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LIST OF FACULTY AND PAPERS PUBLISHED

Sr. No.	Name of Faculty	Title of the research paper published
1.	Prof. Gokul Sonawane Prof. Balasaheb Shendage	Study of Socio-economic Development of Farmers through Agro Tourism in Ahmednagar District
2.	Prof. Gokul Sonawane Prof. Balasaheb Shendage	The land of wines - Nashik Valley, Maharashtra
3.	Prof. Harshal Kamble Prof. Nirmal Sancheti	Problem faced by human resource department in hospitality industry - A study of hotels in Ahmednagar city, Maharashtra, India.
4.	Prof. Abhijeet Gajjaralwar Prof. Pravin Rathod	A study of factor leading to staff turnover in kitchen of star hotels in Pune
5.	Prof. Pravin Rathod Prof. Abhijeet Gajjaralwar	A study of the factor influencing work culture of Pune hotels




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63973	Vietnam Journal of Computer Science	UNIV	Science	Springer Berlin Heidelberg	21968888	21968896	Vietnam
63975	Journal of Emerging Technologies and Innovative Research	UNIV	Science	IJPUBLICATION	23495162		India
63976	International Journal of Interdisciplinary Research and Innovations (IJIRI).	UNIV	Social Science	Shankar Vihar Indira Nagar Lucknow	23491218	23481226	India




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STUDY ON SOCIO-ECONOMIC DEVELOPMENT OF FARMERS THROUGH AGRO TOURISM IN AHMEDNAGAR

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Abstract

Agro tourism is complimentary to traditional agricultural activities. It is an opportunity for farmers to use the available resources in a diversified and innovative way. It creates a win –win situation to farmers as well as tourists. Farmers earn better from innovative use of available resources and the tourist can enjoy village life and nature in affordable prices. Not only that, the village is also getting benefited due to the development of agro tourism. Agro tourism not only brings development of farmers but to the village as a whole from social and economic angle. In spite of growing agro tourism, the fact remains that the government support through appropriate and conducive policies for agro tourism development is lacking and government should give priority to agro tourism business in Maharashtra through appropriate policy measures. The researchers had gathered data from 6 agro tourism centers and 60 tourists visiting agro tourism centers in Ahmednagar district for study the objectives set by them, which is been represented in the study. The study has shown positive and actual situations of the agro tourism centers in the study area chosen. There is lot of scope found for many other farmers who would like to get into the business of agro tourism to uplift their life socially and economically.

Keywords: Tourism, Agro tourism, Agro tourism centers, Socio-economic development, Farmers, Employment.

I. INTRODUCTION:

Tourism:

Tourism is now well recognized as an engine of growth in the various economies in the world (Kumbhar Vijay Maruti, 2009). Several countries have transformed their economies by developing their tourism potential. Tourism has great capacity to generate large-scale employment and additional income sources to the skilled and unskilled.

Today the concept of traditional tourism has been changed. Some new areas of the tourism have been emerged like Agro-Tourism. Promotion of tourism would bring many direct and indirect benefits to the people.

Agro-tourism is an innovative agricultural activity related to tourism and agriculture both. It has a great capacity to create additional source of income and employment opportunities to the farmers. (Vijay, 2009).

Maharashtra is one of the major tourist centers in the India and there is large scope and great potential to develop agro-tourism. Agricultural tourism has grown to be a Rs. 13.14crore industry in Maharashtra, despite not getting any financial or marketing assistance from the government. There are 136 set-ups across the state offering tourists a chance to experience a slice of rural life (findings of the survey carried out by ATDC, Baramati, Pune).(ATDC)

Agro Tourism:

Concept of Agro tourism: Agro tourism is the latest concept in the Indian tourism industry, which normally occurs on farms. It gives an opportunity to the tourists to experience the real enchanting and authentic contact with the rural life, taste the local genuine food and get familiar with the various farming tasks during the visit. Tourists can relax and revitalize in the pure natural environment. The urban life is becoming more hectic and complex. The corporate world has provided good employment avenues but along with this it has increased the stress level and the complexity. With the experience of Agro tourism the people can get relaxation. Because of the urbanization, many children as well as the adults do not have an idea about the rural life and the agriculture. Agro tourism provides them a chance to experience rural life and see the agricultural activities.

Agro tourism includes opening up farms to tourists from urban areas and from abroad, and letting them to take experience of rural life. Apart from telling them about the various crops and how they are sown and harvested, agro tourism exposes tourists to traditional food, handicraft, culture, music and language. Tourists can get an experience of rural activities such as bullock cart rides, milking cows and goats and picking farm fresh fruits and vegetables etc.



Elements of Agro-Tourism:

1. Farmer – In majority of the cases, farmers are less educated, less exposed and innocent. For a farmer, any outsider is a guest and is treated wholeheartedly without any commercial motive. Treating guests is pleasure for the villagers than pain. The farmer entertains the guest while entertaining himself in the process. He is not like an exploitative natured businessman which itself facilitate a clean tourism atmosphere.
2. Village – Villages, located far from the city lack urban facilities, but are blessed with natural resources. Investments are made by nature in the form of water bodies, fields, forest, mountains, deserts and islands. The community structure is more homogenous and treating guests is part of the culture rather than a professional activity leading to natural environment required for such form of tourism.
3. Agriculture – Rich resources in agriculture namely land, water and plants are unique from place to place bringing diversity and creating curiosity. Each field is unique which adds to the attraction of tourists. The way of cultivation and the products are great attraction to the urban population. Indigenous knowledge of rural people is a wealth, which adds to the novelty and the curiosity of urban population. Combination of farmer, village and agriculture creates a wonderful situation which provides unlimited satisfaction to the tourist especially from urban areas.

Significance of study:

- Problems in agriculture today – Huge investment and limited earnings due to human created barriers and natural calamities
- An opportunity to the marginal and small farmers to improve their
 - Economic upliftment
 - An additional source of income
 - Generation of employment
- Base for future research in the field of agro tourism

Aim:

To Study Socio-Economic development of farmers through agro tourism in Ahmednagar

Research Objectives:

The objectives of this research are as follows:

- To know the conditions of growth of agro tourism in Ahmednagar
- To find the importance and role of agro-tourism in the development of farmers to improve their socio-economic status
- To identify future opportunities of agro-tourism

Hypothesis:

1. The agro-tourism is an additional co-activity for the farmers. It provides additional income source and employment opportunity to the farmers and rural peoples. It gives new look for the agri-business.
2. There is a significant relationship between agro tourism and infrastructural development.
3. There is a significant relationship between agro tourism and services provided by the agro tourism centre.
4. There is a significant relationship between agro tourism and the satisfaction of the visitors.

Limitations:

- The study was limited to the agro tourism centers located in Ahmednagar
- Sample size was limited to 8 agro tourism operating farmers' and 100 tourists visiting agro tourism centers out of which researcher was able to meet 6 agro tourism operating farmers and 60 tourists visiting agro tourism centers. Thus the questionnaires were completely filled by the 6 farmers & 60 tourists included for the study.
- Time, Money and energy were the three major constraints.

STUDY AREA:

- The study was limited to the agro tourism centers located in Ahmednagar district
- Ahmednagar is the largest district in the Maharashtra state. The first sugar factory on cooperative basis was established in Ahmednagar district.
- Ahmednagar has great historical importance as it was the capital of Nizam Shah.
- Ahmednagar has famous Ahmednagar Fort situated on Land and monument like Farahbagh, Salabat Khan Tomb, etc.
- Ahmednagar has world famous pilgrimage city of Shirdi, Newasa, Shani Shinganapur, Meherabad, Anand dham, Siddhatek and many more.



II. REVIEW OF LITERATURE:

Agritourism is a form of niche tourism that is considered as a growth industry in many parts of the world, including Australia, Canada, the United States, Srilanka, and the Philippines. (Wikipedia, Agritourism – evolution, 2012). Agritourism overlaps with ecotourism, geotourism, and culinary tourism. Other terms associated with Agritourism are "agritainment", "value added products," "farm direct marketing", and "sustainable agriculture".

Laurie S. Z. Greenberg (2006) noted about Agritourism business in U.S. that, Nature tourism and Agritourism are the two fastest growing segments of the tourism market in the U.S., with 30% growth expected in the period 1997-2007.

HyungsukChoo (2012) and Ilsson PA (2002) noted that overall, rural tourism, where Agritourism is a subset, experienced an annual growth rate of 6% in North America as well as Europe from 2002 to 2004. According to one nationwide study conducted by Barry JJ, Hellerstain D. in 2004, 62 million Americans visited farms one or more times in 2000, which corresponds to almost 30% of the population.

Dan Bernardo, Luc Valentin, and John Leatherman (2004) mentioned that, Agritourism and other forms of on-farm diversification have grown into an increasing requirement for financial stability in farm businesses across Western Europe. About one-third of all farm businesses in the United Kingdom are now engaged in non-traditional agricultural enterprises, and farmer involvement in Agritourism in France and Italy is even higher. Belinda Xarba, HidajetShehu (2011) noted importance of Agritourism development in European countries. Stating the need of Agritourism they point out that, Structural changes in economies are causing severe stress in many rural areas especially for those with a high dependence on agriculture.

As noted by Dr. S.M.P Senanayke, Rev. Dr.WijitapureWimalaratana (2005) and S.H. P. Malkanthi and j. K. Routry (2011) Agritourism sector of Sri Lanka is still in its initial stages.

The remarkable increase in the interest surrounding the concept of agro-tourism of other countries is influencing the development of Agritourism in Sri Lanka.

Tourism is a very significant contributor to the GDP of any country and is a crucial tool for employment generation, poverty alleviation and sustainable rural development. India basically being a rural economy, rural tourism and agri tourism hold an important place in facilitating development.

As per the census 2011 data, population of India is 1.21 billion. It means it has increased by 870 million since independence. India accounts for 17.5 % of the world's population, whereas it has an area of 3,287,240 sq. km i.e. only 2.4 % of the total surface area of the world. The agricultural land is getting divided and subdivided per generation which has increased the number of marginal farmers and low land holders (Agriculture Census Report 2015-16). Because of globalization and industrialization the existence of agriculture is threatening. This forces farmers to look for additional income via job or business so as to sustain their household income.

Research methodology:

Data Collection:

The Researcher collected Primary data by administering separate questionnaires for farmers practicing agro tourism and the tourists visiting.

- Research design: Descriptive research
- Sample size: The total sample size was:
 - 1) Farmers / Owners of 6 agro tourism centers in Ahmednagar
 - 2) 60 tourists visiting at agro tourism centre

The secondary data was also collected to augment the study. Before the actual data collection the researcher collected introductory information from various research articles on Agro tourism available in books, journals, magazines and through internet.

Results and Discussions:

Findings of the data collected in the form of the questionnaire from the respondent farmers and the tourists visited the agro tourism centers. The questionnaire was properly filled in by conducting interviews of farmers running agro tourism centers and tourist visited.

A. Results of the respondents –Owners / Farmers of agro tourism centers

1. Respondent first heard and practiced Agro Tourism:

The researchers found that, all the respondent farmers and land owners were having very less knowledge and heard about the concept of Agro tourism for more than 5 years span of time. All have started their agro tourism centers in their lands as they found that this is one way they could survive in the agriculture and this will be one way to keep the earning going on.



2. Tourism related activities available in farm:

The agro tourism centers have provided facilities of varying nature. Most of them provide basic entertainment facilities, various games for the children to attract tourists. The same are included in the packages provided by the farm. This includes entry fee, welcome drink, breakfast, lunch, evening tea and all the entertainment facilities. Most of the packages are offered for one day from 9:00 am to 5:00 pm. Vishwakirti and Laxmiagri tourism centers also offer 24 hours packages at different rates for the travellers wish to stay overnight, to conduct conferences, small get together, meetings, etc. Two agro tourism centers provide agriculture education to tourists. Animal husbandry is also a part of activities for the tourists who are interested to actually do and learn the agricultural activities.

3. Manpower engaged in agro tourism activity at the farm:

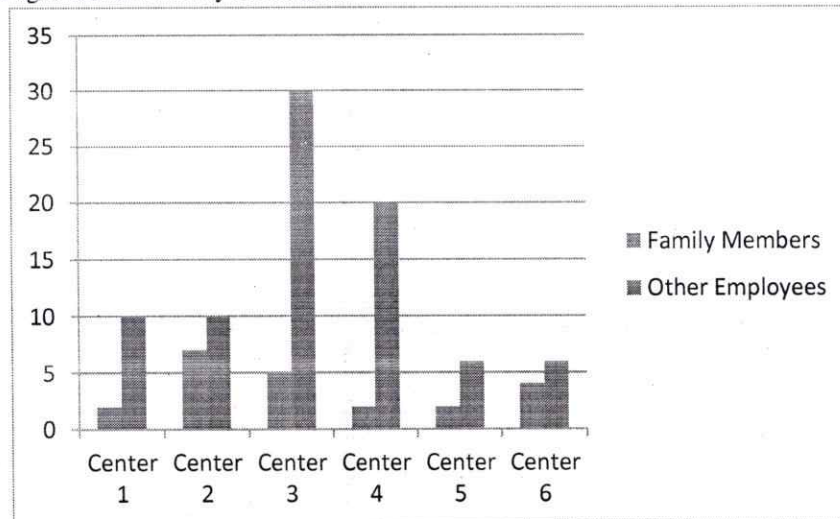


Fig. - Manpower engaged

From the above chart, it is crystal clear that, agro tourism is an opportunity to create employment for self and others to get additional source of income. It is a helping hand for the farmers who suffer losses from agricultural resources due to natural calamities and manmade barriers.

4. Expenses on salary to other employees (in Rs.)

Sr. No.	Respondent	No. of Employees	Salary given (Per Month per employee)	Total Expenses on salary
1	Vishwakirti Agri Tourism Center	10	6000/-	60000/-
2	Ranwara Sahal Kendra	10	5000/-	50000/-
3	Laxmi Agri Tourism Holiday Homes	30	7500/-	225000/-
4	Saiban Agro Tourism Center	20	7500/- to 9000/-	150000/- to 180000/-
5	Agatya Agri Tourism Center	6	5000/-	30000/-
6	Sundarbag Agri Tourism Center	6	6000/-	36000/-

Table 1. Expenses on salary to other employees

From above table 1, it clearly shows an agro tourism activity generates an amount of employment which definitely help many families to get definite income. Laxmi and Saiban agro tourism firms have majority of employees employed and paying good salaries to a member.



5. Monthly sales of agro tourism centers:

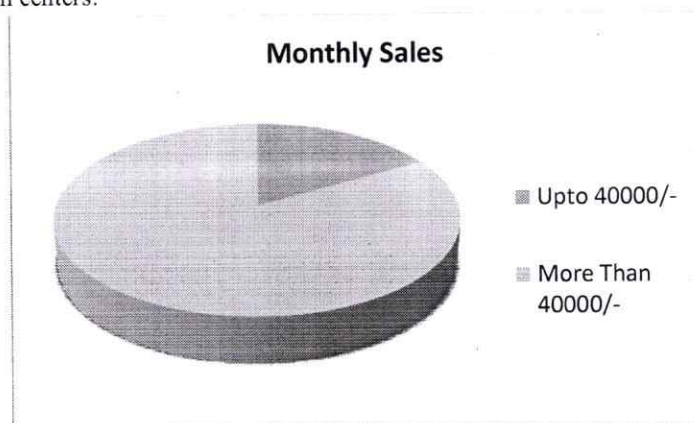


Fig.- Monthly sales

From the above chart, researcher find that almost 83.33 % of farmers drawn more than Rs. 40000/- sales from their agro tourism centers, which is quiet enough to get extra income.

6. Monthly net profit:

Sr. No.	Respondent	Net Profit (in Rs.)
1	Vishwakirti Agri Tourism Center	Up to 100000/-
2	Ranwara Sahal Kendra	30000/-
3	Laxmi Agri Tourism Holiday Homes	10000/-
4	Saiban Agro Tourism Center	10000/-
5	Agatya Agri Tourism Center	10000/-
6	Sundarbag Agri Tourism Center	20000/-

Table 2. Monthly net profit

Table 2. shows, the figures of monthly net profit a farmer makes through agro tourism activity. This clearly shows that after deducting all the expenses they could make out something to them, which is impossible to make from agricultural resources if the conditions are not in favour. The farmers even get less than they put into agriculture products.

7. Income drawn from agricultural resources before running agro tourism centre:-

Many farmers have not disclosed their earning from agricultural resources they were drawing. However all were agreed to the fact that they are getting good income from agro tourism center. A center even made more than 10 lakhs of sales yearly which was double the income drawn from agricultural resources.

From all the above responses recorded, the researchers have come to the result that more farmers should come into this business and start their own agro tourism centers to upgrade their life, creating employment to others and become an employer.

8. Drawing more value than market price to the products sold

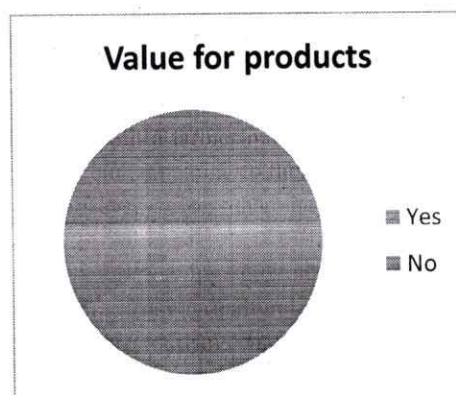


Fig. - More value for products



From above chart, researcher came to know that 66.67 % of agro tourism centers selling agricultural products earn better prices than market rates and that to at their own place, which reduces the costs of labor, transport, porter, etc. This definitely saves on these costs and gives better prices to the goods sold.

9. Promotional activities carried out to advertise farm tourism



Fig. - Promotional activities

Chart shows that, only 50% of agro tourism centers have done promotional activities to market their places. This included hoardings, banners, posters, local TV and FM news channels, etc. Others were getting the tourists only through mouth publicity by the tourists who have been to their farms earlier. Most of them have repeat customers.

10. Support from Govt. and Government agencies:

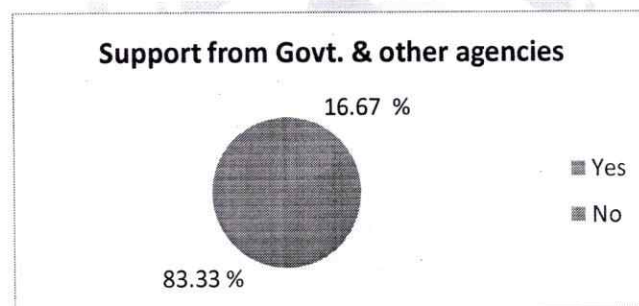


Fig. - Support from Govt. and Government agencies

The result of the chart depicts that, a majority of respondents believed that there is no support from the government and other agencies to agro tourism in Maharashtra, 83.33% of the respondents are of the above opinion. Only 16.66 % respondents believed that there is a support by the Government that to for permissions and licenses issued to the agro tourism centers.

However the Government of Maharashtra and the Tourism department should work together to promote agro tourism and attract most of the farmers to this activity in order to make agro tourism very popular with all good facilities and services to give the farmers a better quality of life and to enrich rural tourism through agro tourism activity.

B. Results of the respondents – Tourists visiting agro tourism centers

1. Tourists information about the concept of Agro-tourism

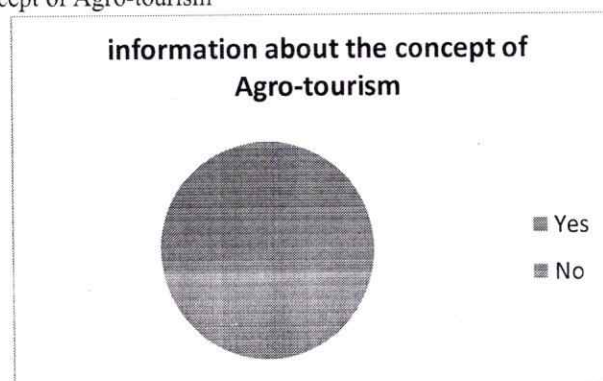


Fig. - Tourists information



Above chart shows that, 71.66 % of tourists knows the concept of agro tourism. This represent the awareness of the people towards agro tourism as a source of their enjoyment, to experience rural tourism far away from their daily routine. Only 28.34 % of respondents not knowing agro tourism thoroughly as they are less interested in this subject.

2. The tourists will visit such site in future?



Fig.- tourists will visit such site in future?

The above chart shows that, there is tremendous opportunity for the agro tourism to grow as 81.66 % of tourists shown positive interest for visiting an agro tourism sites in future course of life. This represents the scope of agro tourism to flourish more and more day by day.

3. Why people visit an agro-tourism activity:

Sr. No.	Response	No. of Respondents	Percentage %
1	Urban Pressures	06	10
2	Tensions	06	10
3	Utilize holiday	25	41.66
4	Need to be close to nature	10	16.66
5	Adventure	03	5
6	Any other	10	16.66
	Total	60	100

Table 3. Why people visit an agro-tourism activity

Table 3 shows, the reasons for attending agro tourism activity by the tourists. 41.66 % tourists have been to an agro tourism sites to utilize their holidays with their family and friends. As they get time to spend with their family. Instead of TV shows, mobiles and other entertainment in home tourist give preference for outing. 16.66% people wanted to be close to the nature, to get relaxed and refresh themselves in the presence of natural surroundings which are readily available at the agro tourism centers. 10% people want to come out of their daily life pressures as job, assignments, targets, completions, etc. 5% people would like to go for adventure sites.



4. Tourists enjoy being in the agro-tourism activities:



Fig.- Tourists enjoy being in the agro-tourism activities

Above chart shows that 60% tourists enjoy at agro tourism centers, as they are close to nature, see birds and animals in farm, see the rural culture, taste the rural food and drinks, participate actually in agricultural works, play rural games, etc which create interest among tourists in agro tourism. More than 33% visitors are also accepting the above things.

5. Response for the services in the agro-tourism activities:

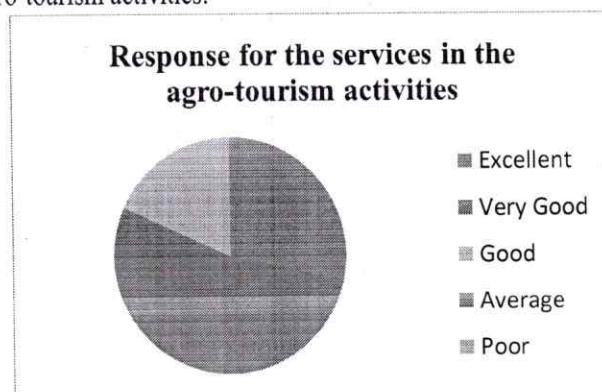


Fig.- Response for the services in the agro-tourism activities

Above chart shows that, more than 50 % of visitors are satisfied with the services in the agro tourism centers which helped them to enjoy their holidays and fulfill their purpose of visit. The services of food, accommodation, stay, activities at the farm place plays an important role in increasing the level of satisfaction of visitors. 28.33 % visitors have rated these services as excellent and are fully satisfied. These visitors are the regular visitors of agro tourism site.

6. Response for stay in agro-tourism center

Sr. No.	Response	No. of Respondents	Percentage %
1	One day	51	85
2	Two days	08	13.33
3	More than two days	01	1.66
	Total	60	100

Table 4: Response for stay in agro-tourism center

The table 4 shows that, the visitors have enjoyed their holidays at farms for one day. 85% visitors have visited an agro tourism sites for one day, which is sufficient for them to get refreshed and spend time with family. 13.33% visitors have been to the farms for 2 days with overnight stays.



7. Response for accompanying with:

Researcher found that 46.66 % visitors had visited ATC's with their family, followed by individuals and group. The size of family members included 1 - 2 adults and 1 - 2 children. The visitors with their friends visited were in a group of 3 - 10 numbers. While there were few couples also visited in a number of 1 - 2.

8. Total expenditure of the day / stay:

The agro tourism centers have packages offered to the visitors. One day package includes entry fee, welcome drinks, breakfast and /or lunch, various activities at the farms as rides, boating, swimming, entertainments, etc. The basic charges for these facilities were ranging on an average price from Rs. 500/- to Rs. 600/- for adults and Rs. 400/- to Rs. 500/- for the children of between ages of 4 years to 12 years, below 4 years are free.

Thus on an average a family of 2 adults and 2 children were spending Rs. 500/- to 2000/-. The family staying in the farms for 2 days or overnight stays need to pay minimum charge of Rs. 2000/- to 4000/- for the entire stay, which provides an option for a family to enjoy together.

9. Experience of the tourists at the farm: Two third of visitors had great experience at the agro tourism sites, which made their purpose of visiting the sites and they will be sharing the experiences with friends & colleagues. This shows that there is a strong demand among people for such kind of places. 97% tourists also would like to visit the agro tourism places again and again in future as it is the best way to come together with family and friends to get refreshed and relaxed.

III. HYPOTHESIS TESTING:

Hypothesis –

1. The agro-tourism is an additional co-activity for the farmers. It provides additional income source and employment opportunity to the farmers and rural peoples. It gives new look for the agri-business.
2. There is a significant relationship between agro tourism and infrastructural development.
3. There is a significant relationship between agro tourism and services provided by the agro tourism centre.
4. There is a significant relationship between agro tourism and the satisfaction of the visitors.

Table 1. A Chi- square test (type of non-parametric hypothesis test) is used, to determine the significant relationship between agro tourism and infrastructural development, service provided as well as satisfaction of the visitors.

The formula for the chi-square statistic used in the chi square test is:

$$\chi^2 = \sum (O - E)^2 / E$$

Step 1: To find value of Chi square by preparing table of observed and expected values as follows:

Observed Value (O)	Expected Value (E)	O - E	(O - E) ²	(O - E) ² / E
17	17.14	-0.14	0.0196	0.0011
32	17.14	14.86	220.8196	12.88
11	17.14	-6.14	37.6996	2.19
31	17.14	13.86	192.0996	11.2076
13	17.14	-4.14	17.1396	0.999
15	17.14	-2.14	4.5796	0.267
01	17.14	-16.14	260.4996	15.1983
120	119.98	0.02	732.8572	42.743

Table: Hypothesis Test - Chi Square Test

From the above table, we find the value of Chi square i.e. $\chi^2 = 42.783$

Step 2: Level of Significance 0.05%,

Step 3: Degree of Freedom

$$= n-1$$

$$= 7-1$$

$$= 6$$



Step 4: The critical value is 15.51

From the above table 4.3.1 it is inferred that after applying the chi-square test for Hypothesis Testing, the calculated value is 42.743 which is more than the Chi-square Table value which is 15.51, this concludes that there is significant relationship between agro tourism and infrastructural development, service provided as well as satisfaction of the visitors.

SUGGESTIONS AND RECOMMENDATIONS:

During research work researcher collected the various facts and analysed them and findings were outlined. There are few suggestions researcher would like to recommend:

For the Farmers:

Agro-Tourism is a one of the business activity. So, farmers must have commercial mind and some marketing techniques for the success. For the better success in the agro-tourism farmers should follow the following things:

- Farmers should start agro tourism centers to develop their economic, social and overall growth
- Create all the required facilities if possible to attract maximum tourists to the centers.
- Understand the customer's wants and their expectations and serve accordingly.
- Shall provide agriculture education and actual working in their farms.
- Shall do the marketing on a large scale as there are very less promotion done by the centers.
- Should have up-to-date website and information included, as most of the tourists first check the sites and then decide to visit the spot or not
- Develop contacts with the schools, colleges, NGOs, clubs, unions, organisations etc.
- Train their staff or family members for reception and hospitality
- Take visitors feedback and comments about the service and suggestions to more development and modification

For the tourists:

- Should visit agro tourism centers at their convenience to the agro tourism centers
- Help farmers to promote their agro tourism centers through word of mouth as well as social media, this act will definitely help others to know about it and people may think to visit such centers

For the Government and Tourism Development Corporation of Maharashtra:

- The researcher suggests that Government should support Individual farmers with financial schemes to develop their agro tourism centers including safety and security, accessibility to agro tourism centers, good infrastructural facilities, etc.
- Tourism Department of Maharashtra should set up their unit or office at Ahmednagar for farmers to connect them easily for any help they want
- Government should come up with some sort of marketing and promotional activities to promote agro tourism nationally in India, as this is the neglected area by the government

IV. CONCLUSION:

Agro-Tourism Centers:

Agro-Tourism has the potential to change the economic face of traditional agriculture. The benefits of agro-tourism development are many folds. It would bring many direct and indirect benefits to the farmers and rural people. Some of the benefits are following:-

Benefits to farmers:

- **Economic Development:** Agro tourism generates additional income source for the farmers and their family to protect against income fluctuation.
- **Opportunities:** Agro tourism generates employment opportunities to farmers family members and others
- **Social Development:** It creates social respect in the society thus social development of farmers is achieved
- **Improved life style:** Agro tourism helps to improve the quality of life of a farmer: Farmers can improve their standard of living due to the contacts with urban peoples.
- **Sell Agri Produce:** Agro tourism is good opportunity to sell agriculture produce to the visitors and earn more value than market value
- **Cultural transformation:** Agro tourism helps in cultural transformation between urban and rural peoples including social moral values
- **Conservation and enhancements of natural environment:** Agro tourism helps in conservation and enhancements of natural environment in the rural areas



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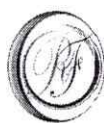


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THE LAND OF WINES – NASHIK VALLEY, MAHARASHTRA

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Email Id:- balasahebshendage@gmail.com**ABSTRACT**

In the present paper an attempt is made to study the growth of wine industry in Nashik district. A wine making is an ancient art and fruit processing technique. All over the world, wine is produced on large scale. Wine making is progressing at a very fast pace, from last decade. There are 45 wineries in the district and produced 137.66 lakh liters and sold 136.85 lakh liters wine in the season 2015-16, which establishes 'Nashik as the wine capital of India'. The study has observed that wineries are mostly concentrated in Dindori, Niphad & Nashik tahsils of the district. The area under grape cultivation is increasing by around 300 acres every year, to meet the demand of wineries in the district to produce their wines. The way acreage is expanding; grape production today is enough for all the wine producers. Infrastructural & basic development facilities provided by wine park in Vinchur near Nashik, healthy wine grape production in throughout the district, favorable conditions of climate, marketing, innovative farmers & foreign collaborations have developed the wine industry in the district. For the present study primary & secondary data is collected from the field work and the department of State Excise, Nashik Division, Nashik.

Key words: Wine, Policy, Wine Park, Production & sale, Growth**INTRODUCTION**

Wine is one of God's choicest gifts to man. Wine is an alcoholic beverage obtained by fermenting the juice of freshly gathered grapes in the district of origin, according to local customs and traditions (Andrews S. 2009). Wine is the important product of the grapevine. Wine is produced and consumed all over the World since ancient times.

Since the very inception Indians had the native familiarity with Wine. This becomes apparent with the artifacts found at the sites of Harappan Civilization. During ancient times wine was often referred to as Somarasa; soma is mentioned in Vedic scriptures as well. Also the reference of Drakshasava is found in ayurvedic texts which was basically a delicious digestive preparation made from ripened red grapes, cinnamon, cardamom, nagkesara, vidanga, tejpatra, pippali, and black pepper and contained natural alcohol.

Since almost a thousand years or so, wine is being made in India. India's larger wine producing areas are located in Maharashtra, Karnataka and Telangana. Within the Maharashtra region, vineyards are found on the Deccan Plateau and around Nashik, Baramati, Sangli, Pune and Solapur. The high heat and humidity of the far eastern half of the country limits viticultural activity.

Nashik is the major quality grape growing area in Maharashtra, India. Grape wine making is gradually picking up in Nashik district from last one and half decade. Government of Maharashtra announced a 'Wine Policy' in 2001. It has resulted in opening 33 new wineries in the Nashik district. Government of Maharashtra had appointed Maharashtra Industrial Development Corporation (MIDC) as a nodal agency to implement wine policy. MIDC had established 'Godavari Wine Park' at Vinchur, near Nashik. At present there are 45





wineries in the district which has shown continuous growth in wine production last three years, as 69.82 lakh liters in 2013-14, 88.93 lakh litre liters in 2014-15 and 136.85 lakh liters in 2015-16.

Nashik district is the largest wine producer not only in Maharashtra state, but also in India. Now Nashik is called as 'Wine Capital of India', as half of the Maharashtra's wineries are based in the district. The wineries from Nashik contribute to a whopping 80% the total sale in the domestic market. There are a total 101 wineries in the country including 83 in Maharashtra. Out of these 45 wineries are based in Nashik alone.

STUDY AREA:

The Nashik district is situated in the Western ghats part of the Maharashtra. Nashik district is the third largest district in Maharashtra in terms of area occupying an area of 15,582 square kilometres in the North Maharashtra region extending from 19° 59' 39" North Latitudes and 73° 47' 50" East Longitudes. It is bounded by Dhule district to the north, Jalgaon district to the east, Aurangabad district to the southeast, Ahmadnagar district to the south, Thane and Palghar districts to the southwest, Valsad and Navsari districts of Gujarat State to the west, and The Dangs district to the northwest.

The terrain is hilly with elevation range of 2,000–2,400 feet (610–730 m) with an inverse climatic condition with warm average day temperature of 26° C (79° F) and night cold temperature of 7–8 °C (45–46 °F), which are ideal conditions for the growth of grapes used for making wine with characteristic flavor of the Nashik valley. The yearly rainfall typically totals ca. 700 mm, but most of this rain falls in the summer months with the arrival of the monsoon. The Western Ghats serve to shelter the Deccan Plateau from excessive rain. Following pruning in November, drip irrigation is common until harvesting which usually takes place in late January to March. The soil condition consists of red laterite with good drainage conditions and generally with chemical properties suitable for growing wine grapes. The water quality is also stated to be ideal for growth of quality wine grapes. Other factors such as humidity of 86%, microclimatic conditions, land and water also contributes & is most favorable for grape cultivation in Nashik. Hence wines produced here are of the best quality.

OBJECTIVES

The present research was undertaken with the following objectives:

1. To study the favorable conditions for the development of wine industry in Nashik district.
2. To study the growth of wine industry in Nashik district.

DATABASE AND METHODOLOGY

The present research study is based on primary and secondary data. The primary data has been collected through sample survey and personal interview throughout the study region in the year 2012-13 to 2015-16. Secondary data obtained from socio-economic abstract of the Nashik district census handbook, Agricultural office, State Excise office of Nashik district and websites. Statistical tools like % age, average have been used in the research.

WINE PRODUCTION IN NASHIK DISTRICT

Nashik district has entered around year 2000 into wine industry. The district has achieved good success in the production of quality wines. Nashik wine producers make distinctive and classic wines with the use of imported rootstocks. The good draining land of the region, long sunny days and dry climate produces excellent grapes.

Earlier there were only four wineries in Maharashtra before the state government announced the 'Maharashtra Grape Processing Industrial Policy: 2001'. The government of Maharashtra has set up specialized state of the art Godavari Wine Park, at Vinchur, in Nashik district. The government has appointed Maharashtra Industrial Development Corporation (MIDC) as a nodal agency for the establishment of grape wine parks. The MIDC has developed infrastructure facilities like good roads, water supply, effluent treatment plant, quality control & analytical laboratory, power, telecom, bank, post and the mother unit. The





main objective behind developing wine parks is to provide the smallest farmer an opportunity to set up his own winery, at less investment if it is set up at the wine park. This has resulted into increasing the number of wineries and the wine production. As there are total 101 wineries in the country including 83 in Maharashtra. Out of these 45 wineries are based in Nashik district alone which shows a growth of wine industry throughout the Nashik district. In majority most of the wineries are concentrated in the Dindori, Niphad & Nashik tahsil. At present 5 wineries have stopped their production & 1 winery has temporarily closed operations.

Some of the vineyards import grape rootstocks from various parts of the world and planting them to produce different varieties of wine grapes. They also have appointed foreign master wine makers and advisors for making their wines world class. Vineyards have partnered with some great wine providers throughout the world to ensure their wines to be delivered direct to the door of every customer.

Table 1 Tahsil wise Distribution of wineries in Nashik District:

Sr. No.	Tahsil	No. of Wineries	% of Location
1	Baglan (Satana)	01	2.22
2	Chandvad	--	--
3	Deola	01	2.22
4	Dindori	16	35.56
5	Igatpuri	03	6.66
6	Kalwan	01	2.22
7	Malegaon	01	2.22
8	Nandgaon	--	--
9	Nashik	06	13.35
10	Niphad	15	33.33
11	Peint (Peth)	--	--
12	Sinnar	01	2.22
13	Surgana	--	--
14	Trambakeshwar	--	--
15	Yevla	--	--
Total		45	100

Source: State Excise Department, Nashik Division; Nashik, August 2016.

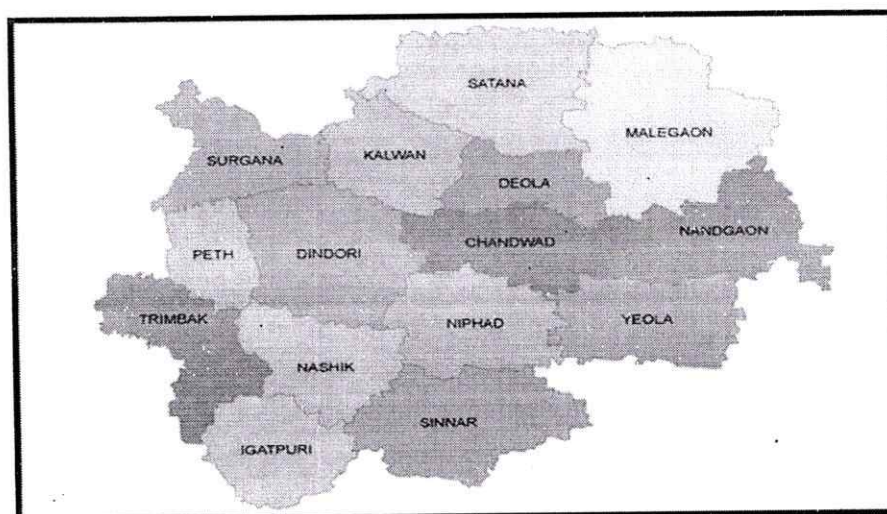


Fig. Map: Tahsils in Nashik District





Table 1 reveals that the Tahsilwise distribution of the number of wineries in the 2015-16 in the district. Although the largest number of wineries are concentrated in the Dindori, Niphad and Nashik tahsil.

The total areas under grape plantation in the district has increased from 1.50 lakh acres in 2014 - 2015 to 1.75 lakh acres in the grape season 2015 – 2016. Every year, the area under grape cultivation is increasing by around 300 acres to meet the demand of wineries in the districts to produce their wines. The way acreage is expanding; grape production today is enough for all the wine producers.

Wine consumption in countries like France and Italy is 60 to 70 litres per person per year, 25 litres in USA, 20 litres in Australia and 4 litres in China. But wine consumption in India is literally a sip, 4 to 5 ml per person per year. But there is no cause for alarm. Our wine industry has wide scope to grow if we considered our population. The education, awareness & improving tastes of Indian palates are showing increase in the wine consumption all the way. Wine tourism has helped a lot in creating awareness and educating the people to promote the wine sales & consumption.

Table 2 Wine production in Nashik District 2012-13 to 2015-16

Sr. No.	Year	Wine Production (Lakh Liters)	Growth Rate %	Wine Sales (Lakh Liters)	Growth Rate %
1	2012 – 2013	59.56	--	78.59	--
2	2013 – 2014	69.82	17.23	97.32	23.84
3	2014 – 2015	88.93	27.36	121.44	24.78
4	2015 – 2016	137.66	0.55	136.85	0.13

Source: State Excise Department, Nashik Division, Nashik, August 2016.

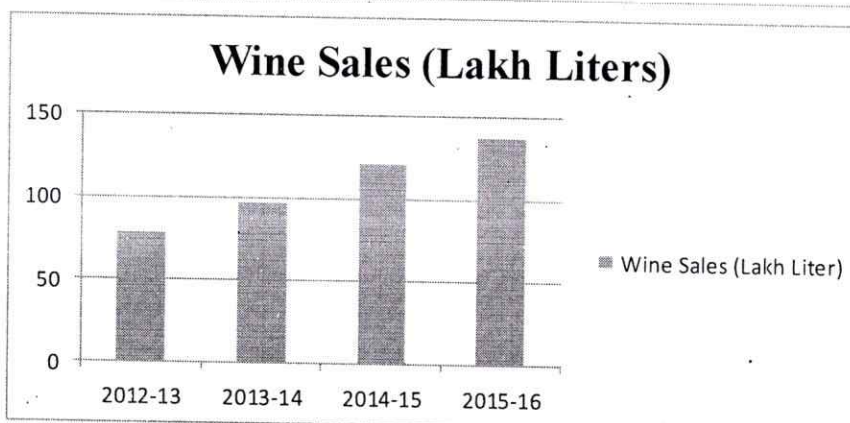
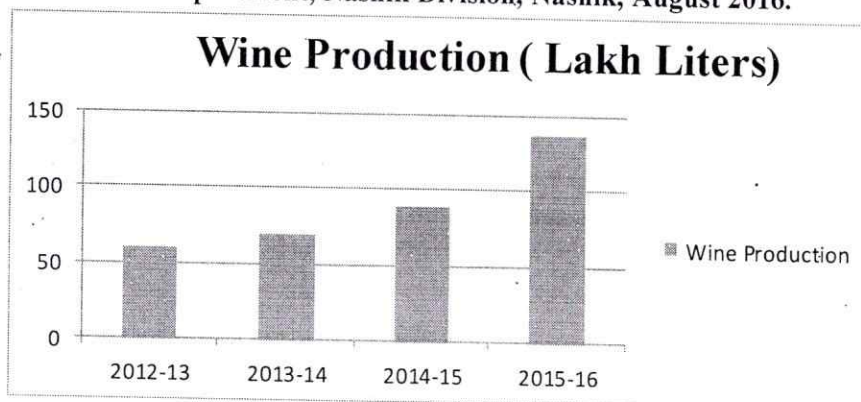




Table No. 2 shows the wine production in Nashik District for the year 2012-13 to 2015-16. By referring the above table, it is observed that the production of wine in 2012-13 was 59.56 lakh liters, which has been continuously increasing up to 137.66 lakh liters in year 2015-16, the growth is more than double in 3 years span of time.

The table also shows the figures for the sale of wines. In the year 2012-13 industry made sale of 78.59 lakh liters, whereas the same has increased to 136.85 lakh liters in 2015-16, which is almost doubled in 3 years' time. This proves consistency in growth factor due to the quality of wines, new techniques, grape varieties, foreign collaborations and support from State Government.

CONCLUSION

The study shows, that the wine industry in Nashik district has achieved continuous growth with the development of wine production and sales. The favorable conditions for grape cultivation are temperature, soil, rainfall, foreign collaborations and support from State Government and that helped for the progress of wine industry.

Incentives & profits motivated farmers to plant and cultivate new wine grape varieties instead table grapes, which have been contracted by the wineries to produce quality wines. This has also increased area under grape cultivation & largely contributed for the growth of wine industry not only in quantitative sense but in qualitative terms as well.

Wine production in Nashik district is mainly concentrated in Dindori, Niphad and Nashik tahsil. Dindori, Nashik, Igatpuri are the major players in the table grapes production since long time. The above mentioned factors motivated farmers to grow wine grape varieties, which contributed towards the development of industry. In Niphad tahsil, which is close to Nashik has a well developed wine park – Godavari Wine Park, constructed by MIDC, given helping hand to the small entrepreneurs to set up their wineries at low investment. Thus these areas come up with a good number of wineries which also contributed to the success of the wine industry in Nashik district.

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ABSTRACT

Human Resource is one of the most important element of every organization to achieve the goals and targets. Human Resources Department plays a very significant role in the construction of ecstatic and healthy working conditions. Hotel industry also has a major impact of Human Resources, which empowers the management to consider employees as an asset. The hospitality industry often needs to deal with employee related issues, and those working in human resources are there with the responsibility of fixing them.

Ahmednagar, as one of the historic city and prime destination for tourists, the hotel industry now gaining popularity in this city. Thus keeping this in mind and understanding the importance of growth of hotel industry, it is essential to be aware of the concerns of employees, who will be the pioneers for the same. Considering the rapid hike in the business of hotels, the requirement of manpower to work in various areas, turn out to be an essential issue for the management. Thus, it becomes absolutely vital to deal with this aspect wisely.

Following research aimed at to understand the problems faced by Human Resource Department in the various hotels of Ahmednagar city, by evaluating their working conditions, growth measures and policy implementations.

Key Words – Human Resources, Working conditions, Employee issues, policy implementation



❖ INTRODUCTION

Human Resource Management is an organizational function which helps in providing proper direction to the people working in an organization. It also helps in managing and recruiting man power.

It is a function which deals with issues related to training, administrating, employee motivation, benefits communication, wellness & safety, organizations development, performance management, hiring and compensation. Human Resource Management is a function that involves a lot of activities. But the main challenge arises during staffing.

The hospitality industry revolves around people: guests and the employees serving them. Combined with the fact that hospitality is highly competitive and fast-paced, it's no wonder human resources departments encounter myriad problems on a daily basis. The good news: HR can moderate many challenging issues through preventative measures. Add leadership and employee appreciation, and you can keep problems in hospitality to a minimum[5]

It has been reliably estimated that 75% of businesses do not have an employee agreements and employment related policies & procedures. In the event of a dispute the law will decide for you and this almost always goes against the employer[9]

Contemporary international literature identifies three major human resource management (HRM) issues as being critical in the hospitality industry across the globe, both currently and in the future. They are: service quality, training and development, and staff recruitment and selection. The results suggest that although most participants perceive these issues as significant and challenging, they are focused mainly on operational rather than strategic solutions for dealing with these issues. It is argued that the current and emerging challenges facing the industry demand an approach to HRM that is far more strategic than the traditional focus of personnel administration. The implication is that HRM has a key role to play in creating and sustaining competitive advantage in hotels.[10] A particular strength of this study was its use of face-to-face interviews, which enabled a more intensive exploration of the thinking of participants than is often the case with quantitative surveys

❖ LITERATURE REVIEW

The research paper “Human Resource Management Challenges in the Hotel Industry in Taiwan” by Hui-O Yang & Nita Cherry, [Issue 4, 2008] has shown a very important factor that affects the working of the HRD. It focuses the impact of the employee working methods on service quality and customer satisfaction. The study describes three major human resource management (HRM) issues as being critical in the hospitality industry across the globe, both currently and in the future. They are: service quality, training and development, and staff recruitment and selection. The researcher have studied that these problems are commonly found in many establishments, whereas dealing with them is much difficult for Human Resource Department.



In the Article “Human Resource Issues in the Hospitality Industry.” Philip Lye have studied about the necessity of understanding employee issues in the article. The article states the impact of Employee problems that can lead to a serious complications for Human Resource Department. The author have also found that issues like selection & recruitment, training of staff, employee retention etc. can make an huge impact on the day to day workings of the organization.

❖ AIMS

1. To study various problems faced by Human Resources Department in the hotels
2. To evaluate the challenge of skilled labour availability

❖ OBJECTIVES

1. To analyze staff working conditions & turnover in hotels of Ahmednagar
2. To analyze the staff – management relations of the hotel
3. To study the various employee quality improvement programs conducted by hotels to train their employees.

❖ RESEARCH METHODOLOGY

✓ Data Collection

1. Primary data – Primary data was collected through a structured questionnaire. From various HR resources as well as from actual employees of the Research hotels. Also from face to face interviews of resources from the hotels of Ahmednagar city.
2. Secondary data – this information was collected through use of various online publications, Journals and internet.

- ✓ Population & Sample – Various hotels of Ahmednagar city which has all facilities of food & Accommodation were included in the population for the research work, whereas the reputed and newly opened, as well as, appreciated hotels by local people were considered as the sample for this research.

✓ Limitations

1. There were no star category hotels available for research in the city
2. There were very few hotels, having definite Human Resource Department in the hotel

❖ DATA ANALYSIS & INTERPRETATION

Following is the graphical presentation of the analyzed data collected during the research,



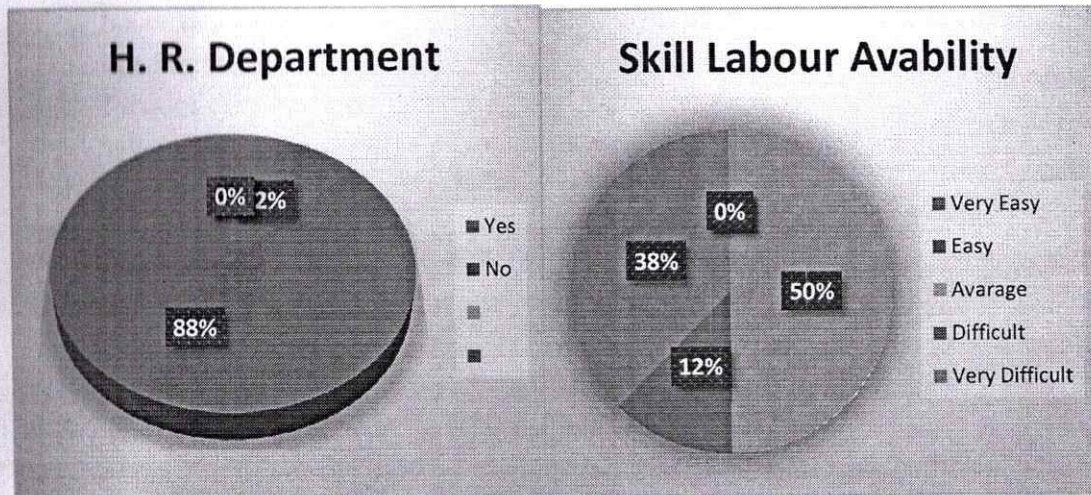


Figure 01 – Availability of Independent
H. R. Department in Hotels

Figure – 02 Availability of skilled labours in
Ahmednagar

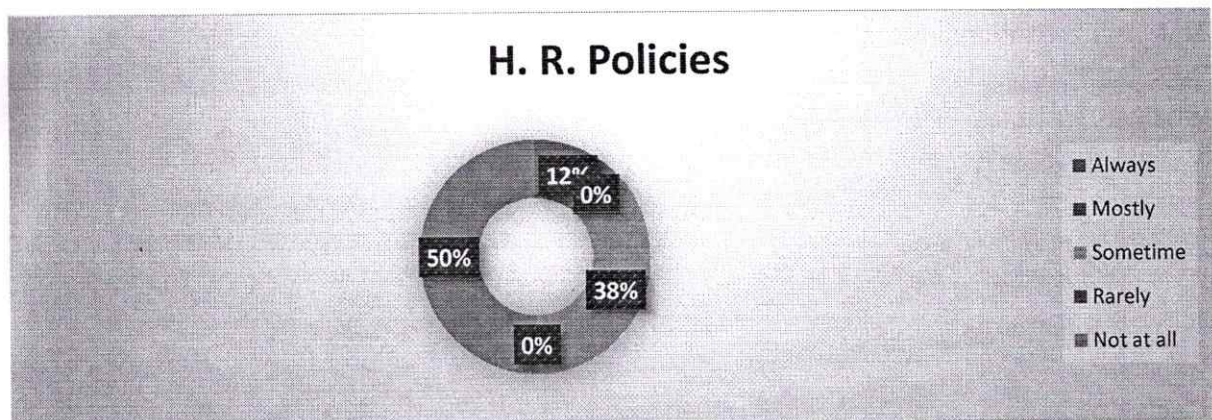


Figure – 03 Implementation H R Policies in hotel of Ahmednagar



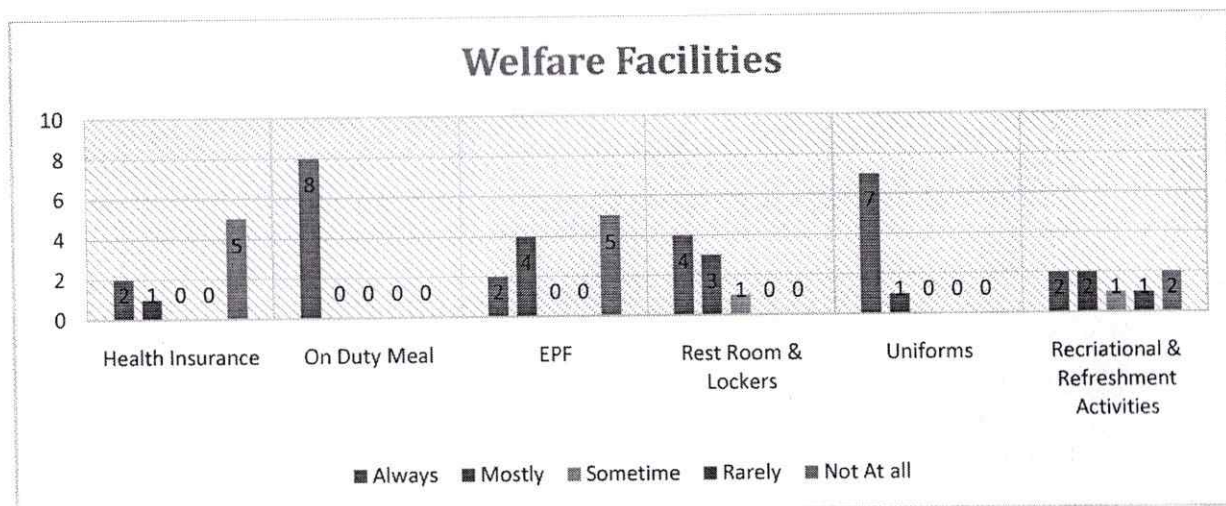


Figure – 04 Various Welfare facilities provided to employees



Figure - 05 most concern problems faced by Hotels

❖ OBSERVATIONS & FINDINGS

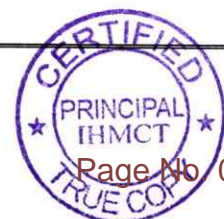
The analysis of the collected data is done on the basis of the information and feedback given by the sample during this research. It is observed that many of the hotels were below the rating of the star category but are renowned and highly popular in Ahmednagar city. It is also observed that, these hotels do provide satisfactory services to their guests, but they are lacking in recruitment and retention of educated manpower.

On this basis of research following findings are constructed.

1. After visiting various hotels in Ahmednagar, we found that only one out of the sample hotels, has Independent Human resource department. In other establishments, this department is handled by Proprietor, General Manager or other managers of hotel.
2. Most of the hotels has their recruitments through references of hotel staff. It is rarely they select them from agencies, print media and Institutional campus.
3. During the study it is found that, Basic qualification requirement to carry out particular job at managerial level staff were full filled in maximum hotels. But the lower level staff was highly uneducated. Which has caused communicational gap between them.
4. It is also found that Maximum staff working in Ahmednagar hotels are periodic & contracted staff, very few hotels have employee on company payroll and this has caused high turnover of employees.
5. The research has shown that it is difficult to hire skill employees but it is more difficult to retain them. The availability of skilled labour in Ahmednagar is not so easy to perform particular job position.
6. Because of the unskilled and uneducated employees, many hotels have faced problem of high service standards. To deal with such quality improvement process, hotels in Ahmednagar conduct various training program, counselling sessions to improve the quality of their staff. Few hotels arrange workshop and expert guidance to improve the quality of their staff.
7. It is found that, Welfare facilities like on duty meal, uniforms, rest rooms, lockers, and Employee Provident Fund are provided in many hotels for their employees but Health Insurance, Recreational and Refreshment welfare facilities are not provided in many hotels. This is also one of the reason of employee turnover in the city.
8. The study has shown that 50 % of the sample have problem with employee grievances & conflict which affects their work standards. Maximum time this Grievances or conflicts of staff are handled by concealing of staff and sometimes by local or domestic enquiry. Rarely Grievances or conflicts of staff are handled by firing the staff in case of the savior issues.
9. To retain manpower of hotels majority of the hotels uses the method of yearly increments, bonus, incentives and sometimes promotion.
10. At the end of this research it is strongly found that, Common problems faced by H.R. department in Ahmednagar are Unviability of skilled labour, staff turnover and employee training and development. Whereas Staff Facilities and Grievances or conflicts are also one of the reasons to worry about.

❖ SUGGESTIONS & RECOMMENDATION

Following are the various suggestions and recommendations advised to the sample during research



1. It is strongly recommended to all the hotels to have independent Human Resource Department and Implementation of all H. R Policies.
2. The arrangement of the guest or expert lecture, training programs to all staff for the betterment of them.
3. Self-awareness of the education to the employees
4. To fulfill the basic requirements & Facilities to the employees so that they will work properly
5. As being hospitality promoters we have suggested these hotel to initiate consultancy services with hospitality institutions from the city for employee development.

❖ CONCLUSION

Understanding the concerns of employees would only be possible, when you deal with their problems. It is really true that the team of Human Resources have to deal with en numbers of difficulties or problems between employees as well as the management. Thus it really needs skill and talent to work with this dynamic department. The ratio of demand and supply of worthy manpower to work in hospitality industry, has drastic difference in it. The Human Resource Department is now passing through a very tough situation of reducing this gap by all the possible ways to them.

The above research has observed such problems faced by H. R. Department in Ahmednagar city, where we found that, the availability of skilled labour force is itself a major concern for all. This research has allowed us to highlight various problems that they are facing today. which, by some way or the other way proves to be an obstacle in their success.

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A Study on factor leading to Staff Turnover in Kitchen of Stars Hotel in Pune

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Abstract:

The rate at which an employer gains and losses its staff is called employee turnover. If an employer is said to have a high turnover, it most often means that employees of that company have a shorter tenure than those of other companies in that same industry. A certain amount of turnover is necessary and healthy for an institution; too much staff turnover can lead to excessive costs. Turnover is a major problem for many organizations because it is extremely costly for the employer, particularly in jobs which offer higher education and extensive on the job training. Worldwide researches have suggested that employee turnover is among the highest in the hospitality industry.

The turnover crisis has been one of the major problems in the hospitality industry. Regardless of the considerable amount of studies on employee turnover, it is still ambiguous and requires further investigation because of its dependency on human resource in the hospitality industry as part of a service product. This study provides information about the factors leading to staff turnover in kitchen at star hotels of Pune city. This application is an attempt to reduce the effects of such a crisis in local hospitality industry; and findings from literature review indicate that deprived working conditions will lead to dissatisfied employees and they eventually quit employment. The practical implications of study guide various organizations in the industry to mitigate the factors and impact of employee turnover.



INTRODUCTION

The rate at which an employer gains and losses its staff is called **employee turnover**. If an employer is said to have a high turnover, it most often means that employees of that company have a shorter tenure than those of other companies in that same industry. When employees leave, valuable knowledge is lost and even guests may follow the departing employee. Hiring a new employee ramped up to performance levels similar to the one you've lost takes time and money. Hoteliers who actively find ways to retain employees gain a sustainable competitive advantage.

A certain amount of turnover is necessary and healthy for an institution; too much staff turnover can lead to excessive costs. Turnover is a major problem for many organizations because it is extremely costly for the employer, particularly in jobs which offer higher education and extensive on the job training. The turnover is frequently calculated as the ratio of the number of employee's separation during a month to the number of employees on the payroll at the middle of the month. High turnover is part of broader set of problems including lowered production and quality higher costs, low satisfaction with superiors, work anxiety, absenteeism and accidents. The major factors that cause the employee turnover are the demographic factors (such as age, gender, education, income level, job category etc.), perceived alternative employment opportunity (PAEO), job hopping, pay, nature of work, supervision, organizational commitment etc. Managing employee's behavior, work schedules, performance reports, employee's training, motivational activities, "the right person at the right place," hiring and firing are common practices by the department of human resources management of any developed organizations.

Worldwide organizations have realized that skilled labor and technocrat people exploit the organization for better pay incentives at least amount 378 of workload because they know human resources is a big competitive advantage for the organizations. How employee's turnover intention can be reduced is a big challenge for the directors of human resource management. The objective of this project is to analyze the impact of job satisfaction, job involvement, job stress and organizational commitment on employee's turnover intention.

Hospitality is a successful industry due to its remarkable contribution to the economy. As a human based industry, hospitality depends on humans as part of the product, in which, cannot be separated from the service process. Employee satisfaction and retention are very important challenges that face the success of the industry and, unfortunately, labor turnover crises have



been emerging globally in the face of many businesses, including hospitality. Turnover can be realized as an employee movement within an organization regardless of the reasons. Though found that turnover rates have considerable passive effects on hospitality performance. The existing literature reviews the job stressors, job stress, job satisfaction, and the work environment as factors which can dissatisfy people and possibly force them to quit their current job. Asserted that job stressors refers to role ambiguity, conflict, and work overload. Stress refers to the employee's negative feelings which gains from their work environment. The work environment refers to the work dealing with matters which could affect the employee's experience such as satisfaction and job feelings. Other studies have examined the environmental and organizational factors on the employee's intention to turnover. Collecting data with the intention to leave a current job is more cost effective than collecting data for the actual turnover studies. While concentrated on the cultural issues in the work place. The cultural characteristics model help to explain the cultural differences between the rational groups in the work environment in different areas of the world. Turnover intention happens when an employee is faced with a bad working environment with high stress in their current job, which in turn, may give them the intention to quit. The intention to quit refers to the subjective norms affecting an employee to turnover from his current job to another one in the near future. The intention to quit as the individual probability to stay or leave their organization; making the difficult decision to leave the job in the near future. The most of studies have been done through the direct or indirect organizational cost of turnover. This project is an endeavor to formulate strategies for behavioral intention of the employees towards job turnover factors in kitchen at star hotels.

REVIEW OF LITRATURE

(News RSS 2015)The study is conducted on Hospitality employee turnover rose in 2014. In 2014 which is a fourth consecutive year, the turnover rate of employees in restaurants and accommodations sector rose. NRA's chief economist Bruce Grindy said restaurant employee turnover is higher than the private sector due to some reasons such as higher proportions of teenagers, students and part year employees in the industry workflow.

The overall turnover rate in restaurants and accommodations sector was 66.3 percent in 2014 which increases 10 percent point from the recent low of 56.6 percent in 2010. In comparison, the average turnover rate for all private sector workers stood at 44.4 percent point



from the 2010. The job opening and labor turnover (JOLTS) program breaks the turnover in three parts: the restaurant and accommodation sector was 46.5 percent in 2014, the layoffs and discharges rate was 17.2 percent and third part which includes retirements, transfers, deaths and separations due to disability was 2.6 percent of the sector's turnover rate in 2014.

There are some reasons because of which the turnover of hotel industry is higher than the overall private sector turnover such as the restaurant industry is the economy's largest employer of teenagers, as one-third of all working teenagers in the U.S. are employed in a restaurant. Many of these 1.5 million teenage restaurant workers are getting their first job experience, and will go on to start a career with a different employer, either inside or outside the restaurant industry. Second, the restaurant industry employs a high proportion of students, who typically don't work on a full-year schedule..

(Josh Tolan, CEO of Spark Hire 2009) The study is conducted on Hospitality turnover in Hotel Industry. Hospitality industry is continuously growing but employee turnover becomes a problem with in the industry. Deloitte Hospitality report said "The average hotelier spends 33 percent of revenues on labor costs alone". In US the average employee turnover is 31 percent while in UK it is 34 percent.

Employee turnover causes many losses to the company such as pre-departure costs, recruitment, selection, onboarding and training, loss of productivity and it can spoil your company culture. According to Cornell Center for Hospitality Research Studies, "Co – workers attitude over time play a large role in whether a person leaves or stays with the organization"

There are some ways from which we can overcome the losses caused by employee turnover and they are: 1) Hire better with new technology – you should improve hiring strategies, the new technology of hiring employees include social recruiting employee referrals and video interviewing. 2) Educate your employee – You should educate your employee before sending them out into the wild of your company. 3) Be a mentor – Many employees want mentorship, meet your employee discuss their performance, advise them and help them to keep their workflow on track.

(The Moscow Times, Jason C Cho, General Manager Lotte Hotel 2015) The study conducted on staff turnover in the Hotel Industry two realities. According to Jason C Cho Staff turnover is



very critical in hotel industry and is directly effect on guest service. The main focus in our industry is on outstanding service that will exceed guest's expectations and that is why we invest a lot on the employees. For these reason we cannot afford a loss of a single employee. The employee turnover rate in hotel industry is higher than other business segments reason for this is that the employee are students.

In Korea the situation with staff turnover is absolutely different compared with Russia. First of all, children grow up in a highly competitive environment. They seek good employment from the beginning of their career and attempt to stay in the company for their whole life. Competitiveness starts even in school and tends to increase at the university entrance examinations and job interviewing process. Children grow with the perception that working for a big Korean conglomerate is a big benefit. Companies in Korea offer their employees stability, various training programs, a gym, special relaxation rooms and a kindergarten inside the office. These additional benefits are very attractive for people. An employee can get a promotion in about two years; however, if a person is loyal to the company for long enough, he will likely get the promotion. Loyalty for the company is a very important criterion in Korea, showing loyalty may define employee's future career in the organization. Korean organizations are focused on giving loyal employees the opportunity to grow rather than evaluations or other forms of encouragement.

(MukundKamat, Vice President Hotels Division, Kohinoor group) The study is conducted on Employee turnover in Hotel Industry. MukundKamat said he look at employee turnover positively. According to MukundKamat Employee turnover means the rate at which an employer gains or losses employee. Employees are the most valuable asset of any organization. That is why employee's retention is considerably important for any business organization.

Mumbai has increased a room supply with many multinational brands stepping into the market which attracted the more experienced and talented employees towards it which is one of the reason of employee turnover in hotel industry. Secondly the service industry is growing day by day. Most of the business men in this sector realize the importance of good service industry. The best example of this is real estate.



Mukundkamat also mentioned about customer relationship management (CRM) is a concept which has enhanced in the recent years, the hospitality professionals are trained in this aspect also so they get better opportunities in CRM also which tends to turnover of employees in Hotel industry. He also gives some suggestions to control employee turnover such as we have to create a work environment which promotes personal and professional growth with the tangible and non-tangible assets to retain our employees.

(Brotherton 2000) The study conducted on Impacts of labor turnover in the hospitality industry. The hotel industry is one of the largest industry in the world so one has expected the high level of employee turnover in the industry. Labor turnover is defined as total number of leavers expressed as a percentage of total number of employees in an organization. In last two years the rate of labor turnover in the hotel industry is become very high so it is very important to understand the reason why employee leave the organization. Riely et al said the reason behind this is dissatisfaction of employees.

There are two types of turnover voluntary turnover and non-voluntary turnover. Kahn et al. Muchinsky (1990) consider the reason of employee turnover is insufficient information on how to perform the job adequately, unclear expectations of peers and supervisors, ambiguity of performance evaluation methods, extensive job pressures and lack of job functions or duties.

Schervish (1983). Large organizations can provide employees with better chances for advancement and higher wages and hence ensure organizational attachment (Idson and Feaster 1990). Trevor (2001) argues that local unemployment rates interact with job satisfaction to predict turnover in the market. Role stressors also lead to employees' turnover. Role ambiguity refers to the difference between what people expect of us on the job and what we feel we should do. This causes uncertainty about what our role should be. It can be a result of misunderstanding what is expected, how to meet the expectations, or the employee thinking the job should be

(TONY SIMONS AND TIMOTHY HINKIN) The study is conducted on the effect of Employee Turnover on Hotel. The report shows that the main effect caused by employee turnover that it costs money but it is difficult to estimate the specific turnover cost numbers it is not because of that researchers have not attempted to nail down the costs of turnover but it is very hard to calculate turnover costs, it is equally difficult to access the bottom line financial



value of turnover reduction programs. Some hospitality organizations have begun to focus on retaining their employees. Companies such as ARAMARK, Morton's of Chicago, and Southwest Airlines, to name just three, have developed specific programs to emphasize the importance of employee retention and development. This article provides a tool to help managers objectively estimate the cost of turnover, so that they can measure the dollar benefits of employee-retention programs and compare those benefits to the program costs.

Researchers have built a case for the benefits to be gained from employee retention. In a recent article Huselid examined a sample of 968 firms from a wide range of industries and found a strong link between a decrease in employee turn- 0 2001, CORNELL UNIVERSITY AUGUST 2001 Cornell Hotel and Restaurant Administration Quarterly 65 HUMAN RESOURCES COST OF TURNOVER over and an increase in sales, market value, and profitability.' Similarly, Heskett, Sasser, and Schlesinger in their work on the service-profit chain demonstrated relationships between employee retention and increased productivity in a wide range of industries.³ Examining 76 hotels, Simons and McLean Parks found that employee turnover was a clear driver of hotel profitability.

(Daniel Kysilka) The study is conducted on Employee turnover in Hospitality industry. The rate at which an employer gains and losses its staff is called employee turnover. If an employer is said to have a high turnover, it most often means that employees of that company have a shorter tenure than those of other companies in that same industry. Turnover is a major problem for many organizations because it is extremely costly for the employer, particularly in jobs which offer higher education and extensive on the job training. High turnover is part of broader set of problems including lowered production and quality higher costs, low satisfaction with superiors, work anxiety, absenteeism and accidents. The major factors that cause the employee turnover are the demographic factors (such as age, gender, education, income level, job category etc.), perceived alternative employment opportunity (PAEO), job hopping, pay, nature of work, supervision, organizational commitment etc. Managing employee's behavior, work schedules, performance reports, employee's training, motivational activities, "the right person at the right place," hiring and firing are common practices by the department of human resources management of any developed organizations. Experience shows the following to be major causes of high staff turnover:



1. Below average rates of pay. Every industry has organizations that pay well and some others that pay badly.
2. Poor training. Asking someone to do a job but not giving them adequate training is demotivating.
3. Weak leadership. In the majority of organizations people do teamwork alongside colleagues performing complementary roles.
4. Unreasonable expectations. Some managers expect too much from their staff, often because they don't know how to do the job themselves and because they don't understand why it takes longer than they think it should.
5. A history of high turnover. It can be difficult to break the cycle of high turnover

(International Journal of Academic Research in Business and Social Sciences, February 2014) Hospitality Industry is one of the fastest global rising industries in which more than one third part is contribution of service business. Many researchers studied the impact of work satisfaction on hospitality employees. Bharwani and Butt (2012) evaluated the challenges in the hospitality organizations and its impact on labors. According to Davies et al. (2001) performance appraisal, remuneration and training are very important human resource practices in the Australian hotels, they asserted that the commitment to the organization could be better when adapting a suitable human resource (HR) system, Improving good labor relations and quality of service. Lauver and Kristof-Brown (2001) investigate the relationship between employees' perceptions of person-job (P-J) and person-organization (P-O) fit, they find a unique impact of (P-O) and (P-J) on job satisfaction and intent to quit. Meanwhile other scholars explored the factors affecting employee turnover, job satisfaction, and the impact of satisfaction on the employee turnover at Amari Hotels in Thailand (Ronra & Chaisawat, 2010). They highlighted the relationship between employee satisfaction with hotel service, working environment, Growth and possibility of growth, work itself, and with the overall satisfaction, then suggest a guideline to improve the employees' job satisfaction and reduce the turnover rate. A clear roadmap was reviewed by WeiBo et al. (2010) who evaluated the work of previous scholars and chart the roadmap through research in core employee retention, The finding of this study illustrated an integrative model of relationship which argues that performance character may lead to drag inclination. As an unsteady industry, hospitality is a human-based industry, therefore, many researches have done since the last few decades. Studies like Kuria et al. (2012) which focus on job resentment, untoward working situation, stress, long working hours with minimal pays and



lack training programs as an internal and external causes of labor turnover in Nairobi hotels. From their point of view, Fair (1992), Kivela and Go (1996), Shaw (2011) reviewed the flourishing literature on turnover rates and dimensions of organizational performance with a reviewing of a methodological application of total quality management (TQM) needs. By studying the unacceptable high labor turnover and analyzing a secondary data from past studies they found that turnover rate content plays a role in the extent and shape of the relationship between turnover rates and organizational performance and influences distal measures through decreased productivity and losses in human capital, they asserted that structural and organizational changes occur in organizations which embrace TQM and influence quality processes

(The-Hotel-Employer-Turnover) The study is conducted on The Employee Turnover? The Challenge. Through the ages we have learnt that the only way to put the customer first in the hospitality industry is by putting the employee first. The rationale may not be very obvious, but it is certainly compelling. Satisfied employees lead to satisfied customers, the only kind we can afford to have in a service business like ours. Just the word? Hospitality? Which is derived from the word "hospice", having a Latin root in "hospitium's", meaning? a philosophy; a style of care?, says it all. It implies a personal experience delivered by a human being. An architecturally perfect hotel building doesn't form a part of fond memories of a guest as does a memorable direct experience he had involving a hotel

employee! Jim Hartigan, Senior Vice President for Customer Quality and Performance for Hilton Hotels Corporation puts it aptly, "Quite frankly, whatever product we have, a competitor can copy. A certain kind of bed, a television, a shower head, all of this can be copied. What can't be replicated is the genuine, personal service." Indeed it's a truth no one can belie, a large part of what draws customers - especially repeat customers - is how well they are served.

Worldwide researches have suggested that employee turnover is among the highest in the hospitality industry. Studies have shown that the average turnover level among non-management hotel employees in the US is about 50%, and about 25% for management staff. Estimates of average annual employee turnover range from around 60 to 300 percent, according to research conducted by the American Hotel and Motel Association. Retention experts say hotels spend thousands every year for each new employee they must train to replace a seasoned worker who



leaves. It is no longer a startling fact that the cost of losing an employee is between half and one-and-a-half times their annual salary.

(Cheng and Brown, 1998, Cho et al, (2006) Christensen Hughes and Rog, 2008, Guerrier and Deery, 1998, Kusluvan et al, (2010) Worsfold, 1999). The study is conducted on Turnover in the hospitality industry: can reciprocity solve the problem? Turnover is one of the major problems for the hospitality industry, with many negative impacts on the organizations. Human resources management practices, in particular organizational commitment and job satisfaction, are often indicated as possible instruments to make turnover rates lower. Reciprocity could be a powerful instrument of governance of the employment relationship. When employees perceive their employers' sincere commitment to them exceeding their expectations, the employees will be more likely to demonstrate stronger commitment to their organizations. The main aim of this theoretical article is to show how reciprocity can strengthen the employment relationship, so increasing job satisfaction and commitment, and so contributing to decrease turnover rates.

It is very well known that the hospitality industry comprises both a production and a service aspect; this means that the creation and the rendering of services from the hotel to the customer are primarily achieved through the employees (Lewis, 1989; Schneider and Bowen, 1993). For this reason, the success of this industry is primarily dependent on the quality of the employees and on how effectively they are managed. So it seems very important that the hospitality industry develops efficient human resource management practices and policies that enable them to recruit, select and retain competent employees who contribute to the achievement of their objectives

RESEARCH METHODOLOGY

Primary Data Collection-Primary data was collected through following sources-

- A well designed questionnaire was drafted and circulated to hotel HR managers of star hotels, in Pune.
- A well designed questionnaire was drafted and circulated to people working in kitchen of star hotels, in Pune.
- Personal Interviews and Interaction with hotel employees and the Managers of star hotels were conducted to understand the factors and impact of staff turnover in kitchen.



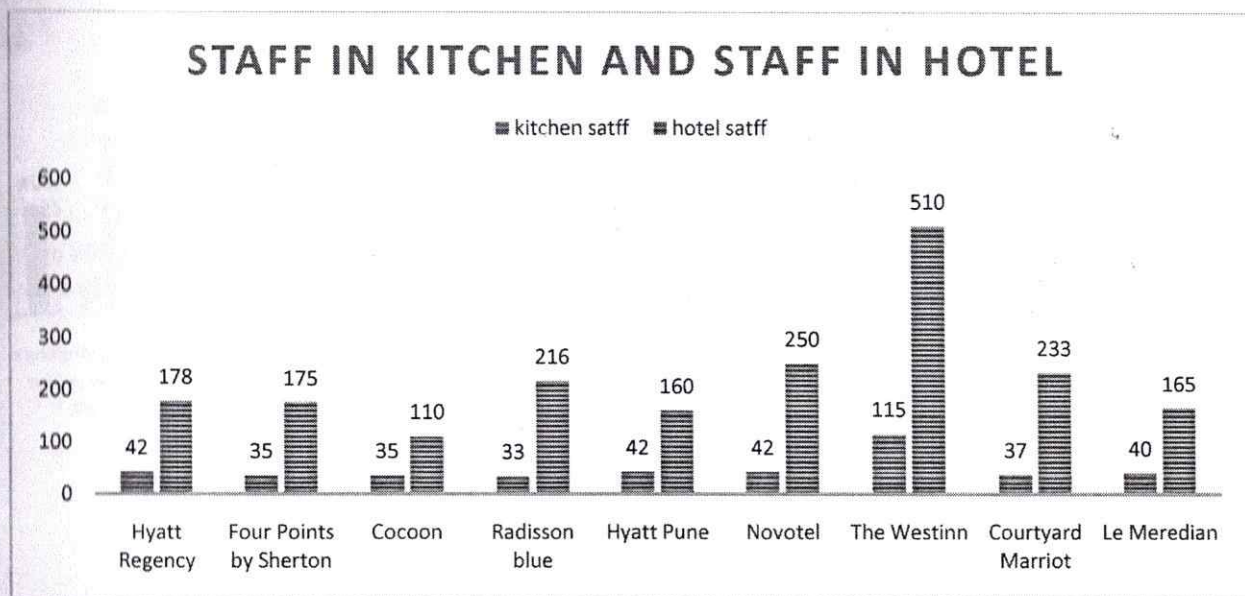
Secondary Data Collection- Secondary data was collected through various Articles and research paper on same topic. Information was also gathered through various journals and newsletters and write ups on staff turnover.

Sampling Technique: The population of the research was homogeneous in nature – “Factors leading to staff turnover in kitchen of star hotels of Pune”. Hence few perspectives and ideas might be on similar grounds. Considering this fact a random sample of 10 hotel managers was selected from various star hotels in Pune, as a Sample Size for the research. Also 50 employees from kitchen were chosen as a Sample size for the survey.

DATA ANALYSIS

A. HR MANAGER: A well drafted questionnaire was circulated within 10 Hotel HR Manager in Pune to analyze the various factors and impact of staff over in kitchen. Following is the detailed analysis of the same-

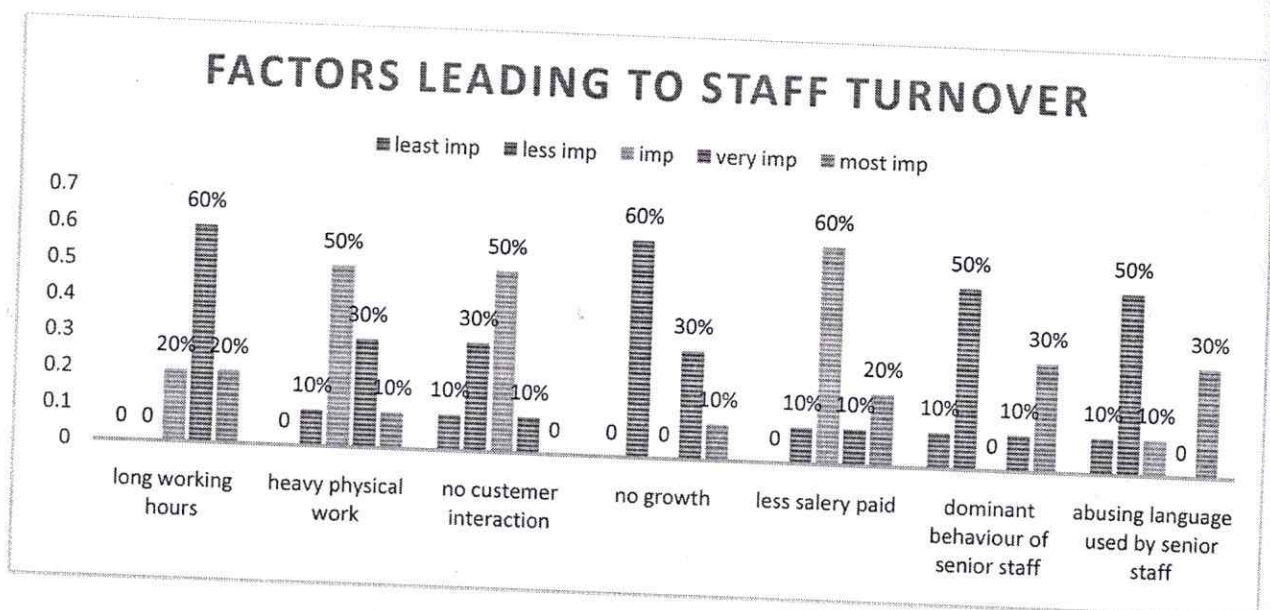
1. Total staff in hotel vs Staff in kitchen



2. Staff turnover in kitchen

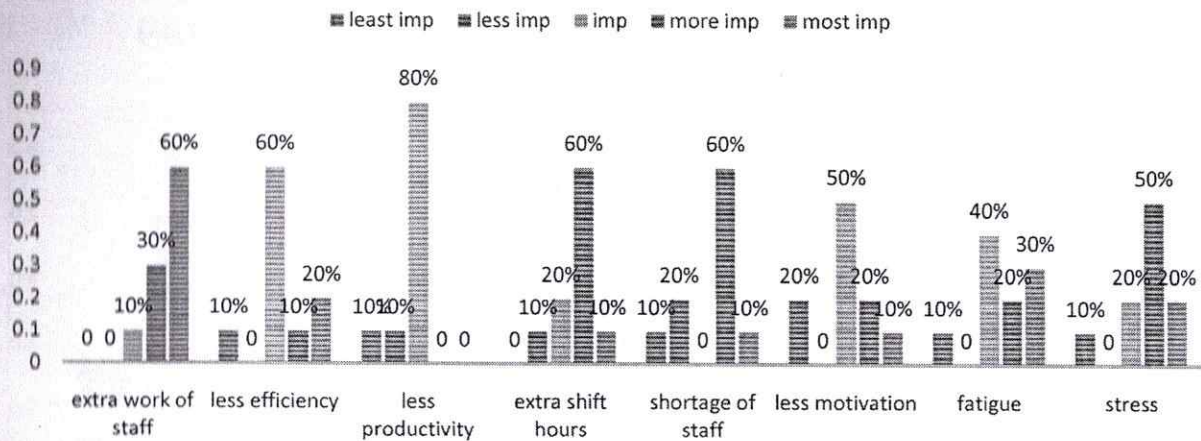


3. Factors leading to staff turnover



4. Impact of staff turnover on other kitchen staff

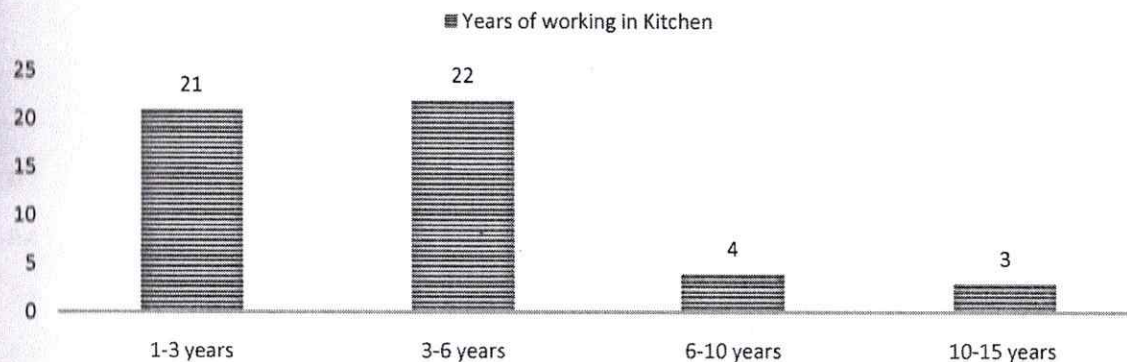
IMPACT OF STAFF TURNOVER IN KITCHEN



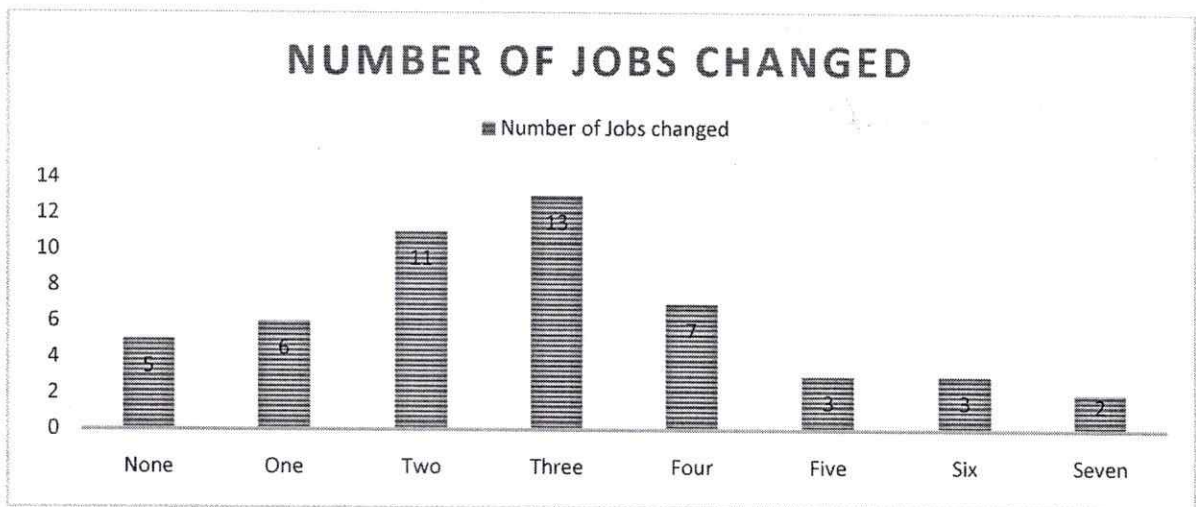
B. KITCHEN STAFF: A questionnaire was also circulated within kitchen staff of various hotels. Following is the detailed analysis of the same-

1. Years of working in kitchen.

YEARS OF WORKING IN KITCHEN



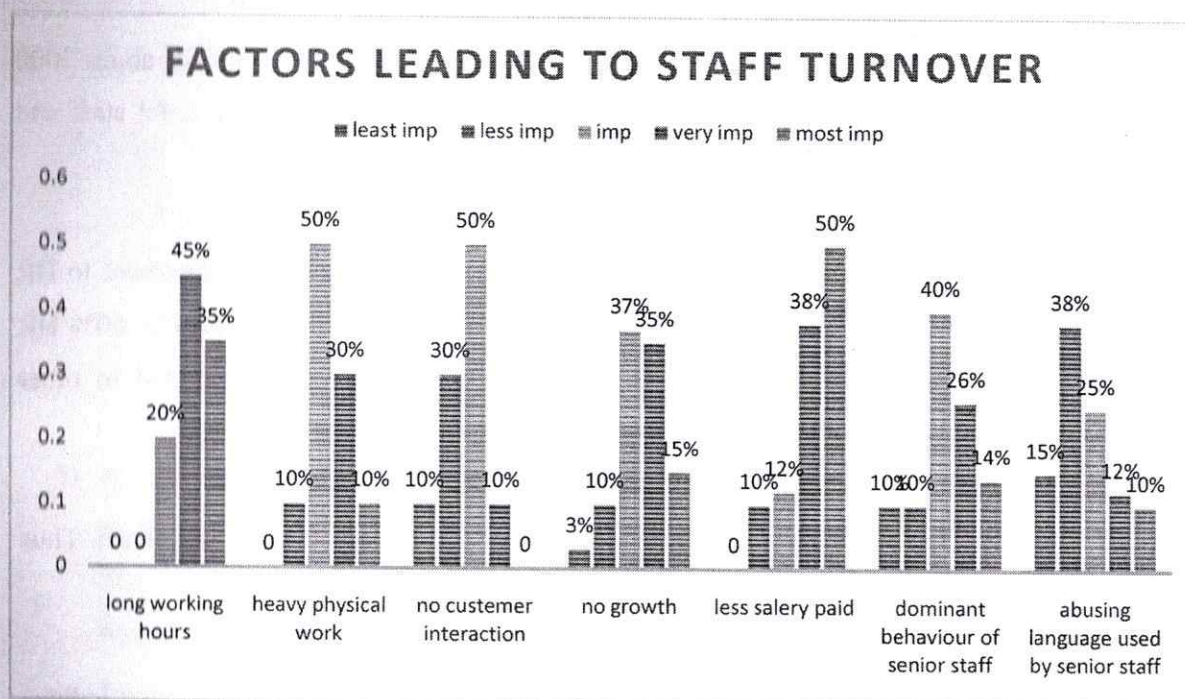
2. Number of Jobs changed



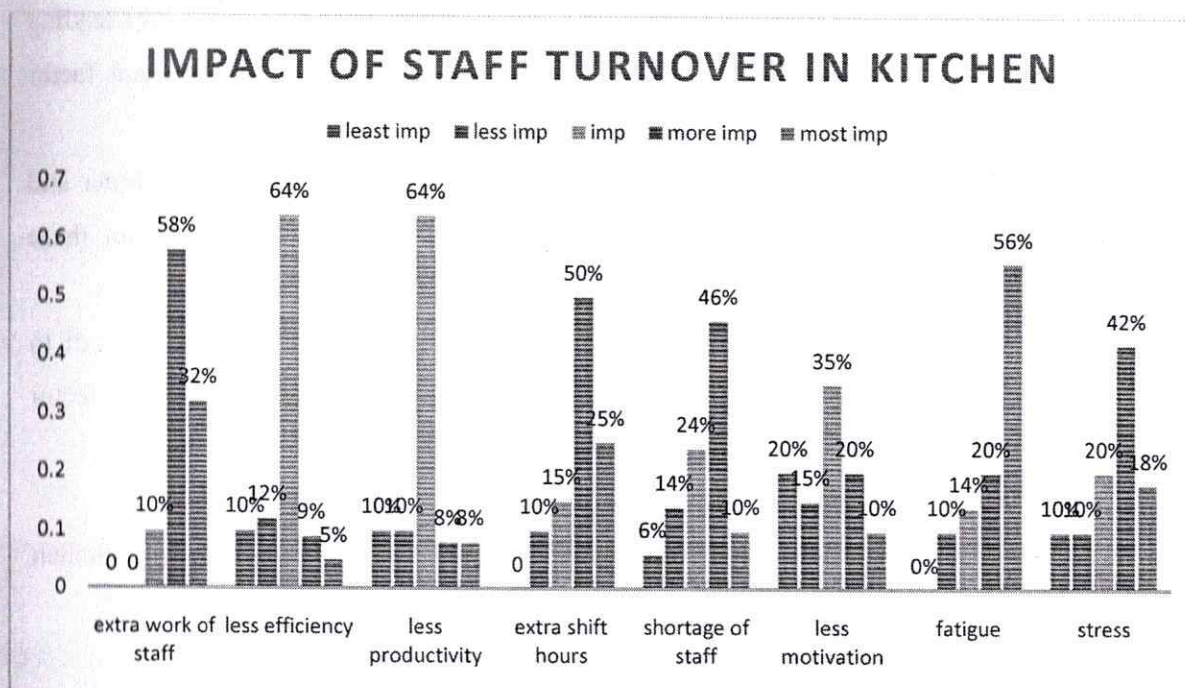
3. Staff turnover in kitchen



4. Factors leading to staff turnover



5. Impact of staff turnover on other kitchen staff



OBSERVATIONS AND FINDINGS

- 1) The Researcher visited various stars hotels in Pune and found out that for about 2000 staff of entire hotel the kitchen is about 410 that is the ratio of entire hotel staff and kitchen staff is approximately 5:1.
- 2) When asked about the staff turnover in kitchen as compared to other department to HR Managers of hotels 60% replied in negative where as 40% replied in positive. 60% HR managers said that the staff turnover in kitchen is not more as compared to other department while 40% said the turnover is on higher side.

While 68% for kitchen staff replied that the turnover in kitchen is more in kitchen. Thus difference of opinion among the HR Managers and Kitchen Staff

- 3) While studying about the factors leading to staff turnover the following are the findings with respect to HR Manager;
 - 60% of the HR managers said that the long working hours is very important factor whereas 20% said it's the most important factor.
 - Staff has to do heavy physical work is again one of the important factor leading to staff turnover and salary paid to the employees is also an important factor leading to staff turnover.
 - Other factors which leads to staff turnover is interaction with the customer and dominant behavior and abusing language used by the senior staff. But these factors are not that much responsible mentioned above.
 - Most of the HR Managers feel that there is lot of potential for kitchen staff to grow themselves, thus according to them growth is a least important factor leading to staff turnover in kitchen.
- 4) During the study the researcher found out following impacts of staff turnover in kitchen with respect to HR Manager;



- While the survey with HR Managers of various hotels the researcher came to know the most important impact on the staff due attrition in kitchens of star hotels is that these people need to work extra to achieve the targets
 - The other highly important impacts are that there is a shortage of staff and thus the working staff has to perform extra shifts.
 - As the current working staff has to perform long working hours and extra shift, this leads to stress and fatigue among the staff working in kitchen.
 - HR Manager said the impact of staff turnover is less on the productivity and efficiency of working staff and the also the staff is motivated due to hotels policies and benefits provided to the staff
- 5) A questionnaire was also circulated among the kitchen staff of various star hotels in Pune.
- The most of people are working in industry from last 6 years.
- Most of the people has changed 3 to 4 jobs during their career. It was also found that the people working for than 10 years are more stable and satisfied with their job and their designation.
- 6) While studying about the factors leading to staff turnover the following are the findings with respect to kitchen staff;
- Most of the staff said that the long working hours is very important factor for staff turnover whereas the salary paid to the staff is the most important factor leading to turnover in kitchens.
 - Staff has to do heavy physical work is again one of the important factor leading to staff turnover and there is no growth in this particular job as per their opinion is also a very important factor leading to staff turnover.
 - Dominant behavior and abusing language used by the senior staff also leads to turnover in kitchen.
 - Interaction with the customers is the least important factor as per the staff working in kitchen
- 7) During the study the researcher found out following impacts of staff turnover in kitchen with respect to kitchen staff;



- While the survey with HR Managers of various hotels the researcher came to know the most important impact on the staff due attrition in kitchens of star hotels is that these people needs to work extra to achieve the targets. Thus due to this extra-long working hours the staff has lots of fatigue
- The other highly important impacts are that there is a shortage of staff and thus the working staff has to perform extra shifts. Thus this leads to stress among the working kitchen staff
- As per the kitchen staff the impact of staff turnover is less on the productivity and efficiency of working staff and the also the staff is motivated due to hotels policies and benefits provided to the staff

SUGGESTIONS AND RECOMMENDATIONS

SUGGESTIONS:

Part I: Improving Work Environment

- a. Pay more (or offer a path to a raise).
- b. Offer potential for advancement.
- c. Rebalance the work load.
- d. Offer competitive benefits.
- e. Encourage friendly employee relationships.
- f. Trust your employees with responsibility.

Part II- Improving HR Practices

- a. Hire more selectively.
- b. Conduct regular employee reviews.
- c. Conduct exit interviews.
- d. Regularly review and assess employee concerns.



Part III- Organizing for Employee Retention

- a. Retrain managers with high turnover.
- b. Consider alternate roles for unhappy employees.
- c. Avoid constant reorganization.
- d. Don't be afraid to fire bad employees.

RECOMMENDATIONS:

- Employees who feel a sense of ownership of the organization are less likely to leave. Create a sense of ownership by giving responsibility to employees. Make their duties look like responsibility and not just another activity. Express appreciation regularly. Reward success especially jointly, making everyone feel they contributed to the joint success. Employees who feel appreciated and successful are less likely to leave.
- Offer employees the option of cross-training. Though there are many employees who only want to know their own job, many get bored and like the challenge of learning new skills. Having employees who know more about their jobs can be beneficial for both the employee and the employer. If you lose an employee, you have others who can step in and take their place. If a job position gets phased out, the employee can move to a new area with the skills they have acquired! Though many employees may not take you up on your offer to cross-train them, some will.
- Listen, listen, listen. Money is one of the least common reasons for turnover (lower pay scale positions are sometimes exceptions) so if you are experiencing a high turnover, throwing money at the problem will not make it go away (although it might hide the problem for a while). Debrief employees that quit and find out the "why" behind their decision. If you continue to allow the employees to leave without any efforts or actions to stop it, you effectively create a culture that becomes the norm in your business.
- Give awards and rewards for achievement. Awards can be items such as employees' pins for good attendance or cash incentives for increased department productivity. You can also offer some form of extra pay as a reward, or free company merchandise. However, stay away from incentive programs that pit employees against one another, as the resulting competition can yield tension and bad faith.



CONCLUSION

The finding of this study that examines employee turnover causes in the context of the kitchen department in the hotel industry seems to have difference of opinion on the factors leading to turnover in kitchen.

During this study the HR Managers view was that there is less turnover in kitchen whereas the kitchen staffs opinion was attrition is more in kitchen as compared to other departments.

The study also shows the difference in the final conclusion of the research. The HR Manager considers that long working hours and heavy physical work is the most important factor leading to turnover in kitchen where as the kitchen staff has mentioned that long working hours, less salary paid and the rate of growth is very slow are most important factors for attrition.

Similarly the impact of the staff turnover also shows the difference in result of the study. According to HR Manager the major impact on staff is that the staff has to work extra during his working hours. Also there is shortage of staff and employees has to do extra shifts. The Kitchen staff also replied in same manner but as per their opinion they had to suffer fatigue and carries stress while working in kitchen due to turnover.

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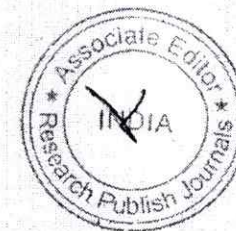
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A Study of the Factor Influencing Work Culture of Pune Hotels

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Abstract: This study is based on five and four star hotels in Pune, indicates that the Hospitality industry requires more adequate and comprehensive policy and strategy to compete with the multinational brands and also to make each with quality of service offered to them. This study emphasizes the importance of factor which are influencing to the employees work culture in to the hotel. This study are going to identifying the factor of work culture to the employees by how they are contributing to their effective work culture. There are many factors directly involved in determining the factor of work culture especially in Hotel Industry. The major one would be the challenges in this particular sector where in, this study reveals one of the major challenges and provide indications for how to face these challenges by employees. Similarly formulating most important factor that how they are satisfied with various parameters in to the hotel. It also throws some light towards the importance of work culture through employee in hotel. Importance is given for comprehensive Human Resources polices for Hotel Employees so as to reduce the rate of attrition and also to ensure the quality of standard output from the employees.

Work culture has the potential to enhance managerial performance. The objective of the present study is to examine the dominant work culture prevalent in the various hotels by 4 star to 5 star in the Pune hotel to study its impact on the contextual performance, contribution, motivation level and various factor of the employees at the management level. The findings show that the technocratic culture has the strongest partial correlation or the purest relationship with role HR policies and motivation. The findings imply that when individuals are satisfied with their roles and feel that their supervisor or leader provides them with Quality standard, Upgrading and Qualification for their contextual performance is expected to increase.

Keywords: Influence factor, employees satisfaction, HR polices, Employees quality standard.

I. INTRODUCTION

Work culture a lot like this. Every hotel has its own unique personality, just like people do. The unique personality of an organization is referred to as its culture. In groups of people who work together, work culture is an invisible but powerful force that influences the behavior of the members of that group. So, how do we define organizational work culture?

Organizational work culture is a system of shared assumptions, values, and beliefs, which governs how people behave in organizations. These shared values have a strong influence on the people in the organization and dictate how they dress, act, and perform their jobs. Every organization or hotel develops and maintains a unique culture, which provides guidelines and boundaries for the behavior of the members of the organization. Let's explore what elements make up an organization's culture.

The hotel work culture is an interest of broader, especially academic community and is often subject of research. General question is how much the hotel work culture is determined by knowledge that is the sum of beliefs, expectations, norms and values, which determine the hotel management as a facility that is always market recognizable. For most employees in the hotel, the work culture is also an important issue, as part of their continuing desire to advance or as the basis for the satisfaction of personal interests. Thus, the hotel organizational work culture must be viewed from the outside - market and the internal side. In the initial observations the question rises, what are the factors for influencing the hotel work culture that surrounds the hotel. This question is particularly interesting in most of the area of Pune cities where is the

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strong influence of cultural environment on the organizational culture of hotel. Especially, the paper wants to explore the factor of work culture in hotels with different segments. The paper raises the question, which factors for better work culture will prevail. Therefore, the goal of authors is to research how much work is influential on the formation of organizational culture of hotels which have adopted by hotel and hotel employees. The task for authors is that based on collected and available data and other knowledge and sources, prove the set goal of work culture.

Model of research are hotels which appear in the Pune cities hotel, which have contracts with hotel employees of standards-brands and are involved in the research system based on a survey conducted on a selected sample from management employees of Pune hotels.

Objective of Study

1. To identify the factors influencing the work culture of a hotel.
2. To explore the influence of various parameters of Work culture situation on employees.
3. To analysis the work culture on employees satisfaction.

Scope of Research

The scope of the research is limited to hotel in Pune and the main emphasis is on inter work culture in hotel. The analysis is to identify and understand the issues, problem and practice of management of work culture. The study includes the employees of the hotel who are working over there last one to two year.

Research Methods

The paper are using a number of possible research methods: quantitative, survey-questionnaire, deduction, induction, qualitative methods, and comparative methods.

Hypotheses

H01" - There is no dominant work culture prevalent in the Pune for selected hotels in the manufacturing sector.

H02: There is no significant factor influence of work culture on employee in Pune Hotels

Limitation

1. Since this study is based on Pune Hotels.
2. This study is purely based on the information given by the employees and management of sample hotels.
3. The study does not differentiate respondents on basis of their demographic factors which may have an influence of their perception there by identifying scope for further research.

II. LITERATURE REVIEW

Chiang, (2010) investigated the relationships among job stressors, coping resources, and job stress. Data were collected from food service employees (n = 255) in the hotel and catering industry. The results demonstrated that high job demands coupled with low job control and the availability of work-life balance practices resulted in a higher level of stress.

Simon Chak-keung Wong, (2009) explored hotel employees' perception on work-life balance issues. In-depth interviews and self-administered questionnaires were used to collect the data. Factor analysis discovered seven factors: (1) enough time-off from work; (2) workplace support on work-life balance; (3) allegiance to work; (4) flexibility on work schedule; (5) life orientation; (6) voluntary reduction of contracted hours to cater for personal needs; and (7) upkeep the work and career—the determinants perceived by employees to attain "better" work-life balance in the dynamic hotel environment.

Margaret Deery, (2009) examined the key issues associated with work-life balance (WLB) with a particular focus on practices within the tourism industry. It provides an overview of the general literature and then the research that relates specifically to WLB in the tourism industry.

Indira Kandasamy, (2009) conducted a qualitative study in an attempt to identify QWL dimensions expected in the working environment of a hotel. 84 students and 64 employees from three hotel management institute and three hotel



organization from Mangalore city in India participated through a purposeful sampling frame. Data were collected using interviews, focus group discussions and open-ended questionnaires, and analyzed in line with grounded theory method.

Vincent P. Magnini, (2009) synthesized pertinent WFC literature and explicates a series of measures for reducing WFC in hospitality firms. Future research directions are also identified.

Margaret Deery, (2008) provided an overview of the key employee turnover literature within the hospitality and tourism industry for those academics researching in this area, with specific attention given to the role of WLB issues in the turnover decision-making process. The paper also provides a theoretical and practical framework for industry to develop strategies for reduced employee turnover, with a focus on the role that balancing work and family plays in these strategies.

Jeanette N. Cleveland, (2007) explored the connections among work characteristics, work stress, and the work—family interface. Results of the multisource qualitative research suggest that long, unpredictable hours create individual and family related stress. Furthermore, there is agreement among the three sources regarding the stressors and benefits associated with working in the hotel industry.

Rebecca Harris Mulvaney, (2007) reviewed what is known about the work-family interface in relation to hotel managers in an effort to identify ways to gain a strategic advantage in this competitive sector. It examined organizational-, individual-, and family-level outcomes of the interface, as well as the processes linking these components and moderators thought to impact these relationships.

Philip Bohle, (2004) marked differences emerged between the reports of casual and full-time employees about working hours, work-life conflict and health. Casuals were more likely to work highly irregular hours over which they had little control. Long working hours, combined with low predictability and control, produced greater disruption to family and social lives and poorer work-life balance for casuals.

David E. Guest, (2002) reviewed aspects of contemporary theory and research on work-life balance. It starts by exploring why work-life balance has become an important topic for research and policy in some countries and after outlining traditional perspectives examines the concept of balance and its implications for the study of the relation between work and the rest of life. A model outlining the causes, nature and consequences of a more or less acceptable work-life balance is presented and recent research is cited to illustrate the various dimensions.

III. RESEARCH OF METHODOLOGY

The research study of Analysis of factor influencing Work Culture of Hotel is carried out on the basis of following pillars.

Primary Data Collection-Primary data was collected through following sources-

- A well designed questionnaire was drafted and circulated to employees working in star hotels, in Pune.
- Personal Interviews and Interaction with hotel employees of star hotels were conducted to understand the factors of work culture in hotel.
- Also formal discussion with HR manager about work culture in your hotels.

Secondary data collection -Secondary data was collected through various Articles and research paper on same topic. Information was also gathered through various journals and newsletters and write ups on work culture.

Sampling Technique: The population of the research was homogeneous in nature – “A study of the Factors influencing work culture of hotel of Pune”. Hence few perspectives and ideas might be on similar grounds. Considering this fact a random sample of 50 employees from various hotels were chosen as a Sample size for the survey.

Research techniques:-

Research Design
Data Collection Method
Data Sources
Sample Area
Sample Size
Type Of Questionnaire
Research Instrument

Descriptive
Random sampling method
Primary & Secondary
Hotels in Pune
50
Structured
Questionnaire

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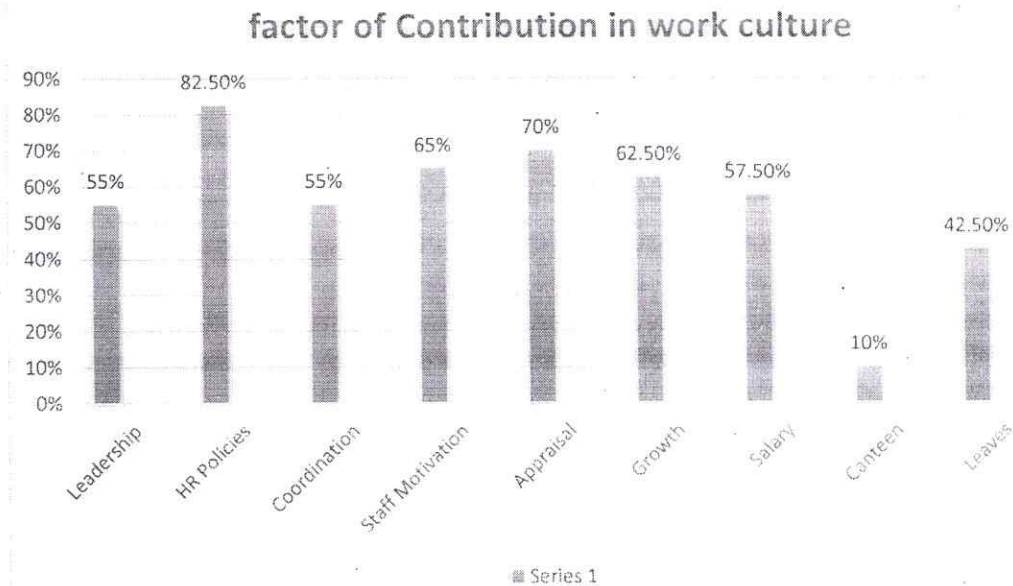
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IV. DATA ANALYSIS

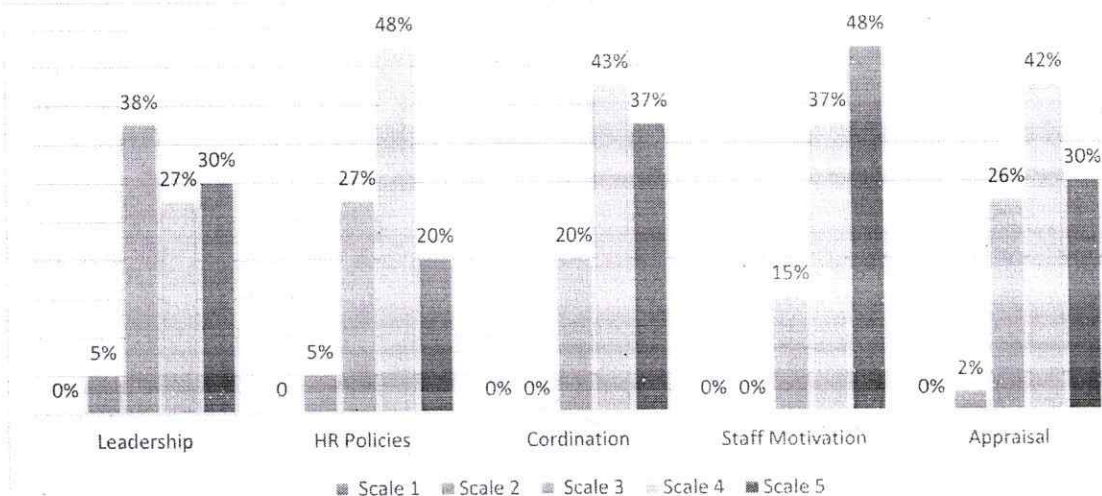
A well drafted 50 questionnaire was circulated within Hotel employees in Pune to analyze the Factor of analysis about work culture. The all question were revived back from hotels and the analysis given below.

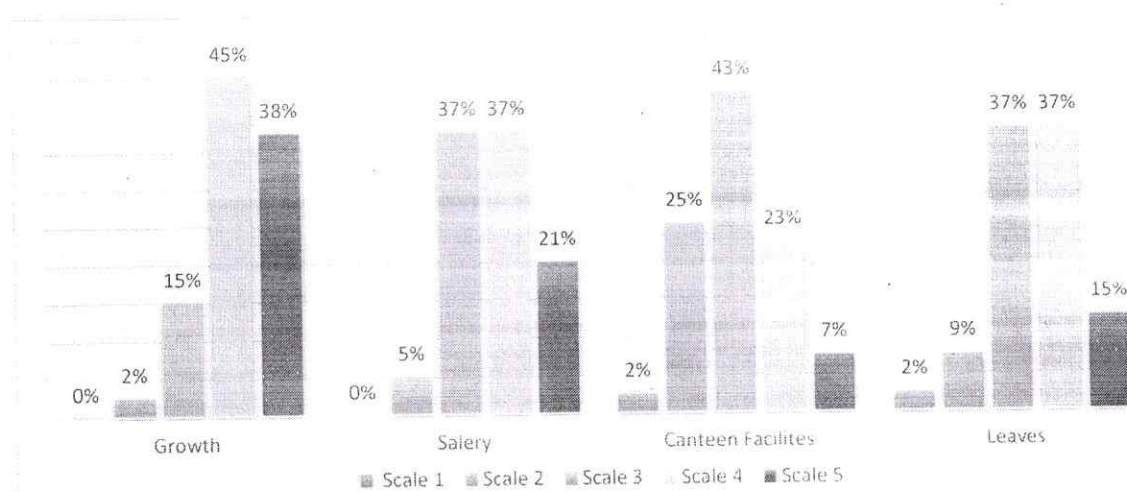
I. The factors which contribute in creating a work culture in hotel?



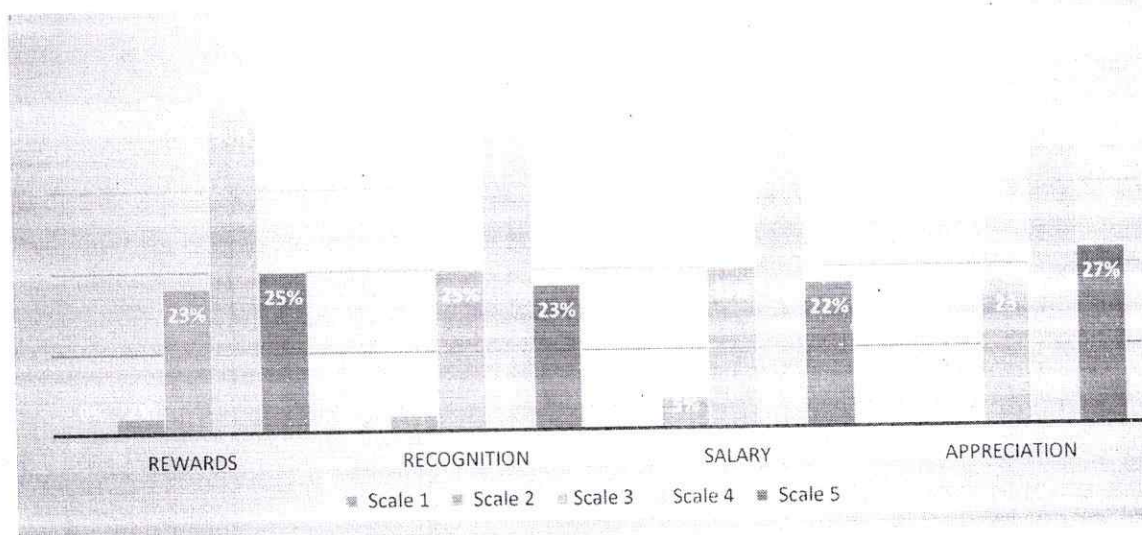
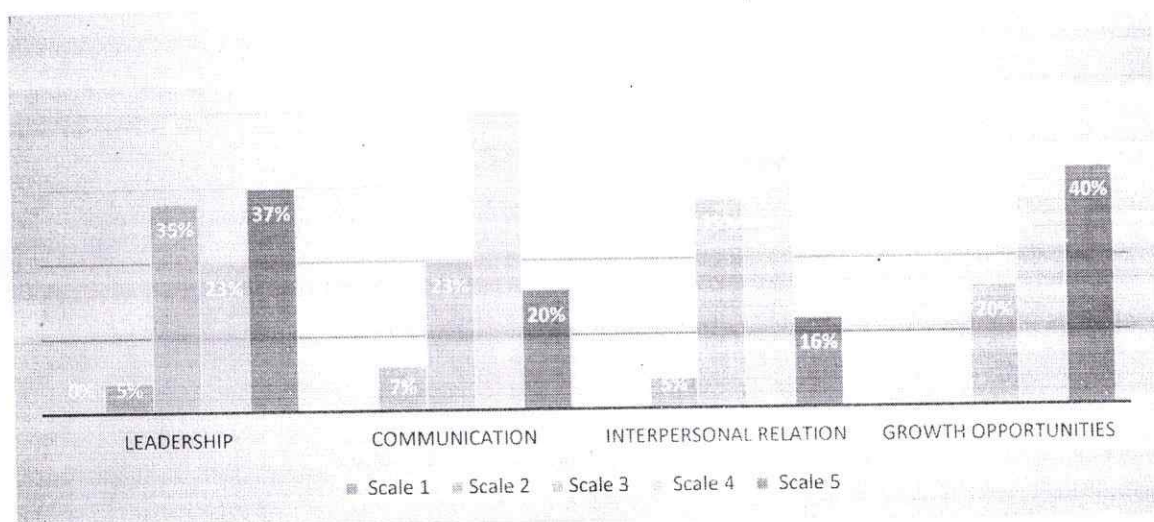
The above analysis was observed that 82.50% of employees were contributed the highest grade by HR policies for effective factor of work culture also followed by some of employees observed that the second most highest factor with 70% of Appraisal and 65% of staff motivation effective for better work culture in hotel. In other form some of employees were to realize that with 55% with leadership, coordination, salary are the equal factor for effective work culture in hotel. Leaves is only factor that less effective contribution for the work cultural in hotel and the canteen is the most less important factor in work culture.

II. The parameters influencing the work culture on the scale of 1 to 5, 5 being the most important and 1 being the least important work culture?

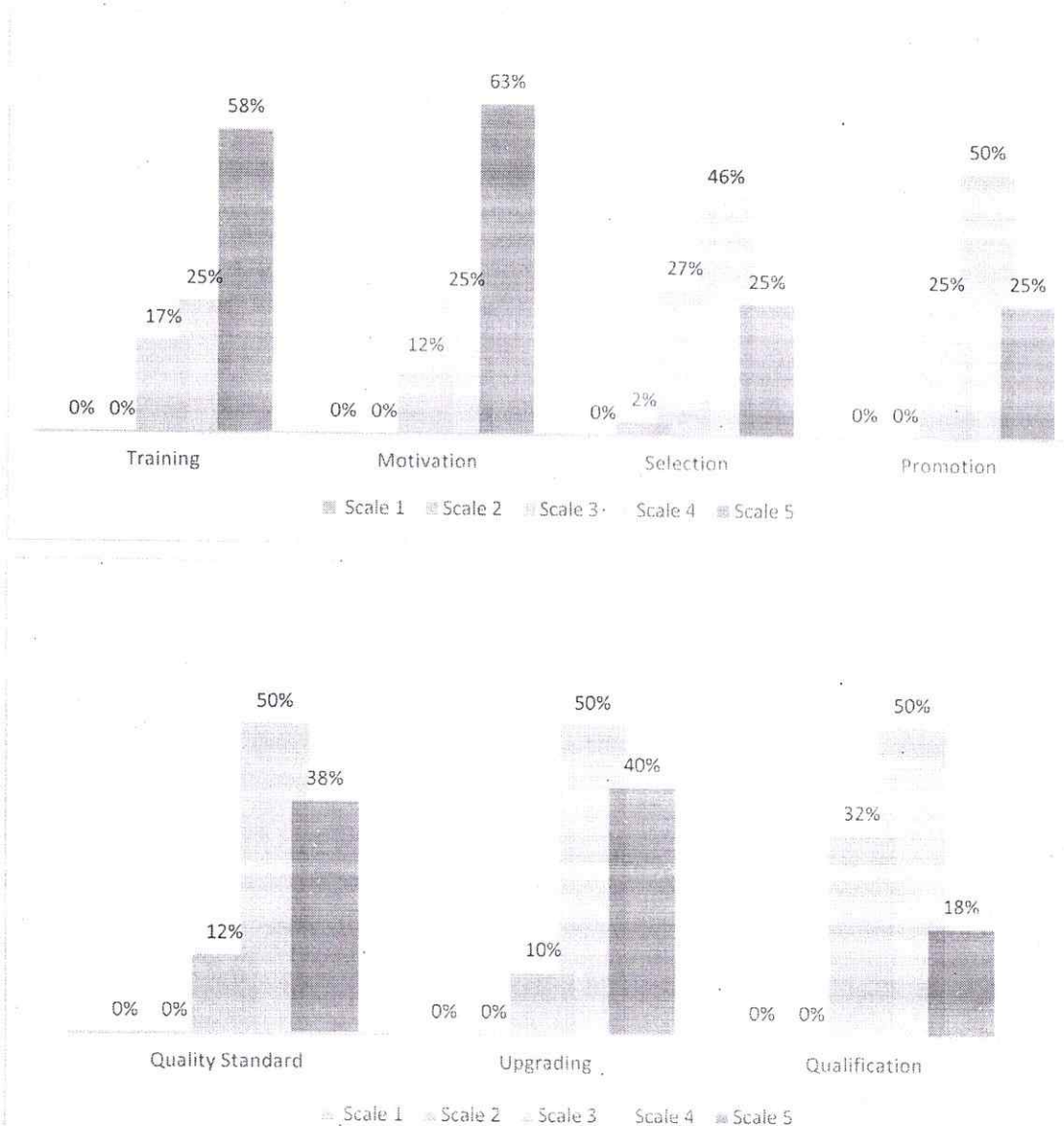




III. The parameters which has highest impact on employees' satisfaction on the scale of 1 to 5, 5 being the most important and 1 being the least important work culture?



IV. Maintaining the high quality employees' standard



V. OBSERVATION AND FINDINGS

The following point is looking for the observation of the above analysis.

1. When the looking for the hotel employees work culture there are so parameters that contributing the effect of their work. The organization always trying to improve the productivity of the employees. The leading factor that above mention is most of the hotel are always have certain scope of the productivity. They are always create the some of the empowerment to the employees.
2. The factor of the hotel employees influencing for the work culture is categories by their there scale, that they are realizing the factor of work culture. The above mention of the parameters are recognize majority only given to the scale of 4, it means the employees are quite influencing the most of the factor in to the hotel by their work culture. But the factor of the scale 5 that staff motivation is more improve the employees' things. Comparing the other factor the like HR policies, Coordination, Appraisal, Growth, Salary, and leaves the employees of the hotel are given scale 3 to 4 importance its means this factor is more influencing to the employees to the work culture.

3. The major part in the hotel is employees' satisfaction, the looking for the scale of 4 is the highest impact of the satisfaction that employees given to the rewards, salary, recognition, Appreciation and communication to word the hotel work culture. The other scale 2 to 3 are recognize equal importance the employee's satisfied about leadership, growth opportunities, interpersonal relation.

4. Hotel are always trying to develop the quality standard to the employees about efficiency for work culture. When it's come to part of employees quality standard the management maintaining various things to improve the slandered. The scale 5 is given highest point of motivation and Training factor increasing the employees' standard. Hence scale 4 is equally point give about selection, Promotion, Quality Standard, Upgrading and Qualification.

VI. DISCUSSION AND CONCLUSION

Although much research is needed, it is clear that most enduring influences are cultural. The Powerful, pervasive role that work culture plays in shaping organizational life lends plausibility to speculations that cultural factors are linked with the HR polices, Appraisal ,motivation and leadership, coordination levels of the employees at the management level. The study suggests that if an organization's culture is to contribute to enhancing there HR polices, leadership and motivation, it must be particular values, beliefs, and shared behavior patterns.

It is clear that most enduring influences are work cultural. The powerful, pervasive role that work culture plays in shaping organizational life lends plausibility to speculations that cultural factors are linked with theMotivation, Growth opportunities, rewards and Quality Standard levels of the employees of the management level. The study suggests that if an organization's work culture is to contribute to enhancing the quality ofHR policies, leadership, training, and appraisal to the employees it will affected to improving quality of work culture.. The main objective of the study was to investigate the type of work culture that isfound in to hotel industry. The results show that organization are planning and creating various this to the employees for their improvement of work culture and there is a significant difference with respect to the profile of the culture toward the hotel. The other objective was to measure the impact of the work culture on the managerial motivation and training level.

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