CHAPTER – I

INTRODUCTION

Hotel industry is the most important supportive industry to the vital Tourism sector. Therefore the growth of hotel industry is very closely associated with the growth of tourism. Research studies have proved that at least 55 per cent of expenditure of tourists is on accommodation and food and beverages, which are supplied by hotel industry.\(^1\) Hence, understanding the importance of hotel industry and ascertaining its projected growth are very much significant. This is more pertinent as far as Kerala is concerned because the state is fast growing as a tourist centre.

Tourism is a multifaceted industry which boosts innumerable economic and socio-cultural potentials by providing revenue, employment, enlightenment, entertainment and cultural correction and growth. For a state like Kerala which has a depleted traditional agriculture and industry tourism with its high economic and employment potentials is a panacea. The state is graced with unique and excellent gifts of nature, exorbitantly rich tradition, civilization and culture, virtually complete literacy and warm climate. International research bodies have acclaimed Kerala as one of the must see

\(^1\)Tourism Vision – 2025, Department of Tourism, Govt. of Kerala, 2001.
wonder of the world by projecting one or the other aspects of the versatile


tourism potential of the state also called the Gods own city.

The present government has given prime importance to the tourism


sector on account of its potential for generating income and employment. Kerala

has given emphasis on the backwater tourism and health tourism. Kerala has

recorded remarkable growth in tourist arrivals in the last few years. The number

of tourists visiting the state has crossed 66 millions in 2010. Tourism is a major

phenomenon of the modern society with significant socio-economic

consequences. According to the World Travel and Tourism Council (WTTC)

Tourism is the world’s most rapidly growing industry and in the year 2005, the

contribution of tourism to the world economy has more than doubled from the

base level of 1994 have made their own classification of hotel based on type of

service, accommodation size, locality, facilities etc.


1. Leading Hotel chains in India

1.1. Public Sector

✓ Indian Tourism Development Corporation (Ashok Group) - New

  Delhi

✓ Hotel Corporation of India, Mumbai

✓ Various State Tourism Development Corporation.

✓ E.g. KTDC in Kerala, TTDC in Chennai, MTDC in Madhya Pradesh


1.1.2. Private Sector

The leading private sector hotel chains are given below:

1. Taj Group (IHCL), Mumbai
2. Oberoi Group of Hotels (EIH Ltd.), Kolkata
3. Welcome Group (ITC Hotel Ltd.), Kolkata
4. Asian Hotels
5. Rahel Group, Himachal Pradesh
6. Oriental Hotels, Chennai
7. Leela Group, Mumbai
8. Jaypee Hotel Ltd., New Delhi
9. Clark Group, New Delhi
10. Park Sarovar Plaza
11. Holiday Inn
12. Le Meridian, New Delhi
13. Le Meridian, New Delhi
14. Best Western, New Delhi
15. Mahindra Holidays and Resorts India Ltd., Chennai
16. The Trident, Kolkata
17. Orient Hotels
18. Park Royal, New Delhi
19. Intercontinental, New Delhi
20. Days Inn, Chennai
21. Ambassador Group, Chennai
22. Raddison, USA (Recently started in India)
1.2. Classification of Hotel and Catering Sector

Department of Tourism, Govt. of India divided the hotel sector into two main categories:-

i) Organized Accommodation

ii) Supplementary Accommodation

The organized accommodation includes hotels, resorts, motels managed by public sector and the private sector. Supplementary accommodation includes tourist bungalows, private guest houses, forest lodges, rest houses that are usually taken care by the Government departments, private companies or individuals, trusts, organization etc.

The following is the classification of hotels in India. Hotels may be categorized upon factors such as:

1 Location
1.2.1. Categorization by locations

1 Downtown Hotel
2 Suburban Hotel
3 Resort Hotel
4 Airport Hotel
5 Motel and
6 Inns.

1.2.2. Categorization by Number of Rooms

The capacity of a hotel in terms of the number of rooms is a yard stick for the categorization of hotel by “Size”. Hotels with 25 rooms and less may be termed “Small” those with 25 to 100 may be called medium and those with 101 to 300 are called large. Hotels with over 300 rooms which are very common, these days, may be termed “Very large”.

1.2.3. Categorization by type of plan

Hotels categorized according to the type of plan – European plan, American plan or Continental plan.
1.2.4. Categorization by type of Clientele

They include Commercial hotel, Family hotel etc.

1.2.5. Categorization by length of Guest stay

This categorization of hotels further is divided into three sub-groups.

i) Transient hotels where guests can register for a day or even less (Airport hotels could be termed thus).

ii) Residential hotels where guests can stay for a minimum period of one month the hotel signs a detailed lease with the customer.

iii) Semi-residential hotels, which incorporate the features of both transient and residential hotels.

1.2.6. Categorization by facilities the hotel offers

Facilities offered by hotels may be the most important criteria for classifying hotels. Some countries adopt the star rating system. Thus a five star hotel, which is the highest rating will provide facilities such as central air-conditioning, attached bathrooms with hot and cold water, swimming pool, sports facilities and a variety of restaurants and bars including a coffee shop, specialty restaurant, channel music, wall to wall carpeting, shopping arcade, health club and grill room, several other amenities etc.

The study covers the following public sector and private sector hotels in the study area:

1.3. Public Sector Hotels

1. India Tourism Development Corporation (Ashok Group) – (1 Unit) and
2. Kerala Tourism Development Corporation, Thiruvananthapuram (4 units)

1.3.1. Private Sector Hotels

This includes the following:

1. Private Limited Hotel Company (2 Units)
2. Partnership firm (28 – Units)
3. Individual ownership properties (9 Units)

1.3.2. List of Hotels in the sample

List of hotels for the study is given below:

Classified Hotels

Five Star Deluxe

1. The Taj Malabar, Kochi

Five Star

2. Kovalam Ashok Beach Resort, Kovalam
3. Casino Hotel, Kochi
4. Taj Residency, Kochi
5. Taj Residency, Kozhikode

Four Star

6. The Avenue Regent, Kochi
7. Malabar Palace, Kozhikode
8. The Renaissance, Kochi
9. Hotel Saj Lucia, Thiruvananthapuram

Three Star

10. Hotel Pankaj, Thiruvananthapuram
<table>
<thead>
<tr>
<th></th>
<th>Hotel Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>Hotel Horizon, Thiruvananthapuram</td>
</tr>
<tr>
<td>12</td>
<td>The South Park, Thiruvananthapuram</td>
</tr>
<tr>
<td>13</td>
<td>Hotel Residency Tower, Thiruvananthapuram</td>
</tr>
<tr>
<td>14</td>
<td>Mascot Hotel, KTDC, Thiruvananthapuram</td>
</tr>
<tr>
<td>15</td>
<td>Bruntan Boatyard, Kochi</td>
</tr>
<tr>
<td>16</td>
<td>The Trident, Kochi</td>
</tr>
<tr>
<td>17</td>
<td>The Metropolitan Hotel, Kochi</td>
</tr>
<tr>
<td>18</td>
<td>Sealord Hotel, Kochi</td>
</tr>
<tr>
<td>19</td>
<td>Hotel Abad Plaza, Kochi</td>
</tr>
<tr>
<td>20</td>
<td>Hotel Yuvarani Residency, Kochi</td>
</tr>
<tr>
<td>21</td>
<td>Grand Hotel, Kochi</td>
</tr>
<tr>
<td>22</td>
<td>Hotel Maharani, Kozhikode</td>
</tr>
<tr>
<td></td>
<td><strong>Two Star</strong></td>
</tr>
<tr>
<td>23</td>
<td>Hotel Samudra, (KTDC), Kovalam, Thiruvananthapuram</td>
</tr>
<tr>
<td>24</td>
<td>Hotel Chitram, (KTDC), Thiruvananthapuram</td>
</tr>
<tr>
<td>25</td>
<td>Kodaloram Beach Resort, Kovalam, Thiruvananthapuram</td>
</tr>
<tr>
<td>26</td>
<td>Jas Hotel, Thiruvananthapuram</td>
</tr>
<tr>
<td>27</td>
<td>Hotel Excellency, KOCHI</td>
</tr>
<tr>
<td>28</td>
<td>Hotel Aiswarya, Kochi</td>
</tr>
<tr>
<td>29</td>
<td>Alagapuri Guest House, Kozhikode</td>
</tr>
<tr>
<td>30</td>
<td>Hotel Amrutha, Kozhikode</td>
</tr>
<tr>
<td>31</td>
<td>Beach Hotel, Kozhikode</td>
</tr>
<tr>
<td></td>
<td><strong>One Star</strong></td>
</tr>
<tr>
<td>32</td>
<td>Hotel Sea - Faa, Kovalam, Thiruvananthapuram</td>
</tr>
<tr>
<td>33</td>
<td>Hotel Silver Sand, Thiruvananthapuram</td>
</tr>
<tr>
<td>No.</td>
<td>Hotel Name</td>
</tr>
<tr>
<td>-----</td>
<td>-----------------------------------</td>
</tr>
<tr>
<td>34</td>
<td>International Hotel, Kochi</td>
</tr>
<tr>
<td>35</td>
<td>Malabar Mansions, (KTDC), Kozhikode</td>
</tr>
<tr>
<td>36</td>
<td>Gayathri International, Kozhikode</td>
</tr>
</tbody>
</table>

**Unclassified Hotels**

1. Hotel Green Park, Kovalam, Thiruvananthapuram  
2. Udaya Samudra Beach Resort, Kovalam, Thiruvananthapuram  
3. Hotel Sreevisakh, Kovalam, Thiruvananthapuram  
4. Raja Hotel, Kovalam, Thiruvananthapuram  
5. Hotel Thushara, Kovalam, Thiruvananthapuram  
6. Best Western Swagath Beach Resort, Kovalam, Thiruvananthapuram  
7. Beach Castle, Kovalam, Thiruvananthapuram  
8. Hotel President, Thiruvananthapuram  
9. Thampura International, Thiruvananthapuram  
10. Hotel Amritha, Thiruvananthapuram  
11. Hotel Arya Nivas, Thiruvananthapuram  
12. Lal Tourist Home, Thiruvananthapuram  
13. Hotel Oasis, Thiruvananthapuram  
14. Hotel Regency, Thiruvananthapuram  
15. Keerthi Hotel, Thiruvananthapuram  
16. Hotel Yuvarani, Kochi  
17. N. M. 10 Hotel, Kochi  
18. Alappat Regency, Kochi  
19. Bharat Tourist Home, Kochi  
20. Malabar House, Kochi  
21. Hotel Presidency, Kochi
22. Hotel White Fort, Kochi
23. Hotel Mercy, Kochi
24. Hotel Paulson Heritage, Kozhikode
25. Sasthapuri Guest House, Kozhikode
26. Hotel Hyson Heritage, Kozhikode
27. Hotel Asma Tower, Kozhikode
28. Nalanda Tourist Home, Kozhikode
29. Hotel Sea Queen, Kozhikode
30. Select Residency, Kozhikode

The following Table 1.1 shows city-wise break up of Hotels, which are classified and unclassified. Classified hotels can be categorized into 1 Star, 2 Star, 3 Star, 4 Star, 5 Star, 5 Star Deluxe.

### TABLE 1.1

**DISTRIBUTION SHOWING CITY – WISE BREAK UP OF HOTELS BY CLASSIFICATION**

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>City</th>
<th>Classified</th>
<th>Unclassified</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1*</td>
<td>2*</td>
<td>3*</td>
<td>4*</td>
</tr>
<tr>
<td>1.</td>
<td>Thiruvanantha - puram</td>
<td>2</td>
<td>4</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>2.</td>
<td>Kochi</td>
<td>1</td>
<td>2</td>
<td>7</td>
<td>2</td>
</tr>
<tr>
<td>3.</td>
<td>Kozhikode</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td>5</td>
<td>8</td>
<td>14</td>
<td>4</td>
</tr>
</tbody>
</table>

*Source: Survey Data (* = Star Hotel, D = Deluxe)*
The survey was conducted in public sector and private sector hotels in Kerala. The public sector hotels consist of Kovalam Ashok Beach Resorts owned by ITDC and 4 hotels owned by KTDC. That is illustrated in Table 1.2.

**TABLE 1.2**

**DISTRIBUTION SHOWING NATURE OF OWNERSHIP OF HOTELS**

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Nature of ownership</th>
<th>No. of Hotels</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ITDC (Public Sector)</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>KTDC (Public Sector)</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>3</td>
<td>Private Sector</td>
<td>61</td>
<td>92</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>66</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

*Source: Survey Data*
The following Table 1.3 shows the classification of hotels based on nature of ownership. Based on ownership, hotels are classified into proprietorship hotels, partnership hotels and hotels owned by public limited companies and private limited companies.

**TABLE 1.3**

**DISTRIBUTION SHOWING CLASSIFICATION OF HOTELS**

**OWNERSHIP**

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Category</th>
<th>Thiruvananthapuram</th>
<th>Kochi</th>
<th>Kozhikode</th>
<th>Total</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Proprietorship Hotels</td>
<td>05</td>
<td>01</td>
<td>03</td>
<td>09</td>
<td>14</td>
</tr>
<tr>
<td>2</td>
<td>Partnership Hotels</td>
<td>09</td>
<td>10</td>
<td>10</td>
<td>29</td>
<td>44</td>
</tr>
<tr>
<td>3</td>
<td>Public Limited Hotel Companies</td>
<td>00</td>
<td>02</td>
<td>01</td>
<td>03</td>
<td>06</td>
</tr>
<tr>
<td>4</td>
<td>Private Limited Hotel Companies</td>
<td>09</td>
<td>07</td>
<td>04</td>
<td>20</td>
<td>30</td>
</tr>
<tr>
<td>5</td>
<td>Public Sector Hotels</td>
<td>04</td>
<td>-</td>
<td>01</td>
<td>05</td>
<td>7</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>28</strong></td>
<td><strong>24</strong></td>
<td><strong>14</strong></td>
<td><strong>66</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

*Source: Survey Data*
The classified hotels in the state can be categorized as 1 Star, 2 Star, 3 Star, 4 Star, 5 Star and 5 Star Deluxe. The details are given in Table 1.4.

TABLE 1.4

DISTRIBUTION SHOWING CLASSIFICATION OF HOTELS

BY CLASSIFICATION

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Star category</th>
<th>No. of Hotels</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1 Star</td>
<td>05</td>
<td>08</td>
</tr>
<tr>
<td>2</td>
<td>2 Star</td>
<td>08</td>
<td>12</td>
</tr>
<tr>
<td>3</td>
<td>3 Star</td>
<td>14</td>
<td>21</td>
</tr>
<tr>
<td>4</td>
<td>4 Star</td>
<td>04</td>
<td>06</td>
</tr>
<tr>
<td>5</td>
<td>5 Star</td>
<td>04</td>
<td>06</td>
</tr>
<tr>
<td>6</td>
<td>5 Star Deluxe</td>
<td>01</td>
<td>02</td>
</tr>
<tr>
<td>7</td>
<td>Non - classified</td>
<td>30</td>
<td>45</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>66</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Survey Data
Role of Human Resource Management

The role of human resources management in hotel industry occupies a prominent place. Human resource is like a treasure, which can be put into productive channel. The treasure is of no value if it is not properly utilized. Generation of income and utilization of labour force in productive process are the two hands, which may be a device to wipe out maladomination. Gunnar Mydral, a foremost economist aptly points out that “The main practical difficulty facing the planners and government is how to utilize the labour force more effectively”. Furthermore the paucity of adequate skill, keeps the investment obstructed.

The hoteliers are finding it difficult to successfully run their business as per the prescribed standards. Workforce is often pressurized to deliver results beyond their capacity. This creates dissatisfaction and lack of work commitment which affect the quality of services, which in turn leads to low occupancy.

Statement of the problem

The hotel industry of the state is affected by numerous problems ranging from high cost inputs to low occupancy rates. Kerala state enjoys a pridal place in terms of tourism potentials. Kerala is blessed with unmatched natural diversity that provides immense scope for tourism. A large number of tourists
visit a particular destination or town simply because there is a first class luxury hotel or resort which provides excellent services and facilities. The existing problems in a way to tourism development in the state particularly in terms of tourist resources, human resources, tourist information and publicity, tourism awareness and allied aspects. Hotel industry should be given adequate importance to develop tourism operations. Scientific methods and applications that could be introduced by the hotel sector. The problem when analyzed reveals a vicious circle. This study attempts to link human resource management with operational efficiency in hotel industry. Only well managed and committed men can create quality products and services that alone can satisfy guests and thus increase occupancy rates.

**TOURISM AND HOTEL INDUSTRY**

Tourism is a dynamic factor of social progress and a great vehicle of knowledge and ideas which fosters goodwill among people across the world and also within the country. Rising disposable incomes tremendous strides in aviation, surface transportation, communication services and hotel industry have all contributed to a phenomenal growth of tourism as an industry all over the world. Tourism can roughly be defined as an activity of travelling and staying in places outside for business, pilgrimage, leisure and other purpose\(^4\). The world Tourism organization (WTO), the apex International organization has defined

Tourism as follows: “Tourism - the activities of persons travelling to and for not more than one consecutive year for leisure, business and other purposes”\(^5\).

Tourism is called a “Smokeless Industry” as it requires no factories to make goods for export nevertheless, it is a profit oriented.

Tourism which has emerged as an economic activity of immense global importance is a major phenomenon of the modern society\(^6\). Economic Diversification and technological improvement have created a coincidence environment for Tourism development in the present age of globalization. India and South East Asia have been gearing up to achieve significant progress in this field owing to a number of encouraging factors. India has a vast geographical spread and great historical and cultural heritage, which are excellent conditions for growth of this sector.

1.6.1. Growth of Tourism Industry

Tourism is Socio - Economic phenomenon which became the world’s largest and fastest growing industry. Tourism flourished first nationally and then internationally. Other infrastructure like hotels, communication and some other facilities got added up and improved depending industry and foreign exchange earner. Tourism has become a major and an integral part of the economic, social and physical development\(^7\).

Tourism has a unique multiple - effect in national economy, Tourism has tremendous potentialities for earning foreign exchange, yielding tax revenues,

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providing employment, patronizing the growth of the ancillary industries and development of industrially backward areas. A foreign tourist is a person visiting on a foreign passport for a period of not less than 24 hours and not exceeding 6 months, for non-immigrant, non-employment tourist purpose such as business pleasure and the like. This process is called Tourism\(^8\).

Travel and tourism, a new Economic Perspective, a recent report by WTTC says: The travel and Tourism industry “A powerful driver which can provide a unique stimulus to economic transition, rapidly creating foreign exchange, jobs and investment, promoting market disciplines and enhancing democracy”\(^9\).

1.6.2. Tourism - Its Economic Importance

It provides employment directly and indirectly. One tourist, according to rough estimates provides employment to 3 people directly or indirectly. If the tourism is developed, Hotels do well, Travel agents do well, the Airlines do well and the allied industries like handicrafts and transports do well and all take the advantage of it. It can easily be illustrated in the following ways.

1. Foreign travel agents get business.
2. Airline gets business.
3. Indian travel agents get business.
4. Hotels are booked.
5. Banks contacted for foreign currency requirements.
6. Communication systems come into force.
7. Transports are hired.

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\(^8\) Ibid, pp.127 and 212

8. Guides are hired.
9. Handicrafts and other items are sold.
10. Cultural programmes like sound and light shows are organized.
11. Miscellaneous activities take place.

In this way, the tourism generates much revenue and employment as well. The country doesn’t have to send out the foreign exchange. Accordingly to experts in the Department of Tourism, Government of India, Tourism is the second largest source of foreign exchange earning as far as gross receipt are concerned. And with the first being the Gem and Jewellery, but when it comes to the net receipts, Tourism stands first\(^{10}\).

1.6.3. Tourism as Service

Tourism business basically is sales of service; tourism companies provide service to businessmen. It is only a guidance which is given to the tourists and the facilitates them by making arrangements in the form of air tickets, hotel booking arrangement of local transportation and finalization of all these services through an organized system. A tourism organization has a network of telephones, telex and other communication devices linked internationally to facilitate travel\(^ {11}\). Tourism is a service industry is internationally in character in both in terms of demand and supply\(^ {12}\).

**Economic Benefits**


\(^{11}\) Ibid, pp 14-16.

\(^{12}\) G. S. Batra, op.cit., p.55.
The receipts from international tourism can provide a valuable source of learning for many countries both developed as well as developing.

The income from tourism has tended to increase at a higher rate than merchandise exports in a number of countries. Tourism is thus a most important source of income for many countries. The major economic benefit in promoting the tourism industry has therefore tended to be the earning of foreign exchange.

1.7.1. Multiplier effect

The flow of money generated by tourists spending multiply as it passes through various stages of the economy. The multiplier mechanism has been applied to tourism and in particular to tourist expenditure.

The money paid by a tourist for example in paying his hotel bill will be used by the hotel management to provide for the costs which it has incurred in meeting the demands of the visitor.

1.7.2. Development of Infrastructure

Developments and improvements of infrastructure is another important benefit. The benefit from infrastructure investment, justified primarily for tourism airports, water supply roads and other public utilities, may be widely shared by the other sectors of the economy. The provision of infrastructure may provide the basis or serve as an encouragement for greater economic diversification.

1.7.3. Regional development
Another important domestic effect related to the regional aspect of tourist expenditure is of special significance in managerial areas, which are relatively isolated, economically underdeveloped, and have unemployment problems. Tourism is not only important as a source of foreign exchange but also in the development of less developed regions that contain areas of high scenic beauty of cultural attractions.

1.7.4. Effects on employment

Another major direct effect of tourism relates to employment. The problems of unemployment and underemployments are more acute in the developing Countries. The tourist industry is a highly labour intensive service industry and hence a valuable source of employment. It enjoys large number of people and provides a wide range of jobs which extend from unskilled to the highly specialized. It has provided employment to more than 10 million and acts as engine of growth.  

1.7.5. Foreign exchange earning

Tourism is a major foreign exchange earner. India’s foreign exchange stood at Rs.11,744.94 crores in 1998. Pandit Jawaharlal Nehru the first Prime Minister of Independent India was the first person to notice the importance of Tourism in the country. According to him, it was not only a investment of earning foreign exchange but also a means of seeking international cooperation,

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understanding and peace between the Nations. Tourism is the number two foreign exchanges earner in the 14 LDC’s.\textsuperscript{14}

To promote tourism we have in India the Department of Tourism, the Indian Institute of Tourism and Travel management, the National council for hotel management and catering technology, and Indian Tourism Development Corporation. The Department of tourism formulates and carries out the policies and programmes for the development of domestic and International Tourism by providing the infrastructure publicity and information and coordinates and supervises the activities of the different segments of the industry such as hotels, travel agents, tour operators. The ITDC established in 1966 is in charge of the construction, management and marketing of hotels, restaurants and travellers, lodges, providing transport facilities, production, distribution and sales of tourist publicity materials. Providing entertainment facilities such as light and sound shows, music concerts, shopping facilities including duty free shops and consultancy and managerial services in India and abroad. Tourist arrivals to India were 23, 61, 587 by the end of year 2002.

CHAPTERISATION

CHAPTER I

This chapter deals with the introduction to the research study, enumerating the research problem and the factors leading to the initiation of the research in the study area, basically bringing out the need for the study. The importance of the study and its impact on other subsidiary sectors and industry aligned to Hotel Industry like Tourism. This chapter also provides for relevant data on the present state of the Hotel industry in Kerala and the research area, it also emphasizes on the contribution of Hotel industry by way of revenue generated by Hoteliers and their overall contribution to the State.

CHAPTER II

The first part of the chapter brings out the various concepts of the study, basically concepts related to Hotel Industry, labour welfare and Human Resources Management in the study area. The second part of the chapter dwells on the brief review of various literatures available on the topic and its allied areas.

CHAPTER III

This chapter explains the methodological strategies used in the study, highlighting the objectives of the study and comprising of the selection of proper research method, sources of data, sample profile, profile of the hotels, classification of the study area, sample design, profile of the employees, sample size and the limitations of the study.
CHAPTER IV

This chapter highlights various labour welfare and Human Resource Management concepts relevant to the research study. It also explains the objectives, principles of Labour Welfare, both statutory and non-statutory and theories of Labour Welfare. It also outlines the need for Labour Welfare in India and the social security initiatives of India with reference to Kerala State. The second part highlights the scope and objectives of Human Resource Management and Union Management Relations. The salient features of Hospitality Industry are also enumerated in brief and finally it discusses the problems in the Hotel industry calling for HR intervention.

CHAPTER V

This chapter contemplates on the operational, socio-economic and political problems faced by Hotel Industry in Kerala specifically the study area. It also deals with the financial aspects and tax aspects relating to the Hotel Industry with comparison to hotels in other states of India. The chapter also discusses the problems faced by the employees working in the Hotel industry in the study area.

CHAPTER VI

This chapter delineates the various HR initiatives and employees satisfaction analysis of the primary data collected by the researcher.

CHAPTER VII

The final chapter brings about the summary of all the findings of the study and enumerates the suggestions for improvements and the final part contains of the conclusion.