table 4.2.5

Details	No of respondent	Percentage
Agree	7	70
Strongly agree	3	30
Disagree	0	0
Strongly disagree	0	0
Total	10	100

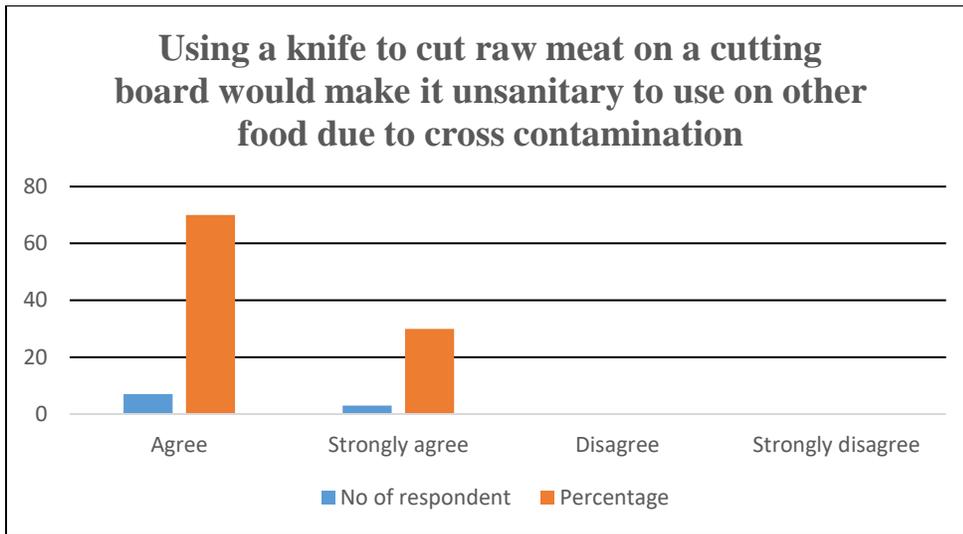


Figure 4.2.5

**Interpretation**

The table 4.2.5 and figure 4.2.5 reveals that the respondents are very much satisfied. 70% respondent agrees that using knife to cut raw meat on a cutting board would make it unsanitary to use on other food due to cross contamination and 30% respondent strongly agrees.

**The hotels using meat thermometers.**

Table 4.2.6

Details	No of respondent	percentage
Yes	7	70
No	3	30
Total	10	100

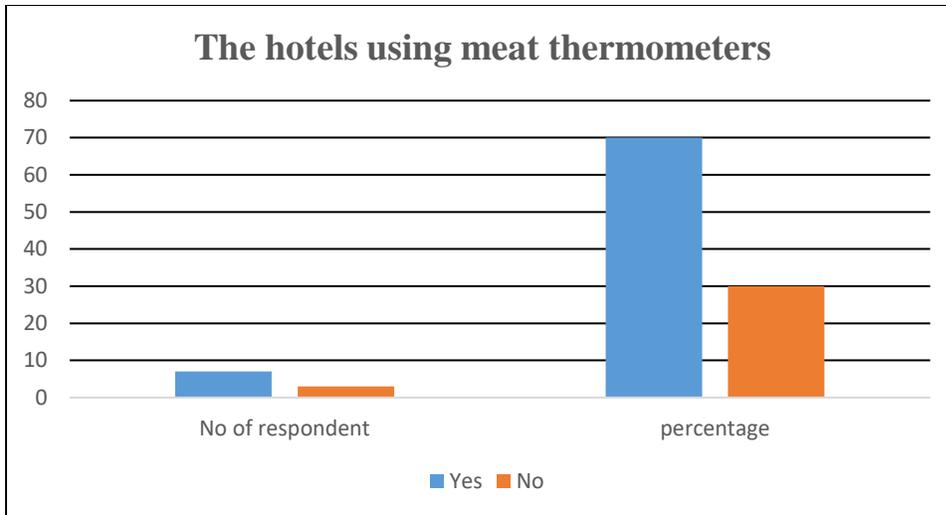


Figure 4.2.6

**Interpretation**

The table 4.2.6 and figure 4.2.6 reveals that the respondents are very much satisfied. 70% respondent uses meat thermometer and 30% respondent not using meat thermometer.

**The best way to prevent food contamination.**

Table 4.2.7

Details	No of respondent	Percentage
Implement a personal hygiene program	1	10
Use separate equipment	0	0
clean and sanitize all work surfaces	2	20
All of the above	7	70
Total	10	100

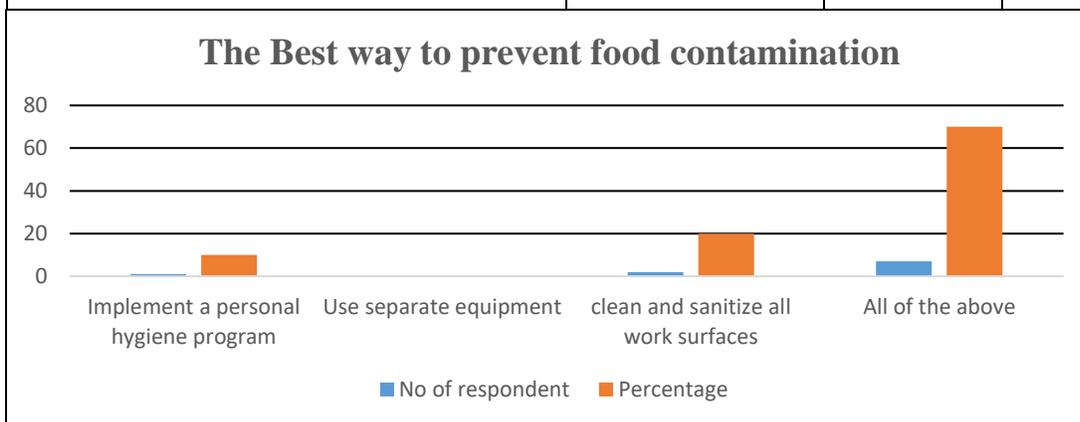


Figure 4.2.7

**Interpretation**

The table 4.2.7 and figure 4.2.7 reveals that the respondents are very much satisfied. 10% respondent says that implementing personal hygiene program is the best way to prevent food contamination, 20% respondent says cleaning and sanitising and 70% respondent says that all the ways mentioned above is the best way to prevent food contamination.

**The best purchasing guideline to prevent food borne illness.**

Table 4.2.8

Details	No of respondent	Percentage
select meat, fish, poultry and eggs last during the shopping trip	0	0
Do not purchase items in bulging or dented cans	1	10
wrap perishable items so that juices don't drip onto other food items	1	10
All of the above	8	80
Total	10	100

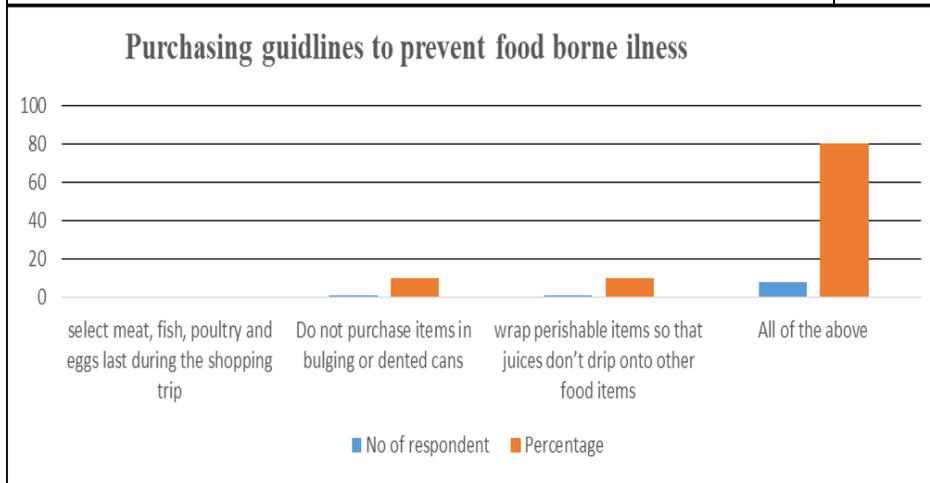


Figure 4.2.8

**Interpretation**

The table 4.2.8 and figure4.2.8 reveals that the respondents are very much satisfied. 10% respondent says that do not purchase items in bulging or dented cans is the best purchasing guidelines to prevent food borne illness, other 10% respondent says that wrapping. Perishable is the best and 80% respondent says that all the ways mentioned above is the best purchasing guidelines.

**Reheating food kills bacteria.**

Table 4.2.9

Details	No of respondent	percentage
Agree	2	20
strongly agree	8	80
Disagree	0	0
Strongly disagree	0	0
Total	10	100

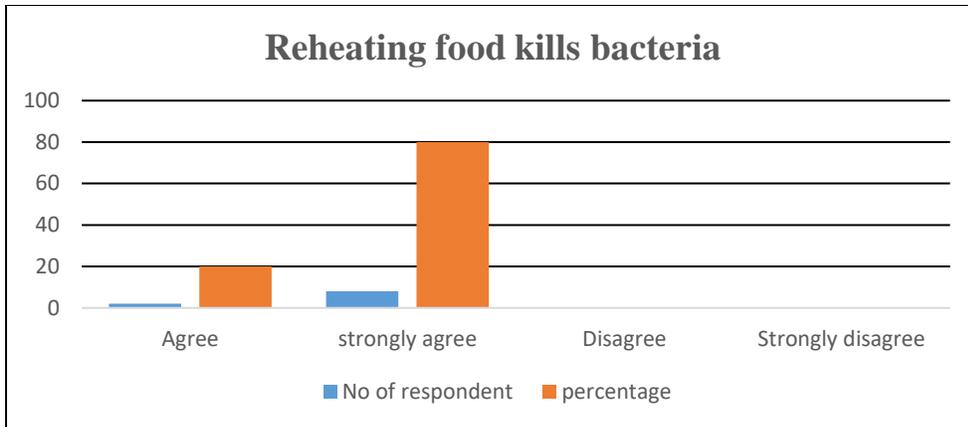


Figure 4.2.9

### Interpretation

The table 4.2.9 and figure 4.2.9 reveals that the respondents are very much satisfied. 20% respondent agrees that reheating kills bacteria and 80% respondent strongly agrees that reheating kills bacteria.

### Duration of food that is safe in refrigerator.

4.2.10 Table

Details	No of respondent	Percentage
4 Hour	0	0
12 Hour	1	10
24 Hour	1	10
48 Hour	8	80
Total	10	100

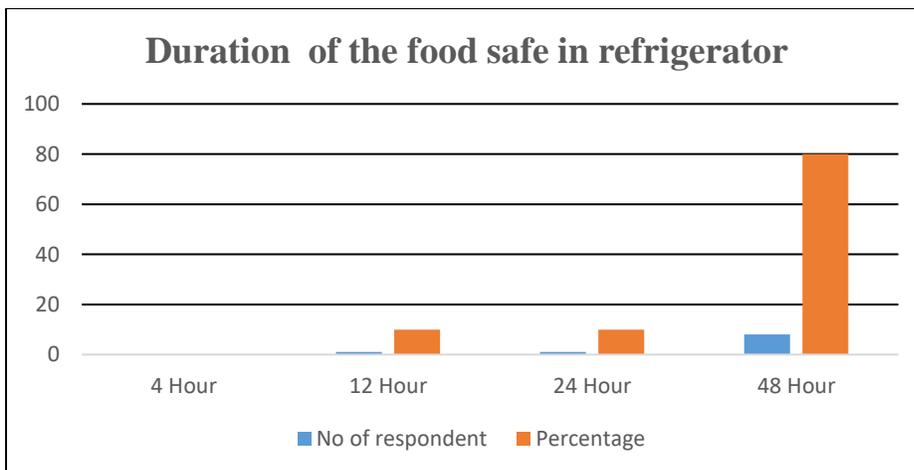


Figure 4.2.10

### Interpretation

The table 4.2.10 reveals that the respondents are very much satisfied. 10% respondent says that 12 hour is the duration of the food that is safe in refrigerator, other 10% respondent says that 24 hour and 80% respondent says 48 hour is duration that the food is safe in refrigerator.

## Findings

- Majority of the respondents said that bacteria are the most common cause of food poisoning.
- Almost all respondents agreed that all bacteria are harmful in contamination of food.
- Microorganisms that can be easily seen by human are also dangerous.
- Most of the respondents are aware about contaminants is any microorganism that can contaminate food and food preparation equipment.
- About 90% of the respondents are aware about cross contamination in hotels.
- Almost all the hotels uses meat thermometer.
- A large part of respondents knows the ways to prevent food contamination.
- Only the Minority of the respondents don't understand the best purchasing guidelines to prevent food borne illness.
- Reheating the foods can kill bacteria.
- Greater number of the respondents said that 48 hour is the duration that the food is safe in refrigerator.
- The main reason for cleaning kitchen is to prevent food contamination.
- It is not safe to eat refrigerated food without reheating.
- All respondents are strongly agreed that food safety monitoring are essential in hotel industry.
- Many of the respondents are aware about the temperature at which hot food on a buffet should be maintained.
- It is not a safe way to defrost raw meat on the counter.

## Suggestions

- Always clean the kitchen in the hotel thoroughly before closing the kitchen.
- All the hotels must use food thermometer.
- Make sure that raw foods don't come in contact with ready to eat foods.
- Store and seal garbage correctly to prevent cross-contamination.
- Cool the leftovers quickly.
- All the staff must maintain personal hygiene in the kitchen.

## Conclusion

In conclusion the food processing stage is one of the most important stages in the food chain, and responsible for performing the duties involved in this stage assume major responsibilities in the prevention of food contamination. The food processing staff should include healthy individuals who do not have any diseases, and they should undergo regular medical check-ups. It is also important that the workers take particular care for their personal hygiene and execute proper food handling behaviour. It is well known that proper personal hygiene is the best way to mitigate the risks associated with contamination by most of the bacteria generally seen as being responsible for foodborne diseases. Persons who have any disease that may cause food infection or persons who are suspected to be hosts should not be allowed into the food processing site. Workers at food processing sites who have any symptoms associated with infections should be reported to the administration.

Another important issue in the provision of food safety is kitchen sanitation. The plan and interior design of the kitchen should be arranged in such a way as to facilitate proper hygiene practices. The surfaces should be designed in such a way as to not accumulate dirt, to prevent foreign substances from infecting foods. Ventilation systems should be capable of eliminating smoke, odours, soot and evaporation. Equipment that comes into regular contact with foods should be made of material able to be cleaned and disinfected. The equipment should be arranged in a way as to enable it and the area around it to be cleaned sufficiently.

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# **A STUDY ON IMPACT OF BEHAVIUIOR BASED SAFETY TOWARDS SEAFARERS – WITH REFERENCE TO MARITIME INDUSTRY**

Amrutha Anilen,  
Asst.Professor, NIMIT

## **INTRODUCTION OF THE STUDY**

The development of a safety culture and the achievement of high standards of safety depend on good organisation and the whole hearted support of management and all the personnel. Every person on board has a responsibility for safety. Each individual worker is responsible for his own health and safety and that of anyone affected by what he does or fails to do. Each officer is responsible for health and safety for those they supervise and others affected. Heads of department are responsible for health and safety in their own department. The master has the day-to-day responsibility for the ship and the safety of those on board .The Company is responsible for ensuring the overall safety of the ship and that safety on board are properly organized and co-ordinated.

## **STATEMENT OF THE PROBLEM**

This study will address the problem of BBS which is still a new concept that is not being implemented on a wider scale in the industries of India. There are several Human Resource concepts that measure the performance of an employee as an individual as well as group. But these concepts lack the basic idea of why people tend to behave in such a manner in a particular situation or a day and tends to generate reports on an employee based on that and also do not seek for further remedies on such behaviours.

## **NEED OF THE STUDY**

Regulations aiming to improve safety have been in force for many years now and today the use of new technologies are contributing to the reduction of accidents, but it is still human factors, such as inadequate skills or insufficient competence in key areas, that are found to be at the root of the majority of maritime accidents. Behaviour Based Safety is the right way to ensure safety in the maritime sector.

## **OBJECTIVES OF THE STUDY**

- ✓ To analyse the impact of Behaviour based safety towards seafarers with reference to Maritime Industry.
- ✓ To assess the contribution of the organization towards Behaviour Based Safety of seafarers within the Maritime Industry.
- ✓ To identify the factors those are responsible for the unsafe acts of seafarers in the Maritime Industry.

## **1.5 SCOPE OF THE STUDY**

- ✓ The study helps to know if the potential hazards have been identified and are properly controlled and managed.
- ✓ Understanding organizational safety culture and level to which positive safety behaviours are encouraged and demonstrated.
- ✓ It will determine whether practises and proper steps are defined by procedure and are adequate and understandable.
- ✓ To analyse whether the personnel have the necessary training knowledge and awareness to perform their tasks safely.
- ✓ Evaluates adequacy and condition to support operations in a safe and effective manner.
- ✓ Determines if handling operations are controlled in a way that will protect personnel and prevent property damage.

## LIMITATION OF THE STUDY

- ✓ The study is limited to a single place Cochin and lead to collecting data from only one single demographic group.
- ✓ The sample size was limited to 300 thus data was collected from very few respondents from all the ranks.
- ✓ No or very few previous research reports are available on the particular topic for the purpose of reference.

## REVIEW OF LITERATURE

*DNV Maritime industry Dec 1 2015 – “Behaviour Based safety: The Right Way to Safety”* concluded Behaviour Based Safety (BBS) is that modern answer to those challenges in the maritime industry. BBS is an evolving process that uses positive reinforcement to change unsafe behaviour on the part of the individual and improve safety performance, as part of a positive safety culture. In its effort to provide the maritime industry with training that builds competence and promotes the safety culture. The article looks upon the fact that Regulations aiming to improve safety have been in force for many years now and today the use of new technologies are contributing to the reduction of accidents, but it is still human factors, such as inadequate skills or insufficient competence in key areas, that are found to be at the root of the majority of maritime accidents thus the article shows the importance of BBS.

## DATA ANALYSIS AND INTERPRETATION

This chapter deals with the analysis and interpretation of the study on impact of Behaviour Based Safety towards seafarers with reference to Maritime Industry in the Cochin region. The data collected from the samples have been systematically applied and presented in the tables under various headings in the following pages. They were also arranged in such a way that, a detailed analysis can be made so as to present suitable interpretation for the same. The following are the statistical tools and techniques that were used for analysis of the data collected.

- ✓ Percentage Analysis

### PERCENTAGE ANALYSIS

**TABLE NO: 1**

#### GENDER OF THE RESPONDENTS

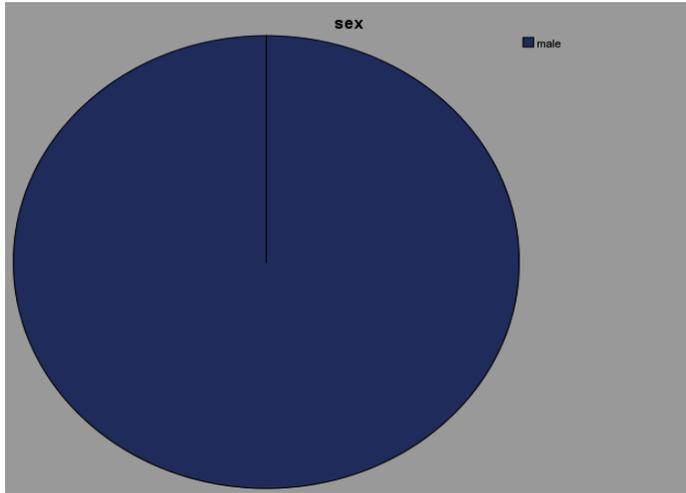
S. No	Gender	Number of Respondents	Percentage
1	Male	241	100
2	Female	0	0
	<b>TOTAL</b>	<b>241</b>	<b>100</b>

(Source: Primary Data)

### INTERPRETATION

The above table showed that all the respondents all male. Maritime Industry recruits only male employees. Thus the result inferred that Maritime industry has the highest recruits of Male employees.

**CHART: 1  
GENDER OF THE RESPONDENS**



**TABLE NO: 2  
MARITAL STATUS OF THE RESPONDENTS**

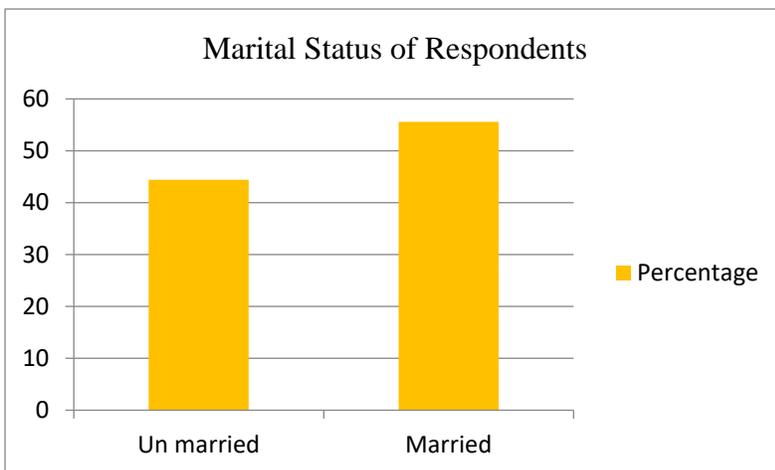
S. No	Gender	Number of Respondents	Percentage
1	Un married	107	44.4
2	Married	134	55.6
	<b>TOTAL</b>	<b>241</b>	<b>100</b>

(Source: Primary Data)

**INTERPRETATION:**

From the above table it could be observed that majority of the respondents (55.6%) are married, only 44.4 % are unmarried.

**CHART: 2  
MARITAL STATUS OF RESPONDENTS**



**TABLE NO: 3**  
**AGE GROUP OF THE RESPONDENTS**

S. No	AGE GROUP	Number of Respondents	Percentage
1	less than 30	119	49.4
2	31-40	110	45.6
3	41-50	10	4.1
4	more than 50	2	.8
	<b>TOTAL</b>	<b>241</b>	<b>100</b>

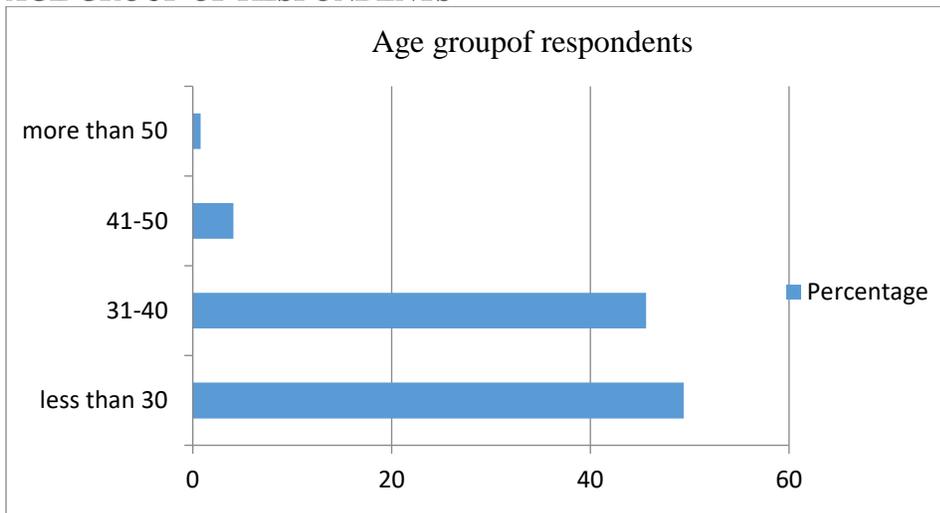
(Source: Primary Data)

**INTERPRETATION:**

The above table reveals that majority (49.4%) of the respondents are in the age group less than 30 years, and 45.6 % of the respondents are in age group of 31-40 years and only .8 % of the respondents belong to the age group more than 50 years.

The result inferred that majority 38% of the respondents are falling under less than 30 years of age.

**CHART: 3**  
**AGE GROUP OF RESPONDENTS**



**TABLE NO: 4**  
**DESIGNATION OF THE RESPONDENTS**

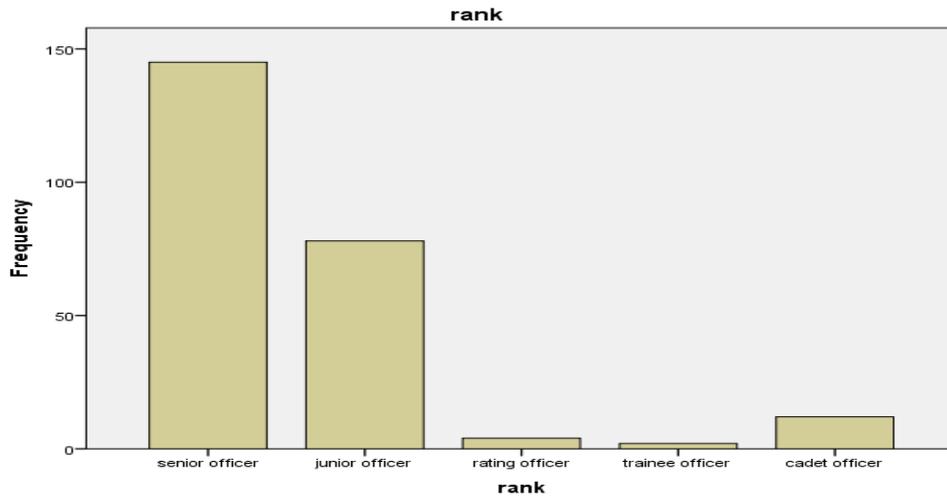
S. No	DESIGNATION	Number of Respondents	Percentage
1	Senior officer	145	60.2
2	Junior officer	78	32.4
3	Rating officer	4	1.7
4	Trainee officer	2	.8
5	Cadet officer	12	5.0
	<b>TOTAL</b>	<b>241</b>	<b>100</b>

(Source: Primary Data)

**INTERPRETATION:**

From the above table revealed that most of the respondents (60.2%) are senior officer and 32.4% of the respondents are junior officer. The remaining respondents are belongs to rating officer, trainee officer and cadet officer. The result inferred that the majority of the respondents were senior officers.

**CHART: 4**  
**DESIGNATION OF THE RESPONDENTS**



**TABLE NO: 5**

**PERIOD OF CONTRACT**

S. No	PERIOD	Number of Respondents	Percentage
1	3 Months	38	15.8
2	4 Months	103	42.7
3	6 Months	84	34.9
4	9 Months	8	3.3
5	Above 9 Months	8	3.3
	<b>TOTAL</b>	<b>241</b>	<b>100</b>

(Source: Primary Data)

**INTERPRETATION:**

Above table showed that majority (42.7%) of the respondents are working for 4 months contract period in maritime Industry. And 34.9% of the respondents are working for 6 month contract period. Very few officers are working for 3 months and 9 month contract.

The result inferred that majority 42.7% of the respondent's period of contract was 4 months.

**CHART: 5**  
**PERIOD OF CONTRACT**



**TABLE NO: 6**  
**NO.OF COMPANIES SHIFTED**

S. No	NO.OF COMPANIES	Number of Respondents	Percentage
1	NIL	93	38.6
2	1	108	44.8
3	2	30	12.4
4	3	7	2.9
5	More than 3	3	1.2
	<b>TOTAL</b>	<b>241</b>	<b>100</b>

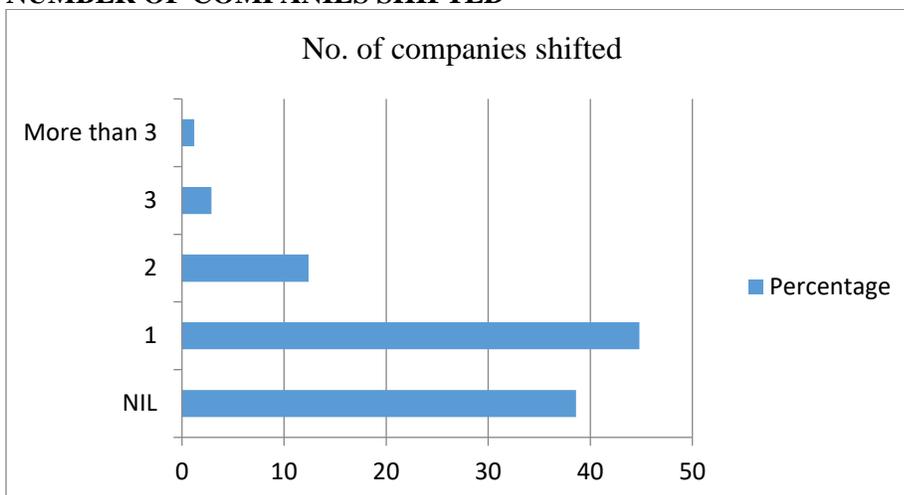
(Source: Primary Data)

**INTERPRETATION:**

From the above table it is observed that majority of the respondents have shifted one company in maritime industry.38.6 % of the respondents didn't shift to any company in maritime industry. Very few respondents (1.2%) of the respondents shifted more than 3 companies.

The result inferred that a majority of 44.8% of the respondents did not shift the company during their carrier in Maritime Industry.

**CHART 6**  
**NUMBER OF COMPANIES SHIFTED**



**TABLE NO: 7**  
**NATURE OF JOB**

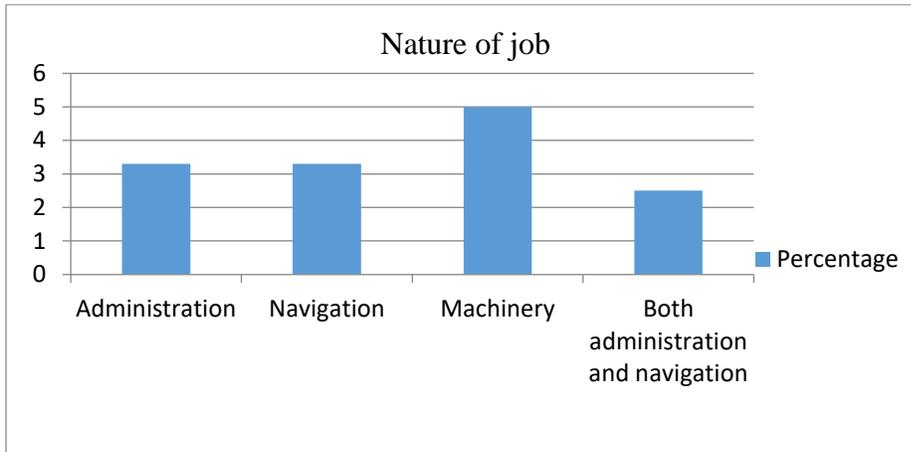
S. No	JOB	Number of Respondents	Percentage
1	Skilled labour	8	3.3
2	Administration	8	3.3
3	Navigation	12	5.0
4	Machinery	6	2.5
5	Both administration and navigation	207	85.9
	<b>TOTAL</b>	<b>241</b>	<b>100</b>

(Source: Primary Data)

**INTERPRETATION**

Among the respondents, majority 85.9% belongs to both administration and navigation. The other jobs were distributed in a minimal range.

**CHART: 7**  
**NATURE OF JOB**



**TABLE NO: 8**  
**TOTAL WORK EXPERIENCE**

S. No	NO.OF YEARS	Number of Respondents	Percentage
1	less than 5 years	59	24.5
2	6-10 years	90	37.3
3	10-20 years	92	38.2
4	More than 20 years	0	0
	<b>TOTAL</b>	<b>241</b>	<b>100</b>

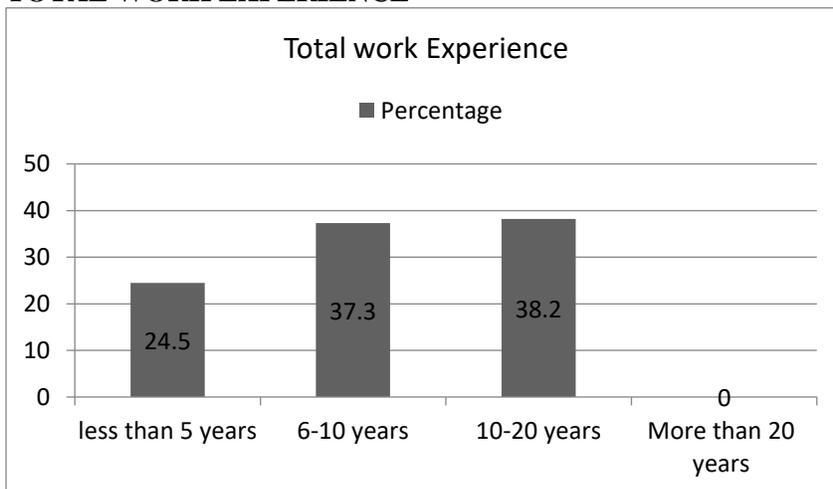
(Source: Primary Data)

**INTERPRETATION:**

Among the respondents, majority 38.2% of the respondents have 10-20 years of total experience in maritime Industry. 37.3% of the respondents have 6-10 years of total experience in maritime Industry. But none of them have more than 20 years of experience in this industry.

The result inferred that majority of 38.2 % of employees had a work experience of 10to 20years in the Maritime Industry.

**CHART: 8**  
**TOTAL WORK EXPERIENCE**



**TABLE NO: 9**  
**SAFETY POLICIES IN THE ORGANIZATION**

S. No	POLICIES	Number of Respondents	Percentage
1	Health and safety policy	10	4.1
2	Quality and safety policy	22	9.1
3	Human management policy	14	5.8
4	All the above	195	80.9
	<b>TOTAL</b>	<b>241</b>	<b>100</b>

(Source: Primary Data)

**INTERPRETATION:**

Among the respondents, majority 80.9% opined that all the safety policies are being followed in the company.

**CHART: 9**  
**SAFETY POLICIES IN THE ORGANIZATION**



**TABLE NO: 10**  
**SAFETY STANDARDS**

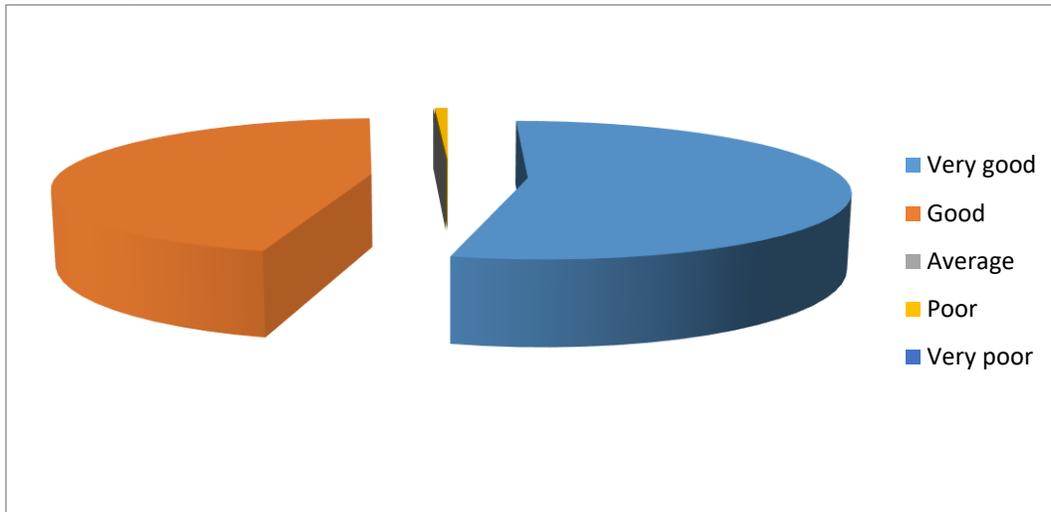
S. No	OPINION	Number of Respondents	Percentage
1	Very good	130	53.9
2	Good	109	45.2
3	Average	0	0
4	Poor	2	.8
5	Very poor	0	0
	<b>TOTAL</b>	<b>241</b>	<b>100</b>

(Source: Primary Data)

**INTERPRETATION:**

From the above table it could be observed that majority 53.9% of the respondents opined safety standards are very good.

**CHART: 10**  
**SAFETY STANDARDS**



### **FINDINGS OF THE STUDY**

Various approaches have had reasonable success in reducing unsafe behaviours in the workplace. Some involve penalties; others involve surveillance; others involve guidance, codes and procedures to follow; others still are supportive and training-oriented. Some initiatives come from the employer, from the social partner organisations, from state regulatory bodies, and some worthwhile initiatives come from individual employees' own insights, ideas, training and development activities around health and safety.

Safety is often the starting point for positive-change initiatives within organizations. Fortunately, today's companies, both national and international, have come to the realization that antecedent and results-only safety programs cannot maximize safe performance. Safety processes that target the root cause of most accidents and incidents human behavior once ignored or rarely heard of, have now claimed the spotlight. The new acceptance and implementation of behavior-based safety methods is a step in the right direction.

**This research was done to find a solution for the following objectives:**

- ✓ To analyse the impact of Behaviour based safety towards seafarers with reference to Maritime Industry.
- ✓ To assess the contribution of the organization towards Behaviour Based Safety of seafarers within the Maritime Industry.
- ✓ To identify the factors those are responsible for the unsafe acts of seafarers in the Maritime Industry.

**The findings of the study are as follows:**

### **PERCENTAGE ANALYSIS**

- ❖ All the respondents are male. Maritime Industry recruits only male employees. Majority of the respondents are married and the respondents working in maritime industry belongs to less than 40 years. More than 60 percent of the respondents are senior officer. The majority of the respondents have 10-20 years of total experience in maritime Industry.
- ❖ The respondent period of contract is concern most of them working for 4-6 months. The officers in this maritime industry are not frequently shifting their job, my study say majority of the respondents shifting their job only once in their career. And majority 85.9% belongs to both administration and navigation Jobs.

- ❖ Among the respondents, majority 80.9% opined that all the safety policies like Health and safety policy, Quality and safety policy, Human management policy are being followed in the company. It is observed that majority 53.9% of the respondents opined about safety standards are very good.
- ❖ As far as work culture is concerned respondents are highly satisfied with all the attributes like safety committee meetings, general living condition, Permit to work, all the work place Incidents are reported to HOD s and work environment.
- ❖ Majority of the respondents strongly agree that the health and safety policy of their organization is clearly understood by them. And the respondents agree all the statement related to safety awareness and communication.
- ❖ The research result revealed that almost all the respondents are highly satisfied with their current jobs. The variables taken for the study are rewards and bonus, safety, work assignment and improvement in safety level. The safety commitments in this industry are very good all the components taken are agreed by the respondents.
- ❖ About their stress level, majority of the respondents are working under pressure in maritime industry and also they agree the statement that employees felt unwell because of work related stress. They agree that jobs are delegated according to their safety consideration and targets are practicable at work.

### **Conclusion:**

The research result revealed that almost all the respondents are highly satisfied with their current jobs. The variables taken for the study are rewards and bonus, safety, work assignment and improvement in safety level. The safety commitments in this industry are very good all the components taken are agreed by the respondents.

About their stress level, majority of the respondents are working under pressure in maritime industry and also they agree the statement that employees felt unwell because of work related stress. They agree that jobs are delegated according to their safety consideration and targets are practicable at work.

# **“A Study on Adaptation of tech-enabled kitchen among the working women community of Kerala**

**Renita Fernandez”**

## **INTRODUCTION**

Kitchen is considered as the instrumental part of a home that consistently functions as a platform to cater food needs of the family members. Technology has been at the forefront in making the kitchen activities simpler and more efficient. Different brands competing in this segment use their maximum effort to bring in state of the art technologies to reduce the human efforts in the kitchen and its management. This type of technology varies from tech-enabled and voice-controlled appliances to efficient storage solutions. Through such changes, kitchens have undergone a transformation in the past few years. Therefore, in the present day context, it is not just a part of the home, but a hub where individuals experiment their culinary skills. In the olden days, the kitchen areas were occupied with conventional tools for grinding, chopping, blending, and other kitchen related activities. However, with technology heading to the advancement, electrical appliances replaced the traditional tools, making cooking easier. As the technology advancement passed on, so did the electrical kitchen appliances. It has changed its face from manually operated to sensor-enabled and voice-controlled appliances, this equipment are getting smarter every day as the trend varies. However, having smart appliances alone does not make a kitchen smart. But, a combination of efficient management of available space, use of tech-enabled appliances and integrating the two, will make the kitchen more comfortable room and can be then termed as a smart kitchen. Nowadays, the majority of the constructions pertaining to the kitchen area have an influence, to a large extent, on western culture especially fastest growing under developed countries. Today, designers are developing homes keeping in mind the changing preferences of customers. Kitchen, which is one of the most instrumental area, as stated before, are now design in such a way that it can now give a warm and welcoming feel rather than making it a place where food is prepared.

The role and functions of the kitchen in a home has changed gradually over the years. It has been an area for cooking the food and spreading happiness among the family members of that home. Further, food preparation is accompanied by a different variety of activities such as entertaining, socialising, dining, working, laundry etc. As the use of kitchen has changed, the technology that is used within it has had to adapt to meet the needs of the users. Now, nobody knows what is going to be the next generation kitchen will look like but with each new technological advancement the realms of possibility are extended tremendously and without limits. In this context, it can be added that the lifestyles of the modern micro families are also one of the driving factors. Also, More people live in urban area that too in less space; there are more single households, in addition to this, individuals and families travel and get inspiration from all over the world, and they also might have less time. These factors forces the people to adopt tech enabled kitchen. Also, the kitchen has become the heart of the home for socialising and entertainment. The members of a home considers the appliances need to be functional and easy to use. This another factor for developing smart and power driven or connectable appliances. Another important driver is the increased interest in cooking. Many want to be chefs atleast in their home. Therefore they also want some of the technologies that professional chefs use. Major brands are putting their researchband development department into the generation of innovative ideas to develop kitchen equipments and tools to fulfill the demand in the market.

People from different walks of life now wish to have updated technology implemented equipments in their kitchen. They believe that it can reduce their manual efforts at the same different dishes can be prepared with minimal effort. In such scenario, This study aims to identify the motivational factors or driving forces enables the individuals especially the working women community to adopt the technology enabled kitchen. Further it tries to identify the iterests of individuals in knowing the latest technological solutions pertaining to kitchen needs.

## **REVIEW OF LITERATURE AND RELATED STUDIES**

There are various ways how kitchens can be made smart by integrating different factors to provide convenience and ease while making it a happening place. Also, the growing awareness of newer technologies in the home automation space is also revolutionising kitchens.

According to industry experts, the adoption of newer technologies like the Internet of Things (IoT) and Artificial Intelligence (AI), has ensured home automation becomes even more prolific. “The system integrates with smart home appliances such as refrigerators and ovens to track available ingredients and cooking temperatures and times — transforming almost anyone into a versatile home chef. AI in smart homes will help devices to learn inhabitant’s routine and start to predict the way instruments should work in such conditions. A better example for this will be a smart refrigerator calculating nutrients, vitamins and your health data according to your daily consumption and also reminding you the vegetables and groceries needed at home,” Subodh Mehta, Senior Vice-President (B2C), Godrej Interio said.

Consumers can now use voice commands to operate chimneys, water purifiers, or can be more aware of the auto clean status of chimneys through the app and plan accordingly. In a way, all these smart features have added to an enhanced cooking experience for the consumers in the kitchen. With IoT, consumers have become more aware and connected with the appliances.”

According to Shilpa D K, Founder & CEO, Argon Global, kitchen layouts should be such that they allow us to fit all the necessary appliances and vessels in a very small space. “Even when people move to bigger apartments, memories make them choose the angular configurations while they could afford an island kitchen or any other kind. We are seeing a big rise in requests for engineered quartz, but not everyone prefers the same. Besides, matt finishes are usually not preferred since stains are easily visible making the kitchens look dirty.

Some of the key elements of smart kitchen are lighting, appliances and storage

### **Lighting**

Lights play a very crucial part in any home decor. A small room can be made to look large using the right combination of lights and its shades. Kitchens also require to maintain the right balance of lights. The most common types of lights found in kitchens today are – ambient lights, task lights and accent lights.

“Smart kitchens are of course the need of the hour. All the appliances, lights in the kitchen can be automatically controlled via our smartphones. One-touch, self-opening cabinets using servo drives are smart, stylish, and more functional. When all of this is combined with Panasonic’s smart accessories, then working in the kitchen will no longer be just a chore,” Thakkar said.

According to Mehta, good lighting is important to not just support tasks but also to create a visually more appealing ambience is a requirement that we have seen gaining popularity.

### **Appliances**

Technology has played a major role in the way we do things, even cooking for that matter. Major domestic and international brands, which have been present in India for many years, are also introducing a lot of innovations in their offerings. With the advent of the Covid 19 pandemic, the household appliances market dynamics has changed to a greater extent.

The need for comfort has been guiding purchase in the past few years with an increase in buying power of the urban middle class. “The pandemic has added desire for safety as an influencing factor. Thus a combined value proposition of safety, comfort, convenience and a connected experience are the influencing factors while purchasing appliances and devices. Confined within homes, consumers are actively embracing smart appliances and incorporating AI and IoT enabled products in their everyday lives. As consumers continue to consider home as their safety hub, we believe the demand for smart appliances is here to stay. Over the course of next few years the installed base of smart connected homes and appliances., will triple and continue to grow. Today, there is a demand for fully connected homes (especially the living room) and Panasonic is uniquely positioned to provide an end to end solution here – right from wiring devices, electrical equipment, security systems and home appliances,” Dinesh Aggarwal, Joint MD, Panasonic Life Solutions and Head Spatial Solutions Panasonic India. said.

## **Storage**

Another area that needs to be worked on to make the kitchen smart is the “storage”. Kitchens tend to collect a lot of clutter and thus it is essential to organise it well. Modular kitchen designs come to the rescue of customers in managing the storage as well as giving it the desired look.

“Kitchens have been at the forefront of offering smart solutions like electrically driven cabinet opening systems, height adjustable countertops, flexible electrical plugs, sensor-based lighting systems etc. AI and ML have started to show some progress with some appliances but their overall impact on the way kitchen layouts are planned is still to be seen. Having said that, we have seen some promising studies that show a great potential in changing the way we use our kitchens,”

Elaborating on the changing preferences, Mehta said, “Customer purchase patterns are changing in the post Covid scenario. They have realized the need for additional storage, keeping their kitchen extra clean and sanitized, keeping things easily accessible to all members of the household which have led to a higher need of modularity, enabling easier organizing and visibility. Tall pantry units and larders help in maintaining additional supplies for the kitchen by using vertical space effectively. High gloss/ flat surfaces which are devoid of texture, have grown increasingly popular over the last few months. Modularity, materials and finishes have been selected and constructed to be utilitarian and dynamic, to keep up with the changing usage patterns of customers.”

Aggarwal noted that consumers are realizing the potential of AI/ML in transforming their everyday lives. From helping with household chores to cataloguing grocery stock and lending a hand in cooking, technology is making every day comfortable, convenient and connected.

“The L class modular kitchens of Panasonic have been designed keeping comfort of use and a maximum space utilization of space. With multiple finish and color options, it also has intelligence built into some of the fittings and appliances; for example, a self-cleaning chimney and self-learning drop down shelf,” he added.

The basic layout of the cabinets and appliances dictates what kind of experience you’ll have working in a kitchen. It’s a matter of preference, and often depends on the layout you start with and how much time and money you’re willing to spend to change it, Shilpa opined.

“Ideas from Edwardian, Georgian and Victorian architecture for modern homes naturally influence kitchen design, and in many modern cases lean toward a U-shaped or L-shaped kitchen layout. Other than some high-tech appliances, most of the customers are not inclined towards having many tech-enabled features. Instead, they’re focusing on materials and features that provide basic function and classic style. Materials like engineered marble, glossy finishes that don’t stain, etc are their preferences. Some common features

that homeowners, almost everywhere, seem to want are white cabinets, pull out garbage and recycling bins, more pantry storage and new countertops, appliances for ease of cooking,”

Chaddha observed that all these options ease our busy and fast-paced lives. “Integrating automation systems into your kitchen is another aspect to be considered. With the use of these control devices, one can take charge of all the kitchen appliances and features. Brewing your coffee, monitoring the stove/oven, adjusting the temperature of the fridge, cleaning dishes with the dishwasher – Everything with just a single touch

## OBJECTIVES

1. To identify the motivation factor of women community leads to technology adaptation in kitchen
2. To understand the difficulties faced in the adaptation of tech-enabled kitchen
3. To analyse the benefits of using smart kitchens for the women community

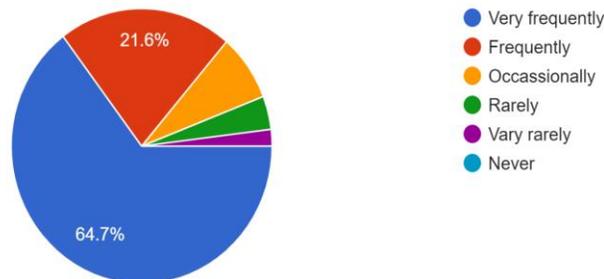
## METHODOLOGY

Methodology is the specific procedure or technique adopted in a study to collect and analyse data. In the present study, as this study is an exploratory research, a survey method has been used and gathered the responses through a questionnaire circulated through ‘Google forms’. The study was conducted among the working women community residing in the Cochin region of Ernakulam district. Out of the disseminated questionnaire, thirty seven respondents have given their response within a short span of time ie; conducted within five days. The questionnaire consists of 15 questions that include demographic factors and five point scale questions to measure the factors related to the objectives. All the responses have collected and conducted a percentage analysis as the sample size is only thirty seven. The percentage analysis had provided dependable information required for this study.

## RESULTS

1. The women community who have responded to the survey agreed that they have a very frequent requirement for cooking food at their home. However, the percentage of such groups is 64.7% according to the survey. At the same time, 2% of the respondents replied that they cook food very rarely. It is understood that no one in the respondents have stated that they never cook food. 7.8% in the participants in the survey cook food occasionally.

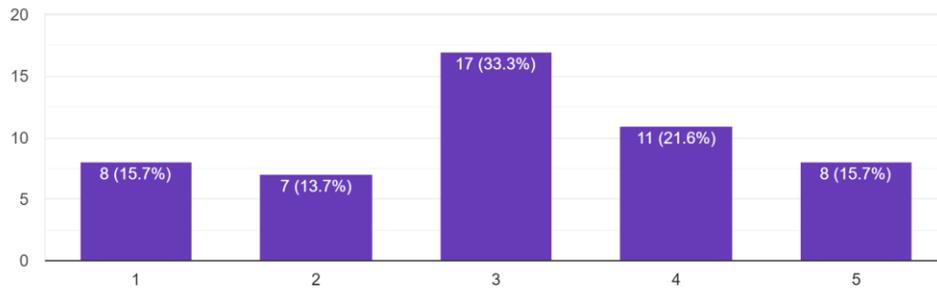
1. Do you have a requirement of cooking food everyday  
51 responses



2. When it comes to the time constraint part, most of the respondents have given a rating of 3 which pertains to 33.3%. Only 15.7% of the respondents have given a rating of 5. On the contrary, 15.7% have given 1 as their ranking in the case of time constraint.

2. Do you face time constraint while cooking food

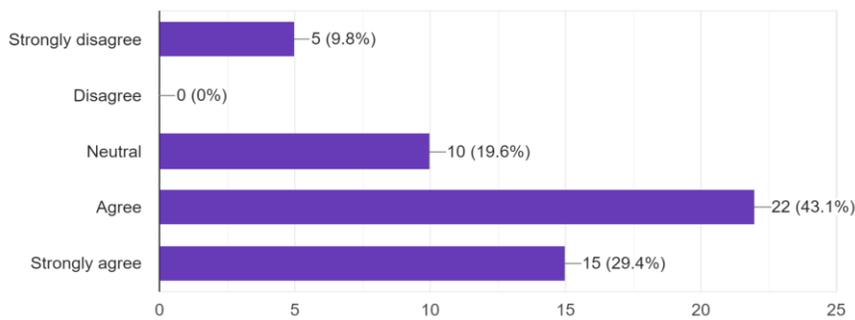
51 responses



3. Nearly half of the respondents, i.e. 43.1% agree to know more about latest or modern technologies used in a kitchen. In addition to this 9.8% of the respondents strongly disagree with knowing the latest technologies used in the kitchen. However, 19.6% remain neutral in this category. 29.4% of the working women community in the respondents group strongly agree to know the latest technology used in the kitchen.

4. Are you interested to know about latest technologies used in kitchen

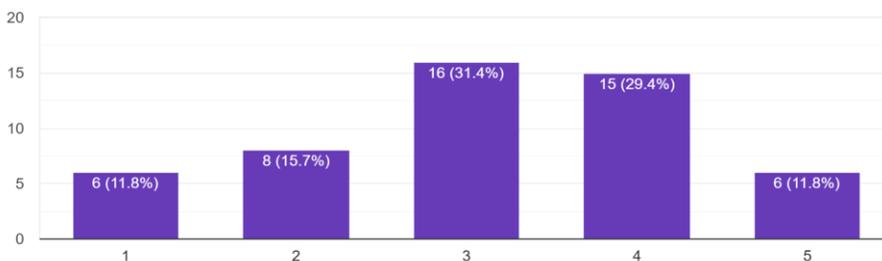
51 responses



4. 60.8% of the respondents, that is combined with rating 3 and rating 4, stated that they prefer using conventional kitchen practices for accomplishing their cooking needs. 11.8% respondents have given a rating of 5 in their preference of using conventional kitchen practices. 11.8% of the respondents have given a rating of 1 related to their preference towards conventional kitchen practices.

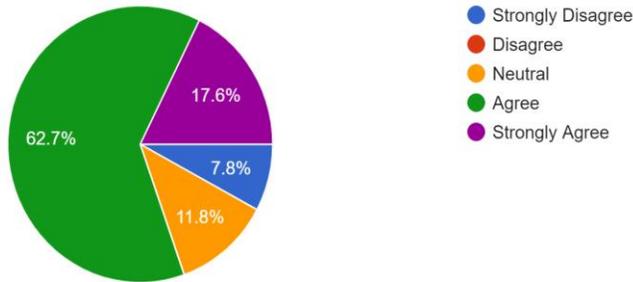
3. Do you prefer conventional kind of kitchen practices for preparing food

51 responses



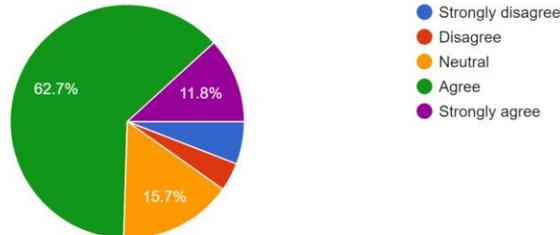
5. Related to the efforts they exert in the kitchen, most of the respondents wish to use the technology enabled kitchen in order to reduce the effort. 17.6% responded that they strongly agree to use a tech-enabled kitchen to reduce the effort for cooking. However, 7.8% of the working women community believe that the tech-enabled kitchen cannot reduce the effort for cooking food. 62.7% agree in using a tech-enabled kitchen in order to reduce the effort.

5. Do you think that a tech-enabled kitchen can reduce your efforts for cooking  
51 responses



6. Most of the respondents intended to use technology enabled equipment in the kitchen which comprises 62.7%. They agree with this term and 11.8% strongly agree with it. On the other hand 15.7% state that they have a neutral opinion towards this. However, 7.8% of respondents strongly disagreed.

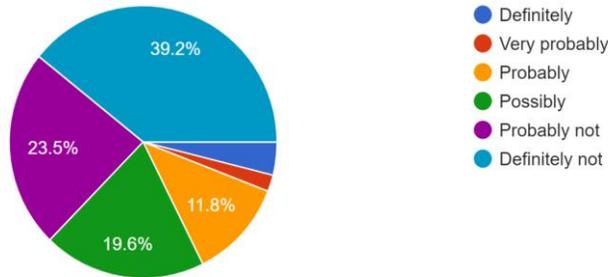
6. Are you interested to use latest technology enabled equipment in kitchen  
51 responses



7. Major portion of the respondent group that includes 39.2% stated that they are not afraid of using electric powered or electronic kitchen equipment for cooking. A small portion of the respondents, i.e.3.9% accepted that they are afraid of using electric powered or electronic kitchen equipment for cooking. 19.6% of the respondents say that they are possibly afraid of using electric powered or electronic kitchen equipment for cooking.

7. Are you afraid of using electric powered/ electronic kitchen equipment for cooking

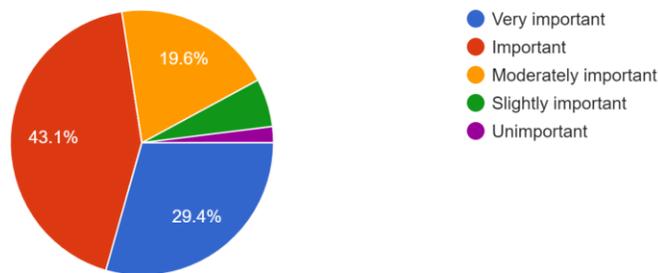
51 responses



8. Most of the working class women in the respondents believe that the tech-enabled kitchen is important for work-life balance. 29.4% of the respondents believe it is very important and at the same time 43.1% believe it is important. However, 2% of respondents believe that it is unimportant.

8. Do you think that a tech-enabled kitchen is important for the work - life balance of working class women

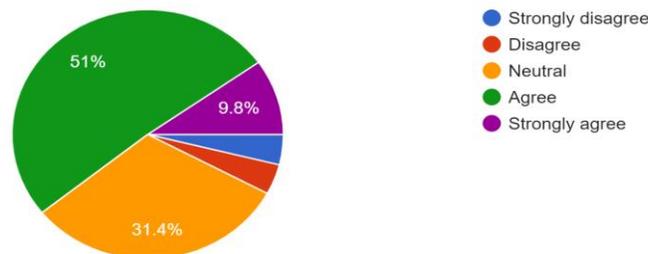
51 responses



9. When it comes to the number of dishes prepared by the working class women community, 9.8% of the respondents strongly agree that they can prepare more dishes in a day if they use a tech-enabled kitchen. Along with this 51% agree to these criteria. 3.9% of the respondents strongly disagreed with the criteria. 31.4% of them remained neutral in giving an opinion on this

9. Do you believe that more dishes can be prepared if you possess a tech-enabled kitchen

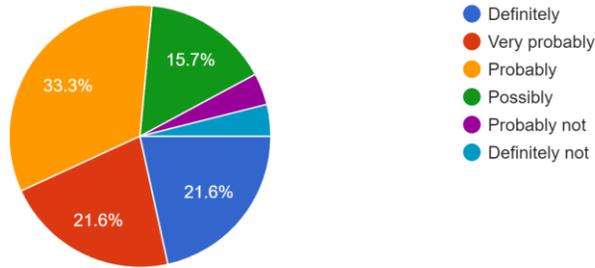
51 responses



10. The criteria that discuss it is the need of the hour to switch over to a tech-enabled kitchen for working women. found that nearly half of the respondents say that i.e. 33.3%, there is a probable chance in it. 21.6% responded that definitely it is not the need of the hour.

10. Do you think that switching over to a tech-enabled kitchen is a need of the hour for working women community

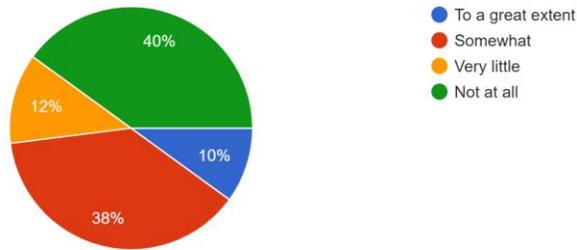
51 responses



11. Almost half of the respondents agreed that technological advancement in their area of residence does not at all pull them back from using tech-enabled kitchens. However, 10% believes that to a great extent this is the reason and a notable percentage of respondents say that somewhat this could be a reason and it is 38%.

11. Technological advancement in your area of residence pulls back you from using tech kitchen

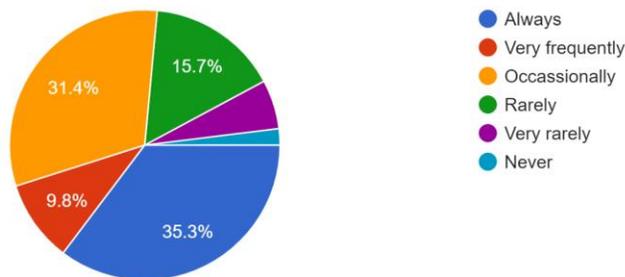
50 responses



12. Most of the respondents who wish to share their experience of using a tech-enabled kitchen with their friends and relatives and the count is 35.3%. 31.4% agreed that they occasionally share the experience of using a tech-enabled kitchen with their friends and relatives.

12. Do you share your experience of using such facility with your friends and relatives

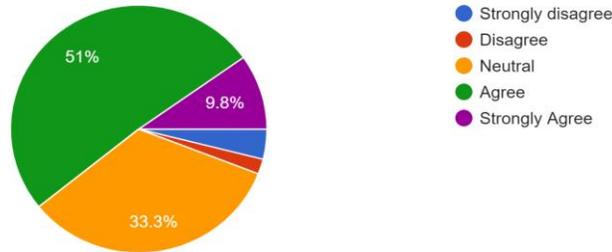
51 responses



13. Most of the respondents agreed that they get tremendous support from their family members for using state of the art technology in their kitchen spaces. A small portion of the respondents argues that they

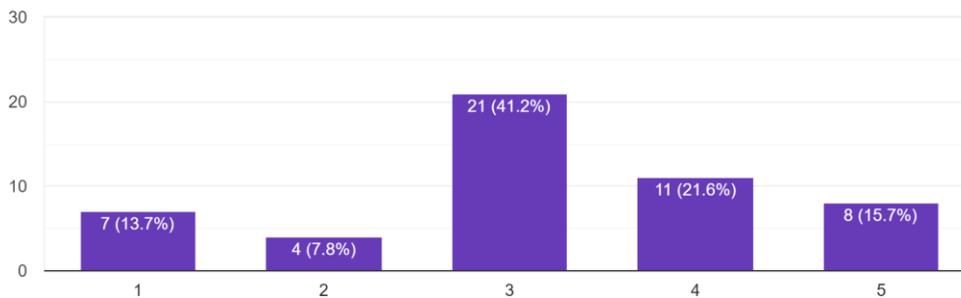
get an objection from their family members which holds them back from using tech kitchens. On the contrary a notable cross section ie; 33.3% remains neutral in this category.

13. Do you get support from your family members for using such facility  
51 responses



14. A major part of the respondents in this group does not show a confidence level to provide training to those who want to implement a tech-enabled kitchen in their homes. Only 41.2 percent is the highest among the group who shows a high degree of confidence to deliver a training session to others who wish to have the presence of technology in their kitchen spaces.

14. How do you rate your skill in providing training to others in the community  
51 responses



## Discussion

The study was conducted among the working class women community in the Cochin region of ernakulam district, the commercial hub of Kerala state that houses most of the aforesaid community who wish to go with the trends in the market. Based on this study, conducted in a short duration, a notable set of findings could be formulated. The major focus of the study was on the motivation factor that enables community members to adopt tech-enabled kitchens in their homes. According to the study it could bring into light that the community faces a strong requirement of food production in a smaller quantity to meet their daily needs at home. But, most of the members in the community face a major issue that is time constraints. They believe that this barrier can be overcome by using the tech-enabled kitchen. Also, this is the major factor in the motivation to have such a modern kitchen as part of their home. Further, they want to know more about such types of kitchens. It shows that the level of adaptability is high among this community. However a major category still wants to continue with the conventional kitchen facilities as they believe that it can produce good, tasty and healthy food. This shows the reason that holds them back from using tech-enabled kitchens. On the other hand, they believe that if they adopt such facilities it can save their precious time which can be positively used to get a close interaction with their family members. In other words, such a facility will enable them to spend more time with their family members, they consider it as the most valuable

benefit of such a tech-enabled kitchen. Understanding the know-how about the installation, usage and safety measures related to such facilities can be a major hurdle in such scenarios. Providing proper training and motivation to this community can bring a high level of confidence among this community. Also, they expect that such technological advancement can increase the number of dishes prepared in a day. It again shows their interest towards the adaptation of tech-enabled kitchens in a positive manner. It could be identified as part of the study that the technological advancement in their place of residence does not pull them back from using a tech-enabled kitchen, rather they would like to adopt it as it may bring some positive changes in their life and family atmosphere. However, still the community does not show a promising competency in providing training to other community members pertaining to the use of tech-enabled kitchens. At the same time it could identify that the family members in this community provide tremendous support to the women members to go along with the technologies. It provides a high degree of confidence and happiness to the women members. This scenario will definitely help the members to make their own decision to install and use tech platforms in their kitchens. Also, though they are aware about such a facility and have enough experience on it, they don't wish to share the experience or provide training to the others members in the community. It can be considered as a short term phenomena and there could be some positive changes among them in the later stage that can lead them to provide necessary training and motivation to other working class women in the community.

### **Conclusion and implications**

This study focuses on the adoption of tech-enabled kitchens among the working class women community in this particular geographical region. The study could identify and reveal that most of the women members in the community positively agree in adopting the tech-enabled kitchens as it may reduce their daily work load and be a solution provider to balance their work and life. There is a need to provide training and motivation to the community members to adopt such facilities in their homes. In addition to this, such a facility can lead to utilising their precious time in a more productive way or they can spend the saved time with their family members. They consider such a facility as a medium to bring in some positive changes in their day to day life and especially it can be a key element in daily work-life balance.

The study was conducted in a short span of time and hence it could not reach a broader geographical boundary. Also, it is focused only on the working class in society residing in a commercially active space. Further research can be conducted in broader geographical areas and can also focus in all dimensions of the society.

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