This chapter is devoted to present the methodology adopted in this study. This part of the research designs out lines the entire research plan. It describes just what must be done, how it will be done, what data will needed, how sources
of date will be needed, and how the data will be analysed and conclusion reached.

3.1. SELECTION OF RESEARCH METHOD

3.1.1. AREA OF THE STUDY

The present study covers three hotels in the metropolitan cities of the state viz. Thiruvananthapuram, Kochi and Kozhikode.

3.1.2. SAMPLE PROFILE

The hotels were classified as public sector and private sector hotels. The present study is based on a sample of 36 classified hotels and 30 non-classified hotels, chosen at random from the above mentioned cities. The study focuses on classified hotels and hence a high percentage of such hotels are included in the sample. Non-classified hotels are included merely to facilitate an understanding of the problems covered under the study as freed by such units and not for comparison with the classified hotels.

3.1.3. SOURCE OF DATA

The study is based on primary data collected through structured questionnaires specifically designed to cover the identified variables. Secondary data were used to supplement information and develop a theoretical frame work on the significance of hotel industry and various welfare measures adopted. The sources of secondary data were books, journals, periodicals, news letters, annual reports of FHRAI, DOT, Government of Kerala, Ministry of Tourism, and
Government of India etc. To identify the problems faced by hotel industry in Kerala, interviews were conducted with leading hoteliers in the state.

3.1.4. TOOLS OF DATA COLLECTION

Separate questionnaires were used to collect information from the hoteliers and employees of the identified hotels. In addition to this, a few case studies were conducted extensively to collect pertinent and most relevant information about the hotel industry. Moreover, a focussed group discussion with a small group of hoteliers and employees was organised to get qualitative information about the hotel industry.

All these Information would be a supplement to the primary data collected through questionnaire.

3.1.5. STUDY DESIGN

The study is primarily based on exploratory design, which is suitable to explore and bring out more and more facts.

3.1.6. PROFILE OF HOTELS

As mentioned earlier, hotels were taken at random from three metropolitan cities in the state viz. Thiruvananthapuram, Kochi and Kozhikode. The number of hotels taken for the study is given below in Table No.3.1.

<p>| TABLE 3.1 |
| CITY -WISE CLASSIFICATION OF HOTELS |</p>
<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>City</th>
<th>No. of Hotels</th>
<th>Percentage</th>
</tr>
</thead>
</table>
3.1.7. SAMPLE DESIGN

The study is conducted based on hotels and employees, which were selected using sample random sampling method. Three cities of Kerala viz. Thiruvananthapuram, Kochi and Kozhikode were taken for the study.

3.1.8. PROFILE OF EMPLOYEES

The employees were classified into Managers, Supervisors and staff. One employee from each of the above mentioned categories, belonging to each hotel was included in the sample. However, for the classified hotels, the members of the staff included in the sample were two per hotel. This was done to ensure greater representation of the members of the staff, as their population was higher than that of the members of the staff of non-classified hotels.

Four employees were selected from each classified hotel. They include Manager - 1, Supervisor - 1 and Staff - 2. In the non-classified category three employees were drawn from each hotel in following pattern: Manager - 1, Supervisor - 1 and Staff - 1.

<table>
<thead>
<tr>
<th></th>
<th>City</th>
<th>Manager</th>
<th>Supervisor</th>
<th>Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Thiruvananthapuram</td>
<td>28</td>
<td></td>
<td>42</td>
</tr>
<tr>
<td>2</td>
<td>Kochi</td>
<td>24</td>
<td></td>
<td>36</td>
</tr>
<tr>
<td>3</td>
<td>Kozhikode</td>
<td>14</td>
<td></td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>66</td>
<td></td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Survey Data
The composition of employees per hotel in the sample and total employees included in the same are given below in Table No.3.2.

**TABLE 3.2**

**SAMPLE SIZE OF EMPLOYEES**

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Category of employees</th>
<th>Classified hotels</th>
<th>Non - classified hotels</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Managers</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>Supervisors</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Staff</td>
<td>2</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>4</strong></td>
<td><strong>3</strong></td>
<td><strong>7</strong></td>
</tr>
</tbody>
</table>

Source: Survey Data

The sample of hoteliers included one representative of each hotel.

3.1.9. **PERIOD OF STUDY**

Period of the study was from 2003 to 2010. However, Primary data for the study was collected during April, 2009 – March, 2010.

3.1.10. **TOOLS FOR ANALYSIS**

Simple statistical tools like mean, standard deviation and co-efficient of variations were used for the analysis of data. Data was tabulated and percentages were used to represent changes over a period.
3.1.11. LIMITATIONS OF THE STUDY

The investigator had to face a few constrains during the field work in connection with collection of data.

1. The reliability of the data depends upon the information furnished by the respondents.
2. The study is limited to classified and non-classified hotels of Thiruvananthapuram, Kochi and Kozhikode.
3. Restaurants, Coffee shops, Industrial canteens, Lodges, Motels etc. are excluded from the study.
4. Sample size has been restricted to 66 hotels due to time constraint.