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Hospitality, Event & Tourism Management



A Study on Planning and Strategies

Housekeeping Department of Hotel

Highlights

Services of Restaurant Broadway

Employee's Performance at Hotel

Discovering Thoughts, Inventing Future

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By Arun Kumar, Himanshu Sharma & Prof. (Dr.) Rajiv Mishra
Galgotias University

Abstract- Customer preference is ever changing yet it is very integral in hospitality industry. This study will help us to compare both the restaurant and understand about the services getting in the hotel. It is very important for us to firstly understand why we need to work on negative as well as positive guest experience because the hotel generate most of its revenue from different core operation area in which guest interaction is must. Menu is a type of format in a paper form which give us details about the F&B items which is available for the guest is totally based on the demand and consumption of the guest who are visiting the establishment. The main point around which components of F&B outlet is created by keeping everything organized and by seeing the environment or the needs of the establishment. The advantages of a well-organized menu are that it will help to build the standard and will also help in improving the consumer satisfaction. It helps the staff to give quick service to guest.

Keywords: customer preference, fine dining restaurant, quick service restaurant.

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ACOMPARATIVESTUDYBETWEENTHESERVICESOFRESTAURANTBROADWAYANDTHEGREATKEBABFACTORYINGUESTSATISFACTIONATTHEHOTELRADISSONBLUFARIDABAD

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Arun Kumar [α], Himanshu Sharma [σ] & Prof. (Dr.) Rajiv Mishra [ρ]

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Guests can get good food and services from almost any restaurant. What set our restaurant different from the other are the level to which our staff are willing to go exceptional and to give best service which is available at the time. Staff members can practice this kind of customer service by making special creations for guests. This has been a motive of the brand Radisson for years by making memories with their customers they make a bond of trust which help them in repeat business. In this project we will find out the facilities which are being offered by the restaurants of the hotel to their guests. We will also be comparing the ambience, menu and the service of both the restaurants.

Keywords: customer preference, fine dining restaurant, quick service restaurant.

I. Introduction

A menu is a list of dishes in hotels that are available for sale in a hospitality establishment or that can be served with a meal. In French, "menu" means every detail and in English it is also referred to as "bill of fare".

Author α: Researcher, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: arun_kumar@galgotiasuniversity.edu.in
Author σ: Associate Professor (Corresponding Author), School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh. e-mail: Himanshu.sharma@galgotiasuniversity.edu.in
Author ρ: Dean & Professor, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: dean.soh@galgotiasuniversity.edu.in

Various types of menus are available in the hospitality industry depending on all the management and operational activities of the food and beverage establishments. The purpose of this study was to compare menus, decor, ambience, service provided by both the restaurant. Menus were collected and observation was made to document all food and drink served to the guest. Cereals and juice were served less frequently than indicated on menus, high-protein foods like Chicken were served more often than indicated on menus. Planning menu properly help us in meeting our nutritional needs, so it is important to make dish which are healthy as well as good in taste.

Customer satisfaction depends on the service the guest, customer loyalty depends on the level of customer satisfaction. Customers are more loyal when they have good experience in the restaurant. Use ambience to impress your ideal customers. By creating a space that will attract the customers and customizing the Decor according to the guests need so that we could achieve the loyalty of the guest.

This topic will help us in understanding about the different facilities which are provided by the restaurant Broadway and The Great Kebab Factory. We will also learn about the effect of Covid-19 on the restaurant business and how customers feedback and preference help to create a better environment for the restaurant.

I have also compared the buffet menu which is being served in the restaurants the ambience and the service of both the restaurants.

II. Objectives

- To identify and compare the services offered in Broadway and The Great Kebab factory restaurant.
- To understand customer preference for both the restaurants.
- To view the changes in the restaurant Post Covid-19.

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III. Importance

- Government

The study will be significant to the government as they'll be able to have a body knowledge that will help them create policies and regulations that can be beneficial or the hotel sector. They will be able to assist the hotel industry by providing a conducive business environment for the hotels to fulfill customers preferences.

- Scholars

This study will provide other scholars and other researchers with literature that can be used for further research on how customer preferences play a big role in the hotel industry especially in regards to Fine Dining Restaurants.

- Hotel Radisson Blu

Radisson Blu hotel, Faridabad will gain information on how their customers prefer and this can be used to create a better experience and services for their customers.

IV. Justification

First of all, the understanding of what customers prefer is essential for every restaurant so as they are able to satisfy their wants and needs. Secondly the knowledge can be used to refine the standard operating procedures to better retain their customers and even attract new clientele as the best advertisers are the customers who are satisfied with the services rendered.

V. Literature Review

As per Mr. M Bailey Moody (2016), "A Comparative Analysis of Digital and Paper Restaurant Menus", this Study finds the main purpose of the food menu formats. At the time of this study, it was done for the purpose of saving people which were being used in making the menu but now seeing the situation of maintaining a proper social distance so that we are not able to spread any kind of diseases to another person there is a need of contactless way to see the menu for which a digital menu can be used.

As discussed by Shafique Ul Rehman (2021)," Investigation of COVID-19 Impact on the Food and Beverages Industry: China and India Perspective" in this article, they examined how hotels will recover from the situation, it also includes different recovery program for hotels ranging from luxury to economy hotels. We will review the factors affecting the comeback of the hotel industry.

Based on the findings of the author's research I want to explore more about what should be the done to make hotel to come back to its bone, how to open the hospitality market all around the world and how to build back the trust of the people amid COVID-19.

VI. Methodology

a) Introduction

The study will indicate the research design, population, and sample size, sampling procedure, data collection instruments, data collection procedures, and finally data analysis and presentation.

b) Research design

This study will use a descriptive research design. A descriptive research design allows researchers to gather information and summarize, present and interpret data for the purpose of clarification. Therefore, descriptive approach is the best to understand the comparative analysis between fine dining restaurants and quick service restaurants.

c) Study area

The study will be undertaken at Hotel Radisson Blu, Faridabad. Hotel Radisson Blu is a 5-star hotel located at Faridabad, Haryana in India. The study involved customers as the study participants.

d) Study population

The population of this study will be customers from Hotel Radisson Blu, Faridabad. The target population will be the customers that will be present at the hotel during collection of data. The respondents will be 72 participants from Radisson Blu. The participants must be proficient in English, are above 18 years old, and the participants who gave informed consent.

e) Sampling and Sample Size

Sampling is the procedure of choosing elements such as people or organization from a population of interest. Through the studying of a sample, researchers may impartially generalize their results on the entire population from the sample. A sampling design stipulates the population frame, sample size and its selection, as well as the process of estimating the sample size. Stratified sampling will be used to select the sample of the study. It will involve dividing the population into homogeneous subgroups and then taking a simple random sample in each subgroup. The sample size will be 50% of the target population. Therefore, the sample size will be 72 participants.

f) Data collection methods and Procedure

Questionnaire was prepared and participated were asked questions related to which of the two restaurants they preferred. Questions about factors affecting their choice was asked such as, quality of food and service, quantity, cost and value for money, the ambience.

A total of 72 participants filled the questionnaire. Likert scale was used to ask participants to rate their satisfaction of Cleanliness and ambience of both the restaurants, what they liked and disliked, their preferences and suggestions for both the restaurants.

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g) Data analysis

The collected data in this study was first grouped, edited and checked for completeness. Quantitative data and descriptive statistics were used to analyse the data. The accuracy, reliability and validity of the data collected was done before the data analysis. The data collected was then analyzed and presented in graphs and pie chart along a descriptive analysis of the same findings.

VII. Conclusion

The findings of this study will be beneficial to hotel management, academicians, research scholars, and students in the hotel industry. Where we will compare the services of the restaurant toward guest satisfaction. Many factors influence whether or not a consumer will purchase the products or services of a hospitality business.

Customer service, on the other hand, is one of the most powerful tools to improve a business. Through this research we get to know factors which can affect the sale in restaurant and what are difference between the Broadway restaurant and The Great Kebab Factory restaurant in guest satisfaction through their service. Through graphical representation everyone can understand about what guest thinks of services offered in both the restaurant.

The guest asked to make some changes in restaurant are-

The Great Kebab Factory Restaurant

- Changes in the menu of The Great Kebab Factory, guest found the menu compact.
- Guest complaint about the lights of the restaurant being dim.

Broadway Restaurant

- Issue in lift at the lobby area.
- AC system in the Broadway restaurant have irregular air flow some tables have more air flow and some have very less.
- The padding of the seat was not comfortable as it was a bit stiff for many guests.

Management should take a proper step to take care of the issues.

Having a proper look on the feedback survey we can really understand what guest want from the establishment. Either being negative or a positive review both are good at its place as a negative review will help us in correcting our mistakes and improving our services and a positive review can lead to the appreciation to the employee from the establishment.

Changes that can be done for upscale of both the restaurant are-

- Removing chairs with sofas or by removing table for 2 with sofas for comfortable sitting.
- Having low tone music in the waiting area for the guess.
- By removing the clocks in the restaurant, the guest tends to spend some more time in the restaurant as they are unaware about the timing.
- By customizing the glow of light depending upon day or night
- Customizing the music by seeing the type of clients.

From the survey and personal conversations with the guests of both restaurants, I found that the guests liked the service which was offered to them, there was some up and down's but in the end the employee of the establishment were able to provide good and quick service to the guest.

Some of the Factors that affect customer satisfaction in both the restaurant are:

- Price of food which is served to the guest.
- How accurately the order is served to the guest.
- Service's which are being offered to the guest in the restaurant.
- The friendliness of the restaurant employees.
- The cleanness of the restaurant.

I also reached out to my team and asked them what other approach they take to keeping guest satisfaction a priority, to which they responded, "was by understanding guests likes and dislikes" "Team work is also the key" which will help in giving a good service to the guest, "being a bit social". This was few of the best advice that I got from my team which was really helpful as they have experience and knowledge of the restaurant.

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Changing Trends of Software for Profitability in 5-Star Hotels

By Ashutosh Kumar Singh, Monalisha Dash & Prof. (Dr.) Rajiv Mishra
Galgotias University

Abstract- Because the hotel sector is very competitive, it is vital to not only stay up with the latest technology developments, but also to move with the times. Because consumer expectations and requirements are always altering, keeping your finger on the pulse is especially important in the context of COVID.

The term "hospitality technology" refers to a variety of IT, e-commerce, and technology solutions utilised in the hospitality business. The adoption of this technology is typically intended to make life easier for company employees or to enhance the overall guest experience.

This can be done in a variety of ways. For instance, hospitality technology could assist with Increase automation and reduce employee workload. Similarly, it might be designed to speed up procedures, thereby saving both money and time. It could also assist customers in their journey.

Keywords: *covid 19, hospitality, tourism, software.*

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Changing Trends of Software for Profitability in 5-Star Hotels

Ashutosh Kumar Singh [α], Monalisha Dash [σ] & Prof. (Dr.) Rajiv Mishra [ρ]

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Keywords: covid 19, hospitality, tourism, software.

I. Introduction

With the introduction of information technology, it has changed the business. It allows to communicate people with each other and interact from different regions and make it very easy and it also make marketing of services and products cheaper.

In the past years, the internal organization system which connect organization with each other was very popular during that time. As the high costs, many organizations cannot afford to use it.

Digitalization of services is a way to attract tech-savvy guests. The main purpose of digitalization is to provide a digital business by pushing hospitality on guests touch point. Digital platform allows guest to have something on their own convenience that provide seamless travel to experience.

Booking websites, social media, are the best example of digital services. There are many third-party agents which provides rooms to the guest and even guests are all aware of them. Commission is the source of revenue for the third-party agents, to earn this revenue hotel should have their own hotel application so that they can provide best services to guests offline and online as well. There should be some loyalty programs to attract the guests like points on bookings or stays so that guests can be attracted to use hotel websites instead of third-party agents. Providing digital services requires a technological infrastructure with computation and communication skills.

Personalized experience is the main motive of the hospitality from a very long time. Industry which relies on services requires to change and improve them to make them better that a guest looking for. From simple things like notes and flowers, digitalization has been taken to new level of advancements of technology. The expectations of the guests are always high and this is the responsibility of the hotel to improve the systems and services to meet these demands and a software than can record all guest's data.

A guest visits a hotel and during checkout gives small feedback about the rose-based toiletries that he is allergic to roses. The guest again visits the hotel and get surprised after looking that the toiletries has been replaced with new set and a letter with apologies was there for the inconveniences he has faced in his last stay to the hotel, this only can be possible with the right use of technology.

II. Objective

- To know how the work done with the help of software is more effective efficient and faster.
- To know how it help in getting more loyal guests.
- To analyse how technology help in getting more guest reservations with regards to profitability.

III. Methodology

Primary data source: the primary data is been collected through structured questionnaire method. Primary data includes the type of personal (individual) and its type of thinking, experience, findings and suggestions.

Secondary data source: secondary data were collected through various source such as websites, reports, hotels broachers and some is from the following sources:

- Internet
- Observation

IV. Literature Review

Ahmad T., et al. (2012) Based on the findings of statistical research, which demonstrate the impact of Customer Relations Management on client happiness,

Author α: Researcher, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: shutoshsingh212602@gmail.com
Author σ: Associate Professor (Corresponding Author), School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh. e-mail: monalisha.dash@galgotiasuniversity.edu.in
Author ρ: Dean & Professor, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: dean.soh@galgotiasuniversity.edu.in

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confidence, and retention at the State Hotel of India, it is apparent that no firm in the world is free of flaws and imperfections. Without a doubt, regardless of its success, every company should examine and upgrade its plans to discover new strategies that are relevant to the developed management environment and that specify the demands and aspirations of existing and new customers.

Thryambakam P. (2013) Community-based, long-term sustainability Rural tourism has proven to be an effective mechanism for connecting rural stakeholders with the tourism industry in order to increase employment. To make this more relevant, it is critical to discuss sustainability concerns with the community prior to the commencement of the project, as well as aggressive destination marketing with local and international tour operators. Rural areas require both short- and long-term planning, implementation, and monitoring to avoid damage. Community-based sustainable rural tourism requires environmental management, local participation, strong laws, sustainable marketing, and realistic planning.

Srinivasa R. (2014) Despite the industry's scale and complexity, technology has connected many of its components. People may now book airline tickets, rental cars, hotel rooms, and tours all at the same time using computer systems. Computer reservation systems or worldwide distribution systems are the names given to these computer systems. Although many people in the sector labour behind the scenes, those who operate on the front lines—travel agents, front desk clerks, tour guides, and so on—must be passionate and articulate. You'll also need a great sense of service and attention to detail in almost any position.

V. Technology used in Hospitality Industry

- PMS
- CRS
- Global Distribution System
- POS
- Yield Management
- Call Accounting System
- Guest History
- In Room System
- Locking System
- Accounting System

VI. Features of Hotel Software

The current trend of the Hotel Industry indicates the needs for a more technology towards enhanced guest experience. Resorting to complex spreadsheets is definitely not a favourable idea in this case. The implementation of the effective Software can help to elevate the business standards of the industry. The use of this software will definitely provide a boost to the performance levels and financial profits in any Hotel.

The software is equipped with an exquisite range of features targeted towards improving the business performance levels in any given hotel organization. List below are some prominent features of a Hospitality Software.

- Availability of real-time financial status to authorized users.
- Easy management solutions across hotel properties.
- Affordable pricing schemes.
- Centralized rate management module with flexible discounts
- Reservation management module for streamlined offline and online booking
- Documentation and monthly report generation for seeing of the performance.
- Error-free accounting services in terms of the accounts payable.
- User-friendly interface for easy navigations.
- Extensive cloud support for easy data backup.
- Excellent automation features with good reliability.

VII. Benefits of using Hospitality Software

The implementation of a Hospitality Software in your Hotel Business will cause the subsequent mind-blowing benefits:

a) Easy Setup and Operational Flexibility

Implementation of cloud-based hospitality software requires no additional maintenance. The updates and therefore the latest features are often easily installed from the web. The software brings in seamless integration of all the features, and this may boost the performance level in your hotel business.

b) Multiple Payment Methods

Incorporation of hotel management software enables easy booking and payment solutions. The user can have access to a spread of payment methods in offline also as online mode. The software will automate your hotel business to an excellent extent, and this may subsequently improve the workflow and productivity in your business.

c) Customized Booking Solutions

The installation of this software in your hotel business will provide the utmost transparency to Users, such he/she can select the space of his/her choice. In other words, the software offers easy and customised booking solutions consistent with the user's requirements. this may then convince be highly beneficial for greater customer satisfaction and customer retention in your business.

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d) Responsive Designs for all Devices

The responsive design of this software provides for greater scalability of installation over various devices. this is often highly beneficial considering the superb simple use facilitated through modular implementation techniques.

The multi-platform and cross-platform feature of this software will assist you gain an extended client base.

e) Automatic Data Backup Solutions

The excellent cloud support feature of the software establishes greater security standards through the facilitation of an automatic data backup and network. The hospitality software comes along side 24-hour monitoring services and electrical backup solutions. this may assist you protect confidential data and your clients' information from theft, physical damage and even malware!

f) Affordable Pricing Solutions

The implementation of the hospitality software in your hotel business will reduce the upfront costs and also a hospitality management software possesses very affordable pricing solutions counting on the features you would like. The installation of this software is reasonable and requires no manual overhead.

g) Excellent Automation Features

One of the advantages of employing a hotel software in your business is that it'll facilitate a big level of automation in any given task or business procedure. this may essentially reduce all the manual labour. So, the implementation of hotel software in your hotel business will bring-in process automation, auto-documentation, and smooth transactions.

h) Highly Secure Systems with Detailed Report Generation

The hospitality or hotel management software renders detailed documentation of the varied transactions. This is often done by the software privacy. The software also will provide you the detailed performance of your hotel business. Real-time report generation is an advantage of implementing the software.

The analysis of the reports will present you an image of what all you would like to try to extend your hotel business. this may ultimately have greater standards for your hotel business.

VIII. Role of PMS in Increasing Hotel Revenue

Smart phones and mobile gadgets are changing the ways how we communicate and do business. Here are 3 mobile technologies for hotels and which increases revenue.

a) Via guest satisfaction + loyalty

Positive guest experience and their satisfaction Is profitable. Guests who had more good experience at the hotel spend 140% more than who had bad experience. Research says that customer experience and satisfaction is linked to royalty. Studies says that improving guest experience can increase the annual revenue. if we put all the information together in today's time it's the technology that is critical in hotel guest satisfaction. They want more personalized services and satisfaction.

The power of self-check in gives more satisfaction to the guests. Providing self-check in and check out option to the guest gives relief to them as now they don't have to stand in long queues and wait for their turn to come and then check in or check out.
And also, nobody wants to stand in the lines anymore.

b) Boost Ancillary Revenue

The guests had limited option and products. Services were rarely brought or sold by the guests or the staff. With the rise of technology there is more availability of products and services which can be provided to the guests. hotels with their own mobile application can bring in ancillary product packages.

The hoteliers are more advanced in their offerings or anything which they think that guests might want and is usually sold as ancillary product or service.

The services which are provided by the mobile not only makes decisions making easy but also more personalized to the guests.

c) Streamline Operations

The technology conversations are focused on the guests. New applications give more efficient communication between the system and departments.

Housekeeping department Can see which all rooms are occupied or which are vacant and thereby respond to the requests or the guest with the help of mobile device.

They can directly be in contact with the front office department for room status, check in or check out increased room attendant productivity and also eliminate 80% of the calls made to front office department.

IX. Hotel Industry Over a Period of Time

If there is one constant in the lodging business it's that everything changes. For example, transportation technology has brought up rise in offer (number of rooms accessible to rent) and demands.

The people began traveling even more with the increase in demand the hotels came In and used to serve guests. There has been higher occupancy rate in the year 2005-06 and 2006-07 which resulted in higher average area rate (AAR). The Indian hotels were

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charging higher rates more than the rates charged by alternative countries huge rise in the area rates resulted in corporates exploring for alternate lodging potentials. To satisfy this new company guest houses and repair residences were made in the cities which were more cost effective than the building rooms. As the economy declined in the coming years the needs and demands also declined.

Due to Mumbai terrorist attack in the TajMahal palace and the Oberoi the occupancy rate suddenly came down in 2009-2010 and also reduction in foreign travellers. In the year 2008 there were around 28 million foreign arrivals which came down to only 17 million in the year 2009. But there was one positive side also that during this era there was increase in number of domestic travellers. The average rate remains low but the occupancy rate rose due to the movement of domestic travellers in India. There was positive development in the year 2010-2011 because of domestic tourists and also foreign arrivals. The rise in the number of young populations have resulted in more expenditure on leisure services. As per ministry of tourism the government of India there were 57,75,692 foreign arrivals in the year 2010. That rose to 63,09,222 in 2011. The quantity of interchange in Indian rupees was rs 64,889 crore in 2010 77,591 in 2011 and at the end of 2012 it was 94,487 crores.

X. Focal Point Tech-Savvy Guests on Social Media

Hotels developed themselves to attract tech-savvy guests like from Wi-Fi in rooms to touch screens in lobbies but to make it more successful there is need for hotel to be on social media like posting amazing food photos, guest moments, views from room windows on social media platforms like Facebook, Instagram, twitter, etc. This creates a reputation on social media about hotel that make it attractive and make an indirect communication between guests and hotels as social media is the part of day-to-day life nowadays. Guest who are involved in technologies like to be on social media platforms, they like to share their travel experiences, foods on social media and this also helps in attracting other guests who may be the follower, friend, or someone else of him/her. Nowadays youth are travelling a lot and they have grown with technology and social is in their daily routine life so hotels have to be there on such platforms to attract them and use them also to fulfil guests need.

a) Embracing Google, Amazon and Trip Advisor

As per Trading Economics statistics, there is increase in annual income every year so it simply means that the number of travellers is also increasing every year. In addition, hotel services are different to each other with the brands. To attract the more room reservation, we have to offer lower room rates. Even Google also provide ads to promote hotels online that help in running business locally as well.

Google has its own rating feature like if you visit a hotel, google will automatically ask for the ratings and experience and there are also other platforms for this review system like trip advisor. These systems are making hotel brands popular as well as creating a new platform for hotel search. Google provide different sources like hotel finder and other websites for searching hotels that are very popular on social media as well as among travellers too. Trip Advisor also provide two features one is Trip Connect and second is Instant Booking. Both allows users to make a room reservation on Trip Advisor's website itself.

b) Adopting Mobile Technology

Nowadays a lot of guests are using their tablets/smart phones for making hotel room bookings. Now it's time for hospitality to take Mobile technology in their operations with the assistance of hotel software and take it with the aspects of functioning of hotel.

Take an example of Starwood Hotels and Resorts, they are making the room door key less mean to say that they are providing a feature from that a guest can open his/her room with the mobile app. In this process, hotel register the guest mobile with software and then they will receive the hotel room number and other details and with the use of app guest can enter in his/her room without a key.

c) Cloud System

In this era of technology, investing in cloud technology is become the norm that integrates different hotel operations and increase profits. Cloud technology improve hotel operational efficiency especially in chain hotels. It allows user to look different properties from one location. It provides automation of many tasks, with this help staff can now focus more on guests and can improve their experience. Hotel software like CRM, PMS, POS, allows staff to do their main responsibilities.

d) Improve data security

With the rise of cybercrime and stricter privacy restrictions, it's become even more important to protect guest information. To protect against cyber-attacks, the cloud-based system receives periodic security updates.

Each system has its own set of security guidelines. Several of them include two-factor authentication for added user verification, automatic deletion of guest master card data after 14 days, and more. As a result, hoteliers can rest assured that their guests' data is secure.

e) Increases the rate of return on investment

In layman's terms, cloud-based hotel software helps properties save costs, resulting in more revenue.

Hoteliers should face the additional costs of licence and hardware when deploying on-premise software. With cloud-based, this is not the case. Instead,

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it's offered as a service, allowing customers to tailor the tools and capabilities PRN offers. As a result, it enables for easy connection with other third-party programmes, saving time and money.

In fact, if the programme is properly implemented, you can slash your IT costs in half. It eliminates the usual costs. Consider the cost of purchasing and maintaining a server, as well as various applications to support the most complex system.

f) Adaptability to Changes

One of the advantages of cloud-based software is that it is simple to integrate with emerging trends. As a result, it is the ability to adapt and expand.

The hospitality sector is always changing and requires adaptability. Changes made across several properties can be handled quickly and easily with scalable and robust software.

g) Focus on Health and Wellbeing

Hotels must constantly reinvent themselves in terms of product and service offerings in order to stay relevant. Because today's travellers are more health-conscious, it's critical to accommodate their new lifestyle choices by providing innovative hotel products and services.

This could include vegan cuisine, all-natural products, and so on. There is a rising market for travellers who follow these healthy lifestyles.

XI. Steps by the Government of India to Promote this Industry

Safety concerns are like crime against tourists especially women need to be dealt with in very vary strictly. cities are being developed by the government of India under certain schemes which has helped in attracting tourists. The development of the infrastructure in smart cities helps in creating necessary infrastructure and connectivity.

As it is well aware fact that tourism sector has immense potential for development and if it is fully tapped then it will help in creating employment and will help in build forex reserves, and India image globally as well as spread the unique Indian way of life throughout or all over all world.

A cordial reception Development and Promotion Board has additionally been established to observe and expedite building project approvals. The Ministry of business has been creating efforts to develop quality business infrastructure at holidaymaker destinations and circuits within the country. As per the eleventh set up, Ministry of business Statistics (2013), it's sanctioned Rs four, 090.31 large integer (US$ 652.42 million) for business comes, which incorporates comes associated with Product/ Infrastructure Development for Destination and Circuits (PIDDC), Human Resource Development (HRD), Fairs and Festivals and journey & Rural business for infrastructure augmentation. within the year 2002, there have been two.38 million foreign holidaymaker arrivals in Asian nation that went up to six.58 million within the year 2012, over a span of ten years, as per the Ministry of business, Government of Asian nation (2012) Statistics.

XII. Trends and the Technology that are Reshaping the Industry

a) Mobile Technology

One of the foremost vital cordial reception trends that showing no sign of slowdown in the mobile technology integration.

Technology continues to start within edifice and cordial reception business. Innovations like remote arrival, area reservations, and mobile area keys lead the manner. And there's a lot of Small, dress shop hotels currently supply guest-facing apps that can permit the ordering of area service, or drinks at the poolside area of the hotel.

b) Wi-Fi all over and information measure on Demand

Now as the need, demands and desires of the guest are changing they want seem less and digital technology. In the coming years the technology will take a path in which in the hotels the guest will be offered app which will be earned by hotel. The guest can write or request their demands, their needs and their requests on the app and it will be completed by the hotel personal.

c) A Connected Guest expertise

Now-a-days websites and chatbots have been developed by the hotel with the help of those the guest can ask about their queries. This has been possible only because of digitalisation which is taking a very good growth in terms of liking. Now-a-days guests want technology more than they are using at their place.

d) Dynamic client information

With the help of technology now the paper work is very less everything is jot down on software which are being purchased by the company. More and more database and the data which is collected can be saved for longer years to come. One can see past 2 years back data in today's date only with full and correct information.

e) Increases Return on Investment

In layman's terms, cloud-based hotel software helps properties save costs, resulting in increased revenue.

Hoteliers should face the additional expense of licence and hardware when deploying on-premise software. This is not the case with cloud-based solutions. Instead, it's offered as a service, allowing clients to personalise the tools and capabilities PRN provides. As a result, it enables for easy interaction with

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other third-party apps, resulting in cost and energy savings.

XIII. Transformation

TREND IN INDIA, in 2011 there is 8.7% contribution of travel and tourism sector in India's growth of GDP, it is moderate in 2009 but increased to its peak in 2010. As per WITTC predictions the direct and indirect contribution of Hospitality sector in GDP is to be expected to increase by 8.1% to 8.8% respectively in next five years. India has started a new program under Incredible India Campaign that is called TVAS (Tourist Visa on Arrival Scheme), in this a traveller can get visa on arrival and the main motive of this scheme to establishing an image of India as Tourist- friendly nation.

In starting it is extended to five countries which are Finland, Japan, New Zealand, Singapore and Luxembourg, the program was extended to six more countries in January 2011.Now this list also includes Vietnam, Philippines, Indonesia, Myanmar, Laos and Cambodia.

Government has also adopted the code of conduct for safe and honourable tourism in July 2011 to make India as a safe destination for tourism. These initiatives have helped India to makes it as a tourist destination and there is growth of 8.1% noticed in 2010-2011 as compared to 2009-10 in terms of Foreign Tourist Arrivals. As per Global Hotel and Hospitality Consulting Firm, HVS international, in 2011 the major growth in tourist arrivals can be attributed to strengthening ties with developed countries.

- Strong GDP performance. .
- Opening of economic sectors to private sector or foreign sector.
- The efforts made by Ministry of Tourism and culture had a great impact on India's Tourism factory that increases the confidence of Indian Tourism

XIV. The Key to Guest Engagement: Personalisation

Digitalisation is coming up to a great extent the importance of digital transformation and the mobile technologies is increasing in the hospitality industry the hotel industry concentrates on online channel more lies in two topics personalisation and guest engagement.

The hotels guests who use digital channels are receiving more personalized services which creates good customer experience.

75% of consumers uses brands which know them by name those services which support past purchases and also know past purchase history

XV. Digitalisation and Hospitality Industry

a) Wi-Fi users pay models

In the past years hotel charged guests for fast wifi in their rooms. A recent survey shows that 1 guest out of 5 want to have free Wi-Fi with complimentary breakfast. As the technology changes and digitalization is on top, now a single guest carries many gadgets as 2 mobiles and a laptop are very common nowadays.

As the internet is very basic requirement of everyone nowadays so if a hotel will not provide wifi for its guest it can be a drawback for itself. While it's require a greater up front investment for hotels to put in facility-wide wireless network. It's a forward-facing decision which will boost costumer satisfaction. A high-density network, including in-house mobile coverage, accommodates both the casual, leisure traveller also as professional group who are staying for conferences or other function.

A/V, VIP and VTC conference as the business travellers are increasing day by day the hotels starts to design their rooms to full fill their needs. Rooms are equipped with WiFi and nowadays there are smart TVs as well in their that can be connected to TV or laptop easily can turn tv into a computer or a presentation display. For business travellers, meetings can be happen very often and sometimes they have to present during their stay. Hotels are making rooms equipped with WiFi, smart TVs and other technology to give a experience that is beyond expectations. Yet even amid such a lot digitisation, studies show that fashionable consumers still craves personalisation, to the present end. While an electronic kiosk can be preferred over an in-person interaction with receptionist. visitors still want to ascertain their own name on the screen along side with welcome message.

Along those self same lines, some chains also are investing in technology that remembers and recalls customers past room service orders, so the hotel can recommend related dishes within the future and make ordering simpler or that recommends nearby destinations and tourist locales supported a customer's stated performances.

b) Field communication

whenever a guest take his/her phone near to POS to do a transaction, NFC starts to work. NFC is a technology used to share information between devices. It is a high frequency with short range technology that is used to transfer payments or money. Hospital is using it broadly nowadays.

With a maximum data transfer of 424k bit/sec. NFC is enabled and activated when two smart devices, like Master card and POS machine, inherit contact with each other. The transaction is secure and instant, which

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are two features consumers are increasingly gravitating toward when it involves their preferred hotel technology.

While check-ins are the primary place, NFC is being implemented. it can also carry over into aspects of the stay experience, including integration into a sensible room key. The technology can also be wont to help facilities cater to their guest through more targeted and direct advertising techniques.

For instance, NFC usage must be programmed to vary from a generic advertising to kid friendly when a toddler walks by alongside with other personalisation.

c) Smart Keys, Robotics and other futuristic elements

We like to have fun till last, in order to create user stay more personalized. Some hotels use technology to make it more amazing and technology-friendly as well. As above we have discussed about NFC that making opening room gate easier and smarter. In addition there are some high technological end like in California, hotels are using robotic butlers to bring requested or ordered items, and they are working from providing room service meals to replacement of toothbrushes for the users even they can move from one floor to another easily.

Even in housekeeping, there is a infrared scanner that can detect body heat in a particular area mainly used for room so that they can know there is someone in the room or not. Over a time, this application can be used in the place present Do Not Disturb (DND).

d) Social media and customer care

Whether you are social media user or not but surely you have heard about the someone looking for the hotel online using google and even Google suggests itself a wide range of hotels by searching a single word HOTEL and within a single click you will get a long list of hotels with the ratings and reviews bohot positive and negative.

The best thing about social media is if you want to say about your stay or having lunch or something you tag your location as well as that provide the name and location of that place that may be a chance to exchange information and people also get to know about it.

Now it hotels are even having their Facebook Instagram pages and Twitter handles on social media, this is the simplest way to promote a hotel as a owner you can post good pictures of hotels and offers to attract more guests.

Google is a big platform for rating a hotel this is place where you can create a positive impact on that person who is looking for hotel by getting good responses and positive feedbacks. Nowadays people use to judge a hotel on its reviews, even Google also provide rating on the basis stars you are getting in your feedbacks. Social media as usual plays a significant role in our daily life, same happening in hospitality. Now guest are more technology friendly they believe on public reviews because these are real experience shared there.

There are also negative feedback but it is on management how they deal with it. Everyone also looks for the suggestions or how the negative feedback has been sorted out if you are resolving them this is a good sign for the guest but it is left lightly then it is bad. As sometimes you cannot say to person on reception as you may feel shy but on social media everyone can express everything easily

But there is always a solution there are many things to sort out these things there are features like management response, chat bots, talk back and so on.

e) Technology that integrates

Technology is not just using Facebook WhatsApp or something else, technology is all about making experiences more amazing and fantasising. For example compare a apple watch with a old wrist watch nowadays watches have become smart as they are not just showing time they are also showing notifications of messages, notes,etc even you can make a phone call from a watch, you can how many steps you have walked, your heart beat, calories burned everything.

As per Travel Trends Today, Hilton is offering guests to choose their rooms as per the choices with the help of digital floorplans they provide and also digital check-in service. Hilton providing this service in 4300 hotels globally including 14 hotels that are operating in India as well. In India the number is low but it will be more soon as technology is becoming more familiar and getting into our lifes

In Hilton they show you a digital floor plan from which you can choose your room by your choices and you make changes and can even tell to send something in your room. Hilton is using this technology so that they can provide better experience to their loyal guests by providing what they want.

Mobile technology is meant to be source of talking with each other and Sharing information but the truth is that we are using this technology more than that. We have are not just using it for communication but we are also make our lives easie.

The one thing remains the same and that is everything changes. Take an example of change in technology in transportation give people chance to travel globally. Individuals are traveling so often as per their needs whether it's regarding business, tourism or something else as compare it is done before.

With the increase in travel of people, demand of hotel start increasing as they to want to stay somewhere where they can have food and other necessities. Vardhrajan, Goel and Karulkar discovers that Indian hotels recorded a healthy growth within the half of millennium from 2000-2005 and they have also noticed the high occupancy rates during 2005-2007. Average Daily Rates(ADR) has increased significantly for hotels in

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India. The discrepancy between the available rooms in the hotel and the rooms that are needed is increased.

As it is noticed that hotel demands are increasing, hotels start to charge good money from the guest as they discovered it a good source of money making.Variety in India either Indian or international brand create a intrude on the market.

Now India started to reworked in such a way to attract the good investments that increases the area rates of the place which have the potential for construction and running of a hotel. To satisfy the needs companies start to repair guesthouses and building in major cities to make them operational and that was really cost effective as compare to constructing a new hotel. But because of economic retardation worldwide, the demand start decreasing. Most importantly Taj attacks as well, attack of Taj Hotel Mumbai and Oberois put a question mark on indian hospitality that results in decrease of revenue in 2009 and 2010. Number of visitors start decreasing in these years. As per the statistics of Indian Tourism and Ministry, there was 5.28 million foreign travellers in 2008 then goes down to 5.17 millions in 2009.

But because of Indian travellers who are travelling in the country, occupancy rates was stable but it doesn't increase the Average Daily Rates (ADR), it continues to at lower position. The hotel business has currently experience a positive rise from 2010 onwards because of increase of domestic and foreign travellers in India because of that the strong per capita financial gain was discovered in that put a positive impact on Indian commercial market.

The young youth apart from their dynamic life style, they like to spend on luxuries, they are more spending on leisure services. As per the Ministry of To statistics, there were 57,65,692 foreign travellers in 2010 that changes to 63,09,222 in 2011, and in December 2012 it is 65,77,745 foreign travellers that are coming to India. Similarly there was a great increase in foreign currency exchange as well that 64,889 crores INR in 2010 that changes to 77,581 crores INR in 2011 and till December 2012 it is 94,487 crore.

The hoteliers are overwhelmed by technology, data,and digital marketing silos. The standard of hotel use myriad of vendors that don't ask each other and don't even know one another. Each property team whether it is revenue management team or guest service work in separate. Every team has its own vendors, database which don't communicate with the other teams.

There are some main impediments to the industry becoming a digital technology driven and technology savvy driven Reluctance to take position in digital technology - this reluctance comes because of shortage of understanding that we are serving to technology obsessed consumers. The hospitality industry goes beyond the TV or the pms and specialises in guest facing digital and technology applications and decides like mobile first property website, voice assistants etc..

Antiquated accounting on hospitality - most of the new technologies are not being amortized like capital or neither they are considered as cogs due to which many owners and managers are hesitating to take position in digital technology applications

Generally different teams at the property use different set of knowledge for their operations which creates data integrity mess which affects the guest acquisition and retention efforts.

The goal is to bridge the guest data and technology in hospitality and make solution to empower hotels to bring new guests engage the current guests and retain past guests by combining digital marketing, websites into one cohesive marketing platform.

Technology like Wi-Fi in the rooms and touch screen in suites attract tech savvy guest. Hotels have to use so

f) Embracing Google, Amazon and Trip Advisor

As per Trading Economics statistics, there is increase in annual income every year so it simply means that the number of travellers are also increasing every year. In addition hotel services are different to each other with the brands. To attract the more room reservation we have to offer lower room rates. Even Google also provide ads to promote hotels online that help in running business locally as well.

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Nowadays a lot of guests are using their tablets/smart phones for making hotel room bookings. Now it's time for hospitality to take Mobile technology in their operations with the assistance of hotel software and take it with the aspects of functioning of hotel.

Take an example of Starwood Hotels and Resorts, they are making the room door key less mean to say that they are providing a feature from that a guest can open his/her room with the mobile app. In this process, hotel register the guest mobile with software and then they will receive the hotel room number and other details and with the use of app guest can enter in his/her room without a key.

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h) Cloud System

In this era of technology, investing in cloud technology is become the norm that integrates different hotel operations and increase profits. Cloud technology improve hotel operational efficiency especially in chain hotels. It allow user to look different properties from one location. It provide automation of many tasks, with this help staff can now focus more on guests and can improve their experience. Hotel software like CRM, PMS, POS, allows staff to do their main responsibilities media to a full extent.

i) Enhances Data Security

With the rise of cybercrime and stricter privacy restrictions, it's become even more important to protect guest information. To protect against cyber assault, the cloud-based system receives periodic security updates.

Each system has its own set of security guidelines. Two-factor authentication for added user verification, automated removal of guest mastercard data after 14 days, and other features are included in a number of them. As a result, hoteliers can rest comfortable that their guests' data is secure.

j) Increases Return on Investment

In layman's terms, cloud-based hotel software helps properties save costs, resulting in more revenue.

Hoteliers should face the additional costs of licence and hardware when deploying on-premise software. With cloud-based, this is not the case. Instead, it's offered as a service, allowing customers to tailor the tools and capabilities PRN offers. As a result, it enables for easy connection with other third-party programmes, saving time and money.

In fact, if the programme is properly implemented, you can slash your IT costs in half. It eliminates the usual costs. Consider the cost of purchasing and maintaining a server, as well as various applications to support the most complex system.

k) Ability to Adapt to Changes

One of the advantages of cloud-based software is that it is simple to integrate with emerging trends. As a result, it is the ability to adapt and expand.

The hospitality sector is always changing and requires adaptability. Changes made across several properties can be handled quickly and easily with scalable and robust software.

l) Focus on Health and Wellbeing

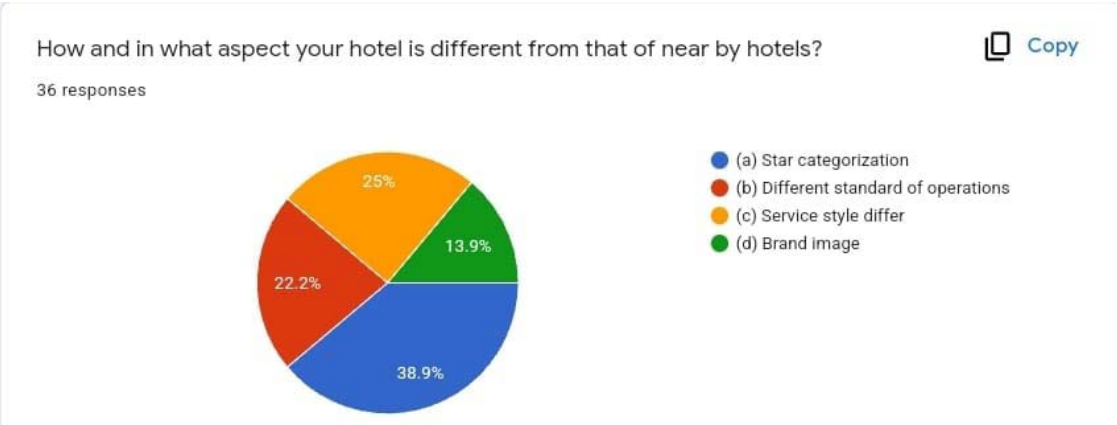
Hotels must constantly reinvent themselves in terms of product and service offerings in order to stay relevant. Because today's travellers are more health-conscious, it's critical to accommodate their new lifestyle choices by providing innovative hotel products and services.

This could include vegan cuisine, all-natural products, and so on. There is a rising market for travellers who are living healthier lifestyles.

Regardless of the size of the hotel, hoteliers can make simple improvements to accommodate this lifestyle shift. They'll start by adding yoga mats, vegetarian vending machines, vegan milk options for breakfast, and so on.

XVI. Data Analysis and Interpretation

- I have surveyed among the 50 people and the employees which i have considered are from hotel (Radisson blu greater noida, Radisson kaushambi, Radisson Faridabad, country inn and suites by Radisson, crowne plaza greater noida, crowne plaza today new delhiohkla, the lalit ,jp greens golf spa and resorts)
- I have several questions in my questionnaire which is to be filled by the hoteliers. So those questions are mentioned below and also the data analysis and the result which has came out from this survey which i have done.
- I have surveyed among50 employees out of which their are 32.7% are female and the rest 67.3% are males professionals.



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XVII. Conclusion

- As with digitalisation there are many software comes in hotel industry and with this hotel industry has also become digitalised. now there are not only the phone calls for the reservation but also there are many hotel websites online booking websites like make my trip, booking.com, yatra.com and hotel started adopting software and gradually it has changed their number of guests, number of locations, from which the guest is coming. Now a hotel can be seen anywhere on any booking website or else one can check hotel website from sitting anywhere.
- This will improve guest experience and can make it a regular guest that means a single guest will give revenue for many times and words of mouth is also one of another best way of promotion.
- As with the help of digitalisation you can store data with the help of this you will recognise the coming guest on reception that will also be a great experience form which the guest will be happy.
- some of the good 5-star hotels are using the old property management system that is like Fidelio, showman which is not same as the upgraded property management systems like the opera as opera is more effective and efficient with regards to profitability.
- Hotels are also now linked with online booking website so there are lot of platforms for the hotel to get its booking that also increase revenue as the number of locations from which booking are done are more now-a-days.
- Advance booking is more popular as it is very cost effective for guest and helps hotel in selling their rooms and now hotel also knows how many rooms are sold and how many will be empty and this data will help in making future plans for better revenue. information of guest is filled through reservation so it will also increase staff productivity as now one can take more check in with the help of software as compared to that of when the digitalisation was not that much advanced
- This is how development in hotel software is increasing hotel revenue directly or indirectly.

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A Study on the Role of Menu Planning for Guest Satisfaction in Ssence Restaurant in Hotel the Suryaa, New Delhi

By Chandra Prakash Patel, Monalisha Dash & Prof. (Dr.) Rajiv Mishra
Galgotias University

Abstract- Customer preference is ever changing yet it is very integral in hospitality industry. Understanding the factors that affect the customer choices between Fine Dining Restaurant and Quick Service Restaurant is important. This study will help to analyze whether customers prefer Hotel Crowne Plaza Greater Noida, which is a five-star hotel that offers Fine dining for its guests in the various restaurants, Mosaic multi-cuisine coffee shop, Spice Art- Indian restaurant, ChaoBella - offering Korean food to it's in house guests, or they prefer to dine in Quick Service Restaurant within Greater Noida and Delhi.

In this research various factors affecting the customers choices were looked at both tangible and intangible aspects of service such as staff courtesy, the hygiene of the restaurant and staff, the COVID-19 policies being followed. The quality and quality of food, the service timing among other. How the unique of both restaurants cater to the different demographic.

Keywords: *customer preference, fine dining restaurant, quick service restaurant.*

GJMBR-F Classification: *DDC Code: 658.72 LCC Code: HD38.5*



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I. Introduction

Menu is the detailed list of food items offered at the restaurant. Menu planning is determination of menu for an occasion. Menu are often different for various meals of the day like breakfast, lunch, brunch, and dinner.

With the introduction of role of menu planning for guest satisfaction, menu planning is an essential part of restaurant, an effective menu always attracts customers and fulfil the preference of all the guests who will be served. Selection of planning pattern and style as per the convenience of customers and what customers actually wants.

Menu planning is the way to get to know that a person is eating balanced diet and satisfying all nutritional needs. Ssence restaurant provides a multiple choice of cuisines to the customers depending on different criteria such as taste, flavour, depending on particular customers, it also ensures food with balanced and nutritious diet which understand customer mindset.

The Ssence restaurant has a concept of Sunday brunch that is new and unique which has not been initiated by any restaurant in South Delhi.

It also depends on the location of the restaurant so the availability of the ingredient, Raw material can be easily made available.

The good menu assures that the food is worth the money spent, guest is getting the right portion as per the price factor and also retain the customers. Customer are more loyal to restaurant when they have better experiences going there..

II. Objectives

- To identify guest taste and preferences in Ssence restaurant.
- To analysis the selection of price and criteria of dishes in a menu.
- To study the customers requirements for marketing point of view.

III. Literature Review

* Research Topic- The effect of food quality on customer satisfaction and hence customer retention published

Author Name-Ahmad Adnan Al-Tit (Sept23 2018)

https://www.researchgate.net/publication/282128914_The_Effect_of_Service_and_Food_Quality_on_Customer_Satisfaction_and_Hence_Customer_Retention

This study examined how important menu planning is for customers satisfaction. The aim of the study is to interpret the relationship between menu planning, customer satisfaction and customer retention. The study says that variety of food and beverages on the menu, quality, quantity, how nutritious the food, waiting time, healthy food choices, freshness of the food, taste, texture, appearance, service etc.

Has a great influence or impact on customers which leads to customers satisfaction with the food and service which is a good sign that a customer would probably repeat visit to the restaurant. A good and well-planned menu with customer services attracts more and more customers.

Author α: Researcher, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: chandra_patel.gsohbhm@galgotiasuniversity.edu.in
Author σ: Associate Professor (Corresponding Author), School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh. e-mail: monalisha.dash@galgotiasuniversity.edu.in
Author ρ: Dean & Professor, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: dean.soh@galgotiasuniversity.edu.in

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* Research Topic-The Impact of Menus on the Customer satisfaction in Restaurants Classified in Aqaba Special Economic Zone Authority (ASEZA)

Author Name- Omar A.A. Jawabreh and Rami Muneer Mahmoud (Vol.33,2018)

https://www.researchgate.net/publication/322820565_The_Impact_of_Menus_on_the_Customer_Satisfaction_in_Restaurants_Classified_in_Aqaba_Special_Economic_Zone_Authority_ASEZA

This study shows the basic elements for guest satisfaction of a restaurant, like prices of food and beverages, menu should be eye-catching, taste should be upto mark, variety of dishes, etc. The authors also concluded that most of the customers tend to leave the restaurant due to lack of variety in food and beverages and their alternatives offered are not preferred by the guests.

Based on the findings of the author's research I want to further explore about the menu planning, of Ssence restaurant with major focus on Indian clientele.

IV. Methodology

Primary data source: The primary data has been collected through shaped questionnaire method. Primary data includes the type of personal individual and its type of thinking, experience, findings and suggestions.

Questionnaire
Interview
Surveys

Secondary data source: The secondary data was collected through various sources such as websites, reports, brochure and some is from the following sources:

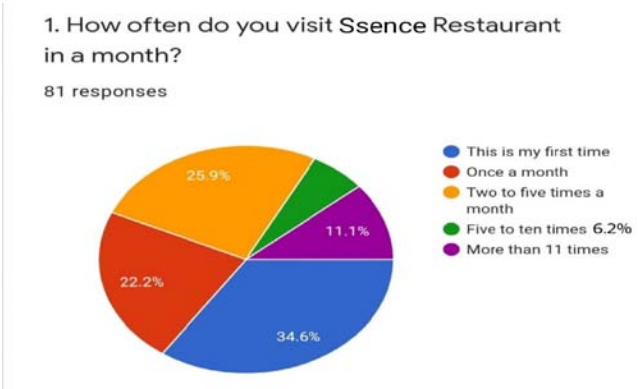
Internet
Observation
Books
Magazine
Articles

V. Data Analysis and Interpretation

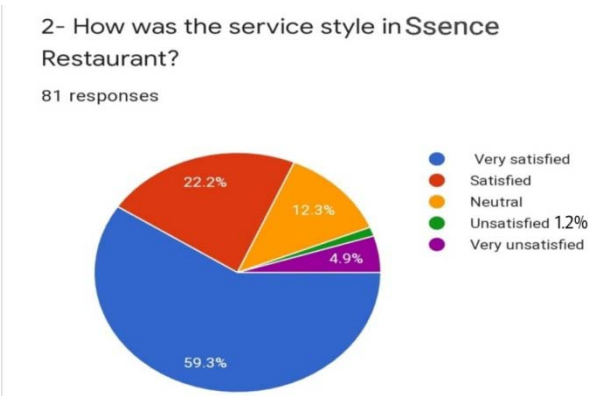
I have surveyed among the 81 guests who had visited the Ssence restaurant which I have considered are from hotel (TheSuryaa New delhi)

I have several questions in my questionnaire which were filled by the guests here are the result and following are the survey result and observations made based on the guest feedback Out of 81 guests 22.2% were female and rest 77.8% were male.

Here are the results and my graphical representation



The data collected for the above question allows us to differentiate or categorize the customers on the basis of first timer which according to the chart is 34.6%, 25.9% plus 11.1% and 6.5% respondents are loyal customers as they visit the restaurant frequently in a month and 22.2% respondents who visit once in a month as infrequent diner this data gives the knowledge about customers behaviour.



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The chart clearly gives an impression that 59.3% respondents are very much satisfied with the service style of Ssence Restaurant. Service style is critical part of a dining experience which includes speed, manners, customers problems etc. as customer satisfaction has a massive impact, mostly the customers are unsatisfied is due to poor quality of product and rude behaviour of staffs.

VI. Conclusion

The purpose of this study was to find out the role of menu planning for guest satisfaction in Ssence restaurant. Therefore, from entire report, it can be examined that Menu planning is a diligent task and involve an abundance of belief. Believe it is time-consuming, it includes balanced diet, nutrition, quality, quantity, texture, flavour, variety etc. factors related to customer satisfaction includes food habits, preferences menu reflects capacity to be offered and serve, quality of service, variety of food and beverages, price and value of the food and location are the crucial aspects that need to be taken by the restaurants. The restaurant also needs to update their menu regularly to take in the changing tastes and preference of the guests. It concluded that menu planning and guest satisfaction are interrelated it has great influence on each other without menu there is no customer there is no value of menu the study shows that the quality of the service was reflects customers satisfaction. Staff to greet guests in a decent manner to be regard full and friendly and to increase their knowledge about food items served in the restaurant.

While planning the menu it may include more variety of nutritious products adjusting the serving temperature and pay more attention to the freshness of the food which is to be served. Knowing your customer is a key to planning and designing menu when a customer likes or dislike a menu it is probably because customer have certain taste, certain food and certain combination of food me menu trends can also help planners to plan a menu in such a way that is like by customers and customer satisfied by it. The menu needs to be modified time to time according to customer choices which will enhance customer retention the menu should be attractive, easily read and understandable. The overall impression of the menu must meet guest expectations. The appearance of the actual food should be same as shown in the menu. The description of each dish adequately very well explained. pricing of dish is important to be considered while planning a menu. The least customers are dissatisfied with the pricing of the dishes, 12.8% people said that it is highly expensive and 39.7% agreed the pricing to be average. This is a sign of well-planned and well-designed menu.

It has been observed that those customers who have dislike the menu it's because either they are not convinced with the food its taste, price or they are simply not familiar with the food, its ingredients and it result in the lose interest in eating. It is also observed that the customer also eats with their eyes, which means the appearance of the food, whether they like it or not by their preference. It is suggested that menus must be planned in such a manner ask how the food looks, it's texture, colour consistency and preparation method which influence the eating interest pricing of dish in the menu is a critical decision of menu planning pricing should be done according to affordability capacity of customers

The guests were satisfied with the portion of the food served regards to price. The number of dishes available adequately under each section in the menu of the restaurant. And the customers are satisfied with the preparation timing of the meals, preparation timing is worth for the meal. Properly skilled staff and trained kitchen are essential for the success of good menu. It is suggested that to plan a menu one should start with menu categorization. There should be variety in food and beverages which needs to be modified from time to time according to taste, choices and preferences breakfast, lunch, dinner needs to have variety, Sometimes the guest is not comfortable with the language so the menu should be in both the languages (Hindi and English) the options this shows what restaurant menu has to offer in each section of menu categories this also helps to the guest to the order food. It can be done by placing those items in the menu which are eye catching, using graphics and by using descriptive menu.

The customers loved the dining experience of the Ssence restaurant and is more likely to visit us again.

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Employee Behaviour & Guest Satisfaction"- A Case Study on Employee Behaviour of Hotel EROS Restaurant "Blooms" & "Empress of China" towards Guest Satisfaction

By Chetan Parasar, Monalisha Dash & Prof. (Dr.) Rajiv Mishra
Galgotias University

Abstract- "Employee Behaviour & Guest Satisfaction"-A Case Study on Employee Behaviour of Hotel Eros Restaurant "Blooms" & "Empress of china" Towards guest satisfaction" is based on findings related to the F&B department`s engagement in guest satisfaction activities. Guest satisfaction can be defined as a measure of how well a service meets a client's expectations, and thereby identifying the variables that lead to service satisfaction. Client expectations are influenced by how well they comprehend a product or service.

The questionnaire of this research paper have been filled by 40 Guest and Employee of Hotel Eros New Delhi to complete primary data collecton.

The Research has found that the role of employee behaviour especially those who are front liner are very significant in guest satisfaction.

Based on our research it is discovered a various practises aimed at hotel EROS restaurant at improving guest satisfaction and service quality.

Keywords: customer satisfaction, customer loyalty, quality of services and the hotel industry.

GJMBR-F Classification: DDC Code: 949.50099 LCC Code: DF572.8.E5



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I. Introduction

Guest Behaviour is the way a guest reacts or responds to a particular situation. Employee Behaviour is the way the Employee's attitude towards the Guest which has a great Role in impacting the outlook of Guest towards the Hotel property. Employee's attitude not only affect the image but also the quality of service rendered. In this research study we will discuss what every hotel & even restaurant are doing in order to utilize the power & potential aspects of guest satisfaction on both in the premises or on the online platforms. But before we understand about the importance of guest satisfaction it is very much important to know exactly what does guest satisfaction means. Basically it's a study which can be defined as the process in which we measure how much satisfied or happy a customer is with the services products offered to the guest by the hotel.

These information are gathered by the hotel with the help of various methods which can be classified as internal & external methods. This study will help us to understand the practices of front office in improving the customer satisfaction because the hotel industry itself is a customer oriented industry, therefore it is very important for us to firstly understand why we need work on negative as well as positive guest experience.

Eros building from the last twenty-five years, Nehru Place has been known for dependably providing the best Indian welcome experience. In terms of performance measurement practises, the gap between global and Indian corporations is closing. Because international corporations in the hotel and restaurant sectors are returning to India, this gap will narrow and industry practises will become international standard. As a strategic goal, the world is focusing on client satisfaction, increasing market share, and providing quality and customised services. Hotel services primarily employs the activity-based mostly cost accounting approach, which has a significant impact on the organization's performance. Human behaviour is the most distorted when the performance measurement system is used. The value-based strategy is commonly used by hotel businesses to achieve the stated objectives. the most important performance indicator for Guest satisfaction..

II. Objectives

- To identify the employees behaviour in the restaurant of "Blooms" of Eros Hotel.
- To find out the behaviour of employees in the restaurant of "Empress of China" of Eros Hotel.
- To compare employees behaviour of "Blooms" & "Empress of China" Towards guest satisfaction.

III. Literature Review

According to judge (2009), behaviour is that the issue of perspective, and to grasp behaviour, one should 1st comprehend perspective. That somebody's

Author α: Researcher, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: chetan_parasar.gsohbsc@galgotiasuniversity.edu.in
Author σ: Associate Professor (Corresponding Author), School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh. e-mail: monalisha.dash@galgotiasuniversity.edu.in
Author ρ: Dean & Professor, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: dean.soh@galgotiasuniversity.edu.in

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perspective is made by hidden circumstances perspective is outlined as one's perspective toward one thing. Objects, people, events, or circumstances (Bos-Nehles & Veenendaal, 2019). Positive or negative attitudes represent however individuals feel.

A person's feelings concerning a scenario or object.in line with Robbins and judge (2014), people's perceptions of reality, rather than the actual reality, confirm organisational behaviour, that explains why individuals typically study the identical item and interpret it otherwise. 3 key elements square measure accountable for this outcome: the beholder, the target, and so the case. Which factors influence a human perspective of reality? Determines however they act.

the link between customer happiness, repeat-purchase intentions, and restaurant performance, which is a crucial issue in customer satisfaction. Customer happiness has been linked to organisational goals and corporate performance in a variety of studies, both theoretical and empirical as per author Mr. Sachin Gupta in his article "Guest satisfaction & restaurant performance".

Guest happiness is a key sign of a restaurant's overall success, and restaurateurs should work hard to figure out what factors influence it. When a service fails to meet expectations as per Snježana Gagić*, Dragan Tešanović*, Ana Jovičić* in his research "The Vital Components of Restaurant Quality that Affect Guest Satisfaction".

IV. Methodology

Primary sources:

- Questionnaire
- Field survey

Secondary sources:

- NET magazine
- Tourism ministry
- Hospitality Industry
- Sample paper

V. Data Analysis and Interpretation

Surveys have been done by well-designed questionnaire with 20 guests who had visited the Eros hotel Nehru place and 20 employees who had served them .Among of them there are73% were male and 27% were female.

According to this data we can see that 48.6% of people liked the service of food whereas 20% of them liked the quality of ambience.

VI. Conclusion

This study on worker behaviour & Guest Satisfaction" A case study on worker behaviour of the building "Blooms" & "Empress of China" towards visitor satisfaction is based on findings related to the F&B department`s engagement in guest satisfaction activities. Client satisfaction can be defined as a measure of how well a service meets a client's expectations, and thereby identifying the variables that lead to service satisfaction. Client expectations are influenced by how well they comprehend a product or service. Based on our research, we've discovered a variety of various practises aimed at improving client satisfaction and service quality.

Customer satisfaction (abbreviated as CSAT) is a phrase used frequently in sales. It is a live of whether or not a company's products and services meet or exceed client expectations. "The variety of shoppers, or proportion of total customers, whose reportable expertise with a business, its product, or its services (ratings) exceeds nominative satisfaction targets," according to client satisfaction. Customers play a key part in keeping a product or service relevant; as a result, it's in the best interest of the firm to promote high client satisfaction and build customer loyalty.

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A Comparative Study between the Services of Rooftop & Sultan Restaurant in Guest Satisfaction at the Hotel Radisson Blu, Kaushambi

By Divyansh Singh Jaryal, Monalisha Dash & Prof. (Dr.) Rajiv Mishra
Galgotias University

Abstract- This study will help to compare both the restaurant of hotel in Radisson Blu, Kaushambi and understand about the services getting in the restaurant. It is very important to firstly understand the need to work on negative as well as positive guest experience because the hotel generates most of its revenue from different core operation area in which guest interaction is must, among them Restaurant plays major role in contributing guest satisfaction.

The purpose of this research is to determine how three restaurant components (food, physical environment, & service) affect image of the restaurant and client happiness which brings repeat business.

In the midst of increasing competition, customer satisfaction is critical for a restaurant to maintain market share and profit. A well framed questionnaire was used to examine customer satisfaction with the services offered in both the restaurants and responses regarding service attitudes. A sample of 46 customers from both SULTAN & ROOFTOP restaurants were collected and investigated. The findings reveal that firstly business factors and customer individual characteristics have a significant impact on customer responses to restaurant service attitudes & secondly factors that have major influence on customer buying habits in restaurants.

Keywords: *customer satisfaction, services, restaurants, customer attitude.*

GJMBR-F Classification: *DDC Code: 158.7 LCC Code: HF5548.7*



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Keywords: customer satisfaction, services, restaurants, customer attitude.

I. Introduction

Restaurants should focus not only on food quality but also on other variables such as the physical atmosphere and personnel service to attract more customers, serve them better, and keep them coming back (Kivela, 1997; Reuland et al., 1985). Customers' expectations and behavioural intents have been quantified by comparing them to perceived performance (Brady and Cronin, 2001), so assessing service quality by comparing customers' expectations to perceived performance has gained a lot of attention from marketers and researchers.

Author α: Researcher, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: chandra_patel.gsohbhm@galgotiasuniversity.edu.in
Author σ: Associate Professor (Corresponding Author), School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh. e-mail: monalisha.dash@galgotiasuniversity.edu.in
Author ρ: Dean & Professor, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: dean.soh@galgotiasuniversity.edu.in

Previous studies have created a variety of metrics, such as LODGSERV (Knutson et al., 1990), DINESERV (Stevens et al., 1995), TANGSERV (Raajpoot, 2002), and DINESCAPE, to measure service quality specifically in the hotel industry (Ryu and Jang, 2008).

This study deals with the comparative study related to the service quality and style which help in providing customer service and maintenance therefore it also maintains the Quality which will help in order to define customer satisfaction as a measure as to how the customer expects service delivery.

Customer satisfaction, according to them, could also be a consequence of service performance in relation to customer expectations. As a result, understanding how customer expectations are formed is critical in analysing the factors that make a significant contribution to Customer happiness and service quality

The customer's understanding of a product or service impacts their expectations. This could imply that a customer estimates the service's performance or has an opinion about what the quality should be. Customers will be pleased if service performance meets or exceeds their expectations.

The goal of this investigation was to compare menus to the actual dishes and beverages served to guests. Menus were gathered, and an observation was carried out to record all dishes and beverages served to the guest. Grains, juice, and vegetables were supplied less frequently than the menus indicated, while milk, protein-rich foods, fruits, mixed dishes, and low-nutrient foods were served more frequently.

II. Objectives

- To identify the services offered in Rooftop the view
- To find out various types of services offered in sultan restaurant.
- To compare the services of Rooftop And sultan toward guest satisfaction.

III. Literature Review

Ya-Hui Wang (2017)

According to the results of this study by Ya-Hui Wang "Why Consumers Go to All-You-Can-Eat Buffets"

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2017. It suggests that buffet eating place operators offer delicious food at an affordable value and pay a lot of attention to the standard and form of food, making a way of "added value" and "happiness" that will increase shopper consumption. 'Intend to come back to a eating place all you can eat.

Carolyn Conway & Syed Saad Andaleeb

In the restaurant industry, customer satisfaction is very important (2006)

If customer happiness is to be viewed as a strategic variable, Three elements should be prioritised in full-service restaurants: service quality (responsiveness), price, & food quality. It may also be necessary to address the question of why people go to restaurants. Business interactions or simply enjoying the company of people may be more significant than the meal.

Klaudio Šegarić, Suzana Marković, Sanja Raspor

Is the restaurant's performance up to par with its customers' expectations? (2010)

The goal of this research is to know the quality of service provided in restaurant. The objectives are to (a) evaluate consumers' expectations and perceptions of service quality, and (b) determine the relevance of the discrepancy between perceived and expected service quality. The findings of this study would aid management in determining the strengths and weaknesses of the organisation.

Eileen A Wall, Leonard L Berry

Customer perceptions of restaurant service excellence as a result of the combined impacts of the physical environment and personnel behaviour (2007) Dining in a table-service restaurant, according to this study, is a multidimensional experience including at least three types of clues. Although food quality is important, the atmosphere and service performance have a significant impact on a customer's opinion of a business. The following types of cues are used by diners to evaluate a restaurant experience: functional—the food and service's technical quality; mechanic the ambiance and other design and technological components; and humanicthe employees' performance, &demeanour. While customers' views of mechanic clues are favourably related to their service expectations, humanic clues outweigh technical clues' influence. Managers should, ideally, orchestrate both humanic and automated processes.

Khairul Alam Rasel

According to Khairul Alam Rasel in his research he explained the fact that the food trade in Asian country is extraordinarily competitive, with a recent increase at intervals the amount of restaurants. Buffet restaurants square measure one in every of the foremost vital sectors of the food trade. Capital of Bangladesh presently options a decent variety of restaurants with buffet.

Restaurants that offer quality and variety of food at an inexpensive worth whereas maintaining cleanliness square measure a lot of probably to be profitable in a passing extremely competitive surroundings.

In line with the findings of the study, buffet restaurants that keep high standards and magnificence of food at a cheap worth with a clean image square measure far more advanced in gaining shopper loyalty, which ends up in these customers returning to any or all you will be ready to eat (buffet) restaurants.

As a result, it's recommended that buffet building marketers take into account these problems.

This may facilitate them run a profitable business. What is more, this analysis can aid at intervals the event of a way for in operation buffet restaurants in capital of Bangladesh.

IV. Methodology

The methodology that I have used here is quantitative where I will be taking the help of questionnaire and will be taking a survey from the employees. The goal here is to take survey and get the results by finding out which will help me finding the outcome of my end report

Primary data source: The primary data was gathered using a shaped questionnaire technique. Primary data includes the type of person and their thoughts, experiences, findings, and recommendations.

- Questionnaire

Secondary data source: Secondary data was gathered from a variety of sources, including websites, reports, and brochures, with part of it coming from the following sources:

- Internet
- Observation
- Books
- Magazine
- Articles

V. Buffet Grid of Rooftop the View

- Indian chat counter with three different flavor water Khatta Meetha and Hing.
- 3 with starters include one Indian cuisine one Continental cuisine one Oriental cuisine.
- 3 non veg starter include one Indian cuisine one Continental cuisine one Oriental cuisine.
- Global cuisine salads include to non veg to cold cuts and 6 vegetable salads let us followed by three types of dressings by Chef choice.
- Chest choice raita.
- Three seasonal cut fruit.
- One non veg's soup and one with one veg soup.
- Lebanese counter.
- Cheese platter includes 4 different cheeses. Live Pizza counter.

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- Live pasta counter.
- 9 Indian cuisine main course include to non veg dishes with our signature dal makhani. Four oriental cuisine dishes to non veg and two veg dishes.
- Four Continental cuisine dishes including to non veg and two veg dishes. 6 Indian deserts include two hot and four cold.
- Ten Continental desert including one hot and one sugar free.
- Four flavor ice cream

VI. Buffet Orientation of Sultan

- He buffet orientation of the longest red in the town with 250 feet
- Buffet we are the first wants to introduce the concept of lavish Buffet which includes items like:
- Live sushi's bow pizza and many more are buffet is a mixed spread of Indian Chinese Lebanese Italian Mexican and dishes from Europe
- We have to soup each in veg and non veg respectively followed by two fourth starter each in which and non veg as per lunch / dinner we offer and elaborate salad bar which has both compound simple salad and cheese counter
- We have life counter which include a laboratory chart counter with three Hot and Cold charts
- Respectively Pizza vision non veg pasta dim-sum, kadha milk jalebi with Rabri counter.
- We have healthy counter as well serving 4 items on it followed by 7 Chinese item in main Including 3 non veg and five veg, they will be 11 items in Indian means including scene on which an eight veg item with 15 Western deserts and five Indian desert with the choice of ice cream, including, six, flavor

VII. Rooftop the View

- It has 120 covers for guest seating.
- It is casual dining restaurant.
- Their main point of Attraction is Live counter in buffet. They serve Global cuisine buffet.
- The bar is inside the restaurant.
- Restaurant is attached with the two area of restaurant which changes the guest dining experience that is poolside and the Sky grill.

Poolside – The seating area for guest near pool.

Sky grill – It is the open area where guest enjoy and can see the view of Ghaziabad from the 10th floor of Radisson Blu tower

VIII. Types of Guest

- Rooftop the view
  Guest comes with family
  Guest who wants enjoy small get together with family and friends
  Guest comes in couple so that they can enjoy their time and food
- Sultan
  Guest comes for meeting purpose
  Corporate guest

IX. Graphical Representation and Interpretation

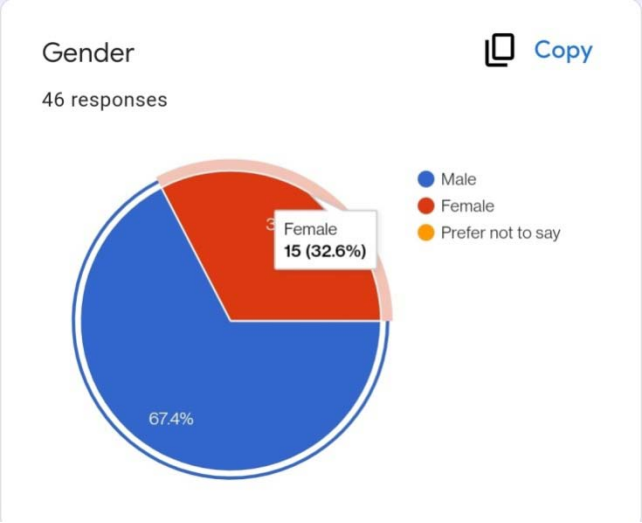

Figure 1

I have surveyed among the 46 people who visited the hotel.

In my survey, out of 66 people, 32.6% and 67.4% were female and male, respectively.

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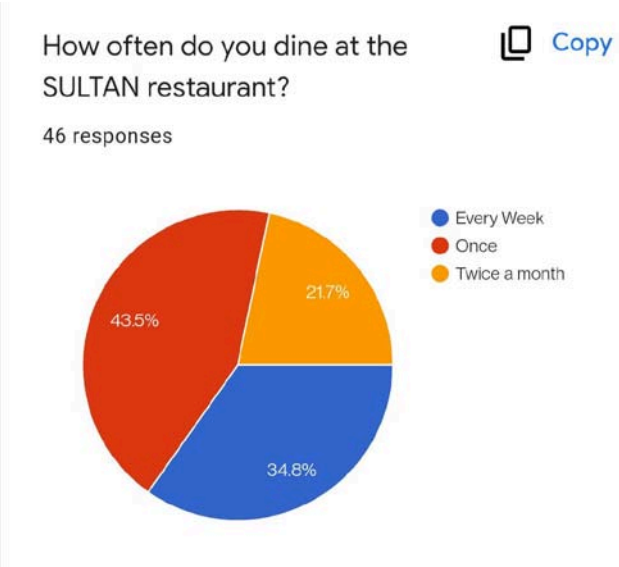

Figure 2

46 Responses tells us about how often they dine at sultan restaurant. Out of which 43.5% came once, 21.7% came twice a month and 34.8% came every week.

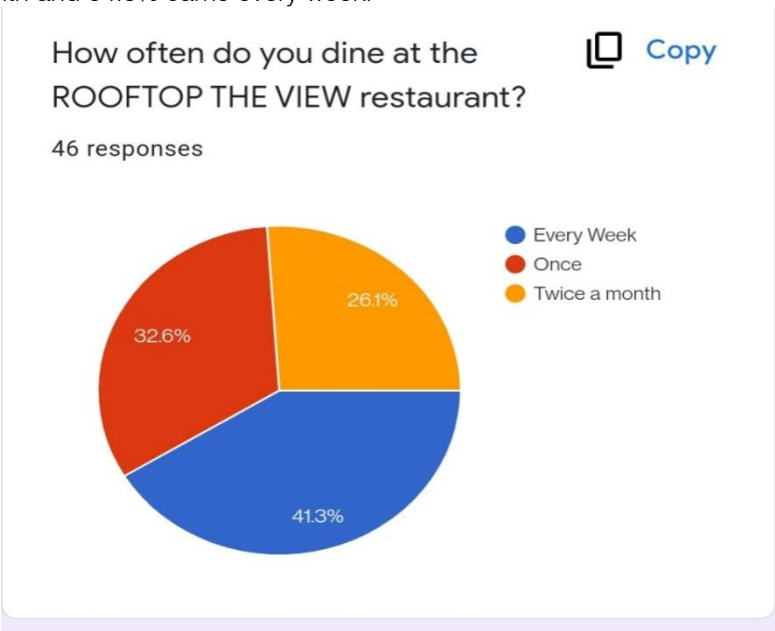

Figure 3

According to this question we get to know that how often people like to dine at rooftop restaurant.

Every week 41.3% people out of 46 responses. Once 32.6% people out of 46 responses. Twice a month 26.1% people out of 46 responses

X. Conclusion

The findings of this study will be beneficial to hotel management, academicians, research scholars, and students in the hotel industry. To find out various types of services offered in sultan restaurant. Where are will compare the services of Rooftop And sultan toward guest satisfaction. Many factors influence whether or not a consumer will purchase the products or services of a hospitality business. Customer service, on the other hand, is one of the most powerful.

Through this research we get to know factors which can affect the sale in restaurant and what are difference between the Rooftop restaurant and Sultan restaurant in guest satisfaction through their service.

Survey taken from 46 guest with different questions will help us to know what guest think of both the restaurant and did they like their service or not. Through graphical representation everyone can understand about what guest thinks of services offered in both the restaurant.

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A Study on Changes Made in Food Production and Food and Beverage Service in Hotel Radisson Blu Tower, Kaushambi Post Covid-19

By Faizan Ahmad, Himanshu Sharma & Prof. (Dr.) Rajiv Mishra
Galgotias University

Abstract- There have been many changes and challenges Post COVID-19 in which hospitality industry have suffered a lot and is trying to cope up with the scenario. The hoteliers are playing a very crucial role by taking care of themselves and the guest's health. Hotels have gone through lot of challenging faces to make their guest feel the warmth of hospitality by even maintaining up the social distancing. The hotel is following the new SOP's Post Covid 19 like luggage sanitization, hand sanitizers kept at entrance, 6-feet social distancing is maintained, plexi glass wall is fixed at front desk, separate pen holders for used and unused pen, stickers are stuck to floor to maintain the minimum distancing standards. Moreover, apart from front area SOPs are also being followed at back of the house like social distancing hand sanitizers, session being held regularly to motivate staff for maintaining the distancing and following the SOPs Post COVID-19 After the Covid-19 pandemic, all the procedures have been taken in view of the health of all the guests as well as the health of the staff. The guests are happy to see that their health is being taken care of.

Keywords: *customer preference, covid-19, hospitality industry, food production, F and B service.*

GJMBR-F Classification: *DDC Code: 363.850973 LCC Code: TX360.U6*



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Faizan Ahmad [α], Himanshu Sharma [σ] & Prof. (Dr.) Rajiv Mishra [ρ]

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Keywords: customer preference, covid-19, hospitality industry, food production, F and B service.

I. Introduction

The hotel industry has been affected all over the world. After this pandemic being one of the most affected sector due to Covid-19, it 'coming to its feet really quick. As the COVID-19 spread across the entire world, the primary focus for government and business is the safety of their people. Decisions being taken to shut down hotels, restaurants, cinemas, not to mention the entire destructive effect of the travel ecosystem in the entire world.

Food production being the department who make the food for the guest and food and beverages service department serve food to the guest, it is important that both departments follow the SOPs are in order, as it is responsible for creating a 'First impression' for the organization as well as to provide safety to the guest and the staff.

With the change in times due to the recent pandemic and on-going COVID-19 situations, it is extremely crucial that all the safety measures are well in place at every touch point of the organization to ensure the delivery of seamless experience to the guests and ensure the safe and security of the guests as well as the colleagues.

II. Objectives

- To the study about changes in SOP's (standard operating procedure) In Food and Beverage and Food Production Hotel Radisson Blu tower Kaushambi post Covid-19.
- To the study about uses of new technologies in Hotel Radisson Blu tower Kaushambi for prevention of Covid-19.
- To know the Guest opinion on the new standard operating procedure followed in the Hotel Radisson Blu tower Kaushambi.

III. Literature Review

- As per the author, Mr. Venasamilo vanonic (June 2021), "TOURISM CHALLENGES AMID COVID-19" The aim of this article is to present an overview of the COVID-19 impact on the hotel business, and provisions to cope with the new reality, including safety measures, technology application, quality of service, marketing communication, human resource management, and the supply chain management. This study examined the importance of safety measures amid COVID-19. The study says that the extra step to make a hotel properly sanitized has a great influence or impact on customers as well as the employee, which leads to customer's satisfaction and a healthy environment for the staff.
  - As per Mr. Shafique Ul Rehman (2021), "Investigation of COVID-19 Impact on the Food and Beverages Industry: China and India Perspective", in this article, they had examined how hotels will recover, including differing return and recovery timelines for hotels ranging from luxury to economy hotels. They also reviewed the factors affecting the initial return of travel.

Author α: Researcher, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: fa017917@gmail.com
Author σ: Associate Professor (Corresponding Author), School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh. e-mail: himanshu.sharma@galgotiasuniversity.edu.in
Author ρ: Dean & Professor, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: dean.soh@galgotiasuniversity.edu.in

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In this article, they had examined hotels will recover, including differing return and recovery timelines for hotels ranging from luxury to economy hotels. We will review the factors affecting the initial return of travel.

IV. Methodology

a) Introduction

The study will indicate the research design, population, and sample size, sampling procedure, data collection instruments, data collection procedures, and finally data analysis and presentation.

b) Research design

This study will use a descriptive research design. A descriptive research design allows researchers to gather information and summarize, present and interpret data for the purpose of clarification. Therefore, descriptive approach is the best to understand the changes seen and felt in food production and food and beverage service outlets.

c) Study area

The study will be undertaken at Radisson Blu Tower, Kaushambi.

d) Study population

The population of this study will be customers from Radisson Blu, Kaushambi. The target population will be the customers that will be present at the hotel during collection of data. The respondents will be 65 participants from Radisson Blu. The participants must be proficient in English, are above 18 years old, and the participants who gave informed consent.

e) Sampling and Sample Size

Sampling is the procedure of choosing elements such as people or organization from a population of interest. Through the studying of a sample, researchers may impartially generalize their results on the entire population from the sample. A sampling design stipulates the population frame, sample size and its selection, as well as the process of estimating the sample size. Stratified sampling will be used to select the sample of the study. It will involve dividing the population into homogeneous subgroups and then taking a simple random sample in each subgroup.

f) Data collection methods and Procedure

Questionnaire was prepared and participated were asked questions related to the changes in hotel post Covid-19. Questions about factors affecting their choice was asked such as, quality of service, the ambience, about hygiene etc.

A total of 65 participants filled the questionnaire. Likert scale was used to ask participants to rate their satisfaction of Cleanliness of the hotel and its rooms, to rate the ambienc and to rate their overall experience while there stay in Radisson Blu Tower, Kaushambi.

g) Data analysis

The collected data in this study was first grouped, edited and checked for completeness. Quantitative data and descriptive statistics were used to analyse the data. The accuracy, reliability and validity of the data collected was done before the data analysis. The data collected was then analyzed and presented in graphs and pie chart along a descriptive analysis of the same findings.

Changes in food production and food and beverage service department post Covid-19.

Contactless In-room dining – Due to such circumstances, In-room dining experience had become a challenge for both guests and staff. Earlier guests used to get rolling cart facility inside the room but now the scenario has changed. Now, the team member just knocks and leaves the food on the trolley at the guest room door and the bill is directly added to the total amount. This amount can be thoroughly checked during the time of check-out.

Contactless order taking – There's a QR code that is supposed to be scanned for ordering. It is smartphone based software designed to reduce the number of physical contact required. After scanning the QR code it opens up a menu on the mobile screen from which different sections of menu can be accessed altogether.

Changes in Food & Beverage Service – Changes in the restaurant and bar includes spacing between two tables to promote social distancing, Grab and go, pre-plated and portioned food at the time of breakfast, use of bio-degradable and disposable dishware and flatware for In-room dining upon guest's request and contactless In-room dining food deliveries are some changes that could be noticed and experienced by guests staying at Hotel Radisson Blu tower Kaushambi.

Kitchen Area and Equipment – Kitchen equipment are thoroughly cleaned as soon as they reach kitchen stewarding area throughout the day.

Talking about the kitchen area it is also cleaned multiple times a day but now an additional responsibility has been added of sanitizing the whole kitchen area.

Restaurant cleaning - After covid-19 restaurant should be cleaning 3 times a day and sanitizing now a days restaurant cleaning after breakfast and sanitizing every table and chairs properly. Also we will cleaning restaurant sanitizing after lunch or dinner.

Installation of Arogya Setu App is must in every guest's mobile phone.

Staff training – All the team members have been made aware of each and every government guidelines related to Covid-19. For example – wearing masks and gloves all the time and maintaining social distancing both between guests and each other.

Use of new technologies post-Covid-19

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QR code menu instead of physical menu - Hotel use now a days QR code menu the menu place on the table so guest can scan and check the menu thoroughly pdf and order the food.

QR payment - Post COVID-19 Hotel uses an online payment through QR scanner so guest can easily scan a bar code and pay easily and safely.

Sanitizing machine - post covid-19 sanitizing machine provided in a restaurant in front of entrance area so every guest sanitize properly.

Fogger Machine - Housekeeping department used fogger machine to sanitize the whole building. This machine is used in public areas such as restaurant, bar, guest floors, etc. for spraying of disinfectant. It consumes very less amount of disinfectant. Fogger machine not only disinfects Covid-19 and other bacteria but also can be used to kill mosquitos by spraying fumigant liquids.

V. Conclusion

The Hotel Radisson Blu Tower has made several changes in their service style. Earlier there used to be a buffet setup on a daily basis, but now they have closed the buffet section and are now serving everything at guest's table. Even the In-room dining orders are served in disposable flatware, upon guest request. The management team has also introduced several special training sessions.

For guest safety and security the team members are checking each and every person's temperature and give them hand sanitizers at the entrance. They have reduced the number of seating area to half in the lobby and restaurant area which eventually made more space between the tables. After a guest leaves a table they thoroughly clean and sanitized the table and seats as well. Also, they have installed Plexiglas walls at the front desk.

Employees are also wearing facial masks, facial shields and gloves to reduce the chances of contamination. Even the chefs in the live kitchen are wearing masks, despite the hot working conditions. Also, all the employees are fully vaccinated as of 15th January, 2022.

Not only customer's safety is important, but the staff safety is also necessary for which they have provided automatic hand sanitizers at multiple locations throughout the hotel, checking of temperature of each guests, and a full body sanitizer at the entrance.

The team is also working by the rules and is maintaining appropriate distance required when they can.

The staff had also shown care for guest's safety by not breaching the social distancing protocol most of the time and also wore face mask. Wearing mask has become a part of our daily life and is essential to keep ourselves safe from Covid-19 and good knows what.

Guest satisfaction in regards to safety and security measures taken by Hotel Radisson Blu tower Kaushambi post Covid-19.

As per the survey, a majority of guests felt safe while they had a stay at hotel Radisson Blu tower. Not only guests felt safe but they're also willing to recommend this property to their friends and family. Keeping guests safe and happy is the utmost priority of this hotel.

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A Study on Food and Wine Pairing of Blooms Restaurant, Eros Hotel, Nehru Place

By Hritik Kumar, Himanshu Sharma & Prof. (Dr.) Rajiv Mishra
Galgotias University

Abstract- Appropriate wine selection and food pairings provide caterers with opportunities to increase customer gastronomic satisfaction as part of the dining experience. This paper discusses objectives in food and wine pairing, matching traditions, and key elements of wine and food: components, texture, and flavors. The practice is designed to provide students and guests with an increased depth of experience in food and wine pairing and knowledge of how food and wine elements interact and transform one another. The aim of this study was to identify which attributes impacted the dynamic liking food and wine individually, as well as when consumed together. A good pairing is based on the complementary role of wine on the four important factors of food: components, textures, flavors and colors. Common wine and food examples of food preparation with wine or vine products, such as grapes or vine leaves.

GJMBR-F Classification: DDC Code: 641.5 LCC Code: TX714



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A Study on Food and Wine Pairing of Blooms Restaurant, Eros Hotel, Nehru Place

Hritik Kumar [α], Himanshu Sharma [σ] & Prof. (Dr.) Rajiv Mishra [ρ]

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I. Introduction

Now a day's people like to have wine with food. Through research you will get to know that which is most popular and more suitable for the guest and for you also.

The simple goal of wine pairing is to make food and wine taste better than they would on their own. We also researched on the different types of wine which is made in India and what is the cost of that brand with the study of food and wine pairing of Blooms Restaurant.

Food and Wine is an art of matching of food dishes with proper wine to enhance the flavor and dining experience. Wine pairing means that matching a wine to the meal you are having, or select a meal with wine you want to try.

Understand the factor influence wine and food pairings. Design wine list. I will get to know about the different brands which available in our bar and how much the charges of that particular brands is.

It's important to understand that one trait of wine alters perception of the meal. Avoid going for strongly flavored food with spices and onion as they easily blend with wine. At the same time, wine and cheese are compatible with one another.

Author α: Researcher, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: hritik_kumar.gsohbsc@galgotiasuniversity.edu.in
Author σ: Associate Professor (Corresponding Author), School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh. e-mail: Himanshu.sharma@galgotiasuniversity.edu.in
Author ρ: Dean & Professor, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: dean.soh@galgotiasuniversity.edu.in

When it comes to desserts, simple role applies that wine should be sweeter than dessert you plan to eat. If this isn't followed, your wine may be taste bitter eventually spoiled your meal.

II. Objectives

- To gain the knowledge about the correct brands of wines.
- To understand the concept of pairing wine with food.
- To explore the customer preference and taste in regards to food and wine pairing.

III. Literature Review

As per the Robert J. Harrington and Mario Gozzi appropriate food and wine pairing must an important factor because it's an opportunity of increasing the guest satisfaction. This area of study is to identify the key wine and food elements and it's also explore that what should be the sweetness level, acidic level, and tannin level in the pairing of food and wine. It's also explore the highest perceived wine pair with foods items such as: Sauvignon Blanc and chèvre, Chardonnay and brie, Cabernet sauvignon and spicy Italian salami. The key wine and food elements as well as to facilitate greater interest and confidence by culinary and foodservice professionals in the service of wine and food.

IV. Methodology

a) Introduction

The study will indicate the research design, population, and sample size, sampling procedure, data collection instruments, data collection procedures, and finally data analysis and presentation.

b) Research design

This study will use a descriptive research design. A descriptive research design allows researchers to gather information and summarize, present and interpret data for the purpose of clarification. Therefore, descriptive approach is the best to understand the comparative analysis between fine dining restaurants and quick service restaurants.

c) Study area

The study will be undertaken at Eros Hotel, Nehru place. Eros Hotel is a 5-star hotel located at

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Nehru Place in India. The study involved customers as the study participants.

d) Study population

The population of this study will be customers from Eros Hotel, Nehru Place. The target population will be the customers that will be present at the hotel during collection of data. The respondents will be 55 participants from Eros Hotel. The participants must be proficient in English, are above 18 years old, and the participants who gave informed consent.

e) Data collection methods and Procedure

Questionnaire was prepared and participated were asked questions related to which the preferred fine dining or quick service restaurants. Questions about factors affecting their choice was asked such as, quality of food and service, quantity, cost and value for money, the ambience.

A total of55 participants filled the questionnaire. Likert scale was used to ask participants to rate their satisfaction of Cleanliness of quick service restaurant and fine dining restaurants, to rate the ambience of Quick Service Restaurant, and to rate their overall experience in Fine dining restaurants of Eros Hotel, Nehru Place.

f) Data analysis

The collected data in this study was first grouped, edited and checked for completeness. Quantitative data and descriptive statistics were used to analyses the data. The accuracy, reliability and validity of the data collected was done before the data analysis. The data collected was then analyzed and presented in graphs and pie chart along a descriptive analysis of the same findings.

V. Conclusion

From this research I have gained a huge chunk of knowledge about food and wine pairing with their exact combination.

Through this we were discusses the objectives of food and wine pairing, and their matching traditions, and key elements of wine and food: components, texture, and flavors. Food and wine pairings allows chefs to pair individual dishes with different wines in hopes of enhancing the flavor of both the food and the wines. Guests are much more likely to purchase a high aromatic and branded wine because it has been carefully paired with their food, rather than selecting randomly from the bar. Food and wine pairings is going merge and enhance the flavors of both drink and dish. The wine and food work hand-in-hand to create a perfect meal, complementing and harmonizing with each other.

As per the survey, a majority of guests were like to have the white wine generally and guests also like the pairing concepts of food and wine at Blooms Restaurant.

I also talked to my Restaurant manager and asked them what kind of wine which we have in our hotel and which wine generally paired with the food items.

This report helps me get to know about the different varieties of wine and what would be the charge of that particular by glass.

As per the survey result, I have observed many important points which are as follows:-

- Most of people doesn't know about pairing of wine with Indian foods.
- A lot of people generally like to prefer red and white wine.
- I have seen that different brands of wine which is available our hotel.
- Got to know the perfect way of serve the wine by a steward of bartender.
- From this research I got brief about the pairing concepts of wine with different kind food.

The staff provides service by the standard of the hotel.

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A Study on Changes Made in Housekeeping and Front Office in Hotel Radisson Blu Tower, Kaushambi Post Covid-19

By Irvinder Singh, Himanshu Sharma & Prof. (Dr.) Rajiv Mishra
Galgotias University

Abstract- There have been many changes and challenges Post COVID-19 in which hospitality industry have suffered a lot and is trying to cope up with the scenario. The hoteliers are playing a very crucial role by taking care of themselves and the guest's health. Hotels have gone through lot of challenging faces to make their guest feel the warmth of hospitality by even maintaining up the social distancing. The hotel is following the new SOP's Post Covid 19 like luggage sanitization, hand sanitizers kept at entrance, 6-feet social distancing is maintained, plexi glass wall is fixed at front desk, separate pen holders for used and unused pen, stickers are stuck to floor to maintain the minimum distancing standards. Moreover, apart from front area SOPs are also being followed at back of the house like social distancing hand sanitizers, session being held regularly to motivate staff for maintaining the distancing and following the SOPs Post COVID-19After the Covid-19 pandemic, all the procedures have been taken in view of the health of all the guests as well as the health of the staff. The guests are happy to see that their health is being taken care of.

Keywords: *customer preference, covid-19, hospitality industry, front office.*

GJMBR-F Classification: *DDC Code: 914.1504824 LCC Code: DA980*



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Author α: Researcher, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: irvinder_singhgsohbsc@galgotiasuniversity.edu.in
Author σ: Associate Professor (Corresponding Author), School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh. e-mail: himanshu.sharma@galgotiasuniversity.edu.in
Author ρ: Dean & Professor, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: dean.soh@galgotiasuniversity.edu.in

Keywords: customer preference, covid-19, hospitality industry, front office.

I. Introduction

Front Office is one of the most important areas of the hotel. Being the first point of contact for the guest when they arrive at the hotel, it is important that all the procedures and SOPs are in order as it is responsible for creating a 'First Impression' for the organization. With the change in times due to the recent pandemic and on-going COVID-19 situations, it is extremely crucial that all the safety measures are well in place at every touch point of the organization to ensure the delivery of seamless experience to the guests and ensure the safe and security of the guests as well as the colleagues. The COVID-19 pandemic has, and keeps on influencing each area across the globe, and the accommodation business is among the most obviously terrible hit. With lockdowns and travel limitations set up, lodgings chains, resorts, feasts and eateries the nation over ground to a halt, and just those associations were allowed to work that certified as a fundamental assistance. With the work-from-home working model, managers ought to consider stretching out their representatives the potential chance to enjoy some time off and loosen up - as a 'staycation' or a 'workcation'.

II. Objectives

- To review the changes in SOP's (standard operating procedure) In Front Office and Housekeeping post Covid-19.
- To analyze the uses of new technologies in hotel for prevention of Covid-19.
- To evaluate the Guest opinion on the new standard operating procedure followed in the Hotel.

III. Literature Review

- Topic- Hospitality and COVID-19: How long until 'no vacancy' for hotels? Ryan Mann (10/06/2020) In this article, author have examined how the hotels will bring back their employees Post COVID-19. It also Include different type of luxurious and economic hotel. Based on the findings of the author's research I want to explore more about what should be the done to grow hospitality industry and how to build

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back the trust of the people amid COVID-19. https://www.mckinsey.com/industries/travel-logistics-and-infrastructure/our-insights/hospitality-and-covid-19-how-long-until-no-vacancy-for-us-hotels

- Research Topic- TOURISM CHALLENGES AMID COVID-19 By Venasa milovanonic (Year 2021/ June) The aim of this article is to make us realize the impact of COVID-19 on the hotel business. This study examined the importance of safety measures amid COVID-19. The study says that the extra step taken to make a hotel properly sanitized has a great influence or impact on customers as well as the employee, which leads to customers satisfaction and a healthy environment for the staff. Some how the research lacked at the point of view for an employee and that will be where my I would like to explore more. https://www.researchgate.net/publication/352568235_THE_COVID-19_PANDEMIC_EFFECTS_ON_THE_HOTEL_INDUSTRY

IV. Methodology

a) Introduction

The study will indicate the research design, population, and sample size, sampling procedure, data collection instruments, data collection procedures, and finally data analysis and presentation.

b) Research design

This study will use a descriptive research design. A descriptive research design allows researchers to gather information and summarize, present and interpret data for the purpose of clarification. Therefore, descriptive approach is the best to understand the comparative analysis between fine dining restaurants and quick service restaurants.

c) Study area

The study will be undertaken at Radisson Blu Tower, Kaushambi.

d) Study population

The population of this study will be customers from Radisson Blu, Kaushambi. The target population will be the customers that will be present at the hotel during collection of data. The respondents will be 50 participants from Radisson Blu. The participants must be proficient in English, are above 18 years old, and the participants who gave informed consent.

e) Sampling and Sample Size

Sampling is the procedure of choosing elements such as people or organization from a population of interest. Through the studying of a sample, researchers may impartially generalize their results on the entire population from the sample. A sampling design stipulates the population frame, sample size and its selection, as well as the process of estimating the sample size. Stratified sampling will be used to select the sample of the study. It will involve dividing the population into homogeneous subgroups and then taking a simple random sample in each subgroup.

f) Data collection methods and Procedure

Questionnaire was prepared and participated were asked questions related to the changes in hotel post Covid-19. Questions about factors affecting their choice was asked such as, qualityof service, theambience, about hygiene etc.

A total of50 participants filled the questionnaire. Likert scale was used to ask participants to rate their satisfaction of Cleanliness of the hotel and its rooms, to rate the ambienc and to rate their overall experience while there stay in Radisson Blu Tower, Kaushambi.

g) Data analysis

The collected data in this study was first grouped, edited and checked for completeness. Quantitative data and descriptive statistics were used to analyse the data. The accuracy, reliability and validity of the data collected was done before the data analysis. The data collected was then analyzed and presented in graphs and pie chart along a descriptive analysis of the same findings.

Changes in front office and house keeping department post Covid-19.

- Valet Service were provided while post COVID-19 it has been turned to self-service.
- At the time when the guest arrives at the hotel, he/she has to wait for some time for the proper sanitization and checking of the car.
- The front office doesn't attend more than one guest at a time.
- Hotel appreciate digital payments to settle the bills which is easier and safer for everyone.
- Luggage assistance is not appreciated by the guest.
- Communication barrier due to 6-feet distancing protocol of Post COVID-19 Scenario.
- Limited amenities and supplies are placed in room Post COVID19.
- Luggage Scanning and Sanitization for the guest.
- Installation & Activation of Arogya Setu application.
- Explaining hygiene regulations to guest
- Wearing of surgical gloves and medicated mask all the time by front office staff for sanitization.
- Temperature screening at the time of arrival
- COVID-19 Self- Declaration form during checking have increased which make guest time consuming
- Limited amenities and supplies are placed in room
- Departmental budget is hiked
- Self- Declaration form during checking
- Use of Smog machine for sanitization of the room
- Regular RTPCR checkup for the employee

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Analyzing new technologies used in hotel industry

The COVID-19 pandemic had a negative impact on Hospitality industry, it being the hardest hit as people are avoiding traveling. The threat of COVID-19 has presented a challenge for Hoteliers all over the globe. So, there is a need of proper research and development in this field. Technology can help provide a great hotel experience, improving service, saving money and helping to boost revenue. These advances can help you beat the competition and attract new customers. There are some more examples which can be implemented or used by the hotel to say at the top post COVID-19. Hotel technology can be implemented to improve the user experience throughout the guest stay. Implementing the use of new technologies can not only improve the customer experience, but also save you money and giving less competition. Some of the new technologies used are-

Use of UV machine to disinfect the amenities, there is an installation of UV machine (Ultra violet light) in the maid's cart so that when a house keeping staff keep the amenities in the room, they are properly sanitized. Use of sanitization machine for sanitizing the guest luggage, A new heavy-duty machine is used by the front office department which can be used for both the sanitization and for scanning of the luggage. Contactless Registration Process, this process is a new introduction in the hotel industry due to covid 19 in which the guest can scan their ID card on the smartphone so that they don't have to wait for a longer duration at the time of check in. Use of QR code instead of physical key, in this process instead of issuing a physical key to the guest a virtual key is given to the guest. A QR code which can be scanned at the time of entering or exiting from the room for the process of closing it.

V. Conclusion

From this research I have gained a huge chunk of knowledge about precautionary measures taken by the hotel and how well they have implemented COVID-19 Protocols in daily routine operations post Covid-19 even after facing out challenges This research had also shown us that the Hotel is concerned about everyone's safety and are dedicated towards their one and only motive of providing safe and hygienic stay whilst following almost all and important protocols which were made by the WHO and the Government for smooth and safe operations in COVID-19 situation. I also talked to my Front Office Management and asked them what different approach they have taken for keeping up the guest satisfaction a priority which they replied, "We are coming transparent in front of guest. We share information such as each and every safety precautions that is taken by us for guest safety by working in a close coordination with other departments. As per the survey, a majority of guests felt safe while they had a stay at hotel Radisson Blu tower. The guest are also willing to recommend this property to their friends and family. With the help of this study, we have collected knowledge about several precautionary measures taken by the Hotel Radisson Blu tower, and how well they have implemented such precautionary measures in daily routine operations, post Covid-19. This research had also shown us that the team at the Hotel Radisson Blu tower is very concerned about everyone's safety and are dedicated in providing quality service whilst following all the necessary and important protocols.

At the end I really feel that the hospitality industry is trying it's best to get back to it's feet which may take some time but eventually they will cope up with this situation. Even after having a lot of restrictions and ban on travel the hotel are able to attract people through the services they are providing to the guest.

Hotel are following the rules and regulations issued by the official organization which helps in creating a safe environment for the guest and building more business.

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A Study on Planning and Strategies used in Finalizing Room Tariff in the Suryaa Hotel, New Delhi

By Kaif Abbas, Himanshu Sharma & Prof. (Dr.) Rajiv Mishra
Galgotias University

Abstract- The Front Office is the face of the Hotel for connecting and interacting with guests. The features of the Front Office department are Booking, Guest Relations, Check-in, and Check-out Telephone Cashier Finance. The front office is also known as the centre of the hotel. This department is located around the hotel's foyer area and is easy for guests to find and is visible to guests, and visitors, so these are collectively referred to as the Front Office Department. Room tariff is the charge of the particular room which is sold by the front office department. And room tariff is calculated which is decided by the front office department or by the reservation department.

Keywords: *customer preference, room tariff, customer comfort.*

GJMBR-F Classification: *DDC Code: 337 LCC Code: HF1756*



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A Study on Planning and Strategies used in Finalizing Room Tariff in the Suryaa Hotel, New Delhi

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Keywords: customer preference, room tariff, customer comfort.

I. Introduction

Room tariff is charged on different basis 12 noon /night, check in or check out basis,24-hour basis, number of nights basis, day use.

Also, the hotel will be focusing on their sales techniques and what kind of discounts and festive offers which is given to attract more and more customers.

Tariff is the amount which is charged by the hotel from the guest for the consuming different facilities, services during their stay commonly. Room price also includes the breakfast and meal plans to the guest and for the corporate clients

Now days hotels are readily accepting advance reservation and booking in achieving the 100% occupancy and to increase their room revenue. When a guest makes the pre booking for a particular time period it is mandatory that the hotel will accept reservation.

Special treatment from the hotel then given to the guest It is a guarantee contract between the hotel and the guest.

A booking therefore, is this bilateral contract between a hotel and a guest, according to which the hotel have to provide the allotted room type to the guest and the guest should agree to pay all the relevant charges. This is also known as the contract of booking, confirmation letter or the reservation.

If the hotel or guest wishes to cancel the reserved room, this can be done by mutual agreement between the guest and the hotel. If the guest forgets to notify the hotel about the cancellation of, the room decides to withhold the prepayment amount deposited or received by guest in order to recover the profit from the hotel room revenue. The amount confiscated if the guest does not notify Hotel to cancel the room at hotel that is called the retention fee. If hotel cannot accommodate guests at check-in, the hotel must provide another way to give guests cherries.

II. Objectives

- To understand the strategies used in deciding the room tariff
- To understand which formula is used for calculating the room tariff
- To know the hotel target audience.

III. Importance

- Government

The study will be significant to the government as they'll be able to have a body knowledge that will help them create policies and regulations that can be beneficial or the hotel sector. They will be able to assist the hotel industry by providing a conducive business environment for the hotels to fulfill customers preferences.

- Scholars

This study will provide other scholars and other researchers with literature that can be used for further research on how customer preferences play a big role in the hotel industry especially in regards to Fine Dining Restaurants and Quick Service Restaurants.

- Suryaa Hotel

Suryaa hotel will gain information on how their customers prefer and this can be used to create a better experience and services for their customers.

Author α: Researcher, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: irvinder_singhgsohbsc@galgotiasuniversity.edu.in
Author σ: Associate Professor (Corresponding Author), School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh. e-mail: himanshu.sharma@galgotiasuniversity.edu.in
Author ρ: Dean & Professor, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: dean.soh@galgotiasuniversity.edu.in

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IV. Justification

First of all, the understanding of what customers prefer is essential for every restaurant so as they are able to satisfy their wants and needs. Secondly the knowledge can be used to refine the standard operating procedures to better retain their customers and even attract new clientele as the best advertisers are the customers who are satisfied with the services rendered.

V. Literature Review

- In his research, Author- Mr Showin talked about how the room tariff varies in the different hotel in this research he concentrated more on the hotel data not on the hotel strategies which is used in the hotel

In this research he didn't talk about the room tariff deciding strategy. According to me deciding of the room tariff is the most important thing and best way to decide from the occupancy-based pricing and the author didn't talk about this topic. So, I have decided to research on this topic.

- As discussed by Mr Ahmad Makui, "Hotel pricing decision in a competitive market under, government intervention" the purpose of this study is to provide a price optimization model for competing hotels in terms of energy savings and environmental protection. This allows the state to intervene by offering reasonable rates for hotel performance. The Stackelberg model, which applies the Nash equilibrium to determine optimal hotel prices in highly competitive situations, considers governments as leaders and hotels as followers. We have formulated the government's supply function from the perspective of increasing government revenue, developing the tourism industry, and increasing hotel revenue. By calculating the government utility function, the optimal level of government tariff was determined. The results suggest that government intervention in the tourism industry involves measures that benefit tourism. In this regard, the government can help increase hotel income and tourism by reducing its profits.

VI. Methodology

a) Introduction

The study will indicate the research design, population, and sample size, sampling procedure, data collection instruments, data collection procedures, and finally data analysis and presentation.

b) Research design

This study will use a descriptive research design. A descriptive research design allows researchers to gather information and summarize, present and interpret data for the purpose of clarification. Therefore, descriptive approach is the best to understand the comparative analysis between fine dining restaurants and quick service restaurants.

c) Study area

The study will be undertaken at Suryaa Hotel, Delhi. Suryaa Hotel is a 5-star hotel located at New Delhi in India. The study involved customers as the study participants.

d) Study population

The population of this study will be customers from Suryaa Hotel, New Delhi. The target population will be the customers that will be present at the hotel during collection of data. The respondents will be 70 participants from Suryaa Hotel. The participants must be proficient in English, are above 18 years old, and the participants who gave informed consent.

e) Sampling and Sample Size

Sampling is the procedure of choosing elements such as people or organization from a population of interest. Through the studying of a sample, researchers may impartially generalize their results on the entire population from the sample. A sampling design stipulates the population frame, sample size and its selection, as well as the process of estimating the sample size. Stratified sampling will be used to select the sample of the study. It will involve dividing the population into homogeneous subgroups and then taking a simple random sample in each subgroup. The sample size will be 50% of the target population. Therefore, the sample size will be 70 participants.

f) Data collection methods and Procedure

Questionnaire was prepared and participated were asked questions related to which the preferred fine dining or quick service restaurants. Questions about factors affecting their choice was asked such as, room tariff, preference, cost and value for money, the ambience.

A total of 70 participants filled the questionnaire. Likert scale was used to ask participants to rate their satisfaction of Cleanliness of quick service restaurant and fine dining restaurants, to rate the ambience of Quick Service Restaurant, and to rate their overall experience in Fine dining restaurants of Hotel Crowne Plaza Greater Noida.

g) Data analysis

The collected data in this study was first grouped, edited and checked for completeness. Quantitative data and descriptive statistics were used to analyse the data. The accuracy, reliability and validity of the data collected was done before the data analysis. The data collected was then analyzed and presented in graphs and pie chart along a descriptive analysis of the same findings.

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VII. Conclusion

From this research I have gained a lot of knowledge about how to calculate the room tariff by the hotel and how well they have implemented the rules and formulas and their strategies for deciding the room tariff.

This research has also shown us that the Hotel is concerned about the room tariff and are dedicated towards their prices of providing comfortable stay to each and every guest The rates for hotels in the lean season are low. Prices are listed on the price list at the front desk of the hotel. Packeges also have Breakfast included in the price.

I Have spoken to my Front Office Management and asked from him about what are the different strategies they use earlier while deciding the room tariff Then he replied earlier we used to keep in mind about the festival because on the festival's hotels were not busy, nowadays hotels are getting busy. Guests expect cleanliness and they want good food as well as good service. Many Guests expect easy access to amenities and attractions. Ensuring that your facility exceeds what is generally expected will help generate great guest satisfaction feedback. As per the survey, a majority of management and people who have knowledge about how to decide the room tariff is decided on the basic of location of the hotel.

On the basis of occupancy

On the basis of competition

On the basis of star category

Weekend basis

With the help of this study, we have collected knowledge about how-to decide the room tariff in The Suryaa hotel New Delhi

The best formula for calculating the room tariff is

ADR = NO of Rooms Sold / Total Rooms Revenue Earned

As per the survey result, I have observed many important points which are as follows: -

- Because of the Covid 19 the price of the rooms decreases which directly affect the hotel business.
- Also while deciding the room tariff The Suryaa hotel have different standards which is followed by them
- The room tariff is decided by the management with the help of occupancy report and by the previous reports
- The minimum age of the guest who is eligible for allocating the room is 18+.

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A Study on Aspects Regarding Assurance of Guest's Safety by Hotel Crowne Plaza, Greater Noida, Post Covid-19

By Manoj Kumar Verma, Monalisha Dash & Prof. (Dr.) Rajiv Mishra
Galgotias University

Abstract- People are afraid to come out of their houses due to Covid-19. Physical socializing and interaction with other people has become a threat to life and people are moving towards the virtual ways of interacting with people. This has become a bane for hospitality industry. But still restaurants and hotels are taking necessary precautionary measures for the safety of the guests.

In this research paper, we have conducted a survey of 50 guests to identify their satisfaction towards guest safety in hotel Crowne Plaza, It has been found that at Hotel 'Crowne Plaza, Greater Noida' implemented the precautionary measures which were issued by Government of India, WHO, FHRAI for the re-opening of hotels and restaurant.

This study had also shown few suggestions and some alternatives which can be used are a bit different and much more safer when compared to pre-Covid-19 conditions.

This research has helped in knowing that how much precaution and action taken by the Hotel 'Crowne Plaza' Greater Noida during pandemic to ensure safety towards the guest. . It will also helpful for small hospitality property and restaurant to take action for safety and security for the guest.

Keywords: *safety assurance, covid-19, crowne plaza hotel, precaution.*

GJMBR-F Classification: *DDC Code: 914.1504824 LCC Code: DA980*



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A Study on Aspects Regarding Assurance of Guest's Safety by Hotel Crowne Plaza, Greater Noida, Post Covid-19

Manoj Kumar Verma [α], Monalisha Dash [σ] & Prof. (Dr.) Rajiv Mishra [ρ]

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Keywords: safety assurance, covid-19, crowne plaza hotel, precaution.

I. Introduction

During covid-19 when people avoid the human touch and avoid to contact with each other but for the business and earning guest need to travel and need shelter and food which is provide by the hospitality industry so this research paper will show us how Crowne Plaza hotel take responsibility to assurance of guest safety of the guest.

Hotel adopted some new technology and practices for fighting with covid-19 and safety of the guest and employees. Technology like foggier machine, ox meter, non-contact inferred thermometer etc. And housekeeping department make some new practices like cleaning the guest area and lobby, lift regularly. Security department check the temperature and front office make contactless check-in and sanitized the guest luggage.

Hospitality industry affected all over the world due to covid-19 pandemic and gives an example how much the life of human being threat. One of the most affected sector due to covid-19 but hospitality industry is still moving and try to recover.

In this research paper will show that how much the team of Hotel 'Crowne Plaza' Greater Noida put itsall affords for fighting with covid-19 with the various rules that government has made compulsory to be followed strictly for the guest safety and security like social distancing, wear mask and lockdowns after 10pm.

Crowne Plaza operation during Covid 19:

- Occupancy- Crowne Plaza deal with Korean guest during lockdown 1.0 Korean
- Guest occupied the room hotel was not fully closed.
- Staff availability- only 1/3rd of staff each department are allowed the work during lockdown1.0 but after taking necessary action hotel allowed his full staff.
- RT-PCR test for employees- if any employee or guest fell sick then hotel doctor checked –up for RT-PCT report.
- Vaccination of employees- free vaccination arranged by the hotel.
- Staff training- team member made aware for government guide line for covid-19

II. Use of Latest Practice Adopted by Hotel for Guest Safety Assurance

Fogger Machine: Housekeeping department used fogger machine to sanitize the whole building. This machine is used in public areas such as lobby, restaurant, bar, guest floors, etc. for spraying of disinfectant. It consumes very less amount of disinfectant. Fogger machine not only disinfects Covid-19 and other bacteria but also can be used to kill mosquitoes by spraying fumigant liquids. It's length, width and height is 39 X 43 X 22 centimetres respectively and dry weight is 800 grams. It can contain upto 5 Litres of disinfectant liquid. It has an effective range of 5-8 metres. Its power consumption is 800w/110v, 1200W/220v.

Author α: Researcher, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: manoj_verma.gsohbhm@galgotiasuniversity.edu.in
Author σ: Associate Professor (Corresponding Author), School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh. e-mail: monalisha.dash@galgotiasuniversity.edu.in
Author ρ: Dean & Professor, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: dean.soh@galgotiasuniversity.edu.in

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1. Oximeter – Oximeter is used to check the oxygen level of staff and guest who are entering the hotel. With the help of oximeter, accurate rate of pulse of a person as well as the spo2 level (blood oxygen saturation level) in the body can be measured very easily and quickly. It has a 1.4 x 2.4 inches big OLED display. This Oximeter is IP22 certified water resistant. It's a very small device having dimensions 5.5 x 4 x 3 in centimetres and weighs only 140grams. It needs 2 AAA batteries to run.
2. Oxygen Concentrator - A 5 Litre Dr trust Oxygen concentrator machine is provided globally to every Hilton property for emergency purposes. This can produce 5 litres of concentrated oxygen within 30 minutes of time with 93% oxygen level. This can fulfil a person's clinical needs for a limited duration. It has a digital LCD display which indicates the oxygen concentration level, flow rate and time. Due to the small size, it becomes more accessible for the person in need.
3. Non-contact Infrared Thermometer – This is only used at the entrance gate to check temperature, generally from a distance of 2-5 centimetres, while avoiding cross infection when pointed at forehead. It is used pretty commonly in every public places nowadays. It can store up to 32 temperature readings. Its dimensions are 15.5 x 9.6 x 4.3 in centimetres and weighs only 150 grams which is quite light. The screen size is 4 x 3 centimetres. It alarms when someone with higher temperature stands in front. It requires 2 AAA batteries.
4. Contactless Check-In experience – The employees are encouraging every guest to digitally check-In through the Crowne Plaza Mobile application, choose a room of their choice and access the room with digital key inside their mobile. Self-attested soft copy of identity proof, RT-PCR test report or vaccination certificate can be submitted along with other required documents through mobile.
5. During the confirmation call, the GSA usually informs the guest about this feature.
6. Keyless and contactless entry and exit – Mobile Phones can be used as key for accessing a room, gym and pool area with the help of Bluetooth and Wi-Fi. This avoids any unnecessary contact with any unpleasant surface. Though, this initiative is being globally followed but the brand Crowne Plaza is one of the first ones to introduce this technology in India.
7. Contactless order taking and payment method – There's a QR code that is supposed to be scanned for ordering. It is Smartphone based software designed to reduce the number of physical contact required. Payment can also be made through UPI payment method using various apps such as Pay TM, GPAY, etc. This is a good and unique initiative taken when safety and social distancing are paramount.

III. Objectives

- To compare the changes made in service procedures before and during Covid-19.
- To identify latest technology used for guest safety assurance in Hotel Crowne plaza, Greater Noida
- To evaluate guest's satisfaction rate through safety measures taken by Hotel Crowne plaza, Greater Noida, post Covid-19.

IV. Literature Review

- Research Topic name –"Trust & assurance revival by the leading hotels in Odisha during the Covid-19 pandemic."

Mr. Smrutirekha, Ms. Priti Ranjan Sahoo, Mr. Jagat Krushna Mangaraj said in their research paper that the hospitality and tourism sector is one of the most affected fields by the novel coronavirus across the globe. It is essential to keep a watch on the trend for recovery of the economy post Covid-19. The researchers mainly focused on the strategies used by hotels inOdisha during pandemic which was used in regaining the lost trust of customers. Such strategies gave assurance of the guest's safety in the hotels. They also said that hygiene and cleanliness are the new foundation of gaining trust and assurance of the guest satisfaction.

- Research Topic – "Training-Up during Covid-19 in Hotel Housekeeping Operations in Selected Hotels of Kolkata."

Mr. Sanjay Kumar, Ms. Suman Ghosh, Mr. Banani Mondal said in their research paper that, during the pandemic the housekeeping department played a crucial role in hospitality industry as the industry is based upon the guest satisfaction, it is essential to maintain good hygiene at all time. Researchers focused on the learning and development of housekeeping staff as per the new SOPs, to educate them about Covid-19 and creating a team that maintains a healthy, safe and hygienic environment for guests staying and visiting the hotel.

- Research Topic –'The role of human- machine interactive devices for post-covid 19 innovative sustainable tourism inn ho chi minh city, Vietnam'

According to authors vasilikivrana, doanxuanhuy minh said in their research paper that human machine interactive devices are integrating AI and VR and have a significant effect on overall service quality, and avoid human touch during covid and post covid -19 and give safety and assurance to the guest and tourist satisfaction and loyalty.

By observing this research paper the researcher want to say that AI and VR gives safety and assurance to the guest post covid 19.

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- Research Topic-'evaluation of precautionary measure taken for covid-19 in the hospitality industry during pandemic'.

Mr.saitdurgan, mr.ozgurdavras said in his research paper the precautionary measure taken against covid-19 in the hotel are most important things. Author wants to design a dimensional structure for safety measurement author also examine the trip advisor between june and august 2020. There are so many negative comments about social distancing and facemask.

V. Methodology

Primary Data Source: A well-developed questionnaire will be shared with respondent to get primary information.

Secondary Data Source: As a secondary piece of information, we checked out the guidelines issued by the World Health Organization and FHRAI on their official website.

VI. Graphical Representation

As per the pie chart, almost all guests i.e. 82% had said that their temperature was checked at the entrance, which shows that the hotel employees were serious about customer's safety. This also shows that employees are concerned for their personal health as well and are taking responsible measures.

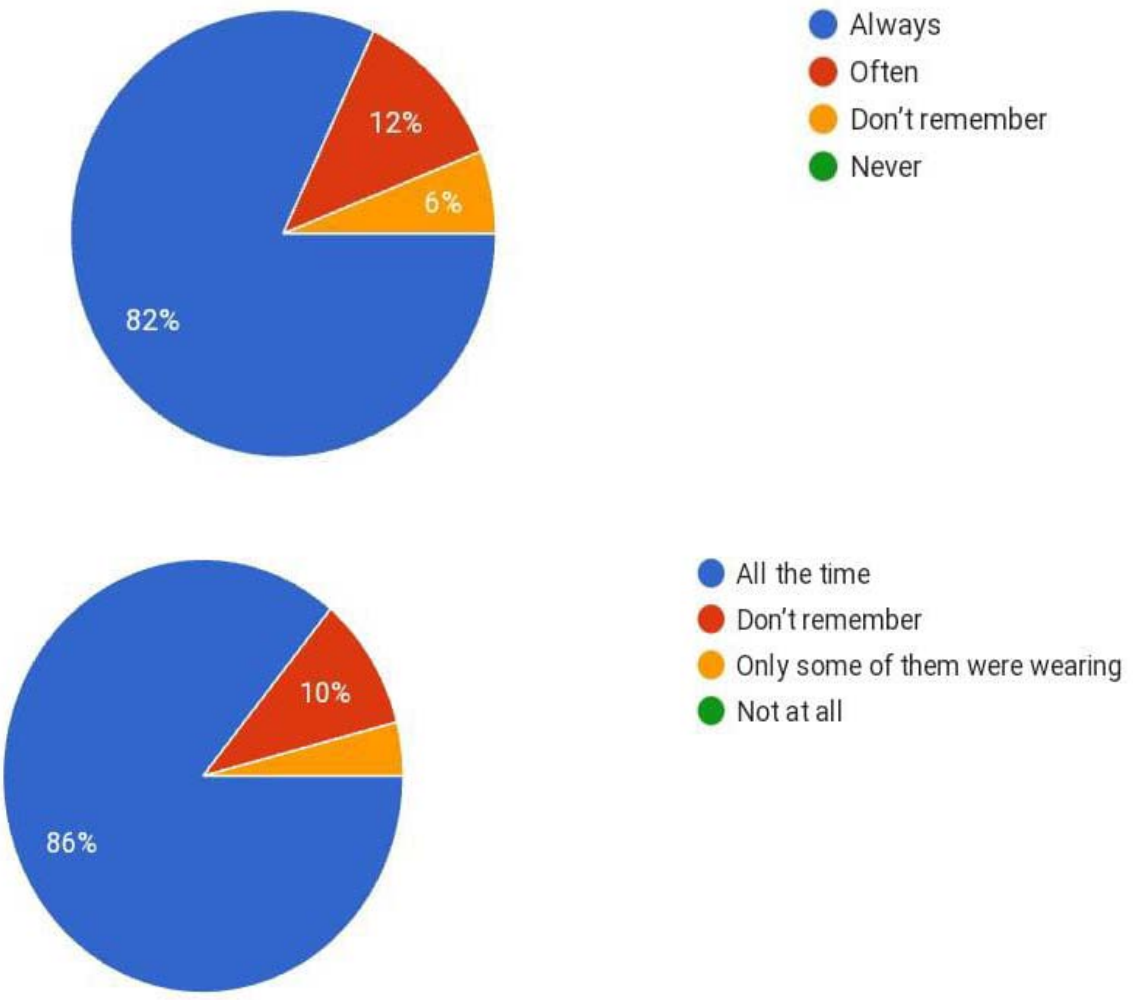

Figure 1

As per the outcome of the survey filled by the guests staying at the Hotel Crowne plaza Greater Noida, majority of the agreed i.e. 89.5% to the fact that staff members were wearing mask while doing hotel tasks. This is a good thing that staff members are taking the situation seriously and not as a joke.

VII. Conclusion

According to the history of hospitality industry travellers comes to hotel and inns for shelter, food and enjoyment. No one can imagine this type of pandemic in this era where everyone trying to isolated themselves

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and avoid the human touch. This affected the moment of travellers and hospitality industry. Hospitality industry plays a crucial role in GDP so hospitality industry needs to take some precautions for fighting to Covid -19 and need to again welcoming the guest in the industry.

For this Hotel 'Crowne Plaza' Greater Noida take some action and some changes in the service of the Hotel. Before Covid -19 the used to make buffet setup for breakfast, lunch and dinner but after Covid hotel served the food on the guest table with ppt kit and shield mask and only one person for the one table.

For the room dine-in order served in the disposal flatware upon the guest request and hotel take some training season for the covid-19 for the staff.

Housekeeping department changes his cleaning process after the global pandemic as well as f & b service department and kitchen department change their service style.

Earlier front office department check-in process is almost manually and keys were made on the front office desk but after covid-19 for the guest safety and assurance hotel use mobile key and contactless check-in process.

For the safety and security of the guest security department checked the temperature and full body sanitization of the guest while entering in the hotel. And reduce the seating area in the lobby and restaurant and make some rule like social distancing and write some massage on the lobby and restaurant guest area.

Table, chair and sofa were sanitized after leaving the guest and Plexiglas wall used at the front desk.

For the safety everyone wear the face mask for reduce the contamination and face mask available on the front office desk, restaurant and lobby area for the guest and employees. Hotel 'Crowne Plaza' Greater Noida employees are fully vaccinated at 30th January 2022.

Not only customer safety is important but the staff safety is important is also necessary for the hotel. Hotel provide automatic hand sanitization and full body sanitization at the entrance and employees temperature also checked while entering in the hotel and temperature write down on the sheet with name, employee code and where he come from.

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A Study on Human Resource Practices for Employee's Satisfaction and its Impact on Guest Satisfaction Level at Hotels in Greater Noida

By Payal, Vikas Sharma & Prof. (Dr.) Rajiv Mishra
Galgotias University

Abstract- In this study, we will learn about the human resource practices used in the hotel industry to ensure employee satisfaction, as well as the impact on employee performance levels in relation to guest satisfaction. Based on our research, we discovered a variety of practices involved in human resource policy to increase customer satisfaction and the quality of services, as well as the number of steps taken in consideration for improvement and innovation.

Keywords: human resource, performance level, quality of service, human resource policy.

GJMBR-F Classification: DDC Code: 914.1504824 LCC Code: DA980



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A Study on Human Resource Practices for Employee's Satisfaction and its Impact on Guest Satisfaction Level at Hotels in Greater Noida

Payal [α], Vikas Sharma [σ] & Prof. (Dr.) Rajiv Mishra [ρ]

Abstract- **In this study, we will learn about the human resource practices used in the hotel industry to ensure employee satisfaction, as well as the impact on employee performance levels in relation to guest satisfaction. Based on our research, we discovered a variety of practices involved in human resource policy to increase customer satisfaction and the quality of services, as well as the number of steps taken in consideration for improvement and innovation.**

Keywords: human resource, performance level, quality of service, human resource policy.

I. Introduction

HR'S ROLE IN THE HOTEL INDUSTRY is to manage responsibilities such as recruitment and trainee new hires, manage employee data, and taken step to retain employees. Being successful in the role of HR once should be well-versed in labor laws and have prior experience hire employees for various job role and level of seniorities.

- What HR does in the hotel industry - Hotel HR Manager responsibilities includes recruiting and trainee new hires, manage employee's data, and take steps to retain people in order to ensure guest satisfaction.
- Create hiring plans for hotel departments on the base on the industries season needs.
- Interviewing or evaluating job candidates, among other things.
- IMPACT OF HUMAN RESOURCES POLICY ON EMPLOYEES – HR policies, such as the working environment and employee behaviour, have a significant impact on employee satisfaction.
- HR policies provide employees and managers with written guidance on how to handle a variety of employment issues.
- They also provide consistency and transparency for employees and managers, which contributes to the psychological contract and the creation of a positive organizational culture.
- A HR policy's purpose is to manage employees in a productive manner.

II. Objectives

- To investigate the influence of human resource practices on employee satisfaction.
- To identify various techniques used by hotel HR for the benefit of employees.
- To compare the outcomes of services provided by a satisfied employee to the level of customer satisfaction.
- Create a healthy environment so that employees can work to their full potential.

III. Literature Review

According to Paul Gollan, Rebekah East, Paula Saunders, and Suzanna Trajkovski's research, this paper was funded by an Australian Human Resource Institute, Australian Research Council Linkage Grant, and the institute's support. Recruitment consultants from two prominent firms validated this research.

According to one company's website. We strive to create an environment that attracts the best people in the industry, then to provide them with a rewarding workplace and to reward their performance. The firm's vision is to collaborate with its people to be the most inspiring firm for its clients and communities. Is dedicated to innovation. Culture is based on seven key values that have been honed over the years.

- Kundu. Subhash C. Diya Mahan's article on Human Resource Management Practices. Human Resources generate benefits of an organization, according to studies, which was conducted in Indian. However, one of the employee benefits issue by HR Management to provide employees with safety and security is the provision of insurance to Human Resources.

Author α: Researcher, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: payalsingh03519@gmail.com
Author σ: Associate Professor (Corresponding Author), School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh. e-mail: vikassharma@galgotiasuniversity.edu.in
Author ρ: Dean & Professor, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: dean.soh@galgotiasuniversity.edu.in

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- Subramanian V. expresses that the recruitment and selection process in an organization, as well as selecting the right candidate for the correct position, helps employees work in a positive manner. The interview process is always relevant to the job profile, so that candidates are interested in it.
- Mishra and Bhardwaj conducted research on private companies and their work in the Human Resources Department. A random sample of 107 managers from various levels such as low level, middle level, and top-level management is taken into account. They were given a questionnaire to fill out in order to learn more about the Human Resources department, which was then analyzed. As a result, the report in the HRD is satisfactory.
- Attitudes and behaviour are influenced by human resource management practices. a workforce Numerous studies have found that human resource management has a positive effect on job satisfaction. Organizational commitment and organizational performance (Becker & Gerhart, 1996; Edgar & Geare, 2005). In addition, in It is dependent on how effectively human resource management is implemented in order to increase the firm's success.
- Martinet, in his research study, explains the Human Resource Development explains the progress of the organizational growth with different processes that are taken in an organization such as selection, payroll processing, and maintaining the office's rules and regulations.
- Attitudes and behaviour are influenced by human resource management practices. a workforce Numerous studies have found that human resource management has a positive effect on job satisfaction.
- Organizational commitment and organizational performance (Becker & Gerhart, 1996; Edgar & Geare, 2005). In addition, in It is dependent on how effectively human resource management is implemented in order to increase the firm's success. Mostly, Because Japanese agri-business firms in Vietnam are small to medium-sized businesses, the practises chosen for this study are applicable.

IV. Research Methodology

a) Introduction

This method and procedure are to collect the data is to achieve the aims and objectives of this study. The topic that we'll discussed in this chapter includes the research design, data collection methods and sample design. Quantitative exploration has been utilized to direct this examination concentrate because of the enormous number of respondents who took an interest.

Primary Method: The open-ended qualitative technique will be implied. A convenience sampling and qualitative techniques will be used for data collecting and analysis. The sample size for collecting data will be minimum 50 consisting of industry expert, employees, guest, human resource and core departments. The data will be collected from a well-structured open- ended questionnaire.

Secondary Method: Secondary data were collected through various source such as websites, reports, hotel broachers and some is from the following sources:

- Internet
- Journal
- Magazine
- Blog
- Text book
- Data Analyses & Its Interpretation

This is the result of the data collected from the survey taken from different hotels in Greater Noida.

b) Data Analysis & Interpretation

This is the result collected from survey conducted in various hotels of Greater Noida for various HR policies.

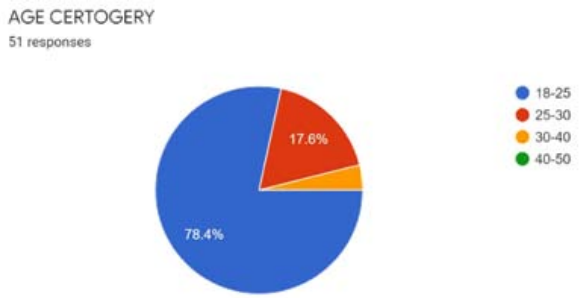

Fig. 1

- As the graph represents, 78.4% of people comes under the age group of 18-25
- There are 17.6% of people that belongs to 25-30 years of age.
- 5% of people comes under 30-40 years of age.

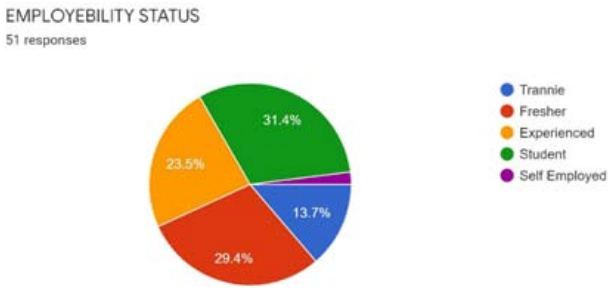

Fig. 2

- As per graph represent, 31.4% are student, 29.4% are fresher, 23.5% are experienced and 13.7% are trannies.

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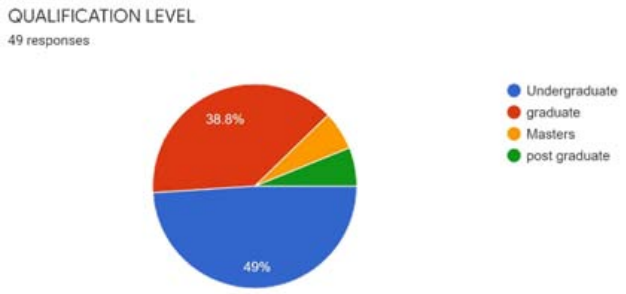

Fig.3

- According to the graph, 49% are undergraduate, 38.8% are graduated and 6.1% are post graduated.

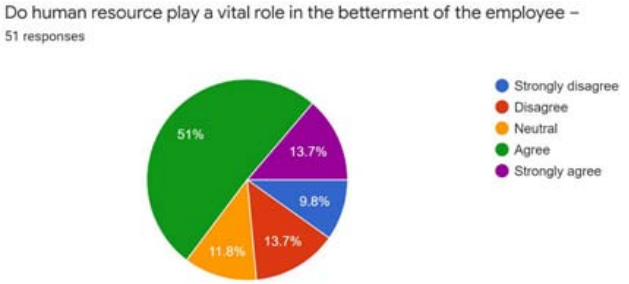

Fig.4

In this pictorial representation, it shows that 51% of the employees agree of the fact that HR play a vital role in betterment of employees along with 13.7% strongly agree, 11.8% are neutral.

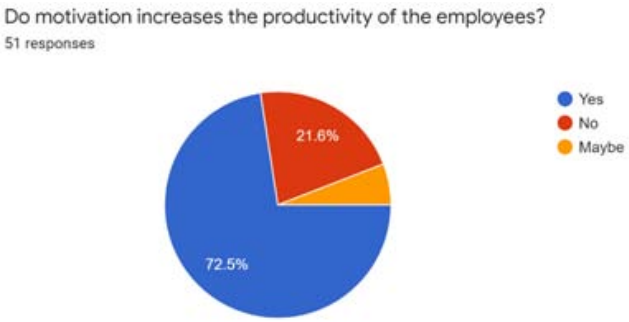

Fig.5

This particular question represents that 74.5% of the employees agree that employee's satisfaction effect business of the hotel and 24.5% of the are also not sure about it.

V. Conclusion

Human resource practices for employee satisfaction are a critical component of the hotel industry. The findings of this study will be beneficial to hotel management, academicians, research scholars, and students in the hotel industry. 40 responses were collected from 60 responses sent via WhatsApp and email to the Human resource practices for employee satisfaction and its impact on guest satisfaction level. There were 47.5 percent female responses and 52.5 percent male responses out of 40 total responses. All of the respondents from various hotels stated that they have implemented a number of policies, welfare programmes, sports programmes, and special meals on holidays in order to motivate and increase the productivity of each and every employee. As a result of this research, we now understand the importance of human resource policies

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A Comparative Study on Preferences in Selection of Dishes by Guest in Pre and Post Covid -19 at 5-Star Hotels in Delhi NCR

By Raman, Vikas Sharma, Prof. (Dr.) Rajiv Mishra
Galgotias University

Abstract- In just few weeks COVID-19 immerses in the world, affecting intimidating the lives and health of millions of people all around the world. The Pandemic also extremely impacted the Hospitality and Tourism industry across the country. Its effect disrupted human lives and pushed the country to an economic slowdown. This Pandemic brought fear of travel and dining out, on every person be it a domestic or an international traveller. Lockdowns and intra state travel ban, and the fear of being quarantined took its toll on Hospitality and Tourism Industry. In This paper researchers are making an effort to find out the extent to which this deadly Virus (COVID-19) has impacted the Travel and Tourism industry in India and also explains how our tourism sector shall cope with this extraordinary circumstance, and establish Management and Recovery strategies. Pre COVID-19, Hotels and Restaurants were relying on various techniques and marketing skills for selling Food and Beverage, but post COVID-19 the entire scenario changed and those skills went redundant. Reinventing and innovative use of technology is the call of the hour to breathe life into the Hospitality and Tourism Industry.

Keywords: *covid-19, hospitality industry, hygiene, healthcare, pandemic.*

GJMBR-F Classification: *DDC Code: 813.54 LCC Code: PS3553.O225*



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A Comparative Study on Preferences in Selection of Dishes by Guest in Pre and Post Covid -19 at 5-Star Hotels in Delhi NCR

Raman [α], Vikas Sharma [σ] & Prof. (Dr.) Rajiv Mishra [ρ]

Abstract- In just few weeks COVID-19 immerses in the world, affecting intimidating the lives and health of millions of people all around the world. The Pandemic also extremely impacted the Hospitality and Tourism industry across the country. Its effect disrupted human lives and pushed the country to an economic slowdown. This Pandemic brought fear of travel and dining out, on every person be it a domestic or an international traveller. Lockdowns and intra state travel ban, and the fear of being quarantined took its toll on Hospitality and Tourism Industry. In This paper researchers are making an effort to find out the extent to which this deadly Virus (COVID-19) has impacted the Travel and Tourism industry in India and also explains how our tourism sector shall cope with this extraordinary circumstance, and establish Management and Recovery strategies. Pre COVID-19, Hotels and Restaurants were relying on various techniques and marketing skills for selling Food and Beverage, but post COVID-19 the entire scenario changed and those skills went redundant. Reinventing and innovative use of technology is the call of the hour to breathe life into the Hospitality and Tourism Industry. This research paper recommends that we need to be proactive in planning as per the guests' perceptions of the hygiene and cleanliness in hotels as these will be the new normal and deciding factors in the Guests mind to visit Hospitality establishments. Additionally, a detailed study is required to adopt necessary healthcare facilities for hotel guests and employees.

Keywords: covid-19, hospitality industry, hygiene, healthcare, pandemic.

I. Introduction

The hotel industry is experiencing a keen environment worldwide. The formulations of marketing strategy, strengthening of hotel operations, and upgrading the standard of service become essential not just for profitability, but also for hotels survival.

Assuming there was ever a period that made us focus on our wellbeing, it has been this one of the Coronavirus pandemic. This year has additionally clarified that not everything in that frame of mind of wellbeing is influenced quite a bit by. In any case, a considerable lot of us are adequately fortunate to have something to do with one significant component and that is the very thing that we eat. Sound weight control plans assume a significant part in our general wellbeing and insusceptible frameworks. The food we put in our bodies straightforwardly influences the way that we feel and the manner in which our bodies work. This is as obvious during a sickness for all intents and purposes previously or later.

Counts calories differ broadly all over the planet, affected by access, wages, propensities and culture. However, there are a few normal bits of insight about how to keep a sound eating routine paying little heed to where we reside.

Food is critical to individual wellbeing, as well with regards to the strength of the planet given that ongoing examples of food creation and utilization have extensive natural effects. On the other hand, catastrophes, for example, the Coronavirus pandemic can disturb our food framework and change our relationship with food. For example, with an end goal to lessen the spread of contamination, line and other strategic limitations restricting the progression of products and individuals expanded the gamble of food deficiencies because of impeded supply chains, including those connected with work deficiencies. Besides, the fractional or complete lockdown measures presented at territorial and public levels, like the conclusion of schools, colleges, work environments, unimportant shops and cafés, prohibited occasions, and travel and portability limitations, probable significantly had an impact on the manner in which individuals got to their food, where they ate, and how their food was ready. A portion of these actions have filled in as a further hindrance to the circulation of food to weak populaces. For instance, a few projects that give fundamental dinners to younger students were not functional during constrainment. Also, quarantine because of disease or coming into contact with contaminated individuals might have additionally confined individuals' admittance to food.

An assortment of Coronavirus related mental changes could have likewise impacted food-related ways of behaving. Indeed, even in regions with generally

Author α: Researcher, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: arun_kumar@galgotiasuniversity.edu.in
Author σ: Associate Professor (Corresponding Author), School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh. e-mail: vikassharma@galgotiasuniversity.edu.in
Author ρ: Dean & Professor, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: dean.soh@galgotiasuniversity.edu.in

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low sickness chances, individuals were presented to broad correspondence about the dangers of Coronavirus, which was probably going to have caused some of them stress. Such individuals might attempt to adapt through pressure related eating, in which they endeavor to cheer themselves up by eating or drinking when under pressure. For instance, during lockdown in Italy, individuals expanded their utilization of handled "solace food varieties," like chocolate, chips, and bites, and now and again this was because of tension about their dietary patterns during Coronavirus. A review from Denmark likewise noticed a more serious level of enthusiastic eating during the lockdown, e.g., expanded utilization of cakes and liquor. In Norway, it was observed that utilization of high sugar food and refreshments was more prominent for those with expanded Coronavirus related stresses and general mental pain than the general populace.

Risk insight related with Coronavirus might impact individuals' food buy and utilization ways of behaving. For instance, individuals might attempt to limit the gamble of being contaminated by expanding their utilization of conveyance administrations, buying more bundled food, which is viewed as being cleaner, purchasing food with a more extended time span of usability (and subsequently buying less new food), to restrict their shopping excursions, or eating more good food trying to help their invulnerable framework. Furthermore, individuals' anxiety about conceivable food deficiencies might have impacted buying conduct, e.g., loading up on specific food varieties.

II. Objectives

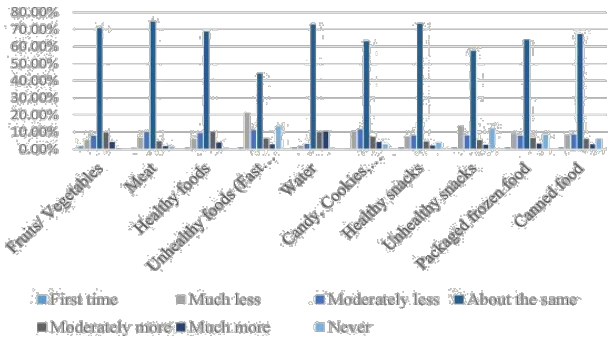
The objective of this research is:

- Identifying the need of nutritive food in reducing health issues.
- Analyzing the importance of healthy diets as immune booster.
- Analyzing the factors influencing the selection of dishes by guest

III. Literature Review

- Snowden, F. M. (2019)Since the start of 2020, Covid illness (Coronavirus) has turned into a significant general medical problem. A very much organized interview plan comprised of food recurrence list was ready and pretested. Information on food utilization design previously and during Coronavirus was gathered from chosen tests through private meeting. Coronavirus had possibly further developed the utilization example of insusceptibility sponsor's food among young adult young ladies.
- Sneader, K., & Sternfels, R. A. (2020)The industry is moving towards a magnificent transformation at its core. All these changes will surly enhance the customer experience which will result in setting the new standards for the industry in the post-COVID era.
- Jena, P. R., Kalli, R., & Tanti, P. C. (2021). The COVID19 pandemic puts an unprecedented burden on the food supply chain due to agricultural labor, processing, transportation, logistics shortages and catastrophic changes. The major risk to food security is not only in food availability, but in consumer access to food. A proper safety net is a prime requirement in order to avoid increased hunger and food insecurity.

IV. Different Images Shows the Changes of Dishes Selection



V. Research Methodology

This Descriptive type of research follows both qualitative and quantitative methodology. Data collected by the consumers through questionnaire which filled by 60 responders. The qualitative part of research is done by literature review and various researches related to given topic. The quantitative part is done by survey on consumers in order to fulfill the purpose of research.

This Methodology will include the research methods that were used during the research project process. This survey research method clearly reflects actual fact and figures. It is descriptive in nature due to the usage of both primary and secondary data. Secondary data is used to collect the actual scenario regarding the future, past, and present prospects of the hotel industry and the primary data is being used to conceptualize the type of individual person thinking as it is written this will includes the research methodology.

The primary data is been collected through structured questionnaire method. Primary data includes the type of personal (individual) and its type of thinking, experience, findings and suggestions.

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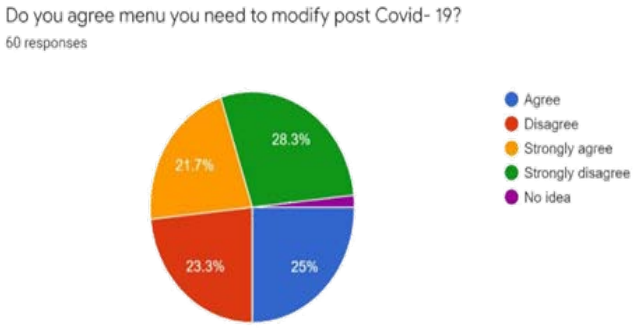

Fig. 1

Respondents are neutrals over the needs of modifying the menu after covid-19.

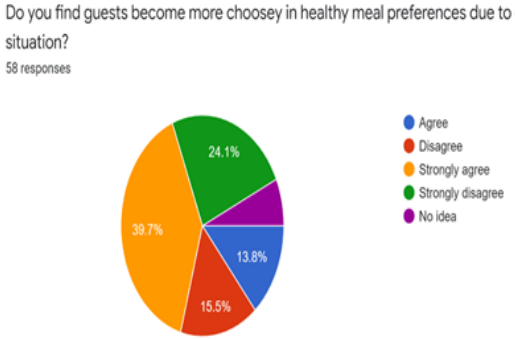

Fig. 2

Majority of the respondents think that become more choosey in healthy meal preferences due to current Covid19 situation.



Fig. 3

Majority of the respondents think that something is missing from healthty menu.

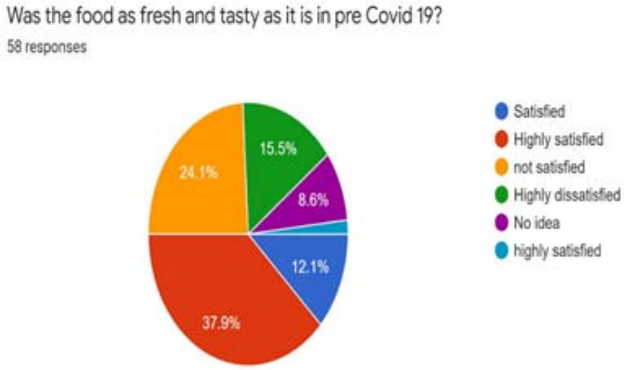

Fig. 4

Majority of the respondents said that food was tasty and fresh as it is in covid 19.



Fig. 5

Majority of the respondents think that rate of the quality highly suitable on the basis of prices.

VI. Conclusion

The End of Social Dining: One of the most beautiful trends that has emerged in India is social dining, where shared tables in restaurants and bars seek to connect strangers over food and drink. After quarantine and quarantine (if privileged and lucky), this experiment can be caught in buds. As a result, 28.3% of people strongly agree that there is a requirement of modification in menu post Covid-19.

Almost 39.7% respondent strongly agree on the point that post covid-19 the guest have become more choosy in healthy meal preference.

The maximum current phenomenon became the emergence of chef-led transport manufacturers in Mumbai and Delhi, in which pinnacle cooks and restaurateurs promised to offer better first-class meals cooked in cloud kitchens and added to the consolation of homes. This fashion is probably to select out up whilst the radical coronavirus retreats. The 41.4% respondent states during the survey that they are satisfied with healthy menu options provided at hotels in Greater Noida.

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Impact of Training and Development on Employee's Performance at Hotel in, Greater Noida

By Sagar Parihar, Vikas Sharma & Prof. (Dr.) Rajiv Mishra
Galgotias University

Abstract- The hotel industry faces many challenges in developing a food and beverage training department for people's Inhofe. The objective of this study is to distinguish between undergraduate training and theoretical research into the training and development of the crown plaza.The most effective and motivating teaching and learning takes place in an organization where knowledge and training are updated by directing global affairs.

Keywords: training and development, training on the job, training analysis, job satisfaction.

GJMBR-F Classification: DDC Code: 363.850973 LCC Code: TX360.U6



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Impact of Training and Development on Employee's Performance at Hotel in, Greater Noida

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Keywords: training and development, training on the job, training analysis, job satisfaction.

I. Introduction

Staff performance contributes to the sustainability of the organization. For this reason, leaders in organizations must recognize the importance of learning and the impact development has on employee performance and evaluation. For this reason, leaders in organizations must recognize the importance of learning and the impact development has on employee performance and evaluation.

Also, learn about the need for and training of staff in: -

1. Individual level
2. Group level and Organization level
3. Creating High Capacity
4. Increase Productivity
5. Improving Work Quality
6. Reduce Study Time

II. Objectives

- To identify the need of training & development on employee's performance.
- To analyze the impact of training on employee's performance & guest satisfaction.

III. Literature Review

- According to Wang (1962), "training is the process of teaching, informing and training people to be as qualified to perform their jobs as possible and to equip them to work in more complex and responsible positions".
- Sabir et al. (2014) use correlation and regression to the effect of training and development on employee performances and find favorable relationships. Researchers use quantitative strategies. The practical implications of this study for power supply companies show that there are good correlations between several criteria and employee performance.
- Mushtaq Ahmed et al. (2014) By using correlations and regressions to examiner impacts of employee training's and developments on performance, it is discovered that the only factor that causes concern for employers is the cost of training's and developments, despite the fact that training and development of employee always yields a positive result.
- This study demonstrates that employers who want to boost staff productivity and efficiency have only one option: Implement trainings and developmental program Franklin Dang Kum et al. (2014) use correlation and regression to study the effect of education on employee performance. Customers can get consulting services from ESCON (a private company in South Africa).
- Dr Shahdjant (2014) Using a quantitative approach, conducted researchers at UBL in Peshwar to determine the advantages of training and development on staff performance and productivity. For the survey, eight UBL banks were chosen. Training and performance have been found to have a favorable link.

IV. Research Methodology

This method and procedure are to collect the data is to achieve the aims and objectives of this study. The topic that we'll discussed in this chapter includes the research design, data collection methods and sample design. Quantitative exploration has been utilized to direct this examination concentrate because

Author α: Researcher, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: payalsingh03519@gmail.com
Author σ: Associate Professor (Corresponding Author), School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh. e-mail: vikassharma@galgotiasuniversity.edu.in
Author ρ: Dean & Professor, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: dean.soh@galgotiasuniversity.edu.in

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of the enormous number of respondents who took an interest.

Primary Method: The open-ended qualitative technique will be implied. A convenience sampling and qualitative techniques will be used for data collecting and analysis. The sample size for collecting data will be minimum 50 consisting of industry expert, employees, guest, human resource and core departments. The data will be collected from a well-structured open- ended questionnaire.

Secondary Method: Secondary data were collected through various source such as websites, reports, hotel broachers and some is from the following sources:

- Internet
- Journal
- Magazine
- Blog
- Text book

V. Data Analyses & its Interpretation

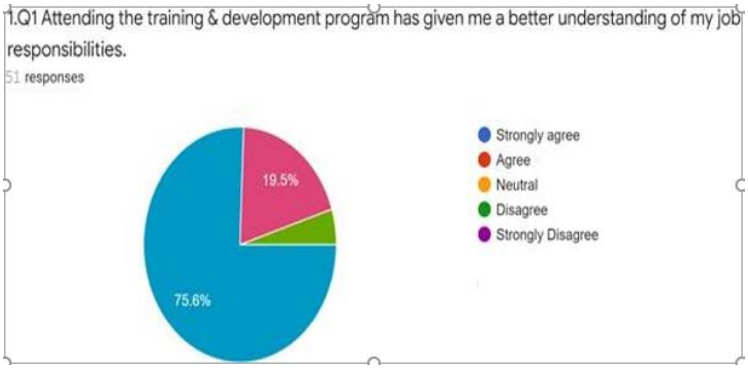

Fig. 1

As per the above pie-chart, 76% people strongly agree, 19.5% strongly disagree and 4% disagree.



Fig. 2

As per the above pie-chart, 87.8% people strongly agree, 6.2% strongly disagree and 6% disagree.

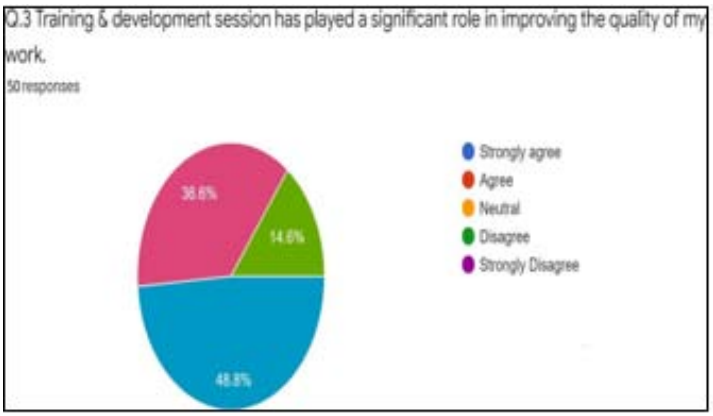

Fig. 3

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As per the above pie-chart, 48% people strongly agree, 36.6% strongly disagree and 14.6% disagree.

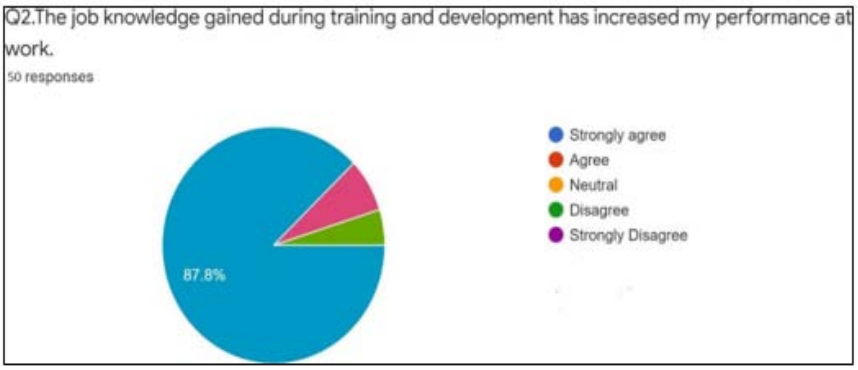

Fig. 4

As per the above pie-chart, 9.8% people strongly agree, 78% agree and 12.2% disagree.

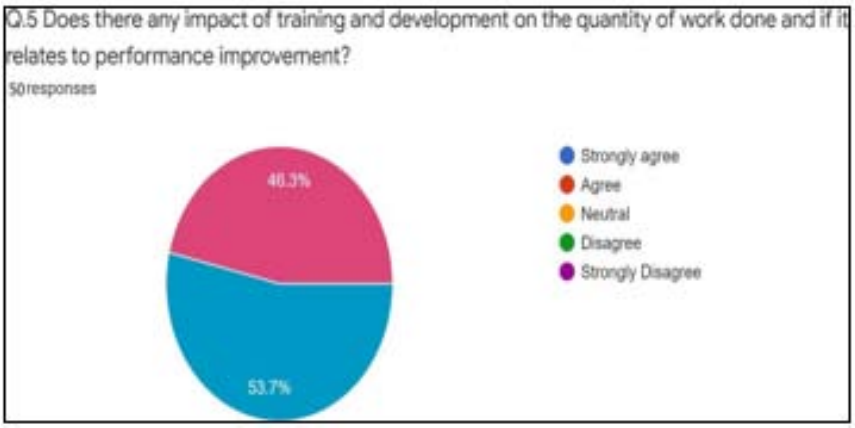

Fig. 5

As per the above pie-chart, 53.7% people strongly agree and 46.3% strongly disagree.

VI. Conclusion

The review results show that's there's is serious areas of strength for a connection among preparing and advancement of representatives on the exhibitions and efficiency. It obvious from the above results that workers who get preparing and advancement program are more certainty to deal with higher obligations. Greater part of workers finds preparing & improvement valuable for presentation & preparing & advancement is emphatically and essentially affecting work execution and efficiency of its representatives.

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A Case Study of New Trends in Housekeeping Department of Hotel Radisson Blu, Kaushambi Post COVID-19 Situation for better Guest Service Experience

By Zubair Ali, Rohit Jaswal & Prof. (Dr.) Rajiv Mishra
Galgotias University

Abstract- This examination has been completed in the approach of continuous patterns in the hospitality industry in the face of COVID-19 situations. Hotel is the Housekeeping Department wills I became the front line of the new general hotel experience after the post COVID-19situations. Guests will seek out hotels that prioritise their health and safety by implementing reasonable and systematic cleaning and sanitation procedures. Keeping in mind the brain and hygiene protocol, there will be strict rules on the part of the hotel to maintain all standard operating processes. As a result, governments and businesses took harsh measures to mitigate the virus's impact and the resulting business loss. Hotel Housekeeping needs to meet major challenges, new trends and echo-friendly practice, housekeeping, training, employee's performance need to meet best practices. The first thing that guests come to our mind when we talk about the termicous housekeeping then it is clean. This department is behind the house. Every times we entering a five-star hotel, there are a few reasons why its still looks new and for the housekeeping department every time.

Keywords: new trends in housekeeping, COVID-19 pandemic; hospitality industry; impact; tourism.

GJMBR-F Classification: DDC Code: 914.1504824 LCC Code: DA980



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Aesthetic appeal helps to make a first impression about the hotel. The hotels provided guests can enjoy a clean, comfortable environment by serving a wide range of housekeeping guests room and hotel areas. In the cleaning process involves training this housekeeping team and ensuring guest in accordance with the strictest health and safety regulations.

Keywords: new trends in housekeeping, COVID-19 pandemic; hospitality industry; impact; tourism.

I. Introduction

COVID-19's spread and the restrictions in large-scale travel and tourism have created a big impact on the global hospitality industry. COVID-19, an infectious acute respiratory virus, has been reported for the first time in China., which has seriously influenced life throughout the world. As a result of the COVID-19, governments implemented a variety of methods to stifle harmony, including handcuffing, wearing facial masks, social distance, and lockdown. To minimise the spread of the illness, many countries imposed travel restrictions in addition to social distance, which has greatly influenced the globles travel. In Hospitality Industry, the housekeeping department is undoubtedly the largest workforce. Employees are an executive housekeeper's largest and most challenging resource in an executive housekeeper. According to the hotel housekeeping is one of the hotel's spinal cord. All housekeeping establishments provide value for money which is to provide our customers with cleaning, comfortable, and surrounding welcome. A clean, comfortable, safe, and aesthetically pleasing environment might be defined as housekeeping. Housekeeping, according to another definition, is a hotel's operations department in charge of the cleanliness and care of rooms, public areas, back areas, and surrounding areas. This article presents on-site maintenance department practise in the hotel sector, and the first and most important thing is to secure the safety of both staff and visitors. Daily rooms sanitizing post COVID-19 situation. Face masks and social distancing at the hotel for all employees and guests for COVID-19. The hotel's guests have always given value for hygiene. Guests are afraid to contract their viruses or spread it into friends and family. As a result, there is a definite worry about cleanliness, and ethical hygiene will become a new trend in the hotel industry. Based on the medical grade, it is very important to pursue cleanliness practices and protocols. It is also critical for the hotel to ensure that the guest is staying in a safe, secure, and healthy setting.

II. Objectives

- To study the recent changes and new trends in Housekeeping department in post COVID-19.
- To study the new trends and their impact on the hospitality sector.
- To assess the various roles of housekeeping personnel in terms of health, hygiene, and safety.

Author α: Researcher, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: Zubair.ali.gsohbsc@galgotiasuniversity.edu.in
Author σ: Associate Professor (Corresponding Author), School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh. e-mail: rohit.jaswal@galgotiasuniversity.edu.in
Author ρ: Dean & Professor, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: dean.soh@galgotiasuniversity.edu.in

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III. Literature Review

- The effect of cleanliness and cleanliness in hotels has become the most important due to COVID-19. Movement of doors can spread epidemic handles, different regions and infected with disease (WHO, 2020b). hotel surface areas used by guests may have high numbers of viruses, and this could be a major cause of infection (Park et al., 2019). Airborne spread by centralized air conditioning systems may be another source of COVID-19 disease (Zhang et al.) Al., 2020). The coffee shop was the second highest revenue generating department in the hotel. After banquet as per their 24X7 hours operation. Staff are using all necessary guards which includes wearing habit wearing mask, gloves, wearing face shield, using sanitizer in very few minutes, Carrying food on trolley with all measurements, washing your hands and ensuring that all guidelines have been considered and met government instructions. They were dependent on passengers for their revenue and survival but by adjusting with circumstances and some innovations are not there manage their revenue with the help of government rooms needed to quarantine infected people.
- As mentioned by Sharma, S., & Kaushik, T. (2021). When a hotel room is left vacant for several hours following a departure, every room is sanitised and cleaned. Housekeeping department staff are responsible for issuing keys, collecting keys, handling grand master keys for room maids. When the floor surface is too rough for a dust mop, sweeping is used to collect the dust.

Following the pandemic of COVID-19 as per First, hoteliers are becoming more aware of artificial intelligence (AI) and its applications in hotel management practises such as robotics. In the hotel sector, a rising number of research have focused on the individual and organisational consequences of AI and robotics. In addition, given the importance of social distancing as a COVID-19 prevention approach, the deployment of AI and robotics in hotels – especially in high-contact settings – can assist protect customers and frontline service personnel. Is. As a result, we will emphasise AI and Robotics as a subject in Hotel Management and Marketing following COVID-19.

IV. Research Methodology

The current research paper is based on both primary and secondary data information during the research of this paper I have personal collected data from more than 60 persons which were either hospitality industry professional, trainnes or regular guest of the hotel. I have not only made the questionnaire but also took an extra initiative to understand the views of many hotel guests by one to one conversation.

During the journey of this research paper writing I have also taken help from secondary data which was gathered from a variety of sources, including website reports., hotel broker etc. We have collected the necessary secondary data from the Ministry of Tourism for this paper, government reports, data has been collected from the statistical book of India, and other related information has been collected from the policy paper and the research papers published in different magazines have also been collected which was really helpful and available to many social media platforms With the help of trend line analysis, all collected data was analyzed.

a) New Trends in the Housekeeping Department

- The following are some recent trends in Housekeeping Department in the Hotel Industry.
- Continual cleaning and sanitation of all public contact points, including the lobby and counter top, telephone, door knobs, lift buttons, handrail, and lobby and guest corridor furniture.
- The rugs will be emptied every two hours, and the doors will be mopped with the disinfectant solution.
- When there is a double door at the entrance, one set of doors will be left open so that guests do not have to touch the door handle.
- Every 45 minutes, ash urns in smoking areas will be cleaned and sanitised.
- Signage will be present in the lobby to keep employees and other guests safe.
- Hand sanitizers will be available at all counters, cloakrooms, restaurants, corridors, and rooms.
- Any unused room or bath linen will be sent to the laundry upon departure.
- Rooms will be thoroughly cleaned, with special attention paid to surfaces such as door handles, knobs, remote controls, writing table tops, switches, telephones, WC flush handles, health faucets, vanity counters, and doors.
- Following each guest's departure, all linen will be sent to the laundry for cleaning.
- In fire exhaust areas, the landing hand rail is cleaned every day.

b) The designs in hotels

Today, hotels emphasize simplicity and elegance in design, with maximum practicality. Most contemporary hotels are perfectly contoured, elegant, sturdy and practically clean to use. As per the wide choice of interior fittings, they are guaranteed to match guest needs and demands. Modern bathrooms are equipped with brushed nickel or chrome which prefers over ornate décor. It looks simple and elegant for bathroom vanity and focuses more on utility value. The

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material used for the modern bathroom vanity seems to be natural and artificial stone.

c) Changing the with keeping

Successfully running a housekeeping department is not an easy task. The executive housekeeper has to be very flexible and comfortable in dealing with the guests.

d) Lighting in the Hotels

Lighting plays a very important role in any hotel. It really has the light to making a space looking good if it is done with completed. Hotel lighting has changed a lot in the last few years. LED strips have taken the brunt of light.

e) Go Green

The utilisation of eco-friendly features, conserved water, and energy-saving equipment is the new trend in housekeeping. There's a lot more to being human environmentally more welcoming than merely reused linens ortowel, with increasingly responsible tourism and a focus on green practises.

f) Security and safety

Hotels provide their visitors with having the chance to visit without concern and ensure assume they are always safe from security threats. The main room door and entering security chain, as well as the double locking feature, protect the room from outside fumes and reduce noise in the event of a fire, smoked, heating detectors, and water sprinklers. With an environmental certification. Double lock feature for each room, entrance and bathroom doors, security in the room; hand metal detector; kitchen fire protection systems and car screening surveillance systems.

g) Forecasting GRA Requirement

Use computers to estimate the total number of GRAs required each day in the future, based on current internal occupancy and staffing and expected arrivals/departures in the coming period.

h) Ergonomics

Erganonics is concerned with the study of the motion of a body in relation to the act of projecting during a task, which has a significant effect on the function of the work. Housekeeping is a physically demanding profession and work environment, which affected the living and comfort of the employees. Erganonics is a scientifically discipline that deals with the interactioned between employees and the elements of their worked system.

i) Technology Savvy Housekeeping

Hotels are heavily investing in IT infrastructure and networked systems, which reflects the most recent technical breakthroughs in their operations. Today's hotels use a wide range of software, including complex housekeeping systems. Customer participation in service delivery has expanded thanks to technological advancements.

j) Pest Management

Regular service with an integrated pest management technique is the best practise. This activity involves not merely the annoyance control business, However, hotels are included is administration, amenities, maintenance, and housekeeping employees, in addition the guests.

k) Service Outsourcing

Because housekeeping is a labor-intensive service, most hotel chains view outsourcing as a viable commercials options. Outsourcing has shown to be the ideal answer for a variety of specific duties because it is both cost effective and a smart business strategy for meeting hotel standards. To reduced employees turnover, the housekeeping industry must focus on developing and implementing dynamic retention tactics.

l) Waste reduction

Replace disposable room facilities with reusable or recyclable alternatives to reduce waste. To promote the use of long-lasting, repairable, and reusable equipment. Consumables like linens and tableware, purchasing standards must be set. Toiletries and soap can be donated to local shelters.

V. Graphical Presentation

1. Room sanitizing COVID-19 virus contamination can be avoided by following certain procedures. Guest rooms, conference rooms, restaurants, the fitness facility, and other public areas are all available. sanitization and cleaning COVID-19 in housekeeping department. By keeping this fact in mind I had asked this question from many people in the hotel and eventually I was surprised to see that ony 32.3% mentioned that thy are strongly agree with this statement. Although, as we can see clearly that majorty of people are in the favour of this best practice of hotel.

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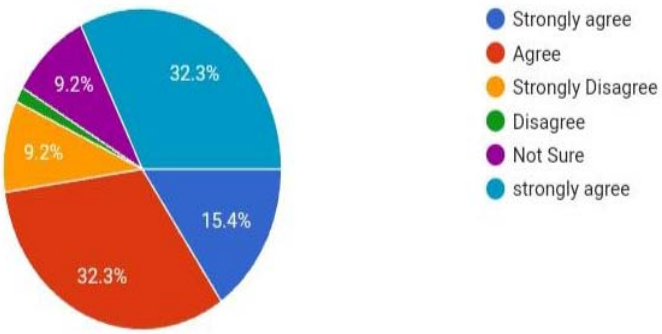

Fig. 1: Guest Satisfaction for Covid protocols

2. A process to certify and record that the premises, 69.2% people highly satisfied with Cleaning procedures with new norms in housekeeping department. It was great to know as a housekeeping staff that our room guest's are either highly satisfied or satisfied with the cleaning procedures. The new norms of housekeeping are getting appreciated by hotel guests a lot.

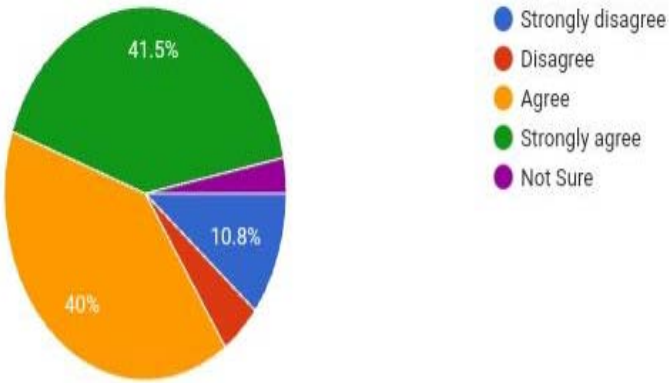

Fig. 2: New cleaning noems in housekeeping department satisfaction chart

3. As we can see that minimum distance rule in housekeeping department due to COVID-19 situations in hotel industry is highly appreciated by guests. In the graph it's clearly visible that 41.5% people are strongly agree and about 40% people are agree with the new norm getting implemented by housekeeping detartment of the hotel.

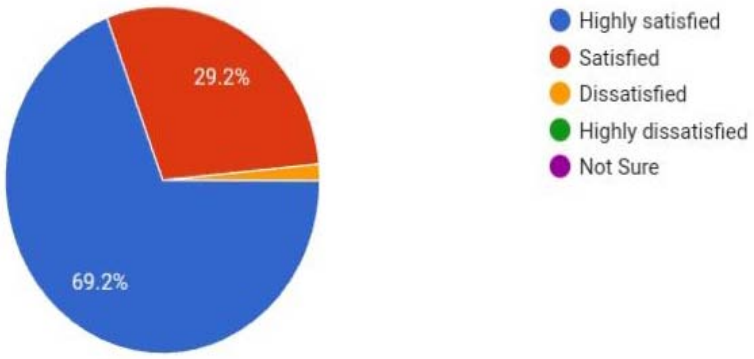

Fig. 3: Customer satisfaction chart of social distancing protocol in the hotel

4. As per the graph, 44.6% people says 2-3 times a day room cleaning. And 38.5% says people once a day room cleaning. It clearly shows that even hotel guest are very concern for the room cleaning procedures in current senerio. It is good to see that maximum percentage is mentioning the requirement of room cleaning for 2-3 times a day and the hotel housekeeping also made it happen by providing the same as per guest requirement.

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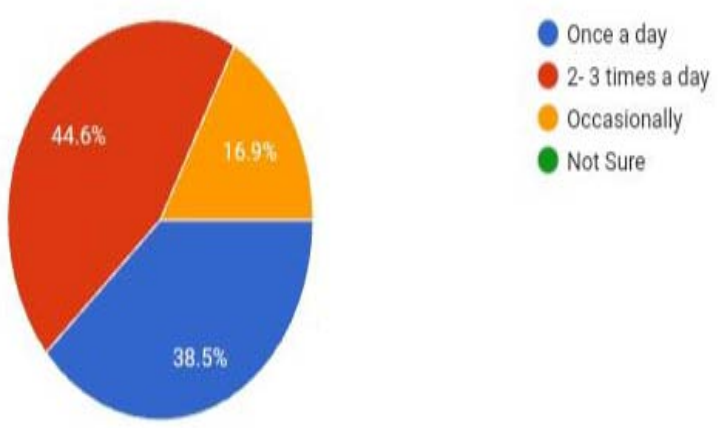

Fig. 4: Customer resoponse of room daily cleaning preferences

5. As per graph maximum people staying in the rooms are marking us excellent on the scale of hygine service and after this survey hotel target is to uplift this percentage by atleast 20% and that also within next 1 year. It is important for any housekeeping professional to provide 24 X 7 best hygininc accomadation to their all guests staying in the hotel.

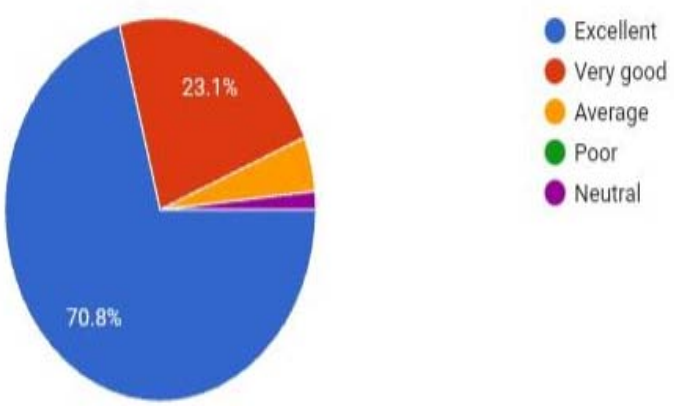

Fig. 5: Accomadation Hygine rating for housekeeping department

6. Maximum respondents feel comfortable with the processes and rate us either excellent or very good as per their experience for our housekeeping department. If we see the pie chart on this question where I had asked to rate the overall guest experience with our housekeeping department, the majority of people are found appreciating our services which helped me a lot to come on a conclusion for this paper.

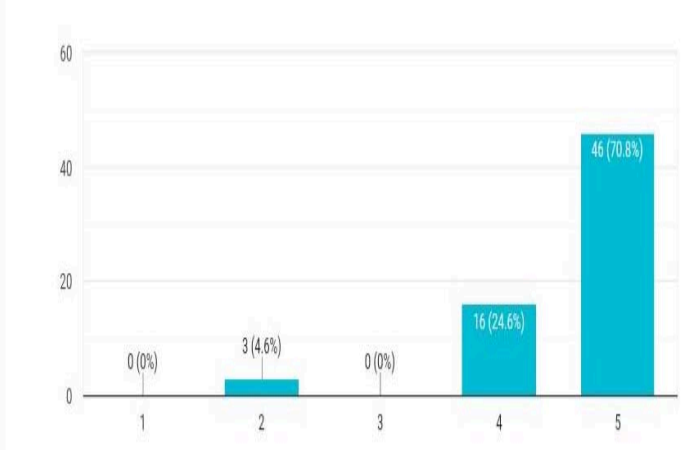

Fig. 6: Overall guest satisfaction with the hotel's housekeeping department

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VI. Conclusion

This report presents a systematic evaluation of existing research subjects pertinent to the hospitality industry's understanding during the COVID-19 epidemic. Housekeeping is responsible for more than just cleanling but also looks after the maintenance of the hotel by practicing housekeeping. Room sanitizing for corona virus contamination can be avoided by following certain procedures. Guest rooms, conference rooms, restaurants, the fitness facility and other public areas are all available sanitization and cleaning in housekeeping department as per government guidelines. All the facilities provided by the housekeeping department in terms of cleanliness. Housekeeping supplies and amenities of items that the guest using during their staying at the hotel room. There are many amenities provided in standard room and bathroom. Respondents appreciate minimum distance rule in housekeeping department due to COVID-19 situations in Hotel industry is guests safety.

By this survey I have understood many new things which are as mentioned below, this paper evalutes the services of housekeeping department of my hotel, although it is found that maximum responses received are in the favour of staff and their hospitality protocols towards their guests even after the tough situations of COVID-19. On the other hand this is also working as a feedback for the entire Housekepping Department in which few places need better version of staff training and new trends and techniques for better results from guest prospective.

This research paper will definately help not only this hotel but also all the housekeeping of other hotels because as per new normal it's important to understand that COVID-19 protocols will be part of hotel's hygiene. Staff needs to trained continuously for new techniques and also the guest satisfaction must be uplift at certain time with the help of continuos feedback system as I mentioned earlier too that there is always a scope of improvement and being a hospitality professionals we must be working to reduce that gap of improvement and perfection.

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6. Bookmarks are useful: When you read any book or magazine, you generally use bookmarks, right? It is a good habit which helps to not lose your continuity. You should always use bookmarks while searching on the internet also, which will make your search easier.

7. Revise what you wrote: When you write anything, always read it, summarize it, and then finalize it.

8. Make every effort: Make every effort to mention what you are going to write in your paper. That means always have a good start. Try to mention everything in the introduction—what is the need for a particular research paper. Polish your work with good writing skills and always give an evaluator what he wants. Make backups: When you are going to do any important thing like making a research paper, you should always have backup copies of it either on your computer or on paper. This protects you from losing any portion of your important data.

9. Produce good diagrams of your own: Always try to include good charts or diagrams in your paper to improve quality. Using several unnecessary diagrams will degrade the quality of your paper by creating a hodgepodge. So always try to include diagrams which were made by you to improve the readability of your paper. Use of direct quotes: When you do research relevant to literature, history, or current affairs, then use of quotes becomes essential, but if the study is relevant to science, use of quotes is not preferable.

10. Use proper verb tense: Use proper verb tenses in your paper. Use past tense to present those events that have happened. Use present tense to indicate events that are going on. Use future tense to indicate events that will happen in the future. Use of wrong tenses will confuse the evaluator. Avoid sentences that are incomplete.

11. Pick a good study spot: Always try to pick a spot for your research which is quiet. Not every spot is good for studying.

12. Know what you know: Always try to know what you know by making objectives, otherwise you will be confused and unable to achieve your target.

13. Use good grammar: Always use good grammar and words that will have a positive impact on the evaluator; use of good vocabulary does not mean using tough words which the evaluator has to find in a dictionary. Do not fragment sentences. Eliminate one-word sentences. Do not ever use a big word when a smaller one would suffice.
Verbs have to be in agreement with their subjects. In a research paper, do not start sentences with conjunctions or finish them with prepositions. When writing formally, it is advisable to never split an infinitive because someone will (wrongly) complain. Avoid clichés like a disease. Always shun irritating alliteration. Use language which is simple and straightforward. Put together a neat summary.

14. Arrangement of information: Each section of the main body should start with an opening sentence, and there should be a changeover at the end of the section. Give only valid and powerful arguments for your topic. You may also maintain your arguments with records.

15. Never start at the last minute: Always allow enough time for research work. Leaving everything to the last minute will degrade your paper and spoil your work.

16. Multitasking in research is not good: Doing several things at the same time is a bad habit in the case of research activity. Research is an area where everything has a particular time slot. Divide your research work into parts, and do a particular part in a particular time slot.

17. Never copy others' work: Never copy others' work and give it your name because if the evaluator has seen it anywhere, you will be in trouble. Take proper rest and food: No matter how many hours you spend on your research activity, if you are not taking care of your health, then all your efforts will have been in vain. For quality research, take proper rest and food.

18. Go to seminars: Attend seminars if the topic is relevant to your research area. Utilize all your resources.

19. Refresh your mind after intervals: Try to give your mind a rest by listening to soft music or sleeping in intervals. This will also improve your memory. Acquire colleagues: Always try to acquire colleagues. No matter how sharp you are, if you acquire colleagues, they can give you ideas which will be helpful to your research.

20. Think technically: Always think technically. If anything happens, search for its reasons, benefits, and demerits. Think and then print: When you go to print your paper, check that tables are not split, headings are not detached from their descriptions, and page sequence is maintained.

21. Adding unnecessary information: Do not add unnecessary information like "I have used MS Excel to draw graphs." Irrelevant and inappropriate material is superfluous. Foreign terminology and phrases are not apropos. One should never take a broad view. Analogy is like feathers on a snake. Use words properly, regardless of how others use them. Remove quotations. Puns are for kids, not grunt readers. Never oversimplify: When adding material to your research paper, never go for oversimplification; this will definitely irritate the evaluator. Be specific. Never use rhythmic redundancies. Contractions shouldn't be used in a research paper. Comparisons are as terrible as clichés. Give up ampersands, abbreviations, and so on. Remove commas that are not necessary. Parenthetical words should be between brackets or commas. Understatement is always the best way to put forward earth-shaking thoughts. Give a detailed literary review.

22. Report concluded results: Use concluded results. From raw data, filter the results, and then conclude your studies based on measurements and observations taken. An appropriate number of decimal places should be used. Parenthetical remarks are prohibited here. Proofread carefully at the final stage. At the end, give an outline to your arguments. Spot perspectives of further study of the subject. Justify your conclusion at the bottom sufficiently, which will probably include examples.

23. Upon conclusion: Once you have concluded your research, the next most important step is to present your findings. Presentation is extremely important as it is the definite medium though which your research is going to be in print for the rest of the crowd. Care should be taken to categorize your thoughts well and present them in a logical and neat manner. A good quality research paper format is essential because it serves to highlight your research paper and bring to light all necessary aspects of your research.

Informal Guidelines of Research Paper Writing

Key points to remember:

- Submit all work in its final form.
- Write your paper in the form which is presented in the guidelines using the template.
- Please note the criteria peer reviewers will use for grading the final paper.

Final points:

One purpose of organizing a research paper is to let people interpret your efforts selectively. The journal requires the following sections, submitted in the order listed, with each section starting on a new page:

The introduction: This will be compiled from reference matter and reflect the design processes or outline of basis that directed you to make a study. As you carry out the process of study, the method and process section will be constructed like that. The results segment will show related statistics in nearly sequential order and direct reviewers to similar intellectual paths throughout the data that you gathered to carry out your study.

The discussion section:

This will provide understanding of the data and projections as to the implications of the results. The use of good quality references throughout the paper will give the effort trustworthiness by representing an alertness to prior workings.

Writing a research paper is not an easy job, no matter how trouble-free the actual research or concept. Practice, excellent preparation, and controlled record-keeping are the only means to make straightforward progression.

General style:

Specific editorial column necessities for compliance of a manuscript will always take over from directions in these general guidelines.

To make a paper clear: Adhere to recommended page limits.

Mistakes to avoid:

- Insertion of a title at the foot of a page with subsequent text on the next page.
- Separating a table, chart, or figure—confine each to a single page.
- Submitting a manuscript with pages out of sequence.
- In every section of your document, use standard writing style, including articles ("a" and "the").
- Keep paying attention to the topic of the paper.



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- Use paragraphs to split each significant point (excluding the abstract).
- Align the primary line of each section.
- Present your points in sound order.
- Use present tense to report well-accepted matters.
- Use past tense to describe specific results.
- Do not use familiar wording; don't address the reviewer directly. Don't use slang or superlatives.
- Avoid use of extra pictures—include only those figures essential to presenting results.

Title page:

Choose a revealing title. It should be short and include the name(s) and address(es) of all authors. It should not have acronyms or abbreviations or exceed two printed lines.

Abstract: This summary should be two hundred words or less. It should clearly and briefly explain the key findings reported in the manuscript and must have precise statistics. It should not have acronyms or abbreviations. It should be logical in itself. Do not cite references at this point.

An abstract is a brief, distinct paragraph summary of finished work or work in development. In a minute or less, a reviewer can be taught the foundation behind the study, common approaches to the problem, relevant results, and significant conclusions or new questions.

Write your summary when your paper is completed because how can you write the summary of anything which is not yet written? Wealth of terminology is very essential in abstract. Use comprehensive sentences, and do not sacrifice readability for brevity; you can maintain it succinctly by phrasing sentences so that they provide more than a lone rationale. The author can at this moment go straight to shortening the outcome. Sum up the study with the subsequent elements in any summary. Try to limit the initial two items to no more than one line each.

Reason for writing the article—theory, overall issue, purpose.

- Fundamental goal.
- To-the-point depiction of the research.
- Consequences, including definite statistics—if the consequences are quantitative in nature, account for this; results of any numerical analysis should be reported. Significant conclusions or questions that emerge from the research.

Approach:

- Single section and succinct.
- An outline of the job done is always written in past tense.
- Concentrate on shortening results—limit background information to a verdict or two.
- Exact spelling, clarity of sentences and phrases, and appropriate reporting of quantities (proper units, important statistics) are just as significant in an abstract as they are anywhere else.

Introduction:

The introduction should "introduce" the manuscript. The reviewer should be presented with sufficient background information to be capable of comprehending and calculating the purpose of your study without having to refer to other works. The basis for the study should be offered. Give the most important references, but avoid making a comprehensive appraisal of the topic. Describe the problem visibly. If the problem is not acknowledged in a logical, reasonable way, the reviewer will give no attention to your results. Speak in common terms about techniques used to explain the problem, if needed, but do not present any particulars about the protocols here.

The following approach can create a valuable beginning:

- Explain the value (significance) of the study.
- Defend the model—why did you employ this particular system or method? What is its compensation? Remark upon its appropriateness from an abstract point of view as well as pointing out sensible reasons for using it.
- Present a justification. State your particular theory(-ies) or aim(s), and describe the logic that led you to choose them.
- Briefly explain the study's tentative purpose and how it meets the declared objectives.

Approach:

Use past tense except for when referring to recognized facts. After all, the manuscript will be submitted after the entire job is done. Sort out your thoughts; manufacture one key point for every section. If you make the four points listed above, you will need at least four paragraphs. Present surrounding information only when it is necessary to support a situation. The reviewer does not desire to read everything you know about a topic. Shape the theory specifically—do not take a broad view.

As always, give awareness to spelling, simplicity, and correctness of sentences and phrases.

Procedures (methods and materials):

This part is supposed to be the easiest to carve if you have good skills. A soundly written procedures segment allows a capable scientist to replicate your results. Present precise information about your supplies. The suppliers and clarity of reagents can be helpful bits of information. Present methods in sequential order, but linked methodologies can be grouped as a segment. Be concise when relating the protocols. Attempt to give the least amount of information that would permit another capable scientist to replicate your outcome, but be cautious that vital information is integrated. The use of subheadings is suggested and ought to be synchronized with the results section.

When a technique is used that has been well-described in another section, mention the specific item describing the way, but draw the basic principle while stating the situation. The purpose is to show all particular resources and broad procedures so that another person may use some or all of the methods in one more study or referee the scientific value of your work. It is not to be a step-by-step report of the whole thing you did, nor is a methods section a set of orders.

Materials:

Materials may be reported in part of a section or else they may be recognized along with your measures.

Methods:

- Report the method and not the particulars of each process that engaged the same methodology.
- Describe the method entirely.
- To be succinct, present methods under headings dedicated to specific dealings or groups of measures.
- Simplify—detail how procedures were completed, not how they were performed on a particular day.
- If well-known procedures were used, account for the procedure by name, possibly with a reference, and that's all.

Approach:

It is embarrassing to use vigorous voice when documenting methods without using first person, which would focus the reviewer's interest on the researcher rather than the job. As a result, when writing up the methods, most authors use third person passive voice.

Use standard style in this and every other part of the paper—avoid familiar lists, and use full sentences.

What to keep away from:

- Resources and methods are not a set of information.
- Skip all descriptive information and surroundings—save it for the argument.
- Leave out information that is immaterial to a third party.

Results:

The principle of a results segment is to present and demonstrate your conclusion. Create this part as entirely objective details of the outcome, and save all understanding for the discussion.

The page length of this segment is set by the sum and types of data to be reported. Use statistics and tables, if suitable, to present consequences most efficiently.

You must clearly differentiate material which would usually be incorporated in a study editorial from any unprocessed data or additional appendix matter that would not be available. In fact, such matters should not be submitted at all except if requested by the instructor.



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Content:

- Sum up your conclusions in text and demonstrate them, if suitable, with figures and tables.
- In the manuscript, explain each of your consequences, and point the reader to remarks that are most appropriate.
- Present a background, such as by describing the question that was addressed by creation of an exacting study.
- Explain results of control experiments and give remarks that are not accessible in a prescribed figure or table, if appropriate.
- Examine your data, then prepare the analyzed (transformed) data in the form of a figure (graph), table, or manuscript.

What to stay away from:

- Do not discuss or infer your outcome, report surrounding information, or try to explain anything.
- Do not include raw data or intermediate calculations in a research manuscript.
- Do not present similar data more than once.
- A manuscript should complement any figures or tables, not duplicate information.
- Never confuse figures with tables—there is a difference.

Approach:

As always, use past tense when you submit your results, and put the whole thing in a reasonable order.

Put figures and tables, appropriately numbered, in order at the end of the report.

If you desire, you may place your figures and tables properly within the text of your results section.

Figures and tables:

If you put figures and tables at the end of some details, make certain that they are visibly distinguished from any attached appendix materials, such as raw facts. Whatever the position, each table must be titled, numbered one after the other, and include a heading. All figures and tables must be divided from the text.

Discussion:

The discussion is expected to be the trickiest segment to write. A lot of papers submitted to the journal are discarded based on problems with the discussion. There is no rule for how long an argument should be.

Position your understanding of the outcome visibly to lead the reviewer through your conclusions, and then finish the paper with a summing up of the implications of the study. The purpose here is to offer an understanding of your results and support all of your conclusions, using facts from your research and generally accepted information, if suitable. The implication of results should be fully described.

Infer your data in the conversation in suitable depth. This means that when you clarify an observable fact, you must explain mechanisms that may account for the observation. If your results vary from your prospect, make clear why that may have happened. If your results agree, then explain the theory that the proof supported. It is never suitable to just state that the data approved the prospect, and let it drop at that. Make a decision as to whether each premise is supported or discarded or if you cannot make a conclusion with assurance. Do not just dismiss a study or part of a study as "uncertain."

Research papers are not acknowledged if the work is imperfect. Draw what conclusions you can based upon the results that you have, and take care of the study as a finished work.

- You may propose future guidelines, such as how an experiment might be personalized to accomplish a new idea.
- Give details of all of your remarks as much as possible, focusing on mechanisms.
- Make a decision as to whether the tentative design sufficiently addressed the theory and whether or not it was correctly restricted. Try to present substitute explanations if they are sensible alternatives.
- One piece of research will not counter an overall question, so maintain the large picture in mind. Where do you go next? The best studies unlock new avenues of study. What questions remain?
- Recommendations for detailed papers will offer supplementary suggestions.

Approach:

When you refer to information, differentiate data generated by your own studies from other available information. Present work done by specific persons (including you) in past tense.

Describe generally acknowledged facts and main beliefs in present tense.

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Topics	Grades		
	A-B	**C-D**	**E-F**
Abstract	Clear and concise with appropriate content, Correct format. 200 words or below	Unclear summary and no specific data, Incorrect form Above 200 words	No specific data with ambiguous information Above 250 words
Introduction	Containing all background details with clear goal and appropriate details, flow specification, no grammar and spelling mistake, well organized sentence and paragraph, reference cited	Unclear and confusing data, appropriate format, grammar and spelling errors with unorganized matter	Out of place depth and content, hazy format
Methods and Procedures	Clear and to the point with well arranged paragraph, precision and accuracy of facts and figures, well organized subheads	Difficult to comprehend with embarrassed text, too much explanation but completed	Incorrect and unorganized structure with hazy meaning
Result	Well organized, Clear and specific, Correct units with precision, correct data, well structuring of paragraph, no grammar and spelling mistake	Complete and embarrassed text, difficult to comprehend	Irregular format with wrong facts and figures
Discussion	Well organized, meaningful specification, sound conclusion, logical and concise explanation, highly structured paragraph reference cited	Wordy, unclear conclusion, spurious	Conclusion is not cited, unorganized, difficult to comprehend
References	Complete and correct format, well organized	Beside the point, Incomplete	Wrong format and structuring

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