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A Study on Impact of Social Media

A Study on Planning and Application

Highlights

Impact of Housekeeping Service

A Case Study on Customer Satisfaction

Discovering Thoughts, Inventing Future

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A Study on Front Office & its Impact on Guest Satisfaction in Radiusson Blu Hotel, Greater Noida

By Debjani Roy, Monalisha Dash & Prof. (Dr.) Rajiv Mishra
Galgotias University

Abstract- This examination is completed in the viewpoint of continuous patterns in This study of Radisson Blu Greater Noida is based on the findings related to the practices of the front office department in the engagement of guest satisfaction activities. Customer satisfaction is a function of service performance in relation to customer expectations. As a result, it is critical to understand how customer expectations are formed in order to identify the factors that contribute to service satisfaction. Customer expectations are determined by their understanding of a product or service.

Based on the research filled by 40 respondent we come across various different practiced involved in front office to increase the customer satisfaction & the quality of services the amount of steps taken in consideration for improvement & innovation.

Keywords: front office practices, impact, guest satisfaction, improvement & innovation.

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



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A Study on Front Office & its Impact on Guest Satisfaction in Radiusson Blu Hotel, Greater Noida

Debjani Roy [α], Monalisha Dash [σ] & Prof. (Dr.) Rajiv Mishra [ρ]

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Based on the research filled by 40 respondent we come across various different practiced involved in front office to increase the customer satisfaction & the quality of services the amount of steps taken in consideration for improvement & innovation.

Keywords: front office practices, impact, guest satisfaction, improvement & innovation.

I. Introduction

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.

This information is 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.

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II. Objectives

- To identify the role of front offices practices to improve guest satisfaction.
- To analyse how the front office impact the guest satisfaction.
- To find out the overall factors in front office department that's affecting the guest satisfaction.

III. Literature Review

According to the research of Mr Nain he primarily focussed on the very fact how the assorted innovative practices are impacting the guest satisfaction the guest satisfaction yet because the measure which are implemented for the identical ranging from the pre arrival stage to the post departure stage in context of the hotel within the West Gurgaon & capital of India region which had a big impact on their guest retention & loyalty.

According to Mohsin, in his work he was focussed to assess the service quality & its perception of shoppers within the hotels and which helps the management so as to spot the areas which require attention to satisfy and which can help in exceeding the customer expectations. The results indicated that there's significant difference between expectations of the guests and therefore the actual experiences.

According to Melia 2010 research she explained about the critical areas which cause the successful operation of the business & in addition because the areas which are chargeable for achieving the general goals of the hotel which are needed to be achieved & how this affects the performance standard of the hotel. therein they discussed about how customer satisfaction, quality of staff performance & the standard of products/goods & services offered as these are a very important factor which helps the hotel to take care of its competitive draw near the market.

According to Valeria, in her article she suggested that to extend the occupancy levels, consecutively the revenue levels and therefore the guest experience, the hoteliers must understand the requirements of the guest, their preferences within the hotel. It affirms that it might provide value to customers and aid in guest retention. The study has developed

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methodological framework to analyse the guest-hotellationship training.
Reward employees for positive mentions.

Responding to guest reviews and feedback on social media is that the next best practise. By responding, you demonstrate that you're being attentive and are concerned about the satisfaction of your guests. It's a chance to shift perceptions and express gratitude to guests for his or her feedback.

IV. Methodology

Primary sources

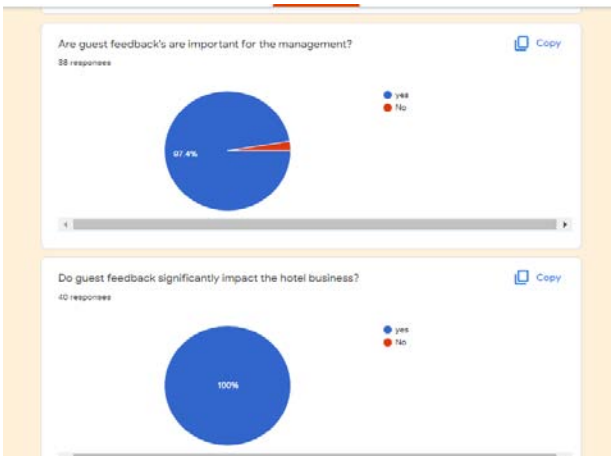
- Questionnaire
- Field survey

Secondary sources

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

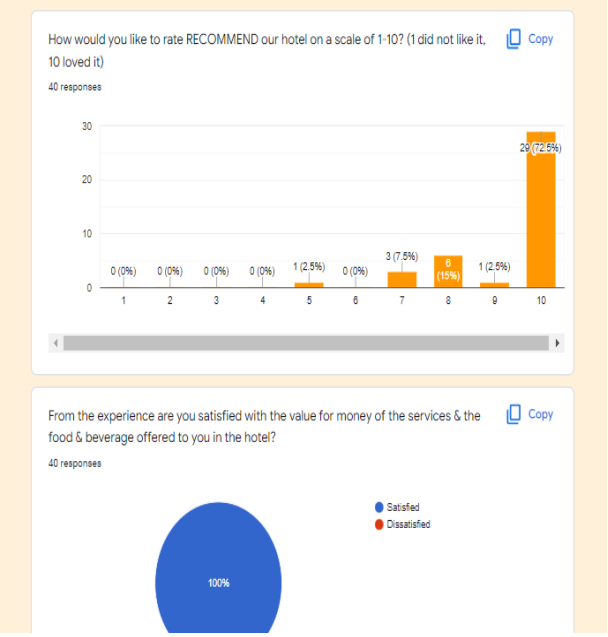
V. Data Analysis and Interpretation

I have surveyed among the 40 people who visited the hotel (Radisson Blu Greater Noida).Below analysis is the result of my field survey. In my survey, out of 45 people, 60.6% and 26.1% were male and female, respectively.



According to the data we can see that 100% of the people have their responsive in the for of that feedbacks are important for the management and it to effects or impacts the hotel business. According to the status we see that 90% of people think that taking follow ups on guest complaint is important where as we can see that only 10% of the population are not really in the favour of the same.

Online reviews of the properties and important factor for the prospective customer while choosing any property where we can see that 25% of the people are strongly agree in this fact where as 60% are just agree with the same and only few person are neutral to the fast and 7.5% strongly disagree this.



VI. Conclusion

To better comprehend the significance of consumer service in the welcome commercial enterprise, first examine the business itself. The welcome commercial enterprise includes all agencies that rely heavily on consumer interactions, such as hotels, restaurants, bars, resorts, theme parks, and tourist destinations, among others. When welcome agencies disregard the cost of consumer provider, they tend to attract fewer clients and generate fewer sales. As 70% of all purchase decisions were prompted by using consumer provider. Many factors influence whether or not a customer can buy a welcome commercial enterprise's products or services. On the other hand, consumer provider is one of the most powerful. According to one study, product ratings and reviews influence 70 percent of all purchase decisions.

One of the most important, but often overlooked, responsibilities is following up with clients.

Customers typically arrive at hotels with the conduct perceptions of how they should be treated. Most visitors believe that employees are helpful and friendly, as well as knowledgeable about the world and nearby attractions.

All of those hotels, restaurants, resorts, home stays, airlines, cruise ships, and specific establishments are a part of the rapidly expanding welcome industry. This business is primarily driven through the use of the service provided to clients throughout their tour, in addition to the meal they may be available to eat. With more clients gaining power, more people will be able to afford to travel and visit new places. On the other hand,

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the increase in tourism contributes to the expansion of the welcome commercial enterprise.

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A Study on the Impact of Housekeeping Service on Customer Satisfaction and Repeat Business in Crowne Plaza Hotel, Greater Noida

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

Abstract- A hotel's housekeeping department is its foundation. It not only maintains the cleanliness of the entire inn, but also contributes significantly to a variety of other activities in a lodge. Keeping track of and maintaining all of the hotel convenience and public areas is a challenge in and of itself, making it one of the inn's most important branches. The work done by the housekeeping office has a significant impact on the tourist experience at the lodging. The study looked into the impact of housekeeping administrations and practices on customer satisfaction and repeat business. Laundry, Decor, Room Amenities, Cleanliness, Guest Satisfaction, and Repeat Business were the constructs used in the review. Cleanliness and stylistic arrangement were proven to have a positive impact.

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

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



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A Study on the Impact of Housekeeping Service on Customer Satisfaction and Repeat Business in Crowne Plaza Hotel, Greater Noida

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

Abstract- **A hotel's housekeeping department is its foundation. It not only maintains the cleanliness of the entire inn, but also contributes significantly to a variety of other activities in a lodge. Keeping track of and maintaining all of the hotel convenience and public areas is a challenge in and of itself, making it one of the inn's most important branches. The work done by the housekeeping office has a significant impact on the tourist experience at the lodging. The study looked into the impact of housekeeping administrations and practices on customer satisfaction and repeat business. Laundry, Decor, Room Amenities, Cleanliness, Guest Satisfaction, and Repeat Business were the constructs used in the review. Cleanliness and stylistic arrangement were proven to have a positive impact.**

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

I. Introduction

Guest satisfaction is a critical component in the hotel industry since it improves the hotel's reputation, increases room sales (because satisfied guests are more likely to return), and increases profitability. The primary purpose of housekeeping is to suit the needs of guests while meeting financial expectations. Because of the increased competition and quality requirements, this customer-oriented approach is increasingly necessary. A hotel is a major unit in itself comprising of different divisions, which run in joint effort and coordination with one another to make the visitor stay agreeable. One of the significant divisions in a hotel is housekeeping. Housekeeping is responsible for neatness, upkeep, stylistic layout, and support of the whole five-star hotel. A five-star hotel in itself is a tremendous region containing an enormous number of rooms, huge public region including entryway, hallways, various foods, eateries, gyms, pools, spa, and so forth and immense back region too including clothing, staff cafeteria, shelter, storage spaces, stores, regulatory divisions, different food creation units, and so on. Dealing with the neatness, support, upkeep, and style of these region is a test in itself. The hotel's housekeeping office makes a usual hangout spot. The essential Endeavor is to give perfect, all around kept up with, agreeable rooms with warm environmental elements that deal an incentive for cash. Aside from hotel, housekeeping legally binding administrations are in a ton of interest at corporate workplaces, air terminals, carriers, clinics, banks, cruisers, and shopping arcades. Subsequently, contract housekeeping is likewise a beneficial business undertaking. A five star perseveres on the room deals, food and drink, and other valuable administrations like exercise center, clothing, clubs, well-being spa, shopping arcades, touring, and so forth. Consequently, an immense piece of a five-star hotel's income is gotten from the offer of rooms on the grounds that a room once made can be sold over and over. In any case, there is intense loss of income assuming that the rooms stay unsold. Along these lines, clearly rooms are more short-lived than even food. The visitor experience in a hotel is profoundly changed by the work being placed in by the housekeeping office. In this way, visitor rooms are the guts of a hotel. The hotel might lose a client as an expected visitor on the off chance that the stylistic layout isn't considerable, the air isn't sans scent, and outfitting and upholstery are not perfectly spotless. High pace of administration standard and quality must be accomplished through productive and powerful inn activities that can dominate clients' assumptions lastly increment firm productivity. The office needs to make rooms accessible as and when expected on an ideal reason for the visitors.

To have meetings over lunch, the cooperate clients that use the banquet, spaces within the hotel. The families who plan an outing to celebrate an occasion among other.

II. Objectives

- To investigate the impact of cleaning areas on guest satisfaction.
- To analyses the used of new technologies used in housekeeping department.

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- To evaluate the Guest opinion on the new standard operating procedure followed in the Hotel.

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.

- Crowne Plaza

Crowne Plaza hotel 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 Ms Madhu kumari," To examine various issues faced by the housekeeping department in hotels", Hotel housekeeping is changing dramatically; formerly, the department's role was to provide clean guestrooms on a timely basis, but recently there have been significant adjustments. To boost hotel operations, this market needs new trends and technologies. After all, the housekeeping staff is in charge of bringing in the majority of the hotel's profit. As a result, the trends in housekeeping in the hotel business are examined in this article. This article focuses on the current cleaning trends that hotels can adopt to increase revenue from their operations. In order to maintain dominance in the strong competition, the Hotel Industry must follow the trends of the times, establish distinctive commodity value or service method.

As discussed by Dr Seema Zagade, the importance of room decorating for customer happiness was investigated in this study. The study's goal is to figure out what the link is between customer pleasure and client retention. According to the survey, a variety of housekeeping services on the Guest supply quality, quantity, manner, and service, among other things. Has a significant influence or impact on consumers, resulting in customers interacting with Housekeeping, which is a strong sign that a customer will likely return to the hotel. A well-thought-out customer service strategy draws an increasing number of customers.

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 Crowne Plaza, Greater Noida. Crowne Plaza is a 5-star hotel located at Greater Noida in India. The study involved customers as the study participants.

d) Study population

The population of this study will be customers from Crowne Plaza, Greater Noida. 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 Crowne Plaza. 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.

VII. Data Collection Methods and Procedure

Questionnaire was prepared and participated were asked questions related to which the preferred fine

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dining or quick service restaurants. Questions about factors affecting their choice was asked such as, quality of service, cleanliness, 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 of hotel premises, hygiene standards maintained, level of customer satisfaction, level of luxury and privacy provided by housekeeping department in Hotel Crowne Plaza Greater Noida.

VIII. 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.

IX. Conclusion

The contribution of the Human Resources section and the housekeeping duties. We now have a better understanding of the gravity of the problem and how to best handle it as a result of this investigation. This cycle requires standardized merchandise, well-prepared, energetic, and merciful representatives, and stringent quality monitoring. The policies and ideologies of various hotels differ greatly.

The research's findings are as follows. The survey looked at the qualities of housekeeping personnel, which included being courteous and properly groomed.

Guest satisfaction is influenced by the staff, uniform cleanliness, and handling.

Outsourced housekeeping staff have a beneficial impact on guest satisfaction in every way.

All public locations have a good impact on cleanliness, with the exception of the parking lot, which has a favourable impact.

The key components that affect guest satisfaction in started hotels are five aspects and that all of them affect guest satisfaction in a positive direction. This therefore means hotels lack the capacity to offer services related to lack of documented policies to adhere to when it comes to housekeeping services.

The staff is also working by the rules and are maintaining appropriate distance as required

At the end I really feel that the hospitality industry is trying it best to get back to its 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 Application of Strategies used for Menu Designing of "SPICE ART" Restaurant

By Ninni Kumari, Himanshu Sharma & Prof. (Dr.) Rajiv Mishra
Galgotias University

Abstract- Customer preference is ever changing yet it is very integral in hospitality industry. In a restaurant, a menu is a list of dishes that are available for sale in a food & beverage outlet or that can be served at a meal.

Menu is a detailed list of food & beverage offered at the food service establishment. A good menu should highlight the variety that the restaurant has to offer. After all, we all have different tastes so the menu should make it clear that there are many different dishes that can accommodate that. A good menu should highlight the different qualities of each dish and offer plenty of variety for every course, to ensure that nobody feels like they have to order something that they don't want to eat. Plus, the experimental foodie may enjoy exploring dishes they have never heard of before, which can only be done if there is enough variety on the menu in the first place.

Keywords: *customer preference, menu design, menu layout, customer satisfaction.*

GJMBR-F Classification: *DDC Code: 572.2 LCC Code: QK861*



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I. Introduction

My research is also related to menu designing, which is very important for any restaurant, because a good menu attracts customer and it is a source of restaurant revenue, in a restaurant a menu is a tool, which help us to run the restaurant profitably. So, in "Spice Art" restaurant the old menu was not too much attractive and informative, and our regular guest was getting bored with the old menu, they were seeing same dishes, in same format at their every visit, and it was happening with our most of the regular guest, in our old menu we haven't mentioned currency details and government taxes, so some of our foreigner guest was facing problems, so I have start noticing these things like some customers are looking for pictures in the menu as well, which we haven't mentioned in our old menu, then these small things get started become obstacles of our revenue. So, I have started doing my research, after consulting my managers, chef and my Head of the department. And I have start taken feedback of our all guests regarding designing of menu. Which help us a lot. After getting the customer's feedback, we have designed our new menu.

In the new menu of "Spice Art" we have mentioned the price of the items, on the right side of the menu with symbol of currency (INR). We have mentioned @ the footnote, the currency of the price & that the prices are excluding, government taxes (18%) and service charge (5%).

Also, we have made a note that the guest should inform their dietary needs or allergies. Menu is also playing a role to introduce the restaurant, the colour, design, font and logo emphasis the image of the restaurant. The menu description, help the customers to understand the items it describes method of preparation, what are the ingredients used for making the particular dish. The pages of the menu should be of eco-friendly material

II. Objectives

- To understand about the difference between old menu and new menu.
- To acquire the strategies this is used in menu designing.
- To acquire the guest reaction and implication on the basis of guest feedback.

III. Literature Review

As per Bahattin Ozdemir and Osman Caliskan (2008) in order to understand the restaurant menus: specifying the managerial issues. strategic management helps you provide a better understanding about the importance of the menu. The strategies include menu planning and innovative which brings about new dishes and variety of dishes on the menu. Menu pricing, and positioning of food items on menu as a management strategy helps Influence customers choice.

As discussed by Mr. Seytoğlu "A conceptual study on menu planning and the selection of menu items" (2016) there are stages in menu management these include pricing, analysis, designing and planning. The selection of items on the should first meet the needs of the customer then meet the demands in terms of flavor profile, nutrition then last the financial aspects which is to ensure profitability. Factory affecting

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selection of items on menu include, the religion, culture, age, economic status of customers. The type and size of establishment, the skill of staff and quality standards of the establishment and competition from other food and beverage establishment also affect menu item selection.

As explained by _Michael M. and Ann Lynn (2008) _ on the topic of "Effect of restaurant menu item description on perceptions of quality, price and purchase intention", the pricing of menu correlates to the quality and reason for purchasing the item, this intern affects the selection of the item. Menu acts as physiological tool as it influences customers choice. Menu analysis is Integral part of marketing strategies used by restaurant.

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 Crowne Plaza, Greater Noida. Crowne Plaza is a 5-star hotel located at Greater Noida in India. The study involved customers as the study participants.

d) Study population

The population of this study will be customers from Crowne Plaza, Greater Noida. The target population will be the customers that will be present at the hotel during collection of data. The respondents will be 58 participants from Crowne Plaza. 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 58 participants.

V. 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 of 58participants 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.

VI. Data Analysis

The collected data in this study was first grouped, edited and checked for completeness. Quantitative data and descriptive statistics were used to analyze 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 research was conducted to study on planning and application of strategies used for menu designing of 'Spice Art' restaurant menu. In a restaurant a menu is a detailed list of food and beverage offered at the food service establishment. In this research, I have learned about the strategies, used for the menu designing for a restaurant, what the points should be remembered, so the menu designed looks beautiful and attractive.

We all know that in a resturants. Menu is playing a role of hidden sales person so, it is a restaurant's manger 's responsibility to make the menu attractive and informative, as a sales tools. Menu designing is very difficult to design, accordingly to your customers experience, what they will like, what they will dislike, its font size is suitable for all types of customers or not, font's color isn't eye appealing. Menu is comfortable to hold or not, is it taking too much of space, is it too heavy or light weight. In the menu we have mentioned all the dishes or not, in the menu all the vegetarian and non-vegetarians dishes separately mentioned or not. Beverages are mentioned with the price and quantity or not.

The sheet material of the menu is good or not, customers like the whole designing of the menu or they

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want to give some suggestions, so finding out all these points, I have conducted a survey around 60 people, who came in 'Spice Art', I have created Google form, in this form Ihave given some questions regarding the menu designing, so we can get an idea what, will be our customer's feedback for our menu designing. According to the survey the majority of the people was liked our menu design. They were satisfied with our menu, as we were mentioned all the required details.

In the menu customers liked our color theme, font size, font color, all the details like, dishes, price allergic, vegetarian and non-vegetarians' item with symbols, price with currency symbols, which very helpful for the foreigners guest. In our designed menu, we have also mentioned the tax details, which is very helpful for our customers.

Few things people disliked in the menu which we have discussed with our team, we have tried to change those things on the basis of guest's feedback. I looked into survey outcome and as per the survey result, I have shared my geographical representation, sample questions, and guest's filled google form as well.

In this research, I have also understood about the difference between old menu and new menu. Old menu was very simple and not too much informative, but the new menu is totally different from another one. In new menu they have mentioned all the information like dishes with short description.

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A Study on Impact of Social Media as a Tool for Revenue Generation for Various F&B Outlets at Hotel in Greater Noida

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

Abstract- In this era of digitalisation, customers have all access to the information of hotel through various communication channels. Using these different communication or digital channels hotels are generating revenue from different sources. Social media has become a new way for communicating, supporting hotels and restaurants in recognizing customer's needs and wants.

According to the findings, social media has a significant influence on the restaurant industry. Restaurants that accept social media see an increase in sales and client flow. Restaurants make use of social media channels like Facebook and Instagram.

Thus, the present study focuses on how social media has helped hotel to generate revenue for various food outlets at Hotel Crowne Plaza, Greater Noida.

Keywords: digitalization, communication channels, revenue, recognizing.

GJMBR-F Classification: DDC Code: 004.678 LCC Code: TK5105.875.I57



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Keywords: digitalization, communication channels, revenue, recognizing.

I. Introduction

Social media has developed dramatically in recent years, and it influence on society and industry has grown significantly. In 2014, Facebook had over a billion monthly active users, whereas Twitter and LinkedIn each have more than 150 million monthly active users. Furthermore, social media is used by more than 90% of marketers to promote their firms. For marketing purposes, the restaurant industry makes considerable use of social media. Due to the restaurant industry's low pricing structure, social media may be a minimal operational innovation that would have been a good transition for running any business.

In the restaurant sector, social media is widely recognised as one of the most prominent channels for advertising and marketing. According to a study, social media has a huge impression on community relationships and is among the most prominent advertising techniques for restaurateurs.

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In the study, around 80% of restaurants uses social media for marketing, events, and commercials. By establishing an image of connection among potential customers, social media has transformed the way firms construct their business strategy, resulting in the successful development and management of the company.

II. Objectives

The research will benefit in gathering the information about the role and importance of social media in promoting various food outlets sales and generating revenue for Hotels in Greater Noida.

The specific objectives are mentioned below

- To analyse the impact of social media as a tool for revenue generation for various food outlets at Hotel located in, Greater Noida.
- To analyse the role of social media in brand imaging among guest.
- To understand the target audience.



Fig. 1

III. Literature Review

- As per the Sushant Baliwada Patnaik research, it clearly shows that social media platforms like advertisements, social media marketing are very attractive and thus helps to generate more revenue. Dueto the dominance of act or movement, colourful graphics, and fantastic sound effects, it is very easy to be drawn to TV commercials, which are compelling in their ability to influence consumers.
- S. Kim, Yoon Kohb, J. Cha and Seooki Lee investigates the link between a restaurant's social media involvement and its value. Despite the fact

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that social communication has become increasingly important for food businesses, the use of social media as a main selling point by restaurants is still very much in initial stages, providing little statistical evidence of the benefits of social media on business value. The present investigation appears to have a positive and streamlined relationship between a restaurant's social media engagement and its value, indicating that capital markets value the company's social media holdings.

- According to A.L. Chua this study makes two types of strategic recommendations and contributions: scholastic aspects for future research and work, and potential consequences for restaurants leaders and investors wishing to improve their businesses through the use of social media resources. The study's findings show how efficiently controlling social media engagement indicators may be a powerful tool for improving informal restaurant performance.
- J. Li, Woo. G. Kim and H.Min. Choi has shown that laidback restaurant group salespeople should really be popular on Facebook and YouTube in a commercial capacity to develop virtual buzz and restaurant brand trust.
- The researchers (Abigail M. Needles and Gary M. Thompson) has well-defined strategy that contains realistic, prioritised, and feasible communications objectives and goals is the first step in ensuring a good influence of social media marketing on operations. Without a clear plan or aim, the social media manager may make decisions on the spur of the moment and hope for the best. As a result, a social media manager should have defined objectives and target audiences in mind while developing a social media strategy.
- The researchers (Pankaj Deshwal, Akshay Kothari, Akanksha Agarwal) looked at two types of restaurants: chain restaurants and independent restaurants, and discovered that chain businesses use social media more efficiently since they have dedicated marketing teams. Stand-alone restaurants underutilize the power of social media and rely on traditional media to communicate with clients. They believe that without sponsored advertising, social media has a limited reach. Stand-alone restaurants are oblivious to the fact that social media may be used to reach a larger audience by effectively leveraging its full potential. Except for Facebook and Zomato, both categories haven't used the other social media networks much.

IV. Research Methodology

The gathering of data is an important aspect of every research project. Incorrect data collection can have an impact on the results of an examination, ultimately leading to erroneous results. Data can be defined as a variable's quantitative or subjective advantages. Numbers, photos, words, figures, realities, and thoughts are all examples of information. Material cannot be seen, hence to obtain data from it, one must translate it into meaningful data. Information can be decoded using a variety of methods. Sources of data are divided into two categories: primary as well as secondary.

Primary Information: It refers to information obtained for a specific purpose from the domain of request, which is distinct and more solid, genuine a goal. The vital information for the project was acquired mostly through a study technique using the equipment poll. As a result, legitimacy takes precedence over supplementary data.

Secondary Information: Secondary data is information obtained from a source that has been dispersed efficiently in any form. It is the information concerning an event that was not as anticipated by the researchers. The purpose of a writing survey in any examination is to increase the preciseness of the inquiry by using supplementary material primarily from books, Google, research papers, diaries, and magazines.

V. Data Analysis and Interpretation

This is the result of the data collected from the survey conducted in Hotel Crowne Plaza, Greater Noida. I have surveyed among 50 people out of which 62% were male and 38% were female.

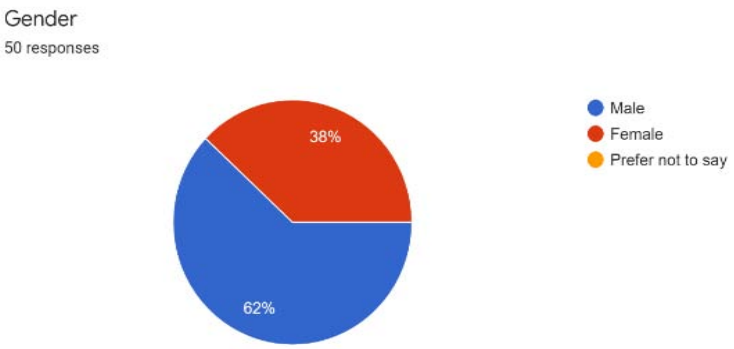


Fig. 2

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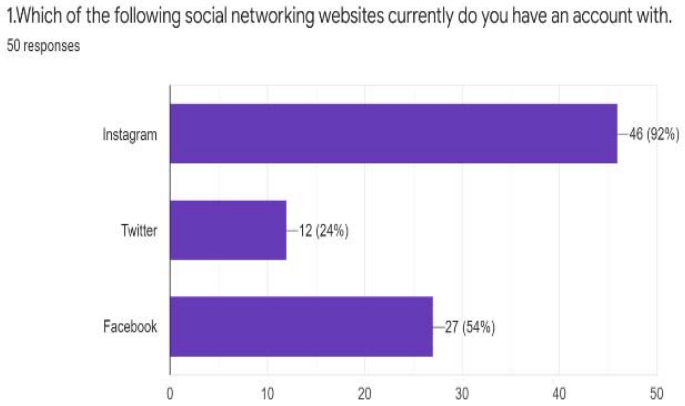


Fig. 3

In this pictorial representation, people were asked about the social networking websites the particularly have an account without which 46 people i.e; 92% people have an account on Instagram, whereas 24% of people have an account on Twitter and rest 54% of people have an account on Facebook. This shows people have more interest on Instagram which can help the hotel to promote more on that particular platform.

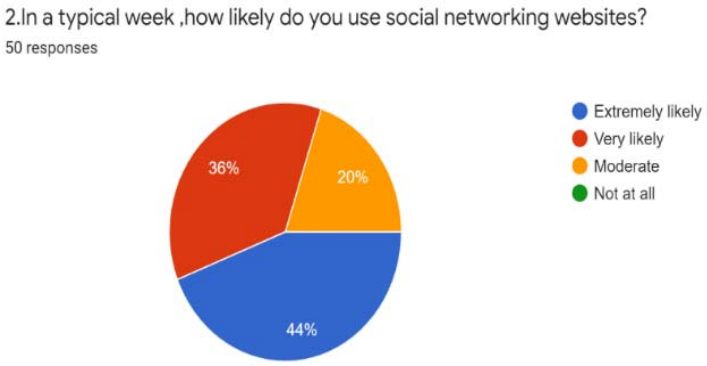


Fig. 4

According to the data, 44% of people uses social networking websites extremely, comparing to that there were less percentage of people who uses social networking websites that is only 36% and rest 20% of people uses moderately. Thus, social media should be highly used to engage customers and

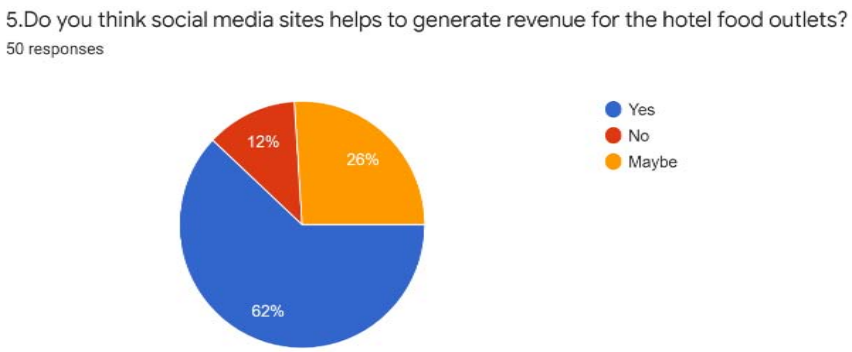


Fig. 5

As per the data collected, majority of 62% of people has voted that social media do helps to generate revenue for the different food outlets of the hotel.26% of people were not sure about the situation and 12% of people doesn't think that social media can help to generate revenue for the hotel's food outlets. As a result, Hotel can now promote more on social platforms about their different food outlets.

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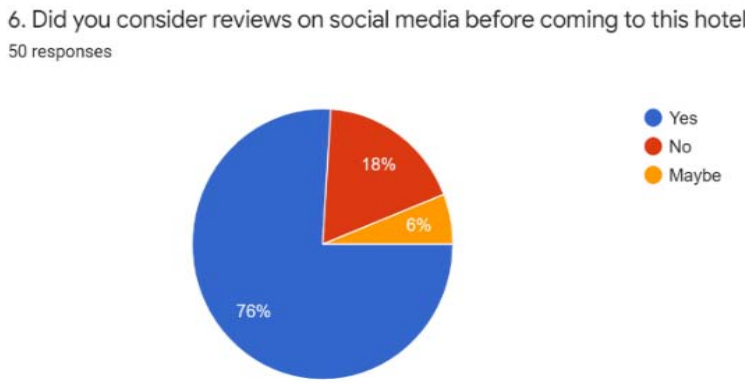


Fig. 6

Here, majorly 76% of people do consider the reviews on social media before coming to the hotel food outlet whereas 18% of people does not and rest 6% are not sure about it.

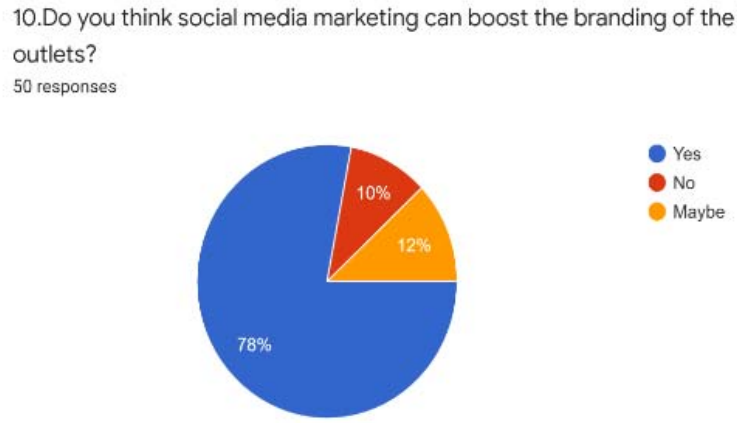


Fig. 7

Social media has been used as a tool to reach out to tons of prospective customers helping the organizations business to grow more hence majority of 78% of people do believes that social media marketing can boost the branding of the hotel's food outlets.12% of people aren't sure about it and rest 10% doesn't agree on it.

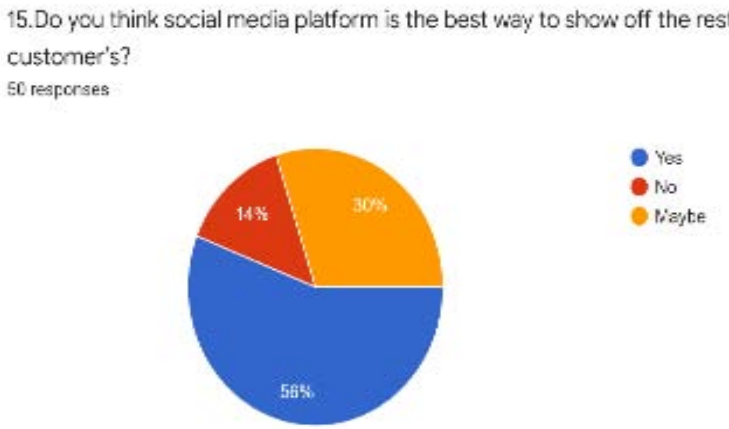


Fig. 8

Social media platform is a great approach to attracts customers as it reaches to millions of people quickly.56% of people thinks social media promotion is certainly the best way to do it and 30% of people thinks that it might can help the restaurant to attract customers whereas 14% doesn't agree on it.

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VI. Conclusion

The focus of this research was to determine the role of online media as a revenue-generating strategy for food outlets. Social media is used for more than simply pleasure; it has also assisted numerous businesses in generating cash.

This study used literature review of social commerce to identify the restaurant's important advertising tools, which included uploading menu specials, declaring restaurant events, permitting visitors to engage in titbits as well as competitions, notifies customers to special deals and discounts, publicizing store service quality, and expressing guest endorsements videos.

A survey of 50 people was conducted and through the survey we got to know that consumers are attracted to social media marketing activities and therefore, has helped the business to grow more. Social media marketing has the potential to spread the brand awareness making it easy for the restaurants to maintain its standards, updating its content planning, proposing of new strategies.

The observations have both theoretical and practical relevance. Hoteliers and entrepreneurs really shouldn't drop down in using and operating in digital networking, especially in this era.

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A Case Study on Customer Satisfaction towards Service Quality of Front Office Staff at Radisson Blu Hotel [Delhi NCR]

By Shivagya Karan, Jyoti & Prof. (Dr.) Rajiv Mishra
Galgotias University

Abstract- Guest satisfaction is important because it gives us business and if they are satisfied then it increases the chances of a guest returning to do more business. It generally means how the guest is satisfied with the company products and service. The hospitality industry is a vast category which includes lodging, food and drink service, event planning, theme parks, travel and tourism. It includes hotels, tourism agencies, restaurants and bars. In this review I got to know that how hotel is maintaining guest experience in this pandemic and building the good value in the market. for my research I also conduct a online survey which shows that how employees of Radisson blu Kaushambi is doing their best to maintain the guest expectations and how much they are satisfied working in this situation.

Keywords: *covid, guest satisfaction, employees, staff, hospitality.*

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



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A Case Study on Customer Satisfaction towards Service Quality of Front Office Staff at Radisson Blu Hotel [Delhi NCR]

Shivagya Karan [α], Jyoti [σ] & Prof. (Dr.) Rajiv Mishra [ρ]

Abstract- Guest satisfaction is important because it gives us business and if they are satisfied then it increases the chances of a guest returning to do more business. It generally means how the guest is satisfied with the company products and service. The hospitality industry is a vast category which includes lodging, food and drink service, event planning, theme parks, travel and tourism. It includes hotels, tourism agencies, restaurants and bars. In this review I got to know that how hotel is maintaining guest experience in this pandemic and building the good value in the market. for my research I also conduct a online survey which shows that how employees of Radisson blu Kaushambi is doing their best to maintain the guest expectations and how much they are satisfied working in this situation.

Keywords: covid, guest satisfaction, employees, staff, hospitality.

I. Introduction

The Indian tourism and hospitality industry both the categories are interlinked and without tourism the hospitality sector will not evolve as much as it is evolving now. As this pandemic hits there is complete blockage of tourism in every country and hospitality sector suffers a lot by this but sooner and later everything comes to an normal end and hospitality sector is now on normal track with some new trends and technology

I have done my industrial training from 5-star property i.e., Crowne plaza, Greater Noida, Uttar Pradesh Including the core departments and now I am working in the front office department As a GSA at Radisson blu Kaushambi, Delhi NCR. I came across many new ideas when I was working in the front office department and got to know how records are being maintained in excel sheets, monitoring of review websites, handling guest complaints, service recovery for any incidentals these things which I have observed.

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II. Objectives

- To study and analyse the working environment in Radisson blu kaushambi.
- To find out the problems across the department.
- To study how employees are sustaining post covid situations.

III. Literature Review

- After going through this research I came to know that before everything we need to work on interpersonal skills of humans and the most important thing that hinder is behaviour of the person which evaluates everything of a person. So the person standing at the main desk should have proper training of interpersonal skills (Garavan, T. N. (1997). Interpersonal skills training for quality service interactions. Industrial and Commercial Training.)
- Quality in service is very important especially for the growth and development of service sector business enterprises (Rahaman et al, 2011). It works as a factor of customer satisfaction (Ruyter and Bloemer, 1995). With the increase of the importance of the service sector in the Zimbabwean economy, the measurements of service quality become important. ISO standards are one of the popular measurement tools of service quality, where quality is defined as the totality of features and characteristics of a product, process or service (Islam & Ahmed, 2005).
- After going through this research paper we got to know that everything needs an update so hospitality also does the same. New trends have been introduced in all departments. AI is playing a vital role in hospitality contact less checkins and checkouts introduced. Basically we got to know how various hotel chains are adopting new trends and technology to make things more convenient and efficient (Seal, P. P. (2019). Guest retention through automation: an analysis of emerging trends in hotels in the Indian Subcontinent. In Global Trends, Practices, and Challenges in Contemporary Tourism and Hospitality Management (pp. 58-69). IGI Global)

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IV. Methodology

This Paper is based upon the both qualitative and quantitative methods of research, the sample papers and the other information which was gathered through the medium of online media that is the google forms. For this paper I have personally taken reviews from more than 50 people. I have also met people personally to gather information for the same. The people whom I have taken my reviews from were in the age category of 18-50 years that included the permanent employees as well as the trainees that were present in the hotel Radisson Blu Kaushambi, Ghaziabad. Based on my survey some bar charts and some pie charts have been generated after conducting the survey. The information that I gathered through the medium sources of my research are almost the accurate and have been checked by the hotel experts and some other people working in the same industry.

V. Graphical Presentation

Research analysis data and the screenshots of the responses collected:

Covid-19 degrading the overall guest satisfaction: We took a survey to get to know a few things. We asked people whether covid-19 is becoming an issue or not ? Majority of people agree on the same as clearly you can see in the pie chart. That means poking everytime about the masks and hand sanitizer in the hotel is somehow degrading the satisfaction but still employees are maintaining a good guest experience.

Best Possible Outcomes: Most of the employees as well as guests agree that staff is doing their best in providing the hospitality but one question arises here that if everyone is doing their best then how come problems are coming in guest satisfaction.

Covid Protocols In hotel: We asked people that do you observe covid protocols in Radisson blu kaushambi then we got know that yes people observe and they also have the proper sanitizing dispenser for guests in most of the place of the hotel.

Adequate knowledge of the property: In The Busy Operation sometimes staff forgets to give the proper knowledge but we asked from guests that is the staff have adequate knowledge about the property so most of the people strongly agree that Yes they have the proper knowledge about the property.

Over guest expectations: Do you also think that over guest expectations make blunder but if we see from hospitality point of view expectation is expectation there is no over and low we as a people of hospitality are here to meet.

Rating of front office department: We asked people how much would you rate front office department on the scale of 0-5 we got some good results

Clientele matters in feedback: According to this survey We got now that Yes clientele matters in guest feedback one night stayers mostly don't give feedbacks and and they don't even bothered about the services but business people do look forward for the best service and they do give feedbacks.

Safety Measure In Hotel: Most Of the People Feel Safe In Radisson BluKaushambi In Terms of Safety Protocols HR departments is taking Care of safety Measures in the hotel, Guest As well As Staff Feels Safe in the hotel and people are enjoying been safe in the hotel.

Regular Training of staff: Training is a most important part in an organization and if it is on a regular basis it will be beneficial for the company to sustain. Training of staff will increase productivity and make the guest experience better.

The Team is working as per the standards: Every hotel has some standards for operating operation but we need to check whether the employees of that hotel are working according to that if not they need training. As per the pie chart people think the yes team is working according to the standards.

VI. Conclusion

Through this research I got to know various things about how employees are working in this situation and keeping the standards high. By this research we are able to get to know what exactly the employees think about the department and how they feel working in this situation. Everyone is aware about the safety protocols which need to be followed for their personal safety. After the pre-covid era the challenging part is to overcome this situation and get back to the new normal and that's what the hospitality industry does so well and is still now. They ensure the safety of guests so you can set out of your home and enjoy as they did earlier, Front office department is the one who encounters the guest first so for that hotel plans according to that. We put shield face masks to ensure 100% safety of the guest contactless check in and check outs introduced during this era and people started getting used to this new normal. We hope that the hospitality industry grows as fast as possible!

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A Comparative Study of New Trends in Food and Beverage Service Department Post Covid in Radisson Blu Greater Noida

By Shivam Singh, Jyoti & Prof. (Dr.) Rajiv Mishra
Galgotias University

Abstract- Coronavirus disease 2019 is a new type of respiratory disease that has been declared a pandemic. The covid outbreak has changed the way we live, and it has also changed the food and beverage service industry. The major noticeable changes are the increase in home meal Replacement, meal kits consumption, online ordering, Take out, and Drive thru, Artificial intelligence & Robotics adoption. After covid-19, the hotel industry has changed dramatically. The restaurant industry has faced numerous challenges over the last two years. The pandemic forced restaurant owners and operators all over the world to think on their feet as shutdown orders brought the dining industry to a halt. Restaurants have had to reinvent themselves numerous times. After nearly two years of this pandemic, it is clear that covid-19 and new consumer behaviour will permanently alter the restaurant industry. The pandemic has accelerated the industry's progress into the future.

Keywords: *new trends, F&B service, covid- 19.*

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Abstract- Coronavirus disease 2019 is a new type of respiratory disease that has been declared a pandemic. The covid outbreak has changed the way we live, and it has also changed the food and beverage service industry. The major noticeable changes are the increase in home meal Replacement, meal kits consumption, online ordering, Take out, and Drive thru, Artificial intelligence & Robotics adoption. After covid-19, the hotel industry has changed dramatically. The restaurant industry has faced numerous challenges over the last two years. The pandemic forced restaurant owners and operators all over the world to think on their feet as shutdown orders brought the dining industry to a halt. Restaurants have had to reinvent themselves numerous times. After nearly two years of this pandemic, it is clear that covid-19 and new consumer behaviour will permanently alter the restaurant industry. The pandemic has accelerated the industry's progress into the future.

Keywords: new trends, F&B service, covid- 19.

I. Introduction

The hospitality hotel industry is one of the most affected by the covid-19 pandemic. Not only many people lost their jobs in the hotel industry, but they have also seen significant changes in the way jobs should develop. The impact of employees in the hospitality hotel industry investigates the various ways workers are exposed during and after the narrative begins with a discussion of how badly the hospitality hotel industry has been hit in more counties than others, including – India, Europe, China.

The covid 19 pandemic has fundamentally changed the world. The restaurant hotel industry has been hit the hardest by the covid impact. Despite researchers searching every possible way to put the hotel industry in such next level form. The Paper is been introduced to understand the new trends new changes in the food and beverage service hotel industry what all new innovations have been developed what all will be coming next in future the covid has taken the hotel industry far ahead in future what all new technologies been introduced might have not adapted yet but due to pandemic and the social distancing make us to do things which are very new and hygienic.

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II. Objectives

- To identify the new trends of the Food and Beverage industry.
- To analyze the impact of covid 19 in the hotel industry and especially Radisson Blu.

III. Literature Review

This study focuses on the new trends and changes in the food and beverage service hotel industry. There are few literature reviews: According to Mr. Mukhles M. AL- ababneh from Al- Hussein bin Talal university who has done research on achieving service recovery through service innovation in the hotel industry, he said many things that can be achieved by enhancing the service quality such as establishing customer satisfaction, customer loyalty, service innovation .

Ms. Ruhi from IFTM University who has done research on reshaping the hotel industry with artificial intelligence (AI) and robotics technology, this project contributes and shares the knowledge about how the hotel industry is going towards artificial intelligence and robotics in the future.

Mr. Rakesh Dani from graphic era university and Mr. Yashwant Singh Rawal from amity university has done research on Impact of new innovations in food and beverage service hotel industry, how robotics and AI is taking place in the hotel industry as a new era of food and service hotel industry companies like caféX, Zume pizza, Robot themed restaurants are taking a step towards the latest technology and how the covid-19 has put the hotel industry in future so fast.

Mr. Yashwant Singh Rawal from Amity university and Mr. Rakesh Dani from Graphic era university has done the research on next generation trends in food and beverage service sector, like how hotel industry embrace sustainability and environment, how beverage sector is taking a step towards the shots, stick packs, ready to drink teas, enhanced water

This study is done by Mr. Kyung Hwa Seo and Mr. Jee hye Lee on the topic of the emergence of

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service robots and restaurants: integrating trust perceived risk and satisfaction, they have researched over how the robotics and artificial intelligence takes place and works instead of humans, how well they can perform and will there be some risk as the robotics will be pre-programmed.

IV. Methodology

My project is based on majorly primary data like questionnaire and field survey and some sort of secondary data as well, mainly collected from the books and by my colleagues where as every data is analysed. I have collected more from the books colleagues & ground surveys with my own and very less from the websites and pre research done by the professors and researchers.

V. New Trends in Food & Beverage Industry Post Covid 19

a) The Shortage of labour in restaurant

The biggest shift in the restaurant hotel industry in the post covid world is labour shortage. As the restaurants reopens and they need a fresh start many of the restaurants find a shortage of fully staffed restaurant. Many employees still see the industry as a risk-taking job that is why there's shortage of employees in the restaurants.

b) Future restaurant business

Restaurant business is not just a post-pandemic issue because traditional business has been in question for decades. How do restaurants need to change to move forward?

c) Transparency and communication

There will be a hyper awareness of safety and sanitation on the part of consumers in the post pandemic world

d) Innovation and creativity

Many restaurants and bars have introduced service extensions such as delivery take away options, most of the companies are going towards health and immunity, next generation plant-based options. These off-premises have been adapted by the consumer widely

e) Contactless technology and virtual presence

Contactless payments method in the hospitality industry allows the guest to pay without touching anything just with his own card. Contactless delivery allows the guest to take the delivery of food with a contactless method. Contactless delivery & payments method took the industry on the future technology which we couldn't adapt so easily the covid made us to use it.

f) The new normal era post covid-19

The covid 19 outbreak created a situation that people had never seen before; ushering in a new normal era after the term "covid19" was coined. Because of the pandemic, the before and after corona eras were separated.

g) Contactless purchasing

Most notably, the increase in food service purchasing using untact methods has been observed; the observation has clearly stated that people are more inclined towards contact or contactless services to minimise human contact.

h) Food technology is accelerating

Food technology has accelerated as a result of covid 19 Robotics in food service operations has grown significantly, with many cafes such as Briggo in The United States and lounge X in Korea.

i) Consumer perspective

Consumers in the food service industry have gone through and will continue to go through tremendous changes as a result of covid, Due to covid restrictions on in-dining food service during the pandemic, customers have been unable to enjoy in-dining experiences, though even in the absence of government restrictions, some customers are still hesitant to in-dining due to the possibility of covid transmission.

j) Changes post pandemic

Food service researchers should pay attention to which of the mentioned factors will remain even after the pandemic has passed, such as robotic service and some cleaning and sanitization practises

k) Employee's perspective

The pandemic has revealed a high level of risk embedded in the food service Industry in terms of job security from an employee's perspective. The food service industry has been one of the hardest hit sectors of the economy by the pandemic. Because the food service Industry is notorious for having a high employee turnover rate.

l) Plant based food

Veganism remains popular, with a large market potential as consumers seek healthier lifestyles. As celebrities, celebrity chefs and supermarkets fill the aisles to promote meat-and dairy free diets, the trend is also leveraging the power of the internet to spread the word: Veganuary, a vegan website, offers tips on how to live well without sacrificing taste, as well as educating consumers on balanced diets.

m) Thrive on creativity

According to food consultant and freelance writer David Yip, as most businesses focus on recouping profits and cutting operational costs, the dining trends that emerge will be those that strike a balance between creativity and profitability. In fact, during the pandemic, the industry responded quickly,

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for example, by extending lunch and dinner hours and sticking to shorter menus.

Chefs, sommeliers, and mixologists interacted with their guests via virtual dining experiences. Some restaurants and bars "co-work" in the same space, combining their businesses into a single dining experience, which helps to offset rent costs and marry the strengths of their businesses.

n) Ghost kitchens

What exactly is a host kitchen, and is it a viable option? Ghost kitchens rely on food delivery, another hot trend that will continue in 2022. A ghost kitchen is a restaurant that only operates from its kitchen and has no dining area. Ghost kitchens were first introduced in the city where the property rent is so much that a restaurant is impossible to be profitable without a substantial financial backing.

o) Improved packaging

With the increase in food delivery due to covid-19 pandemic, takeout containers and other forms of delivery packaging have seen a significant increase in use. Because delivery packaging is now such an important part of the food service industry expect restaurants to improve their packaging options throughout the year. This year, expect restaurants to improve their delivery packaging by increasing durability, making it reheatable, and using less wasted space to better fit food items.

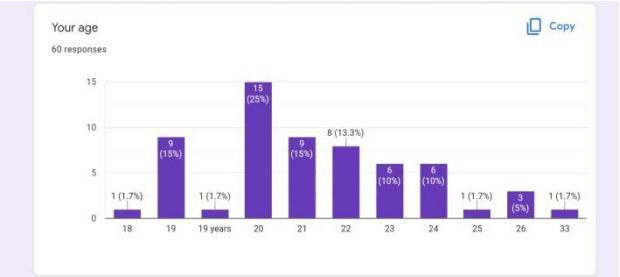
p) Health-conscious menu will dominate

With an increasing customer preference for a health-conscious diet, the restaurant industry must adapt by adding dishes catering to their health-conscious guests. younger generations are willing to pay more for healthy meals that include buzzwords like GMO-free, all-natural, organic. The rise of vegan cuisine is one recent trend that the hotel industry must catch up with people eating less meat year after year, vegan cuisine is no longer limited to those on full vegan diets, and as a variety expands, it's becoming more appealing to those on flexitarian, vegetarian and even omnivores

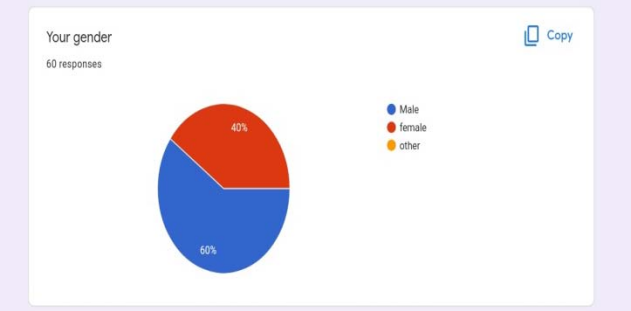
VI. Data Analysis and Interpretation

Here comes the final result of my survey, I have done a survey among 80 people where I received 60 surveys. There were many questions like age, name, email, gender etc. then afterwards I came to the main survey about the new trends in the food and beverage department post covid 19.

According to the survey 1.7% people are of age group 18 15% are of 19 25% are of 20 15% are of 21 13.3% are of 22 10% are of 24 1.7% are of 25 5% are of 26 and 1.7and% are of 33 age group.



As per the survey 60% are male and 40% females attempted this survey.



VII. Conclusion

The covid 19 has resulted in a massive change in the hotel industry and pushed it into the future and trends overall economy and society. The way people are ordering the food through the drive through and online orders as well. We learned a lot more about the future by this project, about AI and robotics. I tried my level best to provide the most of the information about the topic and to tell the new trends and what all can come in future. However, the hotel industry is coming back to life and we are putting our best efforts into the hotel industry for the comeback. We have learnt how people have inclined more towards hygiene and sanitation more towards the quality rather than quantity.

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A Comparative Study of Customer Preference between Quick Service Restaurants and Fine Dining Restaurants of Hotel Crowne Plaza, Greater Noida

By Sunday Nyacigak, Rohit Jaswal & 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.

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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.

I. Introduction

For any business to thrive understand what the customer wants and needs is essential. The customer preferences are constantly changing. Quick Service Restaurants often referred to as 'fast food restaurants' they have a limited menu offering wraps, sandwiches, fried food such as: chicken, burgers, salads and soft drinks. They often offer food as take outs, drive-thru and dining in the restaurant. The interior decor is very less. Fine Dining restaurants offer elaborate food and Beverage in menu, they offer high end formal service and interior decor is elegant at a relatively higher price.

Over the last two years during the COVID-19 pandemic the hospitality industry has been affected and due to lockdown and restrictions there was a rise in home delivery, more customers opted for fast food restaurants but during the post COVID-19 new measures have been put in place so as customers can dine out. Factors affecting the customers preferences include: ambience, hygiene and sanitation, cost, quality of service, timeliness of service, courtesy of the service provider, variety of choices of food and beverage offered restaurants.

In the post COVID-19 era the new measures put in place do influence the customer preferences. These measures include social distancing, servers wearing masks, face shield gloves. Also, fine dining restaurants started offering food delivery.

Quick service restaurants cater to a youths as they are popular places to meet up with friends on their free time and convenient for a student budget. Now a days, young people are more interested for fast food as it tastes amazing, deep-fried food, grilled burgers, soft drinks, while also they are easily located in various places as most, quick service restaurants have franchises as compared to 5 star rated Fine Dining restaurants such as the one in Crowne Plaza greater Noida.

Nevertheless, Fine Dining Restaurant cater to a wider customer range, those seeking healthier options, variety of food and alcoholic and none alcoholic beverage selections, the MICE (Meetings, incentives, conference and exhibition) clientele that are looking to have meetings over lunch, the cooperate clients that use the banquet, spaces within the hotel. The families who plan an outing to celebrate an occasion among other

II. Objectives

To establish the customer preference between Quick Service Restaurants and Fine Dining Restaurant in Hotel Crowne Plaza Greater Noida. Therefore, the specific objectives that will be studied are below:

- Determining customer preference between Fast food restaurants and fine dining.

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- Understanding factors affecting the customers choice when selecting their dining restaurants.
- Understand how the new Covid-19 measures affect customers choice when selecting between fine dining and Quick Service Restaurant.

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.

- Crowne Plaza

Crowne Plaza hotel 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 David Njite, Greg Dunn & Lisa Hyunjung Kim (2008), In order to understand what customers would prefer between a Quick Service Restaurant or a fine dining restaurant one has to look at the factors affecting their choice. These factors can be physical such as the interior design or something that cannot be touched but experienced such as the politeness of etiquette of staff. When selecting whether to a quick service restaurant or a fine dining restaurant customers look at facilities availed such as parking, the type of furniture and decor which affects the ambience, cleanliness and hygiene aspects as well is considered. Intangible factors such how cordial the staff are, how willing are the staff when guests need helpand attend to guests even when the restaurant is fully packed and busy, getting the right orders ensuring the bills are correct, howattentive the staff are to the wants and needs of guests. Even a simple thing such as staff remembering the names of repeat customers.
- As discussed by Harr, Ko King Lily, "Service dimensions of service quality impacting customer satisfaction of fine dining restaurants in Singapore" (2008), COVID-19 pandemic has brought about changes in the hospitality sector and other service industries.The impact of it has been felt and there has been steady growth of the hotels and restaurants with implementation of new standard operating procedures. At the beginning when lockdown was imposed and there were lots of restrictions for public area meetings, new measures were taken byrestaurant where they created partitions or offered private dining tables,social distancing was maintained in terms of sitting arrangements means fewer tables and sits.
- As explained by Nguyen, Q., Nisar, T.M., Knox, D. and Prabhakar, G.P. (2018), There was also a rise in home delivery which was capitalized by most fast-food restaurants who already were following the concept of takeaway, drive-thru, home delivery and dine inFive-star hotels also started home delivery as they experience less foot traffic in their restaurants an example being Crowne Plaza Greater Noida. Other measures taken include ensuring staff wear masks, gloves and face shield, frequent cleaning and sanitization, providing digital payment platform, QR code menus.

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 Crowne Plaza, Greater Noida. Crowne Plaza is a 5-star hotel located at Greater Noida in India. The study involved customers as the study participants.

d) Study population

The population of this study will be customers from Crowne Plaza, Greater Noida. 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 Crowne Plaza. The participants

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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.

VII. 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 of 72 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.

VIII. 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.

IX. Conclusion

The reason for conducting this research was to study whether customers prefer to dine in Fine dining restaurants in Crowne Plaza Greater Noida or in Quick Service Restaurants. In our survey conducted most participants stated that they preferred to dine in the fine dining restaurants as compared to the Quick Service Restaurant.

In the past three years during the COVID-19 pandemic, there has been lots of changes in consumer trends due to the rise and fall of the number of people infected with Covid-19. Lockdown and other restrictions initially caused more people to order in more or have takeaway as compared to previously where people could easily dine out, in our conducted survey most participants preferred to dine in restaurants than to have food delivery.

From those who ordered online from Quick Service Restaurant majority ordered at least once a week. Participants visited Crowne Plaza greater Noida fine dining restaurants regularly too. Some people still preferred to eat at home due to concern about Covid-19 spread and considering dining out after ensuring the restaurants are following COVID-19 protocols such as social distancing, staff wearing protective gears such as gloves shield and mask.

In the survey conducted for this comparative study variety aspects that affect the customers choices for dining out in restaurants was looked at. The cost of the food and beverage, the quality of food and service, the quantity of food and beverages, the value for money and ambience where the factors were considered by all participants to be very important. Also, a comparison was done for some of these factors. When comparing the quality of food from both restaurants most participants found the food from fine dining restaurant of better quality as compared to Quick Service Restaurant.

When it came to variety of dishes fine dining restaurants had more variety in terms of courses, cuisine the types of beverages and cuisine. When asked about the value for money of food and beverages offered in the fine dining restaurant, the participants were very satisfied despite the prices of food being costlier than in Quick Service Restaurant.

When it comes to celebrating of particular events like birthdays anniversary, romantic dates during valentines or Christmas and new year most participants preferred to visit fine dining restaurants in Crowne Plaza Greater Noida than to celebrate. As the hotel has lavish offers for such holiday, themed décor, curated menu which can be tailored to individual guests. The ambience was considered to be better than that of Quick Service Restaurant.

In terms of cleanliness and Covid-19 measures being followed in the both Quick Service Restaurants and Fine Dining restaurants in Crowne Plaza Greater Noida, most guest were satisfied by the overall standard of practice, but there can be more improvements made in Quick Service Restaurant in terms of how frequently do the sanitization and clearance of table timings.

The overall guest satisfaction for quick service restaurants was rated neutral by most participants eluding that more improvements should be made to make guest have a better experience while for fine dining restaurants in Crowne Plaza Greater Noida the participants had a much higher rating with majority giving a five star or 4 stars.

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A Case Study on Front Office Staff Service Quality Improvement as New Trends for Best Customer Satisfaction in Hotel Radisson Blu Kaushambi, Ghaziabad

By Varun Sharma, Rohit Jaswal & Prof. (Dr.) Rajiv Mishra
Galgotias University

Abstract- Customer satisfaction is defines that how customers are satisfied with a company's products, services, and capabilities. Customer satisfaction information, including surveys that helps the department to find out the actual problem and start working on it overall at the end it increases the overall value of the hotel.

The hospitality industry is a broad industry. It includes hotels, tourism agencies, restaurants and bars. You will find hospitality people everywhere that's the beauty of this sector. In this project I got know that how hotel is maintaining guest experience in this pandemic and building the good value in the market for my research project.

I also conduct a online survey which shows that how employees of Radisson blu Kaushambi is doing their best to maintain the guest expectations and how much they are satisfied working in this situation.

Keywords: guest satisfaction, covid-19, front office, guest Feedback, Hospitality.

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



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I. Introduction

The Indian tourism and hospitality industry are interlinked to each other they worked side by side. India is a country which gives you experiences of multiculture with rich heritage. People travel to india to enjoy this myriad attractions and hospitality enhances the experiences of the travellers. Where people served the rich culture of the india to the travellers

I have done my industrial training from 5-star property i.e., Crowne plaza, Greater Noida, Uttar Pradesh Including the core departments and now I am working in front office department As a GSA at Radisson bluKaushambi, delhi NCR

I came across many new ideas when I was working in front office department and got know how records is being maintained in excel sheets, montoring of review websites, handling guest complaints, service recovery for any incidentals these things which I have observed.

II. Objectives

- To study and analyses the working situation in front office department post covid
- To findout the loopholes in the department which degrading the guest satisfaction
- Analyses of the service recovery on any incidentals.

III. Literature Review

- After going through this research from Worsfold, K., Fisher, R., McPhail, R., Francis, M., & Thomas, A. (2016), I got know that According to the Worsfold the job statisfaction is directly proportionate to the guest satisfaction and how we can deal with that situation. If employees are satisfied of an department then and only productivity can be increased.
- In this research Kim, T. G., Lee, J. H., & Law, R. (2008), we got know that how IT department is so helpful to get an extraction of all feedbacks and how IT helps to capture the guest feedbacks. According to the Kim IT connects the every department with each other so we can easily transfer the information through system softwares.
- From this review of Foo, L. P., Chin, M. Y., Tan, K. L., & Phuah, K. T. (2021), we got know that how different sector got affected by the COVID-19 and how they deal with that to survive in the market. Post covid situations are different as compared to pre covid in this they differentiate both the situation and tells us how hospitality sector got affected and what all measures they takes to overcome and now hospitality industry is again starting contributing good amount of GDP.

IV. Methodology

This Paper is based upon the both qualitative and quantitative methods of research, the sample papers and the other information which was gathere

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through the medium of online media that in the google forms.

For this paper I have personally taken reviews from more than 50 people. I have also met people personally to gather information for the same. The people whom I have taken my reviews from were in age category of 18-50 years that included the permanent employees as well as the trainees that were present in the hotel Radisson Blu Kaushambi, Ghaziabad. Based on my survey some bar charts and some pie charts have been generated after conducting the survey. The information that I gathered through the medium sources of my research are almost the accurate and have been checked by the hotel experts and some other people working in the same industry.

Also, apart from primary data I have done the literature reviews from published research papers, published journals, book chapters along with few articals from magazines, google search and some power point presentations available for reading on digital media as secondary data collection.

V. Graphical Presentation

Research analysis data and the screenshots of the responses collected

a) Covid-19 protocols are becoming an issue

Post covid there are lot of issue in providing an upscaling in guest service as we can clearly see in this Pie Chart There Are 53% people who strongly agree that protocols such as wearking masks and using sanitizer are somehow annoying the guest overall satisfaction.

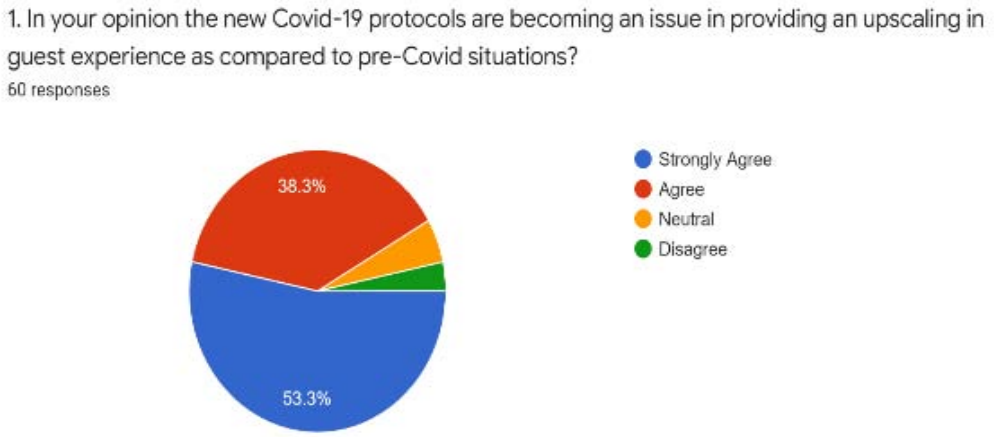


Fig. 1: Protocols of Covid 19

b) Traning of Staff

This Pie Chart clearly states that most of the people agree that traning is required for the staff on the new norms but if you look at different side there are people who thinks that training is not required staff can still Runs the operation smoothly

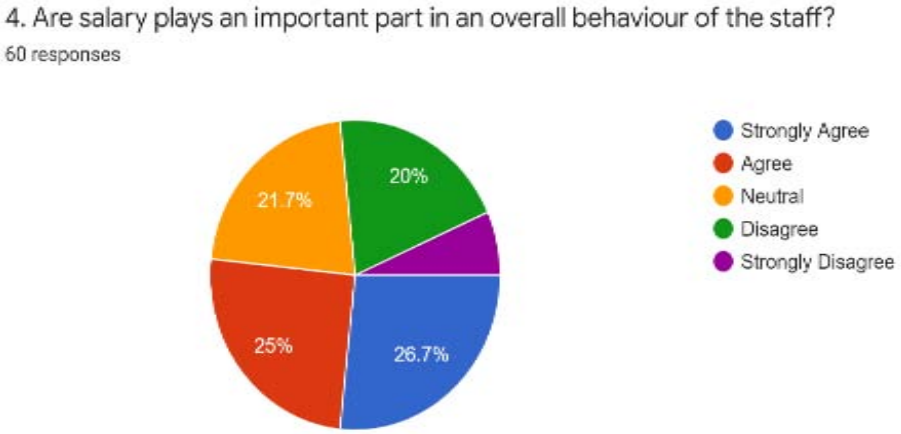


Fig. 2: Staff Training Pie chart

c) Long Working Hour for Staff

As we all know that Hospitality Industry is 24 hour Operational industry Which Led the staff to work as per the requirement of the operation so sometimes the working hours got extend which affects the courtesy nature of staff

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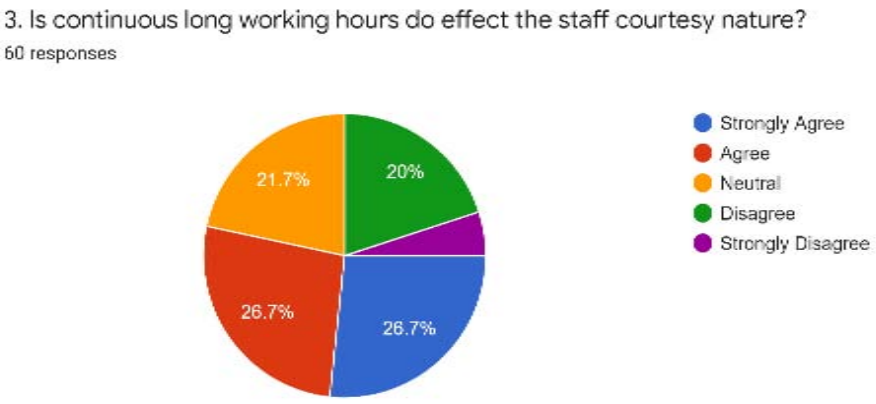


Fig. 3: Staff long working hours

d) Salary of an employee

According to the report we got to know that somehow Salary Plays An Important Role In the Behaviour OF the Staff Sometimes They Feel demotivate when they working more as per the requirenment of the operation

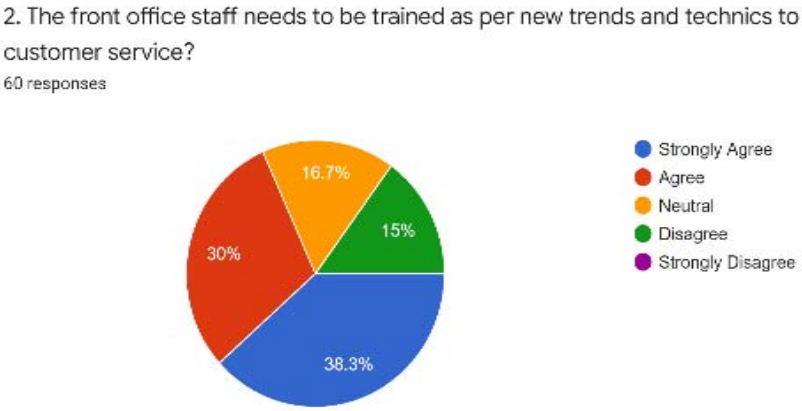


Fig. 4: Salary Satisfaction

e) Covid-19 Protocols Affecting the guest Satisfaction

Wearing a mask is the biggest concern these days, without a mask a person should not be going out of his house. I have researched on this and the results came to be good, rest I have presented this in the form of pie chart

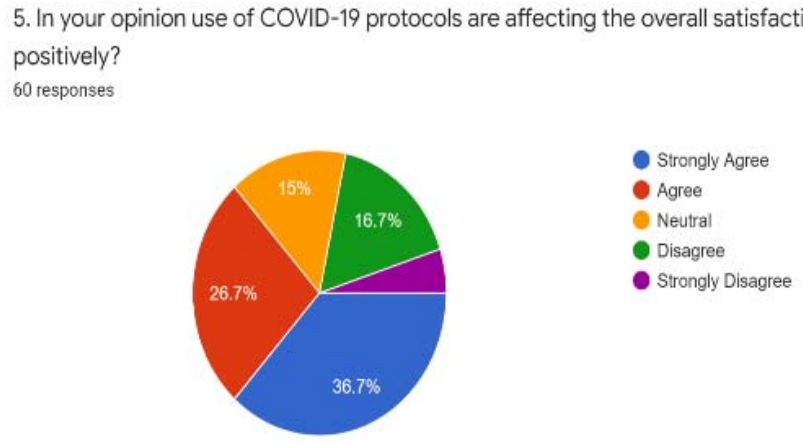


Fig. 5: Customer Satisfaction

f) Front office staff rating

We asked people as per your experience please rate the front office staff service as per the hotel standrards we got some amazing results but the improvement is always needed no one can be perfect in this world

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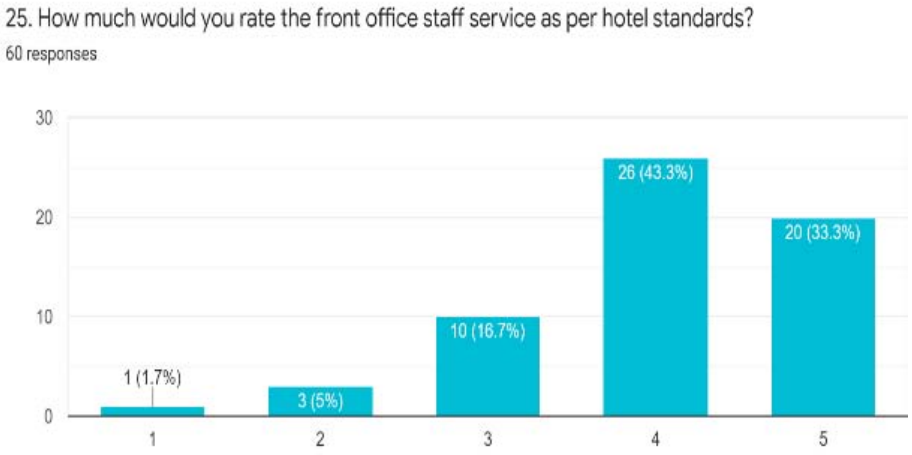


Fig. 6: Overall staff rating

VI. Conclusion

After Conducting this research we got know what actually staff needs and where the management is lacking. This research is important because Radisson Blu Kaushambi is not doing well since after this pandemic Breakdown so we need a ground report from staff as well as from guest so we can actually find out that where we are lacking what we need to update in our system. No one asked about the employee how they are working how they are managing themselves in this situation

After Pandemic hospitality industry faces lot of challenges but still they managed to survive in this pandemic and adopted some new plans to overcome this situation. There are lot of new trends and technology which was implanted after this post covid and employees learn lot of new things in this pandemic.

Some of the examples of new trends are contactless checkins and checkouts and chat bots for FAQ's etc.

Hospitality industry is still reviving himself from this outbreaks and getting back on track. This outbreak helps lot of people to learn lot of things and we are hoping that hospitality industry will get evolved with lots of strength, new trends and technology.

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A Study of Employees Satisfaction and its Effect towards Loyalty in the Hotel Radisson Blu Kaushambi

By Shubhangee Singh, Jyoti & Prof. (Dr.) Rajiv Mishra
Galgotias University

Abstract- There is no easy way to maintain employee loyalty to an organization in order to retain employees. There are several variations that contribute to employee loyalty in the hotel industry such as job development, compensation and rewards, job security and the workplace. Therefore, this study was conducted to study the relationship between these four variables and employee loyalty that could reduce the rate of change in the hotel industry. Based on previous research, there is an important relationship between these variables with employee loyalty. In the study, there is other evidence that can prove that staff loyalty is reliable in these four variables. Therefore, the organization needs to focus more on job development, compensation and rewards, job security and the workplace in order to improve the credibility of their employees in the hotel industry. In this study, researchers conducted the study using questionnaires. Researchers have submitted a list of questions to employees working in the hotel industry. This could help researchers to identify the dynamics more accurately. In addition, this study also explains the important role of employees in the production and performance of a company.

Keywords: *employees satisfaction, loyalty, radsisson blu.*

GJMBR-F Classification: *DDC Code: 363.25092 LCC Code: HV8144.F43*



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Keywords: employees satisfaction, loyalty, radsisson blu.

I. Introduction

This study will attempt to identify factors that may contribute to employees staying in their current work environment. In addition, the link between employee satisfaction, co-operation and employee loyalty will be investigated. Managers of many organizations develop their own training programs, benefit packages, performance appraisal and work plan based on their company policy. Usually these policies are aimed at developing loyal employees as this leads to longer durability. When an employee works for a company for a long time it becomes very valuable, especially in the service industry.

Employee satisfaction is the employees who enjoying their positions and feels rewarded for their efforts will ultimately be the most successful, as well as the most beneficial to their companies. Employee satisfaction is also used to describe the employees' happiness, contented, fulfilling their desires and needs at work. Employee satisfaction is a factor in employee motivation, employee goal achievement, and employee morale in the workplace. A mediocre employee would like to stay in the organization if the employee satisfied with the workplace environment. Moreover, the longer an employee works for a company, the more valuable they are becoming,

Employee satisfaction will directly affect employee loyalty in the hotel industry. commitment. The employer must understand the feelings of his employees and employees who are dealing with any problem he can consult with the advisors provided by the employer. This can increase employee loyalty to the employer by reducing the level of benefits. Employee loyalty can be defined by a process, in which certain attitudes lead to certain behaviors. Integrity has both internal and external dimensions. Integrity is a warm quality that includes devotion, faithfulness, and unswerving allegiance. Internal size is the organs of the senses. It includes the feeling of caring, belonging to others.

The employer-employee between relationships is very important. This may apply indirectly to the hotel industry. In order to retain employees, the employer had provided a compensation and rewards system to encourage their employees to work hard and be honest with them. Compensation clearly indicates the link between the company's remuneration offered to those who are interested in compensation to work for the company, and those employees who are willing to continue working in the business. Recognition and awards play an important role in agency and career planning programs to attract and retain employees in the hotel industry. Daily interviews make employees feel that their contributions are appreciated by the company. Recognition for their unique qualities and type of recognition may contribute to high work ethic.

II. Objectives

- To study the level of job satisfaction of the employees of Radisson blu kaushambi.
- To analyze the loyalty of employees towards organization.

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- To suggest the various measure that helps to the organization for the improving the job satisfaction level among Radisson Employees.

III. Literature Review

According to Gerhart, Minkoff and Olsen (1995) founded that to create closed employment relationship between employees and employers, employers should provide employees with compensation and reward will have result in the organizational commitment.

According to Tsai, Cheng and Chang (2010), employee job satisfaction is very important and organization needs to fulfill the need of an employee in order to gain their satisfactions to have goo d and loyal employee.

According to De Spiegelaere, Van Gyesand Van Hootegem (2018) and Gerhartet. al. (1995), the study indicates that substance of occupation relationship is discriminating sig nificance to both workers and managers by given the employee compensation to them.

IV. Research Methodology

This Paper is based upon the both qualitative and quantitative methods of research, the sample papers and the other information which was gathered through the medium of online media that is the google forms. For this paper I have personally taken reviews from more than 40 people. I have also met people personally to gather information for the same. The people whom I have taken my reviews from were in age category of 18-50 years that included the permanent employees as well as the trainees that were present in the hotel Radisson Blu Kaushambi, Ghaziabad. Based on my survey some bar charts and some pie charts have been generated after conducting the survey. The information that I gathered through the medium sources of my research is almost the accurate and have been checked by the hotel experts and some other people working in the same industry.

V. Data Collection Methods

The gathering of data is an important aspect of every research project. Incorrect data collection can have an impact on the results of an examination and, in the end, result in inaccurate results. Information can be defined as a variable's quantitative or subjective advantages. Numbers, photos, words, figures, realities, and thoughts are all examples of information. Information cannot be perceived; hence to obtain data from it, one must translate it into meaningful data. Information can be decoded using a variety of methods. Information sources are divided into two categories: essential and auxiliary.

Primary information: The information collected directly via direct insight is referred to as primary information. It refers to information obtained for a specific purpose from the field of request, which is unique and more solid, genuine a goal. The important information for the project was acquired primarily through a study technique that included the use of an apparatus poll. As a result, legitimacy takes precedence over supplementary data.

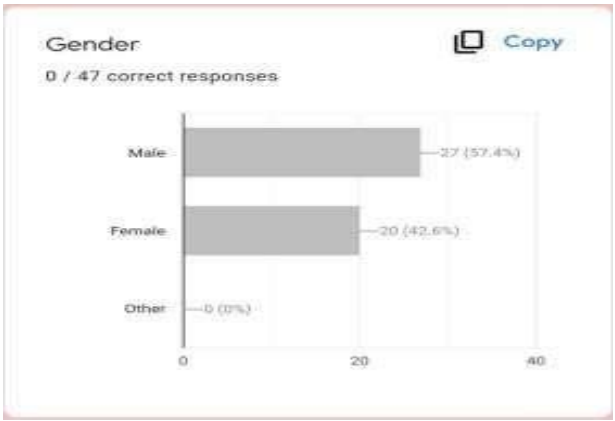
Secondary information: Secondary data is data acquired from a source that has been effectively disseminated in any structure. It's the information concerning an event that hasn't gone as planned, as determined by the analysts. The purpose of a writing survey in any examination is to increase the exactness of the inquiry by using supplementary material primarily from books, Google, research papers, diaries, and magazines.

Sample of the Survey

VI. Data and Interpretation

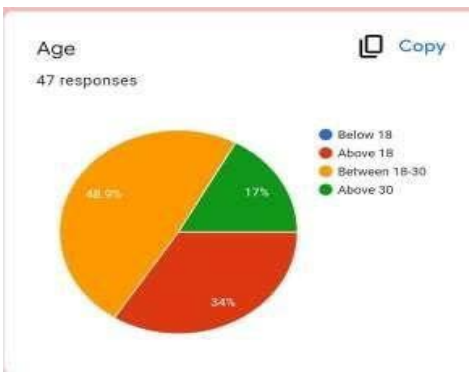
This is the result of data collected in a survey conducted by Radisson Blu Kaushambi. Radisson blu kaushambi interviewed 70 people, of which only 47 were interviewed. There are a few things on my profile that I mentioned, like a demographic analysis that addresses age, gender, marital status, and a focus on top employee preferences, satisfaction and hotel loyalty. Following is the data interpretation

Gender



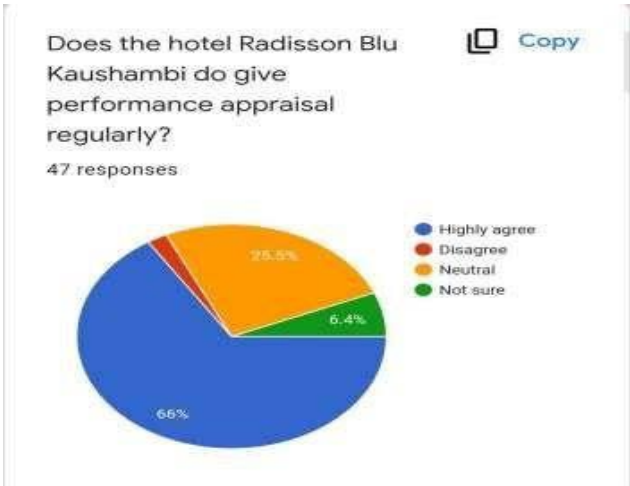
- As per the graph represents, there are 57.4% of male, 42.6%are female.

Age Group

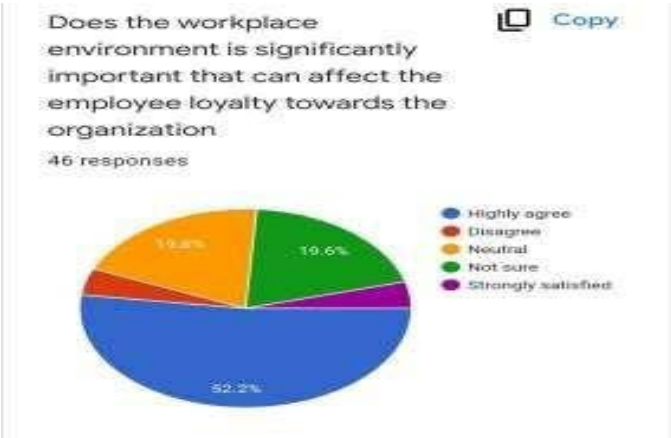


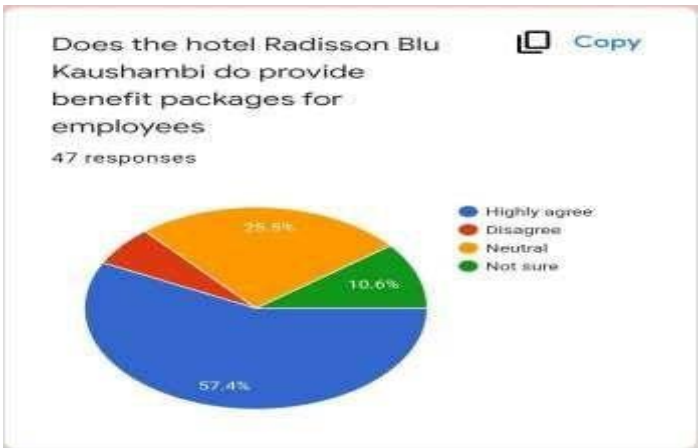
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- As per the graph Represents , 0% of people e comes under the age group of below 18.
- There are 34% of people that belongs to above 18 year s of age.
- 17% of people come under above 30.
- 48.9%of them belongs to between18-30



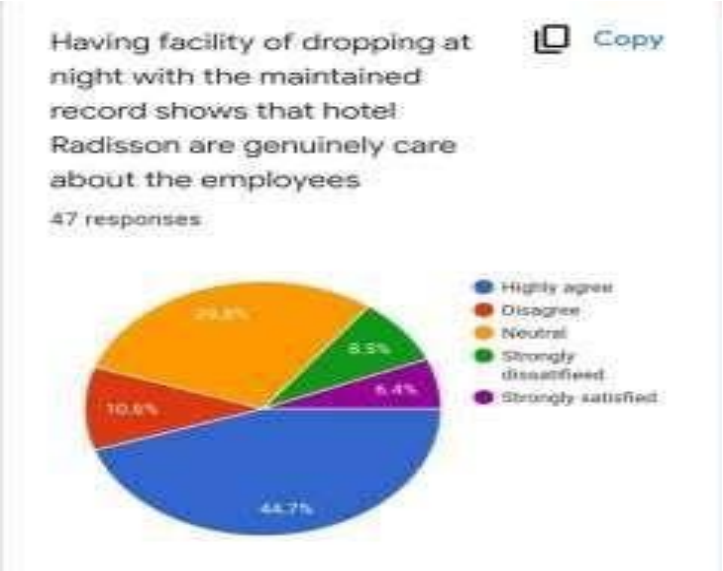
- As per the graph represent 66 % of people are highly agree that the hotel Radisson blu kaushambi do give performance appraisal regularly But as same 25.5% people are on the neutral decision that the hotel might be give the performance appraisal.
- 6.4% people are not sure about that the Hotel Radisson blu kaushambi do give the performance appraisal.





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- As per the graph represents 57.4% of people are highly agree that the Hotel Radisson Blu Kaushambi do provide benefit packages for e employees.
- 25.5%of people are having a neutral decision that the Hotel Radisson Blu Kaushambi do provide benefit packages for employees.
- 10.6% of people are not sure about that the Hotel Radisson Blu Kaushambi do provide benefit packages for employees.
- 6.5%of people are disagree with the Hotel Radisson Blu Kaushambi do provide benefit packages for employees.



- As per the graph represent 52.2 % of people are highly agree that the workplace environment is significantly important that can affect the employee loyalty towards the organization.
- As per the graph represent 19.6 % of people are with the neutral decision that the workplace environment is significantly important that can affect the employee loyalty towards the organization.
- As per the graph represent 19.6 % of people are not sure about that the workplace environment is significantly important that can affect the employee loyalty towards the organization.
- As per the graph represent 4.3% of people are disagree that the workplace environment is significantly important that can affect the employee loyalty towards the organization
- 4.3 % of people are strongly satisfied that the workplace environment is significantly important that can affect the employee loyalty towards the organization.
- As per the graph represent 44.7 % people are highly agree that having facility of dropping at night with the maintained record shows that the hotel Radisson blu kaushambi care about the employees.
- 29.8 % are neutral with the decision that having facility of dropping at night with the maintained record shows that the hotel Radisson blu kaushambi care about the employees.
- 10.6% of people are disagree that having facility of dropping at night with the maintained record shows that the hotel Radisson blu kaushambi care about the employees.
- 8.5 % of people are strongly dissatisfied that having facility of dropping at night with the maintained record shows that the hotel Radisson blu kaushambi care about the employees.
- 6.4 % of people are strongly satisfied that having facility of dropping at night with the maintained record shows that the hotel Radisson blu kaushambi care about the employees.

VII. Conclusion

This conceptual framework is mainly focusing on finding the probable connection between employee satisfaction and loyalty, in hotel industry. I have found that there are close relationship between employee's loyalty and satisfaction in an organization. Compensation and rewards, working environment and job security can be the main factors that attract employees to stay with and organization, and it can also be the factors that make the employees quit their job.

Further studies should be conducted to investigate the consequences that contribute to the action taken by the employees. Compensation and rewards, working environment and job security are the factors that lead the employees to be satisfied and loyal, and can be the factors that influence the intention of the employees whether to stay or quit their job.

VIII. Challenges Faced While doing Research Paper

Having a hard time deciding on a topic: This is the first challenge that everybody who writes a research paper

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will face. It is a vital phase in writing a study since it must be conquered before anything else can be done. Choosing the correct topic for your study can be difficult unless you examine elements like these: Is it a topic that you are interested in? Do you know everything there is to know about the subject? Do you have the necessary resources to write about such a subject?

Lack of confidence: One of the most common issues among researchers is a lack of self-confidence. Researchers who have poor self-esteem are less motivated, which has an impact on the quality of their job. As we are working on this research paper, I am experiencing a lot of self-doubts. We don't know why this happened, but we're confident in what we've accomplished.

Inadequate data: A lack of data could be a concern. Many business centers believe that researchers may misuse their information. This has an impact on the research's objective, as that data may be the most important. Because my topic isn't very well-known, we're having trouble gathering statistics about it.

Inadequate scientific training: The study technique is unstructured. Many researchers conduct a study with little or no understanding of research methods. Even directors do not have a complete understanding of the various techniques. Researchers should be well-versed in all parts of the research process before embarking on projects. We're conducting research.

Time management: It takes a lot of time to master new abilities and put them into practice. Taking the time to do in-depth research and write a high-quality research paper becomes impossible in such a situation. Time management is the most difficult difficulty because we are conducting research for the first time and hence are unable to manage our time well.

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A Study of Modern Technology in the Management of Hospitality Outfit

By Shubham Pal, Jyoti & Prof. (Dr.) Rajiv Mishra
Galgotias University

Abstract- Modern technology it come to spread everywhere it can be likened to a huge web, connecting all area by change. We may make significant changes in our process of doing business by using machines, but it is the change in every nature of what we do, brought about by the social change induced through the machines, that is the real meaning of technology to business. As a result of the far – reaching changes in the technology. We can no longer think or talk usefully of just a computer.

GJMBR-F Classification: DDC Code: 636.089 LCC Code: SF745



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Abstract- **Modern technology it come to spread everywhere it can be likened to a huge web, connecting all area by change. We may make significant changes in our process of doing business by using machines, but it is the change in every nature of what we do, brought about by the social change induced through the machines, that is the real meaning of technology to business. As a result of the far – reaching changes in the technology. We can no longer think or talk usefully of just a computer.**

I. Introduction

Domestic and international tourism has been steadily growing for several years. The revenue generated from lodging, food and beverage, and other services provided to this large influx of travellers has propelled the leisure and hospitality industry to the forefront of the global economy. To adapt to the changing consumption and travel behaviours of the evolving customer base, experts in the field argue for significant improvements in the type and quality of hospitality services. These enhancements are specifically aimed at attracting a new generation of technophile travellers on a tight budget. The implementation of these enhancements adds up to a total overhaul of the service packages and underlying technological framework currently used by hospitality service providers (HSP). Personalization of experiences and digitalization of services should be the goals of these enhancements.

Personalization of experiences is required to market services to people travelling on a tight budget. Personalization creates unique guest experiences by incorporating flexibility and customizability into the service packages on offer. Most of the current HSP packages bundle various combinations of popular services in various price brackets with little to no negotiating power. This forces travelers to choose between everything and nothing, and they usually choose the latter. If HSP offers more flexible service package options, guests can tailor their experience to their preferences and budgets. The process of creating personalised value propositions for each guest can be greatly aided by using an effective technological platform to manage the interaction between guests and service providers can significantly simplify the process of crafting personalised value propositions for each guest. To attract technophile visitors, services must be digitalized. The goal of service digitalization is to transition to a digital business model by bringing hospitality services to the guests' fingertips. A digital service platform allows guests to browse, plan, and select activities at their leisure, allowing for the seamless integration of technology into their travel experience. Digital services that entice technophile guests include booking and reservation services, location-based services and personalized communication, and social media integration. Guests can be rewarded with special incentives such as loyalty points, coupons, and bonuses.

II. Objectives

The overall goal of the project is to investigate the role of modern technology in the management of a hospitality establishment. As a result, the specific goals are as follows

- To investigate the roles of modern technology in hospitality management.
- To investigate the effects of modern technology on hospitality management.
- Determine whether modern technology has given hospitality businesses new strategic options and opportunities.

III. Research Methodology

The research methodology employs both primary and secondary data. The primary data was gathered using questionaries, which consisted of 20 questions related to a study on modern technology in hospitality management. The questions are divided into two sections. Section A contains five demographic questions, and Section B contains 15 topic-related questions.

Secondary data sources include newspapers, various research papers, articles, documents, and the internet, among others.

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IV. Literature Review

"Melissa Santos – 2022"

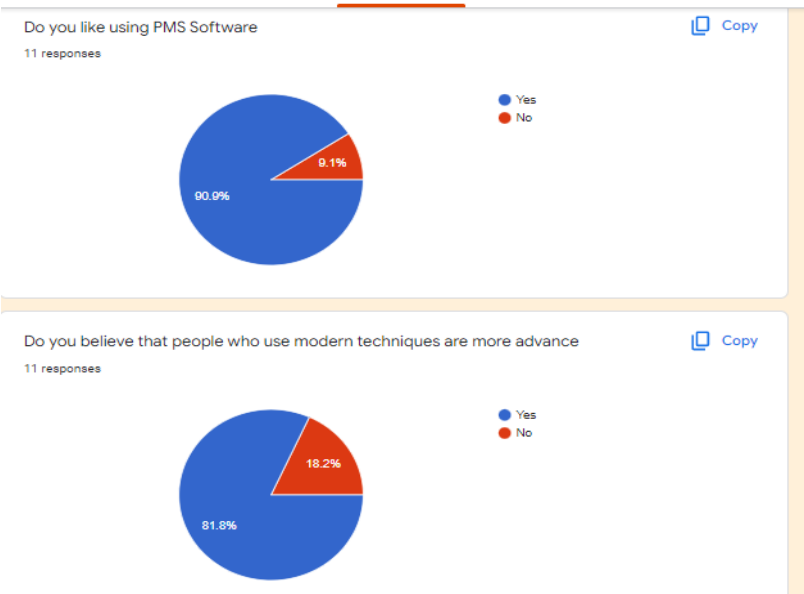
The role of modern technology in hospitality management." The role of modern technology in hospitality management cannot be overstated in this study. Today's market wisdom suggests that hospitality companies must embrace technology in order to compete with traditional competitors as well as new entrants who build their businesses with cutting-edge technology. In this changing environment, new distribution models must be developed to lead the charge. A strategic information management function should facilitate its enterprise's business mission through managed information technology, which is possible with modern technology.

"Technology in the Hospitality Industry: Challenges and Opportunities," Prasanna Kansakar, Arslan Munir, and Neda Shabani.

The leisure and hospitality industry is a major driver of the global economy. In recent years, the widespread adoption of new technologies in this industry has fundamentally reshaped the way services are provided and received. In this paper, we will look at some of the cutting-edge technologies being used in the hospitality industry today and how they are improving guest experiences and changing the hospitality service platform. We also see some potential future hospitality services as the internet of things technology advances.

V. Data Analysis and Interpretation

- According to first survey I have getter 11 Reponses out of 20 in which 27% are male and 72.7% are male.
- The survey second where I have asked if the guest prefer modern technology I have got 100% positive responses.
- According to graph 4, 81.8% people agreed that modern tech are more advance and 18.2% people this modern technology should not be use.



According to this data there is 90.9% people think that a person's modesty is defined through his / her way of performing tasks, whereas only 9.1% people don't think like so.

VI. Interpretation

As an action, the purpose of researching my specific topic can be realized through the analysis of the data I have collected. In order to begin the data analysis process, I will first need to reduce my data into a format that can be easily analysis. As from the data and responses that I have got I can say that people think that modern technologies has helped the hotel industry in the larger scale.

It helps in specially reducing their effort and saves lots of time. And also I have asked random question to people from them. I would like to conclude that using of machines increase the maintenance cost but still they find it easier so they are for the motion that modern technologies have helped the hotel industry.

VII. Conclusion

Modern technology has transformed the distribution of hospitality outfit products into an electronic market-place where information can be accessed instantly. Principals and customers continue to interact in unprecedented ways. The rapid advancement of modern technology has necessitated the re-engineering of the entire production and distribution process for hospitality outfit products.

As a result of this technological explosion, hospitality outfit packaging is becoming much more

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individualistic, inevitably leading to some degree of channel disintermediation, a process that will offer new opportunities and threats to all Hospitality organisations.

The goal of researching my specific topic can be realised as an action by analysing the data I have gathered. To begin the data analysis process, I will need to first convert my data into a format that can be easily analysed.

According to the data and responses I have received, people believe that modern technologies have aided the hotel industry on a larger scale. It assists them in reducing their effort and saving time. Also, I asked random questions to people, and I would like to conclude that using machines increases maintenance costs, but they find it easier, so they are in favour of modern technologies.

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A Study on the Challenges Faced by the Hotel and Startagies to Overcome them Post COVID-19

By Saranjeet Singh, Jyoti & Prof. (Dr.) Rajiv Mishra
Galgotias University

Abstract- We heard information on Coronavirus and its adverse effects on the hotel industry. Yet, earlier, the hotel industry had to deal with numerous crises and viruses. In 2003, for instance, the SARS virus affected the industry. There was a 50 percent fall in hotel bookings, leading to a decrease in international tourist arrivals of almost 9.4 million, with losses between $30 billion and $50 billion. Despite the above-mentioned facts, by 2006, the travel industry was able to recover and report immense growth, with a total contribution of $5.160 billion to global GDP the same year. The papers reviewed concentrated on various aspects of the hotel industry, including the problems of hospitality workers, job loss, income impact, COVID-19 spreading Industry trends, consumer demand, prospects for hospitality industry recovery, safety and fitness, travel activity, and consumer choice. The reality is that the pandemic is temporary and will pass. We should therefore continue to plan for the future, as well as take steps to reduce long-term coronavirus damage and to promote faster recovery. Field surveys, secondary data collection, addressing the resumption of activities are the first steps in this direction. This study also intends to show the various challenges faced by hotel and its staff post COVID-19 pandemic with past public health before and after the pandemic Crisis, economic calculation of the effects of the pandemic.

Keywords: *COVID-19 pandemic; hospitality industry; challenges; strategies.*

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



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A Study on the Challenges Faced by the Hotel and Startagies to Overcome them Post COVID-19

Saranjeet Singh [α], Jyoti [σ] & Prof. (Dr.) Rajiv Mishra [ρ]

Abstract- We heard information on Coronavirus and its adverse effects on the hotel industry. Yet, earlier, the hotel industry had to deal with numerous crises and viruses. In 2003, for instance, the SARS virus affected the industry. There was a 50 percent fall in hotel bookings, leading to a decrease in international tourist arrivals of almost 9.4 million, with losses between $30 billion and $50 billion. Despite the above-mentioned facts, by 2006, the travel industry was able to recover and report immense growth, with a total contribution of $5.160 billion to global GDP the same year. The papers reviewed concentrated on various aspects of the hotel industry, including the problems of hospitality workers, job loss, income impact, COVID-19 spreading Industry trends, consumer demand, prospects for hospitality industry recovery, safety and fitness, travel activity, and consumer choice. The reality is that the pandemic is temporary and will pass. We should therefore continue to plan for the future, as well as take steps to reduce long-term coronavirus damage and to promote faster recovery. Field surveys, secondary data collection, addressing the resumption of activities are the first steps in this direction. This study also intends to show the various challenges faced by hotel and its staff post COVID-19 pandemic with past public health before and after the pandemic Crisis, economic calculation of the effects of the pandemic.

Keywords: COVID-19 pandemic; hospitality industry; challenges; strategies.

I. Introduction

A crisis is a "low probability, high impact event that threatens the viability of the hotel and is characterized by ambiguity of cause, effects and means of resolution, as well as by a belief that decisions must be made swiftly" (Karam, 2018). The hospitality and tourism industries have been exposed to crises that are "natural like earthquakes and floods, environmental like oil leakages, geopolitical like terrorism attacks, political disturbances or wars, social crimes or road accidents and epidemic diseases" (Jawabreh, 2019). Sawalha, Jraisat and Al-Qudah (2013) found that social unrest, terrorism, political instability and financial problems were the major crises that hotels in Jordan were exposed to. The Standing Committee for Economic and Commercial Cooperation of the Organization of Islamic Cooperation-COMCEC (2017) on the other hand highlighted fraud, floods, terrorism, political unrest, crime, fire and climate change as crises facing the tourism industry. The year 2019 witnessed the beginning of a global crisis and health pandemic, the covid-19. The covid-19 or coronavirus disease first emerged in Wuhan China on 31st December 2019 but spread across the world (World Health Organization WHO 2020; 2021). The contagious disease has infected and/or killed many people (Worldometers, 2020; 2021). The covid-19 was declared a public health emergency of international concern on 30th January 2020 and global pandemic on 11th March 2020 (WHO 2020). Crises can have negative and positive effects on industries and societies (Karunathilake, 2020). The hotel, hospitality and tourism industries have suffered damages resulting from the covid-19 pandemic. Decline in visitor arrivals with consequent staff layoffs, reduction in business turnover and profits, falling government tax revenues, reluctance to invest by overseas and domestic entrepreneurs and reduced customer numbers are some of the damages that result from crises in the hospitality and tourism industries (COMCEC, 2017).

II. Objectives

- To study and analyse the working environment in Radisson blu Greater Noida.
- To find out the problems across the department.
- To study how hotels overcome the strategies of post covid-19.

III. Literature Review

- The negative effects of crises on the hospitality and tourism industries have been evident during the covid-19 pandemic (Sigala, 2020). Travel was restricted as most countries banned national, regional and international flights, cruise and travel (Biwota, 2020). National curfews and lockdowns restricting movement were moreover imposed globally (Gursoy and Chi, 2020). These restrictions were aimed at curbing the spread of the disease.

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Consequently, the United Nations World Tourism Organization-UNWTO predicted that international tourist arrivals could decline by 20% to 30% in 2020 due to the border closures leading to major financial and job loss (UNWTO, 2020).

- In Kenya, the Kenya Private Sector Alliance (KEPSA) revealed that the covid-19 crisis affected the country's international and domestic tourism source markets thus reducing tourist arrivals (KEPSA, 2020). Hospitality facilities in the country were also forced to stop operations in March 2020 and food service businesses such as restaurants were encouraged to offer deliveries and takeaways only (Standard Newspaper Kenya 2020). There were moreover restrictions and cancellations of business-related travel such as conferences (KEPSA 2020) and events like festivals, funerals and weddings. Bars and golf courses were eventually closed. These resulted to a drop in the number of hospitality customers. Some hotels therefore had to temporarily or permanently stop operating (Standard Newspaper Kenya, 2020). However, other hotels, both locally and globally, took advantage of emerging business opportunities by turning their establishments into covid-19 quarantine and isolation facilities (Standard Newspaper Kenya, 2020) and hosting covid-19 frontline health workers who needed accommodation (Kaushal and Srivastava, 2021).
- By early December 2020, several countries had developed vaccines to manage covid-19 (WHO, 2020). These vaccines were eventually rolled out across the world. However, it emerged that covid-19 manifested in waves meaning that the number of confirmed cases would surge over different periods of time (Africa Centre for Disease Control and Prevention, 2020).

IV. Methodology

This Paper is based upon the both qualitative and quantitative methods of research, the sample papers and the other information which was gathered through the medium of online media that is the google forms. For this paper I have personally taken reviews from more than 50 people. I have also met people personally to gather information for the same. The people whom I have taken my reviews from were in the age category of 18-50 years that included the permanent employees as well as the trainees that were present in the hotel Radisson Blu ,Greater Noida. Based on my survey some bar charts and some pie charts have been generated after conducting the survey. The information that I gathered through the medium sources of my research are almost the accurate and have been checked by the hotel experts and some other people working in the same industry.

V. Data Sources

a) Primary Data Sources

My primary data source will be my observations during my onsite training in Radisson Blu,Greater Noida and my questionnaires survey , observations while handling the strategies of post covid.

b) Research analysis data

1. The Staff of Radission blu Greater Noida is providing best hospitality

We took a survey to get to know a few things we asked people about that that the staff of radisson blu greater Noida is providing best hospitality and we got tp knows that 85.7 % of people agree about that and 14.3% are disagree of that.

2. Radisson blu is taking care of all the covid safety measures

As we did a survey of that and we got to know that all the staff is taking care of all the covid safety measures and the result is 100%.

3. Radisson Blu staff is wearing mask and gloves

We asked people, ``Do you observe covid protocols in Radisson blu then we got to know that yes people observe and they also have the proper sanitizing dispenser for guests in most of the place of the hotel.

4. Is the staff aware about the hotel policies?

As we discussed with people who visit Radisson blu greater Noida and in the survey we got to know that people agree that staff is fully aware about the hotel policies.

5. Do you recommend the hotel Radisson Blu Greater Noida to visit and stay?

We did a survey on this and we got to know that people are happy and satisfied with the staff and services provided by radisson blu Greater Noida and they really recommend the hotel and want to visit and stay again.

6. How would you rate the staff of the front office department of Radisson Blu Greater Noida?

We asked people how much they would rate the front office department on the scale of 5-5 and 10-10 and we got some good results. It shows the Front office department is working good and hard.

7. Do you feel secure and safe in the rooms of Radisson Blu Greater Noida ?

According to this survey, we know that Yes people feel safe and secure in the premises of radisson blu greater Noida and why not because it's a 5 star property and it's a brand and brand always takes care about the guest satisfaction and cares about them.

8. Does the Front Office Department of Radisson Blu Greater Noida follow the SOPs of the hotel?

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According to the survey we got to know that people 100% agree that the front office department of radisson blu greater Noida follows the SOPs of hotels.

As it's a brand and brand always follows all the SOPs given by the company and as it's an international brand and people also think and suggest 100%.

9. Do you feel the room is properly sanitized by the Hotel?

As we did a survey and we found out that some people are happy with that and some people are not happy and if we talk about the percentage than 75% people agree and 25 % percent people do not agree.

VI. Conclusion

Through this research I got to know various things about how employees are working in this situation and keeping the standards high. By this research we are able to get to know what exactly the employees think about the department and how they feel working in this situation.

After the pre-covid era the challenging part is to overcome this situation and get back to the new normal and that's what the hospitality industry does so well and is still now.

We put shield face masks to ensure 100% safety of the guest contactless check ins and check outs introduced during this era and people started getting used to this new normal.

We hope that the hospitality industry grows as fast as possible!

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A Study on Indian Fusion Cuisine to Improve the Guest Satisfaction in Delhi NCR

By Sazid khan, Jyoti & Prof. (Dr.) Rajiv Mishra
Galgotias University

Abstract- Fusion recipes are mixing and matching of different ingredients from different flavors, cultures, and countries to generate new and innovative recipes. In short, it is a mix and match of different cuisines. Fusion recipes are mixing and matching of different ingredients from different flavors, cultures, and countries to generate new and innovative recipes. In short, it is a mix and match of different cuisines. They are the best mixers of existing recipes. Fusion recipes have been running like a viral recipe on the internet. People are crushing over it like never before but what exactly fusion recipes are? What is the zest of it? Well, fusion simply means authentic recipes.

In this research 66 respondents have been requested to fill the questionnaire to obtain the information about the role of Indian fusion cuisine towards guest satisfaction in Delhi NCR hotels.

This research will not only help in developing new techniques to explore new dishes but also will contribute to identify innovation and infusion in Indian cuisine.

Keywords: fusion cuisine, guest satisfaction, innovative recipe.

GJMBR-F Classification: DDC Code: 641.5636 LCC Code: TX837



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This research will not only help in developing new techniques to explore new dishes but also will contribute to identify innovation and infusion in Indian cuisine.

Keywords: fusion cuisine, guest satisfaction, innovative recipe.

I. Introduction

Indian cuisine, you will find many recipes that have been mixed and matched. Like Gujarati Barfi has a new form in South India – Pidi Kozhukattai. Every cuisine has done some mix and match and created a recipe history. We all need variety and fusion is able to provide us with the kind of variety we like to have in our food. It is the best compilation of various cuisines. It gives a new taste and new look to your existing recipes of a particular cuisine that you have been eating for ages. Fusion recipes are best for those who are always longing for new tastes every time for a new taste.

II. Objectives

- To study about fusion cuisine.
- To identify the innovation and infusion in Indian cuisine
- To study fusion Indian recipes.
- To study about the Indian dessert.
- To bring the new techniques of making of cuisines.
- New procedures of making Indian cuisines will help generate more revenue in hotels.

Scope of the study

There is a change in technology and it is used by the food industry and popular in the food industry. This kind of study will help the chef's to come up with new ideas of making Indian cuisines.

III. Research Methodology

a) Research Design

This research is descriptive in nature as the study carried out the survey questioning, which is an attribute of descriptive research. Data Collection A researcher can use either secondary or primary or both the research methods to collect the information depending on the research need and depth of information & coverage needed. In this particular research, researchers have used both the primary and secondary research methods to collect the information.

b) Primary data

To collect the primary data researcher has made a questionnaire. Target Respondents: Customers.

c) Secondary data

S data was collected from the following sources:

- Website
- Newspaper
- Magazines
- Project Material.

Research methods can be put into the following three groups. First we include those methods which are concerned with the collection of data; these methods will be used where the data already available are not sufficient to arrive at the required solution. The second consists of those statistical Techniques, which are used for establishing relationships between variables. The group consists of those methods which are used to evaluate the accuracy of the results obtained. Research methods refer to the behavior and instruments used in selecting and constructing research techniques. Information from the internet, library research and analysis in the field.

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IV. Indian Fusion Cuisine

a) Copycat Starbucks Matcha Espresso Fusion

It is a layered Matcha drink that you will instantly fall in love with. It has been dramatized with matcha mix, then vanilla beans drink, coconut milk & top layer is espresso shot. Don't forget to take a picture and put it on Instagram. This one will be really fun.

b) Motichoor Golgappe with Basundi Shots

And it's just wow! What a heroic entry on your table. Never think it's impossible because some mix & match are really unexplainable. I rest my case by putting the recipe here. Check out now.

c) Gulkand Strawberry Milkshake

Very fresh, sweet, subtle taste, natural and light milkshake for any time in the year. It can be your momma's drink or a treat to your sister. How about the idea?

Krupatti Coffee Krupatti Coffee is one of the healthiest forms of coffee. All the coffee lovers must try this unique fusion recipe. It is a popular drink in Tamil Nadu. It is an evening drink with your 5.00 pm snacks. You will not believe the chef has added palm jaggery in it which makes it the healthiest coffee on this planet.

d) Raspberry Shikanji

So Indians love spiced things and this is how the drink will satisfy you. This is a fusion drink with complete health benefits. This Shikanji is a spiced lemonade flavor added with lots of healthy ingredients like jaggery, cumin powder, mint, basil, ginger and lime juice. This is the perfect fusion to try in your diet.

e) Paan Milkshake

Having Paan Flavor with ice cream & desserts has been done for a long time. Now enjoy this fusion Paan milkshake. This milkshake will refresh your guest and refresh the meeting as well. The flavor is really awesome because it has been made with a twist.

V. Indian Fusion Appetizers

a) Tandoori Honey Lime Chicken

Plan a BBQ party at home with your guests and serve them fusion Tandoori Lime Chicken. The taste will just make your guest go in such a beautiful night feeling.



b) Dhokla Sushi With Bell peppers.

If you ever wonder how Indian sushi can go like then yes never forget to add dhokla with sushi. See we Indians find our way even in food. We are proud of this recipe and so you will be too. Try it with your guests.

c) Football Chicken

It is loved by all ages. So if your party has small kids also they will be just mesmerized with your food choice.



VI. Indian Fusion Desert

a) Carrots and fudge cups filled with ice cream

Best fusion of carrot and vanilla ice cream – enjoy before it melts. Natively made Gajrela is a well-known dish frequently made on Vaisakhi. The encouraging sweet treat is frequently served warm with a scoop of frozen yogurt or MalaiKulf.

b) Quinoa Apple Kheer

Old love is a new love – kheer. Wealthy in cell reinforcements, fiber and minerals, it can assimilate bounteous measures of water, which makes it ideal for making kheer.



c) Turmeric Ice Cream

Turmeric is our old therapy in every house, especially by our moms. It is the most powerful antibiotic spice on the planet. So here we bring you the most powerful ice cream. Check out the wonderful recipe.

d) Avocado Kalakand

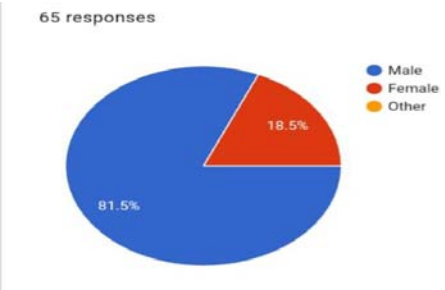
If you are new to listening to Kalakand then readers, I would like to tell you that Kalakand is a famous sweet dish recipe in Rajasthan. It is made with sweetened milk & paneer. This recipe has taken a new league by adding avocado in kalakand making it a healthy option.

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VII. Data Analysis

As per the graph, 19.7% employees are under the age of 21years.

Gender



As per the graph, 18.5% of females 81.5% male.

The hotel industry is considered to be the most important branch of tourism and the Most significant type of accommodation because of its ability to provide revenue and satisfy The needs of the guests. The innovations of the hotel were grouped according to The innovation activity and the source of innovation. From the literature review, one will get Detailed and justified analysis, according to Saunders et al (2007, p. 595). It gives the Literature's merits and faults commentary within a defined arena that mainly demonstrates Familiarity about the known facts of the research topic. Literature review is substantive findings From secondary sources, and theoretically and methodologically contributed towards research Objectives. It is basically a structurally consistent flow of logical ideas to preface the Research paper. Innovation is basically a positive change. Organization analyst has defined it as many ways as stated below:

In the hotel industry, there are major five elements where innovation takes place. It can be Product and service innovation, process innovation, logistics innovation, market innovation or institutional innovation.

Product and service innovations: For sustainable growth and to achieve remarkable bottom line, it is needed strategic development in the field of product and service innovation.

Process Innovations: New ways of services are created by the hotelier to offer to the customers. In the unique service delivery process, customers are also taken into consideration for new roles. Hotels are upgrading their flow of work process with adopting technology, like automated services for front and back office. Because of the process innovation there is improvement in the efficiency in the delivery of services to the customer.

Process Innovations in Information Handling (Logistics Innovation): The flows of information in the organization are now getting faster. Due to the busy schedule of guests, hoteliers are providing complete information on the internet so that it will be easier for them to book a suite from a single window. Now hoteliers are managing supply chain relationships with travelling agents, courier services, and tourism so that it will be convenient for guests.

VIII. Conclusion

How India transforms itself during this time. I have spent many years feeding people lots of ice cream and desserts and being a part of all the merrymaking. I truly miss it now that I no longer live in the city. Indulging in good food and especially sweets is an integral part of any Indian festival. However, when a festival becomes a week-long celebration, it adds up to a lot of indulgence and calories. Eating out excessively does tend to be harsh on your body. For me, the way to anyone's heart is through the stomach and there is nothing more rewarding than cooking a meal for your loved ones and bonding over that. Homemade mishti can get you lots of brownie points. While the traditional mishti is always there, it is the Western desserts that appeal more to the younger generation. Get creative by blending in the best of both to make some innovative desserts with a desi touch and you will be a star. We all love our mishti doi but it's always nice to spruce it up a bit. Who doesn't like change? I often make a fruit parfait in a glass with layers of broken cake, mishti doi and fresh fruits. If you want to be healthier, You could use plain yogurt sweetened with a drizzle of honey or fresh fruit puree. Assemble your dessert as in the picture below. Cling wrap and refrigerate. You have a ready-to-serve dessert when guests drop by. You could make smaller portions in little shot glasses or elegant bowls too. If you are one of those health buffs who prefer to avoid white flour (maida), processed sugar and other such stuff, there are plenty of healthy desserts and cakes you can indulge in without breaking your routine. My little one has a sweet tooth and I end up baking all these healthy goodies for him which are low in sugar and free of preservatives and artificial add-ons. In fact, as the Pujas are also about school holidays and the kids are at home, baking is a great way to keep those little hands and minds busy. I hope I have inspired you to get cracking and bring out the dessert chef in you. Sometimes the simplest of dishes taste the best. Tea-based dishes and desserts are trending now. I have been working on some interesting tea-infused recipes with Karma Kettle, a India-based gourmet tea company. This is a delicate Earl Grey panna cotta, but you could do the same with regular black tea or a masala chai mix. This is my take on the narkel sandesh.

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A Compartive Study of Changes in Trend in Housekeeping Department before and After Covid 19

By Suman Kumar, Jyoti & Prof. (Dr.) Rajiv Mishra
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Abstract- Hotel industry housekeeping need to change after covid 19 because this is one of the most important concern in this scenario. The hotel industry not changes the trend, it also changes the eco-friendly product, subcontracting and training of the housekeeping employees. In this research paper I am going discuss about the new trend introduced in hotel industry after covid 19.housekeeping plays a most important role generating revenue. The hotel Industry need to change in this scenario as per comfort of the guest. Now a day's hotels have lots of competition because there is not only one hotel, lots of hotel in the market. After covid guest are more self-conscious about health and hygiene tic so that housekeeping industry need introduced latest trend after covid 19.

Keywords: housekeeping, latest trend, covid 19.

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Abstract- Hotel industry housekeeping need to change after covid 19 because this is one of the most important concern in this scenario. The hotel industry not changes the trend, it also changes the eco-friendly product, subcontracting and training of the housekeeping employees. In this research paper I am going discuss about the new trend introduced in hotel industry after covid 19.housekeeping plays a most important role generating revenue. The hotel Industry need to change in this scenario as per comfort of the guest. Now a day's hotels have lots of competition because there is not only one hotel, lots of hotel in the market. After covid guest are more self-conscious about health and hygiene tic so that housekeeping industry need introduced latest trend after covid 19.

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I. Introduction

The first case found in Wuhan, Hubei, china. China government identifies the new virus spread fast in the Wuhan city. The Chinese government informs the world health organization after that the WHO declares this virus as pandemic on 30 January. This Covid virus become worldwide pandemic; create a global health issue and economic crisis. Every country seals their border, international flights are closed, and after that everything is under the lockdown. The lockdown is happened not only in small country, more developed country is also under lockdown.

This covid 19 affect the all sector across the globe but the hotel and tourism industry affected more by this covid virus. The hotel industry is one of the fastest growing sectors in the world but after covid hotel industry growth decreases. The Indian hotel industry faces the same problem. Some of the Indian hotel are shut down or closed due to covid 19 and economic crisis. More and more Hotel staff lost their job not only in Indian, even worldwide. As Per international economics times or research the hospitality or tourism industry take slots of time to boon again and become the fastest growing economy and more job offering area as well. After post covid 19 hospitality industry reopening process has slowly start. Government has started to give relief in restriction. Example like all dine restaurant are reopen but minimum capacity and strict social distancing. Government also reduces restriction on domestic and international flight. The hospitality and tourism industry try to overcome with new strategies, to run business.

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II. Objectives

- To identify housekeeping in hotel industry.
- To study the impact of covid 19 in housekeeping department in hotel industry.
- To study that what are the latest trend used in housekeeping department after post covid 19.

III. Literature Review

This literature review offer you the knowledge of different kinds of studies which has been done out to explore study the comparative study of changes in trends in housekeeping department before and after covid 19.this literature review provides you adequate study of the changes in housekeeping department before covid and after covid.

According to Mr. Harish Kumar from vidya jyoti university, Chandigarh. He studied that housekeeping is not only about cleanliness, housekeeping department maintain the hotel by adopting the new trends to provide best comfort or best service to the guest. This is very important for every hotel to incorporate with the new housekeeping trends after covid 19.

According to Mr. Sanjay Kumar, Suman gosh and Banani mondal from IHMA studied that they analyses housekeeping department role in covid 19. This study directly indicates that housekeeping department required changes by trend to provide best comfort and healthy environment to the guest.

According to Mrs. Asmita Patil and Mrs. Ashwini Talalulikar from Dr. DY Patil institute of hotel management and catering technology studied that housekeeping department play most important role for providing delightful experience and best cleanliness environment to the guest with the help of latest trend introduced after covid 19.

According to Mr. Amandeep Singh from Chandigarh group of college, Chandigarh. Studied that

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housekeeping is not only about cleanliness but also maintain the upkeep of the hotel by adopting new trends and practices in housekeeping.

According to Mr. M karthik from Bharat University, Chennai. Studied that hotel housekeeping need revolutionary for best housekeeping practices. The housekeeping department is very physically fit and mentally as well. The new Innovative trend must be incorporate in hotel housekeeping.

In my research I am going to mentioned about covid impact on hospitality industry and after covid what are the new trend introduced in housekeeping department in hotel industry and also I compare the earlier trend and new trends of housekeeping department.

IV. Research Methodology

- This research paper is mostly based on primary data source and little bit secondary data source. The primary data source is collected from the various sources such as websites research paper, hotel staff, books and from questionnaire. I collected the primary data which is required for this paper from report of the IHM research paper and other related information is collected from the other journals and research paper. Every data is analyzed.
- The extra details the studies approach the Technique and record collection, the choice of the sample. The studies technique the kind of record analysis the moral issue and the studies boundaries of the mission as such the proposed studies took the shape of a current subject.

V. Housekeeping

The most significant aspect of the hotel sector is housekeeping, which is responsible for the cleanliness of the room, the back area, the public area and maintenance. Housekeeping is the back bone of every department in a hotel. Cleaning is not only the aspect of housekeeping, it includes keeping the work environment clean and organized, preventing slip and strip risks on the floor, and removing waste. In this covid era housekeeping plays a critical role in preventing the spread of covid 19 viruses and providing the highest level of cleanliness and hygiene to guests.

The major role of the housekeeping is to provide best facility to the guest by cleanliness and assist guest when necessary.

- Most important two points about housekeeping is housekeeping gives best contribution in hotels and housekeeping department is also known as Eye for details means GSA check the departure room if there is missing something the GSA informs the department.
- Housekeeping department is also responsible for the lost and found procedure this department takes care the guest goods which is left or forgot by the guest.
- Housekeeping department play a vital role of the success of the hotel. This department is the highest revenue generator of the hotel.

Housekeeping face has changed now housekeeping department is no more considered to be back of the house department of the hotel.

- Housekeeping department responsible for providing largest share of profit to the
- After post covid housekeeping department play a vital role in hospitality department. Housekeeping performs detailed work in guest rooms and entire hotel. Housekeeping department becoming day by day more mechanized and scientific. In this present era maintaining hotel is tough but satisfying guest after post covid is very tough. For best satisfaction hotel changes in trends after post covid which is quiet differ to earlier trends.

Trends before Covid 19

The standard operating procedure of room cleaning is simple. For example:

- Enter in the guest room
- Prepare to clean the room
- Clean the guest room
- Placing the guest room supplies
- Making the guest bed
- Clean the bathroom
- Re check the room once again
- The temperature of water in laundry department is normal for cleaning the guest clothes and soiled linen. The agents are also simple which is used in laundry department in hotel.
- Room cleaning is mandatory for every room whether its check in room or check out room.
- Housekeeping staff providing modern amenities or supplies in guest room.
- The water tap which is in guest room or other hotel premises area are open by hand.

Trends after Post Covid 19

- After post covid 19 the standard operating procedure of cleanliness are complex. For example Wear clubs, masks and face shield then enter in guest room.
- Before start to clean the room sanitize the whole room
- Then clean the room
- Place all the supplies but all the supplies should sanitized
- Making the guest bed with new sheets
- Clean the bathroom with complex agent

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- After cleaning the room, again sanitize the room or (if guest want sanitization in front of him, then again sanitize the room).
- After post covid the water temperature are rise in laundry department while washing guest clothes and soiled linen. Hotel rise the temperature to kill covid virus because bacteria and germs are killed at maximum temperature.
- After post covid some hotel change room cleaning policy. Room cleaning is totally depends on guest, if guest want room cleaning twice, once a week , once a month, the housekeeping staff have to follow it.
- After covid 19, very interesting that hotels are go with going green. Going green is the latest trend in which housekeeping staff provide ecofriendly amenities to guest. Ecofriendly product is natural, not harm the health. Because after covid guest are very protective for their health.
- The water tap which is in guest room or other hotels premises, water tap are changed. The new water tap are working with the help of sensors. No hand touch, it also helps to prevent covid 19.
- In guest room there is one tiny fridge found which is stocked with alcoholic beverages, juice, wafers are called as mini bar. These mini bars found in almost every hotel. It is used to a luxury but after covid housekeeping staff completely stopped filling the mini bars with beverages and goodies. The mini bar is only filled at the request of guest.
- It is very interesting that after covid housekeeping staff provides extra mask and sanitizer as add on service.
- After covid 19, opt-in trend introduced in housekeeping department. Lots of hotel gone with opt-in versus opt-out for housekeeping department. In this trend assumed that guest not received housekeeping service during their stay except towel and toiletries provided in the room based on no of night and no of guest in.

VI. Conclusion

Through this study, I attempted to bring attention to the covid 19 pandemic, how the virus has affected the world fastest growing economy, & new trends in housekeeping before and after the covid 19. We can learn about the changes that have occurred in the housekeeping trend and approach by conducting this investigation. Everybody is aware about covid 19 virus. In December 2019, the first case was discovered in Wuhan, china. This covid 19 virus has spread rapidly around the world, resulting in a pandemic. The entire world is on lockdown; foreign flights are cancelled, local's planes are cancelled, and everything is shut down. This has an impact on the hotel and tourism industries; many employees have lost their jobs as a result of the pandemic and numerous five star properties have shuttered.

Following the epidemic, there was a big challenge in reopening hotels and preventing covid. In order to avoid covid 19, cleanliness has a critical role. Cleanliness is merely one aspect of housekeeping.

The hotels upkeep is regularly maintained by the housekeeping crew, which keeps up with new trends & method in housekeeping. After the post covid 19 virus, hotel housekeeping department started & initiated, for example, providing masks and sanitizer upon arrival, sanitizing the room before and after room cleaning, many hotel began installing automatic sanitizer machine in the room washroom and lobby washroom & other trends were introduced.

Our hospitality business will continue to grow rapidly in the future. We're looking forward to seeing more housekeeping trends in the future.

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Study on New Trends and Technology used for Guest Satisfaction in Five Star Hotels and Resort

By Abhishek Srivastava, Rohit Jaswal & Prof. (Dr.) Rajiv Mishra
Galgotias University

Abstract- In this examination we are going to get to remember of " a review a recent cult and innovation used for visitant fulfillment in 5-star lodging". the net of things, or IoT, is a rendezvous of interconnected process gadgets, mechanical and advanced machines, items, creatures or people that are equipped fascinating identifiers (UIDs) and also the capability to maneuver data over a company while not expecting human-to-human or human-to-PC affiliation.

An issue within the net of things is often a private with a heart screen introduce, a placental mammal with a silicon chip electrical device, an automotive that has inherent sensors to alarm the driving force once tire pressure is low or no matter alternative regular or man-created object which will be allotted a web Protocol (IP) address and might move data over a company increasingly, associations in an assortment of ventures ar utilizing IoT to figure all the additional proficiently, higher comprehend shoppers to convey upgraded consumer care, additional develop navigation and increment the price of the business. AN IoT surroundings contains of web-empowered savvy gadgets that utilization ingrained frameworks, like processors, sensors and correspondence instrumentality, to gather, send and follow abreast of data they procure from their surroundings.

Keywords: *Trends, Technology IOT, Pandemic, COVID-19, Innovation.*

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



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Keywords: Trends, Technology IOT, Pandemic, COVID-19, Innovation.

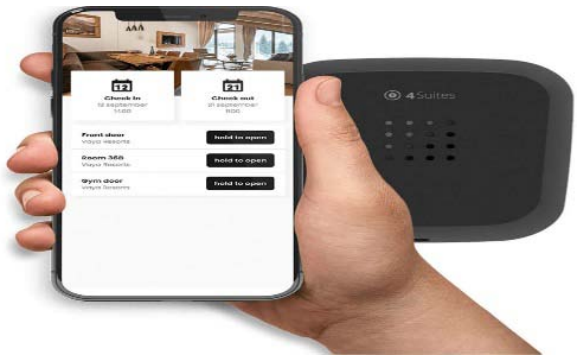


Fig. 1: Artificial Intelligence mobile apps for service in guest room

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I. Introduction

Neighborliness innovation is the name used to portray a wide scope of IT, internet business and comparable innovation arrangements inside the friendliness business. The utilization of this innovation is ordinarily planned to either make life more straightforward for a business' workers, or to work on the general insight for friendliness clients. This can be accomplished in various ways. For instance, accommodation tech might assist with expanding mechanization and facilitate the responsibility for staff. Moreover, it very well may be planned to make processes quicker, which might actually set aside cash as well as time. On the other hand, it could assist clients at various focuses along the client with traveling. It is basic to not just monitor the most recent innovation patterns in the cordiality business, however to move with the times, on the grounds that the business is profoundly serious and the individuals who don't adjust are abandoned. Keeping your finger on the beat is particularly fundamental inside the setting of COVID, in light of the fact that client assumptions and necessities are consistently moving. The friendliness area is incredibly aggressive and this makes it crucial for stay aware of the extremely most recent cordiality innovation patterns. Innovation can assist organizations with smoothing out their cycles, diminish costs, lower staff jobs, increment income age potential and work fair and square of client experience is conveyed. By utilizing the most recent innovation, it very well might be feasible to work on the exactness of work to a level that would be challenging for human staff to accomplish all alone. Innovation arrangements can likewise make work more reasonable and may make it simpler to satisfy the undeniably elevated requirements that the present clients have. Motivations to Stay Up to Date with the Latest Hospitality Technology Trends? Maybe the single most compelling motivation why it is vital to stay aware of the most recent neighborliness innovation patterns is that numerous different organizations will. This implies neglecting to keep up could furnish rival organizations with a critical upper hand, particularly assuming they embrace innovation that requests to clients, while you go on as expected. Obviously, as recent fads arise and as innovation turns out to be generally utilized, the clients inside that industry will begin to hope to see specific things. This makes cordiality tech fundamental

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for satisfying client hopes. In the meantime, you can likewise acquire a strategic advantage over any adversaries who have not embraced the new tech. Embracing the most recent patterns likewise implies you can gain this headway a nonstop component. Assuming you fall behind latest things, redesigning innovation, later on, may turn out to be more troublesome, in light of the fact that preparing necessities might be greater. Obviously, as recent fads arise and as innovation turns out to be broadly utilized, the clients inside that industry will begin to hope to see specific things. This makes accommodation tech fundamental for satisfying client hopes. In the interim, you can likewise acquire an upper hand over any opponents who have not embraced the new tech. Embracing the most recent patterns likewise implies you can gain this headway a persistent element. Assuming you fall behind latest things, updating innovation, later on, may turn out to be more troublesome, on the grounds that preparing prerequisites might be greater. A pattern can be depicted as a summed-up change, advancement, change in conduct, or an overarching propensity that can be seen inside a specific field. Various advancements have been liable for changes in shopper conduct and that has accordingly prompted the development of new cordiality tech patterns. Mechanical advances play had a critical influence, particularly with respect to the far-reaching reception of voice search, increased reality, computerized reasoning and the Internet of Things. Contactless installments have become more famous in retail settings, while versatile registrations have arisen in lodgings, cafés and air terminals. A large number of these advancements have developed on the grounds that they help to diminish grinding, and cut holding up times. It is likewise essential to take note of that the Covid pandemic has sped up certain ways of behaving, particularly with respect to cleanliness. This unequivocally affects contactless installment innovation and versatile registrations, alongside cleaning innovation, like cleaning robots, as these all-limit direct human-to-human contact.

II. Need of the Study

To learn about Contactless installments, offer various benefits for inns, resorts, eateries, bars and bistros, which is the reason this has been among the principal innovation patterns inside the accommodation business as of late. Beside accelerating installments and further developing consumer loyalty, contactless tech is likewise effectively viable with unwaveringness programs. Versatile contactless installments are conceivable regardless of whether clients have their wallets with them, or regardless of whether their charge card has been lost. Furthermore, with COVID solidly in the personalities of inn visitors and other friendliness clients, contactless installments can likewise offer a magnificent method for decreasing human-to-human contact. One of the most interesting innovations drifts the accommodation business is having the opportunity to grasps with is the ascent of advanced mechanics and the utilization of robots to complete errands generally performed by people. For example, robots can possess an attendant job inside inns, inviting visitors and furnishing them with significant client data. Additionally, a few lodgings have begun to involve robots for the end goal of cleaning, for example, vacuum cleaning floors and in any event, for microbe killing. This is a training that can be duplicated across the remainder of the neighborliness business as well, remembering for eateries, and the utilization of robots can likewise assist with making a climate more COVID secure.

III. Significance of the Study

To learn about Mobile registration cordiality tech is one more significant region to give thought to, on the grounds that it can assist with further developing the client experience at the place of their underlying appearance. This is particularly gainful, in light of the fact that initial feelings can have a colossal bearing on how clients at last feel about their visit or remain. Essentially, versatile registrations turn the requirement for eye-to-eye client associations, meaning clients might possibly have more noteworthy adaptability as far as when they registration. This connects to more extensive contactless innovation patterns inside the cordiality business, and can be particularly welcome for the individuals who are anxious about COVID.

IV. Objectives

- To learn about recent fads and advances utilized in five-star inns
- To learn about visitor fulfillment utilized in lodging
- To learn about the effect of IOT on clients in inn.

V. Literature Review

As per (Group, 2017) Hilton Group experienced IT empowered administrations as a key to the offer of lodging bed-evenings. Reservation frameworks, contingent upon the product and refinement, contain data and create different reports on room accessibility, retractions, and so forth. Also, the data set can produce estimates on expected appearances, flights and rooms sold. Data contained in,

As per Nishi et al. World Journal of Engineering Research and Technology and created by, lodging reservation frameworks is a significant wellspring of advertising data and can produce mailing records, client profiles and inclinations. It additionally screens Hilton inn execution through the turn of events and handling of visitor surveys. Reservation frameworks likewise permit inns to complete travel-service and visit administrator

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investigations to figure out which offices and administrators reliably create business for the lodgings. It is guessed that in the long run GDSs will exploit the receptiveness of the World Wide Web (WWW) and foster appropriate points of interaction for purchasers and the business. Saber has proactively sent off Travelocity, an electronic travel service, while other GDSs have declared comparable activities or participation with movement suppliers on the Internet. These incorporate World range with Expedia and Amadeus with the Internet Travel Network.

As per (Kerravala, 2015) The fuses of sensors, gadgets, and information into one framework leads to setting mindful calculation and empowers the climate to answer right away to change, be it in temperature, light, development or different variables. This brings various new open doors, yet additionally massive expense investment funds, music to the ears of the present business pioneers. Digitalization of data and the effect it is having on customary organizations. The IoT can improve the individual experience of clients, who are portable, associated, and enthusiasm to have more access and insight encompassing them. Neighborliness is an industry that can enormously profit from the approaching together of IoT and advanced change. This incorporates public brand inns, extravagance resorts, and store lodgings. On the off chance that a client has an awful encounter, everybody is familiar with it. Notwithstanding, assuming the client has an interesting and separated insight, that likewise spreads like out-of-control fire.

Regardless of these promising applications, the genuine fervor about the IoT lies in the obscure - in its true capacity. With this ongoing age and separate it is critical to comprehend among realities and fiction about IOT potential IoT will be downright an unrest in the manner the world's processing substances work, it's not completely new innovation. Organizations have been involving it for quite a long time, as a matter of fact. A few associated gadgets have even been around for far longer than the actual web, similar to the TV remote! To genuinely see the value in the benefit of something, it is expected to comprehend it first in any case getting snatched up by the hype is simple. Various driving IT associations have emerged with monstrous projections for the eventual fate of the IoT concerning monetary investment funds and the quantity of associated gadgets - unreasonable projections can twist assumptions and make it challenging for buyers to grasp the genuine capability of this splendid innovation.

As indicated by (Sunny, 2016) As IPv6 arrangement proceeds to rise and more gadgets are doled out special IP addresses, the subsequent collaborations between these gadgets will manufacture a climate in which everything associated gadgets can share data and assemble new associations. This „neutral" planning between gadgets will duplicate the organization laid out between sites in the design of the web, or on a cozier level, the human cerebrum. It is this aggregate get-together of gadgets, associations, and the climate wherein they live that structure the groundwork of what the IoT truly is - a universe of gadgets, constrained by gadgets (with some human contribution during the beginning phases). This is the very thing makes the IoT so energizing for hoteliers. Each and every industry in presence will before long be working on tasks by utilizing associated gadgets. This will broaden the span of cordiality organizations a long way past any ongoing innovation lets them. Inns will actually want to restrict with enterprises as different as agribusiness and schooling, improving on communications between organizations. Associated gadgets outside and inside cordiality would likewise be equipped for synchronizing and cooperating to smooth out Guest" ventures inside a cross-industry biological system. Neighborliness area experience 2016 as a time of energizing innovation that influences worldwide accommodation. It likewise gives tremendous energy saving framework through its computerized highlights and IoT associated easy to understand gadgets. This study is about change of ordinary cordiality industry into educated industry.

VI. Research Methodology

a) Research design

A distinct report analyzing the utilizations of IOT (Internet of Things) in the administration of visitor administrations in NCR lodgings in Delhi.

- Information assortment:
- Primary information: Through review
- Secondary information: Already distributed information from books, sites and other examination papers.

b) Research Instrument

An organized survey is utilized for social affair data on (a review a recent fad and innovation utilized for visitor fulfillment in five-star lodgings and resort.

Contact Method: by means of individual contact, telephonic meeting, email.

- Examining Plan:
- Universe (target Population) - All 5-star inns across Delhi NCR.
- Sampling Frame - Hotels situated across Delhi NCR.
- Sampling strategy - Convince based irregular inspecting method is utilized for directing exploration.
- Sample Size - 30.

VII. Summary

Web of Things (IoT) is current all the rage which is generally affecting inn industry nowadays, it is vital to concentrate out its reasonable executions. This study

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includes the complex entrusting of lodging industry with its development empowered administrations. Lodging industry in current situation is profoundly depending on electronic framework for the majority of its activities and the executive's reports. To stay cutthroat accomplishing high visitor satisfaction is a lot of fundamental. Innovation upgraded inn administrations in different habits beginning from appearance to return to of visitor Tracking visitor fulfillment, advancing transitory assets of lodging, worldwide circulation framework, robotized energy saving offices, for example, Energy Management System, synergistic methodology through multi-processor climate and so forth. Inn industry includes substantial apparatus, types of gear and end number of working gadgets for mass activities. IoT assists with advancing the gadgets, types of gear and instruments for improved yield, for instance NFC innovation for simple access of POS charging, portable registration application for enrolling grievances and to give continuous notices This article covers the strengthening of IoT administrations in cordiality area. Here the significant instrument to sum up job of IoT is following visitor satisfaction at different degree of inn administrations. IOT is usually known as shrewd association empowering objects to gather and trade information. It makes things to speak with the assistance of modified web highlights and novel identifier without human to human or human to PC association. In this serious environment delivering a quality assistance is one the difficult assignment in inn industry. The divisions of tasks in lodging runs 24x7x365 hrs. in a year. Rehash business or re-visit by the visitor and astounding criticism is a vital aftereffect of value administrations. IT empowered benefits bit by bit expanded the inn personals effectiveness and execution standard. The greater part of the undertakings or allocated obligation are actually included, online got to and remotely took care of. Easily of these highlights as referenced, lodging guarantees ideal administrations and visitor fulfillment. This examination article likewise investigates framework programming included to accomplish visitor fulfillment and positive on quality administrations Digitalized F&B Menu Functionality: GXP"s (GOOD X PRACTICES) rich substance the board framework can be utilized to work out connecting with F&B menus, permitting the visitor to peruse content in their local language. GXP additionally import the current menu information and synchronies updates to costs, modifiers, names, depictions and so forth on a specially appointed or booked premise.

Computerized inn registry: Replaced inn index and gives visitor direct admittance to lodging offices remembering for room eating, inn administrations and neighborhood. Further develop visitor experience Guest can arrange room administration and control their room climate through RMS/IPTV (Room Management System/Internet convention Television) incorporation. Lodgings can likewise fit of messages to the visitor is a typical utilization of PMS mix. Café remote Calling System: Customers press the call button; the table number will be displayed on the collector. Empower server to sort out which tables need administration.

VIII. Shrewd Hotels

In a shrewd inn, IoT-associated gadgets are utilized to make a superior visitor experience and a smoothed-out in the executive's framework for staff and directors. The neighborliness business presents numerous potential chances to utilize robotization answers for upgrade savvy lodgings. Visitors appreciate more noteworthy accommodation and solace, and inn proprietors and administrators benefit from expanded effectiveness, cost reserve funds and visitor fulfillment. The objective of an IoT lodging is to furnish visitors with more noteworthy command over the climate. At the point when guests stay in a shrewd room, they have advantageous choices for controlling and robotizing different settings for lights, indoor regulators, entryway locks and that's only the tip of the iceberg. Associated lodgings with brilliant lodgings are springing up across the world, and pioneers are consistently creating and further developing IoT innovation in the accommodation business.

IX. Advantages of Smart Hotel Rooms

a) Savvy Rooms and Guest Comfort

One of the fundamental advantages of savvy lodgings is the valuable chance to decidedly influence visitor solace and comfort. Whenever guests experience IoT applications in what might commonly be a standard lodging, their general experience is upgraded. Tweaked IoT answers for inns incorporate gadgets, for example, savvy lighting visitors have some control over with an application on their telephones or a brilliant indoor regulator visitors can program for most extreme solace during the evening or daytime.

b) Expanded Safety and Security with Smart Rooms

Mechanized brilliant entryway locks are one extraordinary security include conceivable with an IoT lodging. Rather than utilizing a key that could be lost or taken, visitors remaining in savvy rooms with IoT-empowered entryway locks can utilize a solid application on their telephone to open their lodging's entryway.

Lodging security isn't just about visitor rooms. At the point when a savvy lodging is furnished with IoT security arrangements, the entire structure can be safeguarded utilizing tweaked projects and convention settings. IoT stages, for example, Nexos by Igor, empower clients to make programs for associated gadgets. In case of a security break, writing computer programs is dispatched to gadgets quickly, setting off

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entryway locks, crisis lights and that's only the tip of the iceberg.

c) Further developed Maintenance Processes

Inn proprietors and building upkeep staff benefit significantly from the information assortment conceivable with IoT lodgings. For instance, IoT-empowered sensors can give continuous information about individual rooms — information like inhabitance data, lighting and energy utilization, plumbing frameworks and water use.

Lodging housekeeping staff could use inhabitance sensors to decide when a visitor room or gathering room has been cleared and is fit to be cleaned. Different sensors can screen power utilization and support needs like wore out lights or plumbing spills.

d) Savvy Room Sustainability Solutions

As referenced above, IoT-empowered sensors can reform savvy inn cycles and frameworks. Associated lodgings are unequaled in their true capacity for upgraded maintainability. Whenever an inhabitance sensor distinguishes an empty room, IoT-associated gadgets can consequently make energy-productive changes, for example, darkening or switching out lights and changing the temperature.

Plumbing sensors can recognize and report spills rapidly so upkeep staff can fix them as quickly as time permits, limiting the expense to fix harms. The aggregate expense investment funds from IoT-empowered brilliant lodgings can add up and save inn proprietors valuable working capital in the long haul.

e) Gauging the Risks of IoT in the Hotel Industry

In spite of the fact that there are various advantages and advantages to involving IoT-empowered gadgets in brilliant inns, there are likewise a few dangers related with involving innovation in the friendliness business.

Most importantly, it's basic to get any associated lodging biological system appropriately. At the point when IoT frameworks aren't as expected got, they are powerless against security breaks and hacking. It's vital to think about this hazard while creating IoT savvy inn frameworks. Following web wellbeing best practices takes out some gamble, so inn administrators need to guarantee they have vigorous web security conventions set up.

f) Wiping out Risks with PoE Solutions

One method for making IoT in the inn business more secure is to use PoE (Power over Ethernet) innovation. Since PoE gadgets depend on a wired association, it is more straightforward to keep networks hidden and secure. Remote organizations represent a more prominent security risk since they're more available to malignant clients and programmers. Nexos by Igor is a PoE framework shown to be more secure than comparative remote organizations. The Nexos IoT stage gets standard updates to keep up with security and cutoff risk. Igor has been associated with shrewd structure projects all over the planet, remembering a chain of brilliant inns for Europe where it's PoE lighting controls and programming API assumed a basic part in making the savvy lodging turn out consistently for visitors. In one brilliant lodging contextual analysis, Igor helped power IoT lighting in passages and flights of stairs. The Sinclair Hotel in Fort Worth, Texas, has been designated "the lodging representing things to come" due to its numerous IoT combinations, including savvy indoor regulators and PoE lighting. Igor's innovation additionally assumed a part in driving PoE lighting and associating with other innovation in basic spots of the inn because of Nexos' open API and programming stage.

Advances being utilized in the accommodation business:

- Computerized Check-In

Many shrewd inns are pushing toward an IoT-empowered self-administration booth to mechanize the visitor registration process. Similar as the booths now standard at most air terminal registration counters, these self-administration stations permit visitors to keep away from lines at the front counter and accept their room keys (or room codes) easily.

- Resource Tracking

In an IoT shrewd inn outfitted with resource following innovation, visitor administrations staff can follow gear, for example, baggage racks and cleaning trucks. Ongoing checking of key gear can smooth out housekeeping cycles and keep brilliant lodgings running effectively.

- Shrewd Room Customizations

Inside IoT associated lodgings, there's an assortment of brilliant lodging arrangements accessible to make rooms more agreeable and helpful for visitors. With the right IoT gadgets introduced and associated, brilliant room customization and control choices can include:

- Lighting Including choices for darkening, changing varieties and changing light temperature and shade.
- Room Temperature Smart indoor regulators permit visitors to make their room agreeable without the problem of out-of-date window A/C units.
- Water Temperature Digital water temperature valves and sensors help control and keep up with agreeable water temperatures for visitors.
- Draperies and Shades Motorized and mechanized window medicines give visitors complete control with the press of a button or the utilization of an application.
- Shrewd TVs Many individuals are accustomed to having savvy TVs in their own homes, so it's right

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around a fundamental convenience in a cutting-edge brilliant lodging.

- Food Menus Digitized room administration menus furnish guests with choices accessible on a savvy TV or telephone application. Visitor inclinations actually might be put away for future visits.



Fig. 2: Robots working as a hospitality professional.

X. Conclusion & Findings

Accommodation industry has one mission to zero in on, which is visitor fulfillment. Or more all, in the event that you see, the inns utilizing IoT have caught the right market and are further developing their administrations continually. Today, IoT is good to go to cause the visitors to feel like home, spoil them and make them love the inn much more. Be that as it may, frequently, the lodging staff neglects to keep the visitors blissful without appropriate inn innovation and robotized tasks. You know, the times when types of gear fizzle, lightings become inappropriate, or climate control systems don't work. Furthermore, the housekeeping upset the visitor unintentionally or here and there the front work area can't give a room on chance to the visitor. Visitor fulfillment comparable to center capability areas of inn; front office portrays the fulfillment (66.67) for its reservation and room booking system, primary resource. The IoT associated gadgets get elements of Real-time notice of appearances, objections and administrations. Subsequently, inn Guest see fulfillment with the room class and room solace to be a higher priority than fulfillment with other inn components; albeit the most disappointment was demonstrated to be with Guest product utilized in the different segment, for example, in-room theater setup, Mobile correspondence and criticism answer framework. This implies that visitor worked gadgets necessities to more precise and refreshed to fill holes of administration fulfillment. The discoveries from this review at IHG Crown Plaza recommend visitor fulfillment and IoT (Internet of Things) is equal extent to one another which implies the more innovation-based administrations, setting mindful calculation, multiprocessor climate and visitor worked gadgets the more fulfilled clients. It fills in as the estimating unit for following visitor fulfillment. The lodging administration framework which includes IoT components and consumer loyalty regarding gathering, guestroom, food and drink administrations and different areas of tasks draw in business clients. The concentrate additionally showed that level of disappointed visitor is the consequence of specialized bother of IoT administrations and gadgets. It is consequently reasoned that however IoT applications are awesome for conveying precise mechanized administrations there actually exist dissatisfactory issues once frameworks emerge with specialized bother or personal time gadgets. The deliberate focal point of this article is to comprehend client encounters on IoT based administrations. This elaborate contextual investigation examination at the Hotel. Albeit the answer rate was low the investigated information recognizes robotized work gave IoT associated gadgets. This lodging goes under business customer base midtown inn. Considering visitor members who had impartial or positive encounters it is see that staff helped administrations are assuming a lower priority in specific situation as business and corporate explorers are into innovation-based administrations. Furthermore, reaction overview of disappointed visitor guides the difficulties to the inn business to give profoundly compelling IoT organization and gadgets. A vital trait of tomorrow's fruitful lodgings will be the capacity to dominate and oblige a quickly developing scope of innovation interfaces coming into our inns in the possession of Guest and staff. As examined before about how increased the truth is obscuring the limits between the physical and the computerized world. Simultaneously, the inn parlor representing things to come will be home to voice acknowledgment, motion interfaces, up front consoles, projection screens, 3D showcases, accessible multi-dimensional images and a steadily enlarging exhibit of connection points through which we'll show and associate with our PCs, telephones and information. (Talwar, 2012). The criticism of overview utilized for this situation study may be utilized to further develop visitor experience in future. This review just concentrated on visitor sees towards IoT helped administrations. The adaptability of the study and discoveries could be additionally fortified by reviewing and talking with lodging experts and staff individuals to acquire a more exhaustive comprehension of a similar named article.

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A Study on Preventive Measures Taken by Food and Beverage Service Department Post Covid-19 in Hotel 'The Suryaa, New Delhi'

By Navendu Bhatnagar, Monalisha Dash & Prof. (Dr.) Rajiv Mishra
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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, I have done a survey of 75 guests to identify how well did the Food and Beverage Service team at Hotel ''The Suryaa, New Delhi'' implemented the precautionary measures which were issued by WHO, FHRAI for the re-opening of hotels and restaurant.

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

Keywords: pre-covid-19, F&B service department, preventive measures.

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I. Introduction

Regardless being one of the most affected sectors due to Covid-19, the hospitality industry is still moving along the edge of the breaking point and trying to recover. In this research paper, I will talk about how the Food and Beverage department of a hotel is fighting with all the odds given by this Covid-19 situation along with various rules that were made compulsory by the government to be followed.

Also, I will be focusing on their sales techniques and what kind of discounts and festive offers they are giving to attract more and more customer, how they are convincing the customer that dining in 'Sampan', 'French crust' and 'Ssence' the restaurants at Hotel 'The Suryaa, New Delhi' is safe and secure for them to make their meals delighted.

I will also take guests based survey to know how well the restaurant and bar staff is doing during the pandemic and what safety and precautionary measures they have taken and how well they have implemented them in daily Food and Beverage Service operations. In the end, I will try to extract every piece of information which I can gather from the survey and will try to portray in my own language.

II. Preventive Measures

As the name suggest, preventive measures are some important reasonable measures that are taken by anyone in response to an action, basically to minimize and prevention from the harms that could affect environment or someone. Following are some ways in which prevention of Covid-19 can be done:-

- Maintaining a safe distance from one another's (a minimum of 1 metre), even if they don't appear to be sick is compulsory.
- Wearing mask in public is also the need of hour, especially when indoors or where physical social distancing is not possible.
- Choosing open and adequately ventilated spaces over closed ones. Keep a window opened if indoors.
- Clean hands on regular basis with soap and water, or an alcohol-based hand sanitizer.
- Get vaccinated, when it's your turn. Follow local guidance.about vaccination.
- Always cover your nose and mouth while sneezing or coughing with your bent elbow or with a tissue.
- Stay home, if you feel unwell.

III. Covid-19

Also known as Coronavirus disease is an infectious disease caused by the SARS-CoV-2 virus. 'SARS-CoV-2' is the scientific terminology used to address Covid-19 virus by WHO and various scientific Organizations across the world.

As per the guidelines, most people infected by this virus will suffer from mild to moderate respiratory problem and shall recover in time without requiring any special treatment. However, some people may become seriously ill and require serious medical attention for a short duration. People who are old in age and all those with any underlying medical conditions such as cardiovascular disease, diabetes, respiratory disease or cancer are more likely to suffer from serious illness. Anyone who gets sick with Covid-19 and become seriously ill might die regardless of the age.

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The best way to prevent, and slow down transmission is to be well informed about the disease and how the virus spreads. Protect yourself and others from infection by staying at least 1 metre apart from others, wearing a properly fitted mask, and washing your hands or using an alcohol-based rub frequently. Get vaccinated when it's your turn and follow local guidance.

The virus is capable of spreading itself from one infected person's mouth or nose in small liquid particles when they cough, sneeze, speak or breathe to another. These particles range from larger respiratory droplets to smaller aerosols. It is important to practice respiratory etiquette, for example by coughing into a flexed elbow, and to stay home and self-isolate until you recover if you feel unwell.

IV. Food and Beverage Service

The food & beverage service industry is famous for engaging itself with service of different types of cuisines and alcoholic and non-alcoholic beverages. It is responsible for satisfying various demands of food and beverages. But it does not include the production of raw material. Today, this industry has expanded itself and is now serving more than 100 million meals each day.

This industry has spread across various segments, be it – hotels, restaurants, hospitals (canteen), railways, airways, cruise ships and many more.

The basic function of F&B industry is to serve beverages and meals to its customer, to meet and satisfy people's various type of needs and cravings. The main aim is to accomplish customer satisfaction.

There is a huge variety in different types of services that are performed across the globe just to serve the food. Some of the most famous one are as follows:-

1. American Service
2. French Service
3. English Service
4. Gueridon Service
5. Russian Service

There are mainly two types of service restaurants all over the world –

1. QSR – Stands for Quick Service Restaurants. These restaurants offer only a certain kind of food which requires minimal amount of time to prepare and could be delivered quickly. Some examples of QSRs are McDonald's, Burger King, Subway, et-cetra.
2. FSR – Stands for Full Service Restaurants. These kinds of restaurants may offer a huge variety menu, or cuisine and serves food at the table. Some examples of FSRs are One8 Commune, Domino's, SagarRatna, et-cetra.

V. Objectives

- To compare and analyse the changes made in service procedures before and during Covid-19.
- To understand the safety and security measures taken by food and beverage service staff during Covid-19.

VI. Literature Review

Research Topic Name: "Impact of COVID-19 on the hotel industry and suggestions for post-pandemic recovery."

Author Name: - Sudhir Andrews (April 28, 2021)

In his research, he talked about staff management, how much part of the outlet should be opened at first, consideration of AI in restaurant operation, and he had also shown light on the liquidity for working capital as well.

Research Topic Name: "Effects of COVID-19 pandemic on hospitality industry: review of the current situations and a research agenda"

Author Name: Christina G. Chi (July 05, 2021)

In her research, she focused on how slowly but steadily the hospitality industry is catching its pace. She also conducted several surveys in many hotels to understand what the customer is focusing on, safety or comfort.

Though she did many surveys to understand customer's situation yet she was not able to summarize it in a good manner. In my research I will try to summarize what she couldn't in her blog.

Research Topic Name: "Saving the hotel industry: Strategic response to the COVID-19 pandemic, hotel selection analysis, and customer retention."

Author Name: Jinkyung Jenny Kim (January 7, 2022)

In his study, he basically tried to investigate the effect of Covid-19 on changes occurred in attributes of selecting a hotel and post-purchase behaviours of guests. He has also made it easier to understand the guest behaviour after the post pandemic era.

His study made me understand that how much has the customer's perspective changed during Covid-19 and how it is affecting the clientele of hotels and has disrupted the hotel industry.

Research Topic Name: "Hospitality and Covid-19: How long until 'no occupancy' for US hotels?"

Author Name: - Ryan Mann (June 10, 2020)

In his study, Ryan was able to show the difference that has occurred between room occupancy and due to Covid-19 with the help of several graphical representations, showing a sudden crash in the number of travellers and coming to an almost halt. He also spoke about scarcity that had happened due to Covid-19.

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With the help of Ryan's study, I understood the importance of graphical representation.

Research Topic Name: "COVID-19 preventive measures and restaurant customers' intention to dine out: the role of brand trust and perceived risk."

Author's Name: Chunhao Wei (October 11, 2021)

This research paper shows that how important is it to take strict preventive measures and to follow the rules and regulations during the re-opening of restaurants in the United States. He also reviewed about how hard is it to re-gain customer's trust after Covid-19.

This research paper was the one with which I could relate the most and got to know about several rules that were implied in USA, like opening up of patios only at certain locations.

VII. Methodology

As the Covid-19 made a heavy impact on the world, the hospitality industry is one of the major industries that thrived due to pandemic. So, in this study, I have discussed with employees at the Suryaa, New Delhi that how they dealt with this situation and what measures they took for smooth operations.

Primary Data Source: The staffs at the restaurant are kind enough to help me gather most of the information on this topic. A well designed questionnaire have been designed and shared with all the respondent of the hotel to get the primary information of the research.

Secondary Data Source: As a secondary piece of information, I checked out the guidelines issued by the World Health Organization and FHRAI on their official site, over the internet and in several relevant magazines as.

VIII. Data Analysis and Interpretation

75 responses filled by guests at the hotel 'The Suryaa, New Delhi'.

In the questionnaire there were 20+ questions, each with multiple options. All the data was collected with help of Google Forms. As per the data collected out of 75 responses, 73.3% (55) are male and 26.7% (20) are female.

As per the pie chart, a majority of guests i.e. 70.7% had said that their temperature was checked at the entrance, which shows that the restaurant employees are serious about customer's safety. This also shows that employees are concerned for their personal health as well and are taking responsible measures.

When asked 'Were the employees maintained distance between each other during interaction?' 41.3% guests said yes and 33.3% said sometimes and only 6.7% said never. Wearing mask is very important and it is good that a majority of guests as reflected in colour blue and red are saying that employees wore mask.

According to the data we can see that 100% of the people have their responsive in the for of that feedbacks are important for the management and it to effects or impacts the hotel business. According to the status we see that 90% of people think that taking follow ups on guest complaint is important where as we can see that only 10% of the population are not really in the favour of the same.

Online reviews of the properties and important factor for the prospective customer while choosing any property where we can see that 25% of the people are strongly agree in this fact where as 60% are just agree with the same and only few person are neutral to the fast and 7.5% strongly disagree this.

IX. Conclusion

Since, the era when Inns and dharamshalas were used by travellers across the globe as a shelter for night, a pandemic like this has never been implemented. This world has never gone through such drastic biological destructions of human beings where everyone is trying to isolate themselves which has affected the movement of travellers and tourists. But, the show must go on. So, the hotel and restaurant industry are taking precautions for fighting the Coronavirus.

For this, 'Ssence' and 'Sampan' 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 necessary cutlery and crockery are now placed on the table only, so that, the guest don't have to walk around in the restaurant in search of the needful item.

Management team has also introduced a special training sessions.

Earlier they weren't doing home delivery, but now due to situation's demand they are delivering food to customer's house. For food home delivery they have done tie-ups with multiple food delivering companies.

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 which made more space between the tables. Also, they have installed Plexiglas walls on the tables. After a guest leaves a table they thoroughly clean and sanitized the table and seats as well.

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, RT-PCR test for employees are conducted on a regular basis.

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I also reached out to the sales team at Hotel 'The Suryaa, New Delhi' and asked them what different approach they have taken for keeping up the business, against which they replied, "We are coming clean and transparent in front of guests. We share information such as each and every safety precautions that is taken by us for guest safety and also they being very active on social media as well. They are also conducting some charity campaigns and are helping the ones who are in need, which is an indirect source of promotion.

I also looked into survey outcome and as per the survey result, I have observed several important points which are as follows:-

- Customers are being quite cautious about their safety.

Not only customer's safety is important, but the staff safety is also necessary for which they have provided hand sanitizers, checked the temperature of each guests, and also kept air purifiers for constant air purification. This is something every hotel should do and might be doing as air purifiers not only kills the Coronavirus but cleans nearby air as well.

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

The staff at 'Ssence' and 'Sampan' had also shown care for guests 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 god knows what.

- However, a majority of people denied when they were asked if the staff members wore the PPE kit.

Though GOI and FHRAI had asked every hotel staff to wear PPE kit as per the current safety concerns, yet staff at Ssence has neglected it. That is very crucial point to be noted. But it's not just in this hotel but it is the same scenario in many hotels and restaurant which I think might be one of the biggest reasons responsible for the rise of 2nd wave of Covid-19 in India. Government should take necessary actions.

But still there are few things which made me feel quite anxious as per the survey result, I observed few important points which are as follows:-

- A majority of people denied when they were asked if the staff members wore the PPE kit.
- Although, employees did their best in maintaining social distancing between each other and even they know that they are all negative and are being tested on a regular basis but guests don't know these things and it made few guests feel anxious.
- Few guests refused to wear mask at all inside the restaurant. This something which will definitely make anyone feel uncomfortable and insecure.

With the help of this study, I have collected knowledge about several precautionary measures taken by the Food and Beverage Service Department at Hotel 'The Suryaa, New Delhi', 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 restaurant 'Ssence' is very concerned about everyone's safety and are dedicated towards their one and only motive of providing quality service whilst following not all but most of the necessary and important protocols which were made by the Government Of India, the Federation Of Hotel and Restaurant Association of India (FHRAI) and World Health Organization (WHO) for smooth and safe operations.

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Effect of Wildebeest Migration Pattern on Sustainability of Tourism Development at Mara-Serengeti Ecosystem: A Transboundary Resource Management Perspective

By Julius N. Menge, J. S. Akama, C. Ngacho & P. O. Odunga
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Abstract- Sustainable tourism development in the Serengeti-Mara region seemingly depends largely on the wildebeest migration phenomenon. This is particularly due to its appeal to the tourist and its classification as one of the new wonders of the world by UNESCO. The phenomenon has over the years been used as a flagship/marketing tool to project the ecosystem as a leading tourism destination. This has resulted in proportionate flow of tourist to the region to witness this unique occurrence. Development of facilities to meet demands of tourists has also grown in tandem. However, continuity/persistence of the phenomenon has not been interrogated. Environmental management, resource use practices & other human activities on either side of the Kenya-Tanzania boundary have begun to alter the spectacular nature of the migration. Eventually, this trend may truncate the phenomenon altogether. This questions sustainability of tourism development. The main objective of this study was to assess the role of the wildebeest migration phenomenon in sustainable tourism development in the MSE. This was done by interrogating continuity of the phenomenon from a transboundary resource use and management perspective.

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Effect of Wildebeest Migration Pattern on Sustainability of Tourism Development at Mara-Serengeti Ecosystem: A Transboundary Resource Management Perspective

Julius N. Menge [α], J. S. Akama [σ], C. Ngacho [ρ] & P. O. Odunga [Ω]

Abstract- Sustainable tourism development in the Serengeti-Mara region seemingly depends largely on the wildebeest migration phenomenon. This is particularly due to its appeal to the tourist and its classification as one of the new wonders of the world by UNESCO. The phenomenon has over the years been used as a flagship/marketing tool to project the ecosystem as a leading tourism destination. This has resulted in proportionate flow of tourist to the region to witness this unique occurrence. Development of facilities to meet demands of tourists has also grown in tandem. However, continuity/persistence of the phenomenon has not been interrogated. Environmental management, resource use practices & other human activities on either side of the Kenya-Tanzania boundary have begun to alter the spectacular nature of the migration. Eventually, this trend may truncate the phenomenon altogether. This questions sustainability of tourism development. The main objective of this study was to assess the role of the wildebeest migration phenomenon in sustainable tourism development in the MSE. This was done by interrogating continuity of the phenomenon from a transboundary resource use and management perspective. Thematically, the migration phenomenon was looked at from its spectacular features namely; the migration route, population/numbers, migration pattern/season & timing and composition of the migrating community. The intention was to assess the relationship between these features and tourism development in the region. The study was guided by Rational Choice Theory and Tragedy of Commons Theory. Among the concepts explored included Political Ecology, Transboundary Natural Resource Management, Integrated Natural Resource Management and the concept of sustainability. A questionnaire was used to collect primary data from the field. A pilot survey at Lake Nakuru National Park was used to test reliability of the research instrument. The research instrument was also subjected to scrutiny by subject matter experts to determine content validity. The target population for the study was 14983 individuals drawn from conservation agencies employees, business community and local community members. A strata sample size of 221 was obtained using coefficient of variation from Nassiuma's formula. The sample size was adjusted upwards based on response rate from the pilot survey to cater for nonresponse during the main study. Based on this, an adjusted sample size of 339 was adopted for the study. A combination of qualitative and quantitative techniques was explored when collecting and analyzing data in the practical field study. Data was analyzed using descriptive and inferential statistics and presented using tables, scatter plots & bar graphs. Knowledge so produced is expected supplement existing literature and contribute towards informing and guiding on management of transboundary resources to ensure sustainable development.

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I. Introduction

a) Background to the Study

A look at the world map reveals a patchwork of independent states which was a result of colonial powers subdivision of continents into states for easy governance. The subdivision resulted in much of the natural resources and ecosystems lying astride boundaries between or among countries. This situation of shared resources and ecosystems has today called for territorial integrity as a principle to govern the relations between and/or among governments in order to avoid conflicts in resources utilization (see Braack et al. 2006). There exists multiple phenomena associated with transboundary wildlife resources, management of which has proved challenging. An elaborate example is that of wildlife migration, particularly Long Distance Migration (LDM).

i. Long Distance Migration of Animals

Long distance migration of animals is one of earth's dazzling biological phenomena. This eye-catching phenomenon has over the years attracted many scholars trying to understand how, why and when animals migrate. Long-distance migrations, where there is a seasonal movements of animals between distinct areas which are not used at certain times of the year, used to happen or take place in many marine, fresh water and terrestrial taxa (Berger, 2004). Aggregate mammal migration which entails the seasonal and cyclic or oscilative movement of animals between certain distinct areas (Thirgood et al. 2004) is a unique phenomenon which attracts the attention of many, ranging from conservationists to tourists. Dingle & Drake (2007) observe that seasonal migration, where individuals make a return trip to and from physically

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separated home ranges to take advantage of variations in the biophysical conditions, is familiar among many taxonomic groups. Hebblewhite and Merrill (2007) note that the seasonal long distance movement is an adaptive response tactic that allows herbivores to avoid lack of food supply and perhaps diminish the risk of being fed on by predators. Harris et al (2009), who studied and mapped global aggregate migrations, have documented thus:

Twenty-four large mammal species (and subspecies) are known to migrate or to have migrated in aggregations—all ungulates. Mass migrations for 6 of these are extinct or their status unknown: springbok Antidorcas marsupialis, black wildebeest Connochaetes gnou, blesbok Damaliscus dorcas, kulan Equus hemionus, scimitar horned oryx Oryx dammah, quagga Equus quagga. Most migratory populations lack reports on their numbers, distances traveled, geographical routes, ecological drivers and threats. Where data exist, they are often over a decade old.

According to these authors, most of these aggregate migrantions have occurred or occur in Africa, where there are nine (9) enduring migrants occurring in six (6) areas namely Boma-Jonglei, Sudan; Mara-Serengeti ecosystem of Kenya and Tanzania; Tarangire in Tanzania; Liuwa between Zambia and Angola; Chobe and Kalihari in Botswana and; (Harris et al, 2009). Elsewhere in the world, there is also reported or documented six (6) combined wanerers left over for Eurasia, and four (4) for North America where the caribou or reindeer (*Rangifer tarandus)* occur in both.

Some of the known examples of long distance migrations and which are among the most stunning natural occurance or event include the long-distance recurrent movements of monarch butterflies *Danaus plexippus* in Northern American continent, the wildebeest *Connochaetes taurinus* in the Mara-Serengeti ecosystem, pallian birds athwart the Americas, and grey *Eschrichtius robustus* and humpback whales *Megaptera novaeangliae* in the Pacific Ocean (Wilcove, 2009).

Though the mapping of geographical locations of remnant aggregate migrants has been done, scientists' and conservationists' overall knowledge of migrations is still low (Berger 2004). Whereas a lot of research has been done on ecological drivers of aggregate migrations, more needs to be done on collective combined environmental and demographic changes affecting or which are likely to affect continuity/persistence of such migrations. Persistence of aggregate migrations is pertinent because of many reasons. For example, Frank (1998), McNaughton et al. (1988) & Caughley (1976), all cited in Harris et al. (2009) say that "mass migrants have positive feedback effects on grassland forage and indirect effects on ecosystem processes (e.g. increasing grassland production and raising nitrogen mineralization), and therefore losing migrations may result in ecosystem collapse". Mass migrations also boost economies of destinations through tourism. Truncation of such migrations will have a trickledown effect on other animal and plant species in the affected ecosystems. For example, if the wildebeest migration phenomenon never happened in the MSE, populations of other herbivores would without any doubt decline, the followed by the carnivore populations, and Serengeti-Mara would lose tourism business (Harris et al. 2009).

It is however noted that the phenomenon of long distance migration across many animal species and in many parts of the planet is being truncated and under threat from anthropocentric activities and developments leading to habitat destruction, barriers to movement, resource damage or depletion and climate change (Wikelski & Wilcove, 2008; and Dobson et al., 2010). As observed in the works of Bolger et al., (2008) and Harris et al., (2009), recurrent cyclic movement of animals was once a common phenomenon around the world, but this phenomenon has collapsed in many areas as a result of pressures from human activities and transformations in land-use and ownership. Berger (2004) observes that "many of the massive and historically described treks by herd-dwelling mammals have been lost from Asian steppes, North American grasslands and African savannas". Examples given include the bison of the North American Great Plains, where the population once comprised of as many as 30 million animals but nowadays only very few remnants exist, this being the result of unsustainable utilization (Bolger et al., 2008); similarly, the Saiga antelope of Central Asia, was also observed decline from well more than 1 million animals in the 1980s to under 200,000 animals by 2000 (Milner-Gulland et al., 2001); also the seasonal movement of large numbers of Thomson's gazelle and zebra between Kenya's Lakes Elmentaita & Nakuru and the Lake Baringo was witnessed truncate earlier in the 20th century due to uncontrolled utilization, habitat destruction, and other anthropogenic activities & developments (Ogutu et al., 2012).

Harris et al., (2009) and Wilcove, (2009) further indicate that seasonal movement of animals is not well understood and much of it remain unknown and undocumented. This is proven by discovery of a migration event of large mammals in Sudan that is similar to that of the Serengeti in abundance, which stayed largely undocumented until 2007. It is of great value to understand migrations. A greater insight into the ecology of seasonal migration of wildlife is an important area in the planning of the management of functionally connected landscapes, in the conservation and management of species and for the protection and maintenance of threatened natural events or occurrences (Epps et al., 2011; Fynn & Bonyongo, 2011; Crooks & Sanjayan, 2006; Brower & Malcolm, 1991; Briers, 2002;).

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Remnants of the migration phenomenon in the world today, particularly those that are transboundary, are threatened due to variations in the ways such resources are used and managed on either side of the boundary. There exists multiple phenomena associated with transboundary wildlife resources, management of which has proved challenging. This situation of shared resources and ecosystems has today called for territorial integrity as a principle to govern the relations between and/or among governments in order to avoid conflicts in resources utilization (Braack et al. 2006). Whereas much research work has been carried out on how, why and when animal migrations occur, not much effort has been directed towards establishing strategies towards retaining and sustaining remnants of such phenomena. The designing of successful strategies to ensure continuity or persistence such phenomena has also proved tricky as observed by Grooves et al. (2002), who note that planners face challenges because of variation in biological value and consequent use of landscapes.

In the Serengeti ecosystem for example, much effort has been directed at understanding how, when and why the wildebeest migrate. Majority of the longitudinal studies/surveys have used natural scientific experiment method in the field to study movement of collared animals using Global Positioning System (GPS) telemetry and aerial images. Other studies on the migration phenomenon need to be done. For this study, focus will be on the effect of the migration occurrence on sustainability of tourism development. The interrogation will be focused on how the variation of phenomenal elements or componets of wildebeest migration, namely the migration route, migrating population numbers, migration pattern & composition of migrating community will affect sustainability of tourism development. Migration route refers to the exact path or corridor followed by animals when on the move. Migration pattern is the calendar (season and timing) detailing where the animals are at a particular month of the year. Numbers refer to the population size while migrating community refer to the species composition of the animals. These features of the migration phenomenon may vary depending on human activities and changes in the environment. The variations will also have implications in the sustainability of tourism development in the MSE.

ii. *Transboundary Resources in the East African Community*

The East African Community is a regional block made up by six partners in the African Great Lakes region namely, Kenya, Rwanda, Burundi, Uganda, Tanzania and Southern Sudan. Cooperation among the member states is currently focused on customs union, common market, monetary union and political federation(Reith and Boltz, 2011).These states share many earthly and water ecosystems which are viewed as resources and a stock up of wealth for the economies of these countries. They include, but not limited to, wildlife (flora and fauna) and rich mineral reserves which if well put into use, could positively impact on the welfare of the community and alleviate poverty.

It is noted that the above mentioned shared ecosystems are facing major threats, including depletion of natural resources due to ever increasing anthropogenic pressure manifested in ballooning anthropocentric developments resulting in overutilization, untenable agricultural practices, overharvesting of fish, dumping of wastes affecting both on site and off site sources and sink capacities, uncontrolled reclamation and eventual damage of wetlands and ecosystems in and around sensitive places such as Lake Victoria and other set aside areas such as the MSE. If this is not addressed on time, these threats may result in momentous negative ecological, economic and social impacts.

Even though much is being done to appraise the policy, come up with legal and institutional frameworks aiming at the management of the natural resource base and the environment, those which touch the management of shared ecosystems and resources are inadequate and yet to be considered. The EAC Secretariat is struggling to harmonize the policies and institutional frameworks to address the management of natural resources lying astride the boundaries amid setbacks/hiccups of the ratification of the same in the individual member states. For example in Article 114, section 2 of EAC, Protocol for Environment and Natural Resource Management was signed by the Republics of Kenya, Uganda and United Republic of Tanzania on 3rd April 2006. The Protocol has since been ratified by the Republic of Uganda and the Republic of Kenya in 2010 and 2011 respectively. However, the United Republic of Tanzania is dragging her feet in ratifying the Protocol with reasons best known to them. The process to address their issues in order to finalize the ratification process and make the Protocol operational is still ongoing under the guidance of the Council of Ministers. The Republic of Rwanda, the Republic of Burundi, Southern Sudan and DRC Congo were not yet EAC Partner States at the time the Protocol was negotiated and signed. Furthermore, the Protocol is at present not in operation and hence not a lawfully binding document until it is ratified by all Partner States including new entrants.

b) Statement of the Problme

The wildebeest migration phenomenon at the Mara-Serengeti ecosystem (MSE) has been declared by UNESCO one of the new wonders of the world. This phenomenon itself together with other wildlife resources in the Mara and Serengeti ecosystem have led to development of tourism and growth of tourism business

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in MSE area over the years. For the tourism development to thrive and be sustainable in the MSE, the ecosystem has to retain its self perpetuating status unaltered and its wildlife based tourism product has to persist, particularly the wildebeest migration phenomenon. In recent times the phenomenon has been, and continues to be used as a flagship marketing tool for the Masai Mara National Reserve & Serengeti National Park tourism & business. In the ideal situation, it is expected that the MSE will be sustained, the tourism development and growth will continue positively in terms of profitability & provision of jobs and livelihoods of the local people maintained as long as the spectacular nature of this migration phenomenon persists. However, the continuity of the ecosystem and persistence of this wildlife product (wildebeest migration phenomenon) has not been crossexamined. The Mara-Serengeti ecosystem experiences diverse and conflicting interests from different stakeholders surrounding the Mara and the Serengeti. This is compounded with different and conflicting resource use and conservation policies emanating from the fact that the ecosystem lies astride the border between Kenya and Tanzania. For example, resource use and conservation policies on the Tanzanian side allow settlement, cultivation & farming, hunting and harvesting of wildlife while on the Kenyan side tourism is allowed as the only acceptable use (Thirgood et al 2004). In brief, the Mara-Serengeti is a common property ecosystem shared between two governments and their respective surrounding communities. Due to conflicting interests and conflicting resource use policies, it has been described as, and is regarded as an ecosystem under siege (Mukeka, 2019 & Waithaka, 2004). Its wildlife resources are likely to suffer a tragedy a result of wanton use and destruction minding only on gains without much care on the resulting negative environmental and socioeconomic impacts (Frischmann et al, 2019; Katerere et al, 2001). The ecosystem is facing enormous threats from a ballooning and burgeoning human population with higher poverty levels, conflicting land tenure systems on either side of the border, land subdivisions, fencing, fragmentation and destruction of habitats, changing of land use from livestock keeping (nomadic pastoralism) to crop farming, sedentarisation (settlement) and growth of market centers. All these anthropocentric processes are leading to blocking of wild game migratory corridors; range contraction, heightens poaching and general degradation of the environment (Ogutu et al 2012; Estes et al 2012; Fyumagwa et al, 2013), which is further worsened by the processes of climate change.

Reality on the ground is that the migration phenomenon at the MSE is faced with similar anthropogenic and natural environmental threats that have faced and truncated related phenomena elsewhere. As with the case of related long distance migration phenomena in other ecosystems of the world, the long distance migration of the wildebeest at the Serengeti & Mara Ecosystem has began to deteriorate due to anthropogenic pressures (Ogutu et al. 2012). There is increased human population growth around the MSE. The poverty levels of this population are very high. This translates to increased anthropogenic pressure due to increased demand on land, unsustainable & often illegal use of resources and eventual habitat destruction & loss (Estes et al., 2012; Walling, 2007; Nyahongo et al. 2009; Mfunda, 2010; Mfunda & Roskraft, 2011; Loiboki et al., 2002; Fyumagwa et al., 2013). Environmental management, resource use practices & other human activities on either side of the Kenya-Tanzania boundary have begun to alter the nature of the migration.

Furthermore, it has been observed that similar/related spectacular Long Distance Migration of animals elsewhere has been truncated due to similar anthropogenic issues beginning to impact the MSE. For instance, Wikelski & Wilcove (2008) and Dobson et al., (2010) ascertain that the phenomenon across many animal species and in many parts of the planet has been truncated or is under threat from anthropogenic pressures resulting in habitat destruction, causing barriers to movement, resource depletion and climate change. Bolger et al., (2008) and Harris et al., (2009) further observe that this phenomenon has collapsed in many areas because of transformations in land use and anthropocentric developments.

Berger (2004) further observes that “many of the massive and historically described treks by herd-dwelling mammals have been lost from Asian steppes, North American grasslands and African savannas”. As an examples given from the Great Plains of North America, the bison population was about 30 million animals but has since reduced to a dismal number due to unsustainable utilization (Bolger et al., 2008); from Central Asia, the saiga antelope once had a population of over one million animals in the 1980s, which has been observed decline to about 200,000 members by 2000 (Milner-Gulland et al., 2001); in Kenya, migration of large numbers of Thomson’s gazelle and zebra between Lake Baringo and Lake Nakuru-Elementaita region was witnessed truncate in the early part of the 20th century, majorly caused by uncontrolled utilization, habitat destruction, and other disturbances from anthropogenic developments (Ogutu et al., 2012). Furthermore, Ogutu et al (2012) have observed that the Athi-Kapiti to Masai Mara wildebeest migration route has been lost, truncating the migration phenomenon. This has been due to habitat destruction & loss, and other human settlement and activities across the Narok & Kajiado landscape.

The migration phenomenon of the wildebeest at the MSE may eventually truncate completely given the goings on in and around the ecosystem. This will affect sustainability of the ecosystem, tourism businesses &

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development and livelihoods of the surrounding communities. Sustainability of tourism development and businesses dependent on this wildebeest migration phenomenon needs to be interrogated. For sustainable tourism development to be realized, continuity of migration should be ensured. It is therefore sensible to sieve through site-specific field information regarding the resource use and management practices and natural happenings that are likely to impact negatively on the migration phenomenon and by extension affect sustainability of the MSE. This will thereafter help in coming up with recommendations and strategies that are policy related towards retaining the phenomenon to ensure sustainable tourism development in the MSE.

c) Objectives of the Study

i. *Overall Objective*

The overall objective of the study was to assess the role of the in the Maasai Mara & Serengeti ecosystem from wildebeest migration pattern on sustainability of tourism development a transboundary perspective.

II. Literature Review

a) Theoretical Review

i. *Theories Guiding the Study*

ii. *Rational Choice Theory*

This is a theory also known sometimes as Choice Theory or Decision Theory. According to Blume & Easley (2007), it is also sometimes referred to as Rational Action Theory (RAT). Although its origin may be a bit murky, Oppenheimer (2008) observe that modern roots of Rational Choice Theory (RCT) stem from the so-called '*age of reason*' in the 1650s when Thomas Hobbes Leviathan tried to explain the essential operation of political institutions by means of individuals' choices.

Hobbes formed an opinion that choices are anchored on universally held 'appetites' and 'aversions'. In a layman's language, choices over given options/alternatives will be based on desires/wishes for or oppositions to those given alternatives. This kind of argument was later continued in the 1770s by famous persons such as Francis Hutcheson, David Hume, Adam Smith, and later on by Utilitarians as Jeremy Bentham and John Stuart Mill in the 1800s. This was further supported by many others who followed in the 1900s, including many in economics e.g. Robbins in 1938 (Oppenheir, 2008). These works spawned what has come to be thought of as classical or conventional rational choice theory.

The classical RCT rides on three premises: peoples' favorite judgements are made in pair-wise comparisons; all choices from which one pick or decide are comparable; allows two pair-wise associations to be inherited by a third pair in the following manner: if the relation is transitive then if x relates to y, and y relates to z, then x relates to z (Blume & Easley, 2007). The RCT has formed a construction for comprehending and quite often modeling social and economic behavior. The essential hypothesis of rational choice theory is that collective social behavior is a consequence of the behavior of entity actors/participants, each of whom is making their personal choices. The RCT therefore concentrates on the influencers of the personal choices sometimes referred to as methodological individualism.

In summary, RCT rides on the assumption that an actor has favorites among the available options or alternatives allowing each of the players to pick on preferred choice. The second assumption in the RCT is that the preferences are complete in themselves i.e. the individual can constantly say which of the available alternatives they consider favorable or that neither is chosen or favored to the other. The third & last assumption is that the two alternatives can relate to a third option i.e. transitive (if choice *x* is preferred over choice *y* and choice *y* is preferred over choice *z*, then *x* is preferred over *z*). In this case, according to Blume & Easley (2007) &Mortazavi, S. (2004), "the rational agent is assumed to take account of available information, probabilities of events, and potential costs and benefits in determining preferences, and to act consistently in choosing the self-determined best choice of action".

In reference to the MSE, among the many choices which stakeholders have on the table include choosing to: conserve biodiversity (wildlife); sustain tourism development/experiences; sustain private companies businesses; sustain local people's livelihood. Depending on the category of the stakeholders, the rational agent will choose from among these alternatives according to the perceived benefits and/or costs expected to accrue from their choices.

b) Empirical Review

i. *Migratory Pattern (Season and Timing)*

The wildebeest migration (& the accompanying community) in the MSE is regulated by availability of water/rain and vegetable food (green grass). From a study carried out in 2004 titled "Can parks protect migratory ungulates? The case of the Serengeti wildebeest" by researchers, the common pattern of motion indicates that the animals are located or sighted in the southern Serengeti National Park and Ngorongoro Conservation Area in the months of March and April. They then move westwards and then north into the western region in the months of May & June. From here, they continue moving north through Grumeti Game Reserve, Ikoma Open Area and Ikorongo Game Reserve during June and July. The migrating community reaches the south of Maasai Mara National Reserve and Northern Serengeti National Park during July and August. Most of the wildebeest remain in or close to the MMNR throughout August and September prior to going

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back to the south in October and November and finally concentrating in the Southern Serengeti & Ngorongoro Conservation Area in the wet season spanning December to April (Thirgood 2004). A summary of the movement is illustrated in figure 2 in appendix 1.

As can be seen in the account above, the great migration lasts a whole calendar year. From other observations elsewhere, tourism and hospitality facilities development has also traced and relied on the pattern of movement of the wildebeest. For example:

Serian's Serengeti South Camp, Serengeti, Tanzania: is operated between the months of *December and April* down south in the Ngorongoro conservation area where visitors are treated to a spectacle in Serengeti South plains experiencing the peak of the wildebeest calving season.

In the months of *April & May*, when the rains have hit back across the plains pouring millions of gallons of water on to the rich fertile soil. The landscape is transformed into green carpet of grass and other plants. The Seronera area soon becomes a moving mass of millions of migrating animals, the Moru Kopjies are a hot viewing spot, and as the season moves along on the western corridor, Grumet plays host to the herds.

June to July: this becomes the Singita Sasakwa Lodge opportunity to reap from the experience. Located in the privately run Grumeti reserve, it enjoys the advantage of being along the migration path giving the visitors a vantage position to view the migrating community surge on

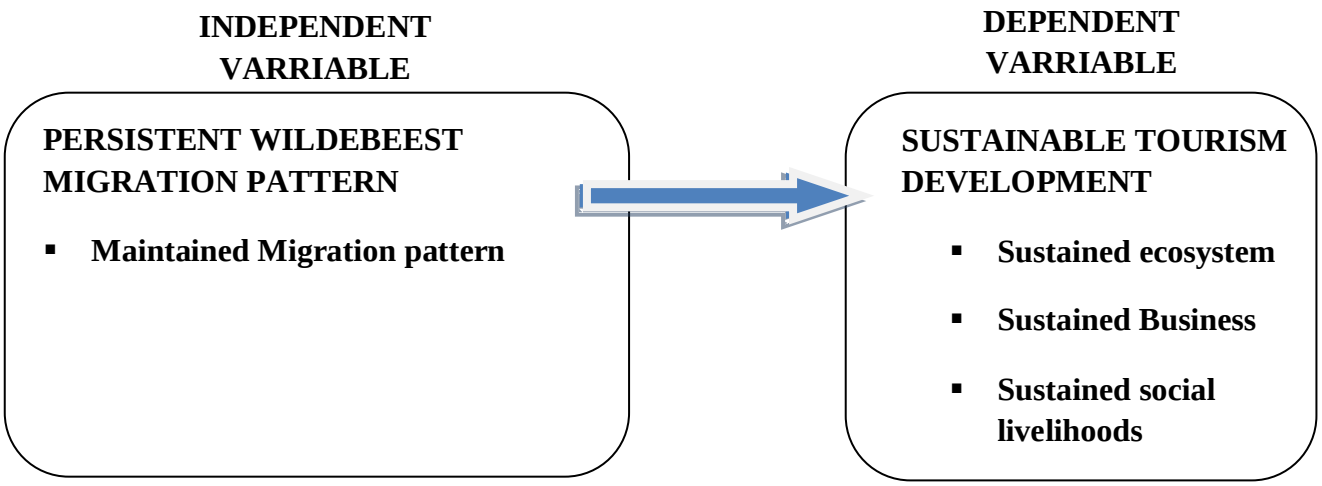
The above examples of facilities could be just but a few of the many businesses and developments put in place or done to facilitate tourism activities geared towards experiencing the great migration among other attractions in the MSE.

Apart from determining the spread and situating of businesses across the MSE landscape, the pattern of movement sees the wildebeests and other members of the migrating community reach different parts of the MSE at different times of the year in their cyclic movement. This helps in ensuring environmental sustainability in a number of ways. The first one is nutrient cycling in the system. In their study entitled 'Collapse of the World's Largest Herbivores' (body mass ≥100kg), Ripple et al (2015) detailed the role and effects of herbivores, such as the Serengeti wildebeest, on ecosystems. One of the roles the observed is nutrient cycling. The grazing and defecations across the landscape helps in the redistribution of nutrients. The migrating ungulate community in the Mara and Serengeti ecosystem consumes huge amount of plant and grass vegetable biomass per unit area. In so doing, they affect nutrient cycles through mechanisms which have both direct and indirect consequences in the functioning of an ecosystem. The ungulates (the wildebeests, the Zebras and Gazelles) greatly accelerate the recycling of nutrients in the Serengeti and the Mara through the consumption and resultant defecation and urination, thereby returning to the soil the consumed nutrients at more faster rates than would be through the natural longer process of leaf loss and grass drying and later decaying, releasing the nutrients slowly (Ripple et al, 2015; Doughty et al, 2013). Also, through the consumption by the animals, the consumed nutrients are excreted in urine and feces creating patches of concentrated nutrients that can last for several years in the ecosystem, releasing the nutrients slowly for use or storing them for future use by other plant or vegetation communities (Doughty et al, 2013; Danell et al, 2006). In another study by Subalusky and company (2017) entitled 'Annual Mass Drowning of the Serengeti Wildebeest Migration influence Nutrient Cycling and Storage in the Mara River' indicate that thousands of the animals die at river crossings, part of the flesh is fed on by crocodiles & other scavengers, and the rest of the carcasses rot away releasing Carbon, Nitrogen, Phosphorous and other nutrients into the aquatic system. The nutrients are finally passed on to the terrestrial system and process repeats itself (subalusky et al, 2017). The second way of ensuring environmental sustainability is the regulation of fire regimes in terms of spatial distribution and intensity. This is captured in the next section on wildebeest population/numbers.

c) Conceptual Framework

A field study would establish a relationship between the thematic areas of the migration pattern and sustainable tourism development. Conceptually, a proposed framework to study this relationship could be as shown here below:

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III. Research Methodology

a) Research Design

This study the study adopted a mixed method approach where both quantitative and qualitative techniques were utilized to collect information from respondents. Simply put, the study was executed by means of a mixed methods approach. As argued by Creswell (2012 & 2009), research problems are better understood when both quantitative and qualitative techniques are used in combination, giving an opportunity for gaining more insight than when one approach is used alone or by itself. Adopting a mixed methods approach in research allows the researcher to be somewhere in between the range or continuum of qualitative and quantitative techniques, an approach which began following a contention that using both qualitative and quantitative data "provides a stronger understanding of the problem or question than either by itself" (Creswell, (Creswell, 2013 p.215).

Mixed methods research as a design brings into combination all the truth-seeking or theoretical assumptions with techniques guiding the gathering and analyzing of data, carefully drawing from the qualitative & quantitative mix in the many stages of the research process. As a research technique, mixed methods approach concentrates on gathering and analyzing both qualitative and quantitative data in one study or sometimes in more or a series of studies done continuously, itscentral foundation being seeking to better comprehend a research problem than when one approach is used alone (Elliot, 2005). (Elliot, 2005).

The target population for the study consists of government conservation agencies employees of the MSE, non-governmental conservation organizations employees, hospitality facilities owners/managers, tourism business owners, tourists and local community members.

A part of a sample population which ha been procedurally selected in order to represent that population in a study is referred to as a sample size (Oso and Onen, 2008). This procedural selection of a part of the entire population is called sampling in which a few items are picked from a particular group aiming at obtaining relevant data which can be used in drawing conclusions about the entire group (Dwivedi, 2006). The sample size in a study is determined by the goals of the researcher i.e. the purpose of the study, what the researcher is seeking to know, credibility and viability of the study depending on the available time, space & resources, what is at stake and what will be of importance (Patton, 2002). Sample size should be determined carefully to ensure that it is manageable within the available resources in terms of time and finances (Kothari, 2008).

This study adopted Nassiuma's (2000) Coefficient of Variation in determining strata sample size in which it is assumed that in most surveys, "a coefficient of variation in the range of 21% ≤ C≤ 30% and a standard error in the range 2% ≤ e ≤ 5% is usually acceptable". Guided by Nasssiuma's assertion, this study use a coefficient of variation of 30% and a standard error of 2% which were selected to ensure low variability in the sample and to minimize the degree of error respectively.

Nassiuma's (2000) formula is presented as below:

$$n = \frac{NC^2}{C^2 + (N-1)\,e^2}$$

Where: n = Sample size; N = Target Population; C= Covariance; e = standard error

Stratified random sampling technique was used to increase precision and presentation (Kothari, 2004). From a target population of 14983, a sample of 221 respondents was selected for this study, i.e. n=221. Proportionate sampling was used to determine the number of respondents from each stratum as shown in the last column in the table above. In each stratum, simple random sampling was used to ensure that each individual had an equal chance of being included in the

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sample. Purposeful/convenience sampling was also used to select respondents from strata where exact total population could not be ascertained to purposively participate in this study.

The implementation of, and following of generally acceptable protocols and procedures marks the beginning of managing and controlling for non-response error in a study, for example comparing respondents to non-repondents in a small random sample [such as in a pilot survey], using appropriate protocols and procedures to maximize participation in the study to enable the researcher obtain "a high enough response rate to conclude that non-response rate is not a threat to external validity or obtain a response rate that warrants additional procedures for ensuring that non-response is not a threat to external validity" (Murphy et al. 2001). Furthermore Lunstrom and Sarndal (2001) observe that non-response can be catered for by straight expansion of the sample within each stratum using the inverse of the stratum response fraction with the assumption that every element within a given stratum in the sample frame responds with the same probability.

To cater for non-response, the sample size was adjusted upwards using response rate from the pilot study. In this case it can be said that the pilot study was used to serve two purposes; one, to iron out the data collection tool (the questionnaire) and two, to determine the questionnaire return rate. In the pilot survey, 23 questionnaires were used (10% of the minimum sample i.e. n=221) out of which 15 were completed and returned (65.2% response rate). All of the returned questionnaires from the pilot study had no item non-response meaning they were valid. This means that in this study, if all 221 questionnaires are distributed and all of them returned, the response rate is 65.2%. in the real study, the sample was therefore adjusted upwards to 339 (100% response rate if all the 339 distributed questionnaires are returned). With the foregoing, the adjusted sample used in the study is as given in table 1 below:

Table 1: Adjusted Sample

Ser.#	Category	Target Population	Sample	Adjusted Sample
1	Government agencies employees	236	4	5
2	Non-government agencies Employees	357	5	8
3	Business facilities Owners/Employees	645	10	15
4	Tourists	12167	179	275
5	Local community land owners	1578	23	36
	Totals	**14983**	**221**	**339**

Source: Researcher's Field Data

This study utilized a structured questionnaire and an interview schedule for individual and focus group discussions. The questionnaire items were built on a five-point Likert scale (Amin, 2005; Boone & Boone, 2012; Sisson & Stocker, 1989), the questions gave the respondents opportunities to make a definite choice expressing the direction and strength of each statement, and for them not to give answers that are socially pleasant instead of providing the reality of the issue being investigated on (Nowlis, Kahn & Dhar, 2002).

Quantitative data was analyzed using descriptive and correlation statistics which include frequencies, percentages and means. The multiple Regression analysis technique was used to determine the relationship between the independent variables (migration pattern features) and the dependent variable (sustainable tourism development), and is also used to test hypotheses of the study. The regression model used for this purpose is as given below:

$$Y = \alpha + \beta_1 X_1 + + \varepsilon$$

Where: Y= the dependent variable (Sustainable Tourism Development)

X = the independent variables -

X_1 – migrating pattern (season & timing)

IV. Discussion of Findings

a) Response Rate

Out of 339 questionnaires distributed in the field, 248 were completed and returned. 91 questionnaires were not returned. The response rate in this case was 73.2% indicating that respondents were willing to take part in the study and which is good enough for this study. The response rate results are tabulated below:

Table 2: Return Rate

	Frequency	Percentage
Returned	248	73.2
Unreturned	91	26.8
Total	339	100

Source: Field data (2021)

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b) Screening and Preparation

i. *Analysis of Data Entry Errors*

Upon receipt of the filled questionnaires, screening was done to identify invalid questionnaires. Two types of invalid questionnaires were identified; incomplete questionnaires where some items were skipped (item nonresponse) and double marking on one item. These questionnaires were identified as invalid and expunged from the field data. In total 16 questionnaires were invalid. This left 232 questionnaires (with a response rate of 68.4%) to be valid and these are the ones which were used for the study.

c) Descriptive Statistics for the Various Variables Under Investigation

i. *Migration Pattern on Sustainable Tourism Development in the Mara-Serengeti ecosystem*

The second specific objective was to assess the effect of Migration Pattern on sustainable tourism development in the Mara-Serengeti ecosystem. Migration pattern deals with season and timing of movement of the wildebeests. Much of this looks at the migration calendar throughout the migration cycle. The migration cycle lasts a full calendar year starting in January at South Serengeti and ending in the close of December when the animals return to South Serengeti again, starting the cycle all over again in January of the following year. In this study, it was assumed that tourism development in the MSE would be sustainable if the migration pattern of the migrating wildebeests would remain unchanged or persist in its original, favorable and ideal state without experiencing any variations in any of its aspects such as the timing of movement and location of the animals across the Mara-Serengeti landscape. As one of the features of the wildebeest migration phenomenon, the research sought to find out if Wildebeest Migration pattern is experiencing any variations and thus affecting sustainable tourism development in the MSE region. As with the previous feature, a number of given statements were assessed and ranked on a five-point Likert Scale by respondents to indicate characteristics of, and the extent to which the migration pattern, as one of the migration phenomenon features, has varied or changed over time.

Table 3: Descriptive Statistics for Migration Pattern (Season & Timing)

	N	Minimum	Maximum	Mean	Std. Deviation
Migration comes/occurs earlier than before	232	1	5	3.24	1.352
Migration delays/comes late than before	232	1	5	3.33	1.328
Migration season & amp; timing has remained unchanged over the years	232	1	5	2.47	1.322
Migration pattern flactuates from time to time	232	1	5	3.92	1.223
Migration pattern has been altered by natural occurances in the MSE	232	1	5	3.72	1.075
Migration cycle/calendar has been shortened	232	1	5	3.16	1.034
Migration cycle/calendar has been extended	232	1	5	2.96	1.058
Migration calendar fluctuates from time to time	232	1	5	3.81	1.288
Valid N (listwise)	232				

Source: Field data (2021)

From the research, as to whether the migration starts earlier or late/delays than before, respondents were not sure of what happens. This is indicated by results thus; (mean 3.24, SD 1.352) and (mean 3.33, SD 1.328) respectively. This was also the same case with the migration cycle where respondents were to indicate whether the migration cycle (migration calendar) has been shortened or extended. The results are (mean 3.16, SD 1.034) and (mean 2.96, SD 1.058) respectively. Most importantly, the research found out that of late the migration pattern (season & timing) and migration cycle fluctuates from time to time (mean 3.92, SD 1.223) and (mean 3.81, SD 1.288) respectively. These results of fluctuation were corroborated with the disagreement by respondents to the statement that 'migration season and timing have remained unchanged over the years' (mean 2.47, SD 1.322).

Two sets of cause could be blamed for the variations in the migration pattern aspects. They include natural occurrences in the MSE as indicated by responses from the field (mean 3.72, SD 1.075) and human activities & interferences in and around the MSE (mean 4.03, SD 2.211). Natural occurrences could be as a result of climate change which has led to erratic weather conditions in the region. The cycle is controlled by rains and availability of fresh grass growths in the larger MSE, and by instincts in the migratory wildebeests which trigger movement depending on where it is raining and thus availability of water and food. With erratic weather conditions due to climate change, the migration pattern is disrupted and altered (Dore, 2005; Fyumagwa et al. 2013; Walling, 2007).

The human factor in alteration of the migration pattern comes from the anthropogenic pressures in the MSE resulting from human activities (both those allowed and those illegal) and other interferences in the ecosystem (Homewood et al, 2001; Woien & Lama, 1999). As it has been mentioned above, among the human activities interfering with the migration pattern is such as the use of prescribed fires in the managing of

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the savanna grassland vegetation (the grasses), a case where dry grasses are set on fire to give way to new fresh grass growth for livestock and also to control pests such as ticks. The prescribed fires are also used in the protected areas by government conservation agencies to trigger growth of young fresh grass for wildlife. The unfortunate eventuality is the fires ending up with an unintended result of repulsing or obstructing the movement of the wildebeest and other animals in the migrating community. Another human activity which has led to variations in the migration pattern feature is the fencing off of private land. This is governed by the land tenure system in place as earlier indicated above. It has already been indicated that on the Kenyan side of the MSE, there is provision for private ownership of land which is different from the Tanzanian side of the border where land is owned by government and Ujamaa Villages. On the Kenyan side, some land owners have preferred setting aside pasture for their livestock as opposed to sharing their grounds with wild animals although there exists many conservation initiatives but not many locals have access to these and benefits from such initiatives vary (Homewood et al, 2001). Some farmers have fenced their parcels obstructing wildebeest migratory routes hampering animals' movement. This has most of the time given way to or resulted in wildlife-human conflict. In the Mara on the Kenyan side of the MSE, some of the traditional wildebeest maternity grounds such as the Loita plains have been taken and fenced off by private land owners (refer to Figure 5 above of a picture taken by the researcher while in the field for data collection). It is these disturbances of obstructing wildebeest paths through fencing which have repulsed the animals, by making them to arrive late and depart earlier. It has also been observed that some farmers intentionally use prescribed fires to block movement of wildebeest. Prescribed fires have traditionally and culturally been used to manage land use practices in the Serengeti and Mara. The intended use has been burning away old dry grass to give way for regeneration of short green grass for both wild game (wildebeest and other herbivores) and for the livestock of local farmers. While this has been the practice, in contemporary times, the intentions have shifted either to blocking of wild animals from surging forward or with the intention of delaying their migration. This is either meant to make them stay longer at a given place to achieve a prolonged experience for tourists or push the animals back, scaring them from crossing over to either side of the boundary. The end result in some areas has been range contraction due to repulsion of wildebeest (Ogutu et al, 2011) or discouraging migration making some of the ungulates become residents on either side of the border. The change in fire regimes will continue to amplify interactions between anthropogenic drivers and end up creating a situation where we have difficulty in deciding trade-offs between environmental and social & economic objectives. More research needs to be done aiming at strategic collection of data on the impact of prescribed fires on migratory animals and thereof resultant impacts on socioeconomic variables characteristic of tourism development in the Mara and Serengeti ecosystem (Kelly et al, 2020).

On the Kenyan side of the border where tourism & wildlife conservation have been embraced, some of the land owners have pooled their parcels of land together to form conservancies to participate in wildlife based tourism activities with the aim of generating extra income from tourism. These conservancies are extensions of conservation areas and free movement areas for wild herbivores and even carnivores which prey on the ungulates. Among the conservancies we have on the Masai Mara side of the MSE include Mara Siana Consrvancy, Nashulai Consrvancy, Isaaten Consrvancy, Olarro South Consrvancy, Olarro North Consrvancy, Ol Kinye Consrvancy, Naboisho Consrvancy, Olare Orok Consrvancy, Mara North Consrvancy, Motorogi Consrvancy, Oloisukut Consrvancy and Pardamat Community Conservation Area. Besides the conservancies, there are numerous Group Ranches and free hold private parcels where fencing and private developments block free movement of wild game.

The development of physical features along and across the wildebeest migratory corridors has also contributed to variations in the migration pattern of wildebeest. The developments are such as construction of roads to enable movement and traversing across the MSE landscape by both locals and tourists. Some proposed road projects are yet to be implemented (Fyumagwa, 2013; Dobson, 2010). When wildebeests reach such obstructions or barriers, they turn back cutting their journey short. Refer for example to the work of Holdo et al (2011) on predicted impact of barriers to migration on the Serengeti wildebeest. The construction of hospitality facilities across the MSE landscape and putting up of fences around them, is also a development which ends up obstructing and distracting forward movement of the migrating wildebeest and other members of the migrating community (refer to the Mara River Camp causing obstruction to crossing and movement of wildebeest in the migration route section above and appendix 9 in the appendices section). Hospitality facilities are built closer to migratory routes so as to give visitors the best opportunity to view and witness the migration spectacle at a closer range but ends up causing variations to the migration pattern. To this end it can be concluded that the strongest factor causing variation in the wildebeest migration pattern is the biotic human factor, (mean 4.03, SD 2.211), coming in form of development activities by farmers and tourism business owners and interferences such as the lighting of prescribed fires across the MSE landscape.

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ii. *Sustainable Tourism Development*

To crosscheck on the results in the four objectives above, the researcher sought to find out the extent of dependence of the three attributes of the dependent variable (sustainable tourism development) on the migration phenomenon. The three attributes considered in this study included tourism business, livelihoods of the local people and environmental/ecosystem sustainability. In this case, it was also assumed that tourism development in the MSE would be sustainable if the tourism businesses, people's livelihoods would continue thriving & the ecosystem would remain or persist in its original, favorable and ideal state, without experiencing any variations due to alterations in the migration phenomenon. The research therefore sought to find out if there is any influence of the migration phenomenon on the above mentioned attributes of sustainable development. As in the case of the five objectives above, a number of statements were assessed and ranked on a five-point Likert Scale by respondents to indicate characteristics of, and the extent to which the migration phenomenon influence the said three attributes of sustainable development in the Mara and Serengeti ecosystem.

iii. *Tourism Business*

Regarding tourism businesses in the MSE, the research sought to know if choice of location and performance have depended or been influenced by the migration phenomenon. Further, the research sought to know if variations in the migration phenomenon have affected businesses in any way. The table below gives a summary of the findings:

Table 4: Descriptive Statistics of Influence of Migration Phenomenon on Tourism Business

	N	Minimum	Maximum	Mean	Std. Deviation
Migration route influenced choice of location of business	232	1	5	4.08	1.214
Migration pattern influenced choice of location of business	232	1	5	4.00	1.087
Migrating numbers sighted influenced choice of location of business	232	1	5	3.81	1.334
Migrating community composition influenced choice of location of business	232	1	5	3.82	1.113
Choice of location of business was never influenced by any of the features of the migration phenomenon	232	1	5	2.08	1.254
Business performance has depended more on the migration phenomenon	232	1	5	3.85	1.157
Business performance has depended less on the migration phenomenon	232	1	5	2.38	1.106
Deterioration on the migration phenomenon has led to decline in performance of business	232	1	5	3.64	1.064
Businesses have downsized due to changes in the migration phenomenon	232	1	5	3.44	1.035
Changes in the migration phenomenon have no significant changes in business perfomance	232	1	5	2.03	1.279
Valid N (listwise)	232				

Source: Field Data (2021)

The research results indicate that all the four features of the migration phenomenon considered in the study influence location of tourism business. Of the four features, migration route is the best indicator in influencing the choice and location of business (mean 4.08, SD 1.214). Tourism business facilities such as hospitality facilities (hotels, lodges, tented camps and camp sites etc.) are built or set closer to migratory routes so as to give visitors the best opportunity to view and witness the migration spectacle at a closer range. Migration pattern come in as the second best indicator of choice and location of tourism business (mean 4.00, SD 1.087). Migration pattern is controlled by the sliding gradient of availability of resources (fresh vegetation-grasses & rain- water) for the migrating animals. Migrating numbers and migrating community composition come at the bottom after the above two in their influence on the choice of location of business (mean 3.81, SD 1.334 and mean 3.82, SD 1.113) respectively. The sighting of a million animals at a go and the variety of species involved, together with ambushes from carnivores is more pleasing and attractive to tourists. If such characteristics of the phenomenon deteriorate, the experience also deteriorates and thus becomes less spectacular and less attractive to the visitors. The research also strived to find out if business performance is influenced in any way by, or depends on the migration phenomenon. It was found that business performance depends more and more on the migration phenomenon (mean 3.85, SD 1.157). This outcome is corroborated with the negation to the statement that 'tourism business performance has depended less on the migration phenomenon' (mean 2.38, SD 1.106). Further to the foregoing findings, it is confirmed that there has been observed a decline in performance of tourism business due to deterioration of the migration phenomenon over time (mean 3.64, SD 1.064). This finding is also corroborated with the

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negation to the statement that 'changes in the migration phenomenon have no significant changes in business performance (mean 2.03, SD 1.279). These findings put together with the findings indicating variations/alterations of the individual features of the migration phenomenon would point to a situation where tourism business development is not sustainable.

iv. *Livelihoods of the Local People*

Regarding livelihoods of the local people in and around the MSE, the research sought to know if they have depended, been influenced or affected by the migration phenomenon. Further, the research sought to know if variations in the migration phenomenon have affected livelihood opportunities in any way. The table below gives a summary of the findings:

Table 5: Descriptive Statistics of Migration Phenomenon Influence on Livelihoods of the Local people

	N	Minimum	Maximum	Mean	Std. Deviation
Migratory route has been and continues to be economically beneficial to the locals	232	1	5	3.66	1.444
Migratory pattern has been and continues to be economically beneficial to the locals	232	1	5	3.92	1.160
Migratory population has been and continues to be economically beneficial to the locals	232	1	5	3.79	1.229
Migrating community composition has been and continues to be economically beneficial to the locals	232	1	5	3.94	1.170
Locals have benefited more from the migration phenomenon	232	1	5	3.69	1.202
Locals have been disadvantaged more by the wildebeest migration phenomenon	232	1	5	2.70	1.126
Locals' business opportunities have grown over time	232	1	5	3.59	1.078
Locals' business opportunities have reduced over time	232	1	5	2.72	1.017
Locals' business opportunities have remained unchanged over time	232	1	5	2.25	1.027
There is no relationship between the migration phenomenon and the local people's livelihoods	232	1	5	1.99	1.252
Valid N (listwise)	232				

Source: Field Data (2021)

The research results indicate that all the four features of the migration phenomenon considered in the study influence local people's livelihoods. Of the four features, migrating community composition is the best indicator in influencing the said livelihoods. Research found out that migrating community composition has been, and continues to be economically beneficial to locals (mean 3.94, SD 1.170). This is more so to those operating businesses and those employed in the various facilities in and around the MSE. Tourism business facilities such as hospitality facilities (hotels, lodges, tented camps and camp sites etc.) are built or set closer to migratory corridors where we would have large concentrations of the migrating animals. This is meant to give visitors the best opportunity to view and witness the migration spectacle at a closer range. With persistent and more spectacular herds, the experience is more pleasing, attracting more visitors consistently. This means more business and ensured job opportunities. Migration pattern come in as the second best feature in influencing the livelihoods of the local people (mean 3.92, SD 1.160). Migration pattern is controlled by the sliding gradient of availability of resources (fresh vegetation- grasses & rain- water) for the migrating animals. Migration pattern looks at the season and timing of the arrival and departure of the migrating herds. This also helps in determining the high/ peak season and low season of business and accompanying benefits to the local people. Migrating numbers and migration route come at the bottom after the above two in their influence on the livelihoods of the local people. The results indicate that the migrating population numbers and the migratory route also have been, and continue to be of benefit to the local people (mean 3.79, SD 1.229 and mean 3.66, SD 1.444) respectively.

Further results from the research indicate that local people have benefited more from the migration phenomenon (mean 3.69, SD 1.202) as opposed to its disadvantages (mean 2.70, SD 1.126). Among the benefits which come with the phenomenon include the business opportunities from tourism and the buffering of livestock from carnivores where carnivores will prefer preying on the wildebeests to local people's livestock. The disadvantages include competition for resources (water, pastures & space) and spread of diseases from wildlife to locals' livestock. Perhaps the most important finding in the livelihoods attribute is the finding that there is relationship between the migration phenomenon and the livelihoods of the locals. This is confirmed by the negation to the statement that 'there is no relationship between the phenomenon and the local people's livelihoods' (mean 1.99, SD 1.252). While business opportunities grew over time, thanks to the wildebeest migration phenomenon (mean 3.59, SD 1.078), the growth has not been sustained as there has also

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occurred a change to this growth. This has been indicated by the negation to the statement that 'locals' business opportunities have remained unchanged over time (mean 2.25, SD 1.027). Though, a study needs to be done specifically to establish the kind of change to business opportunities because respondents were not sure if there has been a decline in the said opportunities (mean 2.72, SD 1.017).

v. *Environmental Sustainability*

Lastly, the research sought to establish if the migration phenomenon plays any role in influencing environmental sustainability in the larger MSE. All the four features of the migration phenomenon i.e. migration route, migration pattern, migration population numbers and migrating community composition together with the control variable (resource use & management practices) were considered. Respondents were asked to assess and rank given statements regarding the phenomenon and environmental sustainability. Results are tabulated below:

Table 6: Descriptive Statistics of Migration Phenomenon Influence on Environment/Ecosystem

	N	Minimum	Maximum	Mean	Std. Deviation
Migration route influences environmental sustainability	232	1	5	3.43	1.375
Migration pattern influences environmental sustainability	232	1	5	3.75	1.138
Migrating numbers influences environmental sustainability	232	1	5	3.63	1.170
Migrating community composition influences environmental sustainability	232	1	5	3.55	1.119
Resource use & Management practices at the MSE affects environmental sustainability	232	1	5	3.83	1.179
Migration route has no influence on environmental sustainability	232	1	5	2.47	1.135
Migration pattern has no influence on environmental sustainability	232	1	5	2.36	1.161
Migrating numbers has no influence on environmental sustainability	232	1	5	2.35	1.164
Migrating community composition has no influence on environmental sustainability	232	1	5	2.50	1.057
Resource use & Management practices have no influence on environmental sustainability	232	1	5	2.11	1.274
Valid N (listwise)	232				

Source: Field Data (2021)

Resource use & management practices (the Control Variable) stood out to be the best indicator among environmental sustainability influencers (mean 3.83, SD 1.179). These include the uses & management practices which lead to variations in the features of the migration phenomenon. Resource use policies such as land tenure policies and wildlife resource use policies, on either ends of the wet ranges define how resources are used and managed. The using of prescribed fires during the dry season in and around protected areas, the fencing of privately owned land and around facilities along and across migratory corridors, direct harvesting of animals etc. disrupt the movement and numbers of the affected species across the MSE landscape. Another important feature of the migration which influences environmental sustainability is the migration pattern (mean 3.75, SD 1.138). As mentioned earlier in this research work, and relying on the findings from the research work of Ripple et al (2015), the pattern of movement sees the wildebeests and other members of the migrating community reach different parts of the MSE at different times of the year in their cyclic movement. It was observed that this helps in ensuring environmental sustainability in at least two ways. The first one is that of bringing about nutrient cycling in the system. The grazing and defecations across the landscape helps in the redistribution of nutrients. The migrating ungulate community in the Mara and Serengeti ecosystem consumes huge amount of plant and grass vegetable biomass per unit area. In so doing, they affect nutrient cycles through mechanisms which have both direct and indirect consequences in the functioning of an ecosystem. The ungulates (the wildebeests, the Zebras and Gazelles) greatly accelerate the recycling of nutrients in the Serengeti and the Mara through the consumption and resultant defecation and urination, thereby returning to the soil the consumed nutrients at more faster rates than would be through the natural longer process of leaf loss and grass drying and later decaying, releasing the nutrients slowly (Ripple et al, 2015; Doughty et al, 2013). Also, through the consumption by the animals, the consumed nutrients are excreted in urine and feces creating patches of concentrated nutrients that can last for several years in the ecosystem, releasing the nutrients slowly for use or storing them for future use by other plant or vegetation communities (Doughty et al, 2013; Danell et al, 2006). Thousands of the animals die at river

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crossings, part of the flesh is fed on by crocodiles, and the rest of the carcasses rot away releasing Carbon, Nitrogen, Phosphorous and other nutrients into the aquatic system. The nutrients are finally passed on to the terrestrial system and process repeats itself (subalusky et al, 2017). The second way of ensuring environmental sustainability is the removal of millions of tones of biomass from the physical environment though feeding on vegetation (grasses & leaves from shrubs). Being among the large wild herbivores, the migratory Serengeti and Mara wildebeest together with the accompanying migrating community of Zebras and Gazelles play a crucial role in the sustenance of the Serengeti – Mara ecosystem and the surrounding local communities (Ripple et al, 2015). As noted earlier in this research work, they form (*Connochaetes taurinus, migratory Zebra and Gazelle*) a very vital transboundary resource in the Mara and Serengeti ecosystem, whose alteration or loss can definitely have cascading catastrophic effects on other biotic & abiotic aspects of the Serengeti and the Mara, including far reaching negative impacts on large carnivores which prey on the wildebeest, and on ecological processes involving vegetation (the savanna grasses on which the wildebeests feed), Savanna grassland fire regimes (Subalusky et al, 2017; Ripple et al, 2015). In their feeding on grasses across the savanna of the MSE thereby helping in the removal of plant or vegetation biomass through increased grazing pressure, the sheer population numbers of the wildebeests and other migratory ungulates (migratory zebra and gazelles) of the ecosystem regulates the spatial distribution of fires across the landscape and also shapes the frequency & intensity of the fires (Kelly et al, 2020; Ripple et al, 2015). If the foregoing is anything to go by i.e. if the wildebeest population and those of the other migratory ungulates are altered, it may lead to a future of an ecosystem that will be deficient in or lack vital ecological services which these ungulates provide, whose end result will be enormous ecological, economic and social costs (Ripple et al, 2015).

This vegetation would otherwise dry up and help fuel up and intensify grass land fires during dry spells which escalate destruction & loss of habitat.

The contribution to environmental sustainability by migration pattern is compounded by the sheer numbers involved in the migration as found out by the study (3.63, SD 1.170). Apart from nutrient cycling, the ungulates also serve as food to thousands of carnivores in various parts of the MSE. The migratory route comes at the bottom in contributing to environmental sustainability. Respondents were almost neutral as to whether migration route is important (3.43, SD 1.375). From the foregoing results, one would conclude that all the features of the migration phenomenon are essential in ensuring a complete self-perpetuating system in the MSE. If the migration phenomenon is altered, the ecosystem is also disrupted.

d) Correlations Analysis

The study made use inferential statistics in trying to establish the relationship between the migration pattern and sustainable tourism development in the MSE. Each of the features of the migration pattern was assessed/run separately against sustainable development to establish the relationship. The results are presented in the tables below:

As for the migration pattern, the Pearson Correlation results in the table below show a weak but positive relationship between it and tourism development sustainability. This means that when the migration pattern status is at or restored to its most favorable and ideal state, it contributes up to 39% to tourism development sustainability. Equally, if the migration pattern is varied to unfavorable state (truncated or interrupted negatively), it affects tourism development sustainability negatively up to 39%. Similarly, as is with the case of migration route, the wildebeest migration pattern is also facing threats from both anthropogenic pressures (in form of human activities) in the name of development (Fyumagwa, 2013) and enhancing livelihoods (Mfunda, 2010; Fyumagwa et al. 2013), coupled with natural processes of climate change (Dore, 2005; Fyumagwa et al. 2013) and vegetation succession processes facilitated with soil breaking by hoofs of ungulates. These disruptions across the MSE landscape due to land-use changes and many other human activities may probably result in range contraction Ogutu et al. (2011).

Table 7: Correlations Between Sustainable Tourism Development and Migration Pattern

		Avsustoudevpt	Avmpatt
Avsustoudevpt	Pearson Correlation	1	.397**
	Sig. (2-tailed)		.000
	N	232	232
Avmpatt	Pearson Correlation	.397**	1
	Sig. (2-tailed)	.000	
	N	232	232

***. Correlation is significant at the 0.01 level (2 tailed).*

Pearson Correlation results for the migrating population numbers indicate that this feature of the wildebeest migration phenomenon also influences tourism development sustainability to some extent.

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There is also a weak but positive relationship between migrating population numbers and sustainable tourism development. If its status is varied negatively from its original ideal and favorable state, it will negatively affect sustainability up to 31% as seen in the results. Similarly, if the status of this feature remains or is restored to its most ideal and favorable state, it will contribute positively to tourism development sustainability up to 31%. 4.8 Multiple Regression Analysis

e) Hypothesis Testing

i. *Migration Pattern on Sustainable Tourism Development in the Mara-Serengeti ecosystem.*

The next predictor is the migration pattern or migration calendar (migration cycle) where it was assumed that there is no statistically significant relationship between the pattern (season and timing) and sustainable development in the MSE. The results for hypothesis testing for this predictor are as in the tables below:

Table 8: ANOVA statistics for hypothesis testing for effect of Migration Patternon Sustainable Tourism Development

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.389	1	4.389	42.928	.000[b]
	Residual	23.517	230	.102		
	Total	27.906	231			

Dependent Variable: Avsustoudevpt
Predictors: (Constant), Avmpatt

The calculated F-value is 42.928 while the critical F-value at degrees of freedom (1, 230) and at 0.05 significance level is 3.882. This also gives a higher calculated F-value than the critical F-Value, therefore falling in the rejection region of the F distribution graph. This implies that there is a statistically significant relationship between the migration pattern (season & timing) and sustainable tourism development in the MSE. Therefore for this given reason also, the null hypothesis that there is no statistically significant relationship between migration pattern or migration cycle and sustainable tourism development in the Mara-Serengeti ecosystem is rejected. The rejection of the null hypothesis is further confirmed by the P value of .000 in the coefficients table below.

Table 9: Coefficients for hypothesis testing for effect of Migration Patternon Ssustainable Tourism Development

		Unstandardized Coefficients		Standardized Coefficients		
	Model	B	Std. Error	Beta	t	Sig.
1	(Constant)	2.443	.114		21.385	.000
	Avmpatt	.221	.034	.397	6.552	.000

Dependent Variable: Avsustoudevpt

f) Focus Groups Discussion Results

In the focus groups discussions, the researcher sought to capture sentiments and/or feelings & opinions of respondents on, and about the relationship between the wildebeest migration phenomenon and: (i) sustainability of the Mara – Serengeti ecosystem i.e. the biotic and abiotic systems which make up the natural physical environment; (ii) sustainability of the tourism and hospitality businesses within and around the Mara-Serengeti ecosystem; and (iii) sustainability of the socio-cultural and economic livelihoods of the local people living around the Mara-Serengeti ecosystem. In the group discussions, focus was on the four main thematic areas of the wildebeest migration phenomenon which include: (1) the wildebeest migration route; (2) the wildebeest migration pattern – season and timing – looking at arrival and departure of the migrating community at different points along the migration route; (3) the migrating population – the size or numbers of moving or surging animals; and (4) the composition of the migrating community – wildebeests, zebras and gazelles.

In addition to the aforementioned areas of focus, the researcher also sought to capture feelings and sentiments or opinions of respondents in the engaged groups on and about how resource use and management practices & activities of communities living around the Mara-Serengeti ecosystem, the conservation agencies and the business owners affect the migration phenomenon and how, by extension, they affect sustainable tourism development at the MSE. In other words, the researcher sought to find out how the above mentioned communities resource use and management practices and activities affect the wildebeest migration route, wildebeest migration pattern (arrival and departure season & timing), wildebeest migration population (size or numbers) and the composition of the migrating community (wildebeest and the accompanying animals such as zebras and gazelles).

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As mentioned above, focus group discussions were conducted to get opinions, sentiments and feelings of respondents on the variables under study. To this end, and according to Green (2012), focused groups generally consisted of small groups which were constituted to discuss a specific topic on sustainability of tourism development in the MSE. The idea here was to get the collective views about the wildebeest migration phenomenon and its influence on sustainable tourism development in the Mara & Serengeti ecosystem. This was assumed could help to bring out the truth as individuals engaged each other in the discussions and any individual member of the group trying to lie or give a contrary opinion could be disapproved by the others. As observed by Gill (2008) focused group discussions were used in the study to help generate information on collective views regarding the salient features of the wildebeest migration phenomenon and the meanings that lie behind those views in matters sustainable tourism development in the MSE. The discussions in this study were guided by an interview schedule designed by the researcher using carefully asked open ended questions to bring out the desired thematic information. Focused Group Discussions (FGDs) in this study, according to Stewart and Shamdasani (1990), were to help the researcher understand nuances of feelings, attitudes, beliefs, opinions and mainly get in-depth thematic information that can be used to back and supplement what the other data collection instruments (in this case the structured questionnaire) gathered. FGDs were also used because the researcher in certain instances had to engage a big audience in which case interacting with each individual could not be cost effective and necessary e.g. the Ololai Mutia market and the Sekenani Gate market situations. In this study the researcher guided the groups specifically to bring out the themes useful to the study. Interviewing and recording was used to capture statements, supplemented by tape recording when necessary particularly where there was time limitation.

In the focus group interviews, five groups in total were engaged. They included: (1) the Siana Conservancy group; (2) the Ololai Mutiek or Ololai Mutia market group; (3) Keekorock Lodge group; (4) Sekenani Gate business community group; and (5) the Kenya Wildlife Service and Narok County Government guards group.

The Siana Conservancy group was constituted from the Siana Conservancy employees. The conservancy is a local community's conservation effort initiative where a number of local private land owners have pooled their parcels of land together to pursue conservation to earn income from tourism. A number of lodges have been put up (constructed) within the Siana Conservancy by hospitality facilities and adventure investors such as the Bonfire Adventures Company. Apart from conservation efforts, the local people also make use of these areas as grazing grounds or pasture areas for their livestock, collection of firewood and other resources for family use, socio-cultural activities such as Moran initiation and training festivities among others.

Ololai Mutia market is a business center with shops and accommodation & hospitality facilities. This market center is located to the South East corner, but on the outside, of the Maasai Mara National Reserve. The market sits on or close to one of the points of the wildebeest migration corridor. It is one of the most important visitor services, entertainment and accommodation centers during the tourism peak season and which coincides with the wildebeest migration phenomenon. Sekenani gate is the major entry into and exit point of the Maasai Mara National Game Reserve. Outside and close to the gate is the Sekenani market center also providing accommodation and hospitality services to the travelling visitors. It also themes with numerous curio shops from where the local community business people trade souvenirs with visiting tourists. The market center also sits in between the National Game Reserve and the Loita Plains. The migrating wildebeests once used to reach as far as these Loita plains which used to serve as maternity grounds where mother wildebeests could raise their young calves. Being open grounds, they could sight predators from a distance and evade them easily. The plains have since been fragmented and fenced off, by private land owners, for private development (see figure 5 on page 85 above).

The Kenya Wildlife Service (National Government) and the Narok County government guards are government agencies tasked to conserve, manage, guard and oversee activities, even though tourism activities at the Maasai Mara National Reserve are purely managed and controlled by the Narok County Government. The Kenya Wildlife Service has a camp in the Reserve to assist conserve and monitor to prevent poaching of wildlife in the reserve and assist in research activities. The Mara Keekorock Lodge is an investment of the Narok County Government offering accommodation and hospitality services and conducts game drives & hot air ballooning services for game viewing.

Regarding sustainable development in the Mara-Serengeti ecosystem, participants in the Focus Group Discussions were asked to respond to open ended questions (giving explanations where possible), how features of the wildebeest migration phenomenon affect three attributes influencing sustainable development namely the Natural environment of the Mara and Serengeti Ecosystem, the Tourism & Hospitality Businesses of the MSE and the Livelihoods of the local people (socio-cultural & economic aspects of the local people). The table below presents a summary of results realized from the group discussions:

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Table 10: Focus Groups Discussion Results on Influence of Migration Phenomenon on Sustainable Tourism Development

Wildebeest Migration Phenomenon Feature	Attributes Influencing Sustainable Development	How Migration Feature Affects Attributes
1. Wildebeest migration route	a) Mara and Serengeti ecosystem (Natural physical environment)	1. Spread or distribution or dispersal or reallocation of nutrients around the MSE. 2. Facilitates plant vegetation succession along the route and across the Mara Serengeti plains which is achieved through trampling and breaking open of ground soil for germination of seeds. 3. Reduction of the intensity of savannah grassland fire by eating away potential fire fuel.
	b) Tourism and Hospitality business	1. Dictates location of business facilities such as tented camps, lodges and camp sites. 2. Design and enclosing of business properties and buildings e.g. fencing round to guard away animals.
	c) Livelihoods of the local people (socio-cultural and economic aspects of the local people)	1. Competition for resources between the wildebeests and local people's livestock. 2. Wildebeests buffer livestock against predation. 3. Spread of bovine diseases from wildebeest to local people's livestock.
2. Wildebeest migration pattern (arrival and departure season and timing)	a) Mara and Serengeti ecosystem (Natural physical environment)	1. Acts as prey or food for the predators sustaining them across the MSE landscape. 2. Reduction of fire fuels across the MSE landscape and hence lowering intensity of grassland fires during the dry spell. 3. Nutrient recycling enhanced through redistribution and reallocation by eating away grass food and defecating across the MSE landscape.
	b) Tourism and Hospitality business	1. Pattern helps tourists plan their trips and length of stay at hospitality facilities. 2. Business owners use the pattern to ready themselves to receive and serve visitors e.g. by restocking. 3. Arrival and departure of wildebeests affect businesses as the pattern determines the peak and low seasons of tourism activity.
	c) Livelihoods of the local people (socio-cultural and economic aspects of the local people)	1. Arrival and departure of wildebeests affect businesses as the pattern determines the peak and low seasons of tourism related business opportunities for locals.

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				2. Competition for resources especially grass (pasture) between wildebeests, zebras, gazelles and local people's livestock and also competition for space as the migrating animals crowd the area. 3. Spread of bovine diseases from wildlife to local people's livestock e.g. malignant catteral disease, a viral disease spread by dropped placenta from wildebeest at calving. 4. Buffering effect on livestock against predation regulated by arrival or departure of wildebeest. When they arrive, predators shift attack from locals' livestock to wildebeest. When they depart, the predators get back to preying on local people's livestock.
3.	Wildebeest migrating population (size or numbers)	a)	Mara and Serengeti ecosystem (Natural physical environment)	1. Vegetation succession process. The sheer numbers by their trampling effect help break the ground by their hoofs facilitating burying of seeds which germinate later to fresh growth of plant species. 2. Nutrient recycling in the terrestrial and aquatic systems enhanced through redistribution and reallocation by eating away grass food and defecating across the MSE landscape and some wildebeests drowning in the rivers as the scramble to cross.
		b)	Tourism and Hospitality business	1. The sighting of the sheer numbers of wildebeest surging across the fields, scrambling across river crossings and along the migratory route make the experience more exciting and serves to continuously attract more visitors. 2. The concentration or gathering points serve as viewpoints and therefore determine location of business.
		c)	livelihoods of the local people (socio-cultural and economic aspects of the local people)	1. Intensifies human-wildlife conflict in the competition for pastures and space, sometimes breaking fences into farms and destroying crops 2. Spread of bovine diseases such as the viral malignant catteral disease spread by remains of the after birth or calving by wildebeests.
4.	The composition of the migrating community	a)	Mara and Serengeti ecosystem (Natural physical environment)	1. Intensified trampling effect thereby influencing vegetation succession. 2. Feeding on various varieties of

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		vegetable food i.e. grasses for wildebeests and zebras and leaves of other plants for gazelles.
		3. The predator and prey relationships bring about sustenance continuity and balancing of the ecosystem.
	b) Tourism and Hospitality business	1. The mix of animals in the migrating community enhances the tourism experience for visitors. This will continue to draw more tourists.
		2. The level of tourism activity will affect the scale of tourism business and therefore determines performance and sustainability of tourism and hospitality businesses at the MSE
	c) Livelihoods of the local people (socio-cultural and economic aspects of the local people)	1. Intensifies the competition for resources (pasture and space) between the migrating community members and local peoples' livestock.
		2. Enhanced tourism experiences drawing more visitors also means enhanced business and job opportunities for local people.
		3. The buffering effect on local peoples' livestock is also enhanced during the peak season of the migration event.

Source: Field Data 2021

Participants in the focus group discussions were also asked to explain how (if at all they understood) their resource use, management practices and activities affect the migration phenomenon features and how the uses, management practices and activities affect or may affect sustainable tourism development in the Mara & Serengeti ecosystem. During these focus group discussions, five resource use, management practices and activities by locals and conservation agencies were identified. The results are presented in the table below:

Table 11: Focus Group Discussions Results of Influence of Resource Use, Management Practices and Activity on Sustainable Tourism Development

Resource Use and Management Practice or Activity	Migration Phenomenon Feature Affected	Effect of the Use, Practice or Activity on the Feature
1. Prescribed fires in the savannah grassland	a) Wildebeest migration route	1. A temporally obstacle across the migratory corridor which obstructs forward movement of the wildebeest along the migration route.
		2. The fire can lead to change or shift of the migration route in the long term when repeatedly done season after season.
	b) Migration pattern (arrival and departure season and timing)	1. prevents even dispersion or spread of wildebeest across the migratory corridor landscape as the fire repulses animals from other areas.
		2. The fire obstacle delays arrival and, or departure of the migrating wildebeest, zebras and gazelles.
	c) Migrating population (size or	1. Can obstruct and completely

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			numbers)	stop forward movement of some animals, making them return back or get repulsed. 2. With time, some animals remain sedentary due to disturbance from the fires and become residents on either end of the migratory range.
2.	Conservation efforts by private land owners (conservancies and group ranches)	a)	Wildebeest migration route	1. Allows more open areas to be used as dispersal areas for migrating wildlife. 2. Prevents obstruction of migratory corridors and allows continuous flow of animal traffic along migration routes.
		b)	Migration pattern (arrival and departure season andtiming)	1. Allows uninterrupted forward movement of the migrating community. 2. Smooth movement prevents delays in arrival and, or departure of animals when season is due.
		c)	Migrating population (size or numbers)	Allows for continuous forward surging of all animals in their sheer numbers across the landscape as there are no obstacles to repulse some.
3.	Building and construction of infrastructure and business facilities across the migratory corridors and the MSE landscape	a)	Wildebeest migration route	1. Erecting of fences around business facilities across migratory corridors and close to river crossings and construction of roads cause obstruction to movement. 2. Built infrastructure such as roads, business facilities and fences can be an obstacle and may lead or have in some areas led to shifting of the migration routes.
		b)	Migration pattern (arrival and departure season and timing)	May or has led to delay in arrival and, or departure of wildebeest especially during the construction and use of such infrastructure.
		c)	Migrating population (size or numbers)	Some of the animals of the migrating community become sedentary i.e. remain residents on either end of the migratory range to avoid disturbances from construction activities and from constructed infrastructure and facilities across the landscape and migratory corridors.
4.	Agricultural land use (farming or growing of crops and livestock keeping)	a)	Wildebeest migration route	1. Cultivation of land and the fencing of farm land in some areas have shifted migratory routes. 2. Competition for space and disturbance from livestock herders has repulsed migratory animals from some sections and has led to the contraction of the migratory range.
		b)	Migration pattern (arrival and departure season and timing)	The farming activities may contribute to or in some

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			instances have contributed to late arrival and early departure of the migrating community.
		c) Migrating population (size or numbers)	Disturbances from land cultivation, fencing and livestock keeping activities have made some members of the migrating community sedentary at either end of the migratory range.
5.	Hunting and harvesting or culling of wildlife	a) Wildebeest migration route	Such activities scare away animals. They have learnt to avoid areas where they are hunted especially on the Tanzanian side where hunting and harvesting is licensed. The migration routes may shift or have shifted in such areas.
		b) Migration pattern (arrival and departure season and timing)	Hunting and harvesting activities may lead to delays in arrival and, or departure of migratory animals and affects the spread of animal across the MSE landscape.
		c) Migrating population (size or numbers)	Direct removal of animals through culling or harvesting and hunting. Such activities also scare away some animals making them become residents at either end of the migratory range over time.

Source: Field Data 2021

V. Conclusions and Recommendations

a) Conclusion

i. *Migratory Pattern and Sustainable Tourism Development*

The study sought to assess the effect of the wildebeest migration pattern on sustainable tourism development in the Mara-Serengeti ecosystem. The assumption against this feature was that there is no statistically significant relationship between migration pattern and sustainable tourism development in the Mara-Serengeti ecosystem. From results realized, the study concluded that there is a statistically and significant positive relationship between migration pattern and tourism development sustainability in the MSE. The null hypothesis was rejected as well.

ii. *Migrating Population Numbers and Sustainable Tourism Development*

The third objective sought to assess the effect of migrating population numbers on sustainable tourism development in the Mara-Serengeti ecosystem. In this case, it was assumed that there is no statistically significant relationship between wildebeest population numbers and sustainable tourism development. As with the other migration features, research results indicated a positive relationship between population numbers and sustainable tourism development, rejecting the null hypothesis.

Recommendation

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Appendices



Figure 1: Migration Pattern & Timing

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Acknowledgments

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The following is the official style and template developed for publication of a research paper. Authors are not required to follow this style during the submission of the paper. It is just for reference purposes.

Manuscript Style Instruction (Optional)

- Microsoft Word Document Setting Instructions.
- Font type of all text should be Swis721 Lt BT.
- Page size: 8.27" x 11'", left margin: 0.65, right margin: 0.65, bottom margin: 0.75.
- Paper title should be in one column of font size 24.
- Author name in font size of 11 in one column.
- Abstract: font size 9 with the word "Abstract" in bold italics.
- Main text: font size 10 with two justified columns.
- Two columns with equal column width of 3.38 and spacing of 0.2.
- First character must be three lines drop-capped.
- The paragraph before spacing of 1 pt and after of 0 pt.
- Line spacing of 1 pt.
- Large images must be in one column.
- The names of first main headings (Heading 1) must be in Roman font, capital letters, and font size of 10.
- The names of second main headings (Heading 2) must not include numbers and must be in italics with a font size of 10.

Structure and Format of Manuscript

The recommended size of an original research paper is under 15,000 words and review papers under 7,000 words. Research articles should be less than 10,000 words. Research papers are usually longer than review papers. Review papers are reports of significant research (typically less than 7,000 words, including tables, figures, and references)

A research paper must include:

a) A title which should be relevant to the theme of the paper.
b) A summary, known as an abstract (less than 150 words), containing the major results and conclusions.
c) Up to 10 keywords that precisely identify the paper's subject, purpose, and focus.
d) An introduction, giving fundamental background objectives.
e) Resources and techniques with sufficient complete experimental details (wherever possible by reference) to permit repetition, sources of information must be given, and numerical methods must be specified by reference.
f) Results which should be presented concisely by well-designed tables and figures.
g) Suitable statistical data should also be given.
h) All data must have been gathered with attention to numerical detail in the planning stage.

Design has been recognized to be essential to experiments for a considerable time, and the editor has decided that any paper that appears not to have adequate numerical treatments of the data will be returned unrefereed.

i) Discussion should cover implications and consequences and not just recapitulate the results; conclusions should also be summarized.
j) There should be brief acknowledgments.
k) There ought to be references in the conventional format. Global Journals recommends APA format.

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The Editorial Board reserves the right to make literary corrections and suggestions to improve brevity.



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Author details

The full postal address of any related author(s) must be specified.

Abstract

The abstract is the foundation of the research paper. It should be clear and concise and must contain the objective of the paper and inferences drawn. It is advised to not include big mathematical equations or complicated jargon.

Many researchers searching for information online will use search engines such as Google, Yahoo or others. By optimizing your paper for search engines, you will amplify the chance of someone finding it. In turn, this will make it more likely to be viewed and cited in further works. Global Journals has compiled these guidelines to facilitate you to maximize the web-friendliness of the most public part of your paper.

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A major lynchpin of research work for the writing of research papers is the keyword search, which one will employ to find both library and internet resources. Up to eleven keywords or very brief phrases have to be given to help data retrieval, mining, and indexing.

One must be persistent and creative in using keywords. An effective keyword search requires a strategy: planning of a list of possible keywords and phrases to try.

Choice of the main keywords is the first tool of writing a research paper. Research paper writing is an art. Keyword search should be as strategic as possible.

One should start brainstorming lists of potential keywords before even beginning searching. Think about the most important concepts related to research work. Ask, “What words would a source have to include to be truly valuable in a research paper?” Then consider synonyms for the important words.

It may take the discovery of only one important paper to steer in the right keyword direction because, in most databases, the keywords under which a research paper is abstracted are listed with the paper.

Numerical Methods

Numerical methods used should be transparent and, where appropriate, supported by references.

Abbreviations

Authors must list all the abbreviations used in the paper at the end of the paper or in a separate table before using them.

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Authors are advised to submit any mathematical equation using either MathJax, KaTeX, or LaTeX, or in a very high-quality image.

Tables, Figures, and Figure Legends

Tables: Tables should be cautiously designed, uncrowned, and include only essential data. Each must have an Arabic number, e.g., Table 4, a self-explanatory caption, and be on a separate sheet. Authors must submit tables in an editable format and not as images. References to these tables (if any) must be mentioned accurately.

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Figures are supposed to be submitted as separate files. Always include a citation in the text for each figure using Arabic numbers, e.g., Fig. 4. Artwork must be submitted online in vector electronic form or by emailing it.

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Although low-quality images are sufficient for review purposes, print publication requires high-quality images to prevent the final product being blurred or fuzzy. Submit (possibly by e-mail) EPS (line art) or TIFF (halftone/ photographs) files only. MS PowerPoint and Word Graphics are unsuitable for printed pictures. Avoid using pixel-oriented software. Scans (TIFF only) should have a resolution of at least 350 dpi (halftone) or 700 to 1100 dpi (line drawings). Please give the data for figures in black and white or submit a Color Work Agreement form. EPS files must be saved with fonts embedded (and with a TIFF preview, if possible).

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Tips for writing a good quality Management Research Paper

Techniques for writing a good quality management and business research paper:

1. Choosing the topic: In most cases, the topic is selected by the interests of the author, but it can also be suggested by the guides. You can have several topics, and then judge which you are most comfortable with. This may be done by asking several questions of yourself, like "Will I be able to carry out a search in this area? Will I find all necessary resources to accomplish the search? Will I be able to find all information in this field area?" If the answer to this type of question is "yes," then you ought to choose that topic. In most cases, you may have to conduct surveys and visit several places. Also, you might have to do a lot of work to find all the rises and falls of the various data on that subject. Sometimes, detailed information plays a vital role, instead of short information. Evaluators are human: The first thing to remember is that evaluators are also human beings. They are not only meant for rejecting a paper. They are here to evaluate your paper. So present your best aspect.

2. Think like evaluators: If you are in confusion or getting demotivated because your paper may not be accepted by the evaluators, then think, and try to evaluate your paper like an evaluator. Try to understand what an evaluator wants in your research paper, and you will automatically have your answer. Make blueprints of paper: The outline is the plan or framework that will help you to arrange your thoughts. It will make your paper logical. But remember that all points of your outline must be related to the topic you have chosen.

3. Ask your guides: If you are having any difficulty with your research, then do not hesitate to share your difficulty with your guide (if you have one). They will surely help you out and resolve your doubts. If you can't clarify what exactly you require for your work, then ask your supervisor to help you with an alternative. He or she might also provide you with a list of essential readings.

4. Use of computer is recommended: As you are doing research in the field of management and business then this point is quite obvious. Use right software: Always use good quality software packages. If you are not capable of judging good software, then you can lose the quality of your paper unknowingly. There are various programs available to help you which you can get through the internet.

5. Use the internet for help: An excellent start for your paper is using Google. It is a wondrous search engine, where you can have your doubts resolved. You may also read some answers for the frequent question of how to write your research paper or find a model research paper. You can download books from the internet. If you have all the required books, place importance on reading, selecting, and analyzing the specified information. Then sketch out your research paper. Use big pictures: You may use encyclopedias like Wikipedia to get pictures with the best resolution. At Global Journals, you should strictly follow here.



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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.

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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.

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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.

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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.

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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:

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- 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.

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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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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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