

## BENEFITS OF MANAGEMENT RESEARCH TO THE HOSPITALITY INDUSTRY

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### ABSTRACT

Research as defined by Kerlinger is a systematic, controlled, empirical and critical investigation of hypothetical proportions about the presumed relationships among natural phenomenon. When we talk about Industries it varies from product to service and also the Hospitality Industry which is one of the fastest growing and also contributing majorly to the Economic growth of our country. Hospitality sector is a vast spread out and therefore it is divided into various departments, which individually contribute to the overall growth of the establishment. This Industry is developing every moment and setting new standards by adopting new trends/concepts. There are various personnel who represent the hospitality and have taken it to great heights in the global market. There are many areas of the Hospitality Industry where research is done and which has proved to be beneficial for the operations and achieving more revenue generation.

Hospitality Industry has both operational and revenue producing departments and also non-operational, non- revenue producing departments but at the same time their importance is as compared to the revenue producing department. Maximum work force is required by the Rooms Division department. This department is responsible for the total upkeep, maintenance of the property and by taking care of the guest and his belongings during his stay. It is also responsible for 50% of revenue generation through room sales.

This research study tries to find out how the industry has adopted few policies and helped it save a lot of resources.

**Keywords:** Hospitality, Laundering, Ozone Laundry Systems.

**INTRODUCTION:**

The Hospitality and Tourism industry is the largest and fastest growing industry in the world; it is made up of many different components. It is diverse but there are some powerful and dynamics which include the delivery of services and products and the guest's impression of them. Hospitality employees have the ability to affect the human experience by creating powerful impressions- which are long lasting or even which last for life time. There are various reasons for why people travel and this industry is a home away from home.

**CHARACTERISTICS OF THE HOSPITALITY INDUSTRY:**

Hospitality Industry operates or functions 365 days a year and 24hours a day. Personnel's work in various shifts, but tend to work longer hours than some other industries. Weekends, Holidays and festivals are busier for employees of this industry. The major difference between Hospitality and other business sector is that we produce guest satisfaction.

**ROLE OF EACH DEPARTMENT IN THE HOSPITALITY BUSINESS:****Front Office:**

The Front Office includes all offices which are situated in or near the front hall or lobby of the hotel. It is the nerve centre of the hotel. This department is the first that is contacted by an arriving guest and is the information centre during his stay. It is the last point contacted when he leaves. Thus the main functions of the hotel's front office are selling rooms, registering the guest, handle mails and messages of the guest, furnish information about hotel, country, special attraction or events, Keeping guest accounts and receiving payments.

**Food& Beverage:**

This department controls three things food, beverage and service. Food and beverage are tangibles and with a certain amount of skill and supervision, they achieve guest satisfaction. The service is intangible and it requires ability and versatility. Skill is highly essential in providing good service.

**Kitchen:**

The next phase of food handling takes place in this section. Staffing requirement and the size of this section depends upon the type of meals prepared and the number of guests for whom it is to be prepared.

**Housekeeping:**

It is the backbone of all the hotels. It is the busiest and most important department of the hotel. This department is responsible for cleanliness, maintenance and aesthetic upkeep of the hotel. The concept of housekeeping is simplistic but when one considers maintaining a "house" of several hundred rooms and numerous public areas, the task becomes gigantic. The hotel survives on the sale of rooms, food& beverage and other minor operating services such as laundry, health clubs etc. Of these, the sale of rooms constitutes a minimum of 50 percent. In other words a largest hotels margin of profit comes from room sales.

**Research Methodology:**

Primary data was collected by Personal Interviews with laundry managers and field visits. econdary data is through books, journals, magazines, internet, periodicals and news papers.

**RELEVANCE OF THE STUDY:**

The relationship between Housekeeping and Laundry is very significant for the smooth functioning of housekeeping services. The importance of laundry is inevitable as it processes soiled linen and uniforms and supplies Housekeeping with clean stock on daily basis to maintain high standards of housekeeping.

One of the primary roles of the laundry is to provide valet services to house guests. A valet is one who, on call fetches soiled clothes from guest rooms and returns them either washed or dry-cleaned as per the guest demands.

**What is used in Laundering?****Water:**

It is the most important material used in laundering, not only because of the large amount required but also because the success or failure of the washing process depends upon the suitability of water supply. The most important impurities in water from the laundering point of view are the compounds of calcium and magnesium and in certain cases, iron. When a soap is added to hard water, the calcium and magnesium compounds react with soap to form insoluble 'lime soaps' which are precipitated in the form of a sticky paste that traps dirt and redeposit's in the fabric thus making it dull and greyish.

**Soaps and Detergents:**

Soap has been known to man from the earliest times, when it was customary to mix the ashes of wood fire under the cooking pot with rancid fats from the cooking pot itself. A good soap in laundering should have the following properties, good washing power (detergency), Ease of rinsing, easy solubility and purity.

**Synthetic Detergent:**

The main disadvantage of using soap in laundering is that it is killed by hard water. It is sensitive to acids and to salts. Careful attention in rinsing is required in order that no traces of soap are retained in the fabric. Detergents give more efficient performance in hard water, are easily soluble and are easily rinsed from fabric. They can be used with builders or alkalis. In general they are not as efficient soil removers as soap/ alkali solutions. It is at the oil suspension stage that the synthetic detergents appear to be weaker and inferior to soap/ alkali solution, because of this, redeposition of soil may take place. The use of CMC (carboxymethyl cellulose) in synthetic detergent/ alkali solution brings about a great improvement as the redeposition of suspended soiling matter is resisted and with better whiteness results.

**Alkalis:**

They are used in laundering for variety of reasons. The main reason is that the cleaning effect, when they are used in conjunction with soap and other detergents. They are also known as builders. At times they are used to soften water before addition of soap. Acids and alkalis are measured according to a scale of values known as pH scale. The following are the alkalis used in laundering department -Sodium meta-silicate, trisodium phosphate also known as (soda ash) and sodium carbonate and sodium silicate also known as water glass or borax.

**Washing Processes:**

In any washing processes there are three stages. These stages are of equal importance and failure of any one of these will cause a fault in final result. They are as follows: Wetting out, Soil removal, Soil suspension, Removal of soil from machine.

**Expenses/ Overheads of laundry:**

The factors that are associated for the expenses of a laundry, all the cost are important but some are bigger than others.

**Labour:**

It costs around 35-55 percent which include cost of labour and benefits.

**Energy:**

Energy is 20- 25 percent, cost of water, sewer, electricity and gas. This is a variable cost that is often overlooked, but is a real cost that has to be analysed.

**Cleaning agents/ Chemicals:**

cost is around 8-10 percent. This involves the cost of all supplies used to clean linens, effective control measures have to adopt for effective usage and cost control.

**Indirect cost:**

Is around 5-20 percent this involves cost of maintenance, depreciation, equipment and laundry floor space.

**INTRODUCTION OF OZONE LAUNDRY SYSTEMS:****What is ozone?**

Ozone is oxygen O<sub>2</sub> with an extra atom added thus forming O<sub>3</sub>. Ozone is formed naturally during a lightning storm. The creation of ozone is nature's way of purifying atmosphere and gives dried linen 'fresh air' smell. In Laundry application, the ozone is injected into the water and works in conjunction with the laundry chemicals to create a more efficient wash cycle that uses less energy and needs fewer chemicals than traditional laundry systems.

**Some other important outcomes are:**

- Reduced laundry costs by 24%
- Reduced hot water use by 55%
- Saved high amount of energy use per year.
- Reduced the need re-wash by half.
- Eliminated the use of fabric softener.
- Extended the linen life by eliminating the damaging effects residual alkildile, while keeping soft fluffy laundry.

**OTHER POLICY ADOPTED TO MINIMISE OVERHEADS:**

Initially the system followed in the housekeeping department was that every day the occupied guest room linen was changed even after it was just single used, this added up to higher overheads and operational cost. The resources like labour, equipment, chemicals, water and electricity etc was extensively used in washing of linen which was not soiled. Study was conducted to minimise these usages.

**POLICY IMPLEMENTED:**

Hotels have long and short staying guest, policy for long staying guest adopted was that the bed linen was changed every two days or if it got soiled, cards stating that 'Reuse Linen- Save Planet' were placed in the room for the guest to understand their role. Bath linen which was used and wet was taken for laundering, at the same time cards which were displayed in the guest room were also placed behind the bathroom door, hooks were fixed and tag of reuse was pasted. In this case the guest who believed in reuse of bath linen hung their linen on hooks. This helped the department by reducing laundry cost since the linen was reused and also awareness was created within the guests. After every check-out linen was changed. Many hotels in India adopted this policy- which proved beneficial by reducing the operational costs of the department by 50%.

**CONCLUSIONS:**

India being a great market for Hospitality Industry there are many major groups already operating. Hotels having an on premises laundry are also on a higher side, there are a few hotels who have implemented the ozone laundry system for example the Maurya Hotel in New Delhi which is a part of ITC group, but the ratio is less as compared to hotel industry abroad. Initially there was a mixed reaction from the guest regarding reuse but gradually it has gained a large support thus proving the implementations beneficial.

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