

HOSPITIUM

A PUBLICATION ON HOSPITALITY AND TOURISM BY THE
FACULTY OF HOSPITALITY MANAGEMENT AND CATERING TECHNOLOGY

RESEARCH AND INNOVATION

VOLUME 6, ISSUE 1



COVER STORY:

**OPTIMIZING RECRUITMENT AND SELECTION STRATEGIES
TO ATTRACT AND RETAIN TOP TALENT IN THE HOSPITALITY SECTOR**



HOSPITIUM

*"The ancient Greco-Roman concept of hospitality,
A divine right of the guest and a divine duty of the host."*

Volume 6, Issue 1, July 2024

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*Hospitium: Published by the
Faculty of Hospitality Management and Catering Technology,
M S Ramaiah University of Applied Sciences, Gnanagangothri Campus,
New BEL Road, MSR Nagar, Bangalore, Karnataka, India 560054*

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Foreword



PROFESSOR ABBY MATHEW

Dean of Faculty of Hospitality Management and Catering
Technology (FHMCT) MSRUEAS, Bengaluru

Dear Readers,

I am pleased to foreword Volume 6, Issue 1 of Hospitium magazine, consisting of research-based articles by the students of Hospitality and Tourism colleges in India.

The articles in the magazine are the selected papers that were presented during the Hospitium Symposium – 2024 at FHMCT, MSRUEAS. I am content to see the authors' participation and the editorial board members' dedication. The vividness and dynamism of the various issues that are compiled by the editors - Mr. Soumalya Barua and Dr. Sweetly Jamgade are commendable.

This issue will create an understanding of the multiple research ideas that can be developed in the hospitality and tourism industry by the stakeholders. For the budding hospitality professionals, the industry and alumni article are a good read.

From the Editor-in-Chief's desk



DR. SWEETY JAMGADE

Editor-in-Chief, HoD-Management Studies, Associate Professor,
FHMCT, MSRUAS, Bengaluru

Dear Hospitium Family (Authors, Readers, and Editorial Board Members),

We are back with the publication of Hospitium Volume 6, Issue 1 with the broad theme of 'Hospitality and Tourism: Research and Innovation'. This issue is the collection of papers presented during the 'Hospitium Symposium-2024, which is the annual symposium by the students for the students of hospitality and tourism management in India'. This symposium was conducted on 2nd April 2024 at FHMCT, MSRUAS.

The articles published are the research work done by the students of hospitality and tourism management. Most of the papers were ongoing research work. The cover story of the magazine is the best paper awarded during the symposium. I am sure that you will like the quality of the research work done by the undergraduate students in areas related to operations and sustainability in the hospitality and tourism industry.

Chef Vinod Bhati's (Range and Commercial Manager at IKEA, Bangalore) encouraging message to the budding professionals to "stay committed and work hard" is good. Chef Shwetha's message who is General Manager – Culinary Operations, Elixir, and alumna of FHMCT to her juniors is much appreciated. The creative skills of Mr. Soumalya Barua who is the student editor are notable.

Lastly, I would like to thank all the authors who presented their papers and submitted them timely for publication. Thanks to the readers for your continuous support. Please forward this issue to your peer circle for disseminating the students' research studies done by the undergraduate students. Your suggestions and feedback are always welcome.

*Keep reading and widen your horizons!
Stay safe and healthy!*

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HOSPITIUM VOLUME 6, ISSUE 1





OPTIMIZING RECRUITMENT AND SELECTION STRATEGIES TO ATTRACT AND RETAIN TOP TALENT IN THE HOSPITALITY SECTOR

-Siddharth N Murali, Christ (Deemed To Be) University, Bengaluru

Abstract

The hospitality sector is undergoing rapid transformation in response to global dynamics, technological advancements, and shifting customer expectations. This paper explores the critical role of recruitment and selection strategies in attracting and retaining top-tier talent within the hospitality industry. The sector faces unique challenges such as high turnover rates, seasonal fluctuations, and the demanding nature of the job. This research delves into optimizing HR practices to address these challenges and enhance organizational performance. Key themes include innovation, customer experience, strategic HRM, talent management, diversity and inclusion, employee engagement, retention strategies, technological advancements, demographic shifts, and workplace expectations. Insights and recommendations provided aim to equip hospitality organizations with the necessary tools to thrive in an ever-evolving landscape and create extraordinary guest experiences.

Keywords: *Strategic HRM, Talent management, Employer branding, Diversity and inclusion, Retention strategies, Technological advancements, Workplace expectations*

Introduction

The hospitality sector stands at the crossroads of a rapidly evolving global landscape. In an age of constant innovation and increasing customer expectations, the industry is not just about providing a bed or a meal on a plate, it's about creating unforgettable experiences. The foundation upon which these experiences are built rests heavily on the shoulders of the industry's most vital asset 'its workforce (Afsar, B., & Badir, Y. F., 2016). In this dynamic environment, the pursuit of excellence and distinction hinges upon the ability to attract and retain top talent, individuals whose skills, dedication, and passion can elevate a hospitality establishment from merely functional to extraordinary.

Motivation of the Study

The hospitality sector is a rapidly growing and dynamic industry, but it is also facing a number of challenges, including the recruitment and retention of top talent. It is a service-oriented industry, and the quality of the customer experience is heavily dependent on the skills, dedication, and passion of its employees.

There are a number of factors that make the recruitment and retention of top talent in the hospitality sector challenging. These include:

- The high turnover rates that are common in the industry.
- The seasonal nature of the business can lead to fluctuations in employment levels.
- The demanding nature of hospitality work require long hours and shift work.
- The competitive nature of the industry means that hospitality businesses need to find ways to attract and retain the best employees.

Literature Review

According to *Nayak, S., Jena, D., & Patnaik, S. (2021, January 1)*, the knowledge-based view of the organization is one of the most commonly utilized strategic lenses for assessing organizational actions and consequences. Scholars propagating knowledge-based logic indicated that the most important objective of organizations today is the transfer and exploitation of knowledge in a more effective and efficient manner than external market structures.

As external markets become more open and efficient, organizations experience difficulty in designing gradually more efficient knowledge, transfer, and share strategies, managers and employees in the organizations serve a critical point in the knowledge management chain. Specifically, the organization's capacity to transfer knowledge within its boundaries efficiently and effectively hinges on its global network of employees.

Therefore, it became imperative that organizations pay close attention to the mechanisms governing employees in the knowledge management process. Contracts are a mainstay in employment relations, establishing inducements, and contributions basic to membership in an organization. Contracts whether written or oral, are promises made in exchange for some compensation and are enforced, or at least recognized. Hence, effective management of individual knowledge within the workplace has become critical to business success.

DePatie, S., and Ehrhart, M. G. (2013), their study explores the concept of job embeddedness and its implications for recruitment and retention within the hospitality labor market. Job embeddedness refers to the factors that make employees feel connected to their jobs and communities, which in turn, reduces turnover intentions.

In the context of the hospitality industry, where high turnover rates are a common challenge, understanding and fostering job embeddedness is crucial. The study employs a mixed-methods approach, combining quantitative analysis with interviews and surveys of employees within the hospitality sector.

The findings reveal that job embeddedness is a significant predictor of employee retention in the hospitality industry. Factors such as strong relationships with colleagues, a sense of belonging to the community, and alignment with organizational values and culture contribute to job embeddedness. The practical implications of this research are noteworthy for HR professionals in hospitality.

It suggests that creating work environments that enhance employees' attachment to their jobs and communities can lead to improved retention rates. This article provides valuable insights into the role of organizational culture and community connections in retaining talent in the hospitality sector.





Aim of the Study

- To identify the key factors that influence the decision of top talent to join and remain in the hospitality sector and to develop strategies for recruitment, promoting diversity and inclusion in hospitality workplaces.

The project also developed a framework for measuring the impact of recruitment and selection strategies on employee retention and organizational performance in the hospitality sector. The findings of the project can be used to develop a toolkit for hospitality businesses on how to optimize their recruitment and selection strategies to attract and retain top talent. The toolkit includes practical resources and tools that hospitality businesses can use to improve their recruitment and selection process. The project is expected to make a significant contribution to the hospitality sector by helping businesses to attract and retain top talent. This is essential for the long-term success of the industry.

Research Problem

The hospitality industry, known for its dynamic and customer-centric nature, faces persistent challenges in recruiting and retaining top-tier talent. High turnover rates, seasonal employment fluctuations, and the need for diverse skill sets make it increasingly complex for hospitality organizations to identify, attract, and maintain top talent. These challenges are compounded by evolving workforce expectations and the demand for adaptability in an ever-changing market. To thrive in this environment and deliver exceptional guest experiences, it is imperative to optimize recruitment and selection strategies. This research seeks to address the critical issue of talent management within the hospitality sector by identifying effective strategies for attracting and retaining top talent.

Research Gaps

Despite the extensive literature on recruitment and selection strategies in the hospitality sector, there is a lack of in-depth analysis on the role of organizational culture in shaping recruitment and retention outcomes for top talent. Investigating how organizational culture influences the effectiveness of recruitment and selection strategies, particularly in attracting and retaining top talent, can provide valuable insights for the hospitality industry practitioners and researchers.

Objectives

Objective 1: To identify the key factors that influence the decision of top talent to join and remain in the hospitality sector, and to develop evidence-based recommendations for optimizing recruitment and selection strategies to attract and retain this talent.

Objective 2: To investigate the effectiveness of different recruitment and selection methods for hospitality roles, and to develop guidelines for best practices in hospitality recruitment and selection.



Objective 3: To examine the impact of diversity and inclusion initiatives on recruitment and retention in the hospitality sector, and to develop strategies for promoting diversity and inclusion in hospitality workplaces.

Objective 4: To develop and evaluate innovative recruitment and selection strategies for the hospitality sector, such as gamification, artificial intelligence, and virtual reality.

Results and Discussions

Table 1: Reliability of the Instruments used in the study

Instrumen ts	No. of Items	Cronbac h's Alpha
Employee retention rate	9	0.879
Selection criteria	6	0.755
Diversity and inclusion initiatives	9	0.910
Use of technology	9	0.230

The above table indicates the reliability test utilised in the study, all the values shows a significant acceptance level which is above 0.75. Hence the factors of the study are reliable.

Table 2: Demographics of the respondent

Frequency Table		Cou nt	Column N %
Gend er	Female	19 1	48.1%
	Male	20 2	51.4%
Age	Less than 21	21	5.3%
	21-25	19 8	50.4%
	26-29	15 6	39.7%
	More than 30	18	4.6%
Marit al Status	Unmarried	30 5	77.6%
	Married	88	22.4%
Work experi ence	Less than 1 year	74	18.8%
	1-2 years	90	22.9%
	3-4 years	17 4	44.3%
	More than 5 years	55	14%

The above table indicates the demographic information of the respondents where most of the respondents where of the age group of 21-25 years old and are unmarried and have work experience of 3-4 years.

Table 3: Correlation analysis between the three variables

Correlations				
		Empl oyee reten tion rate	Selectio n criteria	Diversit y and inclusio n initiativ es
Employee retention rate	Pearson Correlation	1	.245**	.420**
	Sig. (2- tailed)		.000	.000
	N	394	394	394
Selection criteria	Pearson Correlation	.245* .	1	.079
	Sig. (2- tailed)	.000		.118
	N	394	394	394

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

A regression test was conducted to find the impact between employee retention rate, use of technology, diversity, inclusion and selection criteria . The significance value of employee retention rate is 0.000 which means that it is statistically significant with the beta value.

The results suggest that "Employee Retention Rate" is a significant predictor of "Use of technology", with higher levels of job strain associated with higher levels of Employee Retention Rate. The standardized coefficient for "Employee Retention Rate" is estimated to 0.245, which indicates a rise of one standard deviation in "Employee Retention Rate" is connected with a 0.245 standard deviation increase in the dependent variable "Use of Technology".

Coefficients						
Model		Unstandardiz ed Coefficients		Stan dard ized Coe ffici ents	t	Sig.
		B	Std. Error	Beta		
1	(Const ant)	2. 35 8	.147		15 .9 97	.0 0 0
	Empl oyee Reten tion Rate	.1 94	.039	.245	4. 99 8	.0 0 0

a. Dependent Variable: Selection Criteria

Table 5: Regression Analysis between Diversity & Inclusion and Selection Criteria

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.049	.256		4.094	.000
	D&I	.619	.068	.420	9.158	.000

a. Dependent Variable: Selection Criteria

From the above table coefficient for "D&I" i.e. Diversity and Inclusivity is estimated to be 0.420, which indicates a rise of one standard deviation in "D&I" is connected with a 0.420 standard deviation increase in the dependent variable of "Selection Criteria". Overall, the results suggest that "D&I" is a significant predictor of "Selection Criteria", with higher levels of job strain associated with higher levels of "Selection Criteria".

Conclusion

By exploring innovative recruitment technologies, such as AI-driven tools and VR simulations, organizations can streamline their candidate assessment processes and identify top talent more effectively. Additionally, a deeper investigation into diversity and inclusion strategies can foster an inclusive workplace culture that attracts a diverse pool of talented professionals. Employer branding strategies play a pivotal role in showcasing organizational values which are instrumental in attracting and retaining top talent.

Moreover, talent management practices, including succession planning and leadership development programs, ensure a continuous pipeline of skilled professionals and future leaders.

Employee engagement initiatives and the integration of sustainable practices further contribute to a positive work environment and enhances employee satisfaction and retention.

Lastly, conducting comparative analyses across hospitality sub-sectors provides valuable insights into sector-specific challenges and opportunities in talent acquisition and retention strategies. In essence, addressing these areas of research can lead to the optimization of recruitment and selection strategies tailored to attract, engage, and retain top talent in the ever-evolving landscape of the hospitality sector, ultimately driving organizational success and competitiveness.

Future Scope of the Study

Based on the above findings, some of the scope provided for further research are:

One important area is the exploration of innovative recruitment technologies, such as AI-driven tools, virtual reality simulations, and predictive analytics. These technologies can enhance recruitment outcomes and attract top talent by providing efficient and effective candidate assessment processes. Additionally, the study can delve into diversity and inclusion strategies within the hospitality sector.

Analyzing the impact of diversity initiatives on recruitment and retention can provide valuable insights into attracting a diverse pool of top talent and fostering an inclusive workplace culture.

Furthermore, exploring talent management practices, employee engagement initiatives, and the role of sustainable practices in recruitment and retention can provide a holistic understanding of effective strategies in the hospitality industry.



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A STUDY INTO WINE CONSUMPTION, PATTERNS OF INDIANS WITH SPECIAL REFERENCES TO THE BANGALORE REGION

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Abstract

The Indian wine market is one of the most diversified markets in the world. The growing popularity of wine in India is attributed to several factors, including cultural, demographic, and socioeconomic diversity. The growing interest in wine consumption in India has sparked curiosity about consumer preferences and perceptions, particularly in the cosmopolitan city of Bangalore. This study aims to investigate the consumer perception and acceptance of Indian wine compared to foreign wine preferences within Bangalore region. The study employs a conceptual framework that incorporates variables such as cultural values, sensory perceptions, price sensitivity, and familiarity, to explain and predict consumer wine preferences. By identifying these factors, the study contributes to the enhancement of the Indian wine industry marketing strategies and assists in aligning products with consumer expectations. This study also provides a holistic view of wine consumption patterns among Indians, with a specific emphasis on the Bangalore region. It will employ a multi-method approach, combining surveys, interviews, and market analysis to capture the intricacies of wine consumption behavior and the factors that drive it.

The findings of this research can potentially assist the wine industry, policymakers, and researchers in adapting their strategies to meet the evolving demands of the India wine market.

Keywords: Wine consumption pattern, wine perception, consumer preferences, cross cultural influences.

Introduction

Wine consumption in India has been on a significant upward trajectory in recent years, reflecting changing consumer preferences and evolving lifestyles. This research aims to provide a comprehensive understanding of the Indian wine market, its trends, and the unique dynamics at play in the burgeoning city of Bangalore. The growing popularity of wine in Bangalore can be attributed to several factors. Firstly, rising disposable incomes have enabled consumers to explore new beverage options, including wine (Kaur, J., & Singh, A. 2016). Secondly, increasing urbanization has exposed Bangalore people to diverse culinary experiences, fostering an appreciation for fine dining and wine pairings (Chadha, 2017).

Motivation of the Study

Wine is a growing trend in India, but how do Indians drink it? This study focuses on understanding Bangalore's wine consumption patterns, to learn more about this developing market. Is Bangalore like other Indian cities, or does it have unique preferences? This research can help winemakers, sellers, and restaurants in Bangalore cater to the customers' tastes.

Literature Review

Jaykumar V (2016) research paper investigates the influence of domestic wine label design (contour and content information) on consumer buying decisions in the growing Indian wine market. With the rise in both domestic and international wine consumption, a wide variety of wine labels have emerged, each vying for consumer attention through unique shapes, colors, and textual information. This study targets both experienced and novice wine consumers who are increasingly interested in understanding and purchasing wines.

Tiziana de magistris, Azucena Gracia, Luis Miguel Albisu (2014), the authors of this research paper argues that previous studies on wine consumer preferences relied on rating or ranking scales, which can be biased. This study proposes a new approach using a best-worst scaling method to investigate what matters most to premium red wine consumers in Spain. Their findings suggest that consumers prioritize past experiences of food pairing and knowledge (designation of origin) over brand name and image associated with new world wines.

Christopher Matthews, Simon Somogyi, Rob Van Zanten (2014), their research examines a marketing technique (bundling) that wine companies may use to gain access to retail stores. The study examined consumers' perception towards bundling with respect to the Australian wine market. The results allowed for the formulation of market segments, which aimed to provide a better understanding of the wine-bundle purchaser. Cluster analysis highlighted three market segments in particular, one of the consumer segment is prone to purchasing wine bundles and is interested in deals.



Research Gaps

There is a significant research gap on how social and cultural factors influence wine preferences in Bangalore. Existing studies focus on general preferences, but a deeper dive is needed on the *Indian vs. foreign wines*: why do people choose one over the other? Also understand the cultural background, marketing strategies, and perceived quality. *Social and economic influences*: How do income, education, and social circles affect wine consumption in Bangalore's growing middle class?

Aim of the Study

The aim of this study is to analyze and compare consumer perceptions and acceptance of Indian and foreign wines, thereby contributing to a better understanding of cross-cultural preferences and their implications on the wine market in Bangalore.

The overarching aim of this project is to shed light on the consumer perception and acceptance of Indian wine, specifically focusing on how cross-cultural influences play a role in shaping preferences and attitudes towards Indian and foreign wines.



Objectives

The objectives of this study were:

1. To assess the factors influencing consumer perceptions of Indian and foreign wines.
2. To examine the determinants of wine preference among consumers in the Bangalore region.
3. To assess the impact of cross-cultural influences on wine consumption choices.

Demography of the Respondents of the Study

The data suggests wine consumption in Bangalore is concentrated among young professionals. Nearly 80% of respondents are between 18 and 44 years old. There's a skew towards males (80.9%) and 79% hold Bachelor's degrees or higher. Income distribution leans towards the middle class, with 42.6% earning between ₹10,000 and ₹50,000 monthly. Price is the most important purchase factor (58.2%), followed by taste (28.1%). Casual evenings and celebrations are the primary drinking occasions. Wine is mainly bought from MRP stores (41.1%) and wine boutiques (31.6%).

Pilot Test

To test the reliability, a pilot test was conducted on 392 responses and it was found that all the alpha values were above 0.70 indicated in table 1 and therefore the measures were found reliable.

Further, the Cronbach's alpha of all the samples tested were found to be well within the range of reliability acceptance. The Cronbach alpha's were calculated and are mentioned in table 1.

Table 1. Results of pilot test

Variables	Cronbach's alpha	Number of items
Consumer Perception	.760	5
Wine Preference	.916	3
Cross-Cultural Influence	.852	6

Table 2. Pearson's Correlation Analysis

Variable	Consumer Perception	Wine Preference	Cross-Cultural Influence
Consumer Perception	1	0.692**	0.683**
Wine Preference	0.692**	1	0.767**
Cross-Cultural Influence	0.683**	0.767**	1

Correlation Analysis

In this table, we can find the factors influencing consumer perceptions. The high correlation (0.692) between consumer perception and both wine preference and cross-cultural influence suggests that these factors play a significant role in how consumers in Bangalore perceive wine. This could be due to factors like:

1. Positive wine experiences shaping perception (wine preference).
2. Exposure to foreign wines influences the perception of quality (cross-cultural influence). The strong correlation (0.692) between consumer perception and wine preference indicates that perception is a key determinant of wine preference among Bangalore consumers. Consumers with a more positive perception of wine are likely to have a stronger preference for it.
3. Impact of cross-cultural influences: The high correlation (0.767) between cross-cultural influence and wine preference suggests that exposure to foreign wines significantly impacts what wine consumers in Bangalore prefer. This could be due to the "prestige" factor associated with certain wine regions or styles and the discovery of new flavors and preferences through exposure to different wines.



Linear Regression Analysis

4.4 Linear Regression Analysis

Table 3. Regression analysis results

Coefficients	Unstandardized Coefficients	Standardized Coefficients	t
(Constant)	1.145 (.113)	-	10.097
Consumer_perception	.335 (.049)	0.291	6.85
Wine_preference	.357 (.027)	0.566	13.302

Table 4. ANOVA results

ANOVA	Sum of Squares	df	Mean Square	F
Regression	183.65	2	91.825	335.361
Residual	106.512	389	0.274	
Total	290.163	391		

This linear regression analysis examines the factors influencing wine consumption choices in the Bangalore region, specifically focusing on cross-cultural influences (dependent variable). The model yields a significant R-squared value of 6.85, indicating the variance in cross-cultural influence on wine consumption can be explained by the independent variables i.e. consumer perception and wine preference.

Consumer Perception: The coefficient for consumer perception is positive and statistically significant ($\beta = .291, p = .000$), suggesting that positive consumer perceptions are associated with a stronger influence of cross-cultural factors on wine choices. Consumers who hold positive views towards different wine cultures might be more receptive to trying foreign wines or exploring diverse styles within Indian wines.

Wine Preference: The coefficient for wine preference is also positive and statistically significant ($\beta = .566, p = .000$). This indicates that individuals with a stronger preference for wine in general are more likely to be influenced by cross-cultural trends in their consumption choices. They might be more open to experimenting with different types of wines based on cultural recommendations or popularity.



Conclusions and Future Scope

This study would shed light on how Bangalore stands up against the rest of India when it comes to wine consumption. It would identify the typical wine drinker in Bangalore by looking at factors like age and income, and what types of wines they enjoy most. This information is valuable for businesses, allowing them to target their marketing efforts more effectively to reach Bangalore's wine consumers.

The study could be extended to understand why Bangalore has the typical wine consumption patterns. Is there a cultural influence at play, or perhaps Bangalore's cosmopolitan nature has something to do with it?

Future research could explore these questions. Future scopes for research depending or related to this research are :-



- Explore the specific cultural factors that influence consumer perceptions and wine preferences in Bangalore.
- Investigate the role of marketing and media in shaping cross-cultural influences on wine consumption.
- Conduct a similar analysis in other Indian cities to compare regional variations.

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DRIVING GASTRONOMIC EVOLUTION: A RESTAURATEUR'S INSIGHT INTO THE ASCENDANCE OF POP-UP RESTAURANTS AND FOOD TRUCKS

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Abstract

In recent years, the rise of innovative dining formats such as pop-up restaurants and food trucks has resulted in a considerable transformation of the culinary business. These new development trends emerged as a result of existing societal inclinations and changing customer needs. This dining arrangements provide restaurateurs and chefs with space to express themselves and create culinary masterpieces, while also allowing company owners to avoid the fixed expenditures associated with brick-and-mortar locations. Furthermore authors argue that food trucks are "not just for hipsters but also foodies" since they broaden the offer and accessibility of consumers. These dining arrangements formed an entirely novel trend in the industry, and the purpose of this study is to explain their rise in the first decade of the twenty-first century.

Keywords: Pop-up Restaurants, Food Trucks, Restaurant Industry, Customer Engagement, Culinary Trends.

Introduction

Recent years have seen enormous developments in the culinary sector, especially due to the growing popularity of mobile businesses and other temporary eateries. Notable examples are so-called pop-up restaurants, which provide a distinctive dining experience in strange venues.

Because of their transient nature, people experience a sense of anticipation and belonging to a distinct community. The popularity and capitalization of this business model have altered clients' perceptions of what is trendy in the industry. Similarly, food trucks have provided consumers access to various cuisines in unexpected settings while adapting to changing preferences. These business strategies revive the restaurant industry while challenging the traditional hospitality economy.

Furthermore, by eliminating the financial constraint of owning a permanent restaurant, franchisees may place culinary qualities in a dual hierarchy alongside other perceived expenditures.

Given the primary appeal of running transitory restaurants, the ideal clients will likely be individuals seeking experiences beyond just a meal.

Motivation of the Study

This study piques my curiosity as a culinary student who is interested in the ways that the business and food industry is changing. The rise of pop-up restaurants and food trucks now appears to be a strong indicator of huge upheavals in the industry. The study will provide a better understanding of why chefs and restaurateurs favor these arrangements over traditional ones, investigate the improvements they offer in terms of flexibility and risk mitigation, and investigate the problems that modern restaurant formats solve.

Motivation of the Study

The hospitality and culinary industry has witnessed remarkable evolution, with a wide variety of themes and trends emerging. In the United States, for example, one trend is the rise of pop-up restaurants. This has led to a debate regarding their regulation because of their unique characteristics within the sharing economy. At the same time, the pop-up experience opens the way for personal values to be included in the total count, further contributing to greater participant engagement.



Some authors highlight pop-up ventures as a cost-effective initiative, primarily assisting entrepreneurs in the hospitality industry. This is a flexible setting that fosters alternative concepts and experiential marketing. It also reduces the level of risk involved, making it an ideal avenue for entrepreneurial innovation.

Taylor, DiPietro, and So's (2018) research explores the role of experiential value in the diner-restaurant relationship and its effect on behavioral intentions. This also shows that the older generation is more hesitant to participate in pop-up dining experiences in contrast to their younger counterparts who aim for greater diversity and innovation each day.

Through another lens, Xu's (2021) research explores dementia stigmas via media interventions, such as the "Forget Me Not Café," which decreases stigma by creating an inclusive space and fostering a wider understanding and empathy.

Finally, Scott (2017) points out the new trend in culinary tourism, with travelers expecting local food products and culture.

The food truck industry has been rapidly developing, such growth was influenced by the changes in customers' tastes, the role of social media, and favorable economic circumstances. There have been numerous studies on various issues in the industry associated with consumer behavior, branding, and efficiency of operations (Raghavan, 2016; Johan et al., 2021; Alfiero et al., 2017).

Suvachart (2019) analyzed the drivers of consumer choice in the industry which include reputation, value for money, and food quality. All these three factors are essential for determining consumers' responses and choices.

Moreover, Mokhtar et al. (2017) researched the associations of brand equity with customer behavioral intentions. Having a strong brand reputation increases customer loyalty and the repurchase likelihood. In the end, as the food industry has not stopped evolving, research remains instrumental in directing its development course.

The food truck world is a diverse and multi-faceted place interesting for both practitioners and academics; new research issues could include customer behavior, branding, and issues of communication technologies and social media (Choi, Choi, Yoon, & Jung, 2020). Any research in these areas would help to determine the future of the food truck industry.

Research Problem

The intent of this study is to explore the reasons behind pop-up and food truck restaurant adoption, their growing popularity among restaurateurs and chefs, and the general tendencies they influence in customer preferences and culinary trends. The research aims to reveal the dynamics driving this culinary revolution, providing strategic insights for politicians, restaurateurs, and chefs.

Research Gaps

- **Regulatory Frameworks:** Lack of comprehensive analysis regarding regulatory frameworks governing pop-up restaurants and food trucks.
- **Impact on Community Engagement:** Gap in understanding the broader impact of pop-up restaurants on community engagement and social cohesion. Potential for exploring how these dining formats foster community participation and cultural exchange.
- **Inclusive Dining Experiences:** There needs to be more awareness of how food trucks may facilitate inclusive eating experiences for various communities.
- **The Long-term Viability of Culinary Tourism:** Additional research must be conducted on the long-term efficacy and sustainability of culinary tourism. There is a chance to consider the economic, social, and environmental implications, as well as the potential to conserve culinary history and assist local communities.

Aim of the Study

This research project intends to investigate the rise of new dining formats such as pop-up restaurants and food trucks. It examines their impact on the restaurant industry overall, as well as in terms of customer engagement and culinary trends.

The research question seeks to find out why restaurateurs and chefs are choosing pop-up eateries and food trucks over more traditional venues. The investigation aims to identify the reasons for the growing trend, what aspects of the businesses they are changing as well as opportunities and obstacles.

Objectives

- To investigate the motivations driving restaurateurs and chefs to choose the pop-up model and food trucks over the traditional framework of a dining establishment.
- To analyze how the alternative format impacts the business, risks concerning financial aspects, and the requirements of operational facilities.
- To examine the broader effects of pop-ups and food trucks, in relation to other aspects of the restaurant industry, and their impact on consumer engagement and dining experience.
- To explore how these innovative dining formats contribute to the creation of food trends and innovative dining experiences that respond to evolving customer demands.

Results and Discussions

As the study is ongoing, some of the qualitative findings of this study shed light on the underlying motivations and drivers of chefs toward opening pop-up restaurants and food trucks. Undoubtedly, this research completes a broad picture and a multi-faced landscape of culinary entrepreneurship.

More importantly, this motivation is directly associated with the opportunity to run a flexible business. Indeed, chefs cannot help but express gratitude for the laissez-faire approach to overhead costs and innovative culinary concepts that are almost impossible in traditional fixed eateries.

As a result, chefs feel empowered to run a business with full attention paid to unique culinary concepts, and much more opportunity provided to engage with one's diners and provide an intimate relationship that can surprise someone most profoundly.

Not to mention the opportunity to engage directly with the clientele, which can be described as a considerable part of upscale dining preferences and a sector with which a chef feels the most personal connection. Finally, the opportunity to be one's entrepreneur motivated the chefs to work in that sphere or another, as bureaucratic complexity was somewhat reduced compared to normal fixed locations. On the other hand, cultural and situational backgrounds had a strong influence on chefs' choices.

Conclusions and Future Scope

In conclusion, This study discovered that chefs and restaurateurs had a variety of motives for establishing pop-up restaurants and food trucks. Overall, these phenomena are fueled by a growing demand for flexibility, direct consumer relationships, and entrepreneurship, as well as cultural and environmental influences.

They allow chefs to express their creativity, build communities, experiment, and defy established eating standards. Flexibility is evident in eliminating the fixed space and high costs. Direct access to customers ensures personal interactions and unique social dining experiences.

Finally, entrepreneurship highlights the chef's and restaurateur's unique skills in creating a cheerful community. Furthermore, cultural and situational referential influences focus on how situationality affects culinary creativity.

Future Scope of the Study

- Based on the above findings, some of the scope provided for further research are:
- Culinary Trends and Innovation: More research on how pop-up restaurants and food trucks contribute more to formulating culinary trends and promoting new innovation would definitely be a rewarding process in its larger perspective.
- Sustainability Practices: More avenues into this area could be explored in pop-up restaurants and food trucks to ensure more environmentally friendly practices.



- Regulatory Frameworks: In this context, Researching more on this aspect of pop-up restaurants and food trucks can influence policymakers on this front and lay down policies that promote compliance and dissemination of innovations.

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IMPACT OF ARTIFICIAL INTELLIGENCE IN ENHANCING GUEST EXPERIENCE IN THE AIRLINE INDUSTRY OF INDIA

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Abstract

The Indian airline industry is soaring, but can Artificial Intelligence (AI) take the guest experience to even greater heights? This research dives deep into how Indian passengers perceive AI's role in their travel journey. We'll be looking specifically at how AI chatbots, personalized offers, and automated check-in processes are impacting their overall experience. To get a clear picture, this research will reach out directly to Indian travelers through a questionnaire regarding personal experiences at airports with AI-driven technologies in recent times. This survey will help understand passenger satisfaction with these AI-powered services. Data Analysis on AI usage and customer satisfaction metrics will also be assessed. By combining these elements, we can see if a correlation exists between AI and factors like higher customer satisfaction scores or improved on-time performance. This research has the potential to be a game-changer for Indian airlines. By understanding how effectively AI is truly enhancing the travel experience, airlines can optimize their AI strategies. This will allow them to tailor

their approach to better suit the needs and preferences of Indian passengers, ultimately leading to a smoother, more delightful travel experience.

Keywords: Passenger Satisfaction, AI, Indian Airlines, Guest Experience, Travel.

Introduction

Artificial intelligence (AI) is revolutionizing the Indian airline industry by improving the guest experience in various aspects, including booking flights, checking in, boarding, and baggage claim. AI is enhancing personalization by understanding individual needs and preferences, suggesting personalized in-flight entertainment options, and optimizing flight schedules. It is also enhancing efficiency by automating check-in and boarding processes, predicting maintenance issues, and preventing security threats. AI-powered facial recognition software is identifying and authenticating passengers, while AI-powered facial recognition software can detect and prevent security threats.



Examples of AI-driven improvements include predicting delays, personalizing in-flight experiences, improving security screening processes, reducing wait times, and automating check-in and boarding. As AI continues to develop, more innovative ways to use AI to enhance the guest experience are expected.

India's airline sector has grown significantly in the last several years thanks to a growing middle class, rising disposable income, and the entry of low-cost airlines. Because of this growth trajectory, airlines are under more pressure than ever to stand out in a crowded market by improving the client experience. In this regard, the incorporation of artificial intelligence (AI) shows itself as a revolutionary force that has the potential to completely change a number of aspects of the traveler experience in the aviation sector.

This study aims to give useful insights for airlines and industry stakeholders who want to harness the potential of AI to enhance guest experience and achieve competitive advantage. It does this by conducting a thorough analysis of industry trends, case studies, and consumer data. In a nutshell this study aims to clarify the ways in which artificial intelligence can act as a spur for innovation in the Indian airline sector, enabling airlines to better respond to changing customer demands and market dynamics while simultaneously providing passengers with a smoother, more customized, and unforgettable travel experience.

Motivation of the Study

This study aims to investigate the influence of Artificial Intelligence (AI) on improving passenger experiences within the Indian airline industry. AI has emerged as a transformative technology across various sectors, and aviation is no exception. This research explores how AI applications are being implemented to personalize the guest journey, enhance convenience, and ultimately lead to higher customer satisfaction.

Literature Review

Passengers' perceptions of flying first class as a luxury experience are deeply intertwined with various factors influencing service quality and customer satisfaction within the aviation industry. Airlines have recognized the importance of providing exceptional service to passengers, particularly those in first class, who contribute significantly to revenue generation.

Studies by *Cronin and Taylor (1992, 1994)* emphasize the importance of service performance in enhancing traveler experience, with dimensions like reliability, responsiveness, assurance, empathy, and tangibility playing crucial roles.

Additionally, *Lashley (2001)* underscores the significance of hospitality and personalized care in creating memorable customer experiences, particularly during the leisure time passengers have while flying.

As airlines navigate changing environments driven by technological advancements and intense competition (*Kahn et al., 1964; Jonsson, 2007*), they must prioritize both flexibility and stability in operations to meet evolving passenger expectations.

This includes leveraging technology to optimize service delivery (*Jong-Jin Jung, 1997*) and ensuring internal service quality to enhance job satisfaction among employees (*Kuo-Ping Wu, 2014*). Moreover, the continuous evaluation of service quality, customer perceptions, and satisfaction (*Chang & Yeh, 2002; Gilbert & Wong, 2003; Chen et al., 2008*) is essential for airlines to remain competitive, particularly amidst global crises like the COVID-19 pandemic (*Pektas and Hassan, 2020*).

By focusing on these aspects, airlines cannot only maintain their market position but also foster customer loyalty and drive profitability (Briner, 2004; Park et al., 2005).

Research Gaps

The research gap lies in assessing how passengers perceive and evaluate the use of AI in simplifying the different airport tasks and how convenient the latest trends in AI have affected the passenger's perception within the airline industry. Indian airlines are deploying AI for chatbots, personalized offers, and automated check-in, but a key gap exists, as we do not understand how Indian passengers perceive these innovations.

Aim of the Study

The study aims to explore the impact of Artificial Intelligence (AI) on the Indian airline industry by examining passenger perception and satisfaction with AI-powered services. It assesses passenger response to AI chatbots, evaluates satisfaction with AI-driven personalization, and examines passenger experience with AI-powered automation. The goal is to understand how AI is effectively utilized to enhance the guest experience, enabling the optimization of AI strategies and ensuring a more positive and satisfying travel experience for Indian passengers.



Objectives

- To assess the use of AI and technology in recent times in the airline industry.
- To identify the different types of AI and technologies that can be used in airline services.
- To assess the potential impact of AI on the role of employees in the airline industry.
- To investigate the ethical implications of using AI and technology in the airline industry.

Results and Discussions

The research is a conceptual ongoing paper, and data for the same has been collected. The airline industry, particularly in India, faces intense competition and evolving customer expectations. In this context, the role of artificial intelligence (AI) in enhancing guest experience has garnered significant attention. This research explores the comprehensive results and discussions regarding the impact of AI on guest experience in the Indian airline industry. Through a multi-faceted analysis, including passenger satisfaction surveys, and case studies, the study elucidates the various ways AI technologies are transforming and improving the guest experience. The findings underscore the importance of AI adoption for airlines to stay competitive, enhance operational efficiency, and deliver unparalleled customer service.

Conclusions and Future Scope

The Indian airline business has a great chance to transform the traveler experience with artificial intelligence (AI). Airlines may be able to simplify travel, increase passenger convenience, and raise overall happiness by introducing AI-powered chatbots, personalized offers, and automated check-in/boarding procedures.



The result of this research study is to close the gap by investigating Indian passengers' reactions to AI across a range of touchpoints. The results can give airlines useful information about how to improve their AI tactics and give Indian passengers a more satisfying and tailored travel experience. Additionally, the study should look into the possible effects of AI on airline workers, as well as the moral issues raised by data privacy and user contact with AI systems.

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THE CAUSE AND EFFECT OF INFLUENCER MARKETING ON ESTABLISHED RESTAURANTS IN NAGPUR

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Abstract

The study on the cause and effect of influencer marketing on established restaurants in Nagpur aims to analyze the credibility of the new marketing technique. Influencer marketing has changed the scope and style of boosting hotel and restaurant brands. Unlike the traditional marketing methods which aim to highlight the brand's features, influencer marketing takes a different approach by capturing the guest's experience. Although influencer marketing has been an effective tool for upcoming restaurants due to the over-indulgence of its audience in social media. This study aims to highlight the changes in the operational style and the approach to connecting with the younger audience in established restaurants. It has helped to develop new campaigns and market space for maximum attraction of the youth. To study the impact on the sales of the restaurants via introducing the influencer, an initial survey was conducted to determine the target audience. The target audience was subsequently categorized based on demography. Furthermore, the restaurant collaborated with the influencer for a week.

The data analysis determined the utility of influencer marketing by the established restaurants in Nagpur.

Keywords: Influencer Marketing, Established Restaurants in Nagpur, Traditional Marketing Techniques, Younger Generation, Impact on Sales, Social Media

Introduction

Influencers who are individuals with a large and loyal following on social media platforms, can sway consumer decisions and shape purchasing behavior. In recent years, influencer marketing has emerged as a powerful tool for businesses to reach their target audience. The rise of influencer marketing can be attributed to the changing landscape of consumer preferences and the increasing reliance on social media for recommendations and reviews. This form of marketing has gained significant traction in the restaurant industry with many establishments in Nagpur leveraging the influence of social media personalities to promote their brand and attract new customers.

As a result, established restaurants in Nagpur have recognized the potential of collaborating with influencers to increase their visibility and credibility among potential diners. In recent years, influencer marketing has significantly impacted consumer behavior within the restaurant industry in Nagpur. By leveraging the reach and influence of social media personalities, established restaurants have been able to create a buzz around their offerings and engage with a wider audience.

Motivation of the Study

In the following sections, we will delve into the specific strategies and impact of influencer marketing on established restaurants in Nagpur, shedding light on the cause and effect of this phenomenon. Through strategic collaborations with influencers, restaurants have witnessed an increase in foot traffic, reservations, and overall brand awareness. The curated content and endorsements shared by influencers have served as powerful testimonials, influencing potential diners' decisions, and leading to a tangible rise in patronage. Moreover, influencer marketing has not only contributed to the discovery of new restaurants but has also shaped the overall dining experience.

Influencers often provide firsthand experiences and recommendations, which resonate with their followers, leading to an enhanced sense of trust and curiosity among potential customers. As we proceed, we will further explore the specific strategies and outcomes of influencer marketing, shedding light on how it has transformed the restaurant landscape in Nagpur.



Literature Review

In today's digitally connected world, the influence of social media has transformed the landscape of marketing strategies, particularly within the restaurant industry. Influencer marketing, a prominent facet of this digital revolution, has emerged as a powerful tool for established restaurants in Nagpur to enhance their brand visibility, engage with their target audience, and ultimately drive customer foot traffic and revenue. This literature review aims to explore the causes and effects of influencer marketing on established restaurants in Nagpur, shedding light on its significance and implications.

Influencer marketing has gained significant traction in recent years due to the proliferation of social media platforms such as Instagram, Facebook, and Twitter. As traditional advertising methods struggle to resonate with modern consumers, influencer marketing offers a more authentic and relatable approach to brand promotion (Brown & Hayes, 2018).

De Veirman et al. (2017) research suggests that influencers wield considerable influence over their followers, particularly in the realm of lifestyle and dining choices. Consumers perceive influencer-generated content as more trustworthy and authentic compared to traditional advertisements. This trust factor plays a pivotal role in driving consumer engagement and fostering brand loyalty, as followers are more inclined to patronize establishments recommended by influencers they admire.

For established restaurants in Nagpur, leveraging influencer marketing can significantly enhance brand visibility and engagement within the local community and beyond. By partnering with influencers who align with their brand identity and target demographic, restaurants can amplify their reach and attract new customers. A study conducted by Lee et al. (2020) demonstrated that restaurants featured in influencer posts experienced a notable increase in online visibility, leading to heightened consumer interest and organic word-of-mouth promotion.

Influencer marketing has been shown to exert a direct impact on consumer purchase intent and, subsequently, revenue generation for restaurants in Nagpur. Research by Choi and Rifon (2016) revealed that influencer endorsements significantly influence consumers' willingness to try new dining experiences and patronize recommended establishments. By strategically partnering with influencers to showcase their menu offerings, ambiance, and dining experience, restaurants can drive foot traffic, boost sales, and ultimately enhance profitability.

While influencer marketing presents numerous benefits for established restaurants in Nagpur, it is not without its challenges. Selecting the right influencers, negotiating partnerships, and measuring ROI can be complex and time-consuming processes. Moreover, maintaining authenticity and transparency in influencer collaborations is paramount to preserve brand credibility and trustworthiness (Phua et al., 2017). Therefore, restaurants must exercise diligence in vetting influencers and ensuring alignment with their brand values and messaging.

Research Problem

Influencer marketing has emerged as a prominent strategy in the restaurant industry, particularly for established restaurants aiming to enhance their brand visibility and attract more customers. However, while influencer marketing has gained significant attention, there are still gaps in understanding its precise impact on established restaurants, especially in a localized context like Nagpur city. This study aims to identify these gaps and propose research questions to address them effectively.

Research Problem

- **Local Context:** One notable gap is the lack of research focusing specifically on the Nagpur restaurant market. Influencer marketing strategies might vary significantly based on cultural nuances, local preferences, and the competitive landscape in Nagpur. Thus, there is a need to explore how influencer marketing operates within this specific context.

- **Effectiveness Measurement:** While influencer marketing is widely adopted, there is limited research on how to effectively measure its impact on established restaurants. Metrics such as engagement rates, follower growth, and conversion rates are commonly used but may not capture the nuanced effects of influencer marketing on brand perception, customer loyalty, and long-term business growth.
- **Influencer Selection Criteria:** Another gap lies in understanding the criteria that established restaurants in Nagpur use to select influencers for their marketing campaigns. Factors such as influencer credibility, relevance to the restaurant's target audience, and alignment with brand values need further investigation to optimize influencer partnerships.
- **Consumer Behavior Analysis:** Although influencer marketing aims to influence consumer behavior, there is a gap in understanding how consumers in Nagpur respond to influencer content promoting established restaurants. Exploring factors such as trust in influencers, authenticity of sponsored content, and the role of social proof in decision-making can provide valuable insights.
- **Competitive Advantage:** Understanding how influencer marketing contributes to the competitive advantage of established restaurants in Nagpur is essential. This includes examining how influencer collaborations differentiate restaurants from competitors, increase market share, and enhance brand positioning in the local market.





Research Questions:

- How does influencer marketing contribute to the brand visibility and customer acquisition of established restaurants in the Nagpur market?
- What are the key metrics and methodologies for measuring the effectiveness of influencer marketing campaigns for restaurants in Nagpur?
- What criteria do established restaurants in Nagpur consider when selecting influencers for their marketing initiatives, and how do these criteria impact campaign success?
- How do consumers in Nagpur perceive and respond to influencer content promoting established restaurants, and what factors influence their decision-making process?
- In what ways does influencer marketing contribute to the competitive advantage of established restaurants in Nagpur, and how does it influence market positioning and brand differentiation?

Aim of the Study

This research aims to explore the intricacies of influencer marketing and its impact on established restaurants within the Nagpur region.

Objectives

- To analyze the current landscape of influencer marketing strategies employed by well-established restaurants in Nagpur.
- To identify the key factors driving restaurants' adoption of influencer marketing in Nagpur.
- To examine the impact of influencer marketing on brand awareness and visibility of well-established restaurants in Nagpur.
- To assess the effectiveness of influencer marketing in influencing consumer behavior and dining decisions in Nagpur.
- To explore the challenges and limitations restaurants face in Nagpur when implementing influencer marketing campaigns.

Results and Discussions

The qualitative discussion aims to delve into the cause and effect of influencer marketing on established restaurants in Nagpur, shedding light on its implications for both businesses and consumers.

Cause of Influencer Marketing on Established Restaurants:

- **Brand Exposure and Awareness:** One of the primary causes of influencer marketing on established restaurants in Nagpur is the need for increased brand exposure and awareness. Influencers possess a dedicated followers on social media platforms, allowing restaurants to tap into their audience base and expand their reach significantly.
- **Social Proof and Credibility:** Influencers often serve as credible voices within their niche, and their endorsement of a restaurant can lend social proof to its credibility. As established restaurants strive to maintain their reputation and attract new customers, collaborating with influencers can bolster their image and credibility within the local community.

- **Content Creation and Engagement:** Influencers are adept at creating visually appealing and engaging content that resonates with their followers. By featuring a restaurant in its content, influencers can showcase its ambiance, menu offerings, and overall dining experience, thereby generating interest and engagement among its audience.

Effect of Influencer Marketing on Established Restaurants:

- **Increased Customer Foot Traffic and Sales:** One of the immediate effects of influencer marketing on established restaurants in Nagpur is the potential for increased foot traffic and sales.
- As influencers promote the restaurant to their followers, it lead to a surge in reservations and walk-in customers eager to experience the dining establishment showcased by their favorite influencer.
- **Enhanced Brand Perception:** Collaborating with influencers positively impact the brand perception of established restaurants. Through authentic and relatable content shared by influencers, restaurants can position themselves as trendy, desirable destinations within the local dining scene, thereby attracting a more discerning clientele.



- **Social Media Engagement and User-generated Content:** Influencer marketing spark conversations and interactions on social media platforms, with followers sharing their thoughts and experiences related to the featured restaurant. This user-generated content further amplifies the restaurant's online presence and serves as valuable social proof for prospective customers researching dining options in Nagpur.

Table 1. Perspective on Influencer Marketing

<u>Sl. No.</u>	<u>Response</u>
1	I believe people rely on influencer marketing and they do choose accordingly but the collaborations need to be authentic and genuine
2	Ensure that influencers disclose their partnership with your restaurant to maintain transparency. You do not see that nowadays.
3	Personally, for me, influencer marketing has more drawbacks than advantages. Nowadays everybody wants to be an influencer and the main aim behind this is to earn instant money, they charge a lot and the results may not be what you expect. It is okay to experiment with it but it cannot be considered as an effective way of marketing until and unless you're bringing in some celebrity with a huge following.
4	There has been a slight issue with influence marketing in today's market as the authenticity of getting a genuine review of the product is next to impossible which in the long run hampers overall customer experience, as a fake review will hamper the reputation of one's business in long run specially in the restaurant industry, where you must be right every single time.
5	Influencer marketing majorly revolves around the visibility of the business and does not provide value for a food product as they only provide positive fake reviews.

Conclusions

In conclusion, this study delved into the cause and effect of influencer marketing on established restaurants in Nagpur. Through an extensive review of the literature and empirical analysis, several key findings have emerged. Firstly, influencer marketing has a significant impact on the visibility and reputation of established restaurants in Nagpur. Through collaborations with influencers, restaurants can reach a wider audience and attract new customers, thereby enhancing their brand image and recognition.

Secondly, the effectiveness of influencer marketing largely depends on the authenticity and credibility of the influencers chosen for collaboration. Genuine endorsements from influencers who resonate with the restaurant's target audience tend to yield better results in terms of customer engagement and conversion rates.

Furthermore, the study highlights the importance of strategic planning and evaluation in influencer marketing campaigns. Restaurants need to carefully select influencers, establish clear objectives, and monitor campaign performance to ensure maximum return on investment.

However, it is also evident that influencer marketing is not without its challenges. Issues such as fake followers, influencer fatigue, and oversaturation of sponsored content can undermine the effectiveness of campaigns and diminish consumer trust.

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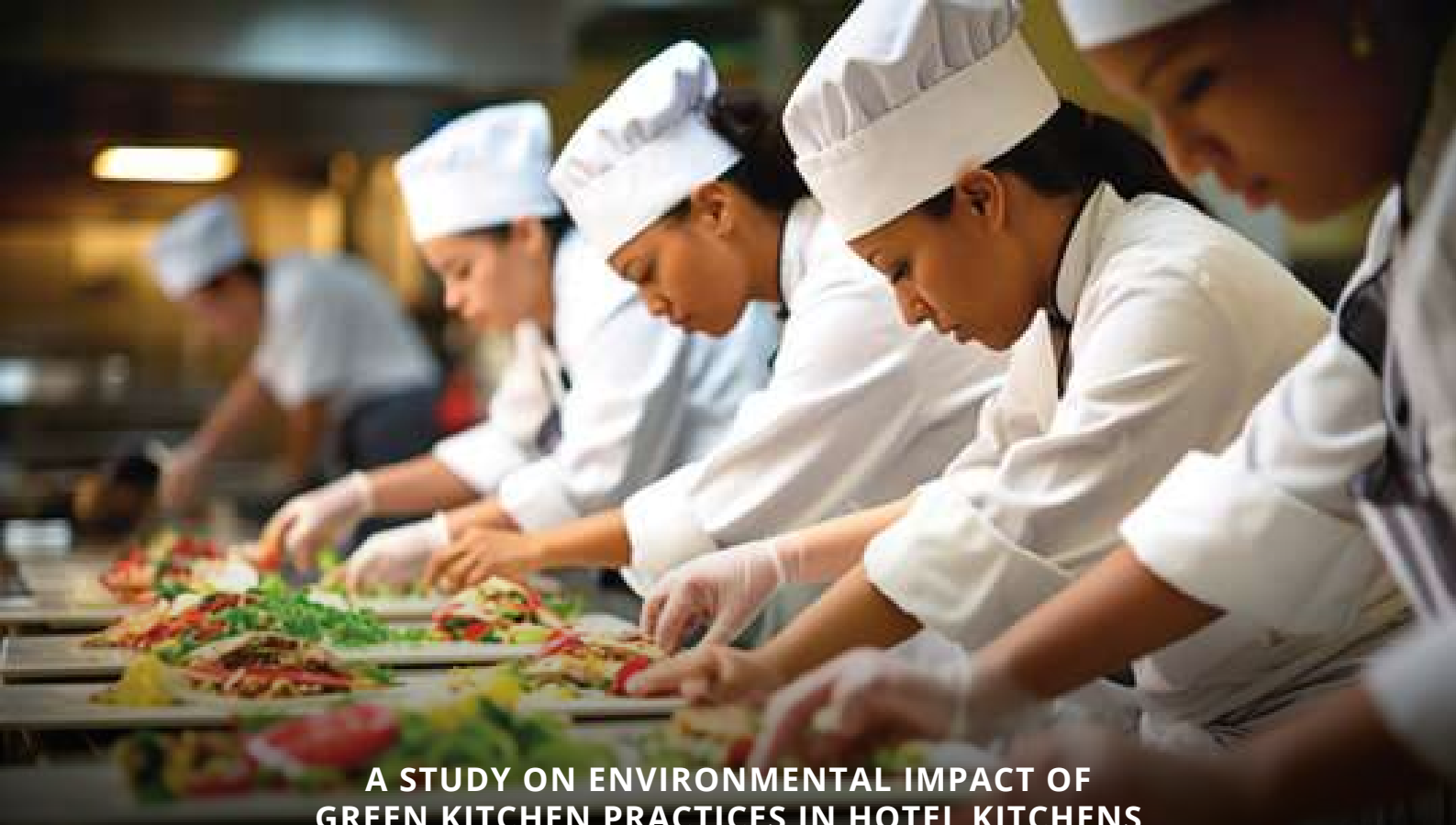
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A STUDY ON ENVIRONMENTAL IMPACT OF GREEN KITCHEN PRACTICES IN HOTEL KITCHENS

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Abstract

As the tourism industry expands, the environmental impact of hotels has become a significant concern. Hotel kitchens, in particular, generate a large volume of waste and consume a significant amount of energy and resources. Green kitchen practices can help to reduce the environmental impact of hotel kitchens by minimizing waste, conserving energy, and using sustainable materials and products. This study aims to give insights into minimizing the carbon footprint and preserving resources, making kitchens more environmentally responsible by analyzing the symbiotic link between green practices and disposal of waste. The scope of this study includes a thorough examination of numerous facets of sustainable culinary habits in both household and commercial kitchen settings. This research shows that the suggested optimization model can identify the best kitchen waste treatment techniques and technological implementations. The study uses quantitative data collection methods.

The quantitative data was collected through a survey of hotel kitchens that have implemented green kitchen practices. The results of this research show that the recommended optimization method can identify and implement the best waste management techniques and technology implementations with the goals of highest net energy output and minimal overall expenses. The study will also make a contribution to the body of knowledge on the environmental impact of hotel kitchens. The findings will be used to raise awareness of the issue and to encourage hotels to adopt green kitchen practices.

Keywords: Green Kitchen Practices, Sustainable Practices, Environmental Impacts

Introduction

This research emphasizes the growing demand for sustainable ways in everyday waste generation. It focuses on promoting environmentally friendly practices such as energy-efficient cooking, conscious ingredient selection, and waste reduction approaches in hotel kitchens.

Green kitchen practices often involve simple changes in everyday habits, such as using reusable containers, composting food scraps, and choosing energy-efficient appliances (World Wildlife Fund, 2021). Efficient waste management, including composting and recycling, helps to long-term sustainability. This study intends to give insights into minimizing the carbon footprint and preserving resources, making kitchens more environmentally responsible by analyzing the symbiotic link between green practices and disposal of waste.

Motivation of the Study

The aim of this study is to look into the environmental impact of applying green practices in hotel kitchens. The study's goal is to examine how implementing eco-friendly methods might lower the hotel's environmental imprint. This will be accomplished by investigating water and energy consumption, trash generation, and potential enhancements to sustainable kitchen operations. The study's findings can be used as a beneficial reference for hotel management professionals, allowing them to make informed decisions that benefit both the environment and their business.

Literature Review

According to *Emily Anderson (2018)* food waste is a serious environmental and economic problem, and the food service sector contributes significantly to its development. Emily Anderson's research project seeks to analyze and compare food waste control solutions in commercial kitchens.

The research investigates the various ways used by different types of business enterprises to combat food waste, evaluating their efficacy in decreasing waste and improving sustainability. This research provides significant insights into the problems and potential for improving food waste management practices in the food service sector by analyzing the data. Anderson emphasizes the critical need of good food waste management in the restaurant business, citing the significant environmental and economic ramifications. She emphasizes the necessity of understanding and executing waste-reduction initiatives. To collect data from a varied sample of commercial kitchens, the research uses a variety of approaches, including surveys, interviews, and on-site inspections. This method provides the author with a thorough perspective of the tactics that have been adopted, such as inventory monitoring systems, portion control measures, donation programmes, and composting efforts.

According to Sangeeta Singh, Manashi Mohanty, Trupti Mohanty B, P. Mohapatra (June 2019), waste is a universal concern since it exists in every civilization. India is presently the world's third-largest producer of waste. Waste is growing more complicated as different materials are dumped together. So a study of waste management practices in rural households in Koraput district, Odisha, India, was done using a sample of 110 female respondents. Investigations of SWM practices were conducted. The respondents were chosen using a multistage purposive random and proportional sampling procedure. The data was gathered using a pre-tested interview schedule and observation sheet.

The study's findings clearly demonstrated that the separation of biodegradable and non-biodegradable garbage (3.63%) was not ready in practice. Lack of awareness (13.6%) was the most common reason for not separating, followed by a lack of discipline at home (4.54%), and laziness (3.63%). Improper waste disposal techniques, such as dumping in the open (80.9%) and gutter (60.9%), and burning (90.0%), were more commonly used for kitchen garbage than ecologically beneficial ones, such as composting (4.5%).



Rachel Adams (2021) examines the role of education in encouraging environmentally friendly practices and waste reduction in kitchen settings. The essay emphasizes the need of teaching tactics that are both informative and entertaining in order to provide individuals with the information and motivation needed to embrace green practices. The essay digs into the details of excellent instructional strategies. These include giving detailed information about the environmental effect of culinary practices, waste output, and the advantages of switching to greener alternatives. This information enables people to make more educated decisions regarding food waste reduction, recycling, and resource conservation. Rachel Adams investigates the importance of hands-on learning experiences in educational strategies. Composting seminars, culinary demos, and DIY projects including upcycling, according to the report, may equip individuals with actual tools to incorporate green practices in their homes. Rachel Adams examines how education may lead to greater policy advocacy and societal change. Individuals who are better educated are more inclined to advocate for measures that promote waste reduction and sustainability. The paper emphasizes the potential for educational campaigns to influence policy decisions and generate long-term behavioral changes. Finally, "Educational Approaches to Green Kitchen Practices and Waste Prevention" emphasizes the importance of education in encouraging sustainable habits and waste management. Educational programmes may enable homes, schools, and communities to embrace greener cooking practices by providing individuals with knowledge, skills, and motivation, thus contributing to a more environmentally aware future.

Research Gaps

After reviewing the literature, it was determined that there is insufficient research examining the relationship between green kitchen practices and waste management in the kitchen. There is not enough statistical data published. A study that focuses on the aspects addressing the scalability and replicability of green kitchen practices across different contexts and demographic groups has not been studied.



Aim of the Study

The primary aim of this research project is to thoroughly explore the environmental effects of applying green kitchen practices and effective waste management systems in kitchens in hotels. This study aims to contribute to a better understanding of how kitchen activities affect the environment by studying the ecological impacts of both standard and sustainable kitchen practices. Furthermore, the research intends to assess the feasibility, benefits, and constraints of implementing green kitchen practices and advanced waste management techniques as a means to mitigate negative environmental effects.

Objectives

- To understand the effectiveness of green kitchen practices.
- To identify the waste Generation and waste management in commercial Kitchens.
- To analyze the barriers and limitations for adopting green kitchen practices.

Results and Discussions

Table 1. Demographic Characteristics

<u>Sl. No.</u>	<u>Response</u>	<u>Value</u>
1	110	18 - 24
2	292	25 - 34
3	12	35 - 44
4	3	45 - 54
5	2	54 or above

In above table 1, it can be noted that the majority of the individuals (69.7%) fall within the 25-34 age range. This suggests a workforce dominated by young professionals in the early to mid-stages of their careers. The second-largest group falls within the 18-24 age range (26.3%), indicating a significant presence of young adults potentially entering the kitchen environment. Looking further, we see a sharp decline in the representation of older age groups. Only a small fraction of the workforce falls into the 35-44 (2.9%), 45-54 (0.7%), and 54 or above (0.5%) categories.

This could be due to several factors, such as career progression leading individuals out of kitchen roles, attrition from the physically demanding profession, or a specific focus of the study on entry-level or trainee positions. The descriptive statistics provide an overview of the data. For the variables of interest, Green Kitchen Practices has a mean of 3.36, suggesting a moderate adoption of these practices.

Environmental Impacts also score moderately at 3.22. Sustainable Practices score the highest (4.20) on average, indicating a stronger focus on overall sustainability efforts. The descriptive statistics also provide insights into the distribution of the data. For example, the skewness values for age, gender, and year indicate that the data might not be perfectly symmetrical. Kurtosis helps assess whether the tails of the distribution are heavier or lighter than a normal distribution. The "Frequencies" table provides a more detailed breakdown of the categorical variables. We can see that the majority of the individuals fall within the 25-34 age range (69.7%), and most have 0-1 years of experience (24.1%).

The occupation variable reveals a diverse range of roles within the kitchen environment, with chefs and students being the most prominent groups. This report delves into the results of an SPSS analysis exploring the relationship between green kitchen practices, sustainable practices, and environmental impacts in hotel kitchens. The data analyzed using SPSS software provides valuable insights into current practices and potential areas for improvement. The data provides valuable insights into the current state of star hotel kitchens and the potential for positive change through the implementation of environmentally friendly practices

The findings suggest that implementing green kitchen practices can be a significant step towards reducing the environmental impact of hotel kitchens. While sustainable practices seem to be prevalent, their impact on environmental impact in this dataset appears less pronounced. Further investigation into the specific sustainable practices being followed and their effectiveness in hotel kitchens might be warranted.

This study investigated the environmental impact of implementing green kitchen practices in hotel kitchens. The research employed [surveys, questionnaire, data analysis through SPSS Software, Correlation, Regression and ANOVA]. The findings revealed that adopting green practices can significantly reduce a hotel kitchen's environmental footprint in several key areas. Practices such as utilizing energy-efficient appliances, optimizing cooking processes to minimize heat waste, and leveraging natural light whenever possible led to a measurable decrease in energy use. Additionally, composting food scraps and implementing recycling programs effectively diverted waste from landfills.

The environmental benefits of green kitchen practices are apparent. Reduced water and energy use directly correlates with fewer greenhouse gas emissions, which contributes to the fight against climate change. Composting food waste not only reduces pressure on landfills, but it also produces nutrient-rich fertilizer for landscaping and gardens. Furthermore, hotels that follow these procedures may attract environmentally concerned clients, improving their brand image and potentially earning a competitive advantage.



However, there are challenges, some hotels may find it difficult to make the initial investment in green technologies and train their employees on new procedures. Furthermore, determining the actual environmental advantages of specific actions might be difficult.

To conclude, this study shows that green kitchen practices are a clear way for hotels to reduce their environmental effect. Hotels can help the environment greatly by implementing water-saving measures, optimizing energy use, and reducing food waste. While there are certain initial expenditures and implementation complexities, the long-term benefits exceed them.

Moving forward, more research into cost-effective green solutions and standardized techniques for monitoring environmental improvements would be beneficial to the hotel business. Fortunately, the beneficial environmental impact and potential for recruiting eco-conscious guests make green kitchen techniques a win-win offer for hotels that prioritize sustainability.

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IMPACT OF EMPLOYEE ENGAGEMENT ON CUSTOMER SATISFACTION IN THE HOSPITALITY INDUSTRY

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Abstract

In the dynamic and fiercely competitive landscape of the hospitality industry, success hinges on meeting ever-evolving customer demands. Achieving and sustaining high levels of customer satisfaction is paramount, and a critical determinant of this lies in the degree of employee engagement within hospitality establishments. This paper embarks on an exploration of the intricate relationship between employee engagement and customer satisfaction, illuminating the multifaceted nature of employee engagement and its profound implications for service quality, organizational culture, and overall business performance. Drawing upon a comprehensive review of existing literature, this study elucidates the myriad dimensions of employee engagement. These dimensions range from individual attributes to job-related factors and broader organizational dynamics. Engaged employees play a pivotal role in fostering a positive work culture, reducing staff turnover, enhancing productivity, and ultimately, bolstering company profitability.

They are more likely to go the extra mile to ensure customer satisfaction, leading to increased loyalty and positive word-of-mouth recommendations. Moreover, the analysis delves into critical factors that influence employee engagement. These factors include personal characteristics, job design, leadership styles, and organizational support systems. Effective leadership that promotes transparency, communication, and empowerment can significantly enhance employee engagement levels. Similarly, providing opportunities for skill development, recognizing and rewarding employee contributions, and fostering a sense of belonging can contribute to a highly engaged workforce.

Keywords: Hospitality industry, employee engagement, customer satisfaction, service quality, organizational culture, workforce management, human resource development.

Introduction

The hospitality industry is one of the leading elements of all developed economies and exhibits a certain level of domination in the business world. The industry further witnesses a higher level of competition in all aspects due to the presence of many players to deliver the required services. Customer satisfaction becomes quite critical to achieving success in such an environment while meeting the ever-changing demands of the customers.

Hence, employee engagement is essential for the hospitality industry since it is service-based and utterly dependent on the efficiency of the employees to deliver the best service. Effective employee engagement positively impacts work culture, staff turnover rate, productivity, and company profitability (Li Sun and Bunchapattanasakda, 2019). Employee engagement is the degree to which employees feel satisfied, committed and motivated with their work and employer. Engaged employee's concept is to care about their work performance and their work. Employee engagement is the commitment and involvement towards the organization and its value.

Organizations in the hospitality industry are entirely dependent on their employees to provide excellent customer service, and thus, the engagement of employees will affect customer satisfaction.

Motivation of the Study

The study investigates how customer engagement influences customer satisfaction in the competitive hospitality industry. Motivated by increasing competition, evolving consumer behavior, and the importance of customer satisfaction, it aims to understand the role of customer engagement in fostering loyalty and driving business success. With the rise of digital technologies providing multiple touchpoints for customer interaction, understanding how to effectively engage customers across these platforms is crucial. The study recognizes that building strong customer relationships is essential for long-term success, with engagement serving as a key mechanism for connecting with customers, understanding their preferences, and tailoring offerings to meet their needs.



Ultimately, by exploring the impact of customer engagement on satisfaction, the study seeks to provide insights that can help hospitality businesses adapt their strategies to meet the evolving demands of today's customers and maintain a competitive edge in the market.

Literature Review

The article by Li Sun and Bunchapattanasakda (2019), defines employee engagement as the degree to which employees feel satisfied, committed, and motivated with their work and employer. Employee engagement is where the employee can perform well, stay loyal, and suggest others about the business. Employee engagement is essential for the hospitality industry. The term employee engagement is used to describe the different forms of employee roles, such as commitment, involvement, and motivation that focus on the experience of the work process during their performances. The research has adopted many different theories to establish the framework; the study's findings show that more importance needs to be drawn to employee engagement and the lack of demographic-related variables.

As per G. Hewagama et al.(2019), "Human Resource Management (HRM)" enhances and improves the performance of service recovery and job satisfaction in the hospitality industry. Empowering the employees and preventing service failure is essential in the hotel industry, often showing better opportunities for service workers. The study mainly focuses on operating the HRM models and systems which provide the primary guidance to develop the fieldwork in the hospitality industry.



Aim of the Study

The aim of this research is to investigate and analyze the influence of employee engagement on customer satisfaction within the hospitality industry. By examining the interplay between employee engagement strategies and customer perceptions, this study seeks to provide valuable insights and recommendations for enhancing service quality and customer experiences in the hospitality sector.

Objectives

- To assess the relationship between employee engagement and customer satisfaction.
- To identify the engagement drivers and their influence on customer satisfaction.
- To examine factors that influence the link between employee engagement and customer satisfaction in hospitality.
- To identify the level of empowerment of employees in the hospitality industry.

The questionnaire was shared between 810 hotel employees for the present study, from which 625 responses were acquired. The findings of the research suggest that empowerment is essential in these hotels to address the issues within the organization.

According to Adnan Bataineh, K., (2019), if employees leave the departments of any organization or any industry, their knowledge and talent are also left in the industry with them. Often, these employees convert their talent into organizational talent. The main focus of this study is to give an overview of the direction of the leadership in any hospitality industry and organizations to achieve the goals. The data collection in the research has also been done with the help of a survey; from the 367 questionnaire results that were acquired, 330 were usable, and that is what has been used within the research. These findings show leadership behavior, which also helps to enhance the employee's knowledge behavior in any industry.

Results and Discussions

Table 1. Responses and Values

Sl. No.	Response	Value
1.	Relationship Between Employee Engagement and Customer Satisfaction	Statistical analysis revealed a significant positive correlation between employee engagement levels and customer satisfaction ratings.
2.	Moderating Factors Influencing the Relationship	Organizational culture was found to significantly moderate the relationship between employee engagement and customer satisfaction
3.	Strategies for Enhancing Employee Engagement and Customer Satisfaction	Implementation of employee training programs and recognition systems led to notable improvements in both employee engagement and subsequent customer satisfaction levels
4.	Leveraging Technology for Enhanced Employee Engagement and Customer Experience	Introduction of a mobile-based employee engagement platform resulted in improved communication, collaboration, and job satisfaction among staff members.
5.	Long-Term Benefits and Alignment with Organizational Goals	Businesses that prioritized employee engagement witnessed higher customer retention rates and increased profitability over a five-year period.

Research Gaps

- *How does employee engagement impact customer satisfaction in hospitality, and what factors make this relationship unique?*
- *What strategies can hospitality businesses use to enhance employee engagement and improve customer satisfaction?*
- *How can technology be leveraged to boost employee engagement and enhance the customer experience in hospitality?*
- *What are the long-term benefits of investing in employee engagement for hospitality businesses, and how can these initiatives be aligned with organizational goals?*

Conclusions and Future Scope

The study investigated the impact of employee engagement on customer satisfaction in the hospitality industry. Results revealed a strong positive correlation between employee engagement levels and customer satisfaction ratings. Organizational culture was found to moderate this relationship significantly. Implementing strategies such as employee training programs and recognition systems led to notable improvements in both employee engagement and subsequent customer satisfaction levels.

Leveraging technology, such as mobile-based engagement platforms, also enhanced communication and job satisfaction among employees, positively impacting customer experiences. Businesses prioritizing employee engagement witnessed higher customer retention rates and increased profitability over a five-year period, demonstrating the long-term financial benefits.

Overall, the study emphasizes the critical role of employee engagement in driving customer satisfaction within hospitality establishments and highlights the importance of strategic interventions aligned with organizational goals to maximize positive outcomes. Building upon findings, future research could longitudinally track employee engagement's sustained impact on customer satisfaction. Cross-cultural analyses would tailor strategies to diverse hospitality contexts. Exploring emerging technologies like AI and VR offers innovative engagement avenues. Investigating employee well-being's link to engagement and satisfaction provides holistic insights. Integrating sustainability practices into engagement initiatives aligns with evolving consumer preferences.

Analyzing employee-customer interactions in real-time offers deeper understanding. These avenues promise to advance knowledge and refine strategies for enhancing customer satisfaction through employee engagement in the hospitality sector.



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TECH, GREEN, AND LUXE: DECODING GEN Z LUXURY HOTEL PREFERENCES IN INDIA

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Abstract

Understanding Gen Z traveler preferences is crucial for the future of Indian luxury hospitality. This study investigates the factors influencing Gen Z's hotel choices. We explore the significance of sustainability practices ("green"), technology integration ("tech"), and unique experiences that go beyond traditional luxury ("coolness"). Additionally, we examine potential gender variations in these preferences. Employing a survey based research approach to Gen Z samples in India, the research quantifies the importance of eco-friendly initiatives, user-friendly technology, and personalized recommendations. It unpacks the concept of "luxury" for Gen Z travelers, revealing a preference for cultural immersion and locally-sourced products over ostentatious displays of wealth. By equipping hoteliers with these insights, this research aims to be a catalyst for the industry. It empowers them to bridge the generational gap and tailor their offerings to Gen Z.

Keywords: Hospitality industry, employee engagement, customer satisfaction, service quality, organizational culture, workforce management, human resource development.

Introduction

The hospitality industry navigates a dynamic ocean of evolving preferences of customers and technological advancements. To stay afloat, it must identify the strategies for successful branding across generations. This research dives deep into the preferences of Gen Z, the digital natives poised to redefine luxury travel. This study embarks on a voyage of discovery, charting three critical themes that influence Gen Z's hotel choices.

For Gen Z, environmentalism isn't a fad, but a core value. This research anticipates eco-conscious Gen Z are prioritizing hotels with a strong policy of green image, even paying a premium for sustainable practices. Interestingly, gender nuances emerge in this green connection, suggesting the need for targeted CSR communication strategies.

Brand coolness, a multifaceted gem, holds distinct meanings for each generation (Fei, A., Kim, J., & Kim, S. in., 2024). While Baby Boomers may favor classic elegance, younger generations like Gen Z crave autonomy and experiential value. Understanding these unique coolness drivers is crucial for crafting resonant Gen Z branding strategies.

Motivation of the Study

The Indian luxury hospitality industry is evolving, and understanding Gen Z travelers' preferences is key to future success. This research delves into what truly defines "luxury" for this generation. We'll explore the technology they crave (think contactless check-in and voice-controlled features), the experiences they seek (personalized recommendations and immersive virtual tours), and their growing interest in sustainability (eco-friendly practices, community engagement, and locally sourced products). By equipping hoteliers with these insights, this research aims to bridge the generational gap and empower them to tailor their offerings to Gen Z's unique preferences.

This, in turn, will ensure the industry thrives in the face of a changing travel landscape. This revision keeps the core message concise while maintaining a professional tone. It removes unnecessary details and focuses on the key aspects: understanding Gen Z, empowering hoteliers, and ensuring industry success.

Literature Review

The hospitality industry is a master of adaptation, constantly shifting its approach to meet the ever-evolving desires of its guests. Each generation brings a distinct set of priorities, and understanding these changes is the key to staying ahead of the curve (*Ianioglo, A., & Rissanen, M., 2020*). This research delves into the trends shaping the industry, with a particular focus on Gen Z travelers – the digital natives poised to become a dominant force in the Indian luxury hotel market.

Gone are the days when luxury was synonymous with opulent marble bathrooms and overflowing buffets. Today's travelers, particularly Gen Z, prioritize environmental consciousness (*Bhutto, M. Y., Khan, M. A., Sun, C., Hashim, S., & Khan, H. Hospitium Vol 5, Issue 1 T., 2023*). Their research suggests that hotels with a strong reputation for sustainability can attract these eco-conscious guests, who might even be willing to pay a premium for green practices (*Mahasuweerachai, P., & Suttikun, C., 2022*).

However, a one-size-fits-all approach won't work. Just like individual preferences for green hues, the way hotels communicate their sustainability efforts needs to adapt depending on the audience (think tailoring messages for men vs. women).

For Gen Z, it's not about ostentatious displays of wealth – think less flashy chandeliers and gold-plated faucets (*Chen, F. (Faye), Quadri-Felitti, D., & Mattila, A. S., 2021*). This generation prioritizes curated experiences that go beyond traditional luxury. Imagine personalized recommendations for hidden local gems, or even immersive virtual tours that bring the destination to life before they even arrive.

But "cool" is a multifaceted concept, and what excites Baby Boomers might not resonate with Gen Z (*Wirtz, J., Holmqvist, J., & Fritze, M. P., 2020*). Recognizing these generational differences is crucial. By cracking the code on what makes a hotel "cool" for Gen Z, hotels can craft branding strategies that truly connect with this influential demographic. Furthermore, "coolness" is redefined, prioritizing curated experiences like local immersion and personalized recommendations over traditional extravagance.





Technology integration remains important, but it's seen as a seamless partner that enhances the journey, not a replacement for human interaction (Shetty, P., & Zade, A., 2021). Technology plays an undeniable role in our lives, and travel is no exception.

For Gen Z, who practically grew up with smartphones in their hands, seamless and user-friendly technology integration is a major selling point (Gupta, K. P., & Pande, S., 2023).

Imagine contactless check-in or voice-controlled lighting in your room – that's the kind of tech that gets Gen Z excited. However, technology shouldn't overshadow the importance of human interaction (Kanekar, Prof. R., & Athnikar, Prof. H., 2019)

The ideal scenario is a hotel that utilizes technology to enhance the guest experience, not replace it. Think of technology as a dance partner, complementing the experience rather than dominating it. By understanding their values surrounding sustainability, their unique definition of "cool," and their expectations for technology integration, research can provide invaluable insights into the Indian luxury hospitality industry. Imagine hotels that cater specifically to Gen Z's needs, offering experiences that go beyond traditional luxury.

This research has the potential to be a game-changer, helping hotels bridge the generational gap and attract the future of travel i.e. Gen Z. By deciphering these evolving trends and catering to Gen Z's unique needs, the Indian luxury hospitality industry can position itself to attract the future of travel (Giachino, C., Pucciarelli, F., Bollani, L., & Bonadonna, A., 2023).

As the hospitality industry navigates a changing landscape, understanding Gen Z's travel priorities is crucial for future success (Ghosh, P., Jhamb, D., & Dhiman, R., 2023). This review of the literature reveals a shift in the definition of luxury travel for this generation.

Environmental consciousness takes center stage, with hotels boasting strong "green" initiatives attracting eco-conscious Gen Z travelers. However, communication strategies around sustainability need to be tailored to resonate with their specific values (Seyfi, S., Sharifi-Tehrani, M., Hall, C. M., & Vo-Thanh, T., 2023).

Research Gaps

- While a research gap exists on Gen Z luxury travel preferences, it often focuses on global trends, neglecting the unique socio-cultural context of India.
- Existing studies might overlook the distinct values and priorities shaping Gen Z's choices within the Indian market.
- A significant gap exists in understanding Gen Z's specific preferences for luxury hotels in India.

Aim of the Study

This research aims to uncover the specific features and functionalities hotels prioritize, from contactless check-in and voice-controlled amenities to personalized recommendations and immersive virtual experiences. The paper will quantify the impact of sustainability practices, understanding how deeply eco-friendly initiatives, community engagement, and locally sourced products influence their hotel choices. Finally, the paper decodes the very definition of "luxury" for Gen Z travelers in the Indian context, exploring their expectations for cultural immersion, local interaction, and unique offerings that transcend traditional opulence. The vision is to equip hoteliers with invaluable insights into catering to the specific demands of Gen Z, a demographic with the potential to be their future cornerstone of success.

Armed with this knowledge, hoteliers can tailor their offerings, bridge the generational divide, and ensure they not only survive but thrive in the rapidly evolving landscape of Indian luxury hospitality.

This project aspires to be more than just research; it aims to be a catalyst, propelling the industry towards a future where it resonates deeply with the aspirations and values of Gen Z, the generation that holds the key to unlocking a new era of luxury travel in India.

Objectives

- The objectives of the research project encompass a multifaceted approach to address critical aspects within the luxury hotel industry.
- To identify the key factors influencing Gen Z's choice of luxury hotels in India.
- To examine the specific preferences of Gen Z within the "green," "coolness," and "tech" dimensions of luxury hotel experiences.
- To analyze the potential gender differences in Gen Z's luxury hotel preferences.

Results and Discussions

Table 1. Technology integration

<u>Sl.No.</u>	<u>Response</u>	<u>Value (Mean)</u>
1.	384	1.45

In the above table 1, it can be noted that Gen Z travelers in India view seamless and user-friendly technology integration in luxury hotels, as an important aspect for Gen Z when choosing a luxury hotel.

Table 2. Importance of technology integration

<u>Sl.No.</u>	<u>Response</u>	<u>Value (Standard Deviation)</u>
2.	384	0.533

From above Table 2, it can be noted that the standard deviation of .533 is relatively low. This means the responses were clustered around the mean value (1.45). There isn't a huge variation in how important Gen Z considers technology integration.

Technology plays a vital role, but not as the domineering leader. Gen Z travelers value user-friendly technology integration that enhances their stay. While initial findings suggest gender plays a role in Gen Z's hotel preferences, further investigation is necessary. Understanding the "why" behind these differences will provide valuable insights.

Future Research:

Engaging with Gen Z through in-depth interviews could unlock a deeper understanding of their motivations, aspirations, and priorities when it comes to luxury travel.

Not all Gen Z travelers are the same. Segmenting this generation by factors like income, education, or travel style could reveal even more specific preferences regarding luxury hotels.

Delving deeper into the specific sustainable practices that resonate most with Gen Z could guide hoteliers in crafting impactful and relevant eco-friendly initiatives.

Conducting dedicated research with both Gen Z men and women, through separate surveys or focus groups, could illuminate the specific variations in their luxury hotel preferences.



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ISSUES FACED BY OLDER ADULTS: AI TECHNOLOGY IN THE HOTEL INDUSTRY

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Abstract

This paper delves into the evolving landscape of the hotel industry, examining the intersection of artificial intelligence (AI) technology and the unique challenges encountered by Baby Boomers, a generation known for its significant influence on various sectors of society. As AI technology continues to transform hospitality operations, Baby Boomers find themselves navigating a range of disruptions and adjustments in their travel experiences. From the shift towards digital check-in processes to concerns surrounding privacy and data security, Baby Boomers are confronted with a host of challenges that require careful consideration and strategic adaptation from hoteliers. Drawing from a synthesis of existing literature, empirical studies and expert insights, this paper comprehensively examines each of these challenges, shedding light on the underlying factors contributing to Baby Boomers' apprehensions and reluctance towards technological integration. Despite initial reservations, Baby Boomers demonstrate a remarkable capacity for adaptation and a willingness to embrace technology when it enhances their travel experiences.

This underscores the importance of tailored approaches in addressing their concerns and fostering acceptance of AI technology within the hospitality sector. Furthermore, the paper explores proactive measures implemented by hotels to bridge the generational technology gap and cater to the distinct needs of Baby Boomers. These measures encompass targeted training programs aimed at enhancing technology literacy among staff and guests alike. Additionally, hotels are investing in personalized assistance services to alleviate concerns regarding automation and ensure a seamless transition to AI-powered solutions. By cultivating a balanced approach that prioritizes human interaction alongside technological innovation, hotels can effectively navigate the complexities of catering to Baby Boomers while embracing the efficiency gains afforded by AI technology. In conclusion, this paper offers valuable insights into the dynamic interplay between AI, technology, and generational dynamics within the hotel industry.

Keywords: Artificial intelligence, Technology, Baby Boomers, Challenges, Adaptation, Human Interaction, Guest Experience, Hospitality Industry.

Introduction

Older adults are known to face many issues in their daily lives. Often people pity on the elderly, and while they may need some sympathy at times, it is often the case that they are quite capable of taking care of themselves. Now technology is being marketed for the elderly, which is supposed to help make their lives easier. Some of this technology is simply a more user-friendly version of the technology that is already available to all adults; one example is AT&T marketing cell phones to senior citizens. However, there are now innovative technologies such as robots being introduced into the market. These AI robots are marketed as having the ability to act as a companion and undertake certain tasks (cleaning, reminders) to help the elderly live on their own. While this technology has potential, there are possible negative outcomes too. To future-proof and prevent mistakes from being replicated, it is best to consult research on robotics in eldercare and learn about the trials with the robots currently underway (John, T., Bowen., Cristian, Morosan, 2018).

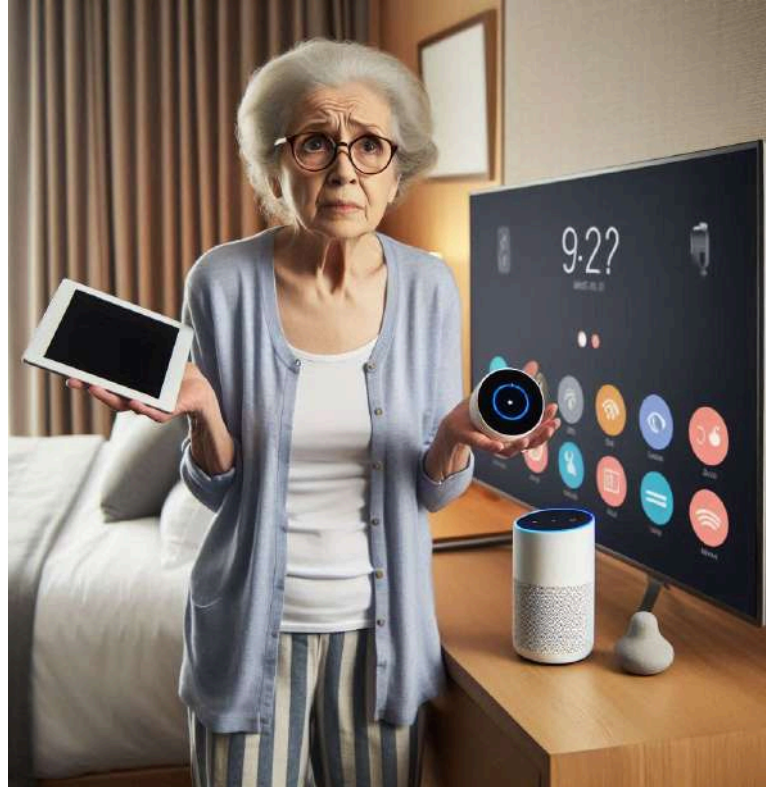
Motivation of the Study

AI technology makes a machine or a place act like a human, think like a human, and respond like a human. The idealistic aim of AI is to make a machine that can learn, adapt to the situation, and utilize knowledge and intelligence for a better chance of success. With a vast majority of young people, the idea of having machines replace humans in functions of low complexity and ability is a desirable one, as it implies easier and cheaper access to a service with no loss of quality and increased job opportunities.

Given today's economic status, there is a great potential correlation between the use of AI technology and the unemployment of senior people in the hotel service industry, which may have a variety of effects on different individuals.

Literature Review

Vincent, Wing, Sun, Tung., Rob, Law. (2017) says as hotels increasingly implement AI solutions, older adults express concerns about the potential loss of the personal touch in their stays. This article investigates how AI and robots affect their expectations for human interaction and the overall guest experience.



Research Gaps

What are the key challenges and inconveniences faced by Older Adults when using technology in the hotel industry?

How do Older Adults' concerns about AI safety in hotels influence their preferences and behavior?

Are there differences in how Older Adults and GenZ view AI in hotels?

Aim of the Study

The aim of this research is to investigate the challenges and limitations surrounding the utilization of technology in hotels for Older Adults. By examining the factors that impede convenience and satisfaction in their technology-based hotel experiences, the study seeks to provide insights that can guide the hotel industry in making technological advancements more accommodating to this demographic.

Results and Discussions

The below table1 indicates the responses of older people related to user interface privacy concerns, learning, physical accessibility and overall satisfaction and perceived value

Table 1. Responses and Values

Sl.No.	Response	Value
1.	User Interface Design and Accessibility	Older adults reported difficulties in navigating AI-powered interfaces within hotel environments. Many found the interfaces complex and challenging to understand.
2.	Privacy Concerns	A significant proportion of older adults expressed concerns about privacy when interacting with AI technology in hotels. They were apprehensive about the collection and use of personal data.
3.	Learning Curve and Support	Older adults identified a steep learning curve when using AI technology in hotel settings, indicating a need for additional support and guidance.
4.	Physical Accessibility	Some older adults encountered physical barriers when interacting with AI devices, such as touch screens positioned at inconvenient heights or locations.
5.	Overall Satisfaction and Perceived Value	Despite facing challenges, older adults who successfully engaged with AI technology in hotels reported positive experiences and perceived value in the services offered.

Conclusions and Future Scope

The use of AI technology in lodgings presents critical difficulties for older adults, crossing from convenience worries to protection issues. Conquering these deterrents requires a far-reaching methodology that stresses client-driven plans, openness, security insurance, and nonstop help. Ease of use remains a noticeable test, as older adults frequently find AI interfaces excessively mind-boggling and testing to explore.

To address this, lodgings should focus on natural plan principles, guaranteeing connection points that are straightforward to utilize. Clear guidelines, negligible strides for connection, and easy-to-understand points of interaction can enormously improve the convenience of AI technology for older guests.

Protection concerns likewise pose a potential threat for older adults, who stress over the assortment and utilization of their data by AI frameworks in lodgings. Foundations should carry out rigid data safety efforts and straightforward data practices to cultivate trust and certainty among older guests. Offering choices for clients to control their data further supports security insurance and reinforces a conviction that all is good.

All in all, tending to the complex difficulties faced by older adults in collaborating with AI technology in lodgings requires coordinated exertion from the board and policymakers. By focusing on client-driven plans, openness, security insurance, and constant help, inns can establish comprehensive conditions that improve the general visitor experience while utilizing the expected advantages of AI technology

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SOCIAL MEDIA INFLUENCE ON SUSTAINABLE RESTAURANT CHOICE: EXAMINING CUSTOMER PREFERENCE FORMATION

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Abstract

Consumer preferences for sustainable dining are expanding as the world becomes more concerned about environmental sustainability. Social media, a tremendous force in influencing customer decisions, provides a unique platform for promoting eco-friendly eateries. However, particular methods in which social media promotes sustainable restaurant choices are unknown. This study intends to shed light on the subject by investigating how social media content and source reliability influence customer preferences in Bangalore, India. Using purposive sampling, an online questionnaire was distributed to 300 Bangalore residents who use social media and are interested in sustainable eateries. The questionnaire inquired participants about their judgments of different forms of social media content, source legitimacy, and preferences for sustainable dining options. This study investigates how social media content and source legitimacy interact to influence consumer preferences for sustainable restaurants in Bangalore.

These findings provide useful data for restaurants and social media platforms, allowing them to modify their communication tactics and promote ecologically friendly dining options in the city. Ultimately, findings seek to bridge the gap between social media influence and customer preference formation in the context of sustainable restaurant choices, fostering a more sustainable and informed dining landscape. These findings may provide useful data for restaurants and social media platforms, allowing them to modify their communication tactics and promote ecologically friendly dining options in the city. The results seek to bridge the gap between social media influence and customer preference formation in the context of sustainable restaurant choices, fostering a more sustainable and informed dining landscape.

Keywords: *Social Media, Consumer Preferences, Sustainable Dining, Restaurant Choices, Food Culture*

Introduction

Bangalore, the "Garden City" of India, is experiencing a surge in sustainable dining driven by environmental awareness, a desire for healthier options, and a thriving local food scene. Sustainable restaurants prioritize practices that minimize their environmental impact and promote social responsibility. This includes sourcing ingredients locally (Aprile et al., 2015) to reduce carbon footprint and support local farmers, while also implementing waste reduction strategies like composting and using eco-friendly packaging (Basha et al., 2014). Ethical sourcing practices ensure fair wages for farmers and humane treatment of animals, further contributing to social responsibility. Beyond these core practices, some Bangalore restaurants go a step further with zero-waste concepts and farm-to-table dining experience.

In the evolving landscape of sustainable dining, the symbiosis between social media and consumer preferences stands as a pivotal area of inquiry. However, a significant research gap persists, leaving unanswered questions about the genuine development of customer preferences within the realm of social media's influence on sustainable restaurant choices. Existing literature fails to elucidate the nuanced processes by which social media content shapes consumer perceptions of sustainability, guiding their choices in dining establishments.

Employing a comparative approach, delving into the distinct influences wielded by various social media platforms, assessing their impact on consumer preference formation and decision-making in sustainable dining. Furthermore, our focus extends to the often-overlooked aspect of source credibility, investigating how it shapes consumer trust and choice preferences when encountering information about sustainable restaurants on social media. This research endeavors to offer a comprehensive understanding of how social media intricately guides and influences customer preferences in the context of sustainable restaurant choices

Motivation of the Study

As environmentally conscious consumers are increasingly drawn to sustainable forms of dining options (Román, S., Sánchez-Siles, L. M., & Siegrist, M. 2017).

However, a gap exists in understanding how social media specifically influences consumer preference for sustainable restaurants. This research aims to bridge this gap by examining the mechanisms at play. While social media demonstrably influences restaurant choices, the specific content types and source credibility dynamics impacting sustainable restaurant selection remain unclear. This study delves into these factors, providing valuable insights for restaurants and social media platforms. Understanding these influences can help restaurants tailor their online communication strategies to attract environmentally conscious customers. Similarly, social media platforms can develop features that promote sustainable dining options based on consumer preferences shaped by content and source credibility.

Literature Review

Social Media Influence

Like a siren song, social media beckons us with captivating visuals of sustainable practices and user-generated buzz about eco-conscious restaurants. Its influence shapes how we discover, evaluate, and ultimately choose where to dine. From Instagram's mouthwatering food photography to Yelp's detailed reviews, this digital landscape promises guilt-free indulgence and environmental responsibility, subtly altering how we see sustainable dining and influencing our final menu selections.



Sustainable Dining

This green revolution on our plates isn't just a fad; it's a conscious shift in consumer behavior fueled by a growing desire for eco-friendly and ethically sourced meals (*Lee et al., 2017*). Understanding the motivations behind this movement, be it a concern for the environment, animal welfare, or personal well-being, is key for restaurants to attract today's discerning diners. It's about aligning menus with values, showcasing sustainable practices transparently, and appealing to the hearts and stomachs of those seeking a greener bite.

Restaurant Choice

Forget the agonizing "where to eat tonight?" debate. Restaurant choice in the digital age is a complex tango between personal preferences, social media's sway, and the intricate calculus of information-gathering (*Hempel, C., & Hamm, U. 2016*). Online reviews from trusted friends, platform algorithms like culinary matchmakers, and curated Instagram feeds brimming with delectable images – all these factors orchestrate the dance that leads us to our final dining destination. Delving into this intricate choreography is crucial for restaurants to understand how to capture attention, earn trust, and ultimately win over our hearts and stomachs.

Consumer Preferences

Today's diner is a discerning one, their palate guided not just by flavor but by a holistic awareness of what goes into their plate and its impact on the world. Sustainability consciousness, ethical sourcing concerns, and transparency demands – are the new flavor profiles shaping consumer preferences (*Feldmann, C., & Hamm, U., 2015*). Restaurants that can align their offerings with these evolving priorities, showcasing their commitment to green practices and ethical sourcing, stand to win the hearts (and wallets) of this conscious clientele.

Social Media Content

In the digital buffet of restaurant marketing, content is king – or rather, the captivating queen. This category explores the various forms of storytelling used to capture our attention and influence our dining choices (*Wang et al., 2020*).

From mouthwatering visuals that evoke sensory delight to captivating narratives that showcase sustainability efforts, restaurants must master the art of crafting content that speaks to our values and fuels our hunger.

User Reviews

In the online arena, user reviews reign supreme, acting as both trusted advisors and candid critics. This category delves into the power of online reviews, examining how they build trust, shape dining decisions, and ultimately impact a restaurant's reputation. Responding to reviews proactively, building transparency, and showcasing positive feedback are the tools restaurants can wield to navigate the review landscape and win over potential diners (*Zhang, X., Zhang, J., & Sun, Y., 2019*).

Influencer Endorsements

In the age of social media stardom, influencers hold the power to sway hearts and wallets. This category explores the effectiveness of influencer marketing in the restaurant industry, examining how celebrity chefs and eco-conscious personalities can shape brand awareness and influence dining choices (*Lee et al., 2020*). Understanding the dynamics of influencer marketing, choosing the right partners, and crafting authentic collaborations are key for restaurants to leverage this powerful tool and reach new audiences.

Social Media Platforms

From the vibrant visuals of Instagram to the detailed conversations of Facebook, each social media platform offers a unique stage for restaurants to connect with their audience. This category explores the specific advantages and challenges of each platform, guiding and tailoring marketing strategies and content to resonate with users on each digital landscape. Mastering the nuances of each platform and utilizing its strengths can help restaurants cast a wider net and attract the right kind of diners.



Research Gap

Current research recognizes social media's impact on sustainable restaurant choices, but remains vague on the specific ways it shapes customer preferences. It lacks a clear understanding of the psychological and social forces triggered by different content types across diverse platforms. Unraveling these underlying mechanisms is key to comprehending and influencing consumers' sustainable dining choices.

Aim of the Study

Aiming to understand the factors influencing customer preference for sustainable restaurants on social media, this study will examine the cognitive, emotional, and social processes triggered by diverse content across platforms, while also demystifying the role of source credibility in shaping trust and choice.

Objectives

Objective 1: To identify the personal experiences and perceptions influenced by different types of social media content (e.g., visuals, user reviews, influencer endorsements) that shape and reinforce consumer perceptions of restaurant sustainability.

Objective 2: To compare and contrast the influence of social media on consumer preference formation and decision-making regarding sustainable restaurants. Analyze how the social media platforms, user demographics, and content formats impact this process.

Objective 3: To investigate the role of source credibility in shaping consumer trust and choice preference when encountering information about sustainable restaurants on social media.

Results and Discussions

Table 1. Factors Relationship

<u>Sl. No.</u>	<u>Response</u>	<u>Value</u>
1	Influence of Social Media Visuals	$r = 0.75, p < 0.001$
2	Impact of User Reviews	$r = 0.68, p < 0.001$
3	Effect of Influencer Endorsements	$r = 0.52, p < 0.001$
4	Influence of User-Generated Content	$r = 0.63, p < 0.001$
5	Impact of Environmental Initiatives	$r = 0.72, p < 0.001$
6	Significance of Infographics	$r = 0.69, p < 0.001$
7	Influence of Social Media Platforms	$r = 0.58, p < 0.001$
8	Awareness Impact of Sustainable Restaurant Posts	$r = 0.67, p < 0.001$
9	Influence of Credibility on Decision Making	$r = 0.78, p < 0.001$
10	Role of Expertise in Trust Building	$r = 0.64, p < 0.001$
11	Impact of Reputation on Trust	$r = 0.73, p < 0.001$
12	Trust in Evidenced Information	$r = 0.79, p < 0.001$

The above table indicates. Sl. No: Represents the serial number of each result or finding.

Response: Indicates the specific aspect being analyzed or evaluated.

Value: Provides the statistical results, such as correlation coefficients (r) and p -values, associated with each response.



Conclusions and Future Scope

The study looked at how social media influences sustainable restaurant choices among consumers in Bangalore, India, and found substantial relationships between social media involvement and consumer preferences. Engaging visuals, transparent user reviews, credible influencer endorsements, and authentic user-generated content all played important roles in determining sustainability preferences. Furthermore, the credibility, expertise, reputation, and evidence-based backing of material provided on social media increased consumer trust and decision-making for sustainable restaurants. These findings have important consequences for restaurants, social media platforms, consumers, and researchers. Restaurants can modify their marketing methods to promote sustainability, and social media platforms can provide features that encourage sustainable dining. Consumers gain from having access to reliable information that aligns with their interests and ideals. Researchers can utilize these findings to investigate additional factors impacting customer behavior. In conclusion, transparency, authentic content, and credible sources help to promote a more sustainable dining landscape that benefits both consumers and the environment. Future research might look at the long-term consequences of social media engagement on consumer behavior, go more into the influence of specific social media platforms,

and compare the effectiveness of various communication tactics for promoting sustainability. Understanding these relationships allows restaurants and marketers to build focused initiatives that resonate with environmentally concerned consumers, enabling a more sustainable dining landscape.

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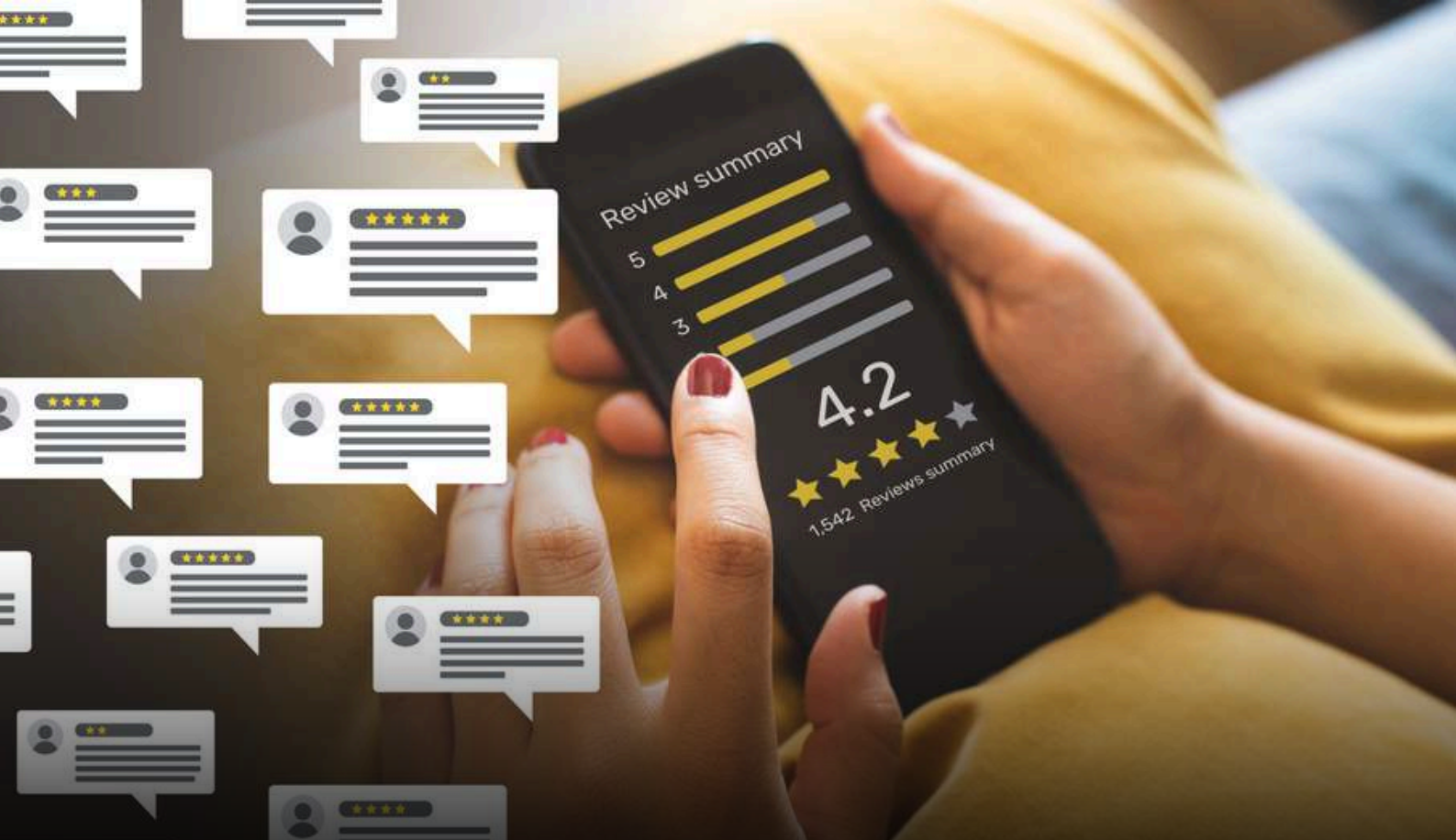
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IMPACT OF ONLINE CONSUMER REVIEWS ON RESTAURANT VISIT INTENTION

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Abstract

The restaurant sector is facing a critical moment in the digital age due to the widespread effect of online customer reviews. This study aims to provide important insights for academic understanding and real-world applications in the hospitality industry by examining the complex relationships between internet evaluations and peoples' inclinations to eat out. The main gap this study attempts to address is the necessity of understanding how different aspects of internet evaluations influence customers; decisions to visit eateries. Examining elements like review tone, platform trustworthiness, and the significance of user-generated visual material are some examples of this. The research attempts to clarify the complex relationship between dining decisions and online customer reviews by methodically looking into these aspects. The goals include determining how review sentiments and visit intention are correlated, analyzing how particular review content affects intentions, determining how reliable online review platforms are, and investigating how user-generated visual content affects visit intention.

The study also looks for potential moderating factors that might affect the association between online reviews and visit intention, such as the features of the restaurant. The importance of this study encompasses multiple industry stakeholders. It provides insightful information on how consumer behavior is changing in the digital age. The results can be used by marketers and restaurant owners to create strategic plans for handling their online reputation and utilizing online reviews to gain a competitive edge. When choosing a restaurant, consumers will also profit from having access to better decision-making resources. In conclusion, the goal of this research is to offer a comprehensive understanding of how restaurant visit intention is influenced by online consumer evaluations. This will enable practical guidance through the intricate world of digital consumer behavior in the hospitality industry.

Keywords: Customer feedback, Customer review, Online review

Introduction

The contemporary restaurant industry is deeply influenced by the digital era, where online consumer reviews play a pivotal role in shaping dining decisions. This shift from traditional word-of-mouth recommendations to a global network of digital opinions has democratized the review process, fundamentally altering how individuals perceive and choose restaurants.

Review Content and Sentiment: The language and tone of online reviews significantly influence restaurant visit intention, with positive sentiments carrying more weight than negative ones. Specific mentions within reviews, such as compliments on service or criticism of food quality, can sway consumer perceptions. The perceived credibility of online review platforms is crucial for consumer trust. Factors like verified reviews and transparent moderation processes contribute to this credibility, while social proof from positive reviews further enhances trust.

User-generated Visual Content: Visual content, including photos and videos, adds depth to online reviews, providing a more immersive preview of dining experiences. It serves as social proof, reinforcing textual reviews and fostering a more tangible connection with restaurants, particularly in the visually-driven landscape of social media. Understanding these dynamics is essential for both researchers and industry practitioners, offering insights into the psychological mechanisms driving consumer behavior and informing strategies for managing online reputation and engaging with potential diners effectively.

Motivation of the Study

This study aims to investigate how online consumer reviews influence the intention of individuals to visit restaurants. The research encompasses various aspects, including geographical focus, restaurant types, demographic analysis, review platforms, review content analysis, visual content examination, trust and credibility assessment, comparative analysis, temporal analysis, and implications for restaurants. Geographically, the study may focus on specific regions or take a broader approach to understand geographical variations in the impact of online reviews. It will examine different types of restaurants, considering

fine dining, casual dining, fast-food chains, and niche eateries, to discern how online reviews affect diverse dining experiences. Demographic analysis will explore the influence of online reviews across different demographic groups, such as age, gender, income level, and cultural background. The study will also investigate various review platforms, including Yelp, TripAdvisor, Google Reviews, and social media platforms like Instagram and Facebook, to understand the differing degrees of influence and credibility associated with each platform. Review content analysis will delve into the sentiments, themes, and specific mentions within online reviews to identify which aspects of the dining experience most significantly impact visit intention.

Literature Review

The study of online consumer reviews and their impact on restaurant visit intention spans various dimensions, including historical development, market trends, marketing strategies, customer perceptions, and barriers to trust. *Dellarocas et al (2007)* highlight the transformative role of pioneering platforms like Yelp and TripAdvisor, which introduced user-generated reviews and democratized feedback in the hospitality industry. The increasing accessibility of the internet empowered consumers to share their opinions globally, leading to a proliferation of review platforms and user-generated content. *Xie et al. (2017)* discuss market trends, noting the influence of smartphones and advancements in artificial intelligence on the review landscape. These technologies enable real-time sharing of experiences and personalized recommendations, enhancing user experience and accessibility.

Zhang et al. (2019) focus on marketing strategies adopted by restaurants in response to online reviews, including incentivizing patrons to share experiences and integrating user-generated content into marketing efforts.



Lu et al. (2016) highlight the importance of online reviews in customer perception and decision-making. Positive reviews significantly influence perceived quality and service, guiding dining choices, while negative reviews can deter patrons.

However, barriers to trust, such as concerns about fake reviews and biased endorsements, remain significant challenges Sparks, B. A., & Browning, V. (2011). This synthesis provides a comprehensive overview of the historical context, current trends, strategic responses, customer perceptions, and trust barriers shaping the impact of online consumer reviews on restaurant visit intention, laying the groundwork for further research and analysis in this evolving field.

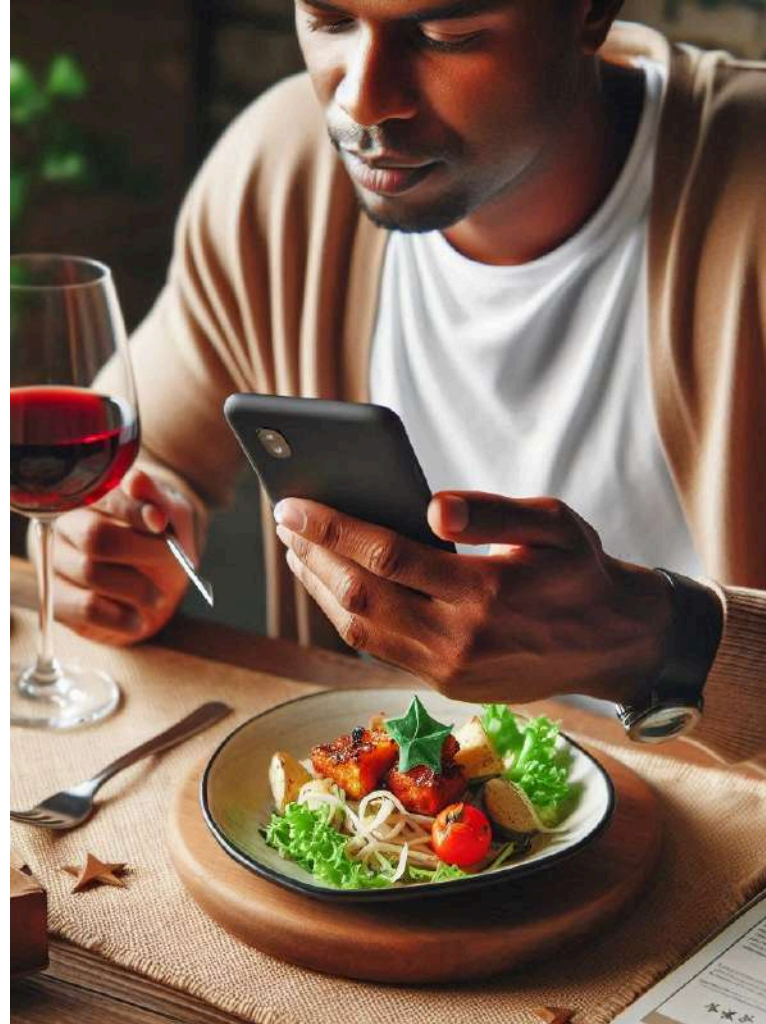
Research Gap

While existing literature extensively examines the impact of online consumer reviews on restaurant visit intention, a notable research gap lies in understanding the nuanced interplay between different types of online reviews (e.g., textual reviews, visual content) and their varying effects on visit intention. While studies have explored the influence of textual reviews on consumer decision-making, there is limited research on the comparative impact of textual reviews versus user-generated visual content, such as photos and videos, in shaping restaurant visit intention.

Aim of the Study

The study aims to systematically investigate and comprehend the multifaceted dynamics between online consumer reviews and the intention of individuals to visit restaurants. This research aims to analyze the influence of various factors, such as review content, sentiment, trust in online platforms, user-generated visual content, and marketing strategies employed by restaurants in response to online reviews.

The goal is to contribute a nuanced understanding of how online reviews shape consumer perceptions, influence decision-making processes, and ultimately impact the intention to visit restaurants. Through empirical exploration, the study seeks to provide actionable insights for both researchers and industry practitioners in navigating the evolving landscape of digital consumer behavior in the hospitality sector.



Objectives

- To examine the correlation between online consumer review sentiments and restaurant visit intention
- To evaluate the role of specific review content in shaping restaurant visit intention
- To assess the trustworthiness of online review platforms and its influence on visit intention
- To analyze the impact of user-generated visual content on restaurant visit intention

Results and Discussions

The research is a conceptual paper and the secondary data for the same has been collected. The review of literature and research methodology presented a thorough examination of the relationship between online consumer reviews and restaurant visit intention. It explored various factors influencing this dynamic interaction, shedding light on both theoretical concepts and practical implications.

Firstly, the literature review highlighted the evolution of online consumer reviews, tracing their historical growth and significance in the digital age. It emphasized how platforms like Yelp and TripAdvisor revolutionized traditional methods of feedback and opinion-sharing, democratizing the review process and enabling consumers worldwide to contribute to the collective narrative of restaurant reputations.

Furthermore, the literature review elucidated market trends in online consumer reviews, particularly in response to technological advancements.

The integration of smartphones and artificial intelligence reshaped the landscape, offering real-time experiences and personalized recommendations. Additionally, it discussed how restaurant marketing strategies evolved in response to online reviews, with establishments leveraging user-generated content and social media to enhance their online presence and reputation.

Moreover, the review underscored the critical role of consumer perception and decision-making in shaping restaurant visit intentions. Positive reviews were identified as powerful influencers, while negative ones could significantly deter potential diners. Trust and credibility emerged as key factors, with consumers relying on platforms they perceive as unbiased and reliable. Overall, the review and research methodology provided a comprehensive understanding of the multifaceted dynamics between online consumer reviews and restaurant visit intention. Due to the secondary data as the limiting factor, it is highlighted that the quantitative approach to be employed, emphasizing the use of surveys to collect and interpret data.

Conclusion and Future Scope

This study aims to provide comprehensive insights into the complex relationships between internet evaluations and a person's inclinations to dine out. Through a systematic examination of various factors, including review content, sentiment, trust in online platforms, user-generated visual content, and marketing strategies, the research seeks to elucidate how online reviews shape consumer perceptions, influence decision-making processes, and ultimately impact the intention to visit restaurants.

Restaurants responded by leveraging user-generated content and social media to enhance their online presence and reputation. Additionally, consumer perception and decision-making were identified as critical factors, with trust and credibility playing pivotal roles in shaping visit intentions. Moving forward, the study aims to bridge existing research gaps by examining the nuanced interplay between different types of online reviews and their varying effects on visit intention. By addressing this gap and conducting empirical exploration, the research endeavors to provide actionable insights for both researchers and industry practitioners in navigating the evolving landscape of digital consumer behavior in the hospitality sector. Ultimately, the goal is to offer practical guidance through the intricate world of digital consumer behavior, enabling stakeholders to make informed decisions and thrive in the dynamic realm of online reviews and restaurant visit intention.

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ROLE OF GREEN HUMAN RESOURCES MANAGEMENT ON EMPLOYEES' ECO-FRIENDLY BEHAVIOR AND JOB EMBEDDEDNESS: A STUDY ON LUXURY HOTELS OF BENGALURU

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Abstract

This study examines the influence of Green Human Resource Management (GHRM) practices on the eco-friendly behaviour among employees in luxury hotels in Bangalore, India, as well as the mediating role of job embeddedness. Existing research indicates that undertaking environmental activities provides firms with a competitive advantage, and also that employees appreciate working with companies that prioritize environmental sustainability. GHRM is a newly developed discipline that aims to integrate environmental sustainability into HR practices. Only a few studies have been conducted in India on GHRM, and there is a substantial lack of understanding of how GHRM practices affect employee behaviour and organizational dynamics in luxury hotels in Bangalore, India. The research objectives include assessing the impact of GHRM practices on employees' eco-friendly behavior, investigating the relationship between GHRM practices and job embeddedness, and exploring the mediating role of job embeddedness in the relationship between GHRM practices and eco-friendly behavior.

The study uses a quantitative research design. A structured questionnaire is distributed to luxury hotel employees to collect data. The hypothesized correlations between variables are investigated using statistical techniques, such as regression and mediation analysis. The findings of this study contribute to the existing literature on HR and sustainable practices in the hotel industry. The study's findings are expected to provide valuable insights for luxury hotel managers, policymakers, and academics, thereby emphasizing the importance of incorporating sustainability initiatives into HR strategies and policies to promote environmental responsibility and enhance organizational performance.

Keywords: Customer feedback, Customer review, Online review,

Introduction

Green Human Resource Management (GHRM) has evolved as a key topic in the larger area of Human Resource Management (HRM), stressing the incorporation of environmental sustainability concepts into HR strategy.

Wehrmeyer coined the term GHRM in 1996 to challenge standard HR methods by stressing sustainability and environmental responsibility. This integration is becoming increasingly important as firms face increased demand to connect with environmental consciousness and sustainable policies (Niazi et al., 2023).

According to Wikhamn (2019), GHRM attempts to fulfill social, economic, and environmental goals, which result in long-term advantages for companies. Renwick (2013) emphasizes the importance of HR departments in converting green policy into real actions, highlighting the necessity for an environmentally sustainable company culture. GHRM procedures, from recruiting to departure processes, demonstrate a commitment to long-term environmental goals (Renwick et al., 2013).

India's strong economic growth and environmental issues are driving the implementation of GHRM, especially in the luxury hotel sector in Bengaluru (Kar & Praharaj, 2020). The implementation of GHRM techniques as strategic imperatives has been further accelerated by government initiatives, including corporate social responsibility standards and waste management regulations (Al Mamun, 2019). To draw and keep top personnel in a cutthroat industry, luxury hotels understand how important it is to demonstrate their environmental commitment through GHRM practices (Roscoe et al., 2019).



Eco-friendly conduct by employees has gained attention, especially in sectors where sustainability is crucial, like the hotel industry. According to Afsar et al. (2020), there is a strong correlation between corporate support for environmental projects and employee attitudes toward sustainability. This suggests that GHRM practices play a crucial role in promoting an ecologically conscious culture. Furthermore, the idea of "job embeddedness" comes to light as being critical to both organizational performance and employee retention, highlighting the need to foster a sense of community through GHRM practices (Yang et al., 2019; Meyer & Herscovitch, 2001). This research attempts to look at how GHRM practices affect employees' eco-friendly behavior and job embeddedness in Bengaluru's luxury hotel sector. It aims to close the knowledge gap between theory and practice in sustainable HR policies by examining the connections between eco-friendly behavior, job embeddedness, and GHRM practices. These interrelationships will be particularly useful for luxury hotels in Bengaluru, India. This research attempts to make a substantial contribution to the use of GHRM approaches and their effect on organizational dynamics and the environment within the luxury hotels of Bengaluru, through a thorough investigation conducted in this area.

Motivation of the Study

The purpose of this study is to comprehensively examine the role and impact of GHRM practices on eco-friendly behaviour as well as the mediating role of job embeddedness among employees in luxury hotels in Bangalore, India.

There is little research on green HRM that has been done in India, and little is known about how GHRM practices impact organizational dynamics and employee behavior in Bangalore's luxury hotels. There is a dearth of studies on how GHRM encourages employees' eco-friendly behaviour and job embeddedness. Therefore, this study advances knowledge of how GHRM practice implementation improves employees' eco-friendly behavior and job embeddedness in luxury hotels in Bengaluru.



Literature Review

Green Human Resource Management (GHRM) is a modern management concept initially formulated and created due to its capacity to impact the environmentally conscious behaviors of employees (Kar, D. A., & Praharaj, L., 2020).

According to Roscoe et al. (2019), GHRM incorporates various practices, such as environmentally conscious hiring, sustainable learning, eco-friendly leadership, and environmentally responsible working, as highlighted by Yan et al. (2021).

By aligning activities such as recruitment, selection, performance appraisal, and training with environmental management objectives, GHRM aims to promote the sustainable use of resources and reduce the negative impact on the environment caused by organizations.

GHRM involves implementing practices that encourage employees to engage in environmentally friendly behaviors and contribute to sustainability efforts. Overall, GHRM plays a crucial role in promoting sustainable development within organizations (Mehta & Chugan, 2015).

The GHRM is to encourage environmentally friendly behaviors and practices among employees, resulting in a more sustainable organization (Ekhsan & Parashakti, 2023). GHRM integrates environmental concerns into HR practices, fostering eco-friendly behavior among employees.

Green recruitment attracts environmentally conscious individuals, aligning personal values with organizational goals (Teixeira et al., 2016).

Green training equips employees with skills for sustainability, empowering them to contribute to environmental efforts (Renwick et al., 2013).

Recognition through green performance management reinforces eco-friendly actions, enhancing employee motivation (Shen et al., 2016). GHRM also strengthens job embeddedness by promoting organizational commitment through environmental initiatives (Shen & Benson, 2019).

Job embeddedness is the degree to which employees feel engaged and devoted to their employment, companies, and communities (Mitchell et al. 2001).

Few research papers have looked at the link between GHRM and job embeddedness. Implementing GHRM techniques such as green recruiting and selection, green training, and environmental performance monitoring can help workers feel more attached to their employment and organizations (Shen & Benson, 2019).

For example, firms that prioritize environmental sustainability in their recruiting procedures may attract applicants who are environmentally conscientious and value-aligned, resulting in higher levels of work embeddedness among employees (Renwick et al., 2013).

GHRM activities can improve employees' job happiness and organizational commitment, both of which are important components of job embeddedness (Darvishmotevali and Altinay, 2017).

Employees who believe their organization is environmentally responsible and helpful are more likely to have strong bonds with their peers and organizations, resulting in greater degrees of job embeddedness (Shen & Benson, 2019).

The study of the mediating function of job embeddedness (JEM) between GHRM practices and workers' eco-friendly behavior emphasizes the relevance of organizational tactics in fostering environmental sustainability.

Based on job embeddedness theory (Holtom & Inderrieden, 2006), empirical research has repeatedly proved the importance of JEM in understanding employee actions and attitudes. For example, Zia et al. (2022) discovered that JEM moderated the association between leadership styles and a variety of employee behaviors, including environmentally conscious acts. Similarly, Ahmad et al. (2023) underlined the mediating impacts of work embeddedness on the connection between human resource practices and turnover intentions. By applying these ideas to GHRM and eco-friendly behavior, firms may use GHRM practices like as green training, recognition for eco-friendly activities, and participation in green projects to increase employees' feeling of job embeddedness.

Research Problem

The statement of the problem revolves around the lack of empirical research examining the influence of GHRM practices on employees' eco-friendly behavior and job embeddedness within the context of the luxury hotel industry in Bengaluru, India. Despite the growing importance of sustainability in the hospitality sector, particularly among luxury hotels, there is a dearth of studies focusing on how Green HRM practices affect employees' eco-friendly behavior and job embeddedness in luxury hotels in Bengaluru.

Therefore, the problem statement highlights the need to investigate this relationship to inform HR policies and sustainability strategies in the Indian luxury hotel sector.



Research Gaps

Existing literature predominantly focuses on Western contexts or broader organizational settings, overlooking the unique dynamics of Green HRM implementation in Bengaluru luxury hotels. Some research has been done on areas in Green HRM in India, but no research has been conducted regarding the impact of Green HRM on employees' eco-friendly behavior and job embeddedness. Addressing this gap is crucial given the increasing emphasis on sustainability in the hospitality sector, particularly in luxury hotels, and the potential implications for organizational performance and environmental responsibility. Closing this research gap can offer valuable insights for luxury hotel managers and policymakers, informing the development of effective HR policies and sustainability initiatives in luxury hotels of Bengaluru.

Aim of the Study

- To examine the impact of GHRM practices on employees' eco-friendly behavior within the luxury hotels of Bengaluru.
- To investigate the relationship between GHRM practices and employees' job embeddedness within the luxury hotels of Bengaluru.
- To provide insights and recommendations for luxury hotels in Bengaluru to enhance their HR policies and sustainability initiatives.

Objectives

- To examine the relationship between GHRM practices and job embeddedness in luxury hotels in Bengaluru.
- To assess the impact of green HRM practices on employees' eco-friendly behavior within the context of luxury hotels of Bengaluru.
- To investigate the mediating role of job embeddedness in the relationship between GHRM practices and employees' eco-friendly behavior in the luxury hotel industry in Bengaluru.



Results and Discussions

Initiatives in GHRM have a substantial influence on the eco-friendly behavior of employees as well as their employment embeddedness inside firms. Environmentally aware behaviors among employees are fostered by GHRM approaches, including green recruiting, training, performance management, and leadership (Kar & Praharaj, 2020; Roscoe et al., 2019). These actions foster a culture of sustainability by coordinating personal beliefs with business goals (Mehta & Chugan, 2015). Green HRM is essential for promoting eco-friendly practices among employees in the context of their eco-friendly behavior. Green training gives employees the skills they need to participate in sustainable activities, and green recruiting draws people who appreciate environmental sustainability (Teixeira et al., 2016; Renwick et al., 2013). Employee engagement and motivation are increased when eco-friendly behaviors are recognized through green performance management (Shen et al., 2016). Additionally, by encouraging corporate commitment through environmental measures, Green HRM programs increase job embeddedness (Shen & Benson, 2019).

The mediating role of job embeddedness further highlights the significance of Green HRM practices in influencing employees' eco-friendly behavior. According to Holtom and Inderrieden (2006), job embeddedness is a method via which Green HRM practices influence workers' participation in sustainable activities.

Organizations may successfully develop an environmentally sustainable culture and increase employee engagement and commitment by building job embeddedness through Green HRM activities (Darvishmotevali and Altinay, 2017). Overall the findings highlight the value of Green HRM in encouraging employees to adopt environmentally friendly practices and to be immersed in their jobs, both of which support an organization's sustainable growth. Additional factors impacting Green HRM projects' efficacy and their long-term effects on organizational sustainability should be investigated in future study.

Conclusions and Future Scope

GHRM plays a critical role in encouraging eco-friendly activities in hotel businesses. GHRM fosters a sustainable culture by integrating employee values with company objectives through tactics including green recruiting and training. It has a major impact on employees' eco-friendly behavior and job embeddedness. Organizations increase employee motivation and commitment to environmental goals by praising and rewarding green activities. Moreover, employment embeddedness serves as a mediator between employee participation in sustainable actions and GHRM practices, GHRM's capacity to include environmental considerations in HRM procedures promotes employee engagement in eco-friendly behavior while supporting organizational sustainability and success.

The study focuses specifically on luxury hotels in Bengaluru, limiting its geographical scope to this particular context. However, the findings may have implications for similar hospitality settings in other regions. The study centers on the luxury hotel industry, examining the relationship between green HRM practices, job embeddedness, and employees' eco-friendly behavior within this sector. While the findings may apply to other segments of the hospitality industry, the study primarily targets luxury hotels in Bengaluru. The study also primarily investigates the relationships between green HRM practices, job embeddedness, and employees' eco-friendly behavior. Other factors influencing these relationships, such as organizational culture and leadership style, are not within the scope of this study but may be considered in future research.

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Industry Speaks

Chef Vinod Bhati
Corporate Chef, IKEA India

- **Please tell us about yourself, your professional journey and your experiences**

I graduated from the Institute of Hotel Management Catering and Nutrition (IHMC&N) in Panipat in 1993. I am currently the Corporate Chef for IKEA India, a position I've held for the past eight years. My journey has been quite diverse, starting from a background not traditionally associated with the hospitality sector. Coming from a defense family, I initially aspired to join the uniformed professions, particularly the Navy or Air Force. As a vegetarian, I found it challenging to deal with certain aspects of pharmacy, and the sight of grease-covered engineers did not appeal to me.

After my 12th during the course exploration I came across the hospitality profession. I was drawn to the professionalism and well-mannered demeanor of the people in this field. In one of my classes, I told my teacher about my artistic inclinations, which led me to pursue hotel management. Over the three years of my course, I developed my creative skills, particularly in knife work, and showcased my artistic abilities in various college competitions and during my training in hotels. One of the first tasks I encountered was butchering, which was a challenging experience for me, given my vegetarian background. However, I was guided by a mentor who told me "Jo dar gaya woh mar gaya" (those who fear they perish). This phrase became a cornerstone of my philosophy, helping me to accept, adapt, and overcome challenges in my career. I am now proud to have spent three decades in this profession. I began my career at the Taj Group of hotels, followed by a pre-opening experience at the first Radisson Hotel in India. My journey has been marked by continuous growth and learning, and I feel honoured to have been able to express my passion and creativity in the culinary arts throughout my career.

- **What are the best practices and way forward in the hotel industry?**

The future of the hotel industry is incredibly bright. We are witnessing an unprecedented increase in the number of travelers across the globe. More people are dining out, and the demand for accommodation and transportation is at an all-time high. The world feels smaller now, with travel becoming more accessible, allowing people to explore continents and countries more frequently. This change is evident as people from various nationalities are now seen everywhere, breaking the old notion that only certain nationalities aspired to travel abroad. Eating trends are evolving, and as someone who loves to eat and travel, I've noticed how food can be an emotional experience. There's no such thing as a bad recipe; it's all about personal preference. A dish that one person loves might not be to another's taste, highlighting the personal nature of food. As we move forward, the industry needs to embrace this diversity in culinary tastes and preferences.

The hospitality industry offers a wide range of opportunities, extending beyond traditional roles in hotels to sectors like airlines, retail, and more. A background in hotel management makes you multidimensional, equipping you with skills that are transferable across various sectors. Service is increasingly seen as a commodity, and professionals in hospitality are often the best salespeople, as they understand the nuances of customer service and experience. In summary, the best practices for the future include staying adaptable and open to new opportunities, focusing on exceptional service, and understanding the evolving preferences of travelers and diners. It's also crucial to have the right mentorship and guidance to navigate this dynamic industry. With these practices in mind, the hospitality industry is set to thrive and grow even further.

- **What would you like to give advice or suggestions to budding hospitality professionals?**

Hospitality is a profession driven by passion, and those who choose this field should have a unique combination of skills. It's not just about technical abilities; it's about being passionate, emotional, and having a genuine desire to give love, care, and affection to guests. In our culture, we have a saying, "Atithi Devo Bhava," which means "A guest is akin to God". This philosophy is central to hospitality, making it a very special and selective profession. Those who are truly meant for this industry will find their way.

For the new generation entering this field, it's important to understand that the journey begins humbly. Like many others, I started my career by washing utensils, peeling onions, wiping glasses, and even handling coal. The perception of the hospitality industry has changed over the years; previous generations may have seen it differently than today's. Some newcomers might feel demotivated or degraded, especially after investing significant money, energy, and effort into their education and training. However, it's essential to remember that just like a seed must endure various challenges to grow into a big tree, you must persevere through the initial hardships. In the long run, you'll see the transformation and realize that the tough experiences were part of your growth. It's about commitment and sticking to your goals. The satisfaction and contentment that come from overcoming these challenges are incomparable. Stay committed, and you'll find that your hard work and dedication will pay off in ways you never imagined.

Additionally, it's crucial to understand the do's and don'ts of the industry. Know where you are, understand the requirements, and master the basics. It's like knowing the rules of a game; without this knowledge, you can't effectively play or achieve your goals. Always be aware of the right time and place, and have a clear, static goal to guide you. Without a goal, your efforts can become directionless.

Having the right mentor and guide is also essential. The right mentorship provides the knowledge and wisdom needed to navigate the industry effectively. There are no shortcuts to success in hospitality; you must go through the entire process, learning and growing at each step. This journey will not only build your skills but also shape your character, preparing you for the challenges and rewards of this vibrant industry.

ALUMNI SPEAKS



CHEF SWETHA

General Manager,
Culinary Operations India, ELIOR Group

- **Please tell us about yourself, your professional journey and experiences**

Currently, I am working as a General Manager-Culinary Operations India for the ELIOR Group. I have 11+ years of experience spanning hospitality, food services, and FMCG sectors focusing on culinary innovation and operational excellence. My expertise is in European cuisine and patisserie with a Master from Cesar Ritz Culinary Institute, Switzerland. I became the 'Youngest Female Executive Chef in India' at the tender age of 25. Having worked in prestigious organisations like Ritz-Carlton, Future Group, Compass Group, etc., also consulted many successful startups in India like Third Wave Coffee, Tata Chai, Qmin, Gourmet Garden, Samosa Party, etc. All these experiences make me feel proud.

I have achieved many awards like Women Achievers Award 2024, the All India Women Achievers Awards 2022, the Real Super Women Awards 2021, the Indian Young Chef Women Achiever 2022, the Indian Achievers Awards 2021-22, and Women of Significance Awards 2022.

- **Tell us about your college memories**

The parking lot in the basement was one of my most cherished college places, where we used to chat. In the production laboratories, we had the triumphs of perfectly risen bread and the disaster of a salted brownie. We have lifelong bonds fueled by laughter, going to parties, and the shared passion for transforming ingredients into edible art.

Our days were long, filled with the rhythmic clatter of knives and the sizzle of searing meats. Those moments only strengthened our bond, a shared understanding of the kitchen's controlled chaos. Also, the pressure of ODC's loomed us. Our teacher, chefs instilled in us not just technique but respect for the craft.

- **Any message or suggestions to your juniors?**

Creative Freedom:

As a chef, you get to turn ideas into delicious realities, constantly innovating and expressing yourself through food.

Teamwork: A kitchen is a ballet of coordinated chaos. You'll build strong bonds with your fellow chefs, learning from each other and celebrating victories together.

Instant Gratification: There's magic in seeing a happy customer savor your creation. The satisfaction of knowing you created joy through food is unmatched.

The Reality Check:

Long Hours: Kitchens are not for the faint of heart. Be prepared for long shifts, especially on weekends and holidays.

Pressure: Kitchens are fast-paced environments. You'll need to stay calm under pressure and make quick decisions while maintaining high standards.

Physical Demands: Standing for long periods, lifting heavy pots, and working in hot environments are all part of the job.

Tips for Success:

Passion is Key: This career path requires immense dedication. Make sure your love for food moves you ahead.

Start Early: Own your skills wherever you can. Wash dishes, prep ingredients, and volunteering is a learning experience.

Never Stop Learning: There's always a new technique, cuisine, or ingredient to discover. Stay curious and keep expanding your knowledge.

Respect the Hierarchy: Kitchens have a clear order. Pay your dues, learn from senior chefs, and be a team player.

Resilience is Key: Kitchens can be tough. Be prepared for setbacks, learn from mistakes, and bounce back stronger.

Being a chef is an incredible journey, filled with challenges and rewards. It's not about fancy restaurants – it's about dedication, creativity, and a lot of passion. Get in, only if you are ready to take the heat.



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- The College of Hotel Management was established in 1993 and is currently in its 30th year of operation as Faculty of Hospitality Management and Catering Technology (FHMCT) under Ramaiah University of Applied Sciences (MSRUAS)

ALUMNI

Our Alumni are currently placed in many senior positions around the world



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(2007-2011)
Development Manager,
Disney Cruise Line, USA



Namrata Prashant
(2000-2004)
CEO,
Wine Equation France



Dodda Vijaykanth
(2014-2018)
Area Manager, Bento Sushi,
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Ajit Jose
(2003-2007)
Submarine Capability
Division, Department of
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AParameswaran S
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