

# **CHAPTER I**

## **INTRODUCTION**

Education is one of the most important ways to empower an individual or a community. It encourages learning, gaining of knowledge, information, skills, talents, ethics, values, beliefs, and habits. According to Webster's New World Dictionary (1962), Education is "the process of training and developing the knowledge, skill, mind, character, etc., especially by formal schooling". In addition to empowering an individual, education also contributes to narrowing the gender gap which exists in the society. The term "gender equality" refers to everyone having access to equal rights, responsibilities, and same opportunities irrespective of their gender. Gender equality is a fundamental human right that gives everyone the chance to live in dignity and freedom, irrespective of their gender (Devi, 2017). However, girls have faced numerous challenges in the past and were not given the opportunity to avail all of the benefits.

### **1.1 Girl Education**

Girl education is necessary for any nation in order to develop socially and economically. (Sahoo, 2016). It has been noticed that an educated woman is significantly more capable of managing her household responsibilities than an uneducated one. Supporting girls' education can transform communities, nations, and the entire world. Girls who get an opportunity to complete their schooling are more likely to lead productive lives and have later marriages. They have a greater chance of securing a brighter future for themselves and their families, earning more money, and taking part in decisions that directly affect them. <sup>(1)</sup> Women who pursue education acquire knowledge, skills, and confidence among them which allows her to work proficiently in any field.

To encourage girl education, the Indian government has taken various initiatives and implemented numerous programs/schemes. The government has also launched several girl-child programs across India to change the social attitude of people toward girls and improve their position in the society. These schemes can be divided into two distinct categories: Central Government schemes and State Government schemes. The Central Government schemes cover Beti Bachao Beti

Padhao which is to enhance girls' education in India, Sukanya Samriddhi Yojana, Balika Samriddhi Yojana, etc. <sup>(2)</sup> Apart from the Central Government Schemes, every state in India also offers its scheme for girl child welfare. Several policies have been introduced for elementary-level girl education. The Mid-Day Meal Program helps reduce the gender gap in school participation. The Mid-Day Meal Scheme provides working women an essential source of employment and relieves them of the duty of doing the cooking at home during the day. Addressing this social issue, promoting women's education, and influencing parents to send their daughters to school are the main objectives of the Mid-Day Meal Scheme.

## **1.2 Reason for Dropout of Girls from school**

All over the world, millions of girls' dropout from school, out of which more than 60 per cent quit school at higher secondary school age and more than 30 per cent of them, leave at lower secondary school age. The world's largest adolescent's population is in India. However, a lot of underprivileged Indian adolescents are still unable to successfully complete their education (Kumar et al., 2023). Their dropout is due to a number of factors, some of which include poverty, lack of knowledge among parents, child marriage, gender inequality, difficulty in accessing school and lack of basic amenities like toilets. The dearth of female teachers in India is another obstacle to female education. The low rate of female literacy in India is mostly because of the gender-segregated society there. <sup>(3)</sup> Their chances of getting quality education are greatly reduced if they are from a low-income family, live in a remote area, or have any kind of impairment/ disability.

Poverty is the root cause of several issues in India including the low female literacy rate. More than one-third of the Indian population is living below the poverty line. Despite government's efforts to make elementary education free, parents still refuse to enroll their daughters in school. The education of boys is typically prioritized in many households, but women are rarely treated equally. Since girls have to leave their parents' home after marriage, therefore from the beginning, they do not consider females as a contributing member of their family. Hence, they think that investing in their education is a waste of time and resources. Because of parents' preference for sending boys to school rather than girls, the dropout rate is still high in many communities. However, educating

women is necessary to combat poverty. Men and women must equally participate in the task of alleviating poverty.

### **1.3 Career Opportunities for higher secondary pass-out Girls**

When girls are deprived of higher education and discontinue their studies after the 12<sup>th</sup> standard, they lack the skills to find employment opportunities. Skill development programs can be beneficial in this situation and help them develop a set of skills and talent thus safeguarding their future economically and socially. There is a wide range of career disciplines that one can choose from after the 12<sup>th</sup> standard. After completing the 12th grade, one can select from a variety of career disciplines. The selection procedure and decision are typically based on the interest of the student and their future career goals.

The hospitality sector is at present one of the largest employer of women. It is amongst one of the sectors with a major emphasis on employment including services like food service, lodging, and catering. The rapidly expanding hospitality industry offers an equal chance to both male and female candidates that were previously occupied by males. The travel and tourism field is a larger area which includes the hospitality industry. The travel and tourism industry is a broad group of businesses sharing a common goal: providing tourists with the necessary products and services they desire (Kasavana, 2013).

### **1.4 Hospitality Industry and its sectors**

The hospitality sector is comprised of businesses that offer a variety of goods and services to visitors and guests. Hotels, guest houses, hospitals, resorts, private housekeeping, etc. are all covered under the hospitality institutions that provide opportunities to women for career development and help in women's empowerment through employment. It requires a fundamental knowledge of different departments of the Hotel. There are various departments of a hotel such as the Front desk department, Housekeeping Department, Food and Beverage department, Engineering and Maintenance Department, Accounts and Credits Department, Security Department, Human Resources (HR) Department, Sales and Marketing Department, Purchase Department, and Information Technology (IT) Department. The three major departments of the Hospitality sector are the Front desk department, Housekeeping Department, and Food and Beverage

department.

The Front desk department includes the front desk agents such as the receptionist, bell, door attendants, etc. They interact with a variety of guests entering the hotel, which makes their job both difficult and interesting. The primary responsibilities of a front desk representative are to greet visitors and help them check into their rooms. Being the first point of contact for guests is one of the most crucial tasks in the entire business. This department staff should have a good knowledge of personal grooming and makeup, hygiene, communication skills, telephone etiquette, handling guest complaints, managing guest cycle from pre-arrival to departure, etc.

The Housekeeping Department in a hotel is responsible for carrying out all tasks involved in keeping a business property clean and orderly. In the case of hotels, housekeeping responsibilities include keeping the establishment in the finest possible condition with regard to cleanliness and maintaining with highly desirable ambiance. Housekeeping generates the first impression on a guest's mind. The hotel's cleanliness efforts clearly demonstrate how the hotel will take care of its guests (Andrews, 2008). The Housekeeping staff take care of cleaning, decorating and maintenance of all the areas which requires the knowledge of cleaning agents/solutions, cleaning procedures, different cleaning techniques and agents for different surfaces, types of rooms, bed types and linen requirements standards, the function of the housekeeping trolley (maid cart), flower arrangements, laundry equipment, and process, maintaining linen room, handling keys, etc.

The Food and Beverage department is one of the important departments for any hotel and restaurant. A Hotel is incomplete if it does not have a Food and Beverage department in it. The process of preparing, presenting, and serving food and beverages to consumers through restaurants, food carts, etc. is known as food and beverage service. It includes various types of table setting, table laying, napkin folding, menu type, taking the order, bill presentation, serving, etc.

The Food and Beverage department is an important component of revenue in hotels. The primary departments that make up the food and beverage division of most large accommodation facilities include: Restaurant operations- responsible for Food and Beverage service in all food outlets, Culinary operations - responsible for the production of food, In-room dining- responsible for serving food to guests in their guestrooms, Banquet and catering- responsible for

providing food, beverages, and service for banquet events and other special functions, and Stewarding- responsible for ware washing and other clean-up duties (Cichy and Hickey, 2017).

### **1.5 Hospitality Industry as a profession for 12<sup>th</sup> pass-out girls**

Hospitality is the fastest growing field all across the globe and it offers job opportunities to 12<sup>th</sup> pass girls. Employment in hospitality operations allows the girls to work and enhance their skills. This develops confidence among them which may help in improving their knowledge, skills, and overall personality, as well as the economic conditions.

However, there are many departments in a hotel but Housekeeping plays a very important role in the employment generation of girls in many ways. It is Housekeeping activities about which a girl is familiar right from her childhood. There are various duties of a housekeeping staff such as establishing a welcoming atmosphere, ensuring reliable service to the guest, and ensuring a high standard of cleanliness and general upkeep in all areas of the department. It also provides basic amenities like linen, bed sheet, towel, soap, etc. in rooms, as well as maintain an inventory for the same. One of the responsibilities of the housekeeping team is to provide uniforms for every member of the staff and maintain adequate inventories. It takes care of all the uniform ironing, guest clothing, and hotel linen laundering requirements. The other responsibilities are to provide and maintain the floral decorations and also the landscaped areas of the hotel, to coordinate renovation and refurnishing when required and to deal with lost and found articles. It ensure training to the new staff or intern, control, and supervision of all staff associated with the department and to ensure that safety and security regulations are made known to all staff of the department, etc.

Women generally possess a good knowledge of all these tasks and have a good aesthetic sense than boys because they are trained in this field right from childhood. They perform all the household activities and it has become their routine such as cleaning the room, decorating, and dusting, changing curtains, linens, bed sheets, etc. at their home. It does not require more effort for women as they can learn these services easily. Housekeeping activities can be a bright career field for girls who are interested in the hospitality/tourism industry.

Despite their traditional role as housewives, women have recently made contributions to the professional workforce. In today's world, emphasis is placed on equal opportunities,

attracting, encouraging, promoting, and empowering women in a number of global development initiatives. The tourism industry employs two times more women as compared to the other sectors.

### **1.6 Skill development program for girls**

Skill development is the process of recognizing the skills gap in young people and addressing it with training and employment opportunities. The goal of the skill development programs is to help young people realize their potential by providing them the opportunities and encouragement they require to succeed (Prabhakar and Nimesh, 2022). Numerous certificate and diploma courses are available for girls who have completed their higher secondary education. They may vary from three months to six months to one year. Skill development programs or courses are designed in such a way which helps the learners to learn skills in a short duration of time. Related to the hospitality field there are several courses such as communication skills, accounting, personality development, event management, travel and tourism management, etc. These courses can help them to get a bright career in the area of their interest and provide employability skills, also resulting in a confident personality in an ever-challenging environment.

The Gujarat Government came up with the idea of finishing schools as part of a program. A training program on skill development is offered to students in higher education and technical fields as part of the Gujarat government's Employability Enhancement Initiative. <sup>(4)</sup> Finishing schools are those that train young women and girls to function in society. It is taught as a one-year program in India. Strengthening their skills and teaching them some soft skills, plays a crucial part in forming the entire personality of an individual. Anyone who enrolls in these types of finishing schools has the opportunity to show both their theoretical knowledge and their practical work experience. These finishing schools train the students in a variety of professional courses to develop the communication, presentation, and group discussion skills that are essential during the selection procedure. They also work to foster the smarter attitude required to achieve greater professional advancement. The prerequisite for enrollment in finishing schools is the 10<sup>th</sup> class. The underprivileged girls can also join in finishing classes because it offers various courses and they can join it before marriage,

before joining the job, or after their child's admission to school. These courses are currently offered in almost all Indian cities. This can affect them favorably and aid in planning their career development to enhance their skills and abilities. There are several hospitality education programs that support the development of leadership abilities in the field. Girls' education levels can clearly affect their future health and financial prospects, which in turn enhances the outlook for the entire society. In the poorest countries of the world, 50 percent of girls do not attend secondary school. Yet, research showed that every extra year of school for girls increases their lifetime income by 15 percent. As a result of increased female education and earning capability women are able to improve the standard of living for their children since women devote more of their income to their families than males. <sup>(5)</sup>

### **1.7 Role of Women in Hospitality Industry**

Previously the hospitality industry was male-dominated because of the culture and nature of the industry as well as the numerous heavy-duty jobs involved in this sector, such as cleaning numerous rooms and bathrooms, moving furniture while cleaning, working long and unpredictable hours, serving, etc. The hospitality staffs have to deal with various people and their main role is to serve the guests in the best possible ways. They are required to perform all of their duties from greeting the guests to cleaning and serving them with all the essential things they require.

Women in the earlier times were not supposed to go out of their houses and were not allowed to perform all these tasks. So the women had to face numerous problems as 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 families. This was one of the biggest challenges in balancing their personal and professional life. It was believed that women were meant to stay within the boundaries of their homes and perform all the household work, taking care of family members and children, etc. They were provided with basic education and were expected to get married and take care of their families. But now the time has changed and women are also performing the same roles as a man. Today girls are also given equal education as boys to fulfill their dreams. But in many places, girls cannot pursue their higher studies because of many reasons one of them

being the family's poor financial conditions.

### **1.8 Current Scenario for the Dropout of Girls in India**

According to the Census, the literacy rate of women is increasing with time. As per the Census 1991, the female literacy rate was 39.80 per cent, then it increased by 14 per cent in the Census 2001 and become 53.7 per cent and after that again it raised to 64.6 per cent as per the Census 2011. But if we consider the female literacy rate in India, then it is lower than the male literacy rate as many parents do not allow their female child to go to school. India's greatest literacy rate is of Kerala, while the lowest is of the State Bihar. <sup>(6)</sup> Some of the most common reasons for the high rate of drop-out in the primary and middle school level are: The women are always occupied by the household chores so they are not interested in studies. Poverty is one of the causes and the cost of education in schools is quite high. In some of the regions of interior areas, girls are married at a very early age. People are scared to send their daughters outside of the home due to safety reasons. Some people are living in very interior areas where schools are very far so this is also one of the reasons of dropout among girls. Lack of proper toilets/ means of sanitation and hygiene is also one of the important reasons for not sending young girls to school.

### **1.9 Women Empowerment through Employment**

Women's empowerment is one of the major issues currently. Varied sectors are engaged in the drive for women's empowerment whether it is hospitality or any other field. Most hotels and tourist organizations are trying to employ women and empower them socially and financially. There is a wide scope of empowerment in the tourism industry if the resources and employment opportunities are properly harnessed. Women's significance in society and the workplace is influenced by a number of social, cultural, and economic factors. The hospitality and tourism industry seeks to improve the perception of women in business and increase their profile within the sector. Women in this field have witnessed a time of remarkable transformation and progress. Women are becoming considerably more prevalent in management positions and other important positions in restaurants, hotels, catering firms, resorts, and many other establishments. Some counseling programs should be provided to the parents as



the parents must be aware of all advantages of sending girls to school for studying. According to an International Labor Organization report, Educating girls has proven to be one of the most effective ways of breaking poverty cycles and this will probably have significant impacts on access to formal jobs in the longer term.<sup>(7)</sup>

Today's women have made their prominent position in society and are treated equally in the workplace with men. They are compassionate, devoted, cheerful, and energetic. Their hospitable nature can enlighten the candle of the tourism and hospitality industry to a greater extent. They can explore their career options and make significant contributions to the growth and development of this attractive industry. Women work in practically all fields and industries, but hospitality and tourism are two that can be particularly advantageous to them. Nowadays women are also taking up the initiative and playing an important role in varied fields and hospitality and tourism being the major areas. Earlier only males use to join this sector but now it is proved that women can also perform better in this field. Since girls are trained in household chores from childhood this helps them to acquire housekeeping skills easily (Khan et al., 2020).

The travel and tourism industries can provide women more chances for leadership, entrepreneurship, and empowerment than many other sectors, particularly in developing nations, and as a result, they can significantly contribute to the eradication of poverty in rural areas. Women's participation in the economy benefits society on both the micro and macro levels. (Bazazo et al., 2017). Thus women can contribute to the sector by their creativity and inventiveness but they should be informed about the variety of opportunities available. Therefore, the proposed study focused on empowering girls with skills needed for working in various departments of hospitality industries viz; front desk operations, housekeeping operations, and food and beverage departments which are very much in demand today. With their hospitality skills, they can get employment in the housekeeping department and food and beverage department. Girls with good communication skills can get employment as front desk agents or receptionists also.

### **1.10 Training of 12<sup>th</sup> pass out Girls through Educational Modules**

The term "module" in education refers to an instructional unit that focuses on a particular topic depending upon the context such as the course and respondent's level. Majority of educational modules includes information about the topic, emphasizes on the respondent's learning activities, and demonstrate understanding. It is used to develop knowledge of an individual or a group of people. They develop their personalities and gain effective communication skills with the help of the modules. The present study aimed to develop and execute educational modules in areas like front desk management, Housekeeping Operations, and food and beverage department. Its objective was to acquaint learners with theoretical as well as practical knowledge of the duties, roles, and responsibilities of a receptionist, housekeeper/room attendant, reflecting high standards of work, customer service, management, and best housekeeping operational practices.

### **JUSTIFICATION**

Education is very important for every individual but in previous time also women was not given equal opportunity as men therefore the need for women's education has become more important. 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. Therefore 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.

More than 60 per cent of India's population belongs to rural area, therefore, 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. They will be able to improve their quality of life. If they are stuck in any difficult

circumstances or situations, they will be able to come out of that situation, by taking their own decisions. If women 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 are below the poverty line. In many rural areas, family with poor financial condition has a mindset 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. It is very important for family members to understand that women's education is a prerequisite to alleviating poverty.

When girls are deprived of higher education and discontinue their studies after the 12<sup>th</sup> standard, they lack the skills or qualifications to find employment opportunities. However, they are capable of handling all these situations with proper care due to their upbringing in Indian housing. 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 completing 12<sup>th</sup> 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 industries that include a variety of services like food service, lodging, 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 duration. 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 impart 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 career

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 in the Hospitality sector. 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 good knowledge of housekeeping, cleaning, managing, and serving skills than boys because they are trained in this field right from childhood as it has become their routine activity and they can perform these tasks very well. Providing 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 enhance their potential. Thus, the researcher was interested in gathering information regarding their existing knowledge related to different areas of the hospitality industry to design a training program for enhancing their skills for availing employment opportunities.

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 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 training 12<sup>th</sup> pass out girls in the field of hospitality management to provide them with employment opportunities. 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 and safety measures. The main target of the researcher was girls

predominantly of lower income group who discontinued their education after 12<sup>th</sup> standard. Since the girls discontinued their schooling therefore they lacked in certain skills and thus there was need to develop educational modules. Therefore, a training program was designed through appropriate techniques to enhance their skills as well as practical knowledge regarding the hospitality industry.

As the Department of Family and Community Resource Management offers Hospitality Management at Bachelor, Master, and Ph.D. levels, the modules developed under the research would 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 12<sup>th</sup> 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 12<sup>th</sup> pass out girls to impart knowledge.
4. To access the efficacy of the educational modules developed on Hospitality Management Operations.

## **DELIMITATIONS OF THE STUDY**

- 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.