

ABSTRACT

Today in many States 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 Hospitality institutions such as Hotels, Guest Houses, and Private Housekeeping provide opportunities to women which help in women's empowerment through employment. Women generally possess a good knowledge of housekeeping, cleaning, managing, and serving 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 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 main target of the researcher was girls predominantly of lower income group who discontinued their education after 12th standard. A training program was also required to enhance the

knowledge of the respondents. 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. 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.

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. Hence, 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 for better understanding of the respondents. One of the objectives of the present research was to access the efficacy of the educational modules developed on Hospitality Management

Operations. Therefore, a training program was conducted for the respondents to acquaint learners with theoretical as well as practical knowledge of the duties, roles and responsibilities of hospitality related fields. The development and implementation of the training program was conducted in four stages, i.e., preparation of material, contacting the respondents, implementation (training program), and post testing. The educational modules developed for the training program were shown through mp4 videos to the respondents, which were found to be very effective in enhancing their knowledge. Therefore, 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.