

CHAPTER V

SUMMARY AND CONCLUSION

Women in the earlier times were not supposed to go out of their houses and were not allowed to indulge in jobs. They were supposed to perform all the household chores such as cooking food, taking care of their family, children, etc. So they had to decide and make a choice between their family and career, and most of the time, they sacrificed their career to take care of their family.

It is very important to educate girl children not only to build confidence among them but also to help them develop socially and economically. Brigham Young has rightly quoted that "If you educate a man, you educate a person, but if you educate a woman, you educate the whole family and a nation". They become capable of making their own decisions and become self-dependent. An educated woman can take proper care of their family, and children and also help them to educate and transmit knowledge and good values. The empowerment of girls and women is essential for achieving sustainable development. They will become aware of the laws, rights, and responsibilities. This can improve the quality of life whether they are stuck in any circumstances or situations, they will be able to come out of that situation, by taking their own decisions. If they are aware then only they can guide their family members, children, and people of the society. This ultimately will result in the overall improved condition of the society and the nation.

Today, women are equally working as men in many fields and professions such as doctors, engineer, nurses, air hostesses, cook, or professionals of their choice. Today also in many areas of the country, the dropout rate of girls is quite high. Many girls have to discontinue their education in school at a very early stage. Poverty is the root cause of many problems in India and also of the low female literacy rate. In India, more than one-third of people live below the poverty line. In many rural areas, family with poor financial condition has a mind-set not to send their daughter to school because it is a waste of money and ultimately they have to marry and go to another house. But women's education is a prerequisite to alleviating poverty.

When girls are deprived of higher education and discontinue their studies after the 12th standard, they lack the skills or qualifications to find employment opportunities.

Skill development programs can be helpful in this situation and help them build a set of skills, thus securing their future economically and socially. There are many career fields that one can choose after the 12th standard. Often the selection is based on the interest of the person and future scope. Today, hospitality is the industry that provides employment to most of the women. It is one of the highly job-oriented fields; it covers a wide range of services including food service, accommodation, and catering.

The rapidly expanding hotel industry must give equal consideration to male and female candidates for roles that have historically been held primarily by men. After senior secondary education, various certificate and diploma programs are also available that are of three months, six months, and one year. Various topics are taught under those programs in such a short duration of time. They teach Communication Skills which helps the front desk agent or the receptionist to deal with the guests and to welcome them with smiling face and a good attitude. They also give them knowledge about housekeeping, accounting, nutritional status, event management, travel and tourism management, serving, etc.

The Hospitality institutions such as Hotels, Guest Houses, and Private Housekeeping provide opportunities to women which help in women's empowerment through employment. It includes a basic understanding of the different departments of the Hotel. There are three major departments viz. The Front desk department, Housekeeping Department, and Food and Beverage department. The Front desk department includes personal grooming and hygiene, communication skills, telephone etiquette, etc. The Housekeeping Department covers cleaning agents/solutions, principles of cleaning and cleaning procedures, different cleaning techniques for different surfaces, types of rooms, bed making in rooms, flower arrangements, etc. The Food and Beverage department covers various types of table setting, table laying, napkin folding, menu type, taking the order, bill presentation, etc.

Women generally possess a good knowledge of housekeeping, cleaning, managing, and serving than boys because they are trained in this field right from childhood so it has become their routine activity and they can perform these tasks very well. Providing some kind of training to them can help in skill enhancement and this will

develop confidence among them to participate in various activities, bring enthusiasm among them, and fulfil their potential. Thus, the researcher was interested in gathering information regarding their existing knowledge related to different fields of the hospitality industry and developed educational modules to help in women's empowerment through employment.

The researcher came across many studies related to positions and roles of women in the hospitality industry, female employees in managerial positions, developing and evaluating a hospitality skill module for enhancing the performance of undergraduate hospitality students, women's empowerment in the hospitality industry, and career development of women in the hotel industry but there was a dearth of researches on development and assessment of educational modules on Hospitality Management Operations for higher secondary girls for their employability. This made the researcher interested in this less explored area of hospitality management which was not studied under the umbrella of Family and Community Sciences (Home Science). Thus the present study was undertaken.

The major focus of the study was to acquaint learners with theoretical as well as practical knowledge of the duties, roles and responsibilities of hospitality related field. The researcher was also interested in assessing the existing knowledge of the respondents and aimed to enhance their knowledge regarding various fields of hospitality such as front desk operations, housekeeping operations, food and beverage operations, safety measures. The focus of the research was girls predominantly of lower income group who discontinued their education after 12th standard. Since the girls discontinued their schooling therefore they lack in certain skills and thus there was a need to develop educational modules. A training program was also required to enhance the knowledge of the respondents and acquaint them with theoretical as well as practical knowledge of the duties, roles and responsibilities related to hospitality industry.

The Department of Family and Community Resource Management offers Hospitality Management at Bachelor, Master, and Ph.D. levels. The modules developed under the research can be helpful to the teachers teaching skills to the students.

The present study will be a valuable resource for academicians and the hospitality sector as the modules developed will be helpful to them in providing training to the students who are willing to pursue their careers in the Hospitality sector.

The present study will help hospitality industry employees to learn various skills related to the different departments of the hospitality industry.

The present research will be beneficial for the students to get suitable employment opportunities according to their skills. The study will help students develop good personality and will help them enhance communication skills.

After the execution of the educational package, the girls will be able to join any hospitality institutions. This will also acquaint them with entrepreneurial skills which will enable them to also start up a housekeeping agency through which they can provide housekeeping services on a contractual basis to various hospitality institutions as well. It will acquaint learners with theoretical as well as practical knowledge of the duties, roles, and responsibilities of a receptionist, housekeeper/room attendant, and food and beverage staff, thus reflecting high standards of work, customer service, and management and best housekeeping operational practices.

STATEMENT OF PROBLEM

The present study aimed to Develop and Assess the Educational Modules on Hospitality Management Operations for Higher Secondary Girls for their Employability

OBJECTIVES

1. To identify the background information of the 12th pass girls of Surat City of Gujarat State.
2. To develop educational modules on Hospitality Management Operations viz; Front desk operations, Housekeeping management operations and Food and beverage operations.
3. To execute educational modules developed on Hospitality management operations for 12th pass out girls to impart knowledge.

4. To access the efficacy of the educational modules developed on Hospitality Management Operations.

DELIMITATIONS

- The study was limited to only higher secondary pass out girls of Surat City.
- The study was limited to only 120 respondents.
- The study was limited to respondents who understand Hindi.

HYPOTHESES OF THE STUDY

1. There exists a relationship between the extent of knowledge of the respondents regarding different areas of hospitality industry viz; Front desk operations, Housekeeping management operations and Food and beverage operations and their age.
2. There exists a difference in the extent of knowledge of the respondents regarding different areas of hospitality industry viz; Front desk operations, Housekeeping management operations and Food and beverage operations with their medium of instruction of schooling and type of family.
3. There exists a difference in the extent of knowledge of respondents regarding different areas of hospitality industry before and after the training program.

METHODOLOGY

A descriptive research design was used for the present study. The sample for the present study comprised of 120 girls from predominantly low-income group areas of Surat City who had discontinued their studies after the 12th standard. The sample selection was done through Purposive sampling method and the respondents were contacted through the Snowball technique method. The Questionnaire was used as a tool for collecting the data which comprised two sections. Section I dealt with the Background information of the respondents and Section II dealt with the extent of knowledge regarding different areas of the hospitality industry. The respondents were asked to respond to a 3-point continuum scale in terms of “Aware”, “Undecided” and, “Unaware” and the scores from 3 through 1 were given to the respondents respectively. To obtain the categories of the extent of knowledge, the score range was

divided on an equal interval basis. The procedure used for analyzing the collected data was categorization, coding, tabulation, and statistical analysis. For analyzing the data, t-test, Coefficient of correlation, paired t-test was computed. A three-month training program was conducted for the respondents, which was focused on enhancing the knowledge of the higher secondary pass-out girls regarding the different departments of the hospitality industry viz; Front desk Operations, Housekeeping Management Operations, Food and Beverage Operations, and Information regarding safety measures. The training was provided with the help of the educational modules that were prepared by using video clips with voice over to make things clear to the respondents. It helped respondents to gain an in-depth understanding of the hospitality operations. Training sessions were delivered in the Hindi language for better understanding of the respondents which helped learners in acquainting theoretical as well as practical knowledge of the duties, roles, and responsibilities related to the hospitality industry.

MAJOR FINDINGS OF THE STUDY

The findings of the present study are described as follows:

Section I: Background Information of the respondents

It was observed that majority of the respondents were from rural area. The family monthly income for most of the respondents ranged in between ₹10000 and above. More than one-half of the respondents were living in Nuclear families. It was found from the gathered data that 67.50 per cent of the respondents were having 4 -6 members in their family. The medium of instruction for 60 per cent of the respondents was Gujarati medium and for 40 per cent respondents was Hindi Medium. Results also revealed that majority of the respondent's family members were not working in the Hospitality fields whereas a very few were working in areas such as guest houses, restaurants, hotels, hospitals, resorts and other places as housekeeping staff, cook, as waiter etc.

Section II: Extent of Knowledge of the respondents regarding different areas of hospitality industry

The knowledge of the respondents regarding the hospitality industry was divided in four different categories, namely, Front desk operations, Housekeeping management

operations, Food and beverage operations and information regarding safety measures. Under this scale, various aspects of knowledge regarding these areas were considered for the statements.

1. **Front desk operations:** The data revealed that 67.50 per cent of the respondents had low extent of knowledge regarding the different areas of front desk operations. It was sub-categorized in the following aspects:
 - a) **Personal grooming and hygiene:** From the gathered data it was found that majority i.e. 85 per cent respondents were unaware that only clear or pale nail polish should be used, around two-third per cent were unaware that it is required to wear appropriate stockings with black shoes, and make-up with light colors that complement the uniform and skin tones is preferred. It was found that 53.33 per cent of the respondents had low extent of knowledge regarding the various aspects related to personal grooming.
 - b) **Communication Skills and Telephone Etiquette:** The data revealed that 60 per cent of the respondents were unaware that checking and managing all the email is one of the responsibilities of front desk staff. More than one-half of the respondents were unaware that Front desk employees should provide adequate information about hotel activities/facilities to the guests. The data revealed that 51.67 per cent of the respondents had low extent of knowledge regarding communication skills and telephone etiquette.
 - c) **Guest cycle:** It was found that a little less than one-half of the respondents were unaware that managing guest arrival and departure record is important, and also were not aware that to monitor and update guest reservation is the duty of front desk department.
 - d) **Payment methods and Settlement of Bill:** The data revealed that two-third of the respondents were unaware that it is important to have knowledge about different types of payments methods (cash /card/UPI id). The data showed that 56.67 per cent of the respondents had low extent of knowledge regarding managing registers.
2. **Housekeeping management operations:** The data revealed that 74.17 per cent of the respondents had low extent of knowledge regarding the various aspects of housekeeping department.

- a) **Cleaning of different areas and cleaning agents:** The gathered data showed that 61.67 per cent respondents were unaware that regular cleaning all rooms is important. More than one-half of the respondents were unaware that there are different chemicals for different types of surfaces. The data revealed that 60 per cent of the respondents had low extent of knowledge regarding cleaning and decoration of different areas.
- b) **Flower Arrangement and Decoration:** The results depicted that most of the respondents were unaware that there are different types of flower arrangements. More than one-half of the respondents were unaware that the housekeeping staffs are responsible for creating a pleasant ambience in the hotel. The data revealed that 53.33 per cent of the respondents had low extent of knowledge regarding Flower Arrangement and Decoration.
- c) **Bed making:** It was found that 61.67 per cent of the respondents were unaware that knowledge about bed making is important for housekeeping staff. The data revealed that slightly more than one-half of the respondents had moderate extent of knowledge Bed making.
- d) **Linen and Laundry:** The gathered data showed that slightly more than one-half of the respondents were unaware that ironing of clothes is a duty of housekeeping staff. One-half of the respondents were unaware that knowledge of different types of stain removal liquids and methods is important. The data revealed that 45 per cent of the respondents had moderate extent of knowledge regarding Linen and Laundry.
- e) **Managing registers:** The results revealed that a little less than one-half of the respondents were unaware that maintenance registers are used to keep track of all the tasks that need to be done in a room or any other public space and 35 per cent of the respondents were unaware that the housekeeping staffs are responsible for managing different registers in a hotel. The data revealed that 60 per cent of the respondents had moderate extent of knowledge regarding managing registers.
- f) **Housekeeping trolley:** It was found that 58.33 per cent of the respondents were unaware that every floor contains a housekeeping trolley. The data

revealed that 51.67 per cent of the respondents had low extent of knowledge regarding Housekeeping trolley.

3. **Food and beverage operations:** The data showed that majority of the respondents had low extent of knowledge regarding the food and beverage operations.
 - a) **Food serving:** From the gathered data it was found that near about two-third of the respondents were unaware that there are different types of table settings as per the events. The results revealed that 66.67 per cent of the respondents had low extent of knowledge regarding food serving.
 - b) **Order taking and Bill presentation:** It is depicted that a little less than one-half of the respondents were unaware that it is good to present the bill to the guests after completion of their meal. The results revealed that 61.67 per cent of the respondents had low extent of knowledge regarding order taking and bill presentation.
 - c) **Cleaning Equipment and work areas:** it was found that 55 per cent of the respondents were not aware that it very important to clean the dining table after each meal, 52.5 per cent of the respondents were unaware that it is important to clean the serving counter daily. The results revealed that 52.5 per cent of the respondents had low extent of knowledge regarding cleaning equipment and work areas.
4. **Information regarding safety measures:** It was found that majority of the respondents were unaware that proper security should be maintained by using CCTV cameras, security guards. The data revealed that 79.17 per cent of the respondents had low extent of knowledge regarding safety measures.

Section III: Testing of Hypothesis

The Correlation coefficient (r) was not found significant between the extent of knowledge of the respondents regarding different areas of hospitality industry and their Age. Hence, the null hypothesis was accepted. t-test was computed to find out the difference between extent of knowledge of the respondents regarding different areas of hospitality industry with their medium of instruction of schooling and type of family. The results of the computation of t- test did not show any significant difference in the

extent of knowledge of the respondents regarding different areas of hospitality industry with the Medium of instruction. Hence, the null hypothesis was accepted. For family type, the t-value was found to be significant at 0.05 level of significance. Hence, the null hypothesis was rejected. Paired t test was computed to find out the difference in the knowledge of respondents regarding different areas of hospitality industry before and after the training program. The computation of t-value showed significant difference in the extent of knowledge regarding different areas of hospitality industry before and after the training program. Hence, the null hypothesis was rejected.

Section IV: Development of Educational Modules on different departments of Hospitality Management Operations

The modules were prepared based on the data gathered regarding the knowledge of the respondents on different departments of hospitality management Operations. From the data, it was found that the respondents lacked in knowledge regarding various aspects of hospitality management Operations such as grooming standards, maintenance of different types of registers, various cleaning agents/solutions, table setting types, safety measures etc. The educational modules included information about the topic and detailed activities are performed focused on the respondent's learning. The educational modules for different areas of hospitality management were prepared for disseminating knowledge and making the teaching learning process effective, interesting and easy to learn as well as help in gaining an in-depth understanding of the hospitality operations. The educational modules were made by using mp4 video clips with voiceover in Hindi language.

The modules were developed on the following:

Table 58: Development of modules on different areas of hospitality management Operations

Sr. No.	Title of Educational modules
1	Front Desk Operations <ul style="list-style-type: none"> • Personal grooming and makeup • Telephone manners and etiquettes • Guest cycle (from pre- arrival to departure) • Taking payment through different methods

2	Housekeeping Operations <ul style="list-style-type: none"> • Bed making in rooms (single occupancy rooms, double room, suite room) • Flower arrangement and decoration (Fresh and dry flower arrangement) • Cleaning of rooms and bathrooms • Housekeeping Chemicals/ cleaning agents (such as R1, R2, R3, R4, R5, R6, R7, R9) • Room service with the help of Housekeeping trolley • Decorating rooms and different areas • Management of different areas (such as Linen and laundry room management, Housekeeping stores) • Handling keys • Managing registers
3	Food and Beverage Operations <ul style="list-style-type: none"> • Table settings (Formal, Informal, Basic, Buffet) • Napkin folding • Table laying • Taking orders and bill presentation
4	Information regarding safety measures Emergency services: <ul style="list-style-type: none"> • Fire extinguisher • Emergency calling • First aid kit

Section V: Training program for the respondents

One of the objectives of the present research was to access the efficacy of the educational modules developed on Hospitality Management Operations. For this purpose, educational modules were made by using mp4 video clips with voiceover in Hindi language for better understanding of the respondents. The development and implementation of the training program was conducted in four stages, i.e., preparation of material, contacting the respondents, implementation, post testing. The major focus in the training program was to acquaint learners with theoretical as well as practical knowledge of the duties, roles and responsibilities related to hospitality industry. The educational modules developed for the training program were shown through mp4 videos to the respondents. The videos contained the various aspects of different departments of Hospitality Management Operations and were prepared in the Hindi language for a better understanding of the respondents. The topics covered were

Personal grooming and makeup, Telephone manners and etiquettes, Checking guest reservations (from pre-arrival to departure), and taking payment through different methods in Front desk Operations. Bed making in rooms, Flower arrangement and decoration, Cleaning of rooms, and bathrooms, Housekeeping chemicals and their use, Housekeeping trolley, Decorating rooms, and different areas, Handling keys, Management of different areas: Linen and laundry, Housekeeping stores and Managing registers in Housekeeping Management Operations. Table settings, menu types, napkin folding, table laying and taking orders, and bill presentation in Food and Beverage Operations and Information regarding safety measures. The respondents for the training program were contacted, who were 12th pass-out girls predominantly from lower-income groups and the ones who were willing to participate. They were contacted through the Snow-ball technique. A total of 120 respondents participated in the training program. A suitable time and place were decided for the respondents to attend the training program. Training programs were conducted in the Surat City, Gujarat. The respondents were gathered there, and they were given knowledge of various aspects related to hospitality management. After the presentation of the modules, the question-answer session was carried out for discussion followed by their feedback. It was observed that many of the respondents who were willing to seek jobs but could not due to poor financial conditions or less education were then filled with confidence to learn something new.

CONCLUSION

The study on “Development and Assessment of Educational Modules on Hospitality Management Operations for Higher Secondary Girls for their Employability” was conducted on girls from predominantly low income groups’ areas of Surat City who had discontinued their studies after 12th standard. The major objective of the study was to Develop and Assess the Educational Modules on Hospitality Management Operations for Higher Secondary Girls for their Employability. To attain the major objective, the extent of knowledge of the respondents regarding different areas of hospitality was studied and modules were prepared. The major findings of the study revealed that majority of the respondents were from rural area. The medium of instruction for 60 per cent of the respondents was Gujarati medium and for 40 per

cent respondents was Hindi Medium. Results also revealed that majority of the respondent's family members were not working in the Hospitality fields whereas a very few were working in areas such as guest houses, restaurants, hotels, hospitals, resorts and other places as housekeeping staff, cook, as waiter etc. It was found that majority of the respondents had low extent of knowledge regarding the different areas of hospitality industry viz: Front Desk Operations, Housekeeping Management operations, Food and Beverage Operations and information regarding safety measures. Therefore, the educational modules for different areas of hospitality management were prepared. The educational modules were made by using mp4 video clips with voiceover in Hindi language. One of the objectives of the present research was to assess the efficacy of the educational modules developed on Hospitality Management Operations. Therefore, a training program was conducted for the respondents with the major focus to acquaint learners with theoretical as well as practical knowledge of the duties, roles and responsibilities related to hospitality industry which was found to be very effective.

IMPLICATIONS OF THE STUDY

- **For Educational Institutes**

The Department of Family and Community Resource Management offer Hospitality Management at Bachelors, Masters and Ph.D. level. The modules developed under the research can be helpful to the students to learn the Hospitality Management operations.

The present study will be valuable resource for academicians and hospitality sector as the modules developed will be helpful to them for providing training to the students and interns who are willing to pursue their career in Hospitality sectors.

- **For the Hospitality sector**

The present study will help the hospitality industry employees to learn various skills regarding the different departments of the hospitality sector. Thus the hospitality industry will be able to acquire skilled employees.

- **For 12th pass out Girls**

The present research will be helpful and beneficial for the students to get suitable employment opportunities. The study will be helpful in developing good personality and effective communication skills.

After the execution of the educational package the girls will be able to join various hospitality institutions. This will also acquaint them with entrepreneur skills which will enable them to start-up a housekeeping agency through which they can provide housekeeping services on a contractual basis to various hospitality institutions as well.

It will acquaint learners with theoretical as well as practical knowledge of the duties, roles and responsibilities of a receptionist, housekeeper/room attendant, food and beverage staff thus reflecting high standards of work, customer service, and management and best housekeeping operational practices. The girls can work in the Hospitality institutions like hotels, Guest House and Private Housekeeping Services which will empower them through employment opportunities.

RECOMMENDATIONS FOR FURTHER STUDIES

1. A comparative study with similar objectives can be conducted for both the genders in different states of the country.
2. Effectiveness of educational modules developed can also be studied on various target groups in different states.
3. A study on finding out the number of students enrolled in jobs can be conducted as a feedback.
4. Different modules on the topics like food service management can be prepared for providing training to the students.