CHAPTER-2
DESIGN OF THE STUDY

2.1 Methodology
The study is descriptive in nature and has used the ‘fact-finding’ survey method.

2.2 Methods of data collection
Interview schedules specially designed for the aim were accustomed to collect primary information. The study concerned assortment of opinions / preferences from respondents; thence, interviewing was deemed applicable. The interview was a structured / directive interview. Thence the interview was conducted with an in depth standardised schedule.

Secondary information was collected / downloaded in arduous version / digital kind the stakeholders related to the welcome business.

2.3 Sources of data
Primary data was collected from the respondents, viz., hotel promoters, hotel executives, hotel employees and hotel patrons.

Secondary data was collected / downloaded in hard version / digital form the stakeholders associated with the hospitality industry like Hotel Association of India (HAI), the Federation of Hotel and Restaurant Associations of India (FHRAI), Federation of Associations in Indian Tourism and Hospitality (FAITH), CII, FICCI, ASSOCHAM, the relevant departments of the governments of India and Karnataka and the financial press.

2.4 Sampling plan
Promoters: Given the limited number of four star hotels and five star hotels operating in Karnataka, purposive or judgement sampling under the non-probability method was deployed to select the promoters. Applying controlling interest as the criterion, the Researcher selected 25 promoters. This criterion, according to the Researcher, is the most appropriate one for the present study. What matters is the typicality and the relevance of the sampling units to the
study and not the overall representativeness to the population. Thus it guarantees inclusion of the relevant elements in the sample. Probability sampling plans cannot give such a guarantee. **Executives:** Simple random sampling under the probability sampling method was deployed to select the executives since it gave each element an equal and independent chance of being selected. Accordingly, Interview Schedules were administered to four executives of each of the 25 hotels the promoters are associated with, aggregating 100. The first two Interview Schedules received from the executives, duly completed, from each of the said 25 hotels, aggregating 50, were selected for the study.

**Employees:** Simple random sampling under the probability sampling method was deployed to select the employees since it gave each element an equal and independent chance of being selected. Accordingly, Interview Schedules were administered to eight employees of each of the 25 hotels the promoters are associated with, aggregating 200. The first four Interview Schedules received from employees, duly completed, from each of the said 25 hotels, aggregating 100, were selected for the study.

**Patrons:** Simple random sampling under the probability sampling method was deployed to select the patrons since it gave each element an equal and independent chance of being selected. Accordingly, Interview Schedules were administered to eight patrons of each of the 25 hotels the promoters are associated with, aggregating 200. The first four Interview Schedules received from patrons, duly completed, from each of the said 25 hotels, aggregating 100, were selected for the study.

2.5 Data collection instruments

Interview schedules, specially designed for the purpose, were drafted and pre-tested in order to identify the possible weaknesses of the instrument. Upon receipt of feedback, they were appropriately revised and finalised for administration to the respondents for collection of primary data.

The Interview Schedules featured open questions and closed questions. Open questions were included since the objective was to identify opinions, ascertain degrees of knowledge and seek suggestions and more information. In some cases, the subject matter of the question was outside the range of the respondent’s experience and hence open questions were a better alternative. Further, open questions were of help in determining the depth of the feelings and
expressions of intensity of the respondent. Open questions may give the respondent a chance to think through the topic. Since it was practically impossible for the Researcher to assess the level of information possessed by the respondents, open questions came in handy. The response freedom inherent in open questions elicited a variety of frames of references from the respondent, which may provide unanticipated insights. Given the qualitative nature of the values the variables elicit from the respondents, they lend themselves ideally to statistical tools like Likert scale and chi-squared test.

2.6 Field work
Fieldwork was undertaken by utilising the services of suitably briefed manpower for the purpose. The respondents were contacted individually and personally and their responses were recorded. The Researcher faced a few problems from the executive respondents during collection of primary data. They were a bit suspect when requested to fill in the Interview Schedule for the purpose of the study. It took a lot of time and effort on the part of the Researcher to allay the suspicions of some of them who feared that the Researcher was part of the team from the labour department / commercial tax department of the State government, out to ascertain if the hotel had violated the labour laws / VAT laws.

2.7 Data processing and analysis plan
The Statistical Package for the Social Sciences (SPSS) was used for data processing. Statistical tools like chi-square test, correlation test and analysis of variance were used for data analysis and testing the hypotheses.

2.8 An overview of the report
The study is presented in eight chapters as explained in the following paragraphs:

2.8.1 Chapter-1: Introduction
Introductory in nature, this chapter furnishes a theoretical background of the topic followed by a statement of the problem. It reviews the available literature on the subject and defines the scope of the study. Further, it defines the objectives of the study and furnishes the hypotheses proposed to be tested. It winds up after defining the concepts.
2.8.2 Chapter-2: Design of the study
This chapter reveals the design of the study. The methodology followed, the sources of data tapped and the sampling plan adhered to are furnished. It is followed by a brief explanation of the data processing and analysis plan followed and the chapter scheme. Before winding up, the chapter furnishes the limitations of the study.

2.8.3 Chapter-3: Profile of the respondents
This chapter profiles the four categories of respondents, namely, 25 promoters, 50 executives, 100 employees and 100 patrons.

2.8.4 Chapter-4: Perception of ethics by the respondents
This chapter dwells on the perception of ethics by the respondents, namely, the 25 promoters, 50 executives, 100 employees and 100 patrons.

2.8.5 Chapter-5: Hurdles faced by the hotel industry in minimizing the gap between the perception and practice of ethics
This chapter studies the hurdles faced by the hotel industry in minimizing the gap between the perception of ethics and practice of ethics from the perspective of the respondents, namely, the 25 promoters, 50 executives, 100 employees and 100 patrons.

2.8.6 Chapter-6: Solutions to minimize the gap between the perception and practice of ethics
This chapter offers solutions to minimize the gap between the perception of ethics and practice of ethics as perceived by the respondents, namely, the 25 promoters, 50 executives, 100 employees and 100 patrons.

2.8.7 Chapter-7: Streamlining the regulatory regime to minimize the gap between the perception and practice of ethics
This chapter explains how the regulatory regime can be streamlined to minimize the gap between the perception of ethics and practice of ethics as perceived by the respondents, namely, the 25 promoters, 50 executives, 100 employees and 100 patrons.
2.8.8 Chapter-8: Summary, conclusions and recommendations
This chapter summarises the findings arrived at, upon analysis of primary data. This is followed by conclusions which are inferences / generalizations drawn from the findings and relate to the hypotheses. They are answers to research questions or the statements of acceptance or rejection of hypotheses. This in turn is followed by recommendations for policy / action. They flow from findings and conclusions. They are actions suggested by the Researcher to policy makers / users of the research findings. The chapter winds up after furnishing suggestions for further research.

2.9 Limitations of the study
Primary data has sometimes been deduced through constant topic-oriented discussions with the respondents. It is possible that a certain degree of subjectivity, even if negligible, has influenced their views. Nevertheless, the fact is that the respondents, being human, could err and hence the Researcher would like to admit candidly that the findings of the thesis, which draw equally heavily from the discussions the Researcher held with the said respondents, may have been affected, albeit to a negligible extent. Hence it will not affect the accuracy of the findings of the study.

2.10 Conclusion
The next chapter, namely Chapter-3, profiles the respondents.