Research Article

Sustainable Developments of Hospitality and its Challenges in the Government Organizations

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Abstract:

Hospitality is a vast service industry and is referred to as a window of pride of any particular country to the outside world. Hospitality field influence by the kind of reception and greetings given to the visitor. The hospitality sector ensures food, accommodation, travel comfort and provides an overall overwhelming experience to a visitor. A visitor moves from his residence to the other for various purposes like official, personal, and leisure with an expectation of superior hospitality and services.

The researcher distributed structured questionnaires to three research and development organization in India and gathered data is analyzed and interpreted using KMO and Bartlett's test for Resources. The conclusion and proposal will be of great use for the hospitality in the government as well as private sector of the industry. This industry has the immense potentiality to provide good business, both in the private and government sector. In India, the guest is treated equivalent to God as the tradition recommends it.

Keywords: Hospitality, Government Organizations, Sustainable, Visitors

I.   Introduction

Most government institutions provide in-house hospitality facilities to visitors to ensure a quick and prompt service. This also aids in keeping the confidentiality of various research activities, academic, and development programs. A sustainable development plan will be very effective to tackle the challenges confronted in the various areas of Government organizations.

II.   Research Gap

The scarcity of studies on the relevant topic was a major setback. The expectations of the guest vary from person to   person, situation to situation, and hence the research needs to be carried out with a systematic approach. The visitors check in with the expectation of receiving the best quality of services, which necessitates the empowerment of the   staff deployed.

III.   Sustainability

Sustainability in hospitality defines the existence of service and standards for a longer duration. The needs of travelers are being increasing day by day with the evolution of new hotels offering modular amenities

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have definitely put more pressure on the management and local authorities for the upliftment of infrastructure and standards in the hospitality sector of Government Organizations. The hospitality in government offices started way back from the origin of the hospitality concept and the real extension of the facilities started after seeing the tourism boom in India in the late 1980s. In 1982, the government announced a tourism policy, and also the National Tourism Commission was formulated in 1988 to ensure a comprehensive plan to achieve long-term growth in the tourism industry. The need and importance were marked once business visitors and travelers start moving more for official and personal use. A 360° feedback system needs to ensure as suggested below.

360° Feedback

IV. Objectives

I. To understand the recent challenges in hospitality and to promote more studies to fill the gap of the scarcity of knowledge in this sector.
II. To determine the traveler's latest demands.
III. To evaluate the importance of Hospitality and to follow up with a logical approach.
IV. To assess the importance of sustainability in hospitality.

V. Methodology

The questionnaire method was adopted to collect the primary data for the current study. The questionnaire was distributed to three research and development organizations of Bangalore, the Government of India. The responses received were adopted for the research data. Cochran's formula was used to calculate the sample size.

VI. Resources in Guest House

The Kaiser-Meyer-Olkin measure of sampling adequacy (KMO) with a value of 0.795 shows that factor analysis can be conducted on the sample. Bartlett's test of sphericity was significant with p=0.000 and indicating sufficient co-relationship between the variables.

Table 1. KMO and Bartlett's test for of Resources

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.795
Bartlett's Test of Sphericity	Approx. Chi-Square	385.135
	df	55
	Sig.	0.000

Table 2. Factors of Resources

Factors	Factor Loadings	% of Variance	Cumulative %
Tangible		**44.426**	**44.426**
Latest equipment/infrastructure	0.820		
Visually appealing physical attributes	0.833		
Presence of new and well-maintained buildings	0.667		
Intangible		**14.089**	**58.515**
Presence of goodwill	0.771		
The popularity of the guest house	0.864		
Customer loyalty	0.672		
Human		**9.058**	**67.572**
Employees are always in uniform	0.733		
Ample and capable staff	0.887		
Satisfactory compensation	0.675		
Highly motivated employees	0.685		
Employees mostly understand customer needs	0.570		

Factor analysis conducted on resources in the guest house extracted three main factors. The extracted factors along with the factor loadings are shown. It can be seen that Tangible resources are the main factor that could explain the 44.42% variance in the guest house resources. This was followed by Intangible resources (14.08%) and Human resources (9.05%).

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VII. Operational Process

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) with a value of 0.850, shows that factor analysis can be conducted on the sample. Further, Bartlett's test of sphericity was significant with p=0.000; thereby, indicating sufficient co-relationship between the variables.

Table 3. KMO and Bartlett's test for Operational processes

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.850
Bartlett's Test of Sphericity	Approx. Chi-Square	465.774
	df	66
	Sig.	0.000

Table 4. Factors of Operational processes

Factors	Factor Loadings	% of Variance	Cumulative %
Front of the house operations		**48.160**	**48.160**
The top priority is to keep the entrance areas clean and in order.	0.728		
Outdoor appearance appealing	0.793		
The waiting area is in good condition	0.706		
Warm greetings from the reception area	0.709		
Clean restrooms	0.764		
Clean dining rooms and halls	0.724		
Functional back of the house operations		**13.059**	**61.219**
Kitchen	0.803		
Storage area	0.824		
Office area conditioned	0.809		
Employee area open and spacious	0.643		
Food production	0.629		
Laundry area	0.635		

The two extracted factors based on the factor analysis on the operational process are i) Front house and ii) Back house operations along with the factor loadings are above indicated in Table 4. It can be seen that Front house operations are the main factor that could explain the 48.16% variance in the operations of the

guest house. This was followed by Backhouse operations that could explain about a 13.05% variance in the operational process of the guest house.

VIII. Challenges faced in the hospitality industry

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) with the value of 0.810, shows that factor analysis can be conducted on the sample. Further the Bartlett's test of sphericity was significant with p=0.000; thereby, indicating sufficient co-relationship between the variables.

Table 5. KMO and Bartlett's test for Challenges faced in the hospitality industry

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.810
Bartlett's Test of Sphericity	Approx. Chi-Square	827.832
	df	190
	Sig.	0.000

Table 6. Factors of Challenges faced in the hospitality industry

Factors	Factor Loadings	% of Variance	Cumulative %
Strategic challenges		**39.517**	**39.517**
Lack of infrastructure.	0.520		
Finding the right competency in the labor market	0.870		
Adoption of new opportunities.	0.870		
Lack of coordination between the central and state government.	0.710		
Marketing challenges		**11.256**	**50.773**
Pricing strategies are dependent upon the position of the guest.	0.705		
Feedback from customers is discussed.	0.832		
HR challenges		**7.357**	**58.130**
Employee engagement is high.	0.697		
Work-life balance is maintained well.	0.557		
Regular training is given to the employees	0.848		
Technology challenges		**5.096**	**69.520**

The guesthouse is technologically challenged (negative coding).	0.582		
The front-end employees are averse to technology advancement.	0.570		
Technology plays a key role in cost savings.	0.843		
Financial challenges		**6.294**	**64.424**
Funds are allocated for regular maintenance of the guest house.	0.827		
Appropriate fund utilization occurs.	0.815		
Payments are done instantly.	0.589		
Inadequate support by the Government.	0.717		
Strict protocols are maintained by the staff.	0.864		
Employee empowerment		**4.806**	**74.326**
Staff behavior varies with the position of the guest.	0.789		
There is no bias in room selection.	0.619		
Senior officials are provided with special facilities.	0.784		

(Source: Abin George, 2019 'A Study on the Criticality in the Intricacies and Nuances of Handling Hospitality Operations in the Government Organizations', Ph.D. thesis, NEFTU, AP, India.)

Factor analysis conducted on challenges faced by the hospitality industry extracted six main factors. The extracted factors along with the factor loadings are shown in Table 6. It can be seen that Strategic Challenges are the main factor that could explain 39.51% variance in the challenges associated with the hospitality industry. This was followed by Marketing challenges (11.25%), HR challenges (7.35%), Technology challenges (5.09%), Financial challenges (6.29%), and Employee empowerment (4.08%).

IX. Implications of the study

The study underlines the implementations of the digital world to build customer data with their likes and choices. The government organizations never do marketing to promote the sales in their hospitality, as this sector is mainly a protocol arrangement and privilege to regular staff in their department or ministry. Feedbacks received from the visitor need to be implemented on priority.

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