



## CHANGING GUEST DEMEANOR IN HOSPITALITY INDUSTRY

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### ABSTRACT: -

The aim of this research is to explore how human behavior can create a rise and fall into any kind of business pattern irrespective of the fact your organization might be having the best working environment or your employer follows zero base budgeting. Hotel employee positive behavior is prone to increase customer satisfaction, thus we land up on stressing on employee behavior rather than guest behavior. A hospitable behavior consists of being friendly, generous, courteous to their guest, but where does mannerism lay when it comes to guest to whom we prefer as Atithi Devo Bhava. Behavior is strongly believed to be a cause of survival be it long term or in short term. It can affect a person's health and can take a toll on his or her mental wellbeing. Majorly 4 types of guests are found in hotels (Backpackers, Families, Seniors, Business Travelers). There are end no of complaints guest comes up with e.g.- Room Cleanliness, Unpleasant odors, Trouble with Wi-Fi etc. Through this research I would like to highlight relationship between guest centered service in high end hotels and client misbehavior towards frontline workers. This research focusses on service culture and promotes guest sovereignty. Employees work under aggression as well as clients' sexual advances. Finally, this article describes how workers deal with the tension arising from emotional control in service encounters. We have come across many articles, books, journals on Customers relationship management, service to man is service to God, but we need to have an ideology and theories in place to demonstrate client behavior towards employees.

Keywords: - Zero base budgeting, prone, generous, backpackers, aggression, ideology, sovereignty.

### 1. INTRODUCTION: -

The Indian Tourism and Hospitality industry is one of the fastest growing and most important segments in the earning of revenue and as well as employment. The hospitality industry is a broad term that is composed of several separate industries including: lodging, foodservice, events, private clubs, and gaming. As massive as these industries are when combined, the hospitality industry is often perceived as a component of the larger field of tourism.

The hospitality industry is part of a larger enterprise known as the travel and tourism industry. The travel and tourism industry are vast group of businesses with one goal in common: providing necessary or desired products and services to travelers. Hospitality can be termed as a deliberate, planned, and sustained effort to establish and maintain mutual understanding between an organization and the public i.e., the business of making and keeping friends, and promoting an atmosphere of better understanding. As per the Oxford Dictionary Hospitality is defined as: Reception and entertainment of guest, visitors or strangers with liberality

and goodwill. ‘The word hospitality is derived from the Latin word —Hospitalitias. Hospitality has dozens of different definitions, but it can be broken down to the act of making someone feel welcome, usually through entertainment and comfort. So, what is the hospitality industry? It includes many businesses that fall under this large umbrella, such as hotels, motels, resorts, restaurants, theme parks, and much more. If you are not sure whether a business is considered part of the hospitality industry, ask yourself these questions:

- Does this establishment serve food or drink?
- Is customer experience a top priority?
- Does the business make money through services more than goods?

The goal of the hospitality industry is to provide customers with an enjoyable experience. Whether that enjoyment comes from eating a good meal, relaxing in a luxurious spa, or getting a good night’s rest away from home, making sure each individual guest is taken care of is paramount. First, it is important to define what we mean by the hospitality industry. After all, it is a broad field and while most people have a basic idea of the types of businesses that count as hospitality brands, a far smaller number can provide a coherent and satisfactory explanation of what the industry is, and what it is not.

Put simply, the hospitality industry refers to a variety of businesses and services linked to leisure and customer satisfaction. A defining aspect of the hospitality industry is also the fact that it focuses on ideas of luxury, pleasure, enjoyment, and experiences, as opposed to catering for necessities and essentials.

In the entire process of guest satisfaction we often neglect the factor that employees are treated unethically . This research paper focusses on employee behavior VS guest behavior and its effect on hotel business. Human Psychology is the science of mind and human behavior. This paper elaborates the characteristics and constitution of hotel service quality, pointing out that the characteristics of hotel’s serving products determine that the guest behavior inevitably impact hotel serving products. However, in hotel service quality management practice and service quality management researches, people prefer to find problems from management and service in enterprises but neglect the impact of guest behavior on hotel service quality.

## 2. LITERATURE SURVEY: -

A Theory of Lodging: Exploring Hotel Guest Behavior Chris Roberts DePaul University Linda J. Shea University of Massachusetts Amherst- When staying as a guest in a hotel, we are well aware of the short-term nature of the planned experience. Our sense of commitment is somewhat different from the choices we made when provisioning our home. It may be that, similar to tourism perspectives, when we leave home we think of ourselves no longer as a resident but rather a traveler. Everything we do is of a temporary nature. This suggests that the individual has a separate set of behaviors that are used when staying in a hotel. Whatever we experienced or did in that visited place is left behind. It is freeing in the sense that it limits our impact, our responsibility, and usually minimizes the consequences of our actions. Does this difference in perspective and behavior present the opportunity to develop a theory of lodging?

Ethics in the Hospitality Industry: Review and Research Agenda Mouna Knani1 1 Faculty of Business Administration, Laval University, Canada- Practitioners in the hospitality sector rate ethics as one of the most important issues faced by the industry. Many scholars argue that the hospitality sector is open to frequent unethical practices. Managers and employees, due to intensive face-to-face interactions with clients, confront many ethical dilemmas in their day-to-day operations. Previous research confirms that a positive ethical



climate nurtures a healthy organization by increasing manager and employee job satisfaction, enhancing customer experience, and increasing the organization's profit. Despite its crucial role, studies on ethics in the hospitality industry are limited compared to those undertaken in the more general business area. This manuscript reviews the literature on ethical perceptions and practices among hospitality managers, employees and students (future professionals), and proposes a research agenda. This critic review intends to increase awareness and knowledge on the importance of this issue and give some orientations for scholars towards several important topics for future research in the area of hospitality ethics.

### IMPACT OF EMPLOYEE TURNOVER ON HOTEL INDUSTRY- A STUDY OF SELECTED HOTELS OF

NEW DELHI Dr. Dilbag Singh\*1 , Mr. Amandeep2 \*1, 2 Assistant Professor, Department of Tourism and

Hotel Management, Central University of Haryana, India- Hotel industry is a part of Tourism Industry which

is flourishing in India than ever before, according to 2017 report of World Economic Forum India has reached the 40th rank in the world from 52 during 2015. This has been resulting of immense efforts of the Government and the Industry positive steps in boosting its appeal as a tourist and hospitality destination on the globe. There are various International hotel chains already in India which are expanding their room inventory at a fast pace to meet the future demands of accommodation and leisure services. But with every success there comes some kind of problems or concerns which are needed to tackle as they might slowdown the organization or the industry as a whole. One of the major issues which have been part of every growing industry in past is to row out itself from the problem of employee turnover rate. It is said that employee turnover is one silent part of human resource management which can have a negative impact for the organization if managed inadequately. This paper is an attempt to find out the reasons why hotel industry in India is facing this issue and what are the possible effects of it on the industry which might slow or hold still the growth of industry as forecasted.

### Research on Impact of Guest Behavior on Hotel Service Quality Yongting Wang School of Tourism

Management, Qiongzhou University, Sanya, 572022, China- This paper elaborates the characteristics and

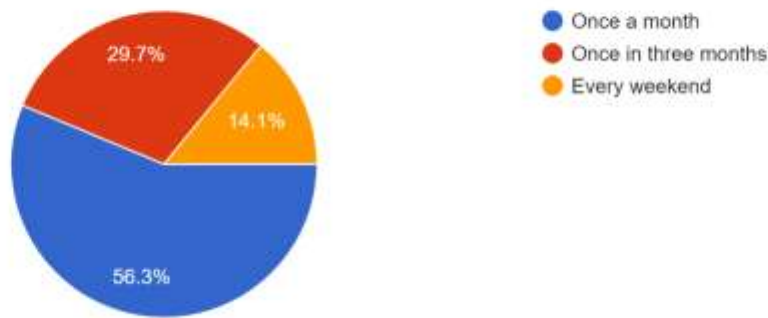
constitution of hotel service quality, pointing out that the characteristics of hotel's serving products determine that the guest behavior inevitably impact hotel serving products. However, in hotel service quality management practice and service quality management researches, people prefer to find problems from management and service in enterprises but neglect the impact of guest behavior on hotel service quality. In order to know the main factors that impact hotel service product quality more comprehensively, this paper analyzes guest behavior's impact on hotel service quality and puts forward corresponding countermeasure and suggestion which aim to avoid or reduce guest behavior's impact on hotel service quality.

### 3. METHODOLOGY: -

The survey carried out is self explanatory. Conducted a survey to carry out opinion from different age group (20 to 50 years). The set of questions that was distributed consisting of view form employee as well as client or guest point of you. People have agreed that value for money is so high that guest behavior is given second priority. A set of people also agreed upon witnessing employers getting humiliated in front of another guest. Human psychology plays a vital role in any aspect of life. Ultimately leading to downfall of business. How can a disturbed person serve the guest with a smile. We are all born with something called self- respect, if hurted even by a beggar on the road creates a different mindset.

### 1. How frequently you visit hotels for food

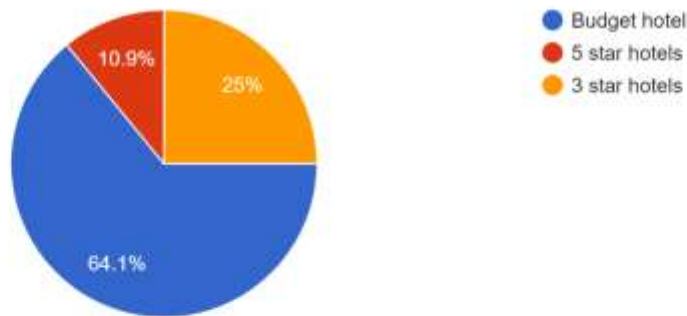
64 responses



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### 2. Which category hotels you prefer to stay

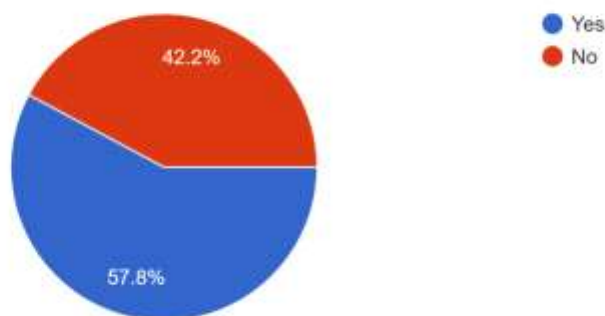
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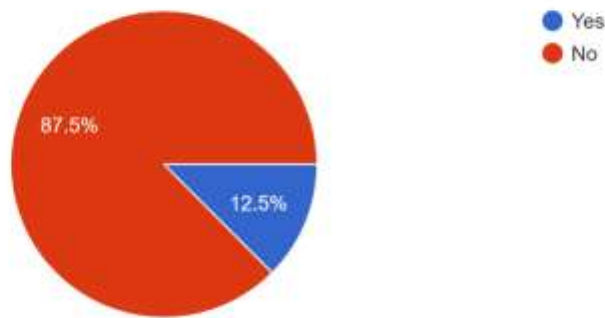
### 3. Do you complaint about bad services of the hotel on your visit

64 responses



4. Is it right to scream and yell at hotel staff for bad service

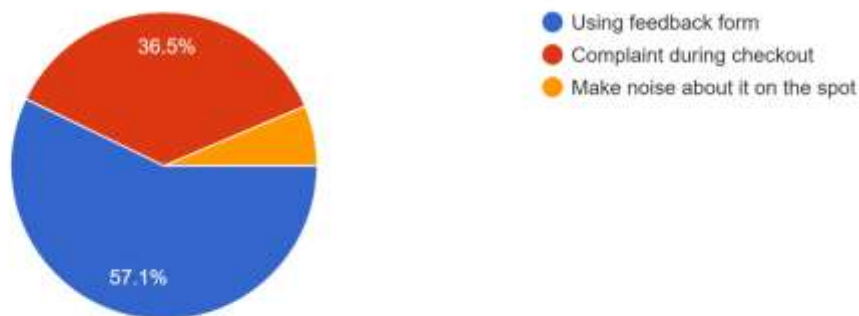
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5. If you are dissatisfied with the service of the hotel you prefer

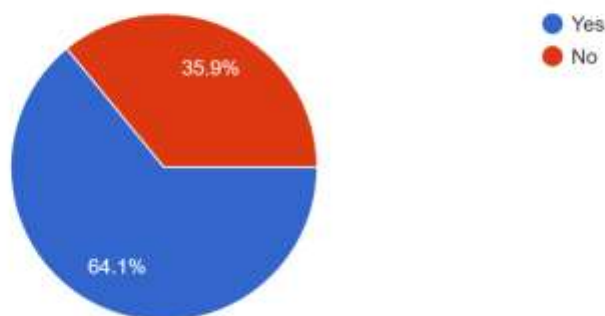
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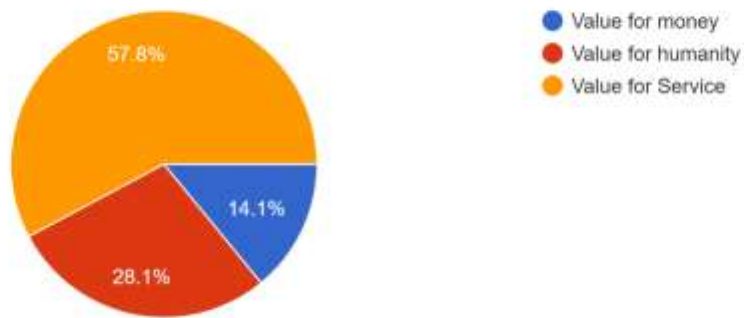
6. Have you witnessed other guest scolding at hotel employees

64 responses



### 7. What is more important in hospitality

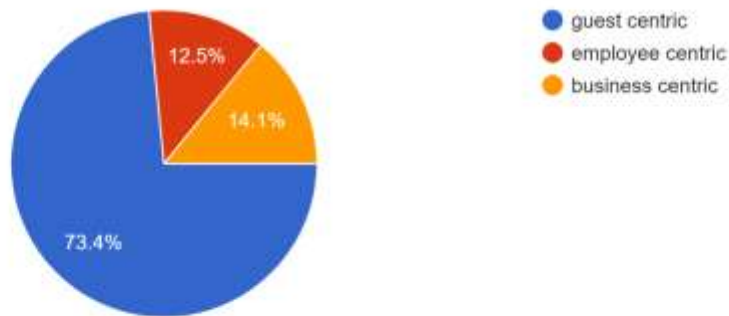
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### 8. Should hospitality industry be

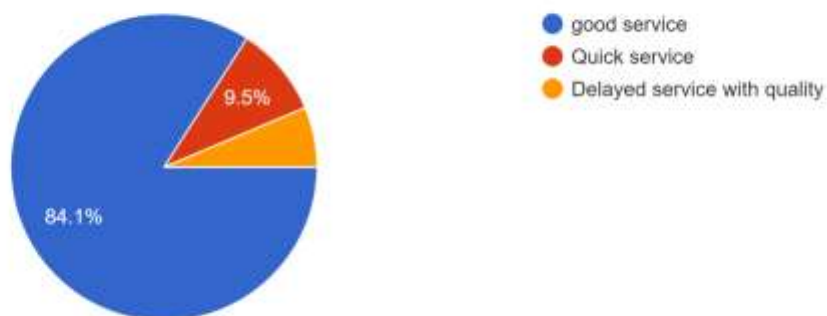
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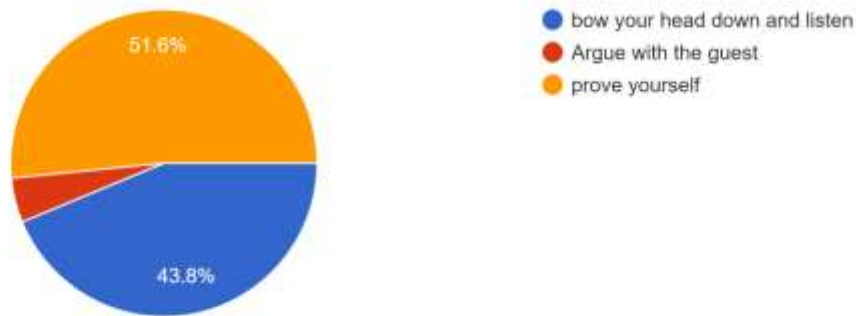
### 9. As a guest u prefer

63 responses



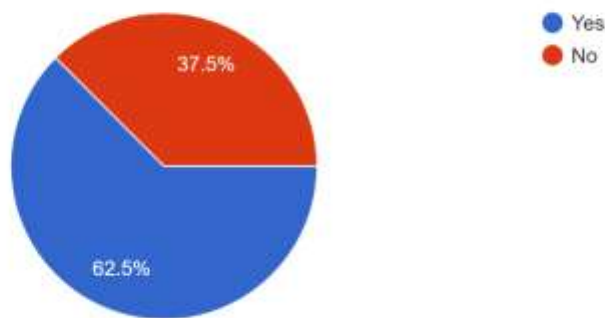
9. Keeping yourself in place of the employee working in the hotel , if the guest happens to scold you for no reason . You would prefer

64 responses



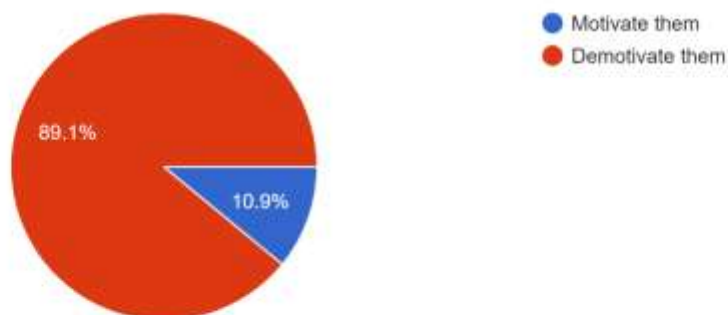
10. Do u agree guest all over the world have become aggressive in terms of service offered.

64 responses



11. Guest insulting the employees can

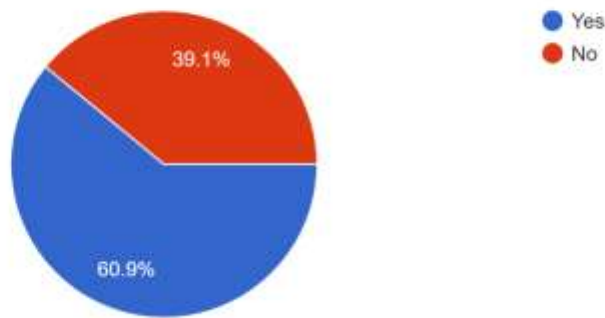
64 responses





## 12. Has covid impacted guest behavior

64 responses



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#### 4. CONCLUSION AND FUTURE PERSPECTIVE REFERENCES: -

High turnover leads to loss of valuable workers whose replacement is costly. It is important to note that a high employee turnover is normally unhealthy to an organization's performance as well as the productivity of other presumably loyal employees. Employees should be treated well at their working place. Hotels should have certain law in place where integrity of any employee is not touched, guest and employee relationship need to be healthy. Value for money needs to be equal with value for people, if employees are happy only then organization can run successful.

