SRINIVAS UNIVERSITY

COLLEGE OF HOTEL MANAGEMENT & TOURISM

City Campus, Pandeshwar, Mangaluru– 575 001 Karnataka State, India
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"CHALLENGES FACED BY BUDDING JOB SEEKERS IN THE INDUSTRIAL FRAME WORK: PRACTICES AND REMEDIES"

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CONTENTS

Paper -1

BRIDGING THE GAP IN HOSPITALITY EDUCATION AND INDUSTRIAL REQUIREMENTS

ABSTRACT

The Hospitality sector growth was very high in last two decades. The manpower need is also more in current scenario. But the hospitality graduates faces problems in finding a job placement in the industry. Because the need and expectation of the industry is not matching with their standards. In other words, what the student learn in the class room and the actual work place needs are not satisfied. This paper conceptually analyzes the problem behind the gap and try to bridge the gap. From the pass out hospitality gradustes. Who are working in the industry, got the feedback from them, reveals some common drawbacks are identified, they are multi-lingural barrier, short period of internship, inadequate computer training, not making them psychologically strong and so on. So as a hospitality educator the above mentioned important skills need to be added in the syllabus, which help them to be part of the industry, and graduates will be ready to take up operational skills, management skills, HR skills etc. These skills are meant to make them more resourceful to their employers and the customers they will be serving.

REDETERMINED ARE KEY WORDS:-

INTRODUCTION
Hospitality education is more of practical oriented subjects. All the core area's such as food beverage service, Food production, House keeping & Front office are all taught practically with the support of theoretical explanation. Even though basic fundamentals are taught to the hospitality student, to understand the reality they should work in the industry as a trainee, so that they can compare themself with that they had learnt and what has been practiced in the industry currently. Most of the students are leaving the industry after a short term, the main reason is they are not able to with stand the industry work presser. The main reason for this is because lack of long period industrial training. Due to the academic structure, long period of industrial training is out short for shorter period resulting this problem, due to more number of young hospitality graduate high turnover in the job, reflecting bad experience to the hospitality industry. So the hospitality educator should train the hospitality students for not only skills and competencies at the front live level, but to also train them for critical thinking skills, emotional intelligence etc.
What educator teach in the class room does not much the current industry trends, there are some institute appoints teacher without or with less industry experience that reflected the knowledge of student input. This can be one of the reason why industry demands are not able meet. At least to overcome this problems, during the vacation time, should ask the teachers to visit the industry to learn the latest trend and other updates, so that the huge gap between formal training and employer demands are meat.

The researcher sums up the other skills needed for hospitality graduate meet the industrial expectations, they are identified as less exposure to the industry, multi-lingual barriers, short period of internship out moded lessons, inadequate computer training and lack of modern equipment for practicals at the institute.

1

To improve the standards in the syllabus and other practicals at the institute.

To improve the standards in the syllabus and other practicals, Hospitality educator should interact with industry on a regular interested to update themself, organise a field trip for the students, regular conferences, seminars and workshops will help the student community.

ACTUAL FACTS CHECK

I. General teaching methodology in Hospitality institutions.

1. Lectures
2. Practical classes
3. Assessments
4. Group discussion
5. Presentations and seminars
6. Mock interviews
7. Events
8. Conferences
9. Internal examination
10. Computer knowledge
11. Field trips

II. What industry requirements
1. Customer service
2. Language
3. Speciality knowledge
4. Operational skills and understanding of the industry
5. Information technology skills
6. Professionalism
7. Managerial qualities
8. Financial management

III. GAP between industrial need and teaching
1. Multi-lingual barriers and poor communication skills
2. Short period of internship
3. Poor in operational skills
4. Very little exposure to customer relationship and leadership skills
5. Fever workshop for both teacher & students
6. Out dated text books and inadequate syllabus
7. Lake of computer training in software usage
8. Lake of modern equipments for practical lessons
9. leaking personal and problem solving skills

IV. HOW TO BRIDGE THE GAP:
1. There should be a close link between educates and the industry.

2. No. of field trips should be increased in every year
3. Improving institutional infrastructure
4. Try to improve the communication skills of the students, multi-language will be added advantage.
5. Make a student to spend more months in internship.
6. No. of conference, seminar and workshop should be increased, so that student and the teacher will come to know the latest trenaisn the industry.
7. Make a students to visit the library for gaining more knowledge.
8.Padagagi and the curriculum should be updated
9. Improve the infrastructure with modern equipments
10.In-service training for the educator

<div align="center">2</div>

CONCLUSION
1.The gap between industry expectation and hospitality education is common until the industry interaction take place. Not only hospitality industry it can happen to any industry without interaction with industry, both industry and the institute to hand in hand to resolve this types of problems.

To bridge the gap, hospitality educators should include the industry experts while farming the syllabus. To the grater extent this will solve the major problems. The hospitality student has to study the core papers like food & beverage service, food production, house keeping and front office along with conceptional skills in general and strategic management, organisational behaviour, Human resource management, Accounting, Management skill and so on. The hospitality graduate end up becoming a jack of all and master of none.
Inviting a hotelier to the institute in a regular internal is impossible. But sending the teaching staff to industry for small updation, will be the great help to bridge the gap.
Make sure that all the assignments are done by the students are from the industrial back round, make it compulsory that field visit is must, so that the student will be in continuous touch with the industry during the period of graduation. Encourage the faculty to do the research none with the students about the industry. Teacher should explain to the students that, what is expected in a particular semester, and allowing the students to do a specialization during the semester will help the student to perform well in the industry.

Discuss with the industry experts, and restructure the syllabus, take out the all unwanted subjects. Which will give a clear picture to the student to what has been expected by him or her.
By introduction new thing will make the students to employable to the industry.

Paper 2

CHALLENGES FACED BY BUDDING JOBSEEKERS IN HOSPITALITY SECTOR

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INTRODUCTION TO HOSPITALITY

Hospitality industry refers to a variety of businesses and services linked to leisure and customer satisfaction. It focuses more on ideas of luxury, pleasure, enjoyment and experiences. Hospitality is closely connected to the tourism. It includes provision of services to tourists as well as local people enjoying their free time.

SECTORS OF HOSPITALITY

Hospitality sector is divided into four categories based on the basic human needs such as Accommodation, Food, Travel and Entertainment.

Accommodation sector: This sector provides accommodation for the tourists in different areas based on the budget and purpose of visit of the travellers. It includes Hotels, Motels, Bed & Breakfast outlets, Resorts, Time sharing Apartment and Service Apartments.

Food &Beverage: This sector provide the travellers to satisfy their basic need for food. Various outlets includes Restaurants, Cafes, Bars & Pubs, Coffee shops, Night Clubs, Catering Establishments, Takeaways etc.

Travel & Tourism: This sector basically is constituted by the indirect beneficiaries of Hospitality sector. They basically helps the travellers to find a particular accommodation or transport facility to reach a particular destination. They also provide various in and out details about the destination and its importance. Tour Operators, Travel agents, online travel agents, websites, vehicle rentals, cruise lines, airlines, tour guides etc. completes this sector.

Entertainment: The basic need of human beings is entertainment as no one like to remain idle for longer period of time. This sector includes historical monuments, tourist attractions, spectator and participatory sports events etc.

JOB OPPERTUNITIES

AIRLINES: The airline sector provides job opportunities in two different categories
a.   Ground staff: traffic assistant / counter staff / booking & reservation
b.   In-flight: air hostess/ stewards

Hotels: f&b service/ production/ front office/ housekeeping/ marketing/ public relations / security / accounts
Tourism sector: tour planners/ tour guide/ interpreter/ information assistant / counter staff/
Travel management / itenary planners/ travel counsellors / destination managers

OTHERS
•   Eventcruise lines / Management / Customer care /Entrepreneurship – f&b outlets, start-ups / Human resource department / Facilities management / Food blogging / food critics / Content writing / Faculties / trainers

IMPORTANCE OF HOSPITALITY INDUSTRY IN INDIA
There is a high demand for tourism industry in India. As per the studies the international tourist arrival in India are expected to reach 30.5million by the year 2028. By the year 2020, Medical tourism industry in India is expected to touch US$ 9 billion. Compared to other countries what makes India standout in the field of tourism is the diversity of the tourism products such as cruises, medical, wellness, MICE, sports, eco-tourism, film, rural & religious tourism. Tourism ministry under India government introduced the Swach Darshan scheme in 2015. Under this scheme, it promotes theme based tourism. Each theme is called a "circuit" and composed of various destinations. There are 15 circles developed under this scheme portraits the potential of India's diverse tourism products. Apart from the diverse geographical attractions, there are 30 world heritage sites and 25 bio-geographic areas.

All these factors leads to a tremendous rise in the requirement of different hospitality outlets. Majority of the hospitality outlets in India operates with less skilled and qualified staff. This is one area where the fresh hotel management graduates can grab the opportunities.

CHALLENEGES FACED BY THE JOB SEEKEERS
The Hospitality industry is one of the leading sector which brings in lot of revenue in India. At the same time it faces a lot of challenges to provide better service by the different sectors of Hospitality. The following are the most commonly faced by the job seekers, especially the fresh graduates
1.   Low Pay scale: many sectors of hospitality industry pay less as compared to other businesses. This is one of the factors which mainly demotivates the graduates to refrain from taking up jobs in Hospitality sector.
2.   Odd Working Hours: the working hours in almost all the sectors in hospitality is not the 9-5 module and it is most demanding. It is one sector which works when other people finish their jobs and relax. For example a chef may work from 5.00am in the morning till 10.00 am for the breakfast time and either he may continue till the end of lunch service (3-4pm) or take a break and re-join duty in the evening for dinner service (7-11pm).
3.   Poor working Conditions: The employees most of the time may be forced to work in poor working conditions like long working shifts. The more an employee work in a shift may reduce his output.
4.   Employee turnover: hospitality industry provides a lot of job opportunities and as compared to any other industry the drop outs or turnover of the employees are far more. Since human beings have the tendency to look for better opportunities, and the hospitality industry provides the same in plenty, most hotels have employee turnovers.
5.   Discrimination: discriminating people on the basis of various societal evils like religion, cast, community, language or colour is still prevalent in the industry.

6.   Low education and training: Most of the time the graduates has to deal with under educated colleagues or seniors. These workers may not be provided with sufficient training to make them better employees as it incurs a lot of cost

7.   Rigid Corporate culture: Making amendments and changes in the rules, or delay in following the new labour rules are one of the worst practices followed by the management of many hospitality institutions. This mostly refrain the graduates to apply for jobs in such organisations.

8.   Seasonality: in India, majority of the foreign tourist arrival begins from the month of September to march. This particular period many of the hospitality sectors needs maximum number of staff for handling the inflow of their business. Whereas the period from April to august, the tourist inflow will be nominal, and the hospitality sector needs lesser number of staff to handle their operations. Moreover they may not want to pay the employees when the business is on the weaker side. This seasonality in jobs, affects the jobseekers.

9.   Political instability: India is one country, which has lot of issues internally. Many of the policies of the government may not be accepted in good terms by different political parties and states. This may result in violent agitations held in different parts. This basically affects the tourists as well as the employees in the hospitality sector.

REMEDIES / BEST PRACTICES

1.   Part time jobs: part time jobs for students may provide the opportunity for job seekers to know about the job and get experienced. It also act as one way of earning while learning.

2.   Adding more skill sets: Adding more skill sets like attending short term online /offline courses for different subjects related to the hospitality may help the hospitality students. It may help them as an add on expertise in their area of employment

3.   Providing Training: Most of the hospitality institutes needs to make it mandatory for the students to attend a short term training with any of the hospitality sectors. This may help them to know more about the industry as well as gaining on the job training experience.

4.   Management trainee programs: most of the leading hospitality giants may conduct a management trainee program for the freshers. But the number of hospitality sectors conducting such programs are less. If we can increase this number, it can attract many jobseekers to look for hospitality jobs.

5.   Flexible working hours: if the hospitality sector select an approach where they can introduce flexible working hour slots to employees rather than the age old fixed working hour shifts, the employees may find it attractive. It also improves the performance of the employees

6.   Emphasis on practical aspects: if the hospitality institutes can give more emphasis on practical subjects, this may increase the enthusiasm of students and compel them to join the hospitality sector.

7.   Updating the Curriculum : hospitality institutes needs to update the syllabus according to the fast changing world. Many institutes still follow the age old syllabus. Frequent updating is a must to develop future hospitality professionals.

CONCLUSION

•   The travel & tourism sector in India accounted for 8% of the total employment opportunities generated in the country in 2017, providing employment to around 41.6 million people during the same year. The number is expected to rise by 2 per cent annum to 52.3 million jobs by 2028.

•   International hotel chains are increasing their presence in the country, as it will account for around 47% share in the tourism & hospitality sector of India by 2020 & 50% by 2022.

•   During 2018-19, a total of seven projects worth Rs 384.67 crore were sanctioned under the Swadesh darshan scheme.

•   The government of India is working to achieve 1% share in world's international tourist arrivals by 2020 and 2% share by 2025.

•   8000 seats in twenty one IHMs under NCHMCT

•   Nearly 725 institutes across India

•   Preparing the future hospitality professionals according to the needs and demands of the industry

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Paper -3

CONFRONTATIONS IN THE PATHWAYS OF A PASSIONATE HOTEL-BEGINNER IN THE AREA OF HOUSEKEEPING

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ABSTRACT

Hotel industry is one of the most blooming industries on the planet. Due to its vastness in operations, management and services, it has under its umbrella of employability, millions of employees worldwide. As far as hotel operations are concerned, with the time, the Rooms Division and the Food and Beverage Division have been the two major such departments in the hotels that are well recognized by the stakeholders of hotel industry as Operational departments in the hotel, as, these two departments contribute, by maximum, to the profits of the hotel. This is possible because of the vast contribution given by the employees at different levels and in different sections of these departments. Contribution from employees comes out because of their qualification, exposure, experience, abilities, basic traits, technical skills and much more in their fields of specialization in particular and in the hotel field in general. A degree in the hotel management studies was a very uncommon affair in our country till the beginning of last quarter of previous century. But with the time, these studies emerged out as a specialized discipline as a consequence of increasing tourism and customer expectations.

The housekeeping department of the Rooms Division is responsible for providing clean, comfortable, safe and aesthetic surroundings to the hotel guests. Till the beginning of this century, housekeeping was considered an unskilled work in hotels, but today it has emerged out as the backbone of hotel operations. Passionate hotel management graduates enthusiastically opt housekeeping as their career. Unfortunately, a majority of them either avoid choosing housekeeping as their career option, or drop it out in the midway of their career and switch to other options or fields. This research attempts to find out the challenges faced by the jobseekers in the field of hotel housekeeping and also suggests remedies to overcome those challenges.

Introduction:

British Law defines a "Hotel" as a place where a bonafide traveller receives food and accommodation, provided he/she is in a position to pay for it and is in a fit condition to be received [1]. Hence, a hotel must be able to cater to the boarding and lodging needs of the travellers on payment and has all the rights to refuse services in case the traveller is drunk, disorderly or not found in a condition or position to pay for the services. With this tradition, visitors and guests in the hotels always attempt to dress to the best of their appearance to display their cultural aesthetics and financial credibility. Looking back at the milestones of the development of hotel industry, one cannot even honestly imagine the fact that a mere requirement of travel of human spurred by the need for survival in the earliest of the times has resulted in it as being one of the most vibrantly flourishing industries in the world with over 700,000 hotels around the world contributing over 3.41 trillion dollars to the global economy in the year 2019[2]. In 2019, the global hotel industry was worth 570 billion USD. Also, over 173 million people are employed in the hotel and motel industry and hence 33 percent of revenue is spent on labour costs[2]. Common fuels for growth of hotel industry are the rise in purchasing power, the desire for travel and subsequent experiences and increasing number of digital experiences [2].

Apart from providing primary purpose to provide travellers and clients with accommodation, food, refreshment, hotels also provide a wide exuberant platform to their customers for events. The various services thus provided by the hotels can be ascribed to the reasons for which the people travel. Getting a new perspective, seeing the world through new eyes, gaining an appreciation for what we have, getting distance from work, settling grievances through shared experiences, getting out of comfort zone, admiring mother nature, learning about other cultures, strengthening relationships and unplugging are the common reasons for travel among aspirants [3]. Thus, the author concludes that hotels, that are a constituent product of tourism, considerably survive on the availability of leisure time and disposable income with the customers. In reciprocation, hotels manufacture customer satisfaction by creating good services and products and by establishing good relationship with customers – through its core operational departments – The Kitchen, The Food and Beverage Service, The Front office and The House-keeping, apart from providing elaborate and systematic support services through its other managerial departments and support centers such as the accounting division, the human resources division, the loss prevention, the engineering and maintenance, the sales and marketing division, the finance, the purchases and stores and likewise [6]. Due to continued growth of Hotel sector in past few decades till its current position [2], the manpower development in hotels in terms of

specializations, job specifications based on a job description of a position in particular, subsequent recruitments, interviews, training and development has been witnessing enormous specificity to the extent that there are numerous hotel management institutes spread all over the globe imparting hospitality education to the young aspirants at government and private levels. Industry estimates say that, the gap between demand and supply of manpower may get wider in coming future and quality of manpower would be of utmost importance to sustain high growth in this sector. In the wake of apparent shortage of trained manpower in the industry, some corporate groups have also entered into training and started their own Institutes of Hotel Management (IHMs). Young aspirants of industry, who foresee their career in this sector join the hotel management institutions based on the eligibility criterion specified by the institute in particular and thus begin to tread their path to achieve their desired success in the field of hospitality while getting enriched in the aspects of exposure, experience, abilities, basic traits, technical skills and much more in their fields of specialization in particular and in the hotel field in general. Passionate hotel management students enthusiastically opt housekeeping as their career goal in hotel field. Unfortunately, a majority of them either avoids choosing housekeeping as their career option, or drops it out in the midway of their career and switch to other options or fields. The author through this research paper attempts to meet the objectives of:

1.   Review on dynamism in the growth of hotel industry and the departmentation in hotels.

2.   Review on the role of housekeeping department in a world class hotel and its organisation.

3.   Review on the job specifications needed to enter the hotel field in general and housekeeping department in specific.

4.   determining the reasons for housekeeping being the least option as a career choice among hotel management career aspirants

5.   Review on the implications of customer satisfaction and their role in moulding the career of aspirants of hospitality profession in the field of house keeping.

6.   providing suggestions and remedies to enhance the choice of hotel management career aspirants in the field of housekeeping.

Research Methodology:

The researcher has used both primary and secondary methods of data collection to compile this research paper. Various, books, journals, articles and e documents have been referred and questionnaire of two sets was prepared as research instrument and forwarded to subjects of two different aspects as google forms through whatsapp groups and contacts. Also interviews were

conducted with the placement officers of few colleges in India. The responses obtained were qualitatively interpreted to arrive at the conclusions and suggestions.

Content:

The number of international arrivals has been growing increasingly over the past decades. For example there were 0.52 billion arrivals in 1995, 0.8 billon in 2005 and 1.1 billion in 2013 [5]. As presented in the United Nations World Tourism Organization's 2017 Annual Report, international tourism reached a milestone in the record year of 2017. Destinations worldwide welcomed over 1.3 billion international tourists, some 84 million more (or 7%) than in 2016. Europe was dominant in international travel in 2017 (671 million or 51% of all international tourist arrivals). This is an increase of 8% in comparison to 2016 and the forecast is also promising [5]. Since the global hotel industry comes under the umbrella of the tourism industry, it shares a similar numerical profile. Statistical research shows growth of the global hotel industry over the years with the revenue of 570.18 billion US$ in 2017 [5] making it one of the world's fastest growing sectors with total retail value of around 500 billion US$ and accounting for around 5% of the global GDP [5].

Hotel departmentation and the house-keeping: The connect

The number of departments in hotels varies from hotel to hotel. Usually, in a typical world class hotel, every department, be it a revenue generating department or a support center, is headed by a manager usually called as HOD (Head of Department) who reports to the General Manager of the hotel.

S.No.	REVENUE GENERATING CENTERS/DEPARTMENTS	S.No.	SUPPORTIVE DEPARTMENTS
1.	The rooms division (front office and **house keeping** only)	1.	The rooms division (Maintenance only)
2.	Food and beverage department (service outlets, room service and live kitchen counters)	2.	The Human resources
NOTE: FRONT OFFICE AND FOOD/BEVERAGE SERVICE ARE COMPLETELY THE REVENUE CENTERS, WHEREAS A MAJORITY OF ACTIVITIES IN	3.	The sales and marketing
		4.	The purchases
		5.	The Finance
		6.	The security/Loss Prevention

HOUSE KEEPING AND KTICHENS ARE SUPPORTIVE IN NATURE.		

Table 1 showing the different departments in a hotel based on generating revenue for the hotel. The aim of all hotels is to provide their customers with clean, attractive, comfortable and welcoming surroundings that offer value for money. Indian hospitality ethics promote the dictum of ''Atithi Devo Bhavah'' a Sanskrit phrase signifying the godly treatment a guest deserves to be received [14]. The housekeeping department, headed by a manager called as EHK (Executive House Keeper) is a nerve center of a hotel which is responsible for the cleanliness, maintenance and aesthetic upkeep of the entire hotel premises. A hotel survives on the sale of rooms, food & beverages & other minor operating services such as laundry ,health clubs etc. Of these, the sale of rooms constitutes a minimum of 50% of the hotel revenue [8]. The room sale is dependent on the quality of room décor, room facilities cleanliness of the room & safety. The Basic Aims & Objectives of House Keeping Department rely on achieving maximum efficiency possible in care & comfort of the guest & in the smooth functioning of the department, establishing a welcoming atmosphere & courteous, reliable service from all staff of the department, ensuring a high standard of cleanliness & general upkeep in all areas of responsibility, training and supervision & control of all staff attached to the department, establishing a good working relationship with other department and ensure that safety & security regulations are made known to all staff of the department [6,7]. The Housekeeping department performs the underlisted functions in a world class five star hotel [6,7,12]:

1.   To make a provision for a comfortable stay for a guest, by the maintenance & upkeep of rooms.

2.   Upkeep of all public areas in the hotel.

3.   Upkeep of all Food and Beverage outlets in the hotel

4.   Responsible for horticulture in the hotel's landscape & flower arrangements.

5.   Responsible for the functioning of linen room ,laundry & uniform rooms

6.   Responsible for overseeing all the contracted services like pest control services, carpet & window cleaning, cleaning of glass facades of the building, etc.

7.   Responsible for timely infrastructural changes through renovation and refurbishment.

8.   Responsible for the ongoing training programmes of the staff to ensure that both technical & social skills are combined in them.

After having a look at the above mentioned information on the role of housekeeping in a hotel and its contribution towards the development of a hotel, the researcher concludes that apart from standard specifications needed at entry level positions in house keeping:

1.   Housekeeping department needs young aspirants at entry level, who have a very serious and focused commitment towards guest contentment to be in "ready to absorb" state for the industry.

2.   Along with commitment, confidence and enthusiasm are the primary abstract qualities needed in an aspirant of housekeeping career

3.   Since, housekeeping primarily deals with upkeep and aesthetics of hotel, it needs aspirants who have a good inclination and passion towards architectural and interior decorum, hygiene and associated purity and accuracy.

4.   Based on the type of job undertaken by employees in house-keeping at entry levels, aspirants while taking up such positions need to have an unbiased, holistic attitude towards the nature of job associated to such positions.

5.   The dictum "Atithi Devo Bhavah" that has been seated into the core of Indian Hospitality Ethics, needs to have truly been indoctrinated into the intellect of young aspirants so that they deliver services without any psychological blocks and while utilizing all morales and values of humanity and services to their fullest.

6.   Aspirants ready to join housekeeping at entry levels need to be not only physically fit, but also apparently smart, good-looking, and good-seeming, which greatly fosters guest satisfaction by being pleasing to his/her three senses of sight, smell and hearing.

Data analysis and interpretations:

Like any other department, housekeeping gives an aspirant a chance to make a successful career and accomplish good heights in the management. The US Bureau of Labor Statistics predicts an increase of 12.8% in housekeeping jobs by 2022 and those who choose this sector will do well [15].However, a trend has been observed during the interviews with subjects that over the times that the students of hotel management studies are more inclined to get into sections of kitchen, front office or food and beverage services than housekeeping. The researcher was inquisitive further on which could be the possible reasons for such a trend in the placement market of hotel management institutes. However, since the researcher is himself a University level teacher in hotel management department, he attributes the existence of such a trend at three main levels of career aspiration tenure of hotel management students:

1.   During pursuance of hotel management education

2.   During internship in the senior level semesters

3.   During transition from education to industry and thereafter

During pursuance of hotel management education:

After verification of criteria of eligibility the aspirant of hotel management careers join a hotel management institute as a student to make a beginning. During their education, the following confrontations are attributed to house-keeping being kept as a last option for majority of them:

1.   **Non-continuous education system** in majority of hotel schools in the area of house-keeping: Many of the hotel management institutes offering degree courses in hotel management offer a curriculum with random focus on theoretical and practical aspects of housekeeping, which may create a negative notion about the importance and role of housekeeping among aspirants in social and HR markets of hotel industry

DO YOU THINKTHAT " NON CONTINUED HOUSE KEEPING EDUCATION" IN YOUR DEGREE COURSE HAS MADE YOU TO LOOSE YOUR INTEREST IN THAT AREA AS CAREER?
94 responses

- YES
- NO

60.6%

39.4%
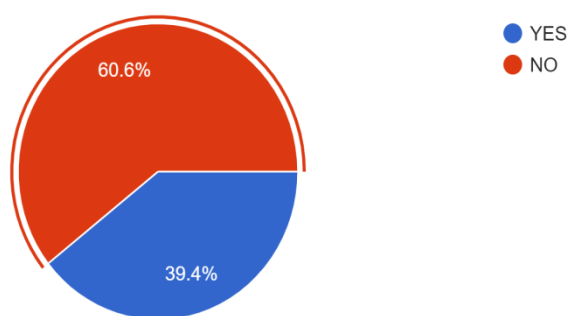
2.   **Informal gender based dogma:** There is a prevalent stigma among the male population of hotel management students that housekeeping careers are best suitable for females and thus contributes to deviation in choice. Notably, when a relatively clean room is evaluated, female room occupants are held to higher standards of cleanliness, are believed to suffer more negative social consequences when they do not meet those standards, and are generally deemed more re-sponsible for housework across a variety of work–family arrangements than their male counter-parts [18]

DURING YOUR EDUCATION DID THE IDEA THAT "HOUSEKEEPING CAREERS ARE SPECIFIC FOR FEMALES ONLY" OCCUPY YOUR MIND?

94 responses
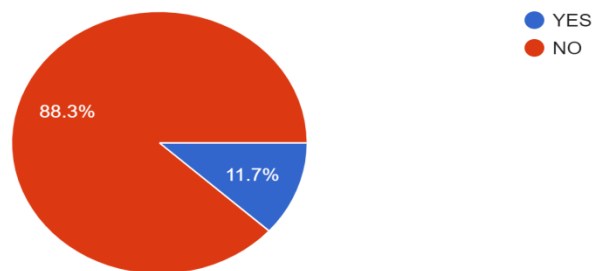
3.   **Misguided and biased career information by senior batch students**: There is a prac-tice noticed, though uncommonly, among senior batch students, who have higher career affinity towards other operational lines of the hotels, to deviate their junior batch students from choosing housekeeping line as career by giving arbitrary reasons of various types.

DID THE ADVICES FROM YOUR FRIENDS SUPERIOR TO YOU PROFESSIONALLY (SENIORS, ETC) CHANGE YOUR MIND IN MAKING HK AS CAREER CHOICE?
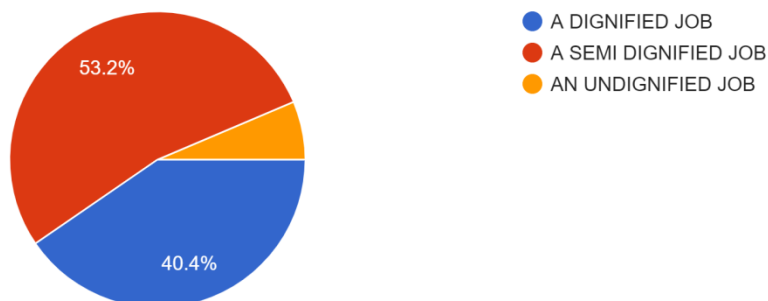
94 responses
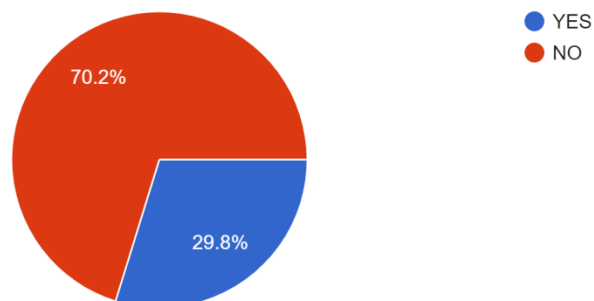
4.   **Unwanted anchoring of house-keeping with cleaning and unskilled tasks only:** Many companies classify housekeeping tasks under semi-skilled and unskilled labour because of which aspirants mostly refrain from taking housekeeping as career choice for the fear of loss of prestige in society and family and loss of self-esteem.
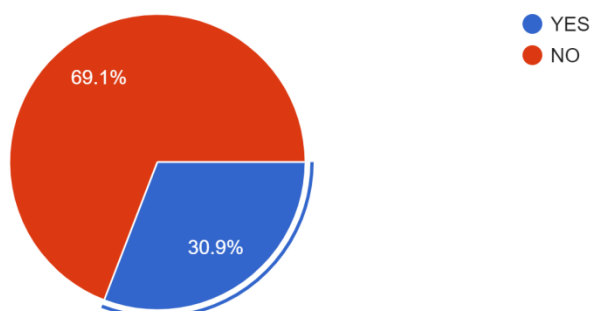
AT ENTRY LEVEL, WHAT CATEGORY OF THE FOLLOWING WOULD YOU ALLOT TO HOUSE
KEEPING?
94 responses

- A DIGNIFIED JOB
- A SEMI DIGNIFIED JOB
- AN UNDIGNIFIED JOB

53.2%

40.4%

WERE YOU PROFESSIONALLY OR OTHERWISE ALWAYS TOLD THAT HK IS ONLY ABOUT CLEANING
AND SIMILAR UNSKILLED PRACTICES?
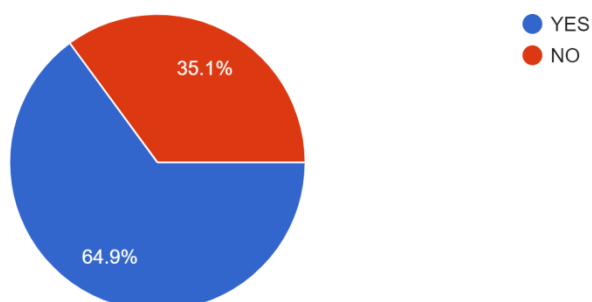94 responses

- YES
- NO

69.1%

30.9%

During internship in the senior level semesters:

Students of hotel management institutes face internship in the form of Industrial training usually during the beginning of the final phase of their course of study.

DURING YOUR INTERNSHIP, DID YOU RECEIVE TRAINING IN HK?
94 responses

- YES
- NO

35.1%

64.9%

During internship in these senior level semesters, the following confrontations are attributed to house-keeping being kept as a last option for majority of them:

1.   **Boredom oriented schedule:** It is reported that when students undergoing industrial training in star hotels are scheduled for housekeeping, they feel a lot of boredom and reasons for it are mainly attributed to similarity and repetitiveness in the tasks. The researcher extracted this information also through telephonic interviews with placement officers of few colleges and also with the students of few hotel management colleges

WERE YOU BORED OF YOUR ROUTINE WORK IN HOUSE KEEPING DURING INTERNSHIP?
94 responses

- YES
- NO

69.1%

30.9%
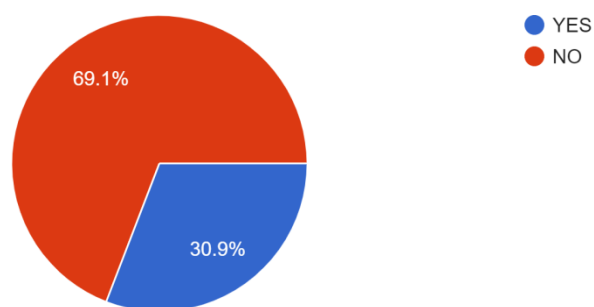
2.   As compared to other operational lines in the hotel, housekeeping tasks are reported to give lesser **challenges to entry level employees** for most of the times, further adding to boredom and creating a notion of housekeeping as a work area of "comfort-zone", which may not be acceptable to all aspirants, since aspirants are always being told about the vibrancy and dynamism prevalent in the hotel work culture. **To work outside of one's comfort zone, and being able to truly be considered versatile within one's skillset implies true learning [17]**

DID YOU SEE/FACE CHALLENGES IN WORK IN HOUSEKEEPING DURING INTERNSHIP?
94 responses

- YES
- NO

50%

50%
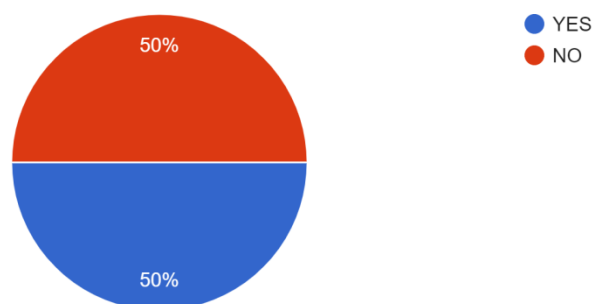
3.   **Reduced or zero involvement of trainees in supervisory and executive tasks** in house-keeping during internship also is reported to have contributed to drop-out in this line. As trainees

there remain confined to entry level associated tasks, they remain unaware of the other side of this line. Nevertheless, there is a belief that the housekeepers feel they deliver high quality service and they do a better job of delivering quality service than other departments in the hotel [16]. Hence, the prevalent glamour and charm existing in the housekeeping line in the higher levels is under a thick cover-up for the beginners.

DID YOU SEE THE ROOM BOYS GETTING INVOLVED IN SUPERVISORY TASKS IN HOUSE KEEPING DURING YOUR INTERNSHIP?
94 responses

- YES
- NO

39.4%

60.6%
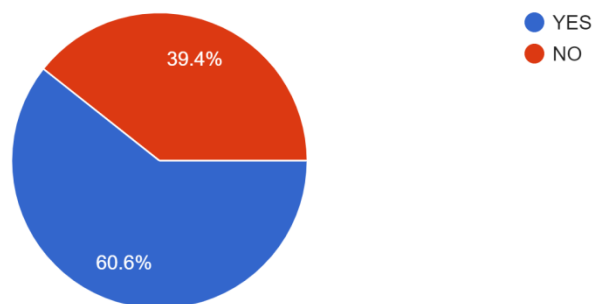
4.   **Seeing contractual staff at entry level** with reduced specification criteria also creates dislike among aspirants towards the housekeeping line. The aspirants are not emotionally and mentally in readiness to be associated with colleagues with whom they share similar tasks with a graduation certificate in their hand.

WHAT QUALIFICATION SPECIFICATION DID YOU SEE IN EMPLOYEES OF HOUSE KEEPING AT ENTRY LEVEL?
94 responses

- HIGHER SECONDARY/CRASH COURSE
- HOTEL MANAGEMENT DEGREE/ DIPLOMA

51.1%

48.9%
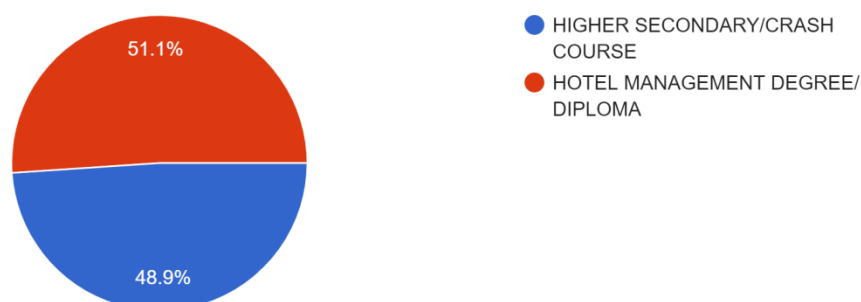
5.   **Reduced guest contact:** Housekeeping operations, unlike the front office or the food and beverage service operations provide least chance of guest contact to the employees. Many aspirants, who are very enthusiastic about dealing with the guests may drop out from choosing housekeeping as their career.

During transition from education to industry and thereafter:

1. **Foreseeing less chances of placement abroad** as compared to other operational departments is one more reason attributed to drop out in housekeeping.

2. Often, students are seen **getting lured to other departments** seeing the huge recruitment done there thus contributing to drop out.

Suggestions, remedies and conclusions: Suggestions for the hotel management institutions:
The researcher gives following suggestions and remedies and thereby concludes to

• Core human values of service, honesty and integrity, dignity must be inculcated among the aspirants during degree education tenure in a planned and systematic way. The values originate from deep inside the people themselves – authentic, bone deep, passionately held [10]. The students' evaluation on the core values should be brought under Continuous Assessment Scheme as used for all other theory and practicum based subjects. Special pedagogies like group assignments, role play, social service based task assignments and timely counselling can be used to achieve the purpose. All core values must be indentified specifically needed for a hospitality professional at entry levels and pedagogy and evaluation must be inclusive of those values with due weightage. Students can be evaluated on the basis of a proposed "**3C SCULPT**" model by the researcher based on three criterion:

1. Case based viva.

2. Customised objective type question papers.

3. Continuous behavioural observation.

S.No	Evaluation Criterion	Percentage allotment
1.	CASE BASED VIVA VOCE EXAMINATION	25 PERCENT
2.	CUSTOMISED OBJECTIVE TYPE QUESTION PAPER OF THE SUBJECT ON "CORE VALUES"	25 PERCENT
3.	CONTINUOUS BEHAVIOURAL OBSERVATION.	50 PERCENT

TABLE 2 SHOWING A PROPOSED "3C SCULPT" MODEL

- The courses in all hotel management institutions should be designed to ensure that housekeeping, both theory and practicum is made a mandatory subject with a well guided and trained anchoring towards basic housekeeping practices to create affinity, at least, till the students reach the level of choosing an elective course or a specialization.

- To ensure creating a basic mindful belongingness towards the determinants of final products of housekeeping (decor, aesthetics, etc) among the students, the curriculum in housekeeping in every semester should contain atleast 15-20 percent of the subtopics related to basics of design, architecture, interior appeal and likewise with the support of workshops as well.

- All teachers should provide an unbiased career guidance and convey a planned and systematic and timely positive reinforcement the students irrespective of the field in which the former are specialized. A positive reinforcement provides a favourable consequence that encourages repetition of a behaviour [11]. This will have far reaching effects in the development of ethics towards hospitality among students.

Suggestions, remedies and conclusions: Suggestions for the hotel industry:

- Making Job rotation within the Rooms division a common affair, as far as possible, is the need of the hour to curb this trend of drop-outs. The two sub-sections of the rooms division, i.e., the front office and the housekeeping have a lot of functions in very close coordination like handling room change requests, projecting current occupancy status of the hotel, fulfilling guest requests and likewise. Hence, the hotels must give a thought on combining the manpower of both sections wherever possible by using the job design techniques like job enrichment and job enlargement. This will help in curbing many of the arbitrary notions prevalent among aspirants towards housekeeping functions.

- Mirroring managerial roles to trainees in the department should be incorporated as far as possible. The trainees in housekeeping should be scheduled periodically to assist supervisors and Executives to improve their vision and boost their morale.

- The hotels must have a check on hiring non-graduated candidates for housekeeping at entry levels. This will help in greatly boosting up the morale of graduated entries and spread a good word of mouth down to the aspirants.

- Focus on regular career oriented and behaviour oriented counselling for the beginners must be a scheduled mandate in the industry. The human resources, the training and the housekeeping departments must play their special systematic roles in ensuring thus.

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Paper 4

CLOUD COMPUTING AND ITS INCREASING APPLICATIONS IN TOURISM AND HOTEL MANAGEMENT—A SHORT REVIEW

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ABSTRACT
Information Technology is a great name for the information activities and organizational development in different context. Various kind of organizations, instititutions as well as individuals today are using IT for various benefits and there are various components within IT viz. Database Technology, Network Technology, Web Technology, Multimedia and Communication Technology and so on. And within IT many emerging areas have been revolutionized and increasing rapidly viz. Big Data, Cloud Computing etc. The Science of analyzing and managing large number of complex data is called Data Science. Whereas, Cloud Computing is the applications of virtualizations of software, hardware, network, IT Infrastructure using internet and similar systems [1], [12]. Similar to traditional industries in recent past Cloud Computing as well as its allied Big Data Analytics applications have been enhanced and increased in several sections. The tourism and transportation systems can enhanced rapidly with the help of Cloud Computing and Virtualization Systems. The hotels, resort and similar organizations are also directly and indirectly enhancing benefits from the IT and specifically Cloud Computing. This paper is talks about the applications and increasing role of Cloud Computing in Tourism industry. Paper also highlighted about the issues, challenges of Cloud Computing and Analytics in Tourism and Hotel management.

Keywords

Cloud Computing, Tourism and Transportation, Virtualization, IT Applications in Tourism, Information Sciences & Hotel Management.

Introduction

The world of Information Technology is changing rapidly and there are different areas where Information Technology is applicable and such areas are increasing rapidly [3], [5], [8]. Information Technology application in Hotel Management, Tourism and Transportation sector is also important and noticeable. The rise of IT and Computing in Hotel Management and Tourism

industry is enhanced with the applications of following viz.—

- Software Technology.
- Database Technology.
- Network Technology.
- Web Technology.
- Multimedia Technology etc.

The hotel industry including internal and external becomes easy with the applications of Information Technology [4], [6], [11]. The traditional documentations become easy in such systems and management. The hotel and transportation sector can get applications of IT in diverse areas such as ticketing, booking, accommodation management, reservation, remote management and so on. The latest technological applications are also important and applicable (and these are increasing such as)—

- Cloud Computing
- Big Data
- Data Analytics
- Human Computer Interaction
- Usability Engineering
- Systems Analytics
- Artificial Intelligence
- Robotics
- Natural Language Processing etc.

Therefore all these technologies are important in bringing healthy information systems, information infrastructure, and complete development [2], [9], [14].

Objective

The main aim and objective of this paper entitled 'Cloud Computing and its increasing applications in Tourism and Hotel Management—*A Short Review*' is include following (but not limited to)—

- To know about the basics of Information Technology application with reference to the fundamentals.
- To learn about the emerging Information Technology components and relation to the hotel management and tourism sector.
- To know about the Cloud Computing with reference to the models, types, basic features etc.
- To know about the transportation and tourism sectors with reference to the Cloud Computing applications.
- To find out major challenges and issues in respect of Cloud Computing applications in Hotel, Transportation and Tourism Sector.

Cloud Computing

Cloud Computing is considered as one of the important technology within the Information Technology. Cloud Computing simply the virtualization techniques powered by the internet and similar services. Cloud Computing is growing rapidly and dedicated in the creation of a healthy and dedicated virtual information technology infrastructure development. Cloud Computing is a kind of distributing IT Infrastructure model that is responsible for the organizations and complete development in sister organizations since IT is very important. Cloud Computing applications in government and public sector is increasing. Cloud Computing is therefore a virtualization

technology which is offered by service models software, applications, platforms and operating Systems, infrastructure, contents and information, etc [7], [10], [13]. Cloud Computing is rapidly increasing in Information Technology sector and performed by many components of Information Technology such as Database Technology, Network Technology, Web Technology, Multimedia Technology, Software Technology, etc. Further, Cloud Computing is related with the emerging technologies like—

- Big Data Systems
- Data Analytics
- Internet of Things (IoT)
- Edge Computing
- Fog Computing, etc.

Virtualization Technology is thus in recent past adopted by and it is offered by many companies many companies like IBM Cloud, Amazon Web Services, Microsoft, Dell, VMWare, etc. Similar to international scenario, regarding the development of the cloud and allied digital space also Cloud Computing is important. The internet users in India increasing rapidly with good amount of cloud based services. It is also noted that Cloud Computing will more developed and will rapid with the initiation of Digital India project of Government of India. In respect of enhancing communication systems Cloud Computing, high-speed 4G LTE, G wireless technologies play a leading role. In respect of developing cloud based data center infrastructure development Cloud computing considered as important.

Features and Advantages of Cloud Computing
Cloud Computing services and features are powered by different type of Cloud Computing models such as—
- Platform as a Service (PaaS)
- Desktop as a Service (DaaS)
- Software as a Service (SaaS)
- Infrastructure as a Service (IaaS)
- Security as a Service (SECaaS/ SaaS)
- Storage as a Service (SaaS)
- Network as a Service (NaaS)
- Mobile Backend as a Service (MBaaS) etc.

Cloud Computing offers speedy and healthy IT Infrastructure services which includes the development of information systems and therefore it offers elasticity, flexibility, remote based IT System and management. It is employed Public Cloud, Private Cloud, Hybrid Cloud Computing models for the virtualization systems and development [5], [15],[18].

Cloud Computing in Tourism and Transportation
Cloud Computing applications are rising in different sectors viz. Healthcare, Business, Industry and Organizations, Commerce, Education and Training, Research and Development, Transportation and so on.
As far as the development of Cloud Technology in transportation and travel industry is concerned, it is developed in recent past. Though there are few concern in adopting Cloud Computing in travel and tourism industry. According to the experts these include the security

related aspects. However the development of the latest transportation and tourism strongly associated with the Cloud Computing and allied technologies. The IDG's Cloud Computing survey the average cloud budget is developing and risen from 1.6 Million US dollar to 2.2 Million US Dollar. The average IT landscape is increasingly cloud based.

Enhancing Service Delivery

Enhancing service delivery become easy with the help of Cloud Computing and the travel and tourism industry therefore has adopted advanced computing and IT as a tool for way for the operations. Due to changes of customers and travelers interest, demand and habits among the IT components Cloud Computing become an important tool. Finding instant information, information sharing, ticketing in online manners, reservations become easy and instant with cloud supported systems. In booking of trains, buses, flights, and even in water transportation Cloud Computing become an important tool. Cloud solutions are considered as important and valuable in healthy IT practices [10], [16], [17].

Personalized Service

As far as personalized services are concerned Cloud Computing and all the Information Technology components are considered as important and valuable. The data storage, data transformation etc. are become easy with the help of Cloud Computing. The websites of concerned tourism organization and travelers normally uses Information Technology services and here Cloud Computing based websites, databases can be an important opportunity. Even the tools and media like Instagram, Pinterest, Twitter and Facebook are considered as important in healthy personalized services in Transportations and tourism industry. Further the Cloud computing greatly facilitates data synchronization between channels to enable cross-sectional data analysis, cross-sectional regression analysis and cluster analysis [8], [18].

Productivity and Cost Reduction

As far as productivity enhancement is concerned Information Technology play an important role. The flexible technologies play an important role in easiness of information systems and development. The effective process becomes easy with Cloud Computing and thus it helps in traditional computing and technology cost reducing. Since Cloud Computing promotes virtualization therefore it reduces less amount of IT infrastructure, software, hardware, applications etc.

Application Development

As far as proper and automated application development is concerned Cloud Computing play a valuable role. Cloud Computing supported systems are reliable and important in developing web and mobile applications. The pre-coded modules, tools become easy with cloud supported systems. The booking systems, online systems, information storage of transportation become healthy with Cloud Computing. Cloud Computing keeps improving and becomes always better, faster and easier to manage. It further helps in healthy business optimization, flexibility and reliable supports etc [13], [15], [18].

Healthy Cloud Computing applications in Hotel Management

The applications of the Cloud Computing in hotel management should be considered as important and valuable and it is helpful in designing and development of the faster, affordable solutions in hotel management in different attributes—

- Internal Operations;
- Office Management;
- Front Desk Management;

- Back Office Management;
- Staff and HR Management;
- Marketing Management;
- Food and Restaurant Management;
- Customer and Client Management;
- Event Management and so on.

Some of the basic applications of Cloud Computing in Hotel and Hospitality Management are includes following i.e. Fig: 1. (but not limited to)—
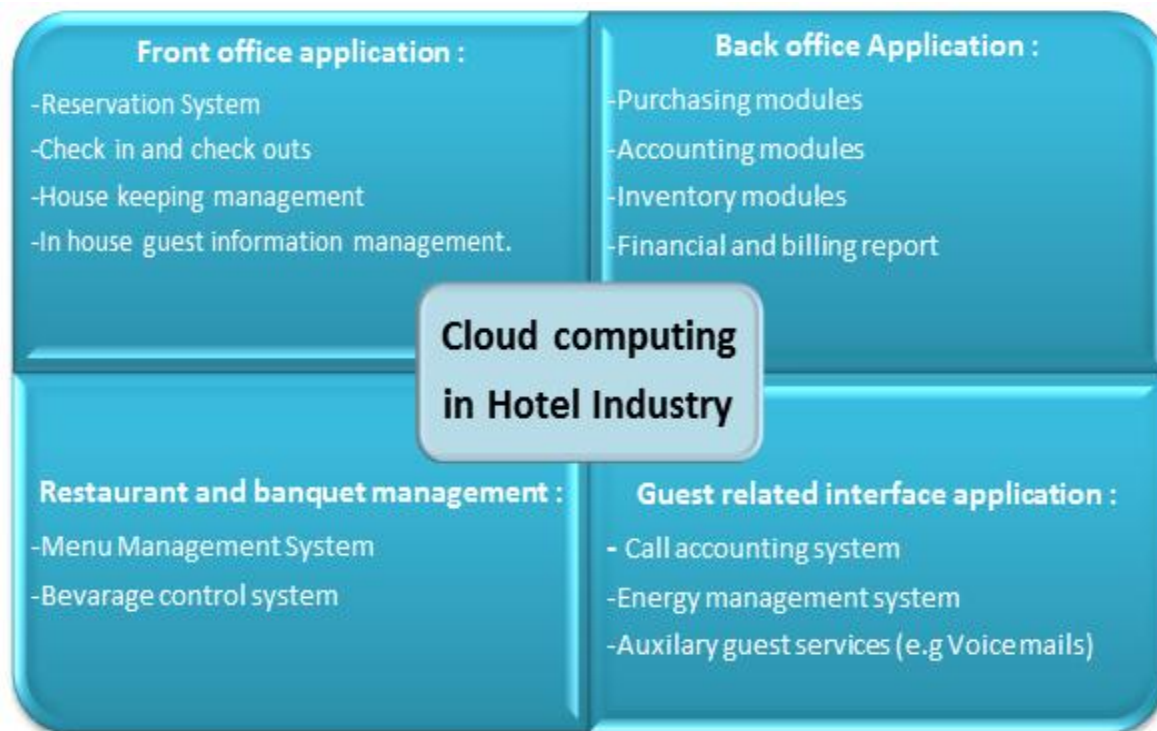
Front office application :
- Reservation System
- Check in and check outs
- House keeping management
- In house guest information management.

Back office Application :
- Purchasing modules
- Accounting modules
- Inventory modules
- Financial and billing report

Cloud computing in Hotel Industry

Restaurant and banquet management :
- Menu Management System
- Bevarage control system

Guest related interface application :
- Call accounting system
- Energy management system
- Auxilary guest services (e.g Voice mails)

Fig: 1-Cloud Computing applications in Hotel Industry and Management

Cloud computing based software is helpful in managing hotels and other similar institutions. Since in hotel industry there are lots of areas where IT and Computing devices play a leading role therefore Cloud computing is important to offer the solutions. Further in designing and managing of hotel management software also Cloud computing and virtualization considered as important. Cloud computing in hotel industry brings following—

Affordability—with the application of Cloud Computing hotels can enhance different services can avoid investments in hardware, maintenance cost, manpower cost, infrastructure related cost etc. and therefore it brings the affordability [3], [17].

On time delivery— Cloud computing and virtualization systems is helpful in on time delivery of services, and information oriented support to the hotels.
Reliability and security—with the application of Cloud Computing in the hotel industry data management and future data protection become easy and effective.
Flexibility— Cloud Computing moreover helps in advancing with more flexibility. Software

services, data storage services become easy and effective with the help of Cloud Computing. The SaaS, PaaS, IaaS and some other technologies play a leading role in healthy hotel and similar operations.

Therefore Cloud Computing is helpful by rending different kind of services and among the emerging important are—

- Central 24 reservation system
- Property management systems
- Revenue management systems
- Office Management
- Front Desk Management
- Back Office Management
- Staff and HR Management etc [2], [12].

Conclusion

The purposes for implementing any new technology at a hotel today considered as important and further the applications of the Cloud computing enhancing the hotels systems simplified. The IT and IS departments are considered as valuable in developing. Using a cloud-based system can also save money in the in-house based server systems, it is developed cost-effectiveness, efficiency etc. As far as transportation segment is concerned it is also helpful in development of the scalability, effectiveness, and transparencies. Government bodies and organizations today supporting different opportunities for the Cloud Computing promotions and in this regard Transportation, tourism and hotel industry can be considered as important and valuable.

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