CONVENTIONAL AND IMPLICIT SOCIAL ISSUES ESTABLISHED BY HOTEL INDUSTRY IN INDIA WITH THEIR SUGGESTIVE WAYS.

Abstract

The emerging hotel industry in India is having a highest employee turnover. The CSR activities by hotel human resource department are highly impacting on social and employee motivation. Indian hotel industry facing many social issues which majorly affecting on employee behaviour. This paper mainly focuses on conventional and implicit social issues by hotel industry in India as there are various ways discussed. The issues faced by hotel employees are summarized with better suggestive ways. The social issues produced by hotel industry is most neglected para by society, communities and government policies. This paper highly focused correct suggestive ways for same.

Keywords: Social, Employee, Motivation, Policy

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I. INTRODUCTION

The Indian Hotel Industry holds a tremendous potential because of the positive effect of interest supply situation, development drivers, speculations and government drives for the travel industry area. To foster a superior comprehension of the business this exploration has examined a thorough Industry knowledge of Indian Hotel Industry, which explains patterns, future perspectives and difficulties remembering the different elements deciding Industry working. Hotel industry is standing in top most industries in the world. The impact and behaviour of hotel industry creates long impression on society. Each Hotels attempt to give flawless assistance to visitor kept by their guideline working strategy yet presently days numerous Hotels began to chip away at additional administrations for visitor by which the visitor can recollect stay. Hotels staff needs to notice visitor necessities and prerequisite, which are typically not given by hotels on normal premise. These sorts of visitor strengthening help the visitor essential experience by staff exercises. Oberoi Hotels and Resorts has different principal set of principles in which one says 'direct which puts client first, organization second and self-last'. Anyway, the visitors are the god for association. The Hotel business envelops every one of the exercises administrations and business capability engaged with getting ready and serving a food to individuals consuming from home as well as to giving convenience administration. Customer's demands for more flavors, different sizes, eye catching packages and living facilities is driving industry transformation. The hotel industry is emerging the period of transition and challenges commercial and noncommercial establishments transforming their service method with customer needs and with the help of digitization technologies. Upcoming new trends are reshaped and reshaping the hotel industry.Various revolutionary hospitality products which give lasting impact on hotel industry. Hotel industry is inextricable linked to the tourism industry and growth of hotel industry with travel. In Indian tourism industry has felled the growth of Indian hotel industry. There is general agreement today that business assumes a steadily expanding part in the public eye and a company's liability goes past creating gains. The idea of corporate social obligation (CSR) but has developed from the comprehension that an organization ought to take care of not exclusively its financial backers and clients yet in addition its workers, the bigger society and local area, and, surprisingly, the climate, in this way leading to the triple main concern approach of improving benefit, individuals, and planet. Engagement of the hotel industry created and creating various unspoken social issues in society. Various issues like food waste, look-ism or look discrimination, pollution, long hours working shifts, alcohol abuse, political propaganda, management policies and environmental bad effects are becoming social issues.

II. OBJECTIVES OF STUDY

1. To study about various social issues established by hotel industry in India.
2. To find out the ways for managing and solving the issues created by hotel industry.
3. To find out the awareness practices about social issues among the hotel employees with suggestive methods.

III. RESEARCH METHEDOLOGY

1. **Data Collection**-This study engages with primary and secondary sources of data. Data collected by various book, research papers, and online websites and from hotel industry

employees. Suggestions were advised by hotel employee and hotel academician.

2. **Sample Techniques-**The study was conducted with 300 sample of hotel employee working at a star category hotel in all over India.

IV. LITRATURE REVIEW

1. **Appearance based Discrimination:** Separation is the point at which an individual is dealt with unreasonably in view of specific qualities, like race, age, orientation or sexual direction. Thus, appearance-related segregation is treating an individual unreasonably in light of what they look like.

   It is likewise feasible for individuals to encounter separation since they fall into a few classes. For instance, an individual of colour with a noticeable distinction could encounter segregation in light of their race or their appearance, or a blend of the two. This is called interconnected segregation and can put individuals at much all the more an inconvenience.

   In the hospitality business cleaned show matters. All that about a property is assessed through the photos and survey before a visitor even chooses for buy a room in hotels. In the event that room watch obsolete, hall is messy, cafés look confined visitor make beg Hotels judgment about hotels won't in lean toward. A similar applies Hotels staff as well. They look professional and presentable because they are the integral part of the hotel but many times it creates discrimination with appearance, gender or sexual orientation. Hotel comes in service industry where employee's appearance is important, for maintaining front line and making a polished image of property. Hotel recruitment team preferred good appearance for employee where grooming is a must important part of all of them and from here many people are facing bookish or look discrimination sometimes it affects in job promotions. Most of the women are facing problem about look-ism where look, colour, body appearance has more weight than skills and knowledge.

   - **Suggestions:** The constitution of India has several provisions which grant certain fundamental rights to citizens which includes right to equality. Article 15 in The Constitution of India 1949 stand for Prohibition of discrimination on grounds of religion, race, caste, sex or place of birth.
     ➢ Hotel management team should work and to be focus for avoid appearance discrimination.
     ➢ Segment 2(ran) and Section 25T of the Industrial Disputes Act 1947 read with Schedule V makes excusing laborers by deceiving them and leaning toward one bunch of laborers over another paying little heed to justify an 'uncalled for work practice' culpable with fine and detainment of the business. Among state regulations, Section 13 of the Maharashtra Shops and Establishments (Regulation of Employment and Conditions of Service) Act, 2017 gives that ladies in the work environment should not be oppressed in issues of enrolment, preparing, moves or advancement or wages, with the business being made culpable with fine for repudiation.

2. **Promotion of Alcohol Abuse-Bringing attention about alcoholism in India:** Liquor misuse, likewise called liquor abuse, is a difficult issue. It is an example of drinking a lot of liquor, over and over again. It slows down your day-to-day routine. On the off chance that a male polish off in excess of 14 beverages each week or multiple beverages per event; if ladies of all ages and men more seasoned than 65 polish off seven beverages each week or three beverages for every event it is viewed as liquor misuse. Hard-core boozing or weighty verbose drinking is a cutting-edge sobriquet for drinking liquor with a goal of becoming inebriated over a brief time frame which carries an individual's blood liquor fixation to 0.08 gm/dl or above. A learn about pervasiveness of weighty rambling drinking among 15-19 years of age in India in 2016 uncovered that around 21.1% of guys had tipsy unadulterated liquor vigorously on something like one event in the beyond 30 days.

Liquor misuse principally leads to conduct problems. The individuals beset with liquor misuse are following through on an exceptionally weighty cost as disintegration of their physical, psychological wellness, family relations, social connection and business-related problems. Alcohol is likewise connected with crimes and numerous violations are carried out affected by liquor. It is likewise a calculate instances of sexual maltreatment. On the social front drunkards as a rule foster marital friction and other family issues. An Indian logical review distributed in 2016 uncovered that predominance of drinking in liquor victimizers fluctuates from 27-37% during home-grown savage episodes with wedded ladies.

India is third largest market for alcoholic beverage in the world. Alcohol arguably is both oldest social beverages and substance most widely used by human being. Its power to change behaviour positively and negatively is extra ordinary although both reasons and affected by drinking vary widely from culture to culture. The Indian alcohol market is growing at GAGR (Compound annual growth Rate) of 8.8% it is expected to reach 16.8 billion litter of consumption by 2022 though India is the largest consumers of alcohol in the world owning to its huge population.

The states of Andhra Pradesh, Telangana, Karnataka, Kerala, Sikkim, Haryana and himachalane Pradesh are among the largest consumer of alcohol in India. It affecting on society which causes road traffic accidents, crime and alcohol, suicide, mental health disorders whereas hotels especially luxury hotels are promote for alcohol abuse.

- **Suggestions**
  - ➢ Hotels and society should follow and obey alcohol laws in India which includes drink driving law, dry days.
  - ➢ Government should more focus about alcohol laws and make its stronger to avoid social issues.

3. **Food waste:** Hotel and restaurant industry is one of the major players in the growth of tourism as a whole in India, since hotel use very high number of natural resources from energy to food. It is needed that sustainable practice may be adopted and managing the huge amount of waste generated as one of the major concerns. In a hotel major part of revenue is generated from kitchen of different outlets which mean a large amount of food waste is generated by hotel often say they waste very little food as the plates generally

come back clean. However, food waste comes from variety of sources like spoiled or outdated food, peelings and trimmings, tea leaves, kitchen error and plate waste. By taking a few simple steps to waste less and recycle more and working out of the cost of food waste as well as environmental benefit. Even in the best run kitchens there will be some food waste. The priority is reducing how much food is wasted ion hotel before considering how best to dispose of unavoidable waste. The most immediate method for lessening the weight of food squander is to keep away from it in any case. The neighbourliness business can have its own effect in lessening its carbon impression by being aware of the food that they dispose of.

Overproduction in kitchens is responsible for the greatest measure of food wastage in hotels. Buffets are the meaningful representation of food overproduction; food overflow is being shown to satisfy clients and the outcome is that the greater part of the food is discarded.

- **Suggestions**
  - ➤ Conduct food waste audit.
  - ➤ Avoid wasting ingredient before they are prepared.
  - ➤ Creates awareness and engage food production and service team.
  - ➤ Food waste management toward sustainability.
  - ➤ Plan a strategy: Develop food squander the executive's strategy with clear targets, systems, and objectives (which incorporates buying the perfect proportion of nourishment for use, investigating the food upon conveyance, and planning a menu with the right parcels).
  - ➤ Capacity: Ensure that food is appropriately overseen and put away, whether that be in a stock room or fridge and that all fixings taken out is utilized first.
  - ➤ Handle: Make great utilization of food (for example abstain from over-managing during arrangement and ruining of fixings) and guarantee that overflow food is put to utilize.
  - ➤ Preparing and Education: Provide fitting preparation with best practices on food squander the executives and get workers engaged with the interaction.
  - ➤ Observing and Audit: Establish an inside review group and review food squander framework to screen where most food squander comes from to further develop processes.

4. **Environmental Impact-Promotion of Sustainability:** Indian Hotels industry is yet ignorant about greening endeavours produced all around the world with assumptions for few market pioneers. It is need of hours to acknowledge the missteps of industry done before and to look forward for the more promising time to come for economic climate. The climate activists and academicians to make a backing for such practices and guarantee that the hoteliers will make changes likewise. Hotels for the most part involves more energy according to guest than neighbourhood home has energy extreme offices like bar, eateries, pools and more plausible rooms. Unreasonable energy use is incredibly expensive and with minor change. It can prompt monstrous expense investment funds. Vacationer and inhabitants like a require perfect, reliable stock of water for endurance including drinking, cooking and cleaning whereas saving and protection of water is imputed Travel and Hospitality regions have fundamentally impacted the environment through the use of energy, water, and consumable product. Motels expressly rely upon an

enormous piece of the exceptionally normal natural surroundings that pilgrims need to visit and consume. In spite of the way that Hotels and the greater the movement business rely strongly upon the idea of the environment to attract visitors, the relationship is muddled. The improvement of the movement business workplaces, including hotels, resorts, bistros, air terminals, and marinas, can all awkwardly influence the environment. Also, the use of mass transportation (plane, venture ships, etc) and unsettling influences to neighbourhood as well as should be expected attractions achieved by visiting travellers can similarly have unfavourable outcomes.

These antagonistic impacts of the travel industry advancement and utilization can steadily obliterate the natural assets on which it depends. As voyagers develop more mindful and worried about the natural effect of their works on, maintaining ecological support ability is fundamental for organizations to accomplish development, draw in new clients, and fulfil clients. Other than decreasing unfavourable impacts to the climate and Hotels the altruism of visitors, when Hotels practice environmental awareness they likewise lower costs. This is a mutually beneficial arrangement. Important for environment sustainability.

- **Suggestions**
  - Installation of Hotel energy solution project.
  - Energy conservation programme.
  - Water recycling plant.
  - Waste management.
  - Employee Training and guest awareness.
  - Sustainability leadership.

5. **Excess working Hours:** Hotels activity comprises of different angles including room, food and refreshment, administrative centre, kitchen grounds and housekeeping. Workers are habitually expected to stand or stand by or in any case to keep up with off-kilter or unnatural stance for delayed periods from time. If there should be an occurrence of kitchen little quarters and outrageous indoor temperature are successive reason for consumes, cut and falls. Worker working in housekeeping and other office likewise customary shoulder truly trouble connected with rehashed use and strong effort. Hotels works 24x7x365.Any individual who has been utilized in cordiality industry when asked states that there is an ideal opportunity to go to work however no chance to return. There are numerous workers are labouring for 18 hours and some of the time 24 Hours at go in industry which is brutal and all out exploitation. An invite improvement for hotel delegates, the business will by and by have to fix genuine moves and remunerate twofold time if they work for north of eight hours out of each day, beside ensuring worker's belling, security and government assistance offices. With the choice of service of work and work to incorporate the 'Hotels Industry' under the Factories Act, the rule book of the relative multitude of driving Hotels would require a re-look.

"Hotels industry should work in a restrained manner with the consideration of the business under the Factories Act. The Act obviously says that the representatives will labour for eight hours in a shift and outstaying period will be paid and they need to make it happen," said a significant level authority in the work service.

"It isn't just the time span or moves however the business will likewise presumably need to take a gander at the representative's issues connecting with well-being, security, government assistance offices, working hours, work of youthful people and yearly leave with compensation which is each of a piece of Factories Act with the incorporation," affirmed a service source. The Factories Act is a social regulation which has been sanctioned for word related security, wellbeing and government assistance of laborers at work places. This Act accommodates a most extreme discipline as long as two years detainment or a fine of up to Rs 1 lakh or both.

- **Suggestions:** The factories act 1948, it clearly states that you cannot make an employee work over 8 Hours but nobody follows that and most places it is not even recognized employees are made to work overtime without being paid, so there should be awareness about working hours and hotel has manage proper work shifts.

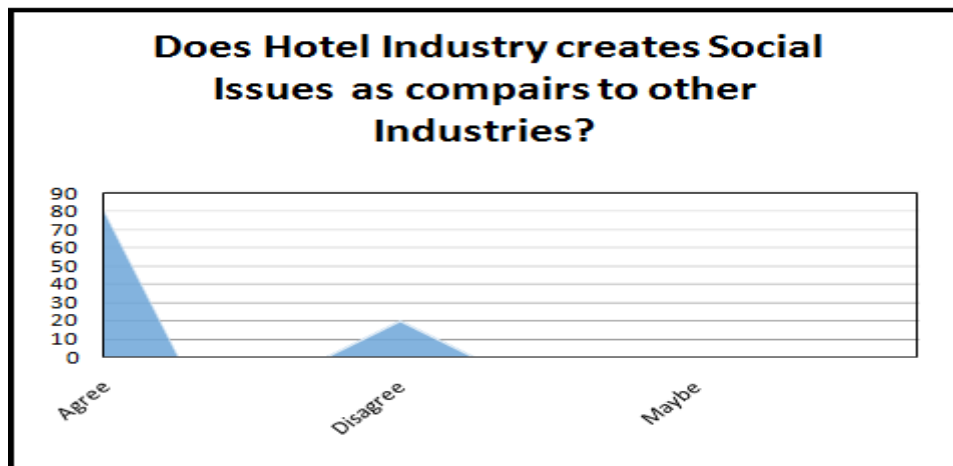## V. DATA COLLECTION AND INTERPRETATION
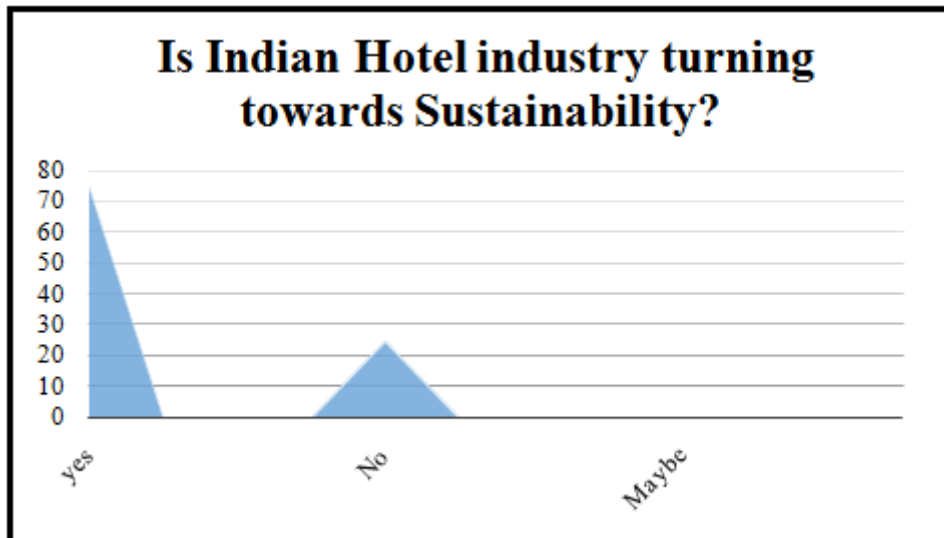

Figure 1

Figure 2

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VI. CONCLUSION

The Indian hotel industry facing many tremendous unspoken social issues which directly effect on human behaviour and motivating factors of employees. The above data collection from hotel employees concludes that the hotel industry has several social issues and that needs to be re modify and restructure in various ways through high committees and management. This research paper concludes respective find outs are sustainability, physical appearance. The excess working hours is top most issue among the hotel industry. The suggestive way and the solution may help to industry for solving social issues.

VII. FUTURE SCOPE

Fastest growth of hotel industry in India is tremendously affecting on economy as well as boosting the tourism sector. Various social issues are promoted and created by hotel

industry; this research put eyes on them with their suggestive ways. This study will helpful for the Hotel industry expertise and Hotel management academician for learning.

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