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# Indian Journal of Applied Hospitality & Tourism Research

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## Preface

These are unprecedented and challenging times. The Covid-19 outbreak dispenses a vicious blow on the hospitality industry, not only at the national level but globally too. Tourism is a big victim of the pandemic and so is hospitality sector and economy. It has compelled us to think beyond the boundaries. New Dimensions and Responsive actions must be explored and identified in travel, tourism and Service sectors. Vocal for local strategy with emphasis on sustainable development goals can help in some way to integrate tourism and economy at local level thus mitigating the impact of pandemic. It is significantly important for hotels to identify required action plan that will address both current state and future growth in hospitality industry.

Ecologically balance, nature friendly and long term safe and healthy practices will be priority and more so will be the motivation to travel. Improvement in sentiments regarding the pandemic and business activities will help in reviving our industry from the precarious impact of Covid-19.

Together experts, researchers and decision makers both from academia and industry across the globe, help in Re-vamping the hospitality and tourism industry. Experts knowledge, experience and research innovations will help in developing sustainable goals aimed at creating definite impact on hospitality, travel and tourism businesses. Re-strategizing hospitality and tourism through food and facilities; and contextualizing the cinema as the source of destination promotion helps in re-aligning the tourism, travel and hospitality industry.

Tourism being good means for sustainable development, needs to manage its Human Resource and revive their work life balance accenting the post Covid-19 impacts. In this new normal scenario, being one of the most competitive industry for any economy, hospitality needs to optimize guest satisfaction and their culinary experiences. Conserving the historical importance and cultural aspects of food, hospitality industry has to manage the need of sustainable innovation in food safety measures. Need of future strategic advances in tourism and hospitality industry also highlights the requirement of re-assessing hospitality, travel and tourism education, as well addresses the need of sustainable training for their workforce.

Innovative entrepreneurship, Rural Tourism, Host Participation, Community Development; and addressing certain sustainable issues like climate change or highlighting recent trends or opting smart application and social media platforms can prove as some of the re-equip strategies in this new normal for hospitality and tourism industry.

This issue of journal offers an integrated perspective in Re-Strategizing Hospitality and Tourism: Through Food, Facilities and Films, and addresses the task by bringing together a collection of research papers that investigate and explore the scope and opportunities in the field. Besides containing contemporary perspectives, the real strength of the Journal over the years has been its research based comprehensive coverage of certain timely, crucial and challenging issues of the Tourism and Hospitality Industry. These studies will help us in remaining relevant and in gaining competitive advantage to keep pace with the changes. The issue contains the paper highlighting the vital role, CSR plays in the growth and development of society and country as well, which is one of the crucial needs of the present new normal scenario. The study also contains a case study based on Community Development via Tourism on Sundarbans Tiger Reserve, India. This issue incorporates the research, covering the special of its kind study that analyse the perception of seafarer on their work life in sea. The edition also incorporate research on impact of sources of information and food safety standards on consumers attitude towards convenience food. Paper titled impact of price fairness compares on customer satisfaction and their loyalty contrast to the Indian market. Similarly, one of the other papers highlights the employee satisfaction and their commitment towards the organization. Emphasizing the theme of the journal, research work on culinary art, practices and its impact on masses post Covid-19, confines the need of re-bounding and re-building hospitality sector. And in continuation of the theme, a study on outbound visitors of Lucknow, highlights the cinema as the key aspect to visit destination.

We would like to express our gratitude to all authors for their excellent contribution and thank every single person who has assisted in the publication of this issue. It could not have been possible without the dedication and enthusiasm of our editorial team and the referees. The journal is an expression of our vision for Re-Strategizing Hospitality and Tourism. With this informative, inspirational and comprehensive journal, we aspire to serve the need of the hour. Let us get together to contribute to long term sustainability and to extend help in mitigating the effect of pandemic on tourism and hospitality.

**Editor-in-chief**



## **Destination Motivations Through Antecedents of Film-Induced Tourism: A Study on Outbound Visitors of Lucknow**

*Sujay Vikram Singh<sup>1</sup>, Aishwarya Arya<sup>2</sup> & Arvind Chauhan<sup>3</sup>*

### **Abstract**

*Movies serve as a source of information about respective tourist locations helping in the creation of pleasant images and increasing curiosity about the destination and its features. When such features positively effects and increase in tourist footfalls, the phenomenon of film tourism is generated. With the advent of increased air-connectivity and the influence of media, the film induce travel has begun to increase the attention of academicians as tourists inclination of visiting any places or destination where movies are shot. Despite an increase in outbound tourists, very few studies discussed the relationship between film-induced tourist antecedents with destination motivation of outbound tourists.*

*The present study was conducted on 396 tourists of Lucknow into consideration analysed by SPSS 25.0 into the antecedents of film-induced tourism and its impact on Tourist Motivation. The study analysed six antecedents- Personalization, Natural Landscapes, Destination Attractions, Celebrity Endorsement, Social status, & Accessibility and found a significant impact on outbound tourist motivation through Multiple Regression Analysis. The findings of this study indicate that Personalisation, Destination attraction, Natural Landscape had a strong relation with Tourist motivation.*

**Keywords:** *Antecedents, Film-induced tourism, Outbound tourists, Motivations, Destinations, Lucknow.*

### **Introduction**

The global proliferation of the travel and tourism industry is rapidly increasing. The market place is offering plenty of tourism for years. In the early 21st-century modern tourism introduced new forms of tourism one of them is Film tourism and Film- induced tourism. Due to the impact of globalisation and internationalisation in tourism, the paradigm of tourists is shifting towards the paragon locations displayed in films. Film tourism is overlapped with many activities, an interest which gives rise to tourism motivation. Many of the studies tend to encourage that film exhibits landscape, social and cultural outlooks that incite interest tourist curiosity to explore the destinations due to films. Thus propensity for travel has been enticed due to popular movie shooting at particular destinations, commonly known as Film-induced tourism. Film-induced tourism also known as Movie-induced tourism is an actively growing circumstance in tourism worldwide, which is fuelled by several factors happening in relation with a film such as movies, that made an everlasting impact on the minds of the viewers, the leading actors, location, and place of cinematography, these all play an important role in film-induced tourism (Hudson & Ritchie, 2006b). At present time, tourism becomes more selective and experienced towards their choice for deciding the destination for tourism along with film-induced plays as a motivator, attractor and demanded experience for the tourist, which implies the relationship between film and tourism. (W. Glen Croy, 2010; W., 2011). Withal to film-induced tourism television, social media, printed media, cinema theatre anticipates the visitors' expectations and experience by conceptualised and contextualised the scenes, mediated representations of land, embedded signs, myths, and symbolic meanings

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(Edensor, 2001; S. Kim, 2010, 2012). Films have the power to influence the perception of the viewer's relatedness to the place by providing an information interrelation to the viewer's fantasies related or unrelated, life stories, pictures, and presentation of icons in a frame of reference ((Iwashita, 2006). Predominantly, film tourism is said to be tourism that took place because of the portrayal in movies or films regard to the destination.

Previously, the influence of film in travel motivation and the decision-making process was not been highlighted much (Busby & Klug, 2001; Di Cesare et al., 2009; Jones & Smith, 2005; Macionis, 2011). Nowadays, the popularity of films attains so much of interest that creates a desire in a person to visit the place shown in film this could be made possible because of development of new communication and technology advancement where people can watch a movie by several times through the comfort of their homes with no additional expenses (Strielkowski, 2013; Vagionis & Loumioti, 2011). Film and tourism are a growing phenomenon that has been observed over the past few decades worldwide. When tourism organisation promotional campaign featured in a tourist visited destination. The tourism literature is concordant that the choice of destination largely influences the destination's image (Connell, 2012; Hudson & Ritchie, 2006b; Iwashita, 2006; Pennacchia, 2015). Therefore film induces tourism to become a popular tool for promoting tourism destinations worldwide.

Moreover, films can also increase the knowledge of the viewer when produced on a specific on-going or past issue or certain aspects of the country, related to nature, culture, and people which altogether results in building up the positive attitude towards the country about the destination visit (Iwashita, 2006). Many times, films or TV series create an attractive impact associated with the place of event happened. Hollywood films have made a notable effect on the minds of the Indians viewed resulting in promoting outbound tourism from India. The United Kingdom and New Zealand are some of the most popular destinations studied for the well-known film series *Harry Potter* and *Lords of the rings*. After the release of the film *lords of the rings*, New Zealand will be known as *Home of MiddleEarth* (Carl et al., 2007; Hudson & Ritchie, 2006b; Jones & Smith, 2005; W., 2011). The commercial capital of India Bollywood also shot many films abroad, *Zindagi Na Milegi Dobara* (2011) was captured in Spain whereas *Dilwale Dulhania le Jayenge* (1995) was beautifully shot in Europe, precisely various location of Switzerland are one of the most popular films in India promoting outbound tourism.

The growing phenomenon in film-induced tourism has gained attraction among various academicians and practitioners in recent decades. However, Most studies were subjected to marketing and the impact of films in promoting destinations but very few studies have focused on outbound tourist motivation themes. It has been a debate on the antecedents of outbound tourist motivation in the context of film tourism (Macionis & Sparks, 2009).

Lucknow, “*The City of Nawabs*” is a multicultural city always been known for its courtly manner “*Adab and Tehzeeb*”, culture, dance, Awadhi cuisine, beautiful gardens, music, and poetry these all increases the charm of the magnificent city. People of Lucknow are also influenced by film-induced tourism. Song “*Burj Khalifa*” of the film *Laxmi* and film “*Mission: Impossible-Ghost Protocol*” shot in Dubai, UAE is popular among people which provokes the viewers of the city for outbound tourism to these locations and destination promotion is the outcome of this activity. The residents are very fond of movies and wish to travel destinations to experience movie locations and are interested to spend their holidays and leisure in the activities they experienced in a movie. Hence, the study was conducted in

Lucknow to uncover antecedents of film-induced tourism and what role does motivation drive Lucknow outbound tourists for any destinations.

### **Research Question**

As there is an exponential growth of studies associated with film-induced tourism about film and tourist motivations (Beeton, 2004; Connell, 2012; W G Croy & Walker, 2003; Hudson & Ritchie, 2006a, 2006b) In addition to this DMO (Destination Marketing Organizations) are also motivating tourists to visit the destination featured on the big screen, promoting film-induced tourism (Hudson & Ritchie, 2006b). As the audience is getting connected to the storyline and cinematography history. However, the factors leading to film-induced tourists and their impact on tourist motivation is not discussed. Hence, the study starts with two research questions:

*R1: What are the antecedents of Film Induced Tourism?*

*R2: How the antecedents of Film induced tourism affect outbound tourist motivation?*

### **Research Objectives**

1. To study the antecedents of film-induced tourism from demographic perspective from Lucknow outbound tourists.
2. To examine the impact of antecedents of film-induced tourism on outbound tourism motivation.

### **Literature Review**

Tourism studies recognise that the destination image is shown in the film much influences the tourist destination choice (Echtner & Ritchie, 1991; Gartner, 1989). Film tourism comes under the umbrella of cultural tourism (Jewell & McKinnon, 2008) earlier known as film-induced tourism (Beeton, 2004; R. Riley et al., 1998) or Media related tourism (Busby & Klug, 2001). Tourists get influenced by films, television series, screened media presentations, and thereafter visiting the destination is film-induced tourism.

R. W. Riley & Van Doren, (1992) suggested the concept of film-induced tourism. Several studies have thrown light on the popularity of film locations as destination promotion i.e. (S. S. Kim et al., 2007; R. W. Riley & Van Doren, 1992). Destination promotion through film, showing an excellent consciousness in the minds of tourists towards the tourism products are shown in the film, which helps in strengthen destination image. The main advantage of the film is to communicate the emotion and visual image on the screen before the arrival of the tourist at the destination (Mathisen & Prebensen, 2013). The films in themselves have a prospective effect to generate a new and special form of tourism called “*film tourism*” or “*film induce tourism*” or “*movie induces tourism*”(Connell, 2012; Hao & Ryan, 2013).

In the year 2005, Beeton has first introduced a book named “*film-induced tourism*” which was carrying the concept of “*film induce tourism*” expanding the category by counting the television, films, and mini-series (Pennacchia, 2015). The whole concept is associated with the new form of tourism that is “film-induced tourism” or “Film tourism” which erect an impact on the minds of viewers resulting in destination promotion.

### **Outbound Tourist Motivation**

This section highlights the effect of films on outbound tourist motivation. According to R. W. Riley & Van Doren (1992) film tourism is wrapped with three benefits, these are creating awareness among tourists, destination promotion, and its contribution towards tourism. Many studies were conducted in relationship with tourism and the film media (Beeton, 2004)

Whereas, Butler(1990) thrown light on the influence of media in promoting international tourism by motivating tourist visit intension. Celebrity involvement may directly or indirectly affect the destination image (S. S. Kim et al., 2007). Once the film gain popularity, actors who had portrayed in the film will attain a huge fan following when the audience become a fan, they will get connected emotionally and intense admiration of a celebrity, which motivates tourist for outbound tourism (Raviv et al., 1996; Singh & Ranjan, 2019).

Macionis & Sparks, (2009) study the relationship between film viewing and tourist behavior, they discovered that tourist motivation is the subsidiary factor for visiting film location. On the other hand, Di Cesare et al., (2009) explore the effect of film on tourism motivation and destination image as well as tourist purchasing behaviorwhereasHudson& Ritchie, (2006b) examined that the push and pull motivation factor may also affect tourist motivation, Push is the psychological factor which comes from a personal connection with films whereas Pull factors derived from the specific location, entertainment value, celebrity endorsement, status symbol, and accessibility.

### ***Personalisation***

Popular films can make an eternal impact on the minds of the viewers and connect them emotionally with films. Personal connections are based on the exceptional role of the film on the viewer(G. Croy & Heitmann, 2011). Here, film-induced tourism has cause and effect relationship, watching a film creates an apparition to the film screened location (W G Croy & Walker, 2003). Watching films willingly and unwillingly leaves a mark on the viewer's relation, connections and feelings become an integral part of their life which ultimately leads to planning their vacation to that location (Jewell & McKinnon, 2008).

In 90's Dilwale Dulhaniya Le Jayenge (DDLJ) was the most romantic film and many of the Indians have planned their honeymoon to Switzerland after watching this film as they sense a personal connection. As per Switzerland tourism's data 28,834 Indians visited Switzerland in 1992 after the release of the film in 1995, the number of visitors increased to 3, 26,454 as recorded in 2017. (Swiss Federal Statistical Office, 2019).DDLJ is still one of the most viewed romantic films. From this, the authors propose that:

**H1:** Personalisation is significantly related to outbound tourist motivation.

### ***Natural Landscape***

As film-induced tourism is growing faster many studies have been conducted to analyse the phenomenon (Hudson & Ritchie, 2006b). At present many of the researchers discovered that film-induced tourism focused on western film resulting in the movement of tourists to that location. According to R. Riley et al., (1998), the natural landscape is one of the important factors to be studied concerning film-induced tourism, an area of study which is under-researched said by many researchers (Hudson & Ritchie, 2006a; Jia, 2009; S. Kim & Assaker, 2014; Strielkowski, 2013; W., 2011).

Location played an important part by attracting through the events, TV series, and films shown on the screen to the viewers. A film producer does excellent work by doing beautiful cinematography of the location, which creates an unforgettable impact on the minds of the viewer's towards that location. A British film "*Trainspotting*" based on the famous novel Irvine Welsh directed by Danny Boyle in 1996 is an example of a film promoting the location. The film was shot in Glasgow, mass tourists have visited Edinburg in search of destination attractions associated with the films ((Di Cesare et al., 2009).



Despite the films, many film series and TV series are more successful in promoting the location as people are continuously watching it on their TV screen which has the power to addict and aware the viewers of the location (S. Kim, 2012).

**H2:** Natural Landscape is significantly related to outbound tourist motivation.

### ***Destination Attraction***

Films induce tourism is an intriguing part of the tourism industry. Creators of the films are conceptualising the concepts in such a manner that it will create a pleasant experience and an entertainment value among the viewer when they watch it with their families and friends. Films have the power to influence people through their posters. Printed media as a source of information develops the interest of the viewers in terms of the entertainment value and destination attraction of the films (R. W. Butler, 1990). The mythic instinct fascinates the human imagination by setting the plot of the film in terms of the popularity and consequent influence of myth telling which enacts the entertainment value (Iwashita, 2006). Kim(2010) noted that the visual forms of popular culture depicted in the film of the destination have a strong influence on tourist's ideas and beliefs whereas tourism ties the relation between media and social construction. Thus it is proposed as:

**H3:** Destination Attraction is significantly related to outbound tourist motivation.

### ***Celebrity Endorsement***

Celebrity is the key motivator of film-induced tourism. The ladder of celebrity involvement comes from leisure involvement (S. S. Kim et al., 2007). "An unobservable state of motivation, arousal or interest towards a recreational activity or associated product" is known as leisure involvement (Havitz & Dimanche, 1997). Most of the research studies have focused on activities and products related to leisure involvement, despite that celebrity can also be taken as the product of leisure involvement (Vagionis & Loumioti, 2011). Hence, celebrity endorsement is a strong reason for a film to induce tourism.

**H4:** Celebrity Endorsement is significantly related to outbound tourist motivation.

### ***Social Status***

For years media have a strong impact on audience minds. The impact of media had been debated, studies, and investigated by many researchers (W G Croy & Walker, 2003). Media posturises film-induced tourism as a post-modern experience which is considered as a unique and personalised experience for an individual (Beeton, 2004; Croy., 2011). Audiences get influenced through media and connect the film cinematography location to a status symbol. Many researchers have discussed film tourism motivation as it motivates the viewers to visit the location for prestige, self-satisfaction, and gaining status symbol (Connell, 2012; Dann, 1981; John L. Crompton, 1980; R. W. Riley & Van Doren, 1992)

**H5:** Social Status is significantly related to outbound tourist motivation.

### ***Accessibility***

Convenience to reach a destination viewed in the film is one of the major aspects of film-induced tourism; tourism cannot be made possible if the destination is not reachable easily. The study suggested by R. Butler, (2015) and Macionis & Croy (2011) that films built up interest among tourists and made them deliberate to travel to that destination, touring to that location will give more self-realisation and expanding job of drive factors in the location (Mittal & Anjaneyaswamy, 2013; Singh & Tanwar, 2018). Hence, It was proposed by authors:

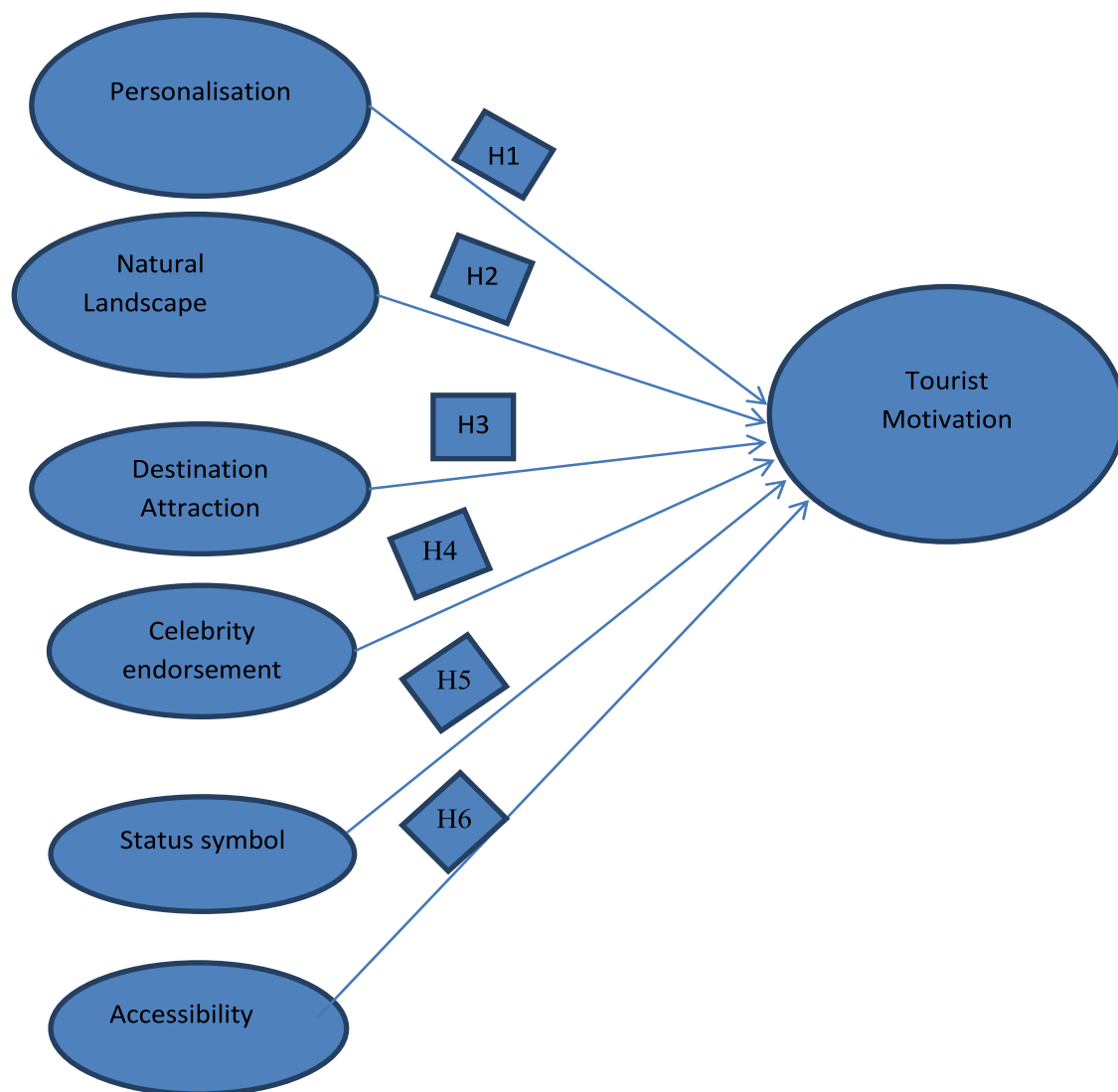
**H6:** Accessibility is significantly related to outbound tourist motivation.



## Conceptual Model

Prior studies had determined various contexts of film-induced tourism, such as personal connection to the film (R. Riley et al., 1998), Natural Landscape (H. Kim & Richardson, 2003) & Celebrity Endorsement (Beeton, 2004). In concordance with the works of Macionis & Sparks, (2009), variables were identified in our study to investigate the relationship with Outbound Tourism Motivation. The framework of the study is presented in figure 1:

Figure 1: Antecedents of Film-Induced Tourism to Outbound Tourist Motivation



## Research Methodology

The study follows a deductive approach using quantitative methods to collect data about film-induced tourism and motivation for visit to any particular destination. A structured 7-point Likert questionnaire was prepared which includes items from various works of literature. The language used in the questionnaire was English and Hindi, which was sent to respondents using email, few questionnaires were also filled through online mode. Open-ended questions were asked to Lucknow tourists regarding their destination visit and activities they perform due to film motivation scenes. The questionnaire was sent to 468 respondents out of which

409 responses were received. Out of these 13 were not included in the study due to incompleteness and 396 were found fit for the study. The research was conducted from November 2019 till March 2020 through purposive sampling. The study was analysed by SPSS 25.0 applying Univariate and Multivariate analysis.

### Construct Measures

The items considered were taken from various literature as described in Table 1. The dependent variable used was Outbound Tourist Motivation (Macionis & Sparks, 2009). Independent variables were adopted from (Beeton, 2004; Martínez & Alvarez, 2010; Pearce et al., 2003).

Table 1: Conceptual development in Antecedents in Film Induced Tourism

S. No.	Themes (Antecedents)	Authors
1	Personalisation	(Sharpley, 2005; R. Riley et al., 1998)
2	Natural Landscape	(H. Kim & Richardson, 2003)
3	Destination Attraction	(Martínez & Alvarez, 2010)
4	Celebrity endorsement	(Beeton, 2004; Rojek, 2001)
5	Social status	(Beeton, 2004; Macionis & Sparks, 2009)
6	Accessibility	(Mitta & Anjaneyaswamy, 2013)

### Data Analysis & Interpretation

The responses were collected, coded, and analysed from the questionnaire which included two sections. First section deals with Descriptive demographic information of selected outbound tourists of Lucknow for study. In the second section items related to film-induced tourism, motivation was tested using Principal Component Analysis (PCA). In the final stage, Multiple Regression Analysis was applied for the extent of antecedents of film-induced tourism items affecting outbound tourism motivation based on their inclination of movie shooting locations.

The demographic details of respondents were discussed in Table 2. Based on the survey, 253 males and 143 females filled questionnaire. The highest number of respondents belonged to (36-60) years followed by (18-35) years indicating an influence of movies on younger people is fairly higher than older peoples.

Table 2: Demographic details of the respondents

Gender	Frequency	Education	Frequency
Male	253	Till Highschool	64
Female	143	Intermediate	72
Age Group	Frequency	Graduate	129
Less than 18	67	Post Graduate & others	112
18-35	108	Others	19
36-50	174	Occupation	Frequency
51-65	35	Student	41
65 above	12	Government Job	72
Marital Status	Frequency	Private Job	76
Single	108	Unemployed	50
Married	225	Self-employed	84
Separated (Divorced)	51	Retired	49
Widowed	12	Others	24

Genere	Frequency	Income (Annual)	Frequency
Action	81	Less than 5 Lakhs	56
Romantic	286	6-10 Lakhs	83
Comedy	24	11-20 Lakhs	146
Thriller	05	21-30 Lakhs	88
		31 lakhs and above	23

The majority of respondents taken part in the survey were married, particularly honeymoon or newly married couples who visited particular places due to romantic scenes shot in a location known for natural beauty and high entertainment value. It was followed by a single relationship with peoples who visited the location to experience the culture, lifestyle, nightlife, etc. In the context of education, the majority of responses entered were Graduated & Post Graduate where others mentioned Doctorate and Diploma holders. The responses of variance in occupation were minimal where self-employed, private job and Government job were recorded 84, 76, and 72 respectively suggesting the mentioned categories interests in film motivated (induced) tourism is high. From the income slabs, (11-20) Lakhs and (5-10) Lakhs tourists responses were more received in the survey. The study presented that majority of tourists are motivated to visit locations due to Romantic and Action scenes exhibited in movies.

Film induce tourism also took place in the countries having direct connectivity from Lucknow promoting outbound tourism to those locations. From the open-ended questionnaire responses, content analysis was undertaken. When asked about the motivation to visit destinations. The majority of respondents were newly married couples they were inclined to visit those destinations which they saw in romantic genre movies. The action and adventure genre were second high rated statement as respondents were interested in visiting the destinations like Gunung Kawi temple in Bali and Marsala island, South Tapanuli, inspired by movies "The Fall" and "King Kong". Some of the Hollywood and Bollywood films are shown in table 3 below:

Table 3: Films that motivate tourists for outbound tourism from Lucknow

Films	Release Year	Cinematography Location	Plot	Activities of Tourist
<b>Bollywood Films</b>				
Laxmii	2020	Dubai, UAE	One of the most entertaining song 'Burj Khalifa' shot in Dubai.	Adventure.
Saaho	2019	Abu Dabhi, Dubai, UAE	Bike stunt and spine-chilling action sequence shot at various locations of Dubai, UAE.	Action and Thrill
Simmba	2018	Switzerland	One of the beautiful romantic song 'Tere bin' shot in Grindelwald, Iseltwald, near the famous resort of Interlaken, Switzerland.	Action
Badri Ki Dulhaniya	2017	Singapore	One prominent romantic comedy scene of Alia & Varun shot in Henderson Waves Bridge in Singapore	Romance
Baaghi	2016	Thailand	Steamy romantic scene of Shraddha and Tiger shot in Krabibeach, Thailand.	Action and Romance

Tamasha	2015	Tokyo, Japan	The final scene of the movie is shot in Tokyo, where Ranbir went to meet Deepika.	Romance
Roy	2015	Malaysia	Song ‘tuhaikenahi’ was shot in Pantaicenang beach, Malaysia.	Romance and Thrill
<b>Hollywood Films</b>				
Kong: Skull Island	2017	Vietnam	The scene of kong, a giant gorilla shot in NinhBinh province, a northern province of Vietnam	Adventure and action
The Bourne Legacy	2012	Philippines	“In the scene of Renner and Weisz, riding a motorcycle inside the wet market, are chased by Manila policemen and Thai operative shot in marikina wet market, Philippines”	<b>Action and thriller</b>
The Fall	2008	Indonesia	Many scenes of the film take the natural atmosphere of Ubud as the background, Gunung Kawi Temple as well as the Kecak dance performance, Bali, Indonesia.	Action
King Kong	2005	Indonesia	The scene of King Kong who survived by fighting with his enemies living on a mysterious island shot in Marsala Island, South Tapanuli, North Sumatra, Indonesia	Adventure
Anaconda: The Hunt of Blood Orchid	2004	Indonesia	The scene shot on the Island of Borneo in Indonesia to search for a sacred flower called Blood Orchid, which is believed to be used to attain immortality	Horror and Adventure

A reliability test was conducted to measure out internal consistency through Cronbach alpha among items comprising construct out of scale. The values for items exceeds values 0.70 were considered for this research (Nunnally, 1978) indicating consistency of constructs namely Personalisation, Natural Landscape, Destination Attraction, Celebrity Endorsement, Social status, and Accessibility. Content validity of items was confirmed from literature reviews and a pilot test of 25 samples was undertaken to assess the reliability of attributes ensuring wording of questionnaire were easy to understand and answer. For sampling adequacy, KMO (Kaiser Meyer Olkin) test was carried out and the value obtained was 0.782, which was more than 0.5 suggested by the works of Nunnally (1978). The Principal Component method and varimax rotation were used and eigenvalues greater than 1 were extracted for the study. The study extracted eigenvalues of six factors in the admissible range contributed to 72.08% of the total variance. The variance and relationship among the factors were high and significant, which exhibits fairly strong explanatory powers. The results of the factor analysis are presented in Table 4.

Table 4: Factor analysis of Film induced tourism items

Items	Cronbach Alpha	Eigen Values	Factor Loadings	Factors	% of Variance	Cumulative Variance
I feel a personal connection to the film	0.76	6.26	0.738	Personalisation	38.323	38.23
I think about my role in this film	0.80		0.724			
Nostalgic about film	0.81		0.721			
Feels storyline of the movie related to me	0.84		0.767			
Attracted by natural beauty used in the location of a shooting	0.80	5.70	0.738	Natural Landscape	11.324	49.647
Get a sense of film atmosphere	0.76		0.782			
Relive scenes of the film in a natural location	0.72		0.737			
The place has historical information through film	0.84	5.34	0.722	Destination Attraction	8.038	57.685
The place has cultural information through film	0.80		0.743			
The place experiences lifestyle as depicted in the movie	0.78		0.762			
The place has exciting nightlife depicted in the movie	0.72		0.758			
Make a pilgrimage to the site seen in the movie	0.70		0.710			
I visited since my favorite actor visited this place for the movie shot.	0.80	4.10	0.780	Celebrity Endorsement	7.345	65.030
I feel close to my favorite actor visited for a movie in this place.	0.85		0.792			
Perform activity since celebrity performed in the movie	0.80		0.816			
Travel to the site of movie shooting where no friend and relative visited	0.78	3.02	0.739	Social Status	4.328	69.358
Post the movie location spot on social media	0.82		0.742			
Buy souvenirs of the movie	0.72		0.768			
Talk about movie location while returning home.	0.76		0.724			
Make videos and take pictures at the film sites	0.88		0.733			
Personal growth in popularity after visiting a movie location	0.74	2.04	0.752	Accessibility	2.722	72.080
Better connectivity at the location	0.80		0.726			
Value for money	0.78		0.730			
Friendly and amicable residents	0.82		0.776			
Safety and Security at destination	0.84		0.750			
“Extraction Method: Principal Component Analysis”						
“Rotation Method: Varimax with Kaiser Normalisation”						
“aRotation converged in 5 iterations.”						

Multiple Regression Analysis was conducted for estimating the relationship between film-induced tourism (FT) and outbound tourism motivation through the Enter method in which Independent variables were entered into Multiple Regression Analysis. The results in Table Table 5 explained Model Summary.



Table 5: Model Fit Summary

“Model”	“R”	“R <sup>2</sup> ”	“Adjusted R <sup>2</sup> ”	“Std. error of the estimate”
1	0.821	0.674	0.664	2.16644

The estimation of ‘R’, the correlation coefficient was 0.821, representing a significant relationship of constructs with the motivation of outbound tourists. The coefficient of determination (R<sup>2</sup>) was found a 67.4 % variance of the construct of dependent variance outdoor tourism motivation is explained by the independent variables.

Table 6(a): ANOVA

“Model”		“Sum of squares”	“Df”	“Mean Square”	“F”	“Sig.”
1	Regression	5750.808	6	958.468	237.951	0.000
	Residual	1566.892	389	4.028		
	Total	7317.700	395			

Table 6(b): Regression Coefficients

“Model”		“Unstandardised coefficients”		“Standardised coefficients”	“T”	“Sig.”
		“B”	Std. error	“Beta”		
1	“(Constant)”	4.026	“0.063”		5.029	“0.000”
	Personalisation	1.082	“0.056”	“0.512”	12.224	“0.000”
	Natural Landscape	1.079	0.056	0.508	12.168	0.000
	Destination Attraction	1.062	0.048	0.478	8.536	0.000
	Celebrity Endorsement	0.889	0.048	0.359	4.284	0.000
	Social Status	0.732	0.045	0.362	13.198	0.000
	Accessibility	0.706	0.045	0.358	14.258	0.002
Dependent variable: Outbound Film Tourist Motivation Predictors: Personalisation, Natural Landscape, Destination Attraction, Celebrity Endorsement, Social Status, Accessibility						

From Table 6 , it was observed that independent variables are significantly predicting dependent variable,  $F(6,389)=237.951$ ,  $p<0.05$  which states good fit data for the regression model. The significance value of the T-test ( $p=0.000$ ) for all six-factor is less than the alpha value of 0.05. Therefore, all six factors are positively related to outbound tourist motivation as explained in Table 6(a and b). The equation obtained from Multiple Regression for the study: Film Tourism Motivation (FT) = 4.026 + 1.082 (Personalisation) + 1.079 (Natural Landscape) + 1.062 (Destination Attraction) + 0.889 (Celebrity Endorsement) + 0.732 (Social Status) + 0.706 (Accessibility). The results of the hypothesis are presented in Table 7.

Table 7: Hypothesis results

Hypothesis	Results
H1: Personalisation is significantly related to outbound tourist motivation.	Supported
H2: Natural Landscape is significantly related to outbound tourist motivation.	Supported
H3: Destination Attraction is significantly related to outbound tourist motivation.	Supported
H4: Celebrity Endorsement is significantly related to outbound tourist motivation.	Supported
H5: Social Status is significantly related to outbound tourist motivation.	Supported
H6: Accessibility is significantly related to outbound tourist motivation.	Supported

From the equation, it was found that the unstandardised Beta value range lies between 0.706 (Accessibility) to 1.082 (Personalisation) with film tourism Motivation. The findings suggested tourist motivation. The findings suggested the tourist are inclined to visit those destinations which makes them feel a personal connection after watching a movie followed

by their fascination with the natural landscape, destination features, attractions, etc. This is in line with the study of (Macionis & Sparks, 2009). The constructs like a celebrity endorsement and social status also proved to be significant predictors of outbound tourist motivation. This finding supports the results of Martínez & Alvarez, (2010). Accessibility proved to be the new dimension that adds to a body of knowledge. Hence, it can be summarised that the motivation of tourists to visit outbound destinations is supported by six factors and despite the small niche segment, it could be useful for marketers to design a market segment of film-induced tourists to such destinations.

## Conclusion

The purpose of this research was to examine film-induced tourism, and especially destination promotion through outbound tourists of Lucknow in various locations. The effect of especially investigated in the form of personal connection with movie, location, entertainment value, celebrity endorsement status symbol, and accessibility. The findings of this study provided several theoretical and managerial suggestions. In theoretical suggestions, this study recognizes six major factors affecting film tourism motivators are significant and can be implied by the tour operators as a new segment. It has highlighted key aspects and introduced “accessibility” as a new construct that motivates people. In this context, to visit destinations the research findings also provide significant insights into travel agencies and DMO’s to formulate new marketing strategies towards film-induced tourists.

The results indicate that personalisation and Destination attraction have strong relationships with outbound tourism motivation. This is in line with Couldry(1999), which supports visiting a location of films provide a unique and novel experience. Destination management organisations should ensure the personalisation factor to be prioritised such as props and souvenirs from films should be accessible for tourist to relive with the scenes of the films and feel a connection of “being present” at destinations to watch scenery and experience culture, food, nightlife, and other attractive destination features. In terms of social status and accessibility, destinations can provide opportunities for photo and video blogging and distribute souvenirs, behind-the-scenes stories, and related texts, so that tourists may take them to their homes and share the experience of film-related experiences with their peers. It increases the motivation of tourists' ego and personal social prestige (Dann, 1981; John L. Crompton, 1980). Through research findings provides significant contributions, it had few limitations. The research could focus on investigating outbound tourism motivation from demographic characteristics. The nature of the study was limited to residents of Lucknow. Hence, with all forms of study, results can not be generalised into other cultures. Further, the study can be extended with these factors in other geographical areas and diverse cultures examining tourist motivation in the scenario of film-induced tourism.

The scope and significance of the study are imperative for Destination Management Organizations and travel agencies to consider the study factors and tap into the dedicated film-induced tourist market segment. Finally, the article concludes that that outbound tourist is likely to take film-induced tourism holiday motivated by Personalisation, Destination Attraction, and Accessibility features.

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## Community Development via Tourism: A Case Study on Sunderbans Tiger Reserve, India

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### Abstract

*Tourism is a booming industry all over the globe. It is known to uplift rural population. As protected areas are located in rural areas, the local communities have been experiencing an increasing flow of tourists over the years. This has made tourism a suitable career choice for local's livelihood. India is rich in flora and fauna which are spread all over the country. Among various sites, Sunderbans Tiger Reserve is a location with a global significance which is a huge attraction point for tourists from all over the globe. The reserve is densely packed with mangrove forest where there is a tiger habitat; making it one of a kind destination. This paper studies the impact of tourism on the local community of Sunderbans Tiger Reserve. The data was collected through a non-probability convenient sampling method with the help of a structured questionnaire followed by an interview from 100 local residents living in the surrounding land of the reserve in November 2020. The Cronbach's Alpha test was applied to check the reliability and the result suggesting that the data is reliable. Descriptive statistics are applied to evaluate the impact of tourism on the local community and the Kruskal - Wallis H-test is applied to calculate the difference between the impact and gender perception. The findings of the study show that the local community is experiencing both a positive and negative impact of tourism in the study site, hence making the impact neutral in nature but there is no statistically significant difference between gender and the impact of tourism. The covid-19 pandemic has also made a significant impact on the tourism industry all over the world, hence highlighting its importance for local community development in rural areas.*

**Keywords:** Tourism, Community Development, Locals, Economic Development, Social Development, Sunderbans Tiger Reserve.

### Introduction

Protected area are defined as a geographical location which are identified and managed for nature's preservation and conservation, which will provide eco-services in long run (International Union for Conservation of Nature, 2008). Protected areas are quite in demand among tourist nowadays (Tudorache, et al., 2020), reasons known are thrill and purity it provides to one's soul and mind. Tourism in such protected sites has boomed over years and also has a promising future. The industry has proven to support conservation and local community welfare in protected areas all over the world (Minciuc, Pădurean, Popescu, & Hornoiu, 2012). India is rich in fauna and flora, hence there are many protected sites located in the country which are great tools for tourism industry. This also means that the local communities of these protected areas have one more strong branch to hold on to in order to support themselves and their family members in this hard economy.

### Literature Review

Rural areas all over the world have been uplifted with the help of tourism industry (Reid, 2003). Rural regions have turned to tourism as a career option in order to support their

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financial needs (Briedenhann & Wickens, 2004). The industry has caused positive impacts on the locals by providing job and reducing poverty (Mahony & Zyl, 2002) but has also caused negative impacts by tampering locals culture and degrading environment (Sharpley, 2002). Perception studies are not uncommon, many are conducted on locals regarding economic as well as environment impact of tourism (Aref, Redzuan, & Gill, 2009). Results has been mixed in nature meaning some of the studies show positive perception (Mohammadi, Khalifah, & Hosseini, 2010), whereas some show negative perception (Eraqi, 2007). As tourism is a big part of Indian economy (Iasija, 2020), and protected sites has supported the surrounding areas with the means of tourism, the importance of perception studies on locals are enormous for the well-being of all the parties; protected site, local community and tourism industry.

Sunderbans Tiger reserve is located in west Bengal, the State known for rich variety of flora and fauna (Jana & Tarafder, 2012). Approved as a tiger reserve in 1973 (National Tiger Conservation Authority / Project Tiger, 2012-2013 to 2016-2017), it is one of the popular reserves among tourists. The reserve is shared by India and Bangladesh (World Wide Fund for Nature (WWF), 2019). About 60 percent of the reserve is in Bangladesh, but the numbers of tigers in both parts are somewhat similar. The reserve was named after a tree found there in abundance, known as Sundari. It is an UNESCO World Heritage Site & Biosphere Reserve (Beautiful Bengal, 2019). Royal Bengal tiger is one of the prized processions of the reserve, as it is only the mangrove forest in the world sustaining tiger population.

## **Objectives**

Objectives of the study are: -

1. Evaluate the impact of tourism on the local community.
2. Determine difference between gender and their perception towards tourism impact.

## **Material and Methods**

### ***Sampling and Data Attainment***

This research paper relied on data collected from the local community living in the near islands of Sunderbans Tiger Reserve in November 2020. The researcher chooses Bally island to collect data for this particular study. Non-probability convenient sampling techniques were used to collect primary data collected from locals as due to covid-19 pandemic. About 100 questionnaires were distributed and all were correctly filled, hence no missing value was recorded. A structured questionnaire with two sections was used to collect the information where Section A includes the demographic information of respondents and Section B contains statements on tourism impact on community development. Five-point Likert scale was used from Strongly Disagree to Strongly Agree. From the same 100 sample size, an interview was conducted post the questionnaire filling criteria in order to get an in deep overview and comments.

### ***Methods***

IBM Statistical Package for the Social Sciences (SPSS) Version 23 is used to conduct data analysis. First, the normality was checked with the help of Shapiro-Wilk test at 0.05 significance, the result depict not normally distributed data, hence non-parametric test is used. Afterwards, Cronbach's Alpha test was applied and the recorded score was 0.749 suggesting that the data is reliable. Initially, the study uses descriptive statistics to summarize the general profile of the local community and measure the tourism impacts on the local community. Many studies have used mean and standard deviation scores to determine

the perception(Kapure, Singh, & Gupta, 2020)(Rout, Mishra, & Pradhan, 2016) (Nayomi & Gnanapala, 2015) (Surendran & Sekar, 2011).Kruskal - Wallis H-test is used to test the hypothesis of second hypothesis, which are as follows: -

H<sub>0</sub>: There is no statistical significant difference between gender and their perception towards tourism impact.

H<sub>1</sub>: There is a statistical significant difference between gender and their perception towards tourism impact.

## Results

### *Local Community Demographic Profile*

The demographic profile of the respondent as represented in Table 1, evident that most of the respondents are male (53.0%) and are falling under the age group of 18-25 years (32.0%) followed by 46-55 years (19.0%). The maximum respondents have no education (29.0%) followed by less than matriculation (26.0%) and matriculation (26.0%). Majority of the respondents are unemployed (61.0%) followed by fishing (9.0%). Majority of the respondents have no income annual salary (66.0%) followed by less than 1,00,000 salaried (27.0%) and are married (75.0%).

Table1: Demographic Profile of Local Community

Demographic Profile	N	Frequency
Gender		
Male	100	53
Female		47
Others		0
Age		
18-25	100	32
26-35		13
36-45		14
46-55		19
56-65		11
66-75		11
Education		
No Education	100	29
Less than 5 <sup>th</sup>		9
Less than 10 <sup>th</sup>		26
10 <sup>th</sup>		26
12 <sup>th</sup>		3
Bachelor's & above		7
Occupation		
Agriculture	100	7
Government / Private employee		1
Work for STR		3
Boat Driver		5
Guide at STR		0
Accommodation facility employee		0
Labour		11
Business		2

Fishing		9
Unemployed		61
Others		1
Annual Income		
No Income	100	66
Less than 1,00,000		27
1,00,000 – 5,00,000		7
5,00,000 – 10,00,000		0
More than 10,00,000		0
Marital Status		
Married	100	75
Single		20
Divorced		1
Widow/Widower		4

### ***Tourism Impact on Local Community***

To study the local community's perception towards the impact of tourism, a total of 8 statements were framed and recorded on a five-point Likert scale as represented in Table II. The statements are representing the mean, median, and standard deviation of scores. The highest-level scores are showing toward the statements regarding increased the cost of living (4.88) and improved road conditions (4.70). The lowest level scores are showing toward the statements regarding increased pollution (1.00) and increased alcoholism (1.17). Minimum variation (0.000) in agreement scores for increased pollution statement implies that the respondents have a positive perception than the neutral level. The average overall score for mean is 3.185 and median is 3.125 which mean that overall respondents have a neutral perception of tourism impact in the region.

Table2: Local Community Perception towards Tourism

<b>Statement</b>	<b>Mean</b>	<b>SD</b>	<b>Median</b>
Tourism has generated employment opportunities.	4.41	.494	4.00
Tourism has improved road conditions.	4.70	.461	5.00
Tourism has improved medical facilities.	4.05	.261	4.00
Tourism has increased family income.	3.99	.174	4.00
Tourism has increased the cost of living.	4.88	.327	5.00
Tourism has increased pollution.	1.00	.000	1.00
Tourism has increased crime rate.	1.28	.451	1.00
Tourism has increased alcoholism.	1.17	.378	1.00
<b>Overall</b>	<b>3.185</b>	<b>0.318</b>	<b>3.125</b>

To evaluate the difference between the tourism impacts and gender perception of the impact, Kruskal - Wallis H test was applied to all the statements at 0.05 significance level as represented in Table 3. The result shows that there is no significant difference between males and females regarding the perception of tourism impacts in the study area.

Table3: Summary of Hypothesis Assessment

<b>Statement</b>	<b>Sig.</b>	<b>Result</b>
The distribution of employment opportunities is same across Gender category.	.767	Retains the null hypothesis
The distribution of road conditions is same across Gender	.965	Retains the null

category.		hypothesis
The distribution of medical facilities is same across Gender category.	.072	Retains the null hypothesis
The distribution of family income is same across Gender category.	.078	Retains the null hypothesis
The distribution of cost of living is same across Gender category.	.695	Retains the null hypothesis
The distribution of pollution is same across Gender category.	1.000	Retains the null hypothesis
The distribution of crime rate is same across Gender category.	.414	Retains the null hypothesis
The distribution of alcoholism is same across Gender category.	.110	Retains the null hypothesis

\*Significant at 0.05

## Conclusion

The findings of the paper indicate that the tourism development has overall caused a positive impact on the local community of the study area, which is similar to the findings of other studies (Stynes, 1999) (Sinha, Qureshi, Uniyal, & Sen, 2012) (Slavov, 2015) (Hasan & Siddique, 2016). Although, the total mean and median score shows neutral value because the statements were both in negative and positive nature, positive impacts were recorded for crime rate, alcoholism, pollution, road condition, medical facilities, job opportunity and family income whereas negative impacts was recorded for increased in cost of living. It has also found that tourism impact did not result in increased pollution, which indicates that sustainable practices were followed. The study also indicated that males and females have no statistically significant difference in the perception of the tourism impact. This means that males and females have a same opinion regarding the tourism impacts on the study area. One major observation made during the data collection was that the interviewed samples have enormous sense of understanding about their dependency on the tourism to sustain comfortable life. This sense was more highlighted when the study site was closed for tourism in March end till September end due to covid-19 pandemic, their source of earning was cut short and were struggling to meet basic daily needs of a family.

For further research, a large sample size can be collected which will be preferred as it will give stronger ground to prove the literature. Other demographic factors such as age, occupation, education and so on, can also be tested to evaluate if there is any difference between the factors and perception of impact. Covid-19 pandemic has affected the research as it has caused major impact on the population especially economically; hence a study conducted post pandemic will give a clear and stable picture.

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## **The Impact of Price Fairness on Customer Satisfaction and Customer Loyalty in Indian Hotel Industry**

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### **Abstract**

*Customer satisfaction and customer loyalty have been important area of research in perspective of hotel industry for past few decades. Tourism industry is one of the major contributors to the economic growth of the country. For continuance of the same, hotels find ways to achieve maximum customer satisfaction and customer loyalty. It is evident through the corpus of literature available that a satisfied customer tends to remain loyal to the organisation. To increase the profitability and market positioning of the hotel, customer loyalty becomes very important. Finding new customers, and doing business with them demands more effort, time and money. Customer is loyal when his expectation meet the actual performance and he feel satisfied. While studying customer satisfaction and customer loyalty, price fairness cannot be neglected. The market is becoming increasing competitive world wide. With price discrimination and differential pricing ruling the hotel industry it becomes important to study the aftermath of price fairness on customer satisfaction and customer loyalty. Attention on pricing while overseeing the customer's feelings may lead to higher profits but long term organisational failure. Therefore, this study aims to study the relationship of price fairness with customer satisfaction and customer loyalty in Indian hotel industry. A structured questionnaire is prepared to study the objectives of the study. Descriptive analysis is used to draw the conclusions. It was evident after analysis that customers give priority to service quality and service standards rather than pricing of the products and services. Customers feel satisfied if they get what they have perceived and give repetitive business irrespective of price.*

**Keywords:** *Price Fairness, Customer Satisfaction, Customer Loyalty, Indian Hotel Industry, Price Discrimination.*

### **Introduction**

Customer satisfaction and customer loyalty have been the factors of prime focus for every industry. Hospitality industry being a service oriented industry it becomes even more important. During the last four decades, satisfaction has been considered as one of the most important theoretical as well as practical issues for most marketers and customer researchers (Jamal, 2004). With increasing competition customer satisfaction is the key concern to be achieved and measured by every organisation. Satisfied customer is perceived to repeat the purchase of their product / service. More loyal the customer more will be his repetitive visits and in turn more will be the profitability of the organisation. Loyalty concerns itself with repetitive purchase behaviour or recommendation to other people and is activated by company marketing activities. Oliver (1997) defines loyalty as a deeply held commitment to repeat purchases of a preferred product or service consistently in the future, despite situational influences and marketing efforts (e.g. pricing policies) having the potential to bring out change. The more consumers fulfil their expectations during the purchase or service use, the higher the probability that consumers will repeat purchase in the same establishment (Wong and Sohal, 2003). The marketing concept stipulates that in order to achieve sustained success, organizations should identify and satisfy customer needs and wants more effectively than their competitors (Day, 1994).

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There are many factors that affect the satisfaction levels of customers in hospitality industry like location, food & beverage, ambience, service quality, professional attitude of employees, value added service and last but not the least price. Price is considered as an important factor when we talk about customer satisfaction and customer loyalty. While price is an important determinant in purchasing and post purchasing processes, the central role of price is especially well recognized as an important variable in services with complex pricing structures rather than tangible products (Matzler *et al.*, 2006). To form productive price related discriminations and fluctuations.

Price discrimination and demand based pricing may be considered as contravention of customer's belief on organisation. Therefore, price fairness plays an important role while considering customer satisfaction and loyalty in hospitality industry. Price fairness can be defined as "a consumer's assessment and associated emotions of whether the difference (or lack of difference) between a seller's price and the price of a comparative other party is reasonable, acceptable, or justifiable" (Xia *et al.*, 2004). Customers make inferences and form a certain level of expectation of price based on the information they gather and this is further supported by the evolution of Internet usage which allows customers to search for information that will affect their decision (Ahmat *et al.*, 2011).

Organisations try to hold their customers through the service quality they provide, pricing policies they follow and meeting the customer's perceptions which are formed in the minds of the customer through past experience, marketing tactics followed by the company, word of mouth and reviews of the hotel. Building customer loyalty is difficult and is achieved through years of hard work, customer satisfaction and meeting customers' perceptions. Hotels need to run various loyalty programs to maintain relationship with their frequent travellers (Lee *et.al*, 2014). Customer satisfaction is predicted by perceived value, perceived price fairness, and service quality (reliability, assurance and empathy), where reliability was studied to have the greatest effect on customer satisfaction (Gumussoy & Koseoglu, 2016). To ensure greater customer satisfaction, it is crucial to give importance to price fairness so that it does not affect service value customers receive and satisfaction dimensions (Thangadurai, 2017).

## **Literature Review**

### ***Customer Satisfaction***

Khadka & Maharjan (2017) defines Customer satisfaction as an overall assessment of a product or service based on the experience of purchasing and consuming it over time. Ma *et.al* (2014) says that companies can achieve customer satisfaction and loyalty by providing good-quality products and services. Khadka & Maharjan (2017) also says that satisfied customers tend to repurchase products and become loyal customers, and they are positively engaged in giving recommendations to other customers and less sensitive to price. Rahim *et.al* (2012), consumer satisfaction is a critical focus for effective marketing programs.

Barsky & Labagh (1992), Legohérel (1998) and Choi & Chu (2001) describes that high quality service and enhancing customer satisfaction are widely recognized as important factors leading to the success of companies in the hotel, catering and tourism industries. Choi & Chu, (2001) stated in their study that hotels that can attract, maintain, satisfy and retain customers are more likely to survive. Sim *et.al* (2006) says that the longer the customer stays in the long-term relationship, the more profitable the relationship becomes to the organization. Gursoy and Swanger (2007) suggested that in the service industry, attention to service and customer satisfaction is considered to be an important factor, which is an

expected and a natural part of day to day operations. Service organisations cannot survive without satisfied customers.

### ***Customer Loyalty***

Back & Parks (2003) concludes in their study that customer retention in the lodging industry has also become increasingly more important. According to the findings of Reichheld & Sasser (1990), a 5% increase in customer retention translated into a 25% to 125% increase in the profitability of nine selected service firms. Author also mentioned that long-term customers buy more, bring in new customers, take less of the service providers' time, and are less sensitive to price. Bowen and Chen (2001), stated that behaviour (consistent, repetitive purchasing action), attitude (emotional and psychological connections), composite (a mixture of the two measures above, loyalty measured by customer preferences, repurchasing, word of mouth, and inclination to switch to other brands) are the three key elements in defining loyalty.

Kalyanaram & Little (1994) studies that customers who are loyal to the organisation are attracted more by the benefits offered than in comparison to the price of the product or service. Hence, consumers with higher average brand loyalty are hypothesized to have a greater price acceptance than consumers with lower brand loyalty. Skogland and Siguaw (2004) examined the people factor and satisfaction with hotel ambience, positively affect word-of-mouth loyalty.

Barksy & Labagh (1992) mentioned that the quality of service provided by the service producer during the face-to-face encounter with the customer could be the deciding factor on which the customer makes a re-purchase decision and is an influencing factor in the customer's decision to form and maintain a long-term relationship with an organization.

Overall, Anderson & Sullivan (1993) conclude in their study that repurchasing intentions are critically influenced by product satisfaction, and if satisfaction level increases, customer retention is a greater possibility. In other words, customer satisfaction and customer loyalty are cognates of each other. Satisfaction will lead to loyalty, and customer loyalty is a derivative of customer satisfaction (Khadka & Maharjan, 2017).

### ***Price Fairness***

Estalami (2007) states that apart from customer satisfaction, others factors can influence the range of price acceptance are variability in prices, reference price level, frequency of purchase and level of brand loyalty. Author also states that, when consumers perceive that the price of a service or product is reasonable, it is possible for them to display the intention of repeat purchase behaviour. Bolton *et al.* (2003) describes fairness has been defined as a judgment of whether an outcome or the process to reach an outcome is reasonable and acceptable. The marketing literature emphasizes price as an important factor of consumer satisfaction, because whenever consumers evaluate the value of an acquired product or service, they usually think of the price (Zeithaml, 1988; Fornell, 1992; Anderson and Sullivan, 1993; Anderson *et al.*, 1994; Cronin *et al.*, 2000).

Literature review shows three types of prices the observed price, the reference price and the perceived price. Gupta & Kim (2010) and Han & Hyun (2015) explain the observed price as the total amount a customer has to pay to receive or use a service. Gupta & Kim (2010) define the reference price is the price a customer expects to pay for a service. El Haddad *et al.* (2015) describes perceived price arises from the difference between the observed price and the reference price. Han *et al.* (2001) and Terui & Dahana (2006) studied that on perceived

price there is the existence of psychological thresholds that mark shifts in the price perception- differential psychological price-loss threshold and differential psychological price-gain threshold. Pelegrín-Borondo et al. (2017) said that these thresholds are important because customers tend to be insensitive to variations in perceived price that fall between them. Al-Msallam (2015) conducted research on a hotel in Damascus, Syria and found that the price is connected to customer loyalty.

Al-Msallam (2015) studied in his research that price plays an important role in generating consumer satisfaction, as customers always evaluate the value of a service by its price. Campbell (1999) indicated that price fairness significantly impacts brand image; as a consequence, perceived price unfairness may cause negative behaviours, such as negative word of mouth and switching brands. Rothenberger (2015) also suggested that customers' negative perception toward unfair prices can cause dissatisfaction, decreased repurchasing behaviour, negative word of mouth, and complaints.

### **Research Gap**

No industry in the market is deprived of evaluation of factors such as customer satisfaction, customer loyalty and price fairness in context to their products. Increasing competition in the market makes the above factors even more important. Through the literature review it is evident that the research related to above factors have to be done on a continuous basis as change in external factors of organisation (market scenarios, competition etc.) leads to change in attitudes and perception of the customers. There are many studies done to evaluate the impact of price fairness on customer satisfaction and customer loyalty but in Indian context the study is in infancy. Therefore, the title of the paper is to study the impact of price fairness on customer satisfaction and customer loyalty in Indian Hospitality industry.

### **Objectives**

1. To analyse the impact of price fairness on customer satisfaction.
2. To study the impact of price fairness on customer loyalty.

### **Methodology**

This study examines the impact of price fairness on customer satisfaction and customer loyalty. The primary source of collecting the data was done through a survey, which was conducted using a structured questionnaire and distributed to respondents through online platform using Google forms. The questionnaire was framed with questions based on 5-point Likert's scale and was filled up by the respondents in the month of November, 2020. The data for the research paper was collected from the customer of Indian hotel industry. The questionnaire was divided into three sections. The first section consisted of the demographic profile of respondents. As this is a survey study so this research adopted a descriptive design to explain the information on the characteristics of the respondents in terms of age, sex and occupational level. The second section consisted of questions to evaluate the impact of price fairness on customer satisfaction. The Cronbach alpha value for first objective is calculated as 0.89 which shows the acceptable range of internal reliability. The third section (second objective) consisted questions for analysing impact of price fairness on customer loyalty and Cronbach alpha value is 0.88 which is also an acceptable range of internal reliability and consistency. Suggestions from the surveyed population were asked in regards to improve pricing policies of products & services in Indian hotels. The secondary sources of information were national and international journals, Government reports, published research articles, theses, books, websites, magazines, newspapers, etc.



## Results and Findings

To achieve the above stated objectives a structured questionnaire was prepared and distributed to approximate 200 respondents all over the country using google forms as a platform in the month of November 2020. 165 out of 200 respondents have filled the survey questionnaire. The gender distribution showed that 60.4% of the respondents were male and rest 39.6 % were female. 28% of respondents were of age group 18years to 24 years, 20.7% were of age group 25 years to 34 years, 37.8%, which makes the maximum part of respondents were of age group 35 years to 44 years and only 13.5% respondents were 45 years and above. 40.2% respondents were graduate and 48.2 % were post graduate or holders of master's degree. Maximum surveyed population was employed for salary or self-employed.

Table1: Demographic Characteristics of Respondents

Variables		(%)
<b>Gender</b>	Male	60.4
	Female	39.6
<b>Age</b>	18- 24 years	28
	25-34 years	20.7
	35 – 44 years	37.8
	45 years and above	13.5
<b>Occupation</b>	Employed	51.2
	Self employed	15.9
	Student	19.5
	Home maker and retired	13.4
	Unemployed	0
<b>Level of Education</b>	Graduate	40.2
	Postgraduate and masters	48.2
	Others	11.6
<b>Monthly frequency to visit hotels</b>	1 – 2 times	73.8
	3-4 times	16.5
	5-6 times	1.8
	More than 6 times	7.9
<b>Monthly expenditure on hotel and its services</b>	2-5 Thousand	66.5
	6 – 10 Thousand	20.7
	More than 11 Thousand	12.8
<b>Price affects choice of property</b>	Yes	74.2
	No	6.7
	Maybe	19

The Survey indicates that maximum population i.e. 73.8% visits to hotels once or twice monthly, however 16.5 % visits hotels five to six time and 7.9 % visits more than 6 times. 66.5 % of surveyed population spends is Rs. 2000/- to Rs. 5000/- and 20.7% spends Rs. 6000/- to Rs. 10000/- on hotel and its services monthly. Because of pandemic very few people have stayed in hotel for the past six months. Although 74.2 % of respondents agreed that price affects their choice of property.

### ***Impact of Price Fairness on Customer Satisfaction***

While analysing the responses as shown in table 2, it was evident that majority of the population was not sure about the effect of pricing policy of the hotel on their satisfaction level, however 30.3 % of respondents felt satisfied by the pricing policy of the hotel.

Maximum number of respondents feel satisfied paying higher price for getting prime location of the hotel. Majority of the surveyed population felt satisfied while relating value for services and price paid for the product/service availed. Approximately 31% of the entire surveyed population was dissatisfied by the price discrimination prevailing in the market, however and equal percentage of the population was neutral on the same factor. 36.97 % of population was satisfied by the differential pricing policies of the industry. Majority of respondents (57.58%) felt satisfied going to an expensive hotel as higher priced hotels are expected to be more professional and abide by service quality standards promised to be delivered. 60% of the surveyed population feel satisfied paying higher price if they get good guest room amenities. 60% of the surveyed population feel satisfied paying higher prices in branded hotels, however 21.21% stand neutral on this factor. Approximately 43.64 % feel satisfied paying higher prices for digitalisation and automation of services but 32.73% were neutral on this factor. Customers do not compromise on hygiene and sanitisation levels and are satisfied paying higher prices for clean and safe environment.

Table 2: Relationship of Price Fairness with Customer Satisfaction

<b>FACTORS</b>	<b>Completely Dissatisfied</b>	<b>Dissatisfied</b>	<b>Neutral</b>	<b>Satisfied</b>	<b>Completely Satisfied</b>
Pricing policy	2.42	18.79	40	30.3	7.88
Prime location	4.24	19.39	23.03	41.21	11.52
Value of services	5.45	7.27	24.85	48.48	13.33
Price differentiation	8.48	22.42	31.52	30.3	6.67
Availing services in expensive hotel	3.03	13.33	25.45	41.82	15.76
Guest room amenities	4.85	8.48	25.45	42.42	18.18
Branded hotels	6.06	12.12	21.21	40.61	19.39
Digitalisation/automation of services	7.27	15.76	32.73	30.91	12.73
Hygiene/ sanitisation as per pricing of Services/products	6.06	10.91	14.55	44.85	23.03

### ***Relationship of Price Fairness with Customer Loyalty***

Table 3 shows the relationship between price fairness and customer loyalty. It is visible from the data that majority of the population agree to the fact that visiting same hotel frequently adds to their happiness because of familiarised and comfortable atmosphere. 53.65 % of respondents agree that they repeat their visit irrespective of the pricing of products and services of the hotel. Majority of the surveyed population has good knowledge about price distribution in hotel industry and price does not stop them from giving positive feedback about expensive hotels. This shows that customers feel satisfied if they get what they have perceived and give repetitive business irrespective of price. 67.07% of respondents agree to the fact that aesthetic value, decor, architecture etc. of the hotel affects their loyalty irrespective of the price. Although 73.17% agrees that price of the core products i.e., accommodation, food and beverage does affect their loyalty towards the selected hotel. 55.49 % of surveyed population agree that price of other services like swimming pool, spa, laundry etc does affect their repetitive visits to the hotel however 25% of the respondents are neutral on the same. Approximately equal numbers of respondents agree and disagree to continue being loyal customers in case there is major increase in the existing prices of the products/services. Maximum population agree to stay loyal to the selected hotel if they receive services from professional and well-trained staff.

Table 3: Relationship of Price Fairness with Customer Loyalty

Factors	Strongly disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly agree (%)
Repetitive visits affect happiness	3.66	9.76	17.07	47.56	21.95
Repetitive visits irrespective of price	3.66	14.02	28.66	37.8	15.85
Knowledge on price distribution	4.27	10.98	29.27	31.71	23.78
Give positive feedback of expensive hotels	3.05	6.71	39.02	34.15	17.07
Aesthetic value affects repetitive visits	3.05	4.27	25.61	39.63	27.44
Price of products/service	2.44	4.27	20.12	37.8	35.37
Price of other products (spa swimming pool etc.)	7.93	11.59	25	35.98	19.51
Increase in existing price	7.32	22.56	39.63	21.34	9.15
Receiving services from well trained and higher staff irrespective of higher price	6.1	6.71	25.61	34.15	27.44

## Conclusions

Price fairness is one of the important factors while evaluating customer satisfaction and customer loyalty but not the only factor. Customers give priority to service quality and service standards rather than pricing of the products and services. Pricing strategy is an important aspect in every business. Hotel operators should provide value for the services to the guest as for the price charged. The monetary value of the products does not matter after a certain extent. The match or mismatch between the perceived value and actual experience of the products and services may make or break the entire experience. Price can increase gradually but customers do not compromise with product/service quality. The pricing of the products and services should be formulated to attract all the market segments of hospitality industry. Consumer loyalty could be increased with provision of discounts on products, well planned loyalty programs and competitive pricing. Hotels need to consider the current economic situation while deciding the prices of products and services. The Government should have a regulatory body which advises the hotels in a region on minimum and maximum pricing.

## Limitations and Future Scope of Study

This research was made to study the impact of price fairness on customer satisfaction and customer loyalty in Indian hotel industry. Due to the current scenario of COVID-19, where hospitality sector is highly affected and travelling is restricted, the responses collected were limited, thus the findings cannot be generalised for the entire country. Future researches can be done on different category of hotels and focusing on different market segments of the society. The relationship of price fairness with other factors related to service industry may also be studied.

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## A Study on Organizational Commitment and Job Satisfaction of Hotel Employees

Rahul Bora<sup>1</sup> & Dr. Shweta Misra<sup>2</sup>

### Abstract

*Committed and satisfied employees play a significant role in the service satisfaction of the guest, which ultimately leads to the profitability of the organization. Organizational commitment and job satisfaction of the employees are the two most important factors that are responsible for the growth and prosperity of the organization. Both these variables are quite significant in hotels where employees are constantly switching from one organization to another. Study on the issues of organization commitment and job satisfaction is the need of the hour.*

*There are mainly two objectives of this research which are: To measure the difference in organizational commitment of operational and managerial employees. And To measure the difference in Job Satisfaction level of operational and managerial employees.*

*The research adopted a quantitative design; data was collected from a sample of 54 employees of different hotels through a well-structured questionnaire. Convenience sampling method was used for sampling. The collected data was analyzed using T test and Correlation Analysis.*

*First Objective: T-test value was .321 (which is less than critical value at 95% level of confidence), this means there is no significant difference between the organizational commitment of the operational and managerial employees.*

*Second Objective: T-test value was .513 (which is less than critical value at 95% level of confidence), this means there is no significant difference between the Job Satisfaction level of the operational and managerial employees. The correlation coefficient for Organizational Commitment and Job Satisfaction is .52.*

*The findings of the study revealed that there is no difference in the organizational commitment and job satisfaction between the operational and managerial employees. Also, there exists a positive relationship between organizational commitment and job satisfaction, this positive relationship between organizational commitment and job satisfaction suggests that the factors that affect both the parameters are quite identical.*

**Keywords:** Hotels, Job Satisfaction, Organizational Commitment, Employees.

### Introduction

The organization and employees in the service sector need to be aware of the impact of some facets, (i.e. commitment and satisfaction) of the job which they are performing. It is very important for the organization to have their employees dedicated to the organization wholly and satisfied with their jobs. While it is the duty of the organization to satisfy the employees in all ways, be it in terms of pay & benefits, leaves, etc., both the organizational commitment and job satisfaction are quite inter-related.

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Working in hotels is complex and demanding. It is widely recognized as one of the most challenging and disciplined jobs. Being in the service industry, the employees need to be fully engaged in the work with not only their heads, but with their hearts. It is essential for hoteliers to be emotionally connected to their work. Without this emotional connection, the hoteliers face constant dissatisfaction and agony which can be reflected in the tasks assigned to them, which in turn affects the customer satisfaction and sometimes may damage the image of the organization.

‘Handling people in the organization is a challenging job because of the diversity in the workforce. It is emphasized that human resource is the most crucial element in every organization; however, the management tends to turn a blind eye to the fact that it is essential to manage this element. Organizational commitment, job involvement are some important factors that affect the human behavior at work’ (Quinking, 2019). Satisfied and committed employees are the true assets of the organization (Ahmad et al, 2014).

## **Literature Review**

### ***Organizational Commitment***

Commitment can be defined as the dedication any individual feels towards the organization he is affiliated with. Organizations do not exist if there are no people or employees (Plessis et al, 2016). A committed worker is the key to any organization’s success (Karem et al, 2019). People are the most significant resources in the service sector and the organizations depend on them for their well-being and success. By far the most essential element to any organization is its human workforce. Success of an organization depends on the effective utilization and motivation of its human resources (Ramesh, 2017).

Erdoğan & Cavli, (2019) wrote about organizational commitment as the effectiveness, job satisfaction and internal motivation and desire of the teachers in the educational institutions. Bhankhudh (2017), defines commitment as a force that ties up any individual to a course of action of bearing relevance on one or more targets. Hence, organizational commitment is explained as the degree to which an employee is willing to maintain and retain membership due to interest and association with the goals and values of the organization he is associated with. According to Siddiqui (2017) the simplest words that can explain organizational commitment are attraction, involvement, devotion, reliability and support towards one’s organization, it is the active involvement with the organization where employees willingly are dedicated in giving the best to the organization to help the organization succeed in every way possible. Organizational commitment is the responsibility that an employee has towards the mission and direction of an organization (Chelliah et al, 2015).

Organizational commitment refers to all the voluntary and helping behaviour extended towards the others working in the same organization (Lopus et al, 2019). Akpan (2013) defines organizational commitment as the degree to which an employee recognizes his organization and its goals and the readiness to maintain membership in the organization. Wadhwa et al (2011), explain commitment to be encapsulated by the phrase ‘giving all of oneself while at work’, and Organizational Commitment is concerned with the level of attachment and loyalty to an organization. Organizational commitment has the role of fostering a loyal work integrity which encourages employees to do more beyond their duty (Serpian et al, 2016). Mowday et al (1979) define commitment to be something beyond mere passive fidelity towards an organization and it involves a dynamic relationship with the organization such that the employed individuals are prepared to contribute by giving

something of them for the organization's prosperity. Organizational Commitment is the employee's psychological attachment to the organization. According to Radosavljević et al (2017) it is impossible for any organization in today's competitive world to have a superior performance unless each employee is committed to the goals of the organization. The feeling of association towards the organization is one of the most compelling forces that binds people together (Wadhwa et al, 2011).

### ***Job Satisfaction***

Job satisfaction details as to how content an individual is with his job (Parvin & Kabir, 2011). According to Mathur & Salunke (2013), job satisfaction can be described as the extent to which an employee is satisfied with his/her job and the various chapters of the job. It can also be defined as the perception (positive or negative) of an individual towards their job. Job satisfaction is an employee's general attitude towards his job, and is a result of varying outlook the employee bears towards the job and job related factors (Ramesh, 2017). Bhankhudh (2017) defined Job Satisfaction as the employee's general reaction to that he/she has about his/her job. The productivity and profitability are also impacted by job satisfaction. The main essence of job satisfaction is all about ensuring whether the employees enjoy their work and even are also valued and acknowledged for the work they are executing.

The conditions of work, fairness, promotion and pay are key factors affecting employees' job satisfaction and also suggest that if the organization wants to enhance its business, the policy makers should focus on the factors that affect employee job satisfaction (Parvin&Kabir, 2011). According to Serpian et al (2016) job satisfaction has a significant effect on the organizational commitment and decision making in human resource development should have locus around the organization culture to uphold the values of the organization in order to stimulate the employees to work better.

### **Objectives**

- To measure the difference in organizational commitment of operational and managerial employees.
- To measure the difference in job satisfaction level of operational and managerial employees.

### **Hypothesis**

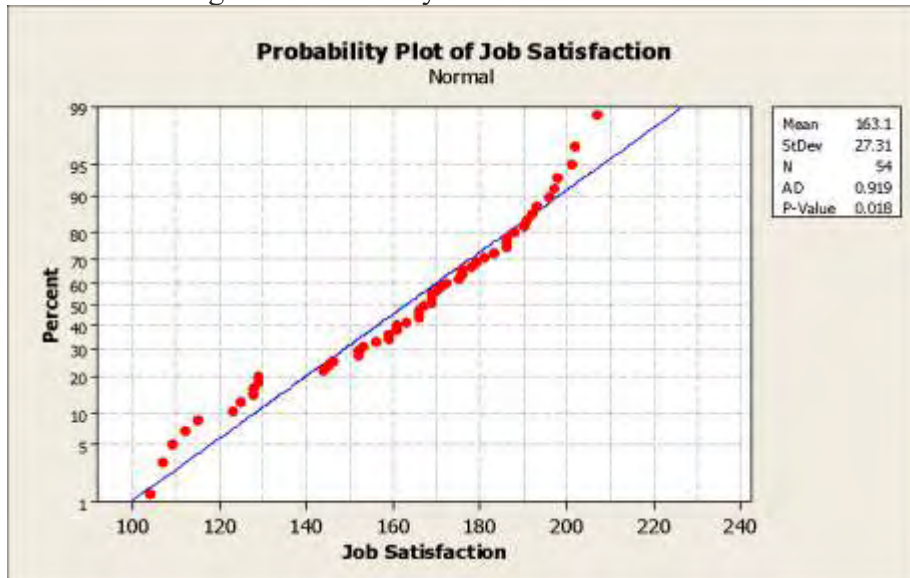
**H<sub>1A</sub>:** There is a significant difference between organizational commitment scores of the operational and managerial level respondents.

**H<sub>1B</sub>:** There is a significant difference between job satisfaction score of operational and managerial level respondents.

### **Research Methodology**

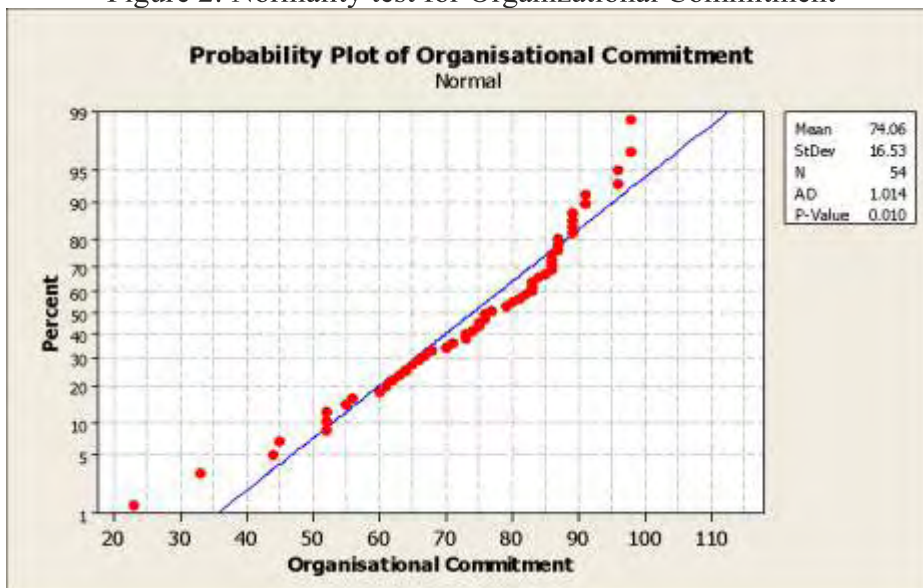
The present study is quantitative in nature. The study explored the levels of job satisfaction and organizational commitment of the employees. The sample for this study was drawn from a population of employees from the hotels of Delhi. The sample size consisted of 54 hotel employees. The data collection was done using the Convenience Sampling method. The Questionnaire was developed by combining two separate instruments, plus adding a section for gathering background information. The data was tested for its normality using MINITAB 14 software. Figure 1 and Figure 2 shows the normality test.

Figure 1: Normality test for Job Satisfaction



P-value for the normality test for Job Satisfaction is .018 i.e. less than .05, this indicates that the data for Job Satisfaction is not normally distributed.

Figure 2: Normality test for Organizational Commitment



P value for the normality test for Organizational Commitment is .010 i.e. less than .05, this indicates that the data for Organizational Commitment is not normally distributed.

However, as per central limit theorem, if the sample size is more than 30 then the distribution of sample approximates to normal distribution, therefore parametric test can be applied in the present study as the sample size is 54 (i.e. more than 30).

### Tools and Techniques

Evaluation of organizational commitment of the respondents was done using the Organizational Commitment Questionnaire developed by Mowday et al,(1979) and job



satisfaction was measured using Job Satisfaction Survey developed by Spector, (1994). The Job Satisfaction Survey provided 36 statements concerning the respondents' job satisfaction which were to be answered through a 6-point Likert scale. The Organizational Commitment Questionnaire provided 15 statements which were to be answered through a 7 point Likert scale. The statistical analysis tools used in this research were mean, standard deviation, T-test and Correlation Analysis.

## Results and Discussion

### *Overview of the Demographic Profiles of the Respondents*

The primary data was collected from 54 hotel employees. Although a total of 60 questionnaires were distributed, only 54 were eligible for analysis. The remaining 6 either had some minor faults or were missing some readings due to which they were rejected for analysis. The profile of the sample explaining the demographic features is presented in the table given below.

Table 1: Demographic Profile of the Respondents

Demographic Variable	Categories	Respondents (n)	Percentage (%)
<b>Gender</b>	Male	39	72.22
	Female	15	27.78
<b>Age (in Years)</b>	20-25	24	44.44
	25-30	20	37.04
	30-35	2	3.70
	35-40	3	5.56
	40 and Above	5	9.26
<b>Nature of Work</b>	Operational	30	55.56
	Managerial	24	44.44
<b>Years with the organization</b>	Less than 2 Years	34	62.96
	2-3 Years	6	11.11
	3-5 Years	4	7.40
	>5 Years	10	18.51

Gender: The responses were collected from a total of 54 respondents, majority of the respondents were male i.e. 72% and remaining 28% were female, to say the research was dominated by male respondents.

Age Group: The research was conducted on a sample whose age ranged from 22-56 years. The mean age was 27.5.

Nature of Work: In this study the employees were also characterized on the basis of the nature of their job and the study included 56% of the respondents at operational level and the remaining 44% respondents at managerial positions.

Years with the Organization: Among the respondents, a majority of the employees were associated with their organization for Less than 2 years i.e. 63%, followed by the respondents who were with the organization for more than 5 years i.e. 19% and 11% and 7% of the respondents were with the organization for 2-3 years and 3-5 years respectively.

### *Organizational Commitment*

The Organizational Commitment questionnaire had 15 questions recording scores with a 7 point Likert scale. Total average score attributed by the respondents to commitment towards the organization was 74.06 (out of 105), with a standard deviation of  $\pm 16.38$ . The composite score of the sample lies in the range of moderate score, this reveals that the respondents are



ambivalent and are moderately committed towards the organization they are associated with. The high standard deviation shows the variance in the scores of individuals.

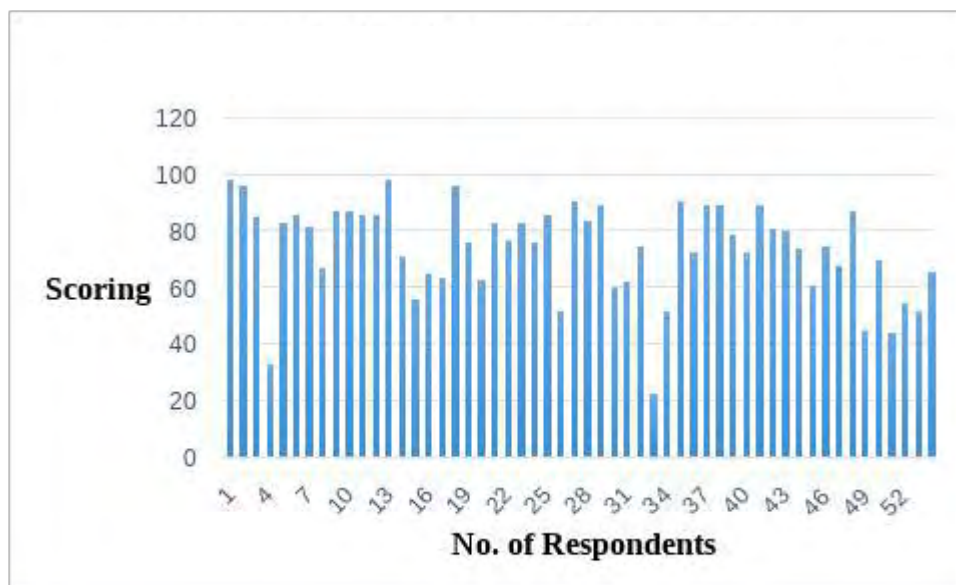
Table 2: Organizational Commitment Mean Scores

Organizational Commitment	Total Sample		Male Respondents		Female Respondents	
	Mean	SD	Mean	SD	Mean	SD
	74.06	16.38	74.95	17.48	71.73	14.06

The Table 2 depicts the scoring for Organizational Commitment of the respondents. The mean of male respondents for organizational commitment was 74.95 with a standard deviation of  $\pm 17.48$ , and for the female respondents the mean was 71.73 with a standard deviation of  $\pm 14.06$ . It can be clearly seen that there is a difference between the scores of male and female respondents.

Figure 3 is the graphical representation of the score of individual respondents in the Organizational Commitment Questionnaire.

Figure 3: Organizational Commitment Score



#### ***Statistically testing the difference between Non-Managerial (Operational) and Managerial respondents***

The respondents of the operational category had a mean score for organizational commitment  $M = 74.73$  ( $SD = 13.72$ ) and the mean score of managerial respondents was  $M = 73.21$  ( $SD = 19.77$ ). The numerical difference is quite less in the means of both the groups. To test the difference statistically a T-test was performed (at confidence level 95%) with the following hypothesis.

**H<sub>0A</sub>:** There is no significant difference between organizational commitment scores of the operational and managerial level respondents.

**H<sub>1A</sub>:** There is a significant difference between organizational commitment scores of the operational and managerial level respondents.

Table 3: T-test of Nature of Job (Organizational Commitment)

Nature of Job	Mean	Variance	T-value	A	Critical Value	Df
Operational	74.73	188.34	0.321	0.05	2.006	52
Managerial	73.21	390.95				

After the necessary calculations the T-value was calculated to be 0.321, which is lower than the critical value derived from T-table at confidence level 95% and degree of freedom 52 i.e. 2.006. Since the T-value is less than the critical value, this gives us enough evidence and we fail to reject the null hypothesis. Therefore, there is no statistically significant difference between the organizational commitment scores of the operational and managerial respondents.

### ***Job Satisfaction***

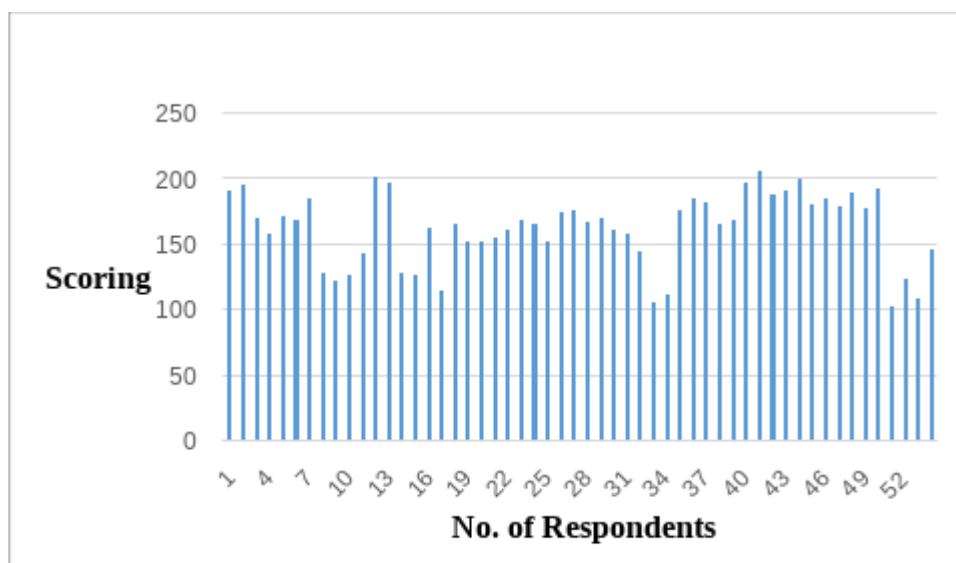
The Job Satisfaction variable was measured with the help of the Job Satisfaction Survey developed by Paul E. Spector. The questionnaire consisted of 36 items/statements administered through a 7 point Likert scale. The mean score of all the respondents for job satisfaction was 163.07, with a standard deviation of 27.05. The average composite score showed that the sample was satisfied. The average job satisfaction score for the 39 male respondents who participated in the study was 163.78, with standard deviation of 26.38. For the 15 female respondents, the average job satisfaction score was 161.27, with standard deviation of 28.61. It is notable that there is only a slight difference between the scores of male and female respondents in terms of job satisfaction.

Table 4: Job Satisfaction Mean Scores

Job Satisfaction	Total Sample		Male Respondents		Female Respondents	
	MEAN	STDEV	MEAN	STDEV	MEAN	STDEV
	163.07	27.05	163.78	26.38	161.27	28.61

Figure 4 displays the individual responses of 54 respondents in the Job Satisfaction Survey.

Figure 4: Job Satisfaction Survey



### ***Statistically testing the difference between Operational and Managerial level respondents***

The mean score of job satisfaction of the operational was 161.33 and the managerial respondents had a mean score of 165.25. The numeric difference between the respondent groups was low. To test the difference statistically an independent sample unpaired T-test was performed with the following hypothesis.

**H<sub>0B</sub>:** There is no significant difference between job satisfaction score of operational and managerial level respondents.

**H<sub>1B</sub>:** There is a significant difference between job satisfaction score of operational and managerial level respondents.

Table 5: T-test of Nature of Job (Job Satisfaction)

Gender	Mean	Variance	T-value	$\alpha$	Critical Value	Df
Operational	161.33	675.19	0.513	0.05	2.006	52
Managerial	165.25	857.93				

After doing the necessary calculations the T-value was calculated 0.513 which is lower than the critical value derived from the T-table at confidence level 95% and degree of freedom 52 i.e. 2.006. Since the calculated T-value is lower than the table value which provides us evidence to accept the null hypothesis. Therefore, there is no significant difference between the operational and managerial respondents in terms of the job satisfaction score.

### ***Correlation between Organizational Commitment and Job Satisfaction***

Figure 5: Scatter Plot between OC and JS scores

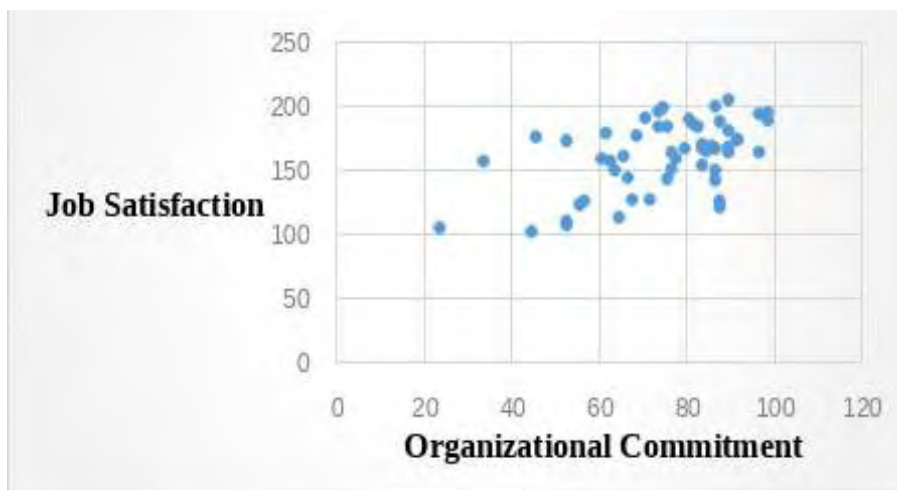


Table 6: Coefficient of Correlation

Variables	Organizational Commitment	Job Satisfaction	p-value
Organizational Commitment	1	0.5239	.000048
Job Satisfaction	0.5239	1	

The value of coefficient of correlation was calculated to be 0.52. The variables Organizational Commitment and Job Satisfaction were found to be moderately positively correlated,  $r(52) = .52$ ,  $p = 0.000048$ . Hence the result is significant at  $p < 0.05$  because the calculated p-value is lower than the level of significance ( $\alpha = 0.05$ ).

## Conclusion

The hotel industry faces a constant setback of employee turnover. In order to save the organization from this challenge; organizations must look toward having a committed and satisfied workforce. Committed and satisfied employees play a significant role in the service satisfaction of the guest, which ultimately leads to the profitability of the organization. Study on the issues of organization commitment and job satisfaction is the need of the hour, and the present study has been carried out to understand the relationship between organizational commitment and job satisfaction. It may be concluded from the study that there is no difference in the job satisfaction and organizational commitment between the operational and managerial level employees. This indicates that whether the employee is at the operational level or managerial level, they face identical working conditions in the hotels in Delhi.

From the findings of the study, it is observed that there is a moderate relationship between organizational commitment and job satisfaction. The results of this study contribute to the understanding of the theoretical foundations on organizational commitment and job satisfaction within the scope of the hotels. It can then be said that the findings can contribute to the improvement of organizational commitment and job satisfaction levels in these organizations. There exists an abstract relationship between organizational commitment and job satisfaction in every organization. Only if the employees feel satisfied with the organization's environment they will be working as if they are a part of the organization and will commit themselves to the prosperity of the organization. The present study shows the relationship between organizational commitment and job satisfaction through the help of a correlation test. The result shows that there is a moderate positive relationship between these both variables. The data collected during the course of this study can assist the organizations in understanding the commitment level and job satisfaction level of its employees working at different levels of hierarchy. In turn, the human resource team can use this information to reduce the attrition count and thereby, saving on the cost of hiring new resources. Further studies may be carried out to study the difference in commitment towards organization and job satisfaction levels for different age groups, gender, tenure with the organization, department etc.

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## Evaluating the Impact of Sources of Information and Food Safety Standards on Consumers Attitude towards Convenience Food

Deepti Yadav<sup>1</sup> & Dr. Varinder Singh Rana<sup>2</sup>

### Abstract

*“There is no sincere love than the love for food”, saying by George Bernard Shaw shows the importance of food for living organisms. Food is the base for human existence. The food we eat contains nutrients which are required for our growth, strong body and good health. Balanced diet prevents humans from various diseases and infections. The sources of obtaining food are plants or animals. The area of study was people residing in India. The data for the proposed work was collected through using primary and secondary sources. Primary source of data collection was collected from the respondents with the help of structured questionnaire. Secondary sources of information was from various published and unpublished sources of available literature for example research papers, thesis, books, websites, magazines, newspapers, national and international journals, etc. questionnaire was send to all over India. To achieve the mentioned objectives, a structured questionnaire was prepared and distributed to 200 respondents to all over India at the month of November-December, 2020 through online platform using Google Form. 144 out of 200 respondents have filled the survey questionnaire.*

*The first objective achieved the various factors affecting the consumer attitudes about food safety of convenience food. The cronbach alpha test value is 0.861101 which is reliable. The second objective achieved the reliable sources of information for convenience food. The cronbach alpha test value is 0.821226 which is reliable. The third objective is achieved from the first two objectives. The suggestion and improvement were extracted from the outcome of the mentioned first two objectives for the manufacturers of convenience food. Research paper concludes that respondents show their interest in convenience food. Information received at different sources about the convenience food showed the reliability factor. Internet, physician, nutritionist and books are the four topmost factors which showed highest reliability on the convenience food information. In terms of safety of the food is concerned respondents are aware about the safety standards of the convenience food.*

**Keywords:** Food Safety Standards, Food Safety, Consumers Attitude, Convenience Food.

### Introduction

Convenient products have nowadays become famous between working people, teenage, hostellers, bachelors, sharing rooms etc. These foods take less time to prepare food at home. Some of them can be eaten immediately or some require little amount of cooking. Convenient foods are designed in such a way that it is cheap, tasty and non-perishable but ingredients present in the packet contained sugar and fats. To protect the food from spoilage trans-fat is used and corn syrup makes the product sweet. Salt adds flavour to the food. Convenience food are products that can be safely and healthy eaten without any further preparation. These are easy to make, quick, convenient because of this factor convenience food has come into popularity from last two decades.

Major concern about the safety of convenience food arises from the occurrence of many diseases like obesity, high blood pressure, diabetics, etc. The production of convenience food

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is designed in such a way that it kills the bacteria. The bacteria are present in the products that are the result of keeping inadequate temperature during the processing of the food. Many times bacteria is present in finished food is due to post processing contamination. Even after keeping proper temperature products can be contaminated by microorganism found on the surface of equipment used for preparation, by environmental contamination, and lastly by cross contamination of the food. Bacterial contamination can also occur during the handling process such as peeling, chopping, and packaging. People who are in direct contact with the food, consumers, and environment are the primary source of catching bacteria. Safe food handling practice is required to reduce the risk of having foodborne disease.

There are three principles of food hygiene which are: prevent contamination of products, kill the bacteria during cooking process, prevent to growth of food poisoning bacteria. Another major concern for food safety is cross contamination which occurs when raw food comes in contact with the cooked food. Cross-contamination can be prevented by the following methods: separate equipment for different dishes should be used, food should be properly covered, food should be kept in fridge, and washing should be done in correct way, food poisoning bacteria should be killed by cooking, maintaining proper temperature, and lastly thawing food correctly.

FDA regulates the use of food additives in the products. They should be used in the food for a purpose. The major use of food additives can be preservation of the food, enrichment of the taste, colour improvement of the product, improvement in the flavour, altering texture of the food, helps in preparation of the entire recipe of the products (Kansas state university). Chemical contamination of food includes the large number of following substances: agrochemicals, pesticides, residues of veterinary medicines, metals, environmental contaminations, organic pollutants, natural toxins, processing contamination during cooking, and packaging (Cooper *et al.*, 2014).

As Paracelsus says “all things are poison and nothing is without poison; only the dose makes a thing not a poison,” we can say that chemicals are bad or not depending on the dose. In fact, chemicals are essential building blocks for all living organisms, people, animals, and plants, even food (EFSA, 2015). A food preservative is added to the food to make them eatable longer time and to preserve them. Preservatives are added to foods and are available to almost all grocery stores. Salt, nitrites, BHA (Butylated Hydroxyanisole) and BHT (Butylated Hydroxytoluene) are the most common preservatives are found in convenience food.

Processed food ensures that sufficient food is available and also that food quality meets human nutrient needs. Analyses of the NHANES 2003–2008 show that processed foods provide both nutrients to encourage and constituents to limit as specified in the 2010 Dietary Guidelines for Americans. Of the nutrients to encourage, processed foods contributed 55% of dietary fiber, 48% of calcium, 43% of potassium, 34% of vitamin D, 64% of iron, 65% of folate, and 46% of vitamin B-12. Of the constituents to limit, processed foods contributed 57% of energy, 52% of saturated fat, 75% of added sugars, and 57% of sodium. Diets meet food guidance recommendations if nutrient-dense foods, either processed or not, are selected. Nutrition and food science professionals, the food industry, and other stakeholders can help to improve the diets of Americans by providing a nutritious food supply that is safe, enjoyable, affordable, and sustainable by communicating effectively and accurately with each other and by working together to improve the overall knowledge of consumers Weaver, C. M. (2015).

## Literature Review

Convenience foods also have flavourings, preservatives, colouring and some unappetizing substances. If these products are consumed frequently, it can produce some serious health issues like obesity, diabetes, heart disease etc. Convenience foods lack micronutrients which are required for the normal functioning and growth of the body (One Green Planet, 2013). But in frozen fruits and vegetables, there is good amount of vitamins and minerals. As frozen vegetables and fruits lock all the micronutrients inside them and it does not change the value of carbohydrates, proteins and other minerals and thus makes them one of the best amongst convenience foods (Academy of nutrition and dietetics, 2020). Hicks *et al.* (2009) in their study stated there must be information amongst consumers that ready to eat food products are safe to use and does not have any health issues. For this companies must have sound marketing system and must include information campaign on ready to food benefits through social media like internet. It increases the belief and trust of consumers on ready to eat food products. Convenience is considered an important factor for consumer behaviour towards food. Rappoport *et al.* (1993) says that consumer's choice for food meals and snacks are correlated with consumer perception of the products along with the convenience dimension. Van Dam and Van Trijp (1994) say that consumers' preferences for packages of beverages are strongly affected by the perceived convenience of these packages. Other studies state the increasing benefits of convenience in the consumption of meat products (Anderson & Shugan, 1991; Eales & Unnevehr, 1988). Identification of the degree to which consumers strive for convenience may be useful in understanding consumer behaviour towards food products. Overt consumer behavior is considered to be the result of interaction between consequences of behavior and consumer valuations of these consequences. Consumer valuations reflect consumer motivations and will therefore direct behaviour to a large extent (Bagozzi & Van Loo, 1991; Engel *et al.*, 1990). Convenience orientation may be considered one example of such valuations.

Ramasamy *et al.* (2005) reported that the buying behaviour is greatly influenced by awareness and attitude towards the product. Commercial advertisements over television was said to be the most important source of information, followed by displays in retail outlets. Consumers build opinion about a brand on the basis of various product features. Usha V. (July 2007) concluded that major factor considered by the consumers while consuming the Dosa/Idli mix (Instant products) were ready availability and time saved by them in preparation. From the study it was also found that in case of Sambar masala retail shop was the major source of information followed by TV/radio advertisements while in case of in case of Dosa/Idli mix Newspaper/magazine was the source for getting information.

Anita Goyal and N P Singh (2007) says that the young Indian consumer love to visit fast food outlets for enjoying and some change but home food is their first choice. They feel homemade food is better than food served at fast food outlets. They give more preference to taste and nutritional values followed by ambience and hygiene.

Bernard Cova, Stefano Pace, (2006) states that the virtual community that meets around a convenience food brand results into a type of sociality and customer empowerment: it is not based on interaction between peers, but more on personal self-exhibition in front of other consumers through the marks and rituals linked to the brand. Dixon, Hinde, and Banwell, (2006) have focused that in Australia the increasing consumption of convenience foods is contributing to upward trends results in overweight. It states that the functional food sector is well functioned in a context where consumers are being encouraged to use convenient food, while also being concerned about the nutritional qualities present in it.

Olsen *et al.* (2012) in their article explained that appearance of the convenience food products; flavour and odour are some of the factors which influence the consumer behaviour for buying convenience food. This study also indicated that eating convenience food regularly is related with the problem of obesity. Thus ready to eat food manufacturers must focus on this aspect and make products which are more nutritionally balanced and reduce health related issues. Evans and Redmond (2016) in their study described that it is always essential to use convenience food before the expiry date of the product to ensure the safety and for health concerns. This study also stated that convenience food products must be stored as per the directions given on the label of the product for the safety reasons.

### ***Government's Initiative***

A survey in July 2019 says that government tries hard to promote food processing industry to reduce wastage of agricultural production and minimize post-harvest losses. According to “Assessment of Quantitative Harvest and Post-Harvest Losses of Major Crops and Commodities in India” by ICAR the percentage of post-harvest losses as assessed by the study is as under:

Table 1: Crops and the Cumulative Wastage (%) - No table title Assigned

<b>Crops</b>	<b>Cumulative wastage (%)</b>
Cereals	4.65 – 5.99
Pulses	6.36 – 8.41
Oil Seeds	3.08 – 9.96
Fruits & Vegetables	4.58 – 15.88
Milk	0.92
Fisheries (Inland)	5.23
Fisheries (Marine)	10.52
Meat	2.71
Poultry	6.74

With the above in view, the Ministry of Food Processing Industries (MoFPI) is implementing PMKSY (Pradhan Mantri Kisan Sampada Yojana). The objective of PMKSY is to supplement agriculture, modernize processing and decrease agricultural waste. It is an umbrella scheme incorporating ongoing schemes Foreign Direct Investment (FDI) policy: FDI up to 100%, under the automatic route is allowed in food processing industries. Agricultural and Processed Food Products Export Development Authority (APEDA) an apex organization under the Ministry of Commerce and Industry – focuses on ‘export’ of scheduled products.

### **Research Objectives**

1. To identify the factors affecting the consumer attitudes about food safety of convenience food.
2. To discuss the reliable sources of information for convenience food.
3. To suggest measures to convenience food manufacturers to improve on the same.

### **Research Methodology**

#### ***Sampling and Data Collection***

The data for the research paper were gathered from people from all over India. A structured questionnaire was prepared for survey and distributed to respondents through digital platform using Google forms. The structured questionnaire was framed with closed ended questions and was filled by the respondents in the month of November- December, 2020. The primary



sources of data collection was structured questionnaire and secondary sources of information were national and international journals, Government reports, published research articles, theses, books, websites, magazines, newspapers, etc. The questionnaire was divided into three parts. The first section included the information on the demographic profile of the respondents. The second section consists of the first objective which was based on information on the consumer attitudes about food safety involved in convenience food. Central tendency technique was implemented to achieve the first two objectives were weighted mean score; ranking of various parameters has been given. The internal consistency reliability estimates has been measured using Cronbach alpha reliability test. 9 items related to convenience food were identified and respondents were asked questions on these items to factors affecting the consumer attitudes about food safety of convenience food. The Cronbach alpha value for the 9 dimensions of tools of convenience food was 0.86, indication a good range of reliability. The third section consists of reliable sources of information for convenience food. To achieve second objective of the reliable sources of information for convenience food, respondents were asked questions on 10 items. The Cronbach alpha value for these 10 dimensions was 0.82 which shows the good range of reliability. The third objective which was suggestion measures for convenience food manufacturers has been achieved by reviewing the first two objective of the paper. Suggestions were extracted from the outcome of the first two objectives.

## Analysis and Findings

### *Demographic characteristics of respondents*

To achieve the mentioned objectives, a structured questionnaire was prepared and distributed to 200 respondents to all over India at the month of November-December, 2020 through online platform using Google Form. 144 out of 200 respondents have filled the survey questionnaire. The gender distributions showed that 59.7% were males which are majority than females are 40.3%. The survey showed that age which major fall in the category is between 18-30 years and 60.4% were unmarried. 89.6% respondents belong to urban area of residence. The educational qualification of the respondent's shows 35.4% post graduation and 31.9% are graduates. 37.5% were students and 33.3% were in private job, where as government job had 21.5% respondents. If we talk about annual income there are students and housewives which are not earning anything. They are totally depending upon their head of the family who is earning. Therefore 38.2% were not earning 19.4% were between the range of 3-6 lakhs.

Table1. Demographic Characteristics of Respondents

VARIABLES		%
<b>Gender</b>	Male	59.7%
	Female	40.3%
<b>Age</b>	18-30years	63.9%
	31-40years	27.8%
	41-50years	4.9%
	51-60years	2.8%
	Above 60years	0.7%
<b>Marital status</b>	Unmarried	60.4%
	Married	39.6%
<b>Educational qualification</b>	Undergraduate	30.6%
	Graduate	31.9%
	Post graduate	35.4%
	Doctorate	2.1%

<b>Area of residence</b>	Urban	89.6%
	Rural	10.4%
<b>Occupation</b>	Students	37.5%
	Government job	21.5%
	Private job	33.3%
	Business	2.8%
	Retired	0.7%
	Housewife	4.2%
<b>Annual income</b>	Not earning	38.2%
	Less than 1 lakh	8.3%
	1-3 lakhs	13.2%
	3-6 lakhs	19.4%
	6-10 lakhs	14.6%
	More than 10 lakhs	6.3%

### ***Factors affecting the consumer attitudes about food safety of convenience food***

Table 2 represent the total weighted score and weighted mean score of tools of various factors affecting the consumer attitudes about food safety of convenience food. From the weighted mean score, it has been found that most food additives are somewhat safe ranked 1<sup>st</sup> (Weighted mean score=3.42) followed by the food poisoning ranked 2<sup>nd</sup> (Weighted mean score=3.39). Tool of food artificial colour which is unsafe for convenience food ranked 3<sup>rd</sup> (Weighted mean score=2.77), food hygiene ranked 4<sup>th</sup> (Weighted mean score=2.51), expiry date ranked 5<sup>th</sup> (Weighted mean score=2.34), shelf life ranked 6<sup>th</sup> (Weighted mean score=2.29), nutritional content ranked 7<sup>th</sup> (Weighted mean score=2.22). The two last tools of consumer attitudes which has least influences of consumer attitudes on food safety of convenience food are chemical residues ranked 8<sup>th</sup> (Weighted mean score=1.65) and use of preservatives ranked 9<sup>th</sup> (Weighted mean score=1.52).

Table 2: Factors affecting the consumer attitudes about food safety of convenience food

<b>Factors affecting the consumer attitudes about food safety of convenience food.</b>	<b>Very Unsafe (1)</b>	<b>Unsafe (2)</b>	<b>Somewhat Safe (3)</b>	<b>Safe (4)</b>	<b>Very Safe (5)</b>	<b>Total</b>	<b>Weighted Total</b>	<b>Weighted Mean</b>	<b>Rank</b>
Food hygiene	4	9	38	40	<b>53</b>	144	362	2.51	<b>4</b>
Food poisoning	<b>48</b>	37	31	20	8	144	489	<b>3.39</b>	<b>2</b>
Food additives	15	56	<b>45</b>	24	4	144	493	<b>3.42</b>	<b>1</b>
Expiry date	<b>53</b>	23	22	21	25	144	338	2.34	<b>5</b>
Nutritional content	4	12	41	<b>49</b>	38	144	320	2.22	<b>7</b>
Food artificial colour	35	<b>49</b>	43	10	7	144	400	<b>2.77</b>	<b>3</b>
Shelf life	7	28	<b>52</b>	36	21	144	331	2.29	<b>6</b>
Chemical residues	36	<b>56</b>	30	17	5	144	238	1.65	<b>8</b>
Use of preservatives	21	45	<b>36</b>	28	14	144	219	1.52	<b>9</b>

### ***Reliable sources of information for convenience food***

Table 3 represent reliable sources of information for convenience food. As From the weighted mean score, it has been found that book which is highly reliable ranked 1<sup>st</sup> (Weighted mean score=4.27) followed by the use of internet ranked 2<sup>nd</sup> (Weighted mean score=4.25). Tool of nutritionist which is highly reliable for convenience food ranked 3<sup>rd</sup> (Weighted mean score=4.236), physician ranked 4<sup>th</sup> (Weighted mean score=4.20), Government publication ranked 5<sup>th</sup> (Weighted mean score=4.06), newspaper 6<sup>th</sup> (Weighted mean score=3.95), television ranked 7<sup>th</sup> (Weighted mean score=3.715), information given at store (Weighted

mean score=3.69), The two last tools of reliable sources of information for convenience food are magazines ranked 8<sup>th</sup> (Weighted mean score=3.64) and information received from brochures 9<sup>th</sup> (Weighted mean score=3.56).

Table 3: Reliable sources of information for convenience food

Reliable sources of information for convenience food	Highly Unreliable (1)	Unreliable (2)	Somewhat Reliable (3)	Reliable (4)	Highly Reliable (5)	Total	Weighted Total	Weighted Mean	Rank
Internet	3	1	16	61	<b>63</b>	144	612	<b>4.25</b>	<b>2</b>
TV/Radio	3	8	44	<b>61</b>	28	144	535	3.71	<b>7</b>
Magazines,	6	10	39	<b>63</b>	26	144	525	3.64	<b>9</b>
Newspapers	4	7	30	<b>53</b>	50	144	570	3.95	<b>6</b>
Information given at the store	6	9	42	<b>53</b>	34	144	532	3.69	<b>8</b>
Physicians	5	5	14	52	<b>68</b>	144	605	4.20	<b>4</b>
Brochures/ circulars/flyers	8	7	51	<b>52</b>	26	144	513	3.56	<b>10</b>
Nutritionist/ dietician	5	0	19	52	<b>68</b>	144	610	<b>4.23</b>	<b>3</b>
Government publications	5	2	22	<b>64</b>	51	144	586	4.06	<b>5</b>
Books	5	0	15	55	<b>69</b>	144	615	<b>4.27</b>	<b>1</b>

### ***Suggestive measures for convenience food manufacturers***

1. The pandemic Covid-19 has taught us to pay more attention towards, safe and nutritious food for immunity enhancement.
2. Food processing industry has many advantages to India. Industry has the capacity to help million of people to come out from poverty and malnutrition. Therefore food manufacturers should develop the small scale industry in such a way that it should meet the need of nutrition of the food which will attract the domestic and as well as foreign investment.
3. The multiple food industry in India is headed under different ministries, departments and food laws. An extensive policy must be developed to ensure that the entire department are set to the goal of ensuring accessibility, affordability, availability, awareness, quality and safety of food.
4. Food additives, food poisoning and artificial food colouring are major concern of the consumer regarding the food safety of the products. Therefore manufactures should pay focus and try to improvise the new technology to improve the same.
5. Information received from different sources like books, nutritionist, physicians and Government publications are been considered reliable. As the food products are directly related to the consumers' health therefore suggestion from the medical practitioners should be given to top priority.
6. Food manufacturers should develop the product and must do the promotion of the specific products of the targeted consumers. Promotion of products should focus on meal preparation as a creative and social process, as well as on highlighting the quality attributes of the products. Developed product should encompass healthy quality and can be easily distributed to the market.

### **Conclusion**

To achieve the objectives of the research, a structured questionnaire was prepared and distributed to 200 respondents to all over India at the month of November-December, 2020 through online platform using Google Form. 144 out of 200 respondents have filled the

survey questionnaire. The first objective achieved the various factors affecting the consumer attitudes about food safety of convenience food. The cronbach alpha test value is 0.861101 which is reliable. Therefore respondents voted number 1 to food additives. Food poisoning and artificial food colour also had been major concern factors for the respondents. The bottom two lowest ranked factors are chemical residues and preservatives. The second objective achieved the reliable sources of information for convenience food. The cronbach alpha test value is 0.821226 which is reliable. With the top three highest rank goes to book, internet than to the nutritionist. Respondents show more trust to these factors. The two low ranked are to the magazines and brochures respectively. The third objective is achieved from the first two objectives. The suggestion and improvement were extracted from the outcome of mentioned first two objectives for the manufacturers of convenience food.

### Limitations and Suggestions for Future Research

The present research has following limitations. Firstly survey was conducted during COVID pandemic; therefore perception of respondents may vary during normal condition. Secondly covered only 144 respondents, which is too small for highly populated country like India and therefore findings may vary if sample size could have been large. Thirdly this study have considered the impact of sources of information and food safety standards on consumers attitude towards convenience food therefore findings cannot be generalised for other segments like fast food, street food etc. The researches further suggest that the studies can also be conducted on marketing aspect of young consumer behaviour in convenience food industry management its benefits and limitations etc.

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## **Corporate Social Responsibility: Perception and Awareness of Hotel Employees**

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### **Abstract**

*Corporate Social Responsibility (CSR) refers to the unprofitable concern of an organization towards the society. It entails the efforts by a company to improve the society in some way. It is a sense of responsibility of an organization to the society at large. CSR has been practiced by companies for decades voluntarily the world. The hospitality industry is witnessing exponential growth. Hotels have increasingly come to recognize the importance of CSR over recent years. Specifically, after the CSR mandate in India in the year 2014, there has been a paradigm shift of organizations towards practicing and engaging in CSR in order to comply with government rules. The study aimed at exploring the perception and examining the awareness of hotel employees regarding CSR. The study adopted a quantitative as well as a qualitative research design. For quantitative data, the data was collected using a self-designed questionnaire and for qualitative data review of literature was done. The finding of the study revealed that the majority of the hotel employees had heard and were aware about the concept of CSR. Also, they have a positive perception regarding the CSR practices. The results also exhibit that there exists no relationship between the genders on level of awareness regarding CSR practices. Also, there exists no significant relationship between employees' nature of job and their level of awareness regarding CSR.*

**Keywords:** *Awareness, Corporate Social Responsibility, Hospitality, Hotels, Perception.*

### **Introduction**

Corporate Social Responsibility commonly referred to as CSR is a holistic approach wherein a company acts responsibly towards various aspects of the society i.e. environmental, social, economic etc. and contributes towards the growth and well-being of the aspects of the environment in which it interacts in the physical world. In simple sense, Corporate Social Responsibility is a company's sense of responsibility towards the society.

The roots of the concept of Corporate Social Responsibility have a wide and long ranging history. Howard R. Bowen, regarded as the father of CSR brought light about the concept in his 1953 publication "Social Responsibilities of the Businessman" (Carroll, 2008). The World Business Council for Sustainable defined CSR as "CSR is the continuing commitment of the business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large" (GAEA Website). As per Kumar & Sharma, (2014) Corporate Social Responsibility means that a company needs to be responsible for its actions in society in the form of - social, ethical, and environmental. McWilliams & Siegel (2001) defined CSR as the actions that appear to further some social good, beyond the interests of the firm and that which is required by law. CSR means going beyond obeying the law.

Ismail (2009) stated corporate social responsibility as strategies that corporations or firms conduct their business in a way that is ethical, society friendly and beneficial to the community in terms of development. Hotel management is a dynamically developing

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sector of economy and an important part of the tourism sector, apart from providing high quality services, it should meet the society's expectations within the framework of minimizing the negative effects on the natural environment, supporting their workers and the local community (Abram & Jarzabek, 2016).

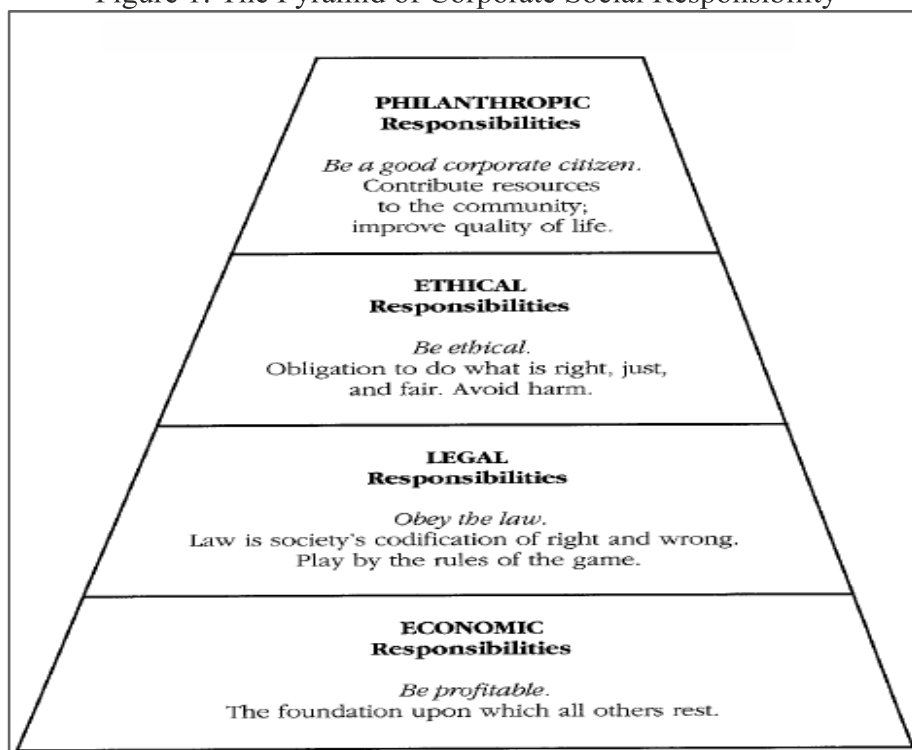
### Significance of the Study

Corporate conscience or CSR is a gesture of showing the company's concern and commitment towards society's sustainability and development. It is rightly said that it takes 20 years to build a reputation but only 5 minutes to ruin it. In a country like India, wherein around 30% of the population lives below the below line, so it becomes a moral duty of the rest of the population to think and work for their upliftment. While prior to the CSR Mandate in India, CSR initiatives were voluntary and discretionary. Hospitality being one of the fastest growing and one of the most innovative industries are nowadays introducing and practicing and engaging in many CSR activities. Therefore, the present study aims to examine the awareness level and perception of hotel employees towards Corporate Social Responsibility in hotels.

### Review of Literature

Carroll in his article "The Pyramid of Corporate Social Responsibility: Toward the Moral Management of Organizational Stakeholders" defined CSR along with exploring its component parts, relating it to the idea of stakeholders and categorized its three major ethical approaches to the management i.e. immoral, amoral and moral. He emphasized that there exists four kinds of social responsibility: economic, legal, ethical and philanthropic. Carroll argued that all of these responsibilities have always existed to some degree. The author emphasized that Social Responsibility can only become reality if more managers become moral instead of immoral or amoral (Carroll, 1991).

Figure 1: The Pyramid of Corporate Social Responsibility



Source: Carroll, 1991



Rashid & Ibrahim, (2002) in their study “Executive and management attitudes towards corporate social responsibility in Malaysia” brought to light that the Malaysian executives and managers had positive attitudes towards CSR; the extent of their involvement in CSR was lower today than a decade ago. The researchers also revealed that the level of awareness for CSR appears to have improved slightly, as it is not a recent phenomenon in Malaysia.

Bohdanowicz & Zientara, (2009) in their study “Hotel companies contribution to improving the quality of life of local communities and the well-being of their employees” revealed that the most popular CSR initiative was charity donations followed by working with local communities. Also five out of thirteen organizations have a CSR officer or an environmental sustainability coordinator at their corporate office. Yadav & Agarwal, (2014) in their study “Winds of change: Role of CSR Fuelled Internal Motivation in Promoting Harmonious Employee Relations” revealed that there exists a positive correlation between the demonstration of socially responsible behavior of the organization and the employees’ internal motivation. It also revealed a strong correlation between the organization’s local community relations and employees’ internal motivation.

Sharma, (2016) conducted a study on “Impact of Corporate Social Responsibility Practices on Employees and Customers of Luxury Chain Hotels in India & its Effect on Corporate Performance” with an objective to investigate the impact of CSR on the perception of customers and employees of luxury chain hotels. The study concluded that CSR practices had a positive impact on the employees of luxury chain hotels participating in CSR practices. Also, customers of luxury chain hotels which practice CSR generally have improved brand value, enhanced image and reputation, improved customers’ loyalty. CSR practices of luxury chain hotels were also found to have a positive impact on the corporate performance. Kapoor, (2017) in her study “CSR in India: A Study of Hospitality Industry” concluded that there exists a significant relationship between CSR and employee engagement, CSR and organizational performance, CSR and brand image, and CSR and ethics and corporate governance. Ghai & Goel, (2018) in their study “Corporate Social Responsibility in Indian Hospitality: Hotels in New Delhi” suggested that there exists a need to generate awareness in guests about CSR so that while staying or spending in a hotel, they are aware that a part of it will be contributed to the betterment of the society.

## **Objectives**

- To explore the perception of hotel employees regarding CSR.
- To assess the awareness level of hotel employees regarding CSR with respect to their gender.
- To assess the awareness level of hotel employees regarding CSR with respect to their nature of job.

## **Hypotheses**

**H<sub>1A</sub>:** There exists a significant effect of gender on level of awareness regarding CSR practices.

**H<sub>1B</sub>:** There exists a significant effect of employees’ nature of job and their level of awareness regarding CSR.

## **Research Methodology**

**Research Design:** The research design for the present study was exploratory in nature. The study also includes qualitative as well as quantitative analysis. The locale for the study was

Sheraton New Delhi Hotel, a five star deluxe hotel located in Saket, New Delhi. The sample size was 55 employees of the hotel. In the study, a convenience sampling method was used for collection of data. The samples were collected in the month of May, 2019.

**Tools & Technique:** The tool used for collection of primary data was a self-designed questionnaire. The Questionnaire was designed with the help of previous studies i.e. Sharma (2016), Thusoo (2016), Kumar (2018) and Ghai & Goel (2018). It entailed two parts i.e Part A and Part B. Part A consisted of various socio demographics questions and Part B consisted of various statements to examine the perception and awareness level regarding CSR. In the statements a 5 point Likert scaling was used i.e. Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree. For collection of data prior permission was taken from the Learning & Development Manager of the hotel and the collection was done in May, 2019.

**Analysis:** The analysis of the data was done using frequency distribution for nominal (categorical) and ordinal (ranking) variables in the data set and descriptive analysis, for statements regarding awareness level regarding CSR practices, the measure of central tendency (mean), dispersion (standard deviation) are estimated. Statistical analysis was also done using independent t-test and one way Analysis of Variance (ANOVA).

## Results and Discussions

### *Socio-Demographic Profile of the Respondents*

Out of 55 questionnaires, 52 were accepted as others were incomplete or partially filled. The response rate was 94.54%. After analyzing the data, demographic and socioeconomic details of the respondents are presented in the table given below.

Table1: Socio Demographic Profile of Respondents

S. No.	Demographic Details		Respondents (n)	Percentage (%)
1.	<b>Gender</b>	Male	31	59.6
		Female	21	40.4
2.	<b>Department</b>	Front of the house	32	64
		Back of the house	18	36
3.	<b>Nature of Job</b>	Operational	20	40
		Supervisory	15	30
		Managerial	15	30
4.	<b>Educational Level</b>	Undergraduate	11	21.2
		Graduate	30	57.7
		Post Graduate	11	21.2
5.	<b>Experience</b>	Less than 5 Years	44	84.6
		5-10 Years	7	13.5
		11-15 Years	1	2
		More than 15 Years	-	-

**Gender:** The data revealed that out of 52 subject's majority of the respondents were male i. e. 58% and remaining 42% were female.

**Age group:** In the present study, the age of subjects ranged from 20 to 35 years. The mean age was 23.12 years.

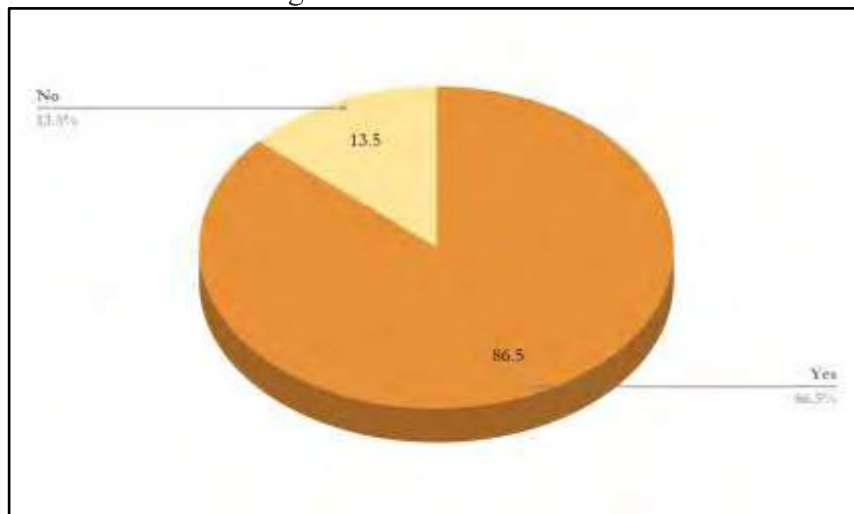
**Department:** In this study 64% of the respondents were from front of the house departments of the hotel i. e. Front office, Food & Beverage Service, Sales & Marketing and Wellness

Centre and 36% of the respondents were from back of the house departments i.e. Food & Beverage Production, Accommodation Operations, Human Resources.

Nature of Job: In this study the employees were also characterized on the basis of the nature of their job and the study included 40% of the respondents at operational level, 30% of the respondents at supervisors and 30% respondents at managerial positions.

Experience: Among the respondents, most of them were the employees with the experience of less than 5 years i.e. 84%, followed by individuals with an experience of 5-10 years i.e. 14 % and 2% of individuals with 11-15 years of experience.

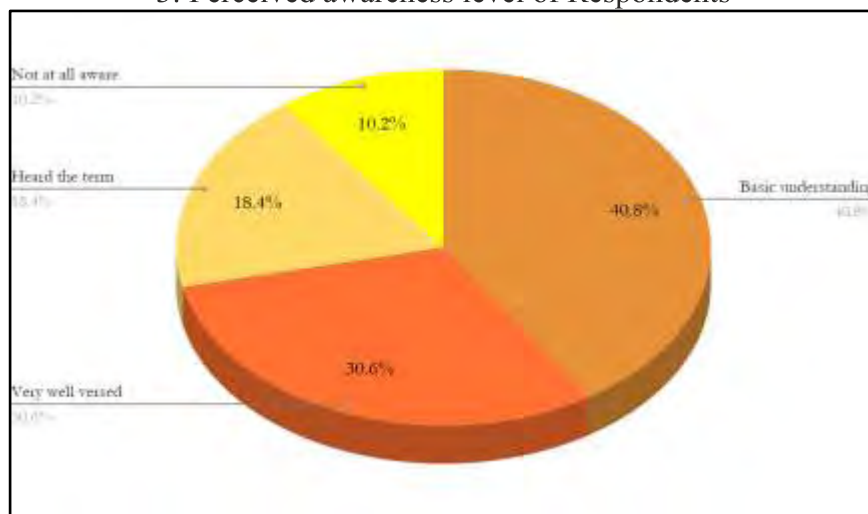
Figure 2: Heard about CSR



Source: Drawn from Primary data

The above figure shows that 86.5% of the respondents have heard about the concept while 13.5% of the respondents had not heard about Corporate Social Responsibility (CSR). It reveals that the majority of the employees have heard about CSR.

3: Perceived awareness level of Respondents



Source: Drawn from Primary data

The above figure shows that 40% of the respondents have a basic understanding about the concept followed by 32% of the respondents who are very well versed with the concept

followed by 18% respondents who have only heard the term but were not exactly aware about the concept and 10% respondents were not at all aware about the concept.

Ghai & Goel, (2018) in their study “Corporate Social Responsibility in Indian Hospitality: Hotels in New Delhi” found out that majority of the hotel employees i.e. 70% of the respondents were very well aware followed by 30% respondents were aware about CSR.

### ***CSR Practices and its Dimensions***

In the present study the statements pertaining to CSR practices were categorized into four categories namely as environmental, social, economic and philanthropic responsibilities.

### ***CSR Practices related to Environmental Responsibilities***

CSR practices which are related to environmental responsibilities are practices which aim towards saving the environment and planet as a whole. These practices focus on eradicating the burden on our natural resources and use them sustainably. There has been a huge attention by hotels in terms of saving water, electricity, energy and other natural resources. These days hotels have adopted the use of energy efficient equipment, use of LED (Light Emitting Diode) instead of CFL (Compact Fluorescent Lamps), use of sensor technology for lighting and water faucets, use of rainwater harvesting, use of solar panels and windmills for energy generation etc. Also, planning of hotels at an initial stage by incorporating green building designs, in order to use maximum natural light in their lobbies, public areas and rooms to the fullest is adopted. Ecotels or Environmental friendly hotels or Green hotels or Eco sensitive hotels are a distinctive form of hotels which feature innovative and imaginative programmes for conserving natural resources, maximizing sustainability and minimizing pollution at all levels of their operations.

Table 2: CSR Practices related to Environmental Responsibilities

<b>S. No.</b>	<b>Statements</b>	<b>Mean</b>
1.	Hotels use equipment which is energy efficient.	3.92
2.	Hotels generate and consume energy from renewable resources.	3.88
3.	Hotels have SOPs for waste management & recycling.	3.82
4.	Hotels aim at reducing the carbon footprints.	3.80
5.	Hotels have various certifications for Environmental Management.	3.60

The results indicate that the statement “*Hotels use equipment which is energy efficient*” is found to have the highest mean i.e. 3.92. It indicates that respondents agree to the statement that the hotels make use of various equipments which are energy efficient which helps to save energy. This is followed by the statement “*Hotels generate and consume energy from renewable resources*” which indicates that the hotels pay great attention towards saving water and decreasing their utility costs. Hotels also place “Save our environment” or “Go Green” cards in the guest room which requests the guest to not ask for replenishment of their bed linen everyday in order to save water and energy.

### ***CSR Practices related to Social Responsibilities***

CSR practices which are related to social responsibilities are various activities which focus towards the benefit of society. The social dimension of the CSR agenda is the key factor in setting up the relationships between the business and society. The basic objective is that corporations should work for building up a better society and should integrate social concerns in their business operations and consider the full scope of their impacts on communities. A company as a social actor, being itself a part of the human community, should pay its



attention to serving the purpose of the internal and external human communities. It should realize and accordingly respond to their needs, expectations, rights and demands for well-being of their social life (Nasrullah & Rahim, 2014). Hotels can play a significant role in fulfilling its social responsibilities in various ways. Hotels support the initiative to combat AIDS, malaria and other diseases to help the country grow healthy. Hotels have started employing disabled people by providing jobs to them. Hotels also tend to support the local artisans by supporting their traditional artwork and craft.

Table 3: CSR Practices related to Social Responsibilities

S. No.	Statements	Mean
1.	CSR leads to positive change in society.	3.92
2.	Hotels indulge in spreading awareness about Swatchta Abhiyan.	3.96
3.	Hotels help to improve the quality of life in the communities where it operates.	3.60
4.	Hotels have employed Specially abled/ Differently abled employees.	3.54
5.	Hotels encourage the buying of commodities from local artisans/ producers.	3.52

The results indicate that the statement “*Hotels indulge in spreading awareness about Swatchta Abhiyan*” is found to have the highest mean i.e. 3.96 which indicates that the respondents agree that the hotels actively participate in spreading awareness about the cleanliness mission and conduct cleanliness drives frequently. This is followed by the statement “*CSR leads to positive change into society*” which indicates that respondents agree that doing CSR results in welfare and upliftment in the society.

#### ***CSR Practices related to Economic Responsibilities***

CSR practices which are related to economic responsibilities are various activities which facilitate the business growth of the organisations and generate profits by benefiting the community and our society. These activities are related to growth and meet up the consumption needs. As far as the economic dimension of CSR is concerned, a company’s goal should be to contribute to economic improvement, preserving profitability and conducting its business operation (Nasrullah & Rahim, 2014). Hotels provide vocational and skill development programmes to students in order to make them skilled so that they can be employable in hotels and other sectors accordingly. Hotels also invest in various cultural and educational initiatives in order to save Indian culture and heritage.

Table 4: CSR Practices related to Economic Responsibilities

S. No.	Statements	Mean
1.	Hotels engage in providing vocational and skill development programs. (for ex: Hunar se Rozgar)	3.58
2.	Hotels partner in preserving & promoting indigenous heritage, culture, arts and handicrafts.	3.72
3.	Hotels collaborate with suppliers in regards to CSR practices.	3.50
4.	Hotels have a CSR Committee.	3.48

The results indicates that the statement “*Hotels partner in preserving & promoting indigenous heritage, culture, arts and handicrafts*” is found to have the highest mean i.e. 3.72 which indicates that the respondents agree to the statement that hotels are taking part and contribute towards preservation of art, culture and traditions of the country. This is followed by the statement “*Hotels engage in providing vocational and skill development programs (for ex: Hunar se Rozgar)*”.

### **CSR Practices related to Philanthropic Responsibilities**

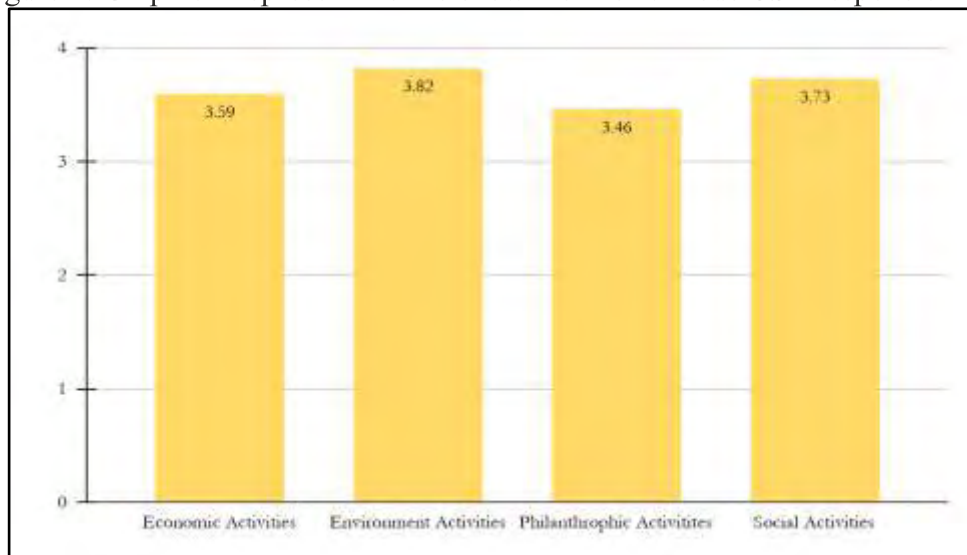
CSR practices related to philanthropic responsibilities are various activities which focus on serving humanity. According to Oxford dictionary, philanthropy is defined as “the desire to promote the welfare of others, expressed especially by the generous donation of money to good causes.” Hotels fulfil philanthropic responsibilities by doing donations to needy, unprivileged people, NGOs etc. Hotels also help the people in difficult times at the time of any disaster or natural calamity.

Table 5: CSR Practices related to Philanthropic Responsibilities

S. No.	Statements	Mean
1.	Hotels donate the unused leftover food to NGOs/ Charity groups.	3.32
2.	Hotels organise voluntary blood donation camps.	3.44
3.	Hotels help in disaster management in times of catastrophe/ calamity.	3.64
4.	Hotels support the welfare of children in the community where it operates.	3.86

The results indicate that the statement “Hotels help in disaster management in times of catastrophe/calamity” is found to have the highest mean i.e. 3.64 which indicates that the respondents agree to the statement that the hotels help the society in the difficult times of a disaster or a calamity. This is followed by the statement “Hotel organise voluntary blood donation camps” which indicates that respondents agree that the hotel organises blood donation camps in order to contribute to the medical demands and help for treatment of people. The graphical representation shows the comparison of mean scores of various CSR responsibilities i.e. environment, social, economic and philanthropic activities.

Figure 4: Graphical representation to show mean of various CSR responsibilities



*Source: Compiled from Primary Data*

The graphical representation depicts that the mean for **Environment Responsibility** is highest i.e. 3.82 followed by Social Responsibilities i.e. 3.73 followed by Economic Responsibilities and then Philanthropic Responsibilities. This indicates that the hotels are putting and engaging more in fulfilling their environmental responsibilities as compared to the other three areas. The results are similar to the study of Jogdand & Sawant, (2018) which studied “Online Corporate Social Responsibility Reporting of leading hotel groups in India: A Qualitative content analysis” and found out that hotels in India are more focused on the

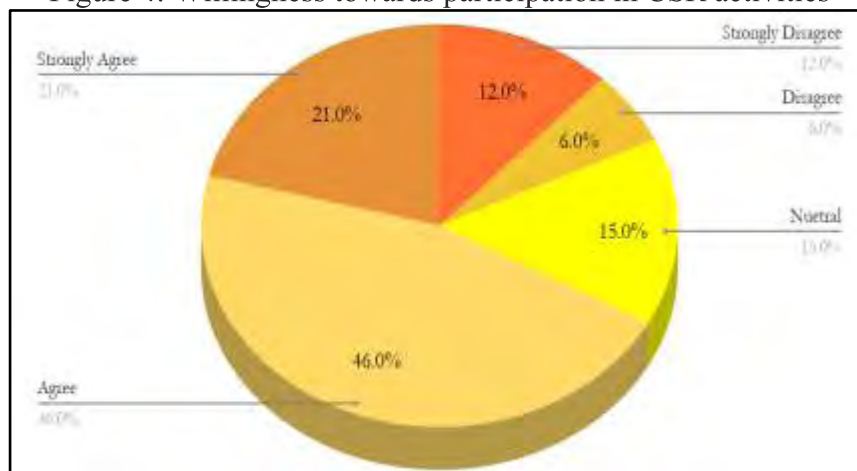
environmental aspects and neglect other areas such as heritage conservation, cleanliness campaigns and skill development which would help to boost the sustainable tourism development in India. Ghai & Goel, (2018) also found out that the environment is the most affected area by CSR initiatives of hotels followed by charitable events & child care development as hotel employees believe that hotels work more towards the environment as compared to other areas. The observation is also similar to the study of Sharma (2016) who found out that hotels including Carlson, ITC and Starwood are found to have the highest mean for environmentally responsible CSR practices. Park & Levy (2014) suggested that hotel managers should go beyond ‘greening’ when considering CSR activities, as hotel employees identify the hotel not only through CSR activities regarding the environment but also through those concerning the community, employees, and customers. Perception of Employees regarding reasons for hotels participation in CSR Activities.

Table 6: Reasons for Hotels to participate in CSR Activities

S. No.	Statements	Mean
1.	Builds and improves the image of the hotels.	3.94
2.	Helps hotels to gain competitive advantage.	3.80
3.	Attracts & Increases guest loyalty.	4.00
4.	Improves relationship with Local Community.	4.08
5.	Increases profitability	3.64
6.	Compliance to Government rules and regulations.	4.14

The results indicate that the statement ***“Compliance to Government rules and regulations”*** is found to have the highest mean i.e. 4.14 which indicates that the respondents agree to the statement that one of the main reasons to participate or practice CSR is due to the rules and regulation imposed by the government of India. As On April 1, 2014, India became the first country in the world to legally mandate CSR.

Figure 4: Willingness towards participation in CSR activities



Source: Compiled from Primary data

The new rules in Section 135 of India's Companies Act, 2013 makes it mandatory for companies of a certain turnover and profitability to spend two percent of their average net profit for the past three years on CSR. This is followed by the statement ***“Improves relationship with Local Community”*** which indicates that the respondents believe that practicing CSR leads to an improved relationship of the hotel with the local community.

The above figure depicts the results for the statement “*I like to engage in my hotel's CSR programs*” which reveals the willingness of employees towards participation in CSR activities. The results indicate that 46% of the respondents agree to engage in CSR activities followed by 21% of the respondents who strongly agree to the statement. Hence, it can be said that the majority of the employees are interested in engaging themselves in CSR activities in the hotels. Also, around 30% of the employees are neutral and disagree towards engaging and participating in CSR activities. Therefore, it is vital for hotels to motivate and guide employees with respect to the need of participation of every employee in doing welfare and engage every employee while practicing CSR. Park & Levy (2014) quoted that hotels should engage and consult frontline employees for developing an overall CSR strategy. This way, the hotels can improve CSR-related communications with their employees to strengthen employee relationship quality.

## Hypotheses Testing

### *CSR Practices and its relation with Gender of Employees*

In the present study the responses were collected from both male as well as female employees employed in the hotel. In the study the total respondents were 52 which included 31 males and 21 females. The T-test is applied to test the differences between the male and female awareness of environment, social, economic and philanthropic responsibilities. The null and the alternative hypothesis is stated as under

**H<sub>0</sub>:** There exists no significant effect of gender on level of awareness regarding CSR practices.

**H<sub>1</sub>:** There exists a significant effect of gender on level of awareness regarding CSR practices.

Table 7: Independent Sample t test w. r. t. Gender

CSR Dimension	Gender	Mean Score	T Statistics	Remarks
Environment	Male	17.80	-1.031	Null Hypothesis Accepted
	Female	19.57		
Social	Male	13.90	-1.052	Null Hypothesis Accepted
	Female	15.28		
Economic	Male	13.61	-0.796	Null Hypothesis Accepted
	Female	14.66		
Philanthropic	Male	13.22	-1.235	Null Hypothesis Accepted
	Supervisory	12.62		

In the table, the mean score represents the mean of the scores of the male and female respondents in the four dimensions of CSR. After applying the independent t-test for all the four dimensions of CSR, it was found that the value of all the four dimensions was found less than the tabulated t-value i.e. 2.009 at 0.05 level of significance. Since the t value in all the four dimensions is less than the critical value, the null hypothesis is accepted, thereby rejecting the alternative hypothesis. Therefore, there exists no relationship between the genders on level of awareness regarding CSR practices. The results of the present study does not align with the findings of the study of Khurshid *et al.* (2013) which studied the “Awareness of Corporate Social Responsibility in an Emerging Economy” which aimed at exploring the level of awareness of CSR among MBA students of a Saudi university. The researchers found out that the CSR awareness of male MBA students is higher than that of female MBA students by applying the MANOVA test. They also revealed that the possible reason for these differences in awareness could be due to more exposure of males to the external environment than females in the Saudi culture.



### ***ANOVA on Awareness Dimensions for Nature of Job***

In the present study the employees were characterized as per their nature of job i.e. operational, supervisory & managerial. The study included 40% of the respondents at operational level, 30% of the respondents at supervisors and 30% respondents at managerial positions. The one way ANOVA is applied to test the differences between the awareness of employees as per their nature of job. The null and the alternative hypothesis are stated as under.

**H<sub>0</sub>:** There exists no significant effect of employees' nature of job and their level of awareness regarding CSR.

**H<sub>1</sub>:** There exists a significant effect of employees' nature of job and their level of awareness regarding CSR.

Table 8: One way ANOVA for CSR dimensions w. r. t. nature of job

<b>CSR Dimension</b>	<b>Nature of Job</b>	<b>Mean Score</b>	<b>F - Statistics</b>	<b>P-Value</b>	<b>Remarks</b>
Environment	Operational	19.71	1.105	0.339	Null Hypothesis Accepted
	Supervisory	16.75			
	Managerial	18.73			
Social	Operational	15.52	1.108	0.338	Null Hypothesis Accepted
	Supervisory	13.25			
	Managerial	14.26			
Economic	Operational	14.95	1.245	0.296	Null Hypothesis Accepted
	Supervisory	12.56			
	Managerial	14.33			
Philanthropic	Operational	14.47	0.854	0.431	Null Hypothesis Accepted
	Supervisory	12.62			
	Managerial	14.33			

After applying the ANOVA test for all the four dimensions of CSR, it was found that the F value of all the four dimensions was found less than the tabulated F value i.e. 3.18. at 0.05 level of significance. Since the F value in all the four dimensions is less than the critical value, the null hypothesis is accepted, thereby rejecting the alternative hypothesis. Therefore there exists no significant relationship between employees' nature of job and their level of awareness regarding CSR. Though, the results do not align with the findings of the study of Khurshid *et al.* (2013) as they found out that The CSR awareness of MBA students with more work experience is higher than that of MBA students with less work experience.

### **Conclusion**

Corporate Social Responsibility plays a vital role in the growth and development of not only the society but also of the country as a whole. India is the foremost country in the world to enforce a law of mandating a spending of at least 2 percent of their profit into CSR for the growth and development of the nation. Hence, in the present world CSR plays a crucial role in the corporate world and in the society as well. When asked about CSR, the respondents said that they had heard about the term CSR and were also aware regarding the concept of CSR this may be due to the wide spread emphasis and attention of every hotel brand towards engaging in CSR in recent times. The results revealed that employees are more aware about CSR responsibilities with respect to the environment more as compared to other dimensions. Hence, it can be said that employees believe that hotels work more for fulfilling their environmental and social responsibilities. The results also exhibit that there exists no relationship between the genders on level of awareness regarding CSR practices. Also, there

exists no significant relationship between employees' nature of job and their level of awareness regarding CSR. The possible reason for this could be an all-inclusive approach of engagement of employees in CSR activities in hotels. The results of the study demonstrate that the employees strongly believe that the main reason for hotels to participate or practice CSR is mainly due to the rules and regulation imposed by the government of India. The employees also have a notion that practicing CSR improves the relationship of the hotel with the local community. Also, employees have a positive perception regarding the CSR practices and are willing to participate in the same.

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## **Study of Culinary Arts and Practices and Its Effect on Public Masses, Post COVID - 19**

Saanchi<sup>1</sup> & Dr. Sanjeev Kumar<sup>2</sup>

### **Abstract**

*The COVID-19 Pandemic has been still in the spread of the global effect and that is leading to an ongoing process in the lives of million people. The Corona Virus is a contagious disease which spreads through being in the contact of an infectious person. This disease is caused by the SARS-COV2 (Severe Acute Respiratory Syndrome Corona Virus 2). Although, many research studies have gone through the impact of Corona Virus on performance of Hospitality sector as well as on the performance of people and number of suggestions have been made to reignite the Hospitality sector that made the sector to have a re-look strategy. Hospitality is a sector which deals with a perspective of offering satisfied level of attractive services in various areas including accommodation and travel. Hospitality industry is being a very sensitive industry among other industries and that is the reason this industry takes an effect of loss in huge masses. The COVID-19 Pandemic have made a downfall to the economy of the Hospitality industry specially on the food, cuisines, and beverages service areas. The study aims to reignite the Hospitality - Culinary area along to the effect of increasing the economy of the sector. The study finds out the effect of food, cuisine and beverage service on public masses using the structure of safety and security aftermath COVID-19. The methodology of the study will be implied on the basis of sample choosing, approach selection for the study, and performing analysis of the data which will be collected from the views of industrial hotelier professional respondents. The entire study will focus on re-building the Culinary and Beverage area in the minds of public masses post COVID-19.*

**Keywords:** Hospitality, COVID-19, Culinary, Beverages, Corona Virus, Ongoing Process, SARS-COV2, Reigniting the Sector and its Economy.

### **Introduction**

COVID-19 is an ongoing pandemic now-a-days with a running effect on the million lives worldwide. COVID-19, a pandemic of corona virus started last year from 31<sup>st</sup> December 2019 and recorded its first case in Wuhan City of China. The Corona Virus is a contagious disease which spreads through being in the contact of an infectious person. This disease is caused by the SARS-COV2 (Severe Acute Respiratory Syndrome Corona Virus 2). The corona virus started its introductory phase from the blood of animal poultry in order to be spread as a lively global effect in human lives. The Corona Virus or COVID-19 has been named as an Outbreak, which have put the Indian as well as World's Economy into the stake of losses. With the effect of this outbreak of corona virus led the tourism and hospitality industry into the risk of major losses in dealing with travel services, restaurant dinning services, transport services, accommodating services. Hospitality Industry is one of the leading economic industry worldwide. Culinary and Beverage market is the bone for the hospitality industry. Cuisines can become a helpful part to bring an enhancing effect in the economy of culinary market. Through the effect of cuisines, Hospitality industry could able to rebound itself in a better way post COVID-19. Hospitality and Culinary are the two integrate linkages for the sector. Hospitality has been defined mainly with culinary experiences to a destination. Foodscapes and cuisines have become a centre point to the sector. Although it preferred to be an easier task to promote a hospitality with the perspective

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of culinary, cuisines, beverage and its foodscapes. Cuisine is a concept which is being related to a sense of taste for a place or an area and which can be used as a helpful tool for the future opportunities to the sector. There has been a direct connectivity between cuisine, culture and a hospitality scape. Most of the times, tourists tend to find time for valuable and variety of scopes in hospitality. Cuisines have been playing a prominent role as an attraction point in bringing out different kind of hospitality. Nowadays, food and cuisines has been becoming an epicentre for millions of guests and tourist. But the important point is that culinary practices provide support for branding and marketing because it touches on so many elements for the hospitality experience. It also serves to link many different elements of experience together. Essentially the whole food culture of the destination can provide the basis for branding and marketing. This can be an advantage, because it provides many different branding elements:

- a) Products (food and beverages)
- b) Practices (eating and meals)
- c) Art and customs of preparing and eating (gastronomy)
- d) Sensory elements (taste, smell, touch, look)
- e) Origins of food (organic food, ethnic cuisines, locally produced, food and so on.)
- f) Food preparation (ways of cooking)
- g) Forms of serving (fast food, slow food, street food, snow food and so on.)
- h) The context in which it is served and consumed (restaurants, bars, markets, food quarters, streets and so on).

This study reviews on the impact of culinary designs post the COVID pandemic. The culinary and hospitality have a severe linking criterion for the current times of market.

## **Literature Review**

### ***Overview of COVID-19 and its Impact***

Although, there have been many research studies gone through the impact of Corona Virus on the performance of Hospitality sector as well as on the performance of people and number of suggestions have been made to reignite the Hospitality sector that made the sector to have a re-look strategy to the sector for future condolences. The Corona Virus is a contagious disease which spreads through being in the contact of an infectious person. This disease is caused by the SARS-COV2 (Severe Acute Respiratory Syndrome Corona Virus 2). Later in March 2020, Corona Virus became a global effect crisis issue and WHO (World Health Organization) declared it as a Pandemic after the Europe began to be the centre of this disease. This disease brought a sudden halt into the economies of different markets and industries. A report published by UNWTO (United Nations World Trade Organization) which estimated that this industry might suffer a loss of 850 million to 1.1 billion international tourist inflows. Another report published by WTTC (World Travel & Tourism Council) which stated that there could be a global effect of 50 million jobs worldwide in the hospitality industry. At the last, the government perspectives have shown to unlock the destinations and its attractive services specially including culinary and restaurant dinning services in order to rebound the economy market in its better way. The Corona Virus or COVID-19 has been named as an Outbreak, which have put the Indian as well as World's Economy into the stake of losses. With the effect of this outbreak of corona virus led the tourism and hospitality industry into the risk of major losses in dealing with travel services, restaurant dinning services, transport services, accommodating services. Hospitality Industry is one of the leading economic industries worldwide. Culinary and Beverage market is the bone for the hospitality industry. Cuisines can become a helpful part to bring an enhancing effect in the economy of culinary market. Through the effect of cuisines, Hospitality industry could able to rebound itself in a better way post COVID-19. Hospitality and Culinary are the



two integrate linkages for the sector. Hospitality has been defined mainly with culinary experiences to a destination. Foodscapes and cuisines have become a centre point to the sector. Although it preferred to be an easier task to promote a hospitality with the perspective of culinary, cuisines, beverage and its foodscapes. Cuisine is a concept which is being related to a sense of taste for a place or an area and which can be used as a helpful tool for the future opportunities to the sector. There has been a direct connectivity between cuisine, culture and a hospitality scape. Most of the times, tourists tend to find time for valuable and variety of scopes in hospitality. Cuisines have been playing a prominent role as an attraction point in bringing out different kind of hospitality. Nowadays, food and cuisines have been becoming an epicentre for millions of guests and tourist. But the important point is that culinary practices provide support for branding and marketing because it touches on so many elements for the hospitality experience. It also serves to link many different elements of experience together. Essentially the whole food culture of the destination can provide the basis for branding and marketing. This study reviews on the impact of culinary designs post the COVID pandemic. The culinary and hospitality have a severe linking criterion for the current times of market.

Few recent studies had attempted its way that in the last twenty years, several viral epidemics like as the severe acute respiratory syndrome corona virus, which is, SARS-CoV in 2002 to 2003. The other way study has shown that in 2009 another infection of virus epidemic, known as H1N1 influenza was recorded. In 2012, the study recorded its first MERS-CoV in Saudi Arabia. As and when the timeline of graph reaches at its present stage, it has been recorded that the epidemic of cases with unexplained respiratory infections of corona virus which was first detected in Wuhan, the city of China on 31<sup>st</sup> December 2019. This also been recorded that this virus is very contagious and had spread itself across the world very quickly. The first case of corona virus speeded globally was on 30<sup>th</sup> January 2020, and by the time increases, the virus made itself to get increased and reach United States, as the first case in US recorded on 26<sup>th</sup> February 2020. A recent study declared that the potential of these all viruses has began in increasing which seems in developing the serious risk in public health. Few studies have examined the COVID-19 outbreak with researching of medical examinations. Studies also show that these viruses have changed and made the economy in loss category worldwide. The trajectory of this virus outbreak began in India since March 2020 and kept the Indian economy at its low. Recent studies of UN suggested that due to the outbreak of corona virus worldwide, the organisation UN has decided to cancel the 2020's international and national tourism businesses to put its all responsibilities on the grounds of people health first.

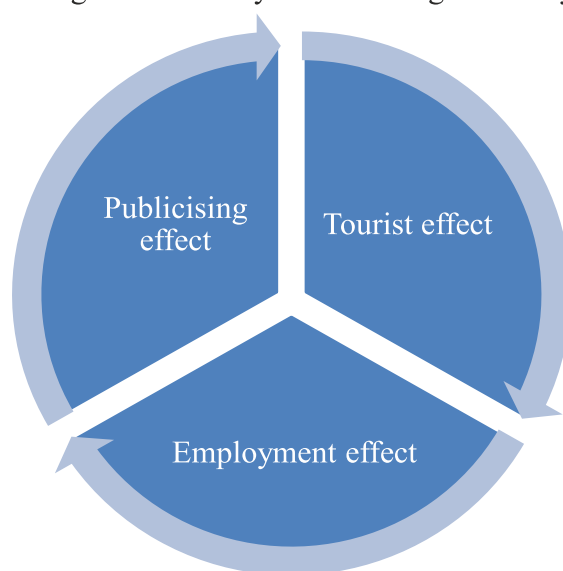
Figure 1: Shows the effect of Corona Virus on food items in the Culinary market



## Objectives of the Study

1. The study aims to reignite the Hospitality - Culinary area along to the effect of increasing the economy of the sector.
2. To find out the effect of food, cuisine and beverage service on public masses using the structure of safety and security aftermath COVID-19.
3. The study aims to work on the trends of different and new cuisine practices, in order to set another unique paradigm in the Hotel – Culinary market.
4. The study will work on the views of Hotelier Professional Chefs as to understand the unique concept for Culinary market post COVID-19.
5. The study focuses to work on the re-designing and re-building the culinary practices after COVID-19.

Figure 2: Re-building strategies of culinary market using the safety and security measures



## Methodology of the Study

The methodology of the study has been articulated into some key sections, namely Selection of data approach and sampling design, Data collection and Data analysis. However, the entire work in the study is all original in every manner.

### a) *Selecting Data Approach and Sample*

A qualitative approach and probability random sampling will be implied for the study, as to find out the overall effect of COVID-19 pandemic on public masses for different cuisines and culinary practices.

### b) *Collecting Data*

The data for the study will be collected using random sample design and going through the survey views of some Hoteliers and Hotelier Chefs using a questionnaire tool which will have some open – ended questions as well as some closed – ended questions and an interview tool also which will require interviewing Hoteliers and Hotelier Chefs.

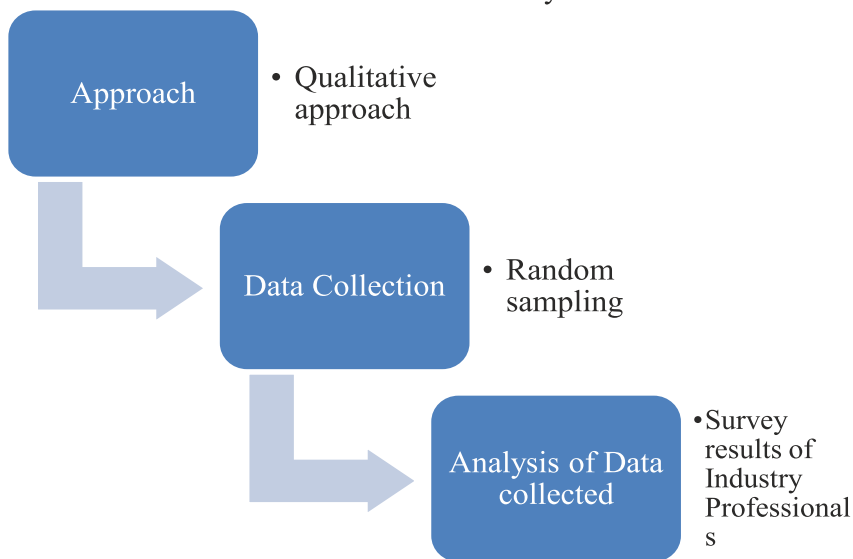
### c) *Analyzing Data*

The data that has been collected can be analyzed based on the survey views of Hoteliers and Hotelier Chefs, and provide the result for the study using SPSS software through which qualitative analysis can be done. The analysis of the data collected can be performed using Alternate hypothesis tool with one tail T - test through which it can be

possible to prove that Hotel – Culinary market could make its way to rebuild itself after COVID-19 pandemic for public masses.

T-test will be going to use in the study because t-test requires less than 30 samples along with 2 Groups and an independent variable. So, this study will tend to work on the samples from hotel industry that will be less than 30, i.e., Hotelier Chefs and Professionals with a variable of Culinary perspectives.

Figure 3: Shows how to process the re-building strategies by adopting different methods on the basis of the views of Industry Professionals



Group 1 (Hotelier Chefs)	Group 2 (Hotelier Professionals)
Sample = 15	Sample = 10
Mean= 7.8	Mean=5.5
Variance=20.06	Variance=15.08
6.8	6.8
5.8	5.8
4.8	4.8
3.8	3.8
2.8	2.8
1.8	1.8
0.8	0.8
0.2	0.2
1.2	1.2
2.2	2.2
3.2	
4.2	
5.2	
6.2	
7.2	
3.74666667	3.02
5.00266667	4.91066667
15	10

<b>t-Test: Two-Sample Assuming Unequal Variances</b>		
	<i>Variable 1</i>	<i>Variable 2</i>
Mean	3.746667	3.02
Variance	5.002667	4.910666667
Observations	15	10
Hypothesized Mean Difference	0	
Df	20	
<b>t Stat</b>	<b>0.800238</b>	
P(T<=t) one-tail	0.216488	
t Critical one-tail	1.724718	
P(T<=t) two-tail	0.432976	
t Critical two-tail	2.085963	

### Findings of the Study

1. The overall findings for the study will be highlighted with the help of analysis performance through signifying the public impact on culinary market after COVID-19 pandemic.
2. However, the responses of the study which will be collected and analyzed can be stated in relation to providing a practical implementation of the Culinary market and the requirement to re-design a structure for the future of Hotel – Culinary market practices in order to see the improvement impact of Hotel – Culinary sector over public masses after COVID-19.

### Results of the Study

The results will be depicted and confined with collaborating the survey views and responses of Industry Hotelier Professionals and Hotelier Professional Chefs through using software named as SPSS, regarding the public impact on Culinary practices for the Hotel industry market after COVID-19.

The results for the study have been confined according to the views of Industry Professional Chefs and Hotel industry Professionals through which it can be depicted that there is a need to showcase re-building of the culinary industry in the Hotel market during the time of COVID-19. The results also show that the chances of re-building the culinary industry could be done through making the public masses aware about the new cuisines and its varieties, and culinary skills.

### Suggestions to be Implemented

The suggestions of the study will be implied from the survey views of Industry Professionals, through which we can look after to the following suggestions:

1. We can publicize new varieties of cuisines in order to attract tourists and guests during the critical time of pandemic.
2. It is needful to hire Specialist Chefs for the economy of culinary market.
3. We should adopt different techniques to re-design the culinary market for the aftermath benefit of Hospitality – Culinary market.

### Conclusion

Hospitality is a sector which deals with a perspective of offering satisfied level of attractive services in different areas including culinary, beverage, accommodation and travel. The COVID-19 Pandemic has made a downfall to the economy of the Hospitality industry



specially on the food, cuisines, and beverages service areas. The study concludes on the perspective that the sector could rebound itself in the market through examining the views of Industry Professional Chefs on the effect of following parameters:

- a) Publicizing effect
- b) Touristic effect
- c) Employment effect

The study confines itself of rebounding and re-building the Hospitality – Culinary market aftermath COVID-19 only with the help of strategizing itself according to the safety measures given by the government. The study would show the survey results using SPSS software.

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## **An Analysis on Perception of Seafarer on their Work Life at Sea**

*Ranjeeta Tripathi<sup>1</sup> & Dr. Varinder Singh Rana<sup>2</sup>*

### **Abstract**

*The cruise industry is fastest growing leisure sector in hospitality and tourism industry. Cruise ship employees are assets for cruise line as they provide high-quality services which influence the quality of the tourist experience and the competitiveness of the organisation. Therefore, employee motivation at cruise line is a critical success factor for this industry. Thus, the present study focuses on the perception of seafarer towards their work life at sea. The objectives of the present study are to analyse the perception of cruise employees towards their work life in cruise ships and to examine the challenges faced by the crew members on cruise ships. To achieve the above-mentioned objectives, structured questionnaire was developed and distributed to employees of cruise line using online platform Google Forms. The findings of the first objective revealed that well established emergency procedures, co-operation and co-ordination from co-workers and code of conduct at cruise lines are the most influential factors of cruise line jobs. The findings of the second objective stated that discrimination at work, less comfort level during shifts, cabin sharing, and poor health conditions are some of the challenges faced by seafarer.*

**Keywords:** *Cruise Industry, Seafarer, Perception, Work Life.*

### **Introduction**

The cruise industry is fastest growing leisure sector in and hospitality and tourism industry (Teye & Paris, 2010). Over the previous decade, cruise industry revenue developed to 37 billion U.S. dollars, denoting the best and maybe most transformative period in the business' set of experiences. While waterway, ocean, and sea travels were viewed as obsolete quite recently, new travel locations and an immense determination of journey items, administrations, and adaptable encounters have made cruise tours an ordinary holiday choice for cruisers every wherein the world. Between the years 2009 to 2019, the number of cruise passengers increased from 17.8 million to 30 million at worldwide level, with North American passengers has largest contribution in terms of cruise trips (Statista, 2020). Seafarer offer types of assistance to travellers on voyage ships. Other than aiding the activity of the boat, they may serve food and beverages, keep up lodges and public territories, lead shipboard exercises, and provide entertainment (Vault, 2020). Report of World Travel & Tourism Council shows the cruise industry has contributed \$8.8 trillion to the global economy in 2018 and supported jobs of over 319 million worldwide (Financial Express, 2019).

Employees are the backbone and greatest asset for any organization (B Carson, A Marshall - of LinkedIn, 2019). Cruise ship employees are assets for cruise line as they provide high-quality services which influence the quality of the tourist experience and the competitiveness of the organisation. Therefore, employee motivation at cruise line is a critical success factor for this industry (Sehkar & Sevcikova, 2011). Cruise line jobs have several distinctive characteristics that differentiate them from land-based jobs. Perhaps the biggest difference is the fact that cruise ship employees live where they work (Mark Matousek, Business Insider, 2019).

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One of the principle reasons individuals decide to deal with journey ships is the opportunity to venture out to numerous spots they may not in any case have the occasion to see. Since they live on the ship, they get food and lodging as a feature of their pay. They venture to the far corners of the planet without paying for costly lodgings and food. Representatives normally sign agreements to deal with a ship for six to nine months. Although they don't receive a lot of time off per week, they do have the chance to explore the ports where the ship docks (Chron, 2018). Long working hours without days off, rigorous supervision, very less space in living quarters, homesickness, sometimes bad quality of food and spending lots of money on calling and internet are some of disadvantages of working at cruise ship (pros-and-cons-work-cruise-ship, Crew Center, 2016).

## **Review of Literature**

Kim & Jang (2018) stated that Self-efficacy is important for the quality of life of seafarers, having both direct and indirect effects. Moreover, organizational support may prove to be the primary intervention point for relieving perceived fatigue and enhancing self-efficacy, thus improving the quality of work life. Pauksztat (2017) revealed in his study that job demands related to characteristics of the schedule, ports, and sea voyages; these were not only associated with workload and circadian disturbance, but also with the difficulty of the work, the ability to plan ahead, and intrusions from third parties. Job demands affected outcomes through two interconnected processes. Elo (1985) described in his study that personality characteristics were important explanators of perceived stress and health status. The most important were pessimism-optimism and ego strength. Of the work-related factors, the most important explanatory factors were disturbing noise, climatic conditions on board, occupational group, and received appreciation at work. Grappasonni et.al (2012) suggested that people living ashore have a better knowledge of infectious risks than seafarers. Both ashore workers and seafarers have a reasonable awareness of blood-borne and sexually transmitted diseases. Seafarers are more concerned about the risks of psychological problems due to isolation than are office personnel. The risk of not being adequately cared for in case of disease or injury on board is also perceived as a major problem by seafarers. Ashore personnel, eating raw fish more than their mates on board, are at a greater risk of communicable gastrointestinal diseases. Sasirekha & Ramani (2014) describes that the Interest towards adopting sailing as a career is very less among the trainee seafarers and the primary reason for choosing sailing is good salary and tax break. Doyle et.al (2016) stated that duration at sea was unrelated to self-reported perceived stress, even after controlling for previous seafaring experience and hardiness. Additional regression analyses demonstrated that self-reported higher levels of resilience, longer seafaring experience and greater instrumental work support were significantly associated with lower levels of self-reported stress at sea.

Hystad et.al (2017) revealed that perceptions of risk of personal injuries and ship accidents increase when seafarers are fatigued. We also found that fatigue is related to poor sleep quality and that safety climate predicted both sleep quality and fatigue one week later. Lu et. al. (2016), National culture dimensions such as power distance, uncertainty avoidance, collectivism, and long-term orientation had a positive influence on safety behaviour. Long-term orientation had a positive influence on safety attitude, whereas masculinity had a negative influence on safety attitude of seafarers. Tsai & Liou (2017) stated that Welfare and opportunity is the most important factor on loyalty, while it also exerts significant effect on work attitude and work performance. The results suggest that the motivation and performance are not merely dependent upon environmental needs (payment). The findings provide evidences of the importance of non-monetary remuneration within the seafarers' recruitment management system.

Manalo et.al, (2015) describes that the most common problem faced by the crewmembers onboard is homesickness, exhaustion, family issues, discrimination, communication barriers and sometimes conflicts in workplace. According to Filipino seafarers the problems and challenges are normal in life and serves as an innovative way to improve individual's ability to survive and learn to handle the difficult situations of life. Katsouniset. Al (2020), the attitudes and perceptions of seafarer's wives towards the seafaring profession is challenging as they also face many difficulties while their partners are working on the ship. Purba, et, al (2020) said that self-efficacy is greater than the international average of GSE. However, cadets need to develop creative thinking skill in dealing with unexpected condition or someone who opposes in gaining their goal. These findings suggest that self-efficacy should be integrated into classroom learning. Yorulmaz and Özbağ stated that intended to fill the gap by investigating the effect of organizational justice perceptions of seafarers on their job satisfaction described by three facets including procedural justice, distributive justice and interactional justice. Pauksztatet.al (2020) revealed the effects of the pandemic, as understood from the perspective of the seafarers in this study, reveal a few shortfalls and challenges experienced by seafarers onboard international commercial vessels. Yuen et.al (2020), the transformational leadership of superiors, social support from teammates and balanced work system contribute directly to the development of psychological capital of seafarers. Psychological capital is noted to possess both direct and indirect effects on the safety behaviour of seafarers. The indirect effect can be explained by the ability of psychological capital to reduce burnout experienced by seafarers which, consequently, increases their safety behaviour.

Lalita Kumar (2012) said that each of the work life balance factors on its own is a salient predictor of job satisfaction and there is a significant gap among the female and male respondents with job satisfaction w.r.t various factors of Work life balance. The positive correlation indicates that job satisfaction is an important indicator of Work life balance. Spinks, (2004) described that achieving work-life balance yields benefits for both the employee and the employer. "Exceptional organizations have leaders that create work environments where people can achieve work-life balance and wellbeing as they define it for themselves. Ajmi (2001) described that job satisfaction is a mental feeling of favourableness which an individual has about his job. To the workers, job satisfaction brings a pleasurable emotional state that often leads to a positive job attitude. A satisfied worker is more likely to be creative, flexible, innovative, and loyal. Yadav & Dabhade (2014) stated that Work life balance for women employees is highly desirable and if there is no job satisfaction and consistency in life, it can create a dilemma for working women. Work life balance requires attaining equilibrium between professional work and personal work, so that it reduces friction between official and domestic life. Yadav & Dabhade (2014) described that employees are the greatest resource of an organization. Attracting and retaining the right people is critical to the success of an organization. Human environment focuses on human aspects that influence employee's performance and job satisfaction.

## **Objectives of the Study**

1. To analyze the perception of cruise employees towards their work life in cruise ships.
2. To examine the challenges faced by the crew members on cruise ships.

## **Research Methodology**

### ***Data Collection and samples***

The data for the present study were collected from the employee of cruise industry across the world. Survey was conducted with the use of structured questionnaire covering all the aspects



of objectives of the study. The primary sources of data collection are structured questionnaire and secondary sources of information are Government reports, national and international journals, theses, published research articles, websites, books, newspapers, magazines etc.

For data collection, structured questionnaire was distributed to respondents through online platform using Google Forms. Questionnaire was divided into three sections. First section was based on demographic profile of respondents. Second section consisted closed ended questions on respondent's profile related to perception of cruise employees towards their work life on cruise ships. Third section consisted closed ended questions on the challenges faced by the crew members while working on cruise. Central tendency technique (weighted mean) and descriptive analysis is being done for conducting the research.

Closed ended questions of second section were framed on a Likert scale of 1-5 where 1 indicates highly dis-satisfied, 2 dis satisfied, 3 neutral, 4 satisfied 5 highly satisfied and the third section was also framed on Likert scale of 1-5 where 1 indicates strongly disagree, 2-Disagree, 3-Neutral, 4-Agree and 5-Strongly agree . The survey was conducted in the month of October 2020.

### **Analysis and Findings**

Prior to analysis, the reliability of the questionnaire for both the objective was tested by the application of Cronbach alpha which included all the variables of both the objectives and the value of the same for the first objective was calculated as 0.88 and for the second objective the value of Cronbach alpha is 0.75. The analysis for the first factor is done by the Central tendency technique (weighted mean) and the different perception were ranked according to the responses of the respondents and the descriptive analysis is done for the second objective where all the challenges faced by the crew employees while working on the sea was calculated on the basis of percentage which is presented in a tabular form.

Present study is based on the perception of seafarer work perception on the crew ships. Various challenges faced during whole contract and work atmosphere on the ship.

### ***Profile of the Respondents***

Eighty-five valid respondents were taken from the responses given by the respondents who are in full-time employment of cruise industry. Employees are assigned in different departments such as front desk, concierge, restaurant, kitchen, conferences, housekeeping, and others. A summary of the demographic profile of respondents is presented in tables.

Table 1 represents the demographic characteristics of the employees of cruise industry. The gender distributions showed that majority of the respondents were males (78.8%) and (21.2%) respondents were the females. 38.8% of respondents were of the age group between 21-31 years, 35.9% between 31-40 years, 23.5% between 41-50 years and 11.8% between 51 and above.

The surveyed statistics represent that majority of respondents are professionally qualified and 58.3% are graduate in Hotel management courses, whereas a very few respondents did not specify their qualification and the percentage of the same is 4%. The respondents are from the various departments of the cruise job and the majority of the respondents are from India which is approximately 45% and further followed by the different country of the world which includes Honduras, British, Canada, Filipino, Serbia, Turkey and few other countries.

Majority of the respondents are having the experience of 15 years and above which is 37.3% and at the same time 32.5% respondents are having the experience of 5 years or less.

Table 1: Demographic characteristics of respondents

Variables		%
Gender	Male	21.2%
	Female	78.8%
	Prefer not to say	NIL
Age	21-31years	38.8%
	32-40 years	35.9%
	41-50 years	23.5%
	51-above	11.8%
Professional Qualification	Diploma	19%
	Graduate	58.3%
	Postgraduate	16.7%
	Doctorate	2%
	Other	4%
Department	Respondents are from all the major departments operating on the ships.	Culinary Arts F&B Service Housekeeping Front Office Also, the Academicians switched to teaching from the industry
Experience	1-5 years	32.5%
	6-10 years	19.3%
	11-15 years	10.8%
	15 and above	37.3%
Nationality	Multinational Crew	India Honduras British Canadian Filipino Serbian Turkey

### ***Perception of cruise employees towards their work life in cruise ships***

Out of total 85 respondents, all of them responded to the questions asked to achieve the first objective. On a Likert scale of 1 (highly dissatisfied) to 5 (highly satisfied) surveyed employees were asked to indicate that till what extent their satisfaction level is on the different policies followed by the cruise ships. Table 2 represents the total weighted score and weighted mean score of perception of seafarer towards their work life at sea. From the weighted mean score, it has been found that most satisfactory perception is about the training of the emergency procedures followed by the cruise industry (Weighted Mean Score= 4.20) which is provided to the crew members (whether new or re-joining employee) as soon as they join the ship on the compulsory bases, the second most influencing perception is the co-operation and co-ordination with fellow workers (Weighted Mean Score= 3.92) as there are several nationality employees are working together and to make the life comfortable at sea. The code of conduct of cruise line was calculated as (Weighted Mean Score= 3.90) and found to be satisfactory perception while working on cruise ship. Description of job explained to all

the employees while joining the ship and is calculated as (Weighted Mean Score= 3.72) which also indicated that the work required to be done by every seafarer is also explained and clearly mentioned and explained, Job satisfaction by most of the crew employees are calculated as (Weighted Mean Score= 3.70) which is ranked as 5<sup>th</sup> level amongst all 10 variables, also indicates that the satisfaction and dissatisfaction level is almost equal. When they were asked about the skill utilized by the present, it ranked at 6<sup>th</sup> rank which indicated that all the employees who joins the ships, their skill may not utilized as per their capability (Weighted Mean Score= 3.51) and the next variable which is about the variety of food served by the cruise ship company to the crew members, the weighted mean is calculated as (Weighted Mean Score= 3.58) which also shows a amount of dissatisfaction amounts the cruise employees and also refers that the food verity served may be worked upon .When the crew members were asked about the career growth, it is ranked at 8<sup>th</sup> position and the (Weighted Mean Score= 3.45) which clearly indicates that the growth is not as good as it should be due to the rotation of all the employees who worked together in last contract so it is difficult to get the promotion by the present manager due to the rotation of employees every new contract. Salary structure offered by the cruise company is ranked 9<sup>th</sup> (Weighted Mean Score= 3.38) as it is found that the numbers of working hours is too high, and the working hours are ranked 10<sup>th</sup> (Weighted Mean Score= 2.99) which is the last rank of the perception of crew employees, indicates that the salary against the working hours is not satisfactory on the various designations of employees.

Table 2: Perception of seafarer towards their work life at sea

Perception of Seafarer towards their Work Life at Sea	Highly dis-satisfied (1)	Dis-satisfied (2)	Neutral (3)	Satisfied (4)	Highly satisfied (5)	Total	Weighted total	Weighted average	Rank
Salary structure	6	13	26	22	18	85	288	3.38824	9
Working hours	12	15	27	19	12	85	259	3.04706	10
Food variety and meal hours	4	8	28	24	21	85	305	3.58824	7
Emergency procedures	4	2	10	26	43	85	357	4.2	1
Code of conduct of cruise line	6	2	15	33	29	85	332	3.90588	3
Career growth	10	9	19	26	21	85	294	3.45882	8
Skill utilization at work	4	9	27	22	23	85	306	3.6	6
Job Description	3	4	20	32	26	85	329	3.87059	4
Co-operation and co-ordination with co-workers	5	3	16	30	31	85	334	3.92941	2
Job satisfaction	7	4	19	30	25	85	317	3.72941	5

### Challenges Faced by the Seafarers

To achieve the second objective of the study, the questionnaire was structured to find out the challenges faced by the ship employees. There were 85 responses collected for the same and the challenge which was faced by most of the employees is long shift hours which are sometimes uncomfortable to manage and the percentage of the same is 23.52%(strongly agreed) and (23.52%) employees agreed upon the same whereas (20%) of the employees were neutral on the same and did not clarify for the same which is approximately above (60%) of the respondents. The second challenge which is faced by most of the employees is the physical health which is affected while working on the ship and the percentage for the

same is (23.52%) strongly agrees,(17.64%) agrees and 23.52% employees were neutral which is almost (60%) of the total respondents.

Table 3: Challenges faced by seafarer while working on the ships

Challenges Faced By Seafarer	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Effect of physical health	12.94%	22.35%	23.52%	17.64%	23.52%
Discrimination while work	12.94%	22.35%	18.82%	36.54%	9.41%
Motion Sickness during rough weather	17.64%	21.17%	22.35%	24.70%	14.11%
Communication Problem with Multinational team	21.17%	23.52%	22.35%	20%	12.94%
Limited personal belongings	20%	22.35%	31.76%	14.11%	11.76%
Comfort level during shifts	15.29%	15.29%	20%	25.88%	23.52%
Cabin Sharing	16.47%	23.52%	17.64%	25.88%	16.47%
Opinion on limited internet access and cell phones,	25.88%	14.11%	18.82%	24.70%	16.47%

There has been approximately the same ratio for two different challenges and they are cabin sharing and the access of internet and phone calls and the ratio for the same is (16.47%) strongly agreed and (25.88%) agreed and (17.64%) remained neutral on the same and internet and phone access (16.47%) of the respondents strongly agreed (24.70%) agreed and (18.82%) remained neutral. A huge percentage of respondents also felt the motion sickness which is pitching and rolling of the ship and the ratio for the same is (14.11%) strongly agreed (24.70%) agreed and (22.35%) were neutral whereas approximately (38%) of the respondents disagreed on the same .Communication problem face while working at sea by many of the employees and many of them disagrees of the same and the ration is (12.94%) strongly agree, (20%) agree, (22.35%) neutral, (23.52%) disagree and strongly disagree (21.17%). The ratio was comparatively less when asked about the challenge faced due to less personal belonging which can be carried by the crew (11.76%) Strongly agree, (14.11%) Agree, (31.76%) neutral, (22.35%) disagree and (20%) strongly disagree. The challenge regarding the discrimination issue, a few respondents strongly agreed about the same and the majority of the respondents agreed upon the same and the ratio for the same is (9.41%) strongly agree, (36.54%) agree, Neutral (18.82%), disagree (22.35%), and strongly disagree (12.94%).

## Conclusion

The first objective of the present study was to analyze the perception of cruise employees towards their work life in cruise ships. The findings revealed that most of the employees are satisfied about the emergency procedures explained by the cruise company management and the proper safety measures are also being taken by conducting the drill on various days of the months as planned by the captain of the ship and also the requirement of the sea law. Most of the employees enjoys working with different nationality people and get chance to learn their culture and language. The code of conduct of the cruise ships is also appreciated by a good number of respondents and the job satisfaction and description of the same is also ranked equally which is subsequently 4<sup>th</sup> and 5<sup>th</sup>. The major perception while working on the ship is the working shift hours which in comparison to the salary provided is too many. The growth of carrier is also a major concern as indicated by the crew members. Many of the respondents also felt that the food is being served does not contain many variety as there are many nationality working together and the skill is being possess by individual crew is also not being utilized and the reason for the same is not being mentioned. The findings of second



objective stated that the major challenge faced by the employees is about the health issues being occurred during working of the ships. The second challenge is measured as the long shift hours which can surely cause the health issues. Many respondents also felt that they were disconnected from their families and loved ones due to the improper phone connectivity and internet facility and also stated by few old members that the facilities are much better than before as the majority of the respondents are also the older employees of the ships who worked for more than 15 years in the same field.

### Limitations and Suggestions for Future Research

The present research has few limitations. Firstly, the survey was conducted during limited travelling time; therefore, perceptions of respondents may vary during normal condition. Secondly, sample covered only 85 respondents, which is too small for highly populated crew members working across the world, therefore findings may vary if sample size could have been large. Thus, future researches can be conducted based on individual cruise organisations and can also be focused on different hierarchical groups. Similar researches can also be conducted on various sectors of hospitality industry in Indian market.

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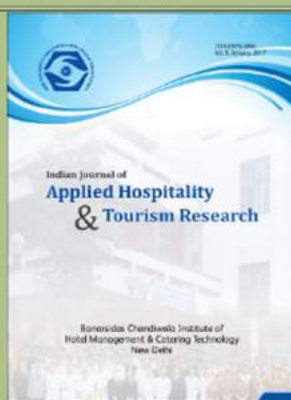
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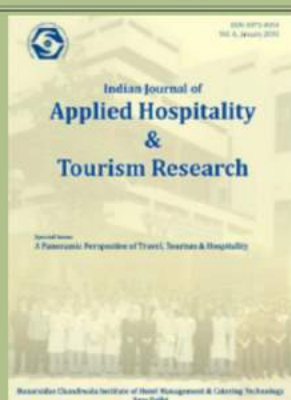
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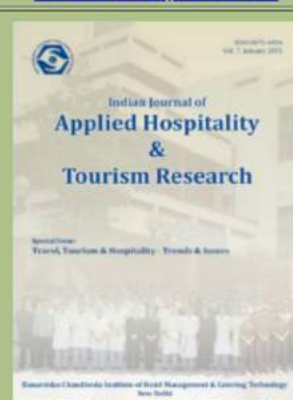
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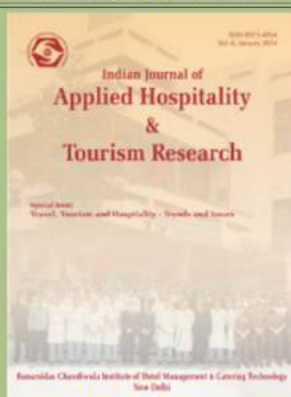
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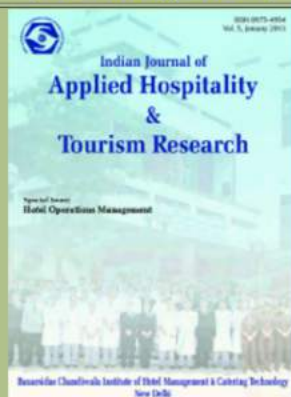
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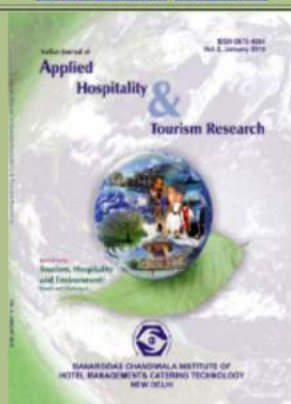
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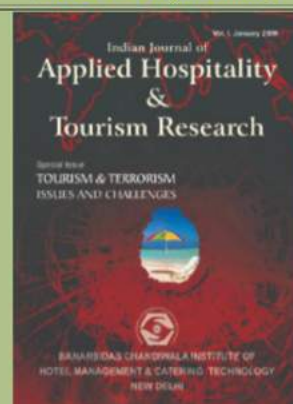
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