CHAPTER THREE
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RESEARCH METHODOLOGY

3.1 Introduction: This chapter briefly explains the Research methodology used for the Competency Analysis of Hotel Management Students joining Luxury hotels in Pune. There is shortage of trained man-power in the Hotel Industry. The students are like resources waiting for utilization of Hotel or Service organizations. Therefore the study is focused on the understanding of the Luxury Hotel’s requirements and their expectations from the Hotel management institutes, so that the students can be developed accordingly.

It was important to interact with the middle / top level of management; especially the HR heads, during meetings, conferences, seminars, workshops, interviews, campus recruitment and other such occasions, to get valuable input.

Besides these, the data was collected from Hotel Management institutes affiliated to Savitri Phule Pune University, Bharati Vidyapeeth Deemed University, Tilak Maharashtra Vidyapeeth, and thirty four luxury hotels in Pune and other free flow information sources.

3.2 The Research Design: The research design refers to the overall strategy that one chooses to integrate the different components of the study in a coherent and logical way, thereby, ensuring that the study will effectively address the research problem; it constitutes the blueprint for the collection, measurement, and analysis of data.

Since analytical study was to be carried out of all the facts and figures of the surveyed data and other information / observations, before giving recommendations, it was more appropriate to call it a combination of the Descriptive, Analytical and Empirical type of research (Descriptive research is neither quantitative nor qualitative research methodologies, but instead it utilizes elements of both, very often within the same study. Analytical research attempts to explain cause–effect relationships among variables, and Empirical Research is a method where one acquire knowledge by means of observation and experience.)

It contains sections on the development of study instrument, sampling methodology and sample size, process of data collection, and finally data processing. The
methodologies followed and material used during the course of this study is explained in this chapter.

The discussion is presented in following sub-heads.

1. Research Approach and basis for sampling
2. Development of study instrument
3. Process of data collection
4. Data processing and Tabulation

3.3 Research Approach and basis for sampling: The needs and expectations of the hotel industry have to be understood and fulfilled. With a view to understand as to whether the hotel management institutes, fulfill such needs of the luxury hotels, it was important to get the primary data from the Teaching-staff of Hotel Management Institutes in Pune, Luxury Hotels, and the secondary data from other free flow information sources such as, conferences, seminars, workshops, and personal meetings with academicians, and consultants, besides a large number of books, magazines, articles, newspapers and other study materials.

A purposive sampling method was used while administering two questionnaires, one for the staff and another for the employees (who were once students completing the course in Hotel Management). For the sample selection of the staff, total eleven institutes had been selected out of 16 Hotel Management and catering institutes in Pune city. The total population size of the staff within these sixteen institutes was 180. Out of these 102 interested respondents were selected as sample. Out of these 102 teachers, 55 were males and 44 were female teachers.

There are total 34 hotels in Pune, out of which 25 hotels were selected but 20 hotels responded and hence were selected for the sample selection. The total population size of the employees was 400 in these 34 hotels. Out of those more than half of the interested employees were being selected as sample. Total sample size of the employees was 220. There were 166 male and 54 female respondents were from these 20 hotels who participated in the study. Table 1 shows the details about the sampling size.
Table 3.1 Total Number of Respondents

<table>
<thead>
<tr>
<th>No of Hotel Management Institutes</th>
<th>Number of Luxury hotels in the City</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample Selected</td>
<td>11</td>
</tr>
<tr>
<td>Population Size</td>
<td>180</td>
</tr>
<tr>
<td>Total Sample</td>
<td>102</td>
</tr>
</tbody>
</table>

3.4 Development of study instrument: Two types of tools had been developed and used for the primary data collection. One for the teaching staff working in the hotel management institutes and one for the employees who have completed hotel management. The tool for the staff was divided into 4 sections. The sections were divided to get the views of the staff on whether the curriculum develop particular knowledge, abilities skills and attitude in the student who undertakes the course in Hotel Management & Catering Technology. The purpose of taking the staff in the sample was to know their views about the applicability of the subjects which are currently been taught to the students in the Hotel Management & Catering Technology Institutes as well as to take suggestions from them in modifying the curriculum.

The second tool was developed for the employees (students who have passed out from various Hotel Management Institutes who are working in the luxury hotels after completing their course. The idea behind choosing the employees and not the present students was to assess whether they are competent enough to apply their knowledge in their work places.

A Likert scale was used for recording the responses of the staff as well as for the employees. Both the tools are attached in the annexure.

3.5 Process of data collection: 600 (tool) questionnaires were given to the hotel employees through various Human Resource/Training Managers by visiting most of the hotels in Pune. The Training Managers were asked to give the tools only to those employees who have completed their degree in Hotel Management and 200 (tool) questionnaires to the teaching staff of Hotel Management Institutes. Only those teachers who had completed the hotel management course were asked to filled up the information and returned the tool back to the researcher.
3.6 Data processing and Tabulation: As explained in the sampling methodology, the sample was divided into two groups, such as group of faculty and group of students. The tables will be presented separately for both these groups. After feeding the data in Microsoft Excel sheets, the samples were coded and using SPSS software (Version 16.0) was used for analysis of the data. Uni-variate analysis of data was done.

Normally, the simple frequencies of all variables are taken. The main purpose of the uni-variate analysis is to get consistency in the data. The simple frequency analysis is obtain in the results. On the basis of these frequencies, the analysis was done and presented in results and discussion in the form of tables. Data tabulation was done by taking the cross-tabulation of the staff as well as the employees and presented in the form of tables.