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An Edited Book on

Converging Fields:

A Journey Through Design, Media, and Hospitality



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CONVERGING FIELDS: A JOURNEY THROUGH DESIGN, MEDIA, AND HOSPITALITY

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FOREWORD

It is with great pleasure that we present this edited volume (book), which brings together the voices and insights of a diverse group of authors. Each chapter reflects a unique perspective, grounded in rigorous research and thoughtful analysis, contributing to a rich tapestry of knowledge in our field.

The journey of compiling this book has been both rewarding and enlightening. We are deeply grateful to all the authors who graciously shared their expertise and insights. Your willingness to engage in this collaborative effort has not only enriched this work but also fostered a sense of community among us. Each contribution has added a vital piece to the larger conversation we aim to advance.

This book stands as a testament to the power of collaboration and interdisciplinary dialogue. It is my hope that readers will find inspiration, provoke thought, and stimulate further discussion through the ideas presented within these pages.

Thank you once again to all the contributors for your dedication and hard work. Your efforts have made this project a reality, and we are honoured to share it with you.

With best wishes and kind regards

Sachin Selvaraj
CEO & Managing Director
Digital Skills



PREFACE



In an increasingly complex world, the need for a multidisciplinary approach to understanding and addressing contemporary issues has never been more vital. This edited volume reflects that necessity, bringing together a diverse array of perspectives from the field of media, design and hospitality to foster a richer understanding of our shared challenges.

We would like to extend my heartfelt thanks to the authors who contributed their chapters to this mega project. Each of you has brought unique insights and expertise, demonstrating the value of collaboration across disciplines. Your willingness to engage with one another and explore intersections between your fields has not only enriched this volume but has also illustrated the power of collective knowledge.

The contributions here span a wide range of topics, methodologies, and theoretical frameworks, all of which converge to create a comprehensive dialogue. It is my hope that this book will serve as a resource for researchers, practitioners, and students alike, inspiring innovative thinking and collaborative solutions.

Thank you once again to all the authors for your hard work, creativity, and dedication. It has been a privilege to work alongside you, and I am excited to share the fruits of our collaboration with readers.

With joy and fruitfulness,

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Acknowledgement

I would like to extend my heartfelt gratitude to all those who contributed to the realization of this book, which brings together a diverse array of insights on a topic of profound importance in the field of media, design and hospitality.

First and foremost, I want to thank the esteemed authors whose expertise and dedication have shaped the chapters within these pages. Your willingness to share your knowledge and perspectives has enriched this work immeasurably.

I am also deeply grateful to our peer reviewers, whose critical insights and constructive feedback helped to enhance the quality and clarity of each contribution. Your commitment to excellence is truly appreciated.

A special thank you goes to Vice Chancellor, Deans of the Schools and the entire faculty and support staff, whose hard work and attention to detail ensured that this project came together smoothly.

Your collaboration and support were invaluable.

Finally, I wish to acknowledge my family and friends for their unwavering encouragement and understanding throughout this journey. Your belief in me has been a constant source of motivation.

I hope that this collection of converging insights serves as a valuable resource for readers and sparks further dialogue in our field.

With sincere appreciation,

Dr Manju Rughwani



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LEVERAGING TRADITIONAL FOLK MEDIA AS A POWERFUL COMMUNICATION TOOL IN RURAL SETTINGS

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Abstract

An understanding of a society's communication pattern requires familiarity with its social structure, Organisation, and institutions, all of which are components of the culture as a whole. Humans have always been able to communicate with one another. When it comes to inspiring the masses to do the right thing, any nation's traditional and folk media communication are powerful weapons. However, there are constraints that prevent contemporary mass media from fulfilling their intended function. Given this context, the research took place in the Nagpur area of the Indian state of Maharashtra. Ghorad, Budhala, and Kaniyadhhol were chosen at random from among three villages known for their frequent performances of traditional media shows; from among them, five of the most popular shows—Tamasha, Bhajan, Kirtan, Dhandhar, and Quawaly—were chosen. The majority of the participants were either Bhajan (59.94%) or Tamasha (71.59%). The town itself was the most popular location to watch these shows, with ratings ranging from 71.59% to 100%. Festivals like Diwali often featured performances of Dhandhar (100%), Tamasha (77.22%), and Kirtan (76.44%). Nearly 61.61% of people like Tamasha because of its energetic performances, while 46.62% enjoyed Bhajan because of its familiar religious themes, and 85.68% enjoyed both shows equally. Societal progress, particularly in the realm of agriculture, and patriotic music were the most popular topics covered by these outlets. Nearly every government official expressed the opinion that traditional media programming are beneficial to the rural populace.

Keywords-: Folk Media, Communication, Traditional Media, Rural.

1. INTRODUCTION

To propel the rural masses to partake being developed projects that are done by the public authority at the national, state, and local levels, it is fundamental to have a comprehension of people organizations, as well as their propensities, customs, and culture. This understanding serves as essential instruments within the context of the process. The goal of these programmes is to make improvements, and they are carried out at the national, state, and municipal levels. There are three levels of government that are accountable for the execution of these initiatives: the national, the state, and the local. One country that is expanding in size is India, which is characterized by its multilingualism and variety, and where the peasants constitute the largest segment of the population. These characteristics describe India. It is especially important to keep this in mind in a country that is growing in size. Additionally, the various development organizations provide helpful techniques for the improvement of the general population as well as for the execution of national reconstruction projects, particularly in developing nations like India. These strategies are particularly helpful in the construction of national

infrastructure. In India, these strategies have proven to be very successful. Taking these strategies into consideration is highly advantageous.

When taking into account the situation in India, it is extremely beneficial to take into mind various techniques like these. We are furnished with a basic instrument that we might use during the time spent impacting country individuals to embrace social changes that are being carried out by an assortment of improvement associations. This instrument is the folk media. There are a variety of different institutions that are responsible for bringing about this shift. We are able to make use of this useful equipment that we have available to us. Within the realm of folk media, this specific instrument serves as a representation. Throughout the entirety of its existence, the study of folklore has been linked to a wide range of topics that are significant to both particular nations and the world as a whole. It is possible to trace the roots of this connection all the way back to the times when the industry was first established.

Due to the fact that this kind of investigation has the potential to provide insight into the manner in which people's minds operate and the activities that they

engage in, it is possible that a comprehensive and scientific investigation of folk media in developing nations might be of significant use. Since this is the case, it is possible that carrying out such a study would be of great benefit. One of the reasons for this observation is that this kind of inquiry has the potential to produce information. This is one of the reasons. That information acts as a crucial instrument for the formulation of policies that would motivate people to continue in the ideal heading and achieve social advancement as a self-creating process in rustic locales, and it is used by those who are responsible for formulating policies and planning these policies. For the purpose of formulating policy, this knowledge is absolutely necessary.

Folk media do, in fact, play a part in supporting the process of nation building, as well as in assisting with socio-economic progress and modernization. A further assertion that he makes is that folk media have a purpose in society. As a direct result of this choice, those who live in more remote places will find that the method is far more accessible to them and that they are more likely to adopt it. With regards to the course of social change, the conventional media have a capability that is both powerful and productive, and they have a lot of potential that they can utilize.

Likewise, they can utilize this potential effectively. A further point to consider is that they possess a substantial degree of potential. They also have a big amount of potential that they possess, which is an additional point to consider. They have the potential to be some of the most powerful communication tools available, provided that they are employed in the appropriate manner. On the other hand, this is dependent on the fact that they are put to use. As a result of the circumstances that are now in place, they are engaged in this manner.

2. OBJECTIVES

- Explore the role of traditional media forms (Qawwali, Bhajan, Kirtan, Tamasha) in Nagpur district.
- Assess authenticity and lack of contamination by selecting villages 15-20 km away from the metropolis.
- Evaluate regular performances of traditional media in selected villages and their reception by the local community.
- Understand audience preferences and perceptions of traditional music forms (Tamasha, Bhajan, Kirtan, Dhandhar, Qawwali).

3. LITERATURE REVIEW

Onyenankeya et al. (2018). The test of water shortage is influencing South Africa. Lobbies for protection have filled in ubiquity as of late, uplifting individuals to embrace a water-saving social ethic that is pivotal to the supportability of asset use. The protection crusades are scattered utilizing customary media frequently with messages framed in English language with the specialist highfalutin language which jumbles and cutoff points reach and adequacy. Considering this, negative impression of water assets perseveres. This study examines the viability of folk theater in bringing issues to light of water-related worries, as well as in facilitating and advancing social and attitudinal changes with regards to a developing water emergency. It does this by utilizing an equal blended strategies approach. Folk theater has been demonstrated to find success in dissipating fantasies about water protection and expanding familiarity with water issues among provincial occupants, as per information gathered from a rustic local area. All in all, Folk Theater offers a feasible elective way to deal with imparting water protection in provincial South Africa.

Cofie et al. (2019). The research looked at Nouna, Burkina Faso, and how a

community-based health insurance (CHI) programme was impacted by IEC campaign efforts. The report also detailed the elements that contributed to or detracted from the campaign's success. We employed methods that were complementary to one another to gather data. Field perceptions, bunch conversations with the task supervisory crew, inside and out interviews with 22 local area pioneers (picked indiscriminately), and a study of 250 family heads were all important for the exploration interaction. To determine whether there was a correlation between campaign exposure at home and either knowledge acquisition or enrollment, researchers employed multivariate logistic regression models and bivariate analysis. While home enrollment in the scheme was somewhat affected by the IEC effort, household understanding about the CHI was positively impacted. Community heads' involvement in the promotion of the CHI scheme and the use of mass and interpersonal media channels to disseminate consistent and regular IEC messages were the two most important factors in the strategy's success. Among the socio-demographic factors that affected household heads' awareness and enrollment, only education had a substantial impact. Future evaluations of

CHI campaigns should account for other significant IEC mediating variables, as the IEC campaign did not have a very strong impact on CHI enrollment. In view of the review's discoveries, it is suggested that IEC crusades be remembered for conspire plans and evaluations to upgrade enlistment by advancing a superior comprehension of the CHI plot thought.

Gavaravarapu et al. (2019). It is becoming increasingly important to incorporate nutritional considerations into developmental strategies and governance in India, as under nutrition is accompanied by overweight/obesity, related non-communicable illnesses, and micronutrient deficiencies. While several initiatives have been launched in India to combat malnutrition, there is a noticeable absence of coordination and collaboration among these programmes. To go from a malnourished India to a hunger free India, viable nourishment correspondence might assume a huge part in encouraging the essential cooperative energy. While numerous public sustenance plans recognize the significance of food training and correspondence, there is minimal verification of independent evaluation of these parts. Sustenance training and correspondence stand out in the field of neighborhood research. There is an absence of conveyed writing regarding the

matter of sustenance progression, notwithstanding certain endeavors to investigate various roads with respect to inventive correspondence strategies and media. With an accentuation on India, this study expects to survey the exploration and practice of nourishment training and correspondence basically. An assessment of the systems, media, strategies, and advancements used in sustenance schooling and correspondence research undertakings and projects, along with a verifiable point of view on their set of experiences, are introduced in this review. The analysis also highlights the lessons learned from these endeavours.

Sultana et al. (2021). Contemporary methods of data visualization and communication in human-computer interaction run the danger of marginalizing communities because they put an emphasis on scientific rationalism. Communities in the global south with low literacy rates may find it particularly difficult to engage with data and computers due to ideological hegemony. We learned about the ways rural practitioners of Nakshi-Katha, Hindu Idol, and witchcraft keep records, tell social and religious stories, and make decisions with the help of information through an ethnographic study that lasted six months. We discover that conventional methods of data presentation and communication

frequently employ physical objects as representational units, establishing links between the cultural practices of designers and the actual site. To go a step further, we pinpoint the medium's substantial impact on the meaning-making process. Community members frequently carry these practices and norms down over the generations. In this paper, we'll go over the manners by which this rustic custom contrasts from current data correspondence rehearses. We'll also talk about how learning about traditional ways of representing information can help us create modern tools and technologies that are more accessible and culturally appropriate for rural communities like Bangladesh.

4. RESEARCH METHODOLOGY

Locale of the study

It is essential for the researcher conducting this type of study to be well-versed in the local language, culture, beliefs, and attitudes. The researcher's familiarity with the local language, geography, culture, and customs led to a deliberate selection of the Nagpur district in the Indian state of Maharashtra.

4.1. Sampling plan

Selection of villages

The following criteria were used to intentionally choose three villages:

- i) To ensure the authenticity and lack of contamination of traditional media, villages were located at least 15-20 kms. Distant from the metropolis.
- ii) Regular performances of traditional media like as Qawwali, Bhajan, Kirtan, and Tamasha;
- iii) An adequate number of traditional media shows were broadcast in the year preceding the examination. In addition, the pilot research confirmed that they were well-received by the locals. Lastly, the study's participants were chosen with purpose from the villages of Ghorad, Budhala, and Kaniyadhhol.

- **Selection of respondent**

To ensure a fair and unbiased sample, we used a random sampling technique that involved drawing names from a hat in order to get sixty respondents from each of the chosen villages. It was discovered that all 180 participants are avid followers of traditional music forms including as tamasha, bhajan, kirtan, dhandhar, and quwwali. However, the sample did include several government agencies that use traditional media for social development work. These agencies include the District Health Office in Nagpur, Darubandi Prasar

Mahiti Kendra (the centre for anti-alcohol publicity).

- **Semi-structured interview schedule**

In request to gather information from the watchers about communication, situational characteristics, and discernment, two semi-organized participatory interview plans were created. These plans covered different parts of the society media and its part nearby, as well as the concerned government authorities. The objectives of the audit, delayed consequences of the pilot study, ace direction, and general perceptions were thought about during their planning. Twenty watcher respondents filled in as pilots for the timetables in a solitary local area. This did not constitute part of the sample. After

conducting preliminary testing, we refined the schedules and translated them into Marathi, the language spoken by the people of Maharashtra, to remove unnecessary questions and replace them with those that were really necessary.

- **Sources of Information**

Using semi-structured interview schedules, we gathered data from all respondents through both individual and group interviews conducted in person. Additionally, the investigator made note of his personal findings.

- **Statistical method**

Straightforward statistical strategies like recurrence, percentage, mean, and standard deviation were utilized to analyze the acquired data.

5. DATA ANALYSIS AND INTERPRETATION WITH THE HELP OF APPROPRIATE TEST

- ❖ **How do viewers perceive the various facets and characteristics of traditional media?**

We were able to determine the audience's pattern of viewing of Tamasha, Bhajan, Kirtan, Drama, and Dhan Dhar based on factors such as location, event, organizer, and topic. Table 1 displays the results.

Table 1: Distribution of Viewers According to Traditional Media Program Attendance in the Past Two Years (N=180)*

Traditional Media Type	Percentage of Respondents	Preferred Place of Viewing	Occasion for Shows	Organizers

Tamasha	71.59%	Village (100%)	Diwali (77.22%)	Enthusiastic persons of village
Bhajan	59.94%	Village (100%)	Navratri's (21.21%)	Interested people in the village
Kirtan	29.97%	Village (100%)	Diwali (76.44%)	Interested people in the village
Dhandhar	16.65%	Village (100%)	Diwali (100%)	Interested people in the village
Quawally	8.33%	Village (100%)	Makar Sankranti (60%)	Interested people in the village

According to table 1, a significant portion of the respondents were either Bhajan (59.94%) or Tamasha (71.59%). A smaller percentage of people visited Kirtan (29.97%), Dhandhar (16.65%), and Quawally (8.33%). More and more Tamasha and Bhajan programmes were being put on, which contributed to their popularity. The hamlet itself was the most popular spot to watch traditional media, with ratings ranging from 71.59% to 100%. When a renowned ensemble played at the Tehsil (block) level, somewhat more than a quarter of the audience went to watch Tamasha. Consequently, for the most engagement and effect, such performances should take place within the community. Additionally, as shown in Table 1, the majority of Dhandhar (100%), Tamasha (77.22%), and Kirtan (76.44%) performances occurred during the Diwali festival. For Bhajan (69.69%) and Quawally (40.02%), the situation was same. Around twenty-one percent of people who took the survey noted that bhajans were organised during the Navratras. People are more open to spiritual activities and gatherings like this at that time. During Ganesh mahostav, fewer conventional media shows were planned, ranging from 7.0% to 11.77%. According to 60% of people who took the survey, the most exciting part of the Makar sankranti (Indian festival) was Quawally. The organisers were a group of dedicated villagers who showed initiative in planning and carrying out the

program's activities in a systematic and successful manner, as shown in Table 4. One hundred percent of the respondents said that the interested villagers were responsible for organising Bhajan, Kirtan, Quawally, and Dhandhar through the traditional media shows of the village. Following closely after was Dhandhar with 88% of viewers perceiving coverage of leisure and amusement topics. Tamasha came in second with 88%. Kirtan (89.76%) and Bhajan (97.65%) both have religious overtones. There is a lot of untapped potential in rural areas for the entertainment cum information medium that Tamasha represents, and its popularity reflects that.

❖ Most liked traditional media

People who saw the show were asked which conventional media they flavoured and why. Table 2 displays and lists them all.

Table 2: Arrangement of viewership based on preferred traditional media and the factors contributing to these preferences.

Traditional Media	Percentage of Viewers	Most Liked Reasons	Implications and Recommendations
Tamasha	61.61%	Lively performance (40.50%)	Most liked due to lively performance and story based on current topics. Artists need support in terms of training, financial assistance, and appreciation. Training in social development themes suggested, such as agricultural development.
Bhajan	46.62%	Familiar religious themes (85.68%),	Deep religious inclination among viewers. Respect

		Melodious voice (10.71%)	religious sentiments in traditional media for agricultural development. Avoid controversial or hurtful content.
Kirtan	26.64%	Familiar religious themes (43.68%), Story on current topic (31.25%)	Extension programs for women often start with Kirtan. Strategy can be used for male farmers based on this result.
Dhandhar	6.67%	Lively performances, Synchronization of voice and rhythm, No vulgarity (25% each)	Lack of availability in the area might contribute to less popularity.
Quawally	6.11%	Melodious voice (72.73%), Colorful style of presentation (27.27%)	Not considered a traditional media close to viewers' hearts. May not serve much purpose in developmental messages.

The results demonstrate that the majority of viewers (61.61 percent) supported Tamasha. The conventional media was unquestionably the most well-liked. The top two reasons given by the 111 viewers who ranked Tamasha as the best show were the engaging performances (40.50 percent) and the topical stories or themes (22.70%). The narrative of Tamasha, which is based on the current situation and has dynamic performances, was found to be the most appreciated. Extra care must be used with this discovery. Artists putting in Tamasha events need nothing

less than complete backing in the shape of training, financial aid, and accolades. It is possible to reach every farmer in Maharashtra by training them in social development subjects like agricultural development.

Some viewers (46.62 percent) said that Bhajan was the most beloved traditional media of all time. The reasons cited by them were that the material dealt with well-known religious subjects (85.68 percent) and that the vocalist had a pleasant voice (10.11%). Many rural viewers have strong religious beliefs, according to the research. Traditional media for agricultural development should be planned with care to protect their religious beliefs. The topics spoken at these get-togethers should not be harmful or provocative. Among traditional media, over a quarter of viewers (26.64 percent) rated Kirtan as their favorites. The reasons stated by them were stories or content based on current topics (31.25%), and content addressing recognizable religious themes (43.68%). Kirtan is often the first activity in an extension project, particularly one aimed at women. Lots of ladies come for meetings because of it. Based on this outcome, the same approach may be taken by male farmers. Dhandhar was the most beloved traditional media by a small percentage of viewers (6.67 percent). Viewers cited dynamic performances, synchronization of the singer's voice and instrument beat, and the absence of vulgarity in the text as reasons (25 percent for each argument), all of which were connected to religious themes. However, research revealed that Dhandhar had a remarkably low viewership. Its low profile may be attributable to the fact that no such initiatives are available in the region. Only 6.11 percent of those who saw the show thought Quawwalli was the best traditional news source. Two of the reasons given were the singer's lovely voice (72.73%) and the presenting manner, which was described as colorful (27.27%). They did not hold quawwali in high regard as a traditional form of media, and it is doubtful that it could effectively convey developmental messages.

❖ **Selection of traditional media themes based on personal preference.**

Traditional media topics was polled to determine audience choice. In Table 3, you can see the themes listed in the order of their preference.

Table 3: Arrangement of viewers based on their inclination towards themes in traditional media (N=180).

Theme	Total Score
Social Development (Agriculture)	522

Patriotic Songs	501
Recreation and Entertainment	363
Political	177
History of Freedom Fighters	171
Religious	171

The percentage is in brackets. In terms of overall preference, patriotic songs came in second with 501 points, while social development themes, including agriculture, came in first with 522 points. The heroes of patriotic music are those who gave their lives for the sake of their nation, either to defend it or to help it progress. Recreation and amusement ranked third with a total score of 363. With an aggregate score of 177, political themes were the fourth most popular, followed closely by religious themes (171 each) and the history of freedom fighters (176).

❖ **Procedures undertaken in arranging a traditional media showcase.**

Those in charge of the conventional media show polled the audience to find out what happened next in terms of planning. An average score was calculated and organized in ascending order based on their response. Table 4 displays the information.

Table 4: Sequence of steps implemented in organizing traditional media shows, guided by feedback from a viewership of 180.

S.NO.	Steps Of the Traditional Media	Average Score	Step Number
1	Money Collection	1.67	I
2	Selection of site	2.07	II
3	Publicity	3.12	III
4	Approach of folk artists	4.32	IV
5	Stage preparation	5.07	V
6	Seating arrangement	3.17	VI

Money collecting (1.67 average score), location selection (2.07 average score), and programme publicity (3.12 average score) were the phases in the organizers' sequence for the traditional media show. Following completion of the first three procedures, the organizers contacted the performers (4.32 average score), made plans to construct a stage (5.07 average score), and then arranged seating for the audience (6.17 average score). The following procedure has to be followed in order to organize any conventional media show in the rural region, as confirmed. The results demonstrate that there are at least six phases involved in organizing a traditional media display in the village itself.

❖ **How traditional media programs serve the objectives of viewers.**

The survey inquired as to the level of contentment and the perceived value of conventional media shows. In Table 3, you can see the list of these purposes that were fulfilled.

Table 5: The viewpoint of viewers regarding the function performed by traditional media programs (N=180)

Purpose served by the show	Frequency	Percentage
Good impact of message realized	129	71.60
Entertainment	93	54.95
Develop "we" feeling	66	36.63
Sense of urge fulfillment	15	8.33
Meeting with like-minded people	12	6.67
Relaxation	6	3.33

Based on the data in Table 5, it is clear that the show's intended purpose was to entertain (54.95 percent), foster a sense of "we" (36.63%), satisfy an urge (8.33 percent), connect with others who shared their interests (6.67%), and relax (3.33%). One way to look at it is that conventional media presentations are still interactive performances that teach and amuse their audiences.

❖ **Government organizations generally view traditional media as a valuable and effective tool for fostering social development.**

In comparison to different types of media, nearly all administration officials accept that traditional media projects are more fruitful and have a positive influence on the rural individuals. The fact that the performances are live and in the local language carry the audience nearer to the entertainers, which is a major factor in the program's popularity. Because villagers are more likely to identify with traditional folk forms, officials believe that a hybrid of traditional and mass media will work better in rural regions.

6. CONCLUSION AND RECOMMENDATION

Using traditional media as a communication tool requires careful consideration of the following points, as shown by the results: (1) choosing folk media based on popularity with concerned folk artists who are knowledgeable in the local language, dialects, culture, and traditions; (2) organizing in the village with the assistance of interested villagers in a systematic manner, following all the means; and (3) including subjects related to social turn of events, patriotism, and recreational and entertainment that are suitable for the media. As a result, traditional media has proven to be an engaging and successful means of communicating rural development and natural resource technologies by making use of locally accessible resources such as

the skill of folk artists, the reach of the media, Agri proverbs, accepted idioms, riddles, etc. Therefore, it can be inferred that agricultural and rural development may also make strategic use of the traditional media's capabilities. For generations, they can be an integral part of society as a means of communication between individuals, across groups, and between villages.

In rural settings, leveraging traditional folk media can be a powerful communication tool by aligning messaging with local cultural norms and oral traditions. To maximize effectiveness, initiatives should prioritize community engagement, employing local artists and storytellers to create content that resonates with the community's values and traditions. Additionally, utilizing various folk media formats such as folk songs, storytelling,

and street performances can help disseminate information in a relatable and engaging manner. Collaborating with community leaders and influencers further enhances credibility, fostering a sense of ownership and trust within the community.

Integrating technology, where feasible, can amplify the reach of traditional folk media initiatives, ensuring a harmonious blend of heritage and modern communication for impactful and sustainable results.

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REIMAGINING CULTURAL NARRATIVES: THE INTERSECTION OF LITERATURE AND SOCIETY

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Abstract

The complex interrelationships between literature and society are examined in this abstract, which looks at the ways in which literature is a dynamic force that shapes, reflects, and challenges societal narratives. Literature furthermore acts as a catalyst for societal transformation. Writers often take on urgent social problems, questioning established conventions and promoting fairness. Stories have the power to promote empathy and understanding as well as a feeling of humanity that cuts across cultural divides. The abstract will look at certain instances of literary works that have been crucial in questioning social norms and affecting conversation in the culture. The abstract will also examine how literature and society are mutually reinforcing, recognising that literary ideas and storylines may be influenced by social shifts. Stories in cultures change together with them, mirroring changes in beliefs, values, and general goals. By exploring this connection, the abstract hopes to provide light on how literature has a significant influence on cultural narratives and, in turn, how society dynamics influence the tales that are recounted. To fully appreciate the significance of literature as a dynamic force in the continuing conversation that defines and redefines the cultural fabric of civilizations, one must comprehend this interaction.

Keywords: Intersection, Reimagining, Society, Literature, Cultural Narratives.

1. Introduction

Indeed, literature's role as a mirror for cultural narratives is multifaceted, encompassing a rich tapestry of stories that reflect the collective consciousness of societies. Writers, through their literary expressions, weave intricate narratives that capture the essence of cultural norms, values, and shared experiences. By employing diverse literary forms and genres, literature has the power to construct vivid portrayals of societal intricacies, offering readers a mirror that not only reflects their own experiences but also exposes them to the diverse lived realities of others.

In this reflective capacity, literature becomes a unifying force, connecting individuals through shared human experiences. The narratives presented in literature, whether rooted in historical events or imagined realms, serve as a common ground where readers can recognize and empathize with the joys, struggles, and triumphs that define the human condition. This shared empathy fosters a sense of interconnectedness, transcending geographic, cultural, and temporal boundaries, and reinforcing the idea that, despite our differences, there are universal threads that bind us all. Moreover, literature is not only a mirror but also a catalyst for societal change. Writers, often positioned on the frontlines of cultural discourse, possess the ability to challenge and subvert established conventions.

Through their narratives, they confront prevailing norms, question authority structures, and ignite conversations that propel societal transformation. By pushing the boundaries of conventional thinking, literature acts as a catalyst for critical examination, urging readers to reevaluate their perspectives and prompting broader societal discussions about justice, equity, and the very fabric of the communities in which they live.



Figure1: Cultural & Literature

Writers, as agents of change, contribute to an ongoing dialogue that shapes cultural narratives. Their works become more than artistic expressions; they become vehicles for social critique and calls to action. Through the exploration of societal issues and the amplification of marginalized voices, literature becomes a powerful tool for advocacy, challenging readers to reconsider their assumptions and actively participate in the collective endeavor to create a more just and equitable society. literature's dual role as a mirror and catalyst positions it as a dynamic force in shaping and reflecting cultural narratives. By constructing vibrant portrayals of the collective consciousness and challenging established norms, literature stands at the intersection of reflection and transformation, inviting readers to engage with the complexities of the human experience and inspiring them to contribute to the ongoing evolution of societal narratives.

This investigation digs into the complex link that exists between literature and society, examining both the tales that people talk about themselves and the stories that people believe define them. We are able to investigate the transformational potential that is ingrained in our tales if we reimagine cultural narratives via the medium of literature.

1.1.The cultural narrative

A cultural story acknowledges the historical connection between the region and its mana whenua (indigenous people). It provides an explanation of what makes the location and the community that your school is a part of special. It contributes to the development of a shared understanding of historical, cultural and spiritual links, as well as values.

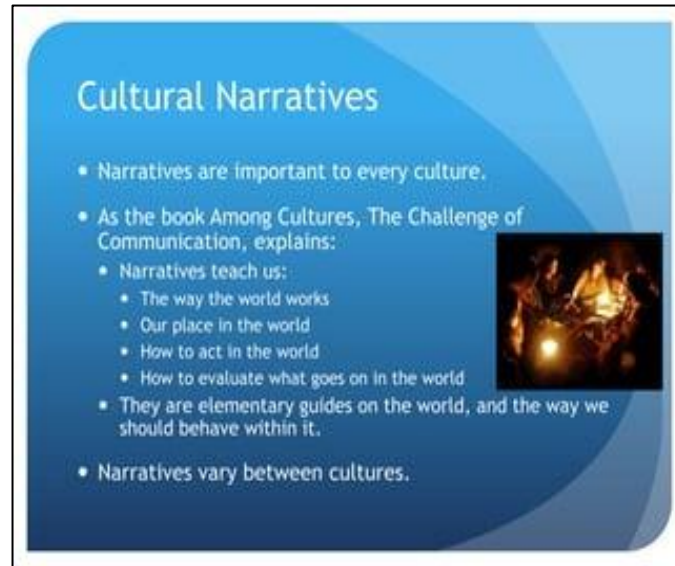


Figure 2: The cultural narrative

In summary, a complete cultural narrative has the potential to be a source of knowledge and creativity for everything a school wishes to do to more effectively recognise and interact with mana whenua. It makes what a school is striving to do more interesting and improves the community's shared responsibility.

1.2. The Role of Literature for Individuals and Society

Both the active and the passive roles are played by literature. Reading leads to the formation of ideas and conceptions about the world, which, in turn, leads to an ideology that drives individual motivation, action, and involvement. The active role requires the person to actually read. For instance, a person could decide to become a social activist as a result of reading Karl Marx's analysis of the alienated worker or Gayatri Spivak's reflections on the subaltern. Both of these authors have contributed to the field of critical theory. Reading also has a significant impact on a person's choice to become a Christian, which is a similar phenomenon.

To show society the history of ideology, thinking, and action is literature's passive function; this is its primary contribution to society. It displays people's ideas at a certain period and how they thought about it, which enables folks to comprehend how a society functioned and why it functioned the way it did during that time. For instance, reading the works of Ernst Bloch can shed light on the concepts that were central to German ideology in the early 19th and late 20th centuries; alternatively, one can infer the fundamentals of ancient and classical societies

from the Bible, such as Hosea's rebuke of an immoral nation or Paul's condemnation of discrimination based on one's social class.

2. Literature Review

Kim Anderson's (2010) essay, "Affirmations of an Indigenous Feminist," is a significant contribution to the discourse on Indigenous feminism. In this work, Anderson explores the complex intersections of Indigenous identity and feminism, shedding light on the unique challenges and affirmations experienced by Indigenous women. By delving into politics, activism, and culture, Anderson provides a nuanced understanding of how Indigenous feminism operates within broader social contexts.

Elizabeth Archuleta's (2006) The book "I Give You Back: Indigenous Women Writing to Survive" focuses into the transforming effect of Indigenous women's writing. "I Give You Back" was published in 2011. Archuleta examines the ways in which Indigenous women utilise literature as a method of recovering their agency and self-expression, with the themes of survival and resistance as her primary points of focus. The article contributes valuable insights into the role of writing in the survival narratives of Indigenous women.

James R. Atkinson's (2004) historical work, "Splendid Land, Splendid People," provides an essential backdrop for understanding the historical context of Indigenous experiences. Focused on the Chickasaw Indians and the period leading to removal, Atkinson's book offers a comprehensive examination of the socio-cultural dynamics, providing a foundation for discussions on Indigenous resilience and resistance.

Melanie Benson's (2008) work, "Disturbing Calculations," published by the University of Georgia Press critically examines the intricate relationship between economics and identity in postcolonial Southern culture during the year 1912. Benson explores how economic factors intersect with the construction of identity in the Southern context, providing valuable insights into the complexities of the region's historical and cultural dynamics. By focusing on the year 1912, Benson offers a nuanced understanding of the specific temporal and contextual nuances shaping Southern identity in the postcolonial era.

Jodi A. Byrd's (2011) "The Transit of Empire," published by the University of Minnesota Press presents a significant contribution to the discourse on colonialism and its impact on Indigenous communities. Byrd critically engages with Indigenous critiques of colonial

structures, offering a comprehensive analysis of the transit and transformation of empires. This work is essential for understanding how Indigenous perspectives challenge and reshape conventional narratives of colonial history, providing a crucial counterpoint to mainstream discourses.

Karen L. Cox's book, (2011) "Dreaming of Dixie," published by The University of North Carolina Press in 2011, delves into the creation of the South in American popular culture. Cox explores the ways in which popular culture shapes and perpetuates images and ideas about the South, contributing to the construction of regional identity. By examining cultural representations, Cox provides a comprehensive analysis of how the South has been imagined and disseminated in the broader American context, shedding light on the intersection of culture, identity, and popular media.

3. Reimagining Cultural Narratives: A Multidimensional Exploration

Cultural narratives serve as the threads that weave the fabric of societies, shaping identities, beliefs, and values. As we navigate an era marked by globalization, technological advancements, and social transformations, the imperative to reimagine cultural narratives becomes increasingly pressing.

This exploration delves into the multifaceted dimensions of this endeavour, recognizing the dynamic interplay between tradition and innovation, diversity and unity, and the power dynamics inherent in storytelling.

3.1. Historical Anchors and Contemporary Perspectives

Understanding cultural narratives requires a delicate dance between honouring historical anchors and embracing contemporary perspectives. By revisiting and reframing historical narratives, communities can unearth hidden voices, challenge existing power structures, and foster a more inclusive understanding of their collective past. Simultaneously, integrating contemporary perspectives ensures that cultural narratives remain relevant and resonate with the evolving identities of diverse populations.

3.2. Cultural Diversity as a Catalyst

In reimagining cultural narratives, diversity emerges as a catalyst for creativity and resilience. The celebration of varied voices, perspectives, and experiences enriches the narrative tapestry, fostering a more nuanced and comprehensive understanding of culture. Through literature, art,

and media, diverse stories emerge as potent tools for dismantling stereotypes, fostering empathy, and bridging cultural divides.

3.3. Technological Frontiers and Narrative Evolution

The advent of technology reshapes the landscape of cultural narratives. Digital platforms, social media, and virtual reality offer new avenues for storytelling, democratizing the narrative creation process.

However, this shift also prompts critical reflections on the potential pitfalls, such as misinformation and the amplification of certain voices at the expense of others. Navigating these technological frontiers requires a conscious effort to uphold the integrity of cultural narratives while embracing innovation.

3.4. Empowering Marginalized Voices

Reimagining cultural narratives necessitates a commitment to amplifying marginalized voices that have historically been silenced or overlooked. Elevating the narratives of indigenous communities, minority groups, and other marginalized voices contributes to a more equitable representation of diverse cultures. This process involves not only telling new stories but also revisiting existing narratives to unearth and rectify historical injustices.

3.5. Globalization and Local Narratives

In an interconnected world, the reimagining of cultural narratives must navigate the tension between globalization and the preservation of local identities. Striking a balance between the global and the local ensures that cultural narratives remain authentic and reflective of the lived experiences of communities, even as they engage with broader global trends and influences.

3.6. Education as a Catalyst for Change

Education plays a pivotal role in the reimagining of cultural narratives. By incorporating diverse perspectives into curricula and fostering critical thinking skills, educational institutions become catalysts for cultural transformation. Empowering individuals with the tools to question, analyze, and contribute to cultural narratives ensures a more inclusive and dynamic societal dialogue.

Reimagining cultural narratives is an ongoing and dynamic process that requires a commitment to diversity, equity, and the continual evolution of storytelling. By embracing the richness of

cultural diversity, leveraging technological innovations responsibly, and empowering marginalized voices, societies can embark on a transformative journey towards more inclusive and authentic cultural narratives.

4. The Meeting Point of the community and Literature

Literature and society have a complex interaction that generates a nexus that deeply influences and reflects the collective human experience. This nexus is formed by the complicated link between the two.

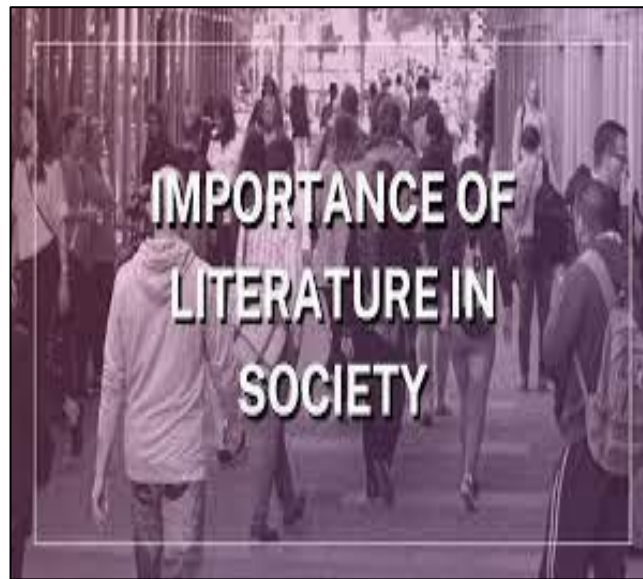


Figure 3: Literature and Society

This investigation digs into the various aspects of this junction, investigating how literature functions as both a mirror, reflecting society values and norms, and a dynamic force that affects, criticises, and alters the cultural landscape. Specifically, this investigation looks at how literature works as both a mirror reflecting societal values and norms, and a force that influences, critiques, and transforms the Point Where Literature and Society Meet.

4.1.Literature as a Mirror

At its core, literature functions as a reflective surface, capturing the myriad facets of society. Through the portrayal of characters, settings, and plotlines, literature mirrors the beliefs, struggles, and triumphs of a given community. It becomes a lens through which readers can gain insights into diverse cultures, historical epochs, and the intricate tapestry of human relationships.

4.2.Social Commentary and Critique

Literature serves as a powerful vehicle for social commentary and critique. Authors, through their narratives, engage with and interrogate societal structures, norms, and injustices. Whether through satire, allegory, or realism, literature becomes a space where societal issues are dissected, bringing awareness to social inequalities, systemic injustices, and the complexities of human behaviour.

4.3.Influence on Social Perspectives

The intersection of literature and society is marked by the profound influence each exerts on the other. Literature has the capacity to shape and reshape societal perspectives, influencing attitudes, values, and even political ideologies. Iconic literary works have sparked social movements, challenged established norms, and acted as catalysts for change, illustrating the transformative power embedded in storytelling.

4.4.Empathy and Understanding

Through the exploration of diverse characters and narratives, literature fosters empathy and understanding. Readers are invited to step into the shoes of protagonists from different backgrounds, cultures, and experiences. This empathetic engagement contributes to a broader, more compassionate societal mindset, breaking down barriers and fostering a shared sense of humanity.

4.5.Cultural Preservation and Transmission

Literature serves as a repository for cultural heritage, preserving and transmitting the stories, myths, and traditions of societies. Through oral traditions, written texts, and digital media, literature becomes a vessel for the continuity of cultural narratives.



Figure 4: Cultural Preservation

This preservation ensures that societies maintain a connection with their roots while navigating the complexities of a rapidly changing world.

4.6.Literature's Response to Societal Changes

The dynamic interplay between literature and society is evident in literature's response to societal changes. Whether addressing technological advancements, globalization, or social movements, literature adapts and evolves alongside the shifting contours of society. Authors become chroniclers of their times, capturing the spirit of an era and contributing to the ongoing dialogue that defines cultural narratives.

The intersection of literature and society is a dynamic and reciprocal relationship that weaves the threads of human experience. As a mirror, literature reflects societal realities, and as a transformative force, it shapes and influences the cultural landscape. This intersection is not static; it is a vibrant space where stories unfold, perspectives are challenged, and the collective narrative of humanity continues to be written and rewritten.

5. Conclusion

The relationship between literature and society is dynamic and reciprocal, shaping cultural narratives of our shared human experience. Literature not only mirrors societal values and struggles but also has the transformative power to influence, challenge, and redefine cultural landscapes. The reimagining of cultural narratives through literature requires a delicate

balance between honouring historical foundations and embracing evolving perspectives. Through storytelling, authors weave a tapestry that reflects the rich diversity of human experiences, dismantling stereotypes and fostering a more inclusive dialogue. Literature also serves as a catalyst for social change and critique, engaging with societal issues and challenging established norms. By engaging with societal issues and challenging norms, literature awakens collective consciousness, sparking conversations that transcend cultural boundaries and contribute to societal progress. As we navigate the ever-changing landscapes of culture and society, literature remains a steadfast companion, offering insights into our past, reflections on our present, and glimpses into our future. The intersection of literature and society is a vibrant space where stories unfold, perspectives are shaped, and cultural narratives are continually reimagined.

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IMPORTANCE OF CUSTOMER RELATIONSHIP MANAGEMENT IN HOTEL LOYALTY

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Abstract

Customer relationship management, or CRM, is the cornerstone of the hospitality industry's steady expansion and plays a crucial role in fostering hotel loyalty. In the competitive hotel industry, it's critical to maintain key areas of strength with patrons. With the use of CRM solutions, hotels are able to compile and analyse visitor data while taking targeted and customised communications into account. Hotels can customise their services to match the preferences, behaviours, and feedback of their guests, resulting in a memorable and satisfying stay that fosters repeat business. This study also examines how customer satisfaction affects client loyalty and retention strategies in the hotel industry. A survey was used to help conduct the field study, and 200 guests who spent around a full day in Igatpuri, Nasik Locale, using the hotel administration's services responded to the questions. The selection of the inspection region has been made using a multi-stage examination process. The results of this study demonstrated a strong correlation between customer satisfaction in the hotel industry and the implementation of CRM practises such as customer relationship overhauling capacity, customer direction techniques, customer esteem, customer collaboration management practises, customer contact developers, and CRM innovation. Finally, it is reasonable to conclude that, in the hotel industry, client loyalty and retention strategies are directly related to customer pleasure.

Keywords: *Customer Relationship Management, Hotel Loyalty, Hospitality Industry, Hotel Sector, Customer Satisfaction, Customer Loyalty, Customer Retention Practices*

1. INTRODUCTION

In the modern day, customer relationship management has gained widespread recognition. Through observational findings and the hypothetical point of view, it was shown that elements of CRM, such as highlights and high-quality assistance, increase customer happiness, which in turn increases corporate benefit. CRM stands for customer relationship management, and it is an amazing and important business strategy. CRM integrates all aspects of a customer's relationship with the aid of innovation to balance out the cycles that affect customer satisfaction, customer loyalty, and administration quality.

In the hotel business, one of the main sources of competitive advantage is CRM, or customer relationship management. Furthermore, one well-known instrument that facilitates client relationships is customer relationship management, or CRM. More precisely, CRM is thought to be among the best methods and approaches that hotels can use to promote their exhibit and, in doing so, ensure the sustainability of their long-term business. The business environment in which the hotel industry operates in Jordan is one of demonstrated areas of strength, rendering it defenceless against international competition. Additionally, there have been variations in Jordanian hotel occupancy rates between 2010 and 2016.

This also reveals the need for improvement in Jordanian hotel performance. Generally, to work on their show, hotel chiefs should utilize a proper approach and practice. In this way, hotels today ought to focus on carrying out a CRM system that plans to find, gather, and store the suitable data, share it all through the whole hotel, and afterward use everything in a various leveled way to chip away at a modified and extraordinary customer experience to encourage both customer satisfaction and to additionally foster efficiency. However, despite the organisations' widespread use of CRM, there have only been a few studies and dissemination inside the hotel industry. At the same time, academics have not given the effect of CRM implementation on association implementation enough thought, and there are still just a few experimental studies in this area.

Customer relationship management (CRM) plays a pivotal role in fostering hotel loyalty within the rapidly evolving hospitality sector. Beyond the conventional ideas of providing comfort, modern hotels understand the fundamentals of creating long-lasting relationships with their guests. As a fundamental approach, CRM plays a pivotal role in this project by providing a comprehensive framework for comprehending and catering to each visitor's

unique needs and preferences. CRM solutions enable hotels to harness the power of information analysis to delve into the complex nuances of visitor behaviour, providing a more nuanced picture of the situation than just segmented data.

With this depth of understanding, hotels are able to plan unique experiences that leave a lasting impression. CRM takes into account a tailored approach that transforms a visitor's visit from a value-based experience into an important and truly full excursion, taking into account everything from lodging preferences to dining choices. Furthermore, in an era where consumer presumptions are always evolving, proactive commitment combined with compelling CRM execution enables hotels to stay ahead of the curve by anticipating and meeting guest demands before they arise.

Furthermore, the role of CRM extends beyond the duration of a visitor's stay. It lays the groundwork for robust loyalty programmes, which are now essential tools for attracting and retaining devoted clients. Hotels can encourage continued support, reward repeat guests, and acknowledge their loyalty with CRM-driven loyalty initiatives. In addition to improving the guest experience, this equal partnership significantly advances a hotel's main priority.

The introduction of CRM into hotel management signifies a crucial change from a social to a value-based approach. It makes it possible for hotels to go above and beyond the expectations of traditional hospitality, fostering a sense of community that transcends the transient stay and establishes the groundwork for enduring via loyalty. In the conversations that follow, as we delve deeper into the various components of CRM, its crucial role in shaping the modern hospitality scene will become even clearer.

1.1. Objectives of the study

- To examine how CRM techniques, affect customer satisfaction in the hotel industry
- To investigate the most crucial CRM element for guest satisfaction in the hotel industry
- To investigate how customer happiness affects the hotel industry's client loyalty and retention strategies.

2. LITERATURE REVIEW

Al Karim et al. (2023) examine the relationship between CRM and advantage, focusing in particular on the role that customer loyalty plays in mediating. The authors argue that effective

CRM strategies boost client loyalty, which strengthens a business's position. The evaluation clarifies the complex relationships between CRM systems and the creation of a competitive advantage by leading a thorough analysis. The exploration's findings provide valuable insights for businesses attempting to leverage CRM for increased customer loyalty and, consequently, competitive advantage.

In their article from 2022, Chan and Chiu concentrate on the application of CRM techniques in relation to online travel services. The paper introduces a novel approach called "Alert-Driven Customer Relationship Management," emphasising the use of Key Execution Pointers (KPIs) and Occasion Condition-Activities rules. The analysis explores the novel concept of online customer relationships and suggests a framework that enables continuous responses to consumer events. Through the use of alarm-driven components to tailor CRM exercises to specific business goals, the review contributes to a deeper understanding of how CRM may be tailored to specific online environments and companies.

Dewnarain et al. (2019) introduce the concept of Social Customer Relationship Management (sCRM), which presents a fresh perspective. The review offers a well-thought-out, coordinated strategy that acknowledges how social media affects CRM procedures. Through the incorporation of social elements into the traditional CRM framework, the authors highlight the need of attracting clients throughout various social phases. This coordination provides businesses with the tools they need to manage and enhance client relationships in the really digital age by enabling a more thorough understanding of customer engagements.

The focus of Guerola-Navarro et al.'s writing survey from 2022 is the impact of CRM on innovative advertising. The authors identify important examples and connections between CRM practises and the cutting-edge advertising strategy by reviewing previous research. The research highlights the synergies between customer-driven approaches and creative marketing campaigns, offering insight into how effective CRM can improve the results of ventures. The findings highlight the need for a comprehensive understanding of CRM components in the entrepreneurial context and lay the groundwork for further research in this area.

The role that customer satisfaction plays as an intermediary in the interaction between the small financial picture, the customer relationship, and the customer loyalty is examined by Hayati et al. (2020). The evaluation emphasises how important customer happiness is as a critical link in the chain that connects CRM initiatives, the small-scale financial picture, and

the subsequent customer loyalty. The findings provide small financial institutions with practical insights into enhancing client loyalty through the focus on customer happiness as the primary outcome of effective CRM practises.

Khan et al. (2022) conduct a thorough analysis of the connections among customer relationship management, brand recognition, customer satisfaction, and customer loyalty. The analysis lays out a framework for how customer happiness, which acts as a mediator between CRM and business reputation, affects customer loyalty. The investigation focuses on the broad concept of customer loyalty plans, emphasising that in order to gain long-term loyalty, businesses must manage connections, create great reputations, and ensure customer happiness. The findings provide valuable insights for businesses looking to cultivate and maintain client loyalty through effective CRM strategies.

3. KEY DRIVERS OF HOTEL LOYALTY THROUGH CRM

A few major aspects influence hotel loyalty through Customer Relationship Management (CRM), which enhances visitor commitment and fosters a long-lasting relationship between the hotel and its supporters. First and foremost, personalised correspondence is essential. CRM gives hotels the ability to gather and analyse visitor data, enabling them to customise communications based on individual preferences and behavioural patterns. This personalised approach increases visitor loyalty by making them feel valued and understood.

Help that is reliable and productive is also a fundamental motivator. CRM solutions make it easier for hotels to coordinate operations and monitor guest interactions. This leads to more seamless registration processes, personalised services, and prompt responses to visitor inquiries or issues. A pleasant and hassle-free stay has a significant impact on how a guest feels about a hotel and how likely they are to stay there again.

Additionally, loyalty programmes have a big role. CRM enables hotels to create and implement successful loyalty programmes that reward guests for their repeat business. Hotels might provide specific incentives, such as room upgrades, limitations, or premium conveniences, to enhance the overall incentive for returning guests by monitoring and analysing visitor behaviour.

Additionally, through CRM, customer feedback and opinion research are essential factors that promote hotel loyalty. By reviewing and responding to guest feedback and surveys, hotels may demonstrate their commitment to continuous improvement and guest happiness. This not

only fosters a sense of gratitude among current clients, but it also influences prospective guests who rely on reviews and surveys when making reservations.

Customised correspondence, constant assistance, well-organized loyalty programmes, and proactive monitoring of client feedback are the key factors that propel hotel loyalty when utilising CRM. Using a strong CRM process helps hotels build long-lasting relationships with their guests, which ultimately leads to increased loyalty and repeat business.

3.1. Personalization and Customer Engagement

Modern business practises must incorporate personalization and client dedication, particularly when it comes to marketing and customer relationship management. Customising goods, services, and communications to each individual customer's unique needs and preferences is known as personalization. This can range from redesigned advertising messages to recommendations that are tailored based on previous behaviour patterns. Making each customer's experience more meaningful and relevant is the goal. Building and maintaining areas of strength for a relationship between the brand and its customers is the focus of couple, customer commitment. It entails collaborations, communications, and interactions that resonate with the client and foster a sense of satisfaction and loyalty. In a serious market environment, personalization and customer commitment when combined improve overall customer experience and contribute to increased customer loyalty, trust, and promotion. These factors drive business outcomes.

3.2. Service Quality and Customer Satisfaction

Customer happiness and administrative quality are intertwined perspectives that have a significant impact on a business's capacity to succeed and remain viable. The term "administration quality" refers to the overall excellence of an organization's services, encompassing aspects such as promptness, consistency, validation, empathy, and outcomes. It shows how well the assistance fulfils or exceeds the expectations of the client. However, customer satisfaction measures how well a product or service satisfies the client's emotional needs and gauges if it answers their questions and concerns.

Customer satisfaction is directly influenced by the quality of administration. When a business consistently provides excellent services, clients are likely to be satisfied with their experiences. The following factors collectively contribute to apparent help quality: responsiveness to customer needs, consistency in the delivery of assistance, validation of talent and friendliness, empathy in comprehending client issues, and recognisable elements like offices and communication materials.

Thus, customer satisfaction affects repeat business and loyalty. Satisfied clients are certain to stick by the company, make repeat purchases, and refer others to it. Positive verbal interactions and client testimonials have a significant impact on the reputation and main objective of the company.

Monitoring and improving the quality of assistance requires ongoing efforts, which often involve representative training, administration evaluations, and elements of customer criticism. Organisations may create a satisfied customer base, fostering long-term connections and favourable brand affiliations, by understanding customer expectations and consistently delivering services that meet and exceed those expectations. In summary, the correlation between customer pleasure and administration quality is a fundamental factor in determining corporate success, influencing consumer loyalty, brand perception, and overall alertness.

3.3. Loyalty Programs and Rewards

Loyalty initiatives and incentives play a crucial role in client retention strategies and relationship-building tactics for businesses in a variety of industries. A loyalty programme is a planned marketing initiative that gives consumers rewards for repeat purchases, brand advocacy, or other desired behaviours. The goal of these initiatives is to foster client loyalty and encourage ongoing dedication. On the other hand, rewards are the incentives or advantages that these loyalty programmes offer to their clients.

Programmes for loyalty frequently use multilayer enrollments, a point system, or a combination of the two. With every purchase or loyalty to the company, customers earn points that may be redeemed for rewards such as discounts, freebies, exclusive access, or other benefits. As clients move up the loyalty stepping stool, layered participations typically offer increasing benefits, creating a sense of pride and restriction.

Loyalty programmes and awards have a number of benefits. They mostly increase rehashing business since they encourage consumers to keep repurchasing from a company in order to

accrue more points. Additionally, through creating a two-way communication channel between the business and its clients, these initiatives increase consumer loyalty. Organisations can tailor their donations and displaying endeavours by obtaining insights into client preferences and behaviour through these projects.

Additionally, loyalty programmes strengthen brand support. Customers who are satisfied and believe that they are being compensated for their work are likely to recommend the brand to others, acting as brand ambassadors. This unofficial advertising may have a positive impact on attracting new clients.

Loyalty programme implementation involves ruthless analysis, standard evaluation of programme execution, and careful consideration of client inclinations. Through consistent modification and enhancement of these initiatives, companies can increase their impact on customer happiness, retention, and overall brand loyalty. In summary, loyalty programmes and awards foster a mutually beneficial connection between businesses and their clients, encouraging fidelity, dedication, and favourable brand associations.

3.4. Communication Strategies

Robust communication networks form the cornerstone of successful corporate endeavours, encompassing an intricate method of handling communications, building connections, and achieving hierarchical goals. A fundamental component of these approaches is a thorough examination of the target audience, delving into socioeconomics, preferences, and correspondence channel behaviours to craft messages that resonate. Well-defined communication objectives provide direction, be they increasing brand awareness, closing sales, or influencing public perception. It is crucial to create clear, concise messaging that are consistent with the brand's essence and easy to understand. Selecting the right channel is essential for ensuring alignment with consumer preferences, whether it is through social media, email, traditional media, or a combination of these. Two-way communication empowers dialogue and successfully listens to input to foster commitment. A combined approach plans work through several media to bolster main points and improve brand coherence. Time and frequency of thought increase impact, and adaptability is important to stay relevant in niche industries. Establishing KPIs for assessment and estimate enables ongoing process improvement based on execution data. Complete preparedness for emergency correspondence reduces the risk of lasting damage, and social responsiveness is essential,

especially in various industries. Communicating internally with representatives ensures organisation and dedication, which enhances the external image. Comprehensive correspondence systems are often dynamic, adaptable, and firmly altered to effectively investigate the complexities of the current communication scene.

4. RESEARCH METHODOLOGY

Customers who have used hotel administrations for essentially an entire day in Igatpuri, Nasik Locale, Maharashtra State, are the wellspring of the essential information utilized in this spellbinding exploration plan. The poll was utilized to assemble the essential information. CRM innovation (three boundaries), customer redesigning ability (thirteen boundaries), customer esteem (five boundaries), customer direction techniques (four boundaries), customer connection management practices (16 boundaries), and customer contact developers (four boundaries) are the classes into which CRM practices are separated. Additionally, research was done on how the aforementioned CRM practises affected customer retention strategies (nine boundaries), customer loyalty (fifteen boundaries), and customer happiness (five boundaries) in the hotel sector. Additionally, a review was conducted of the connection between customer satisfaction and client loyalty and retention strategies. The five-point Likert scaling procedure was utilized to gather the reactions against these variables. The survey got some information about the customer's orientation, age bunch, level of training, occupation, month to month pay, and spot of home, among other financial data. The last review considered the reactions of 100 customers who were browsed different hotel sizes. For this specific examination, a multi-stage inspecting procedure is generally fitting. The review's hypothetical data sources were accumulated from books, diaries, and sites. 2014's Walk, April, and May were the months when the essential information were assembled. The review's decisions were arrived at utilizing various relapse, cross classification, Pearson connection (r), and the F test. In Figure 1, the finished examination model is shown.

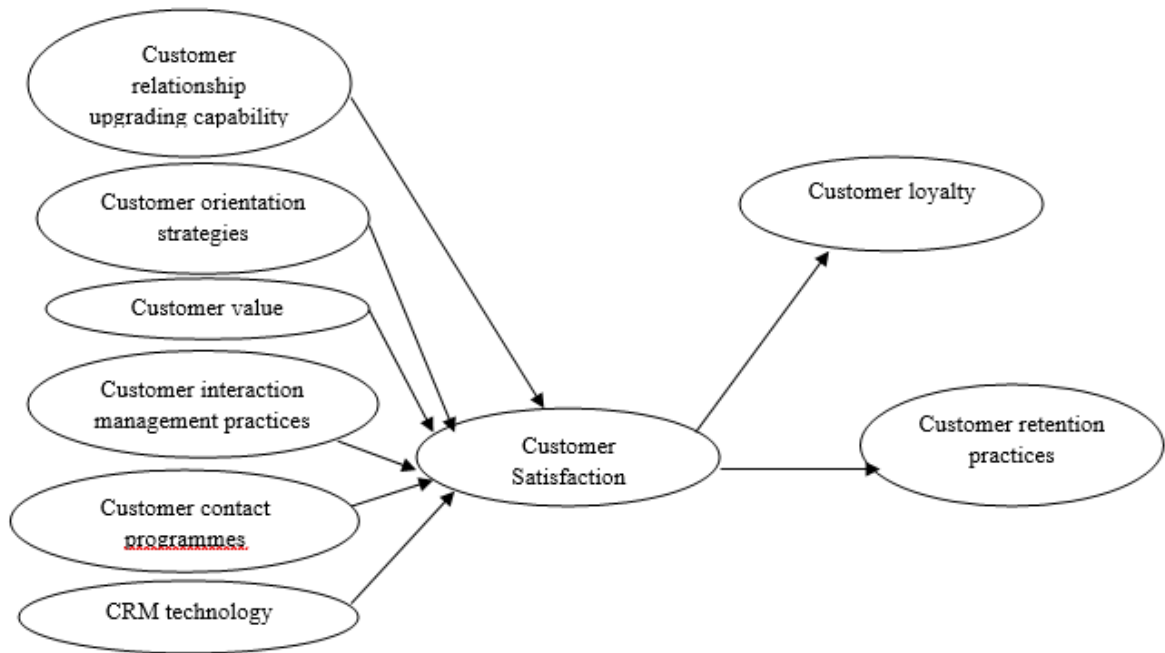


Figure 1: Customer satisfaction with CRM components: a research model

4.1. Hypotheses of the study

H₀₁: CRM practices have a noteworthy and advantageous impact on client satisfaction in the hotel industry.

H₀₂: In the hotel industry, related CRM components have a stronger impact on customer satisfaction.

H₀₃: In the hotel industry, client loyalty and retention strategies are strongly and favourably correlated with customer pleasure.

5. ANALYSIS AND DISCUSSIONS

5.1. Socioeconomic Features of the Customers

Table 1 shows the shoppers' conveyance in view of their direction, age bunch, instructive achievement, occupation, and month to month pay. The information shows that most of customers (120%) are men, almost 2/fifth of them are in the 26-40 age bunch, almost half of the customers who took part in the review have finished post-optional schooling, almost 3/fifth of them work independently, a bigger piece of the customers (70%) ought to procure more than Rs. 30,000 every month, and each and every piece of the customers live in metropolitan regions.

Table 1: Socioeconomic Features of the Customers

Socio-economic Character		No. of Customers	%
Gender	Male	120	70
	Female	80	30
Age group (in years)	Up to 25	40	20
	26-40	80	40
	40-55	60	30
	Above 55	20	10
Educational Qualification	School education (VIII-XII)	80	40
	Higher education	100	50
	ITI/Diploma	20	10
Occupation	Employed	60	30
	Self-employed	90	50
	Professional	50	20
Monthly Income (in Rs.)	Up to Rs.10,000	50	30
	Rs.20,001 - Rs. 30,000	80	40
	Above Re. 30,000	70	30
Place of Living	Urban	110	45
	Semi-Urban	60	40
	Rural	30	15

5.2. Relationship between Customer Satisfaction and CRM Practises in the Hotel Sector

H₀₁: CRM practises have a noteworthy and advantageous impact on client satisfaction in the hotel industry

With the help of 'r' co-productive, the aforementioned conjecture was disproved, and it is now used to determine the degree to which CRM practises are associated with customer happiness in the hotel industry. The degree of linkage is

+0.2 to less than +0.6 = Moderate positive effect and vice-versa

+0.6 to +1.0 = Strong positive effect and vice-versa

Less than +0.2 = Low positive effect and vice-versa

Table 2: CRM Practises' Impact on Customer Satisfaction in the Hotel Sector

CRM Practices on Customer Satisfaction	Association	Discussion
----------------------------------------	-------------	------------

Customer relationship upgrading capability	Overall Satisfaction	0.515**	Customer satisfaction and CRM practises have a moderately favourable correlation ($p < 0.01$) at the 1% level.
Customer orientation strategies		0.466**	At the 1% level ($p < 0.01$), there is a significant positive correlation between CRM practises and customer happiness, although a mild one.
Customer value		0.233*	Customer satisfaction and CRM practises have a moderately favourable correlation ($p < 0.05$) but a substantial correlation.
Customer interaction management practices		0.814**	Customer satisfaction and CRM practises exhibit a high positive correlation ($p < 0.01$) at the 1% level.
Customer contact programmes		0.477**	Customer satisfaction and CRM practises have a moderately favourable correlation ($p < 0.01$) at the 1% level.
CRM technology		0.560**	At the 1% level ($p < 0.01$), there is a significant positive correlation between CRM practises and customer happiness, although a mild one.

5.3. Model of Regression for CRM Procedures and Customer Satisfaction in the Hotel Industry

The primary CRM component to customer happiness in the hotel industry has been the subject of numerous relapse examinations. Capability to update customer relationships (X1), Customer Direction Methodologies (X2), Customer Esteem (X3), Customer Collaboration Management Practises (X4), and Customer Contact Programmes (X5) X6-CRM breakthrough. The study's primary focus is Y-customer satisfaction..

The corresponding relapse model is optimised for implementation:

$$Y = Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + e$$

Where,

b_1, b_2, \dots are partial regression coefficients; b_0 -constant

H₀: 1. In the hotel industry, related CRM components have a stronger impact on customer satisfaction.

Table 3: Completed Model for the Relationship Level of CRM Elements on Customer Satisfaction

Model	Unstandardized Coefficients		t	R ²
	B	Std. Error		
(Constant)	-.443	.172	-2.598*	.760
Customer interaction management practices	.686	.057	12.336**	
Customer relationship upgrading capability	.254	.055	4.794**	
Customer orientation strategies	.184	.060	3.098**	
Dependent Variable: Customers' satisfaction				

➤ **Regression Equation:**

$$Y = -0.441 + 0.252X_1 + 0.182X_2 + 0.684X_4$$

Table 3 shows that t-measurement is used to test the significance of various CRM components on customer satisfaction coefficients. It is highly likely that the customer relationship updating capacity, customer direction methodologies, and customer cooperation management practises coefficients are critical at the 1% level. Furthermore, the R2 value of 0.760 for the relapse model is noteworthy compared to its 0.50 value. Given the determined value of 'f' massive at the 1% level for these CRM components of customer satisfaction, it is generally assumed that customer relationship management strategies, customer relationship renewal capabilities, and customer education programmers are the primary CRM components of customer satisfaction in the hotel industry. ($f = 100.570^{**}$; $p < 0.01$).

Table 4: Examination of Variance in Regression Analysis

	Sum of Squares	df	Mean Square	F
Regression	49.835	5	16.613	100.570**
Residual	15.858	98	.167	

5.4. Customer satisfaction's relationship to customer loyalty and retention strategies in the hotel industry

Ho3: In the hotel industry, client loyalty and retention strategies are strongly and favourably correlated with customer pleasure.

Table 5: Customer satisfaction and customer loyalty and retention strategies in the hotel industry

Independent variable	Dependent variable	r-value
Customer satisfaction	Customer loyalty	0.470**
	Customer retention practises	0.872**

Table 4 suggests that, at the 1% level, there is a determined value of correlation between customer happiness and customer loyalty ($r = 0.470$; $p < 0.01$) as well as between customer retention practises ($r = 0.872$; $p < 0.01$). In this way, acknowledge Ho3, and it will generally be shown that, in the hotel industry, customer pleasure is closely and sincerely linked to loyalty and retention strategies.

6. CONCLUSION AND RECOMMENDATION

Customer relationship management's (CRM) pivotal role in shaping hotel patronage emerges as a critical element in the distinct hospitality landscape. CRM functions as a compass, guiding customised cooperation, crucial commitment, and information-driven navigation as hotels investigate the evolving assumptions for guests. Understanding, anticipating, and accommodating each visitor's unique inclinations transforms stays into meaningful interactions and establishes the foundation for sustaining connections. In view of the recently referenced discussion, it very well may be surmised from the ongoing survey that CRM practices altogether affect customer satisfaction in the hotel industry. The CRM practices that are generally vital to accomplishing customer satisfaction are customer correspondence management practices, limit upgrade, and customer course systems. Thus, the hotel industry requirements to further develop its customer commitment procedures. At that point, the customers are committed, and their retention is guaranteed in light of the fact that, in the hotel industry, customer joy is inseparably connected to customer loyalty and retention methodologies. As the ongoing survey was limited to evaluating the hotel sector's CRM practises with the satisfaction, loyalty, and retention practises of Indian customers, more research can be done with new customers (travellers) to determine the viability of relationship management adopted by the Indian hotel sector.

In order to cultivate guest loyalty, the hotel business must prioritise Customer Relationship Management (CRM). Through the utilisation of data-driven insights, CRM facilitates personalised interactions, anticipates visitor requirements, and organises the business to offer attractive loyalty schemes. Adopting CRM is not just a suggestion; it is a must to ensure long-lasting relationships with guests, enhance their experience, and maintain competitiveness in the ever evolving hospitality industry.

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STORYTELLING FOR SCIENTIFIC WRITING SUCCESS: A GUIDE TO IMPROVING STUDENT ENGAGEMENT, MOTIVATION, AND ATTITUDE

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Abstract

We concentrate on how account techniques could help students in creating last papers. We suggest another structure and another methodology for student paper creation, got from experimental writing. We suggest that embracing this strategy could work on the nature of scientific student papers, raise the fulfillment of writing them and the happiness regarding understanding them. To test our suspicions, we detail the utilization of the thought to a business informatics graduate seminar on research systems which goes with creating an expert's proposal. At long last, we put our ideas with regards to contemporary interpersonal organization based content creation and enormous open web-based courses.

Keywords-: *Storytelling, Writing, Student, Motivation*

1. INTRODUCTION

narratives play a significant role in the field of educational studies. But it's hardly an exaggeration to claim that narrative research in education has been severely under-theorized. There is a lack of theory that adequately addresses the ethical and methodological challenges raised by story techniques, despite their prominence and innovation within the field of qualitative studies in education. For as long as there has been social and cultural theory, educators have harnessed the "I" to ask new questions. Even while storytelling is supposed to be emancipatory, it has often led to imperialistic and reactionary narratives in education research. I sought inspiration for my own educational research in the works of two theorists with exceptional storytelling abilities, Hannah Arendt and Bertold Brecht, because I have a feeling that their theories have the potential to greatly broaden and complicate our often

simplistic ideas of storytelling in the field. As a last point, I argue that we should shift our focus from "story as case" to "story as method," drawing parallels between the theoretical architects' politicised and theoretically rigorous approaches to storytelling and the empirical research that stands to gain the most from it.

Hannah Arendt acknowledged that all general theories have their roots in concrete experiences; this is evident from a lot of her writing. In the field of humanities, the majority of modern social theorists would also question assertions of universal abstract validity, perceiving instead the idea of objectivity in research as a tool for rhetoric. Consequently, the primary problem with narrative in educational research is objectivity, which is a mark of validity claims and sound abstraction. While some humanists may claim that storytelling can serve as a platform for "authentic critical voice," Arendt argues in her lectures on Kant's political philosophy that it is more accurately described as a method to train one's imagination to "go visiting." She also claims that storytelling cannot be used to delay the authoritative moment that is required for criticism and action. With this interpretation, Arendt thoughtfully addresses the contentedness of narrative among modern critical thinkers. Since tales are inherently biased, the logical antithesis of objectivity, according to Arendt, is not a superior stance that settles disputes by transcending the *melée* but rather the practise of considering other people's perspectives. Despite the fact that this might not appear particularly groundbreaking to modern post-positivists who insist on critiquing the idea of objectivity as a guarantee of "objective science," Hannah Arendt's work demonstrates that storytelling as a methodology is a powerful tool for social scientists.

In her studies on totalitarianism, Arendt mostly used storytelling as a means to critically examine the topic since it is both methodologically sound and critically engaged. Her reasoning is based on the idea that totalitarianism is both a political issue and a "problem of understanding." She contends that storytelling can serve as a principled opposition to totalitarianism and help bridge the gap between philosophy and politics. Totalitarianism, in her view, posed problems for both science and moral philosophy since it was both a moral and a "epistemological crisis" that went beyond the conceptual frames of Western political tradition. Some have suggested that Arendt employs the term "storytelling" to denote the kind of critical thinking that develops via personal experience.

2. OBJECTIVES

- See how well narrative strategies engage and inspire students to write better scientific reports.
- To investigate whether or if narrative strategies can be useful in a variety of academic contexts, including but not limited to: thesis supervision, fiction writing, and blogging.
- To investigate if students may improve their comprehension and performance on scientific writing assignments by using narrative strategies.
- To determine which aspects of narrative writing are most useful in arousing interest in and enthusiasm for scientific writing among students.

3. LITERATURE REVIEW

Martin et al. (2019). Unfortunately, student engagement is declining globally, which is a concern because it is a strong predictor of students selecting professions in science and of the success of efforts to create a society that is scientifically literate. Bringing effective science communication tactics into the classroom is one strategy because students' educational experiences greatly impact their conceptions of science. As a result of working together and sharing their stories, students were much more invested in a project that involved making short scientific videos on mobile devices. Additionally, educators were successful in accomplishing reading, science, and technology-related cross-curricular goals. We propose that one way to get more teenagers interested in science is to give them more agency as storytellers instead of story listeners.

Hava et al. (2021). Examining how digital storytelling influences EFL students' motivation and happiness is the primary goal of this research. It also delves into how students feel about digital storytelling in the classroom. During a 9-week execution period, a gathering of 60 pre-administration instructors created three computerized stories based on countries, nature, and sports. The information was gathered utilizing a motivation scale and a computerized storytelling fulfillment survey. Students' degrees of motivation, fearlessness, individual use, and attitude were assessed both when the execution interaction. Students' confidence and individual utilize both expanded essentially following the advanced storytelling exercise. The matched examples t-test uncovered little effect sizes for fearlessness and individual utilization, yet no huge changes for attitude. Moreover, computerized storytelling can possibly work on students' writing, talking, and jargon abilities in English as an unknown dialect classes. As a

whole, the findings suggest that digital storytelling has the potential to be a powerful tool for language and technology education.

Hiver et al. (2020). We set out to examine the connections between autobiographical accounts of second language learners' experiences and various facets of second language acquisition in terms of both thought and action. For this study, we surveyed 41 undergraduates majoring in Arabic, Mandarin, or Spanish using a language learning story interview format. Students' language learning experiences were the focus of this interview methodology, which aimed to elicit self-defining moments. Subsequently, participants provided in-depth descriptions of two state-level characteristic adaptations—their ability to engage with second language acquisition and their metacognitive capacity. We looked for correlations between these two tiers of language learner psychology by comparing the results of frequentist and Bayesian analyses, which provide more insight into the relationships between the two sets of data. We find preliminary evidence from our analyses that learners' emotional, motivational, and cognitive components of their episodic narratives are linked to significant modifications to the learning environment. In addition, these findings provide support for the idea that narrative inquiry, which values individual interpretation highly, might supplement more traditional approaches to language learning in terms of both cognition and engagement.

Chu et al. (2022). The field of positive psychology focuses on the five pillars of well-being: engaging in meaningful activities, having meaningful relationships, having a sense of purpose, and accomplishing meaningful goals (PERMA). Considering the special Covid illness 2019 (Coronavirus) pandemic, where social ties are both more urgent and more challenging to work than any time in recent memory, obviously executing positive brain science showing practices can improve student engagement and homeroom local area, especially in a web-based medium. Following a concise outline of the PERMA model and its exploration and instructive applications, this educator prepared hypothesis survey will (a) detail how I utilized three positive brain science showing systems — qualities distinguishing proof and application, development outlook, and appreciation practices — during the pandemic and how my students answered. (b) give reasonable contemplations, with a couple of provisos, for educators to remember while involving these systems in any course, yet particularly when confronted with difficulties. In the last part of this post, I give a few contemplations on the most proficient method to be a positive educator and what it resembled to educate during the pandemic, fully

intent on leveling "the profound misery bend." APA holds all freedoms to the PsycInfo data set record (c) 2023) that it contains.

Bokiev et al. (2018). Finding engaging activities to keep students engaged in what can otherwise be seen as a dry and monotonous process is a constant struggle for English language teachers. Songs and music, with their broad appeal and pervasiveness in people's lives, meet all the requirements to be a powerful tool for education in this regard. Unfortunately, it seems that English language teachers are not making the most of this valuable resource, likely because they do not fully grasp its theoretical basis and advantages. In light of recent research, this study will analyse the function and promise of musical compositions and performance in ESL classrooms. The utilization of music and tunes in language guidance can address various insights, decline tension, help motivation, help memory maintenance, and make a genuinely steady learning environment, as per research. Music and songs can also help pupils become more culturally aware, encourage their creativity, and improve their grasp of the target language in virtually every way. In addition to presenting theoretical arguments and empirical data in favour of incorporating musical activities into English as a Second Language (ESL) classrooms, the article offers practical recommendations for doing so. We can only hope that more English as a Second Language (ESL) educators will see songs and music as a powerful instrument for emotional and intellectual student engagement, leading to more fruitful and satisfying language classes.

4. RESEARCH METHODOLOGY

Below, we present a sample scenario that illustrates the argument and assumptions by drawing on four distinct sets of experiences using narrative strategies.

4.1. Own fiction writing

As a matter of some importance, as a fiction essayist, I have been engaged with storytelling for a long while now. This includes things like developing characters, plots, themes, and ways to build suspense. My nonfiction pieces, both those for scientific journals and those based on reality, have been shaped by these encounters. A byproduct of this mingling of ideas was a sharper focus on the three recognised and debated narrative components of storytelling: titles, motion and tempo, and the human face. Everything about writing a narrative, from the initial draught to receiving criticism and finally publishing, follows the same pattern. The initial phases of this process are all that Pollock and Bono address. Part of the reason for this is that,

as the writing process progresses, the paths to successful publishing become increasingly different, even from the perspective of the majority of fiction writers.

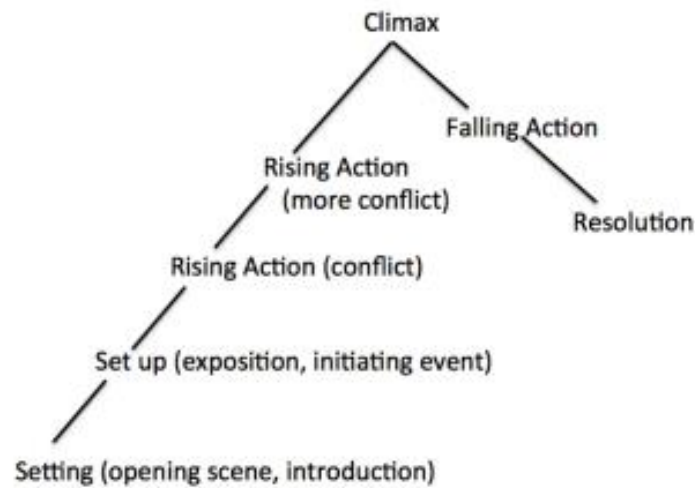


Figure 1: Plot Line According To Noden

4.2. Blogging as term papers

Over the course of the semester, I started having students write their term papers as weekly blog posts organized according to the IMRAD framework; I provided them with a calendar to help them stick to it. So, for instance, students were given a timeline of three weeks to write the introduction, the section on the current research status the following week, and the methodological section the week after that. I showed my pupils by blocking with them as we wrote a paper side by side what it meant to write scientifically, since they were just in their second semester and mainly didn't know what that meant. Moreover, all through the semester, students get constructive criticism based on their work. I provide them with a thorough assessment once they finish their work and suggest we talk about it. In an upcoming paper, the specifics of this quasi-experiment will be detailed. In Figure 1, the course Organisation is depicted from left to right, spanning the full term, culminating in the final term paper.

4.3. Supervising theses using Moodle

To assist my current students as they write their theses for both bachelor's and master's degrees, I have set up a Moodle course. Many educational institutions utilize Moodle as their learning management system. The Berlin School of Economics and Law is no exception. The bulk of this class consists of readings and resources, such as anonymous dissertations,

assessments, useful connections, etc. Additionally, it serves as a platform where students can engage in InterVision through mutual assistance. In addition, I have assigned weekly blog-style learning diaries to the class. I also provide formative input by commenting on their journal entries (at irregular times). Students love this type of monitoring, and it helps to back up their theories even more.

4.4. Supervising term papers using Wikis

During two terms, I tried out several ways of utilising a wiki, a popular platform for providing so-called Open Educational Resources, to supplement various courses at the bachelor's and master's levels. Current closed learning management systems have their limitations, but we discovered that using agile management techniques in conjunction with real-time course support through wikis can overcome these issues. Agile process management enhances team term papers, according to the thorough outcomes. Despite the fact that this study aimed at students working in small groups rather than individuals, the findings lend credence to the hypothesis that the technical aspects of the typical fiction writing process are also highly agile: more open to feedback, focused on improving prototypes, and completing sprints.

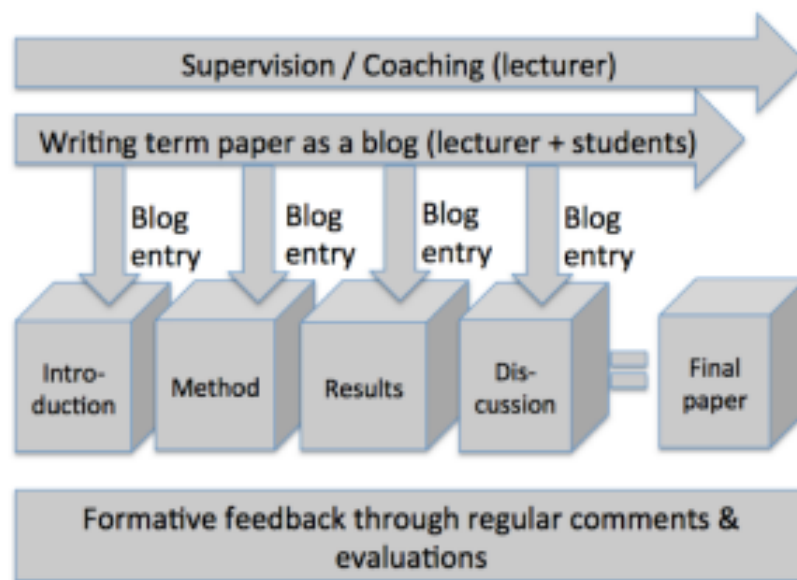


Figure 2: Using Blogs to Write Term Papers

5. DATA ANALYSIS AND INTERPRETATION WITH THE HELP OF APPROPRIATE TEST

I give a quick rundown of the course outline, including its structure, content, and learning outcomes; I then undertake a SWOT analysis and detail the methods I utilised to verify my theories during the semester.

5.1. Course design

I'm fostering a mixed advancing seminar on "Exploration Techniques" for another Expert's program in business informatics at the Berlin School of Financial matters and Regulation. The reason for this course is to test the speculations (A) and (B) in regards to the utilization of primary and procedural storytelling approaches in student writing. It will be presented without precedent for the colder time of year of 2015. Large information and business knowledge are the primary focal points of the Expert's program. Students signed up for other Expert's projects at the establishment generally sign up for this class simultaneously with their postulation research for that program. Since certain students will presently experience the elevated standards of scientific thoroughness interestingly, we trust this to be past the point of no return. Thus, the course will be parted into two segments. The principal segment will be a web-based module that students can do at their own speed and at any phase of their Graduate degree. Section 2 will happen on the web, one time each week, in one of the school's virtual study halls, for example, Adobe Associate (2D), Second Life (3D), or LibertasU (3D). Mixed learning makes the course seem to be a xMOOC (Enormous Web-based Open Course), which is a way for colleges to impart their course materials to the general population. Issue tackling, progress and improvement, practice and undertaking work, preparing and evaluation, mentoring and training, introductions and exhibitions (remembering sound and video interviews with specialists for the field), and disclosure and exploration through gamification are totally remembered for the typology of Gauthier and Colin referred to by Rosselle. As an afterthought, we'll view at the possibility of offering the course as a xMOOC. Assuming the experimental run program is generally welcomed, it will be expanded to incorporate further graduate degree programs inside the establishment.

5.2. Learning objectives and content

As a capstone experience for all that a Master's student has studied, this course is based on the premise that scientific paper research, writing, editing, and reading should be enjoyable. The goals of this course are to teach students how to write a thesis, to form a support system for each other and their professors during the process, and to develop an appreciation for the

quality of scientific writing. Students will leave the course with the following skills: the ability to formulate and apply valid research questions; the capacity to compose and alter an exploration proposition that is as drawing in to peruse as great fiction or genuine; and an understanding of the many examination strategies and approaches gathered from famous texts and real specialists.

An expert's level examination system course ought to incorporate the accompanying subjects: scientific request standards, the exploration cycle, hypothesis improvement, quantitative and subjective exploration techniques, distributing research, and moral contemplations. Methodological variations (B): students will be guided to finish their thesis sections in accordance with a fiction writing timeline. For instance, adopting the principles of agile software development, prioritizing the production of prototypes, and maintaining open lines of communication and dialogue with one's supervisor are all part of this (constant feedback). In contrast to the first hypothesis, students are helped to recognize narrative components in the research treatment and post-writing phases by means of coaching and inquiries, as well as examples. For instance, one must consider the many people involved in the research, such as interviewees and the author himself, and devise a strategy for their own research, such as what will pique the reader's interest in the message and the progression of the study.

The classical plot line (on the right-hand side) corresponds to the course's major learning points (on the left-hand side) on the time line (Fig. 3). As students go through the course, the structure and substance of their theses reflect each important lesson.

5.3. SWOT analysis of the course

In order to gain a general idea of the benefits and drawbacks of the suggested layout, we ran a SWOT analysis (for a rundown of the main elements, see Table 1):

Strengths: Online delivery offers schedule and pace flexibility; supervisor mentoring and mutual coaching within a community of candidates mitigate the isolation that may be experienced due to the online setting. Both the author and the readers (during the editing and drafting stages as well as the final evaluation) are more engaged when the emphasis is on storytelling. Integrating the development of a thesis into an agile process allows the writer to better manage his time while keeping his attention on the reader—with whom he should ideally maintain an ongoing conversation.

Weaknesses: Students may become demotivated if they are confused by the combination of methodologies, as seen in Figure 3: Learning Reflected In Thesis Structure. There aren't many high-quality examples of scientific articles that make use of storytelling techniques, either directly or indirectly, or whose writers have acknowledged employing storytelling processes; this is likely due to the approach's relative novelty. In agile methodologies like scrum, there is a risk of over-reliance on the supervisor, who acts as a hybrid of the product owner and the scrum master.

Opportunities: Academic training and research-based learning are well-known issues, and the course design aims to address them by concentrating more on the well-known problems of students authoring scientific papers. The consumption of scientific results has long taken precedence over their creation. It is the goal of the course to rectify this disparity. It is possible that the idea can be expanded into a massive open online course with a considerably wider audience than the pilot programme. This is more probable due to the fact that rather than being summative, evaluation is primarily formative, providing comments based on content.

Threats: It is a well-known potential consequence of all actual change circumstances that the course threatens to disturb the routines of both supervisors and pupils. One could alternatively perceive the upheaval as beneficial. It is possible that the scientific community will not embrace the new approach or organisation. While this approach may run counter to typical (implicit) practises and goals, it will result in papers that read differently and may even be more fascinating or entertaining to a bigger audience. Finally, the class can suggest a plethora of adjustments all at once.

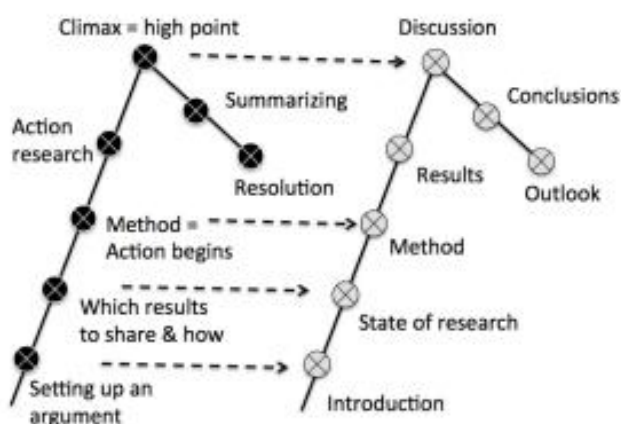


Figure 3: Learning Reflected In Thesis Structure

5.4. Evaluation

In order to test my theories and determine how the course design affected students' performance, I will employ participant-observer phenomenological qualitative research methods. We have already tested and described this course as a quasiexperiment, which is a type of experiment. By taking part in the experiment in the roles of instructor, mentor, and observer, I will be able to see it through from a participant-observer perspective. Using structured interviews, which will be transcribed and analysed, course participants will be asked a series of questions. As part of their Bachelor's level research, students will actively participate in collecting and analysing data. The data will only serve as proof of concept and a springboard for additional research because I lack a reference group.

Table 1: Swot (Potential Strengths, Weaknesses, Opportunities And Threats) Analysis Of The Course Design

Strengths	Weaknesses	Opportunities	Threats
Flexible online delivery and coaching	Methodical mix confusing to students	Improving well-known issues (motivation, attitude)	Cause of disruption of routines
Focus on storytelling (interest, entertainment)	Lack of good examples	Scalable concept (xMOOC approach)	Lack of acceptance in scientific community
Agile process (reader-focused, time managed)	Increased dependency on supervisor	Increase of quality and time management	Too many changes at once

6. CONCLUSION AND RECOMMENDATION

I asserted that students composing scientific term papers or theses can benefit from applying storytelling approaches that are effective in fiction writing to foster positive emotions, motivation, and attitude throughout the writing process. When it came to this narrative style integration, I proposed two hypotheses: one concerning the content or structure (hypothesis A) and the other concerning the process or procedure (hypothesis B). In my search, I was unable to locate any literature that provided a comprehensive analysis of this method. I offered

to create a pilot course and explained it in full so that my theories could be tested. I also discussed the course's shortcomings by using a SWOT analysis. You can classify this method as part of the broader field of computer-assisted human information processing. We bring an extra computer dependency into the field of fiction writing, from where we drew these methodologies, by depending on online learning techniques. Applying the methods to an actual course as described here will be the next step in this inquiry.

To get students more invested, motivated, and enthusiastic about scientific writing, storytelling can be a powerful tool. Scientific writing can be made more approachable, interesting, and relevant to students' lives when teachers incorporate storytelling approaches into the process. The use of stories as a means of introducing new ideas, simplifying difficult facts, and inspiring students to keep working on their projects can accomplish this goal. Students' interest and comprehension can be further enhanced by giving them opportunities to practice storytelling in their scientific writing.

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EXPLORING THE IMPACT OF PERFORMING ARTS ON PERSONALITY GROWTH: AN IN-DEPTH EXAMINATION OF PERSONALITY DEVELOPMENT

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ABSTRACT

One type of artistic practise known as performing arts is when a person or people do one or more acts for an audience in a certain space and at a specific time. Understanding and engaging in these artistic disciplines aid in the development of an individual's personality. The University Grants Commission is funding this initiative for a period of two years. The goal of the project was to investigate and evaluate the effects of performing arts on college students. A summary of the project's findings is provided below, along with an inquiry into the variables that shaped the participants' personalities and what inspired them to pursue performing arts. The purpose of the study that is being presented is to examine how performing arts affect personality development in general and how certain sociodemographic factors affect it. The vital specialist directed interviews in the main stage with different craftsmen, vocalists, actors, live entertainers, social diplomats, understudies from expressive arts clubs, understudy office conveyors of social clubs, social facilitators from different universities, performers, entertainers, directors of theater social orders, performers, and specialists in the performing arts field. There are 120 fine arts college students in the Mumbai District who are associated with Maharashtra University. The descriptive research design has been used for the study. The study is grounded in primary and secondary data because it is an analytical and empirical investigation. A questionnaire that was self-prepared was used to administer the study. The study's findings indicate a strong correlation between students' personalities in general and their participation in performing arts. After discussion and forwarding of the implications and conclusion.

Keywords: *Exploring, Impact, Performing, Arts Personality, Growth, Personality Development*

1. INTRODUCTION

Our culture and civilization are not complete without the performing arts, which are present in both official and informal contexts. There are many places to experience music, dance, and musical theatre: big arenas, our beloved songs and albums, TV series, neighbourhood theatre plays, and casual dance halls. We treasure the chance to listen to our preferred music while dancing or seeing our beloved songs. Our lives, our communication, and our ability to express ourselves are greatly influenced by the performing arts. These artistic mediums are divided into many contexts that help the performers provide their best performances: the act of experiencing, examining, witnessing, or enacting a script, choreography, or piece of music.

What comes to mind when we think about performance? Is it a dancing club, an elementary school production, or the soundstage where our favourite performer is performing? A performance is simply described as an event involving a group of people; however, a live performance in front of thousands of people is not always synonymous with this definition. A performance may be influenced by societal, cultural, or personal factors.

1.1.Performing Arts

One kind of imaginative practice known as performing arts is the point at which an individual or individuals do at least one represents a crowd of people in a specific space and at a particular time. The live show of the craftsman and the real exercises of their body, to deliver and give a group of people a fleeting workmanship experience, is basic to the cycle and execution of performing arts. The body fills in as the principal medium and calculated material that characterizes the attributes of execution craftsmanship. Extra urgent components incorporate space, time, and the crowd entertainer dynamic.

1.2.The Evolution of Human Personality and Art Forms

Because music, dance, and theatre by their very nature elevate the human soul and foster a pleasant atmosphere, being associated with these creative forms undoubtedly makes people better people. Understanding and engaging in these artistic disciplines aid in the development of an individual's personality. Through these imaginative undertakings, people can accomplish congruity, serenely, restraint, and love for all. Their exhibition empowers them to acclimate to any circumstance. As the spirit of music, dance, and theater shows every one of us cherishing and mindful, gloomy sentiments go.

1.3. Crucial Elements of Character Development

Without a doubt, every person in this world has a personality, yet not every personality is endearing or behaves well. People with magnetic personalities unknowingly draw others to them and have an impact over them. A positive personality can easily influence and motivate others to work with them. No matter how intelligent, attractive, or persuasive someone is, they will never succeed without a strong personality.

1.4. Objectives of the Study

- To examine how performing arts contribute to the overall development of personality.
- To ascertain the impact of particular sociodemographic factors on students' personality development.
- Quoting appropriate recommendations that are founded on the research's conclusions.

2. LITERATURE REVIEW

Taylor, S. A. (2018). delves into the impact of theatre participation on self-esteem in adolescents. Published in the *Journal of Applied Arts Psychology*, the research explores the intricate relationship between engaging in theatrical activities and the development of self-esteem among teenagers. Taylor's findings shed light on the positive influence of theatre on adolescents' self-perception and confidence, highlighting the potential therapeutic and empowering aspects of theatrical involvement.

Johnson and Smith (2019) contribute to the literature with their longitudinal study on creative expression and personality development within the realm of performing arts education. Published in the *Journal of Personality and Social Psychology*, the research spans an extended period, allowing for a comprehensive examination of the evolving dynamics between creative expression through performing arts and the development of various personality traits. The study aims to provide insights into the lasting effects of sustained engagement in performing arts on individuals' overall personality growth.

Anderson, L. M., & Bennett, J. M. (2020). explore the role of this specific form of performing arts in enhancing emotional intelligence in children. Their work, featured in the *Journal of Child Psychology and Psychiatry*, investigates the impact of dance on emotional intelligence, emphasizing the potential of this art form to contribute to the emotional well-being and social understanding of young individuals. The study provides valuable insights into how dance, as

a mode of creative expression, may serve as a catalyst for emotional intelligence development in the formative years of childhood.

Harper and Davis (2017) investigate the influence of theatre arts on academic achievement in high school students, and it is published in the Educational Psychology Review. This research contributes to the literature by exploring the potential correlation between participation in theatre arts and academic success among adolescents. The study likely delves into the cognitive and socio-emotional benefits of engaging in theatrical activities, shedding light on how such participation may positively impact students' academic performance. The findings may offer insights into the role of arts education in enhancing cognitive skills, critical thinking, and overall scholastic achievement in high school students.

Lewis and Turner (2016) contribute to the literature with their study on drama therapy and its role in the development of empathy in adolescents. Published in the Journal of Counselling Psychology, the research likely explores the therapeutic potential of drama in fostering emotional intelligence and empathy among young individuals. By using drama as a therapeutic tool, the study may offer insights into how creative expression can positively affect adolescents' ability to understand and relate to the emotions and experiences of others, thereby contributing to their overall socio-emotional development.

3. RESEARCH METHODOLOGY

3.1.Period of the Study

The full research project ran from 2020 to 2022 for two years.

3.2.Aim of the Project

The objective of the UGC-supported drive was to examine and assess the impacts of performing arts on undergrads. Also, it focuses on unambiguous parts of personality development through performing arts.

3.3.Significance of the Study

The idea of imagination in schooling has emerged all around the world especially in the created nations. There are two significant explanations behind this interest:

- A new generation of creative and imaginative workers is needed in the industrialised world, where manufacturing and technology employment are being outsourced to foreign nations.
- More research is required to expand on the expanding body of evidence regarding the connection between student growth and creativity and their ability to learn.

3.4. Pilot Study

The specialist talked with different craftsmen, vocalists, actors, live entertainers, social representatives, understudies from expressive arts clubs, understudy office conveyors of social clubs, social facilitators from different universities, performers, entertainers, directors of theater social orders, performers, and coordinators of comprehensive developments. Notwithstanding the discussion, the scientist went to various State and Public level Between university Social rivalries as an eyewitness and acquired direct information about the contenders' pre-occasion arranging, cooperation, energy, organizing of the occasions, support, and organized ability display. Primer information was accumulated in regards to the scholarly year, practice hours, closely involved individuals, the justification for joining the expressive arts club, the understudies' social profiles, the quantity of selected understudies, the method of activity, the difficulties they face, managerial help, social achievements, exhibiting their capacities, the potential this expressive arts club creates, and the difficulties they survive.

3.5. Research Design

In addition to providing answers to the research questions and controlling variances, research design aids in identifying hesitations before work begins. The descriptive research design has been used for the study. defines a descriptive design as one that accurately captures the traits of specific circumstances, communities, or people. It could have a historical, dynamic, or static quality. It examines and evaluates the relationships between variables in a broader sense. The current study illustrates the traits of a certain group.

3.6. Universe and Sampling

The whole student population from several autonomous and nonautonomous arts and science colleges connected to Maharashtra University in the Mumbai District makes up the universe in this study. Thirty colleges associated with the Mumbai District are among the 130 colleges affiliated with Maharashtra University that are deemed to represent the study's universe. For the purpose of gathering samples from the fine arts clubs of the Tiruchirappalli colleges—

which are connected to Maharashtra University—the probability sampling approach was chosen. The number of students enrolled in each college's fine arts club is an endless cosmos that exists as a floating phenomenon. On the other hand, the administrative hierarchy remains unchanged, with students represented by officers in charge of public relations, treasurers, chairman, vice-chairman, and executive members. A few colleges may refer to their presidents, vice presidents, and cultural ambassadors using different nomenclature. Office holders are typically appointed based on their accomplishments and may have favourable cultural characteristics; this is known as the sample frame of the study. The researcher employed stratified random selection to narrow the emphasis to those 25 colleges' office holders. The five office bearers or cultural ambassadors from each college were chosen to serve as the study's sample. As a result, there are 120 samples total (five from each college).

4. RESULTS AND DISCUSSIONS

It is clear that the majority of respondents—69.8%—are pursuing studies in the arts, with 62.6 percent of respondents enrolled in a Bachelor of Arts programme as first year students and 59.4 percent in other courses. As far as their other individual profiles, 52.2 percent of respondents are younger than 18, 54% are female, 72.6 percent are in family units, 60.2 percent dwell in urban communities, 42.4 percent of respondents' dads are in the business world, 33.8 percent are in the center pay range, and 36.8 percent are Christians.

Moreover, 33.6 percent of the members sought after training through the State Board during their optional school years, while 56.2 percent signed up for the higher auxiliary instruction program. With respect to association in extracurricular exercises, 66.6 percent of the respondents said they had partaken in them during their optional training, while 68.2 percent said they had not taken part by any stretch of the imagination during their higher auxiliary schooling. It very well may be expected that as a result of their emphasis on open tests and the parental limitations, there may likewise be a gamble of impact.

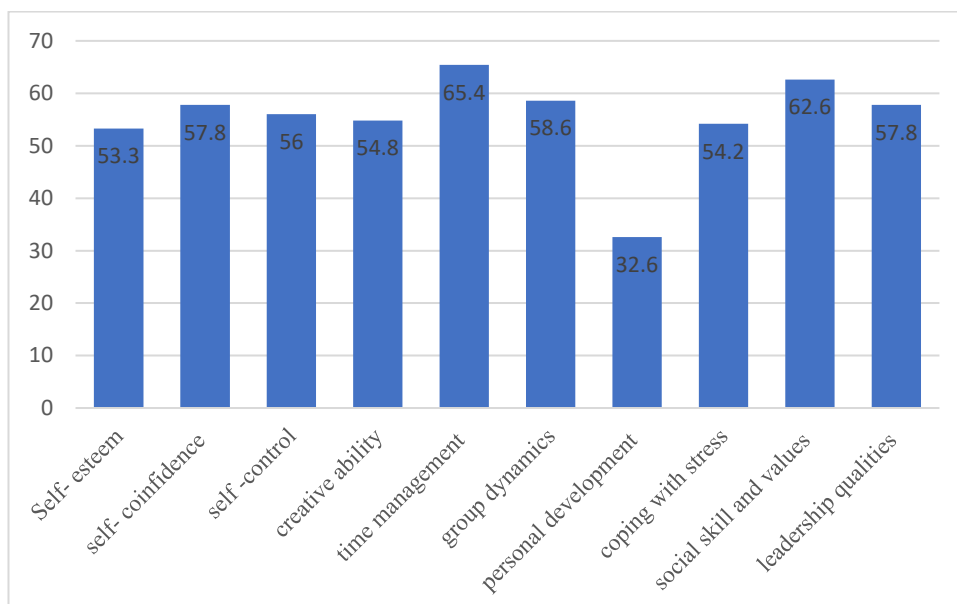


Figure 1: Overall Personality Profile of The Respondents

Table 1: Distribution of Ranking Technique on Impact of Performing Arts on young people

Rank	Impact Area
2	Improves young people's creativity
1	Builds young people's confidence and self-esteem
10	Increases young people's sense of well-being and happiness
9	Improves young people's understanding and appreciation
11	Improves young people's theatre skills and knowledge
14	Improves young people's social and communication skills
15	Improves young people's knowledge of social and personal issues
6	Improves young people's knowledge of rights and responsibilities
3	Develops young people's friendships and ability to make friends
10	Increases likelihood of young people achieving academic success
4	Increases young people's ability to work in a team

7	Improves young people's ability to voice their own opinions and participate in decision making
8	Improves young people's ability to relate to a wide variety of people
13	Increases young people's interest in other art forms
12	Increases young people's sense of belonging and acceptance

5. CONCLUSION

A person's life cannot exist without the performing arts. This art enhances the personnel's essential skills and lays a strong emphasis on relaxing. By generating novel concepts, defining professions, and cultivating an atmosphere and facilities that draw gifted young people, the arts can have a significant impact on the development of human personality. Successful correspondence, dynamic authority through critical thinking, decisive reasoning, and navigation, the limit with respect to imaginative idea and strong activity through acting, ad lib, exhibitions, and prearranging, cooperation, and abilities based on associations with oneself, companions, family, and society are all essential for this stage. Furthermore, self-administration and mindfulness are created through successful compromise, discussions, stress the board, and using time effectively. Understudies who partake in these sorts of arts projects might defeat their reservations, gain certainty, and foster confidence. It enables students to think critically, independently, and fearlessly about expressing what they think. Theatre has taught us the importance of having cohesive working groups, sound decision-making, sharing and caring, communication, and leadership skills. Additionally, it assisted participants in overcoming pessimism and stage fright and developing their ability to stand out from the audience. Therefore, it is impossible for us to be truly healthy individuals without art in our lives. Being creatively engaged is essential to being a healthy and well-adjusted person. Additionally, you can bet that art has touched these children at some point in their lives if you find them to be generally content with who they are and what they do.

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ENHANCING HOTEL MARKETING PERFORMANCE THROUGH DIGITAL MARKETING ORIENTATION

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Abstract

The pressing requirement for digital marketing orientation to boost hotel marketing performance is examined in this theory. In the competitive hospitality industry, adopting digital marketing strategies has become essential to staying nimble and reaching a global audience. The purpose of this study is to evaluate how hotel marketing performance upgrading is impacted by digital marketing orientation (DMO). Based on data collected from 200 hotels in Mumbai, Pune, Nagpur, and Thane using the principal equation modelling (SEM) approach, digital marketing has been used and has an emphasis towards improving hotel marketing performance. It has been established that hotel marketing performance upgrades and digital marketing adoption are positively and significantly impacted by digital marketing orientation. It has been demonstrated, however, that the use of digital marketing directly and negatively affects improvements in marketing performance. The essential conclusion drawn from this study is that, somewhat of putting resources into digital marketing instruments and innovations, the hotel and board ought to concentrate fostering a business culture that stresses the meaning of digital marketing. They ought to likewise cautiously design their missions and guarantee that there is a reasonable arrangement for digital marketing research, which will empower ongoing optimization of missions and increment marketing feasibility and efficiency.

Keywords: *Hotel Marketing, Performance, Digital Marketing Orientation, Social Media Marketing, Search Engine Marketing, Return on Investment*

1. INTRODUCTION

Digital marketing has achieved a critical improvement in the marketing industry and opened up new channels for selling items, like social media marketing (SMM), by web and flexible applications and search engine optimization (Web composition enhancement), to advancing

on Google and online magazines through search engine marketing (SEM). This is because travel planners and visit administrators are among the sources who drive guests to hotels with the help of their notice media and their ways of behaving in deciding their client search as per location and offices in light of the power of market competition. Hotels can use YouTube videos to permanently display their offices by showcasing their rooms, cafés, dining areas, spas, wellness centres, bars, bistros, and other amenities. This is a source of updating information to become more familiar with and understand social systems administration locations. The top hotel site video will work on content to watch and read for online visitors, frequent visits, and accountability for significantly better development in site. Additionally, a first-rate impression of the hotel's location and offices is required. In order to develop more marketing skills and increase visitor pleasure, hotels are eager to make the anticipated changes to their visitor contact methods. Acknowledging the client's needs results in a weaker mark than when clients receive online assistance. On occasion, a hotel restaurant must feature the dish of the day on the menu. Following that, a video of the chef preparing the dish must be taken. Then, the chef must present the dish and make a brief suggestion if it is available on the menu for a short while. For guests who are currently staying at your hotel as well as those who are curious to visit a nearby café, this is an appropriate way to advance your hotel online.

Within the contemporary hospitality landscape, the advent of digital innovations has significantly altered the components of customer loyalty, necessitating a reassessment of conventional marketing strategies within the hotel sector. As more and more people make travel-related decisions on the internet, from researching destinations to making hotel reservations, hotels are under pressure to modify and enhance their marketing strategies. This study's main focus is on the fundamental role that digital marketing orientation plays in improving hotel marketing performance, acknowledging the remarkable impact that a strong online presence has on the success of modern hospitality businesses.

The direction of digital marketing encompasses a comprehensive methodology that integrates many internet media and devices. Social media gives hotels the ability to engage with their target audience personally and cultivate a brand that is unwavering and attentive thanks to its global reach and capacity for continuous commitment. By improving a hotel's online presence for search engines, search engine optimisation (also known as website design enhancement) increases perceivability and perhaps attracts guests. Online advertising gives hotels the ability to effectively target specific markets and socioeconomic groups through targeted campaigns.

Furthermore, site optimisation impacts potential visitors during their decision-making process by ensuring a consistent and intuitive online experience.

This research delves into the evolving norms of customer behaviour, highlighting the necessity for hotels to not only adapt but also make efficient use of digital platforms. In the digital age, when people search for information, make decisions, and share experiences online, this adaptation is fundamental. In order for hotels to thrive in a competitive market and maintain their significance, it is imperative that they comprehend the intricacies of digital marketing.

In the midst of a bustling and serious hotel industry, the study aims to explore how hotel marketing performance might be influenced by a comprehensive digital marketing approach. Through the examination of industry trends, in-depth contextual analysis, and identification of emerging best practises, the evaluation aims to shed light on the ways in which hotels may effectively integrate digital marketing into their comprehensive marketing strategies. The introduction provides the fundamental framework for this investigation by outlining the essential elements and important factors that enable the effective use of digital marketing within the hotel sector and establishing it as a fundamental component for supported advancement in the digital era.

1.1. Objectives of The Study

- To validate, look into how hotel companies' marketing performance is affected by a digital marketing focus.
- To validate, look into the connection between the adoption of digital marketing in hotels and the orientation of digital marketing.
- To validate, assess how using digital marketing tactics affects hotel companies' marketing results.

2. LITERATURE REVIEW

Ayimey et al. (2020) investigated the connection between marketing performance and market orientation in Ghana's hotel sector. The term "market orientation" refers to a company's duty to recognise and satisfy customer wants. The authors used data from Ghana's hotel business to perform an observational review. Their findings demonstrate a favourable relationship between marketing performance and market orientation. Hotels that use a market-situated strategy will typically achieve superior marketing outcomes, highlighting the importance of client-driven processes.

In-depth discussion of marketing systems for hotel organisations is provided by Bawono (2020), who emphasises the significance of these systems in enhancing marketing outcomes in the travel sector. The author transforms experiences into persuasive marketing strategies that have the power to significantly affect a hotel's performance. In order to help hotels improve their marketing success, Bawono's study highlights the importance of a highly developed marketing process tailored to the unique requirements of the hotel industry.

Halawani, Soh, and Muthaiyah (2019) look into how social media affects the operational effectiveness of hotels in the Lebanese region. Social media is becoming an excellent instrument for marketing and communication in the digital age. To determine how social media use impacts hotel performance in Lebanon, the authors conducted an analysis. According to their research, there is a positive correlation between social media presence and hotel company performance. Digital marketing tactics are crucial for the hospitality industry, as evidenced by the fact that hotels that have a big social media presence usually get better commercial results.

Nuseir and Refae (2022) investigate the effects of digital marketing skills on business success, emphasising the client relationship managers' (CRM) mediating function. The report examines how companies may use CRM to create more robust client connections, hence increasing overall business success, by utilising digital marketing tools and approaches. The results indicate that good CRM practises operate as a mediating factor between the influence of digital marketing efficacy and business performance.

With an emphasis on the hotel sector in Western Europe, Sampaio et al. (2019) investigate the connection between market orientation, customer loyalty, and business performance. Market orientation and customer loyalty have a positive association, according to the investigation, and this improves business performance. The evaluation emphasises how critical it is to understand and satisfy consumer needs, underscoring the significance of market orientation in building client loyalty and eventually improving corporate performance in the hotel industry.

Tajeddini, Martin, and Ali (2020) look at the relationship between creative orientation and systems administration ties in order to study the components of hospitality business performance. The evaluation emphasises the value of an innovative mindset in adapting to changing circumstances and making use of networking opportunities to enhance business

success in the hospitality sector. The findings highlight the necessity for hospitality industry organisations to be proactive, creative, and globally linked in order to thrive in a continuously changing market.

3. IMPACT OF DIGITAL MARKETING ON THE PERFORMANCE OF HOTEL MARKETING

Digital marketing has a profound impact on hotel marketing success, changing conventional approaches and opening up new avenues for customer acquisition. In the hospitality industry, where competition is fierce and customer behaviour is evolving, digital marketing serves as a catalyst for improved visibility, customer engagement, and overall business success.

The ability of digital marketing technologies to expand the reach of hotels accounts for a significant portion of the influence. Hotels can increase their visibility online and beyond the confines of traditional marketing by utilising platforms such as social media, search engine optimisation (Website design enhancement), and online promotion. This increased perceivability draws in a bigger crowd as well as lets hotels to target particular socioeconomics, guaranteeing that marketing ventures are contacting the ideal demographic with flawless time.

Digital marketing also gives hotels the ability to gradually attract their target audience. For instance, social media platforms provide a direct channel of communication between hotels and anticipated guests. This connection is more than just advertising; it fosters a sense of community and takes personalised communication into account, both of which are important for establishing and maintaining customer relationships. Hotels may enhance their brand presence and attract more customers by utilising social media to showcase client-produced content, reply to requests, and provide updates.

In the area of information-driven decision-making, the impact of digital marketing is also evident. The wealth of data generated by online interactions provides hotels with valuable insights on the preferences, behaviours, and inclinations of their clientele. Analyzing this information considers further developing marketing techniques and guaranteeing that drives are custom fitted to the particular requirements and requests of the ideal interest group. Information-driven bits of knowledge enable hotels to make decisions that directly contribute to marketing viability, from tailored promotional propositions to targeted publicity campaigns.

Furthermore, digital marketing employs a more prominently precise evaluation of return on investment (return for money invested). Digital marketing platforms provide robust research tools, in contrast to traditional marketing channels where survey adequacy might be challenging. Hotels are able to track website traffic, keep an eye on conversion rates, and look at how well certain marketing campaigns are working. This data-driven strategy takes into account ongoing optimisation, ensuring that marketing resources are allocated to processes that produce the highest returns.

Digital marketing has a variety of effects on hotel marketing performance. It encompasses dedication, information-driven decision-making, measurable results, and more than just perceivability. As motels embrace and integrate digital marketing orientation into their general marketing technique, they position themselves not merely to get by in a cutthroat environment however to grow and construct enduring connections with their crowd.

- **Assessing Marketing Effectiveness**

Examining marketing viability is a multifaceted process that involves a methodical assessment of key performance indicators and metrics to verify the impact of marketing campaigns. Through dissecting site analysis, businesses may monitor customer behaviour, assess online readability, and track the development of various advertising platforms. Estimating development and achievement can be handled in an organised manner by setting up attainable goals and adhering to the Savvy system. Furthermore, tracking customer feedback and satisfaction scores provides valuable subjective insights into how consumers perceive a brand and areas in need of improvement. The computation of return on investment, or return on original capital investment, is important because it provides a quantitative measure of financial returns in comparison to marketing expenses and influences asset allocation decisions. In a dynamic and serious scene, this all-inclusive assessment approach enables organisations to pursue information-driven decisions, improve techniques, and upgrade marketing endeavours for supported outcome.

- **Customer Engagement and Interaction**

Effective marketing strategies emphasise the development of meaningful relationships between a brand and its target audience through customer involvement and interaction. In the era of digitalization, sophisticated platforms such as social media provide businesses exceptional opportunities to gradually attract customers. In addition to one-way

communication, successful engagement involves promptly attending to consumer complaints, fulfilling requests, and creating a sense of community around the business. Social media forums, chat rooms, and live visit highlights provide avenues for face-to-face communication, enabling businesses to resolve client issues, project their brand, and build rapport. Furthermore, targeted advertising, tailored messaging, and original content all help to increase engagement by providing users with relevant and meaningful experiences. Strong brand loyalty is reinforced by effective customer involvement, which also turns consumers into brand ambassadors who will inevitably share good experiences and aid in the organic growth of the brand. As a result, businesses that concentrate on and excel at customer engagement establish a dynamic and responsive connection with their audience, encouraging sustained commitment and advancement in a competitive market.

- **Measuring Return on Investment (ROI)**

One of the fundamental cycles that organisations use to evaluate the financial performance and results of their marketing endeavours is the estimation of return on investment, or return for money invested. The calculation of return on capital invested involves comparing the total cost of a marketing campaign or initiative to the net benefit that is generated from it. This thorough analysis enables organisations to determine whether their marketing strategies are viable in generating revenue and achieving their objectives. Return on original capital investment provides a clear quantitative measure of the return relative to the investment, guiding decision-makers in the efficient allocation of resources. Organisations can improve their overall marketing system by making well-informed decisions about where to focus their efforts and budget by knowing which marketing channels or missions provide the highest returns. Moreover, return on capital invested analysis goes beyond merely identifying financial gains right away. It also assists in pinpointing areas for improvement and streamlining processes for sustained success, fostering a more critical and data-driven approach in the distinct domain of business and marketing.

4. METHOD

4.1. Research design

From July to October 2020, observational research was conducted on 164 hotels located in Mumbai, Pune, Nagpur, and Thane. Using the lime Study programme, an online overview was used to gather information. An email invitation to participate in the survey via the Mailchimp online application was sent to all hotel employees in the four nations that were the subject of the documentation.

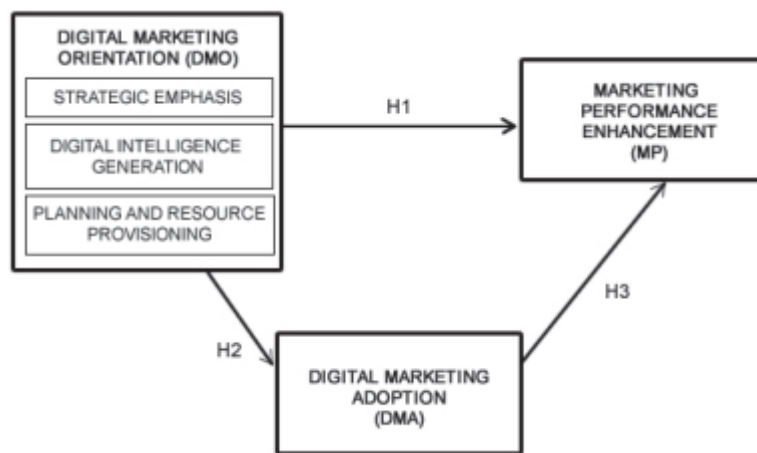


Figure 1: Model of research

Figure 1 of the research model represents three constructs: digital marketing orientation (dMO), digital marketing adoption (dMA), and marketing performance enhancement (MP). The scales are utilized to assess each of the three of the constructs, which are inactive variables. A 7-thing scale was changed from before studies to evaluate the expansion in marketing performance. The information was dissected quantitatively utilizing IBM SPSS Estimations 26, and the speculation of a causal relationship between the model's components was tried utilizing IBM Amos 23. A nonresponse inclination test was performed preceding assessing the lawfulness and perpetual nature of the estimation model. In conclusion, composite component not set in stone for each construction and applied as single-point markers for the way examination.

4.2. Research sample

The whole population of the 1412 ordered hotels in Mumbai, the Republic of Pune, Nagpur, and Thane received an email invitation to participate in the study. We obtained their email addresses from their websites and their identities and web addresses from actual government registers. 200 fully completed surveys—or 12.8% of the total population—were processed after incomplete responses were eliminated. The sample profile can be seen in Table 1.

Table 1: An Example of a Profile

	Mumbai	Pune	Thane	Nagpur	Total	% Total
Number of Hotels	60	70	30	40	200	100.0
Hotel Type						
- Part of Hotel Group	8	10	5	7	30	12.8
- Independent	30	40	30	70	170	87.2
Hotel Categorization						
- 2*	4	1	2	3	10	1.8
- 3*	15	15	13	17	60	30.5
- 4*	30	40	12	23	105	61.6
- 5*	4	6	2	3	15	4.3
- Not Categorized	3	2	3	2	10	1.8
Hotel Size						
- No of Rooms 0-24	30	10	10	20	70	39.0
- No of Rooms 25-99	20	30	10	10	70	41.5
- No of Rooms 100-299	6	20	7	7	40	14.6
- No of Rooms > 299	5	9	3	3	20	4.9
No of Employees						
- 1-10	10	20	20	10	60	32.9
- 11-20	10	20	10	15	55	26.2
- 21-30	4	6	5	5	20	9.8
- 31-40	5	7	6	7	25	11.0
- 41-50	4	2	2	2	10	3.7
- > 50	2	20	3	5	30	15.9
Gender of the Respondent						
- Male	10	30	10	20	70	39.0
- Female	30	25	15	20	90	54.3
- NN	15	10	10	5	40	6.7
Position of the Respondent						
- Board Member	6	5	6	3	20	9.8
- General Manager	15	30	10	20	75	43.3

- Marketing Manager	8	13	7	7	35	10.4
- Sales Manager	10	4	3	3	20	19.5
- Person in charge of DM	1	5	2	2	10	2.4
- Reception Manager	20	4	7	9	40	10.4

4.3. Hypothesis of The Study

The study model incorporates the following hypotheses, which are based on earlier research:

H1. The hotel company's marketing performance is significantly enhanced by its degree of digital marketing focus.

H2. The hotel company's adoption of digital marketing is significantly impacted favourably by its degree of digital marketing orientation.

H3. The hotel company's marketing performance is significantly improved by its implementation of digital marketing.

5. RESULTS

5.1. Assessing the reliability and validity of a model

Prior to assessing the legitimacy and reliability of the assessing model, a "nonresponse predisposition" test was completed using the extrapolation strategy for progress waves.

All scale items showed non-significant results ($p > .05$) according to Levene's Test, indicating that there is little to no difference between early and late responders. This confirms the review's conclusion that there is insufficient non-response tendency.

The information's reasonableness for factorization was confirmed by Bartlett's preliminary of sphericity, which has a huge probability of.0001, and Kaiser-Mayer Olkin (KMO) worth of.904. The most outrageous likelihood strategy (MI) could be utilized to separate variables since it was resolved that the information distribution was regularly disseminated. As expected, an exploratory component study utilizing the MI technique with Promax rotation yielded five factors. to choose the number of components to keep. Three first-demand factors — Key Accentuation (SE); digital Understanding generation (dIg); and Organizing and

Resource Provisioning (PRP) — address digital marketing orientation as a second-demand component. The fourth component connects with the adoption of digital marketing (dMA), while the fifth component centres around improving marketing performance (MP). With the exception of the variable dIg1, all that fit inside the estimation scale for digital marketing orientation was kept in the estimation model. Five out of the twelve things on the digital marketing adoption scale and three out of the seven components on the scale used to appraise marketing performance enhancement were held. Each component stacks any remaining components with under 0.37 and any factor with more than 0.5. The determined variable solution shows both convergent authenticity of scales (factors load their component on typical with more than 0.9) and discriminant authenticity (no unfavourable cross-loads in the model system, and no correlations over 0.9 in the correlation grid of erased factors).

Table 2: Findings from a preliminary factor analysis

Item code	Factor				
	PRP	SE	DMA	DIG	MP
PRP6	.845				
PRP5	.824				
PRP3	.807				
PRP1	.799				
PRP4	.760				
PRP2	.646				
SE1		.938			
SE4		.879			
SE2		.683			
SE5		.623			
SE3		.538			
DMA1			.933		
DMA2			.798		
DMA3			.790		
DMA5			.624		
DMA7			.616		
DIG4				.830	

DIG2				.795	
DIG3				.530	
MP4					.924
MP3					.754
MP6					.503

A confirmatory component investigation was carried out to evaluate the estimate model's attack in addition to the exploratory element examination. The obtained model matches the observational data with five first-request variables and one second-request component.

Additional measurements of reliability are determined, including McDonald Construct Reliability coefficient omega (Max R(H)), Average Variance Extracted (AVE), Maximum Shared Variance (MSV), and Construct Reliability (cR). Each tip validates the reliability and legitimacy of the assessing model.

Table 3: thresholds for reliability measures

Name	Threshold
Construct Reliability (CR)	> 0.7
Average Variance Extracted (AVE)	> 0.5
Maximum Shared Variance (MSV)	MSV < AVE
	The AVE > inter-construct correlations square root

Table 4: indicators for evaluating the discriminatory and convergent validity

	CR	AVE	MSV	Max R(H)	DMA	SE	DIG	PRP	MP
DMA	0.899	0.642	0.586	0.923	0.802				
SE	0.899	0.639	0.586	0.908	0.766	0.799			
DIG	0.862	0.674	0.575	0.863	0.596	0.466	0.820		
PRP	0.920	0.654	0.575	0.920	0.690	0.645	0.759	0.810	
MP	0.776	0.545	0.036	0.830	0.074	0.155	-0.012	0.187	0.739

5.2.Causal model

The IBM Amos 23 primary equation display bundle is employed to examine the theoretical causal links among the model's constructs. The maximum-probability gauges approach is applied to execute way evaluation using factor scores as single thing markers. The causal model's route overview is presented in Figure 2. The assessed normalised border for each bolt addressing the causative way is displayed. Underneath each construct name is the squared difference correlation coefficient, which shows the full variance of the referent ward variable in light of the estimated model.

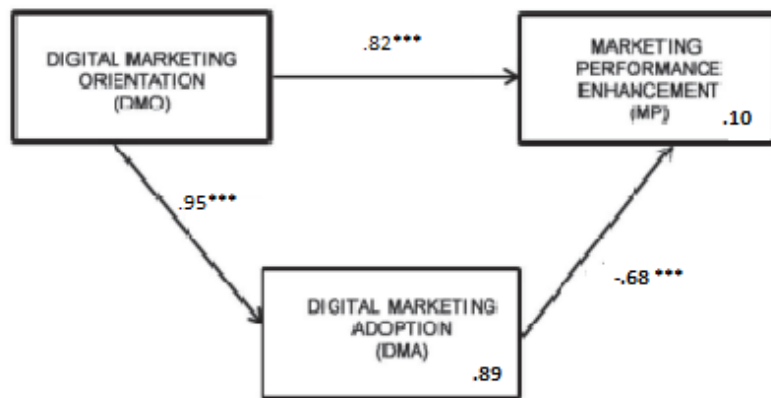


Figure 2: The path analysis's results

Figure 2 shows how the adoption of digital marketing and the enhancement of marketing performance are both exceptionally and totally affected by digital marketing orientation (H1) (H2). The model shows how taking on digital marketing significantly affects raising marketing performance (H3).

Since the causative relationship between digital marketing orientation and the improvement of marketing performance can be both immediate and aberrant relying upon the digital marketing adoption component, the full causal effect was handled and given in Table 5.

Table 5: Total, indirect, and standardised impacts

Predictor Variables	Criterion Variable	Direct Effect	Indirect Effect	Total Effect	Hypothesis
Digital marketing orientation	Marketing performance enhancement	.803	-.665	.183	H1
Digital marketing orientation	Digital marketing adoption	.936	.002	.936	H2

Digital marketing adoption	Marketing performance enhancement	-.665	.002	-.665	H3
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6. DISCUSSION

The hotel's digital marketing orientation (dMO) impressively affects the two its adoption of digital marketing (dMA) and marketing performance enhancement (MP), as indicated by the strategy research-upheld assumptions H1 and H2. The way that the utilization of digital marketing straightforwardly affected improving marketing performance, in any case, refuted the third assumption.

Two additional components, digital marketing adoption and marketing performance enhancement, were incorporated to the second strong model, which tried the scale for assessing digital marketing orientation (dMO) in hotels. The hypothetical (academic) consequences of the research are reflected in this technique. All hidden components inside the dMO scale were kept in the model utilizing factor examination, with the exception of the dIgl variable ("We have obviously described limits (estimations) for assessing the performance of our site"). The estimation instruments for improving marketing performance and taking on digital marketing have been made and supported. These advances utilize information from prior research projects completed in numerous organizations.

Through investigation, it was demonstrated that digital marketing orientation has a positive direct impact (.803) on further developing marketing performance and a positive direct effect (.936) on digital marketing adoption.

Adoption of digital marketing was found to have a negative direct effect (- .665) on further developing marketing performance. This troublesome result is, in some sense, ordinary and consistent with past examinations in different undertakings embraced. which is that utilizing digital marketing apparatuses by alone doesn't consequently ensure continued improvement in marketing performance.

The interpretation of the gathered review information has common sense (regulatory) ramifications. These propose that the use of digital marketing gadgets and the money spent on them ought to be directed by thorough mission arranging, with decisions made in light of information delivered by a first-rate digital information system. To support result and adequacy, digital investigation ought to consider continuous improvement of digital marketing

drives. The hotel's board ought to administer all representatives taking part in digital marketing efforts, give the staff adequate preparation on digital marketing, and offer fitting specific help. The marketing plan should incorporate a digital marketing technique as a centre component, and digital marketing efforts should advance the optimization of marketing efforts by and large. If not, imprudent and inefficient spending on specific online exercises could bring about greater expenses and inconsistent messages from customers, which would bring down hotel efficiency and harm its reputation. A stronger spotlight on digital marketing brings about a more elevated level of digital marketing in hotels, which thusly drives the creation of more designated marketing efforts and, ultimately, more modern marketing efforts. "Endeavours made by marketing staff lead to effective digital marketing implementation, taking everything into account; it isn't the utilization of digital marketing mechanical assemblies as such." The outcomes confirm that hotels should continually support their staff individuals' education in digital marketing and cautiously select accomplices that can offer them the particular assist they with expecting to execute their systems.

7. CONCLUSION AND RECOMMENDATION

This study highlights the revolutionary effect of digital marketing orientation on hotel marketing success by illuminating the nuanced interaction between digital strategies and critical operational components. The research presented highlights how widely free hotels are adopting digital marketing and how adaptable it is to different sizes and classifications. As hotels increasingly use digital platforms for guest interactions, the findings emphasise the need for a comprehensive approach that incorporates social media, search engine optimisation, and targeted advertising. The cross-functional significance of digital marketing is highlighted by the diversity of respondent roles, with senior supervisors and team leads having a crucial representation. The review's experiences shed light on not only how digital marketing is currently being used, but also how it may influence hotel marketing in the future. This can help hotels better understand the potential of the digital landscape and enhance their overall marketing effectiveness.

It is advised that hotels concentrate on staff training in digital procedures, bolster social media engagement, advance search engine perceivability, influence information examination for designated marketing, and look into partnerships with industry titans and online travel agencies in order to improve hotel marketing performance through digital marketing orientation. All in all, these strategies put hotels in a position to thrive in the rapidly evolving

digital landscape, ensuring a competitive edge and fostering growth in the distinctive hospitality sector.

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THE IMPACT OF MASS MEDIA ON THE OBJECTIFICATION OF INDIVIDUALS

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Abstract

The media are a means of disseminating information to a wide group of people. It has a significant influence on our daily lives and is a wonderful source of entertainment and information. From the youngest to the oldest, it reaches all demographics and impacts them in unique ways. Since the media is where most of our news and information comes from, it helps shape public opinion. In this paper, we surveyed people in the specified age range to find out what they think, feel, and how much sway they have. In addition, we have pointed out certain media events that amplify the problem, and we have offered a method to lessen the impact without objectifying people.

Keywords-: *Mass Media, Tools, Communication, Individuals.*

1. INTRODUCTION

With greater projected prevalence rates in younger populations, clinical and subclinical eating disorders remain an unresolved health concern that continues to impact a considerable number of women, despite the many breakthroughs achieved in research, prevention, and treatment. In a meta-analysis of prospective and experimental studies, socio-cultural factors were found to have the strongest empirical evidence, and they are also often regarded as the most important variables in the promotion and maintenance of eating disorders. One of the most pervasive and influential social forces is the visual media, which serves to model and reinforce

cultural standards of beauty and appeal. This idea is backed by multiple pieces of evidence. First, the media's portrayal of the ideal weight for women has been steadily declining over the last 30 years, coinciding with a sharp rise in the prevalence of eating disorders in Western society. According to a recent study carried out in a society that is not yet exposed to media, adolescent Fijian girls' unhealthy eating habits have grown since the advent of regional television. This suggests that the assimilation of Western-oriented values and standards of beauty, as portrayed in the media, is on the rise and greatly contributes to the development of eating disorders in women. Second, just as eating disorders were on the rise, women's magazines began to feature more and more ads for weight-loss goods and stories touting extreme diet plans. discovered that weight loss adverts appeared almost ten times more frequently in women's publications than in magazines aimed at males, which is in line with the gender ratio reported for full-blown eating disorders. As a third point, a large amount of research has shown that when women see unrealistically thin models in women's magazines or on television, rather than average-size models or control pictures, they are more likely to experience negative emotions like shame regarding their bodies. There is evidence in the literature linking these negative body image sentiments to a variety of psychopathological conditions, including eating disorders and other mental illnesses.

Despite the pervasive influence of media idealisation on women, it is evident that not all of them acquire clinically diagnosable eating disorders or have poor self-perceptions of their bodies. According to the available data, there are two main ways in which the pervasive idealisation of thin female figures in the visual media affects women's body image and their propensity to engage in eating disorders: first, by internalising this ideal, and second, by investing in their appearance as a means of self-evaluation. People start to believe what they see in the media as fact the more they are exposed to it, according to communications theory. A number of women internalise the thin ideal to the point where they use it as a yardstick to evaluate their own performance. To add insult to injury, "thin body ideals are not offered in a void but rather as part of complex cultural scripts that link thinness and attractiveness to happiness, desirability, and status" (emphasis added), while being overweight or unfit is associated with sloth, lack of self-control, and lack of initiative. As a result, conforming to society's expectations for body type becomes an essential component of self-esteem for those who embrace this cultural schema. Because puberty-related physical changes steer adolescent girls' bodies in the opposite direction of the thin ideal, this process may be especially noticeable in this age group of women. The high prevalence of eating disorders among teenage

girls may be at least partially explained by the negative body image that develops during this time.

The recently proposed objectification theory provides a more nuanced explanation of the behavioural and emotional reactions of women to their drive to conform to Western cultural standards of physical attractiveness by integrating the internalisation and investment of appearance. An important step towards understanding how to prevent and treat eating disorders in women is this social-constructivist approach, which integrates previous research and theory on the topic and shows how intrapersonal and contextual variables interact to predict the symptomatology of these disorders. According to a recent analysis of empirical evidence, objectification theory is a viable framework for understanding why women are at a higher risk than men for developing eating disorders; it is applicable to the fields of psychology, sociology of body, women's psychology, and gender psychology. It was eventually expanded to include men's experiences and those seen to be particularly important for subgroups of men like homosexuals, while the theory's origins were in women's experiences and research with young adult women and teenage girls.

2. OBJECTIVES

- Consider how the media portrayal of an idealised body type influences public opinion.
- Learn more about the effects of the media on people's perceptions of their own bodies.
- Evaluate the impact of media portrayals of an idealised body type on viewers' perceptions of themselves.
- Evaluate the efficacy of distributing a Google Form survey via Facebook and WhatsApp.

3. LITERATURE REVIEW

Karsay et al. (2021). The association between mass media consumption, self-objectification, and positive body image was studied in this cross-national study among boys and girls from Austria, Belgium, Spain, and South Korea (N = 1,983; Mage = 14.41, SD = 1.08). This was achieved by (a) expanding previous studies that had focused on the correlation between media consumption and a healthy body image in teenagers to incorporate a wider range of genres, (b) positing self-objectification as a possible intermediary, (c) making gender distinctions, and (d) conducting cross-cultural tests of these hypotheses. In sum, our results imply that there is a positive and negative relationship between adolescent body positivity and media consumption patterns that place an emphasis on physical beauty and (sexual) appearance.

There is a mediating relationship between self-objectification (the tendency to place more value on outward appearance than on internal qualities like competence or functioning) and a favourable body image among adolescents. More studies examining the relationship between media portrayals of bodies and good body image are necessary in light of our findings.

Karsay et al. (2019). From 1995 to 2016, we analysed 462 prominent music videos for their visual content, specifically looking at how they portrayed sexuality, sexual objectification, and ambiguous expressions of sexuality. The genre of the music video, the artist's gender and race, and other contextual factors were included in our analysis. There was no change in sexual objectification or depicted sexuality across the time period investigated, according to regression analysis. But there was an uptick in sexually suggestive body language, including posing, gesturing, and facial expressions. Artists of feminine musical origin were also more frequently sexualized than their male counterparts. Compared to female painters, male artists were more prone to objectify other people. Additionally, compared to White/Caucasian artists, Black and non-White artists were more likely to display sexually ambiguous expression. When comparing pop music videos to those from R&B, hip-hop, or rap, there were no discernible distinctions. Future study directions are proposed after analysing our results via the lenses of objectification theory and social-cognitive theory. All rights reserved, (PsycINFO Database Record (c) 2020 APA.

Trekels et al. (2021). This study aims to gain a better understanding of the connections between the sexualizing signals that early adolescents encounter from their peers and the sexualization of themselves, which is defined as engaging in behaviours that enhance one's sexual appearance. The current three-wave panel study (N = 971, 49% female; Mage = 11.14) aims to achieve this goal by considering intra- and interpersonal dimensions of sexualization. Individuals' adoption of an observer's perspective on their own physical self (intrapersonal) and on others (interpersonal) were included as mediating variables, and research has demonstrated that sexualizing experiences contribute to this process. Interactions with peers (W1) were associated with self-objectification (W2), according to structural equation modelling, whereas interactions with others (W2) were not. Further, self-sexualization was linked to objectification of oneself (W2) but not other people (W2). Thus, the results show that self-sexualization was more strongly correlated with an appearance-focused attitude towards the self than with an objectified view of other people. It is more probable that early

adolescents' exposure to sexualizing signals in social settings and from their peers, rather than from their own media use, is the source of their appearance investment.

Rousseau et al. (2018). Adolescents may be exposed to heterosexual scripts through sexually objectifying media. Having a pessimistic outlook on dating has been associated with endorsing such scripts. At this time, there is a paucity of evidence from a younger sample that supports these ideas. Consequently, the purpose of this cross-sectional study was to investigate whether or not preteens' exposure to sexually objectifying TV scripts was associated with increased objectification of self and others ($M = 11.57$, $SD = .52$). The results of a moderated mediation model showed that preteens' support of an objectified dating script was positively correlated with their exposure to sexually objectifying television scripts. Consequently, girls and, to a lesser degree, guys, began to objectify themselves after the validation of an objectified courting script. When it came to interpersonal objectification, there were no discernible gender differences: The objectification of girls and women in general was positively correlated with the support of an objectified dating script by both boys and girls.

Wang et al. (2021). Little is known regarding the existence of bidirectional correlations between selfie behaviours and these body-related factors over time, but a small number of cross-sectional research have indicated that selfie-related behaviours are positively associated with self-objectification and appearance concerns. Using a longitudinal approach, this study looked at how selfie-related behaviours, self-objectification, and concerns about one's looks were correlated with one another among teenagers. Both the baseline and 6-month follow-up surveys were filled out by Chinese adolescents. Important concepts included self-objectification, posting, editing, and viewing selfies, as well as unhappiness with one's face and body. The results showed that compared to sharing selfies, editing selfies projected that teenagers would become more self-absorbed and worried about their physical and facial attractiveness. Over time, viewing selfies was associated with more self-objectification and dissatisfaction with one's face, but not one's body. Conversely, higher levels of self-objectification in the past were associated with more frequent selfies in the future among teenagers. Additionally, teenage body dissatisfaction did not affect subsequent selfie-related behaviours, although teenage face dissatisfaction did predict selfie-viewing and selfie-editing but not selfie-posting. The results shed light on the symbiotic links between body image and behaviours involving selfies.

4. RESEARCH METHODOLOGY

The researcher set out to poll people in the specified age bracket in order to ascertain the impact of the media. In this research article, we examine how the media shapes public perceptions of idealised body types through the use of statistics and analysis. The scope of the problem can be better understood with the use of this survey. The researcher used Google Forms to administer the survey and disseminated it to the intended respondents via Facebook and WhatsApp, among other social media platforms. Out of 207 responses, almost 60% were in the 20-to 30-year-old age bracket. In order to promote greater involvement and suitable responses, the questions were kept brief and to the point.

5. DATA ANALYSIS AND INTERPRETATION WITH THE HELP OF APPROPRIATE TEST

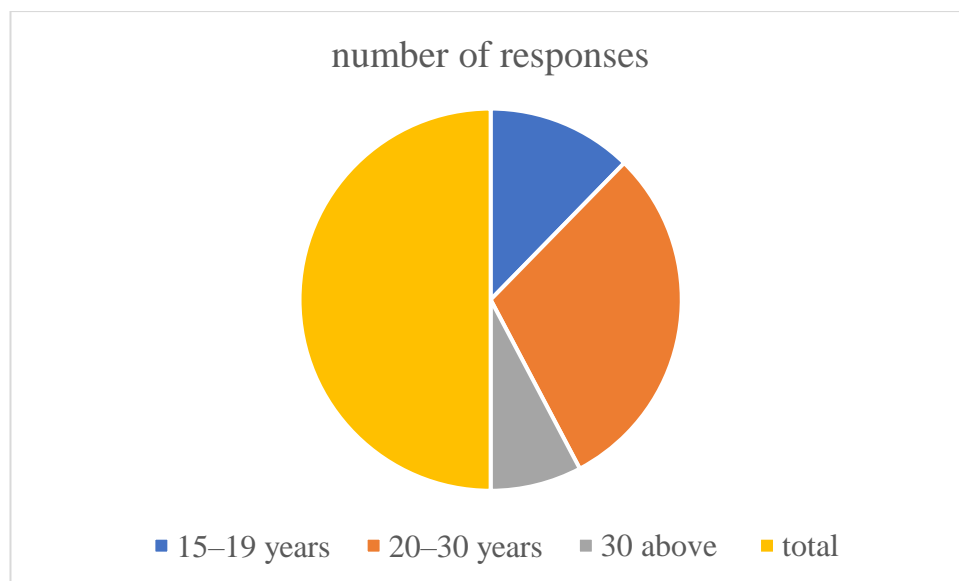


Figure 1: Age of the Respondents

To find out who filled out the form the most, we inquired their age. Of the 207 replies, 51 came from those in the 15–19 age bracket, 124 from those in the 20–30 bracket, and the remaining 32 from those 30 and older made up the total. People in their twenties and thirties make up the bulk of the form replies because that is the demographic most represented in the publication.

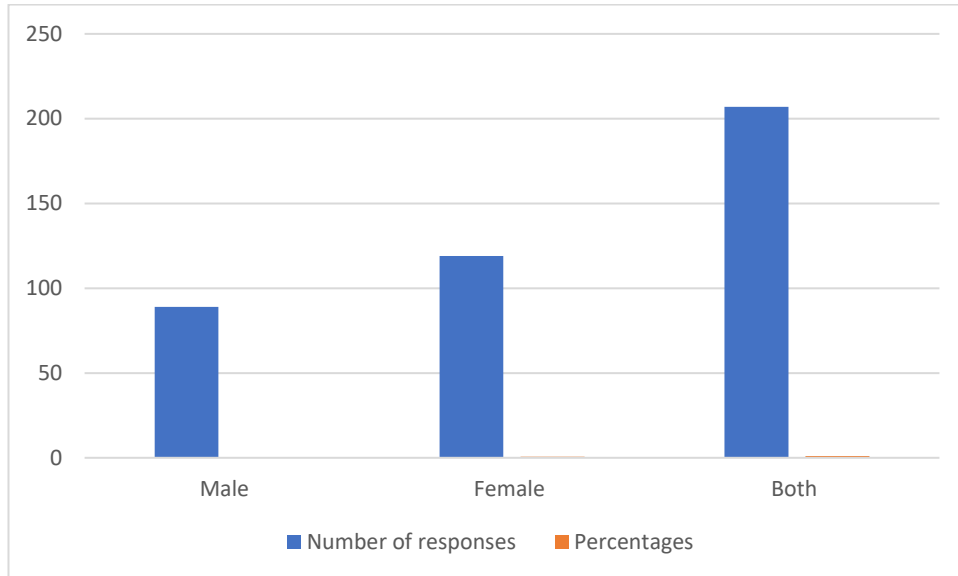


Figure 2: Gender of the Respondents

To ensure that the results were not skewed due to gender bias, we asked a generic question about the audience's gender and received equally representative answers from both sexes. Women filled out 43% of the total responses, while males filled out 57%. Since the proportion of male and female respondents is almost equal, the results can be considered.

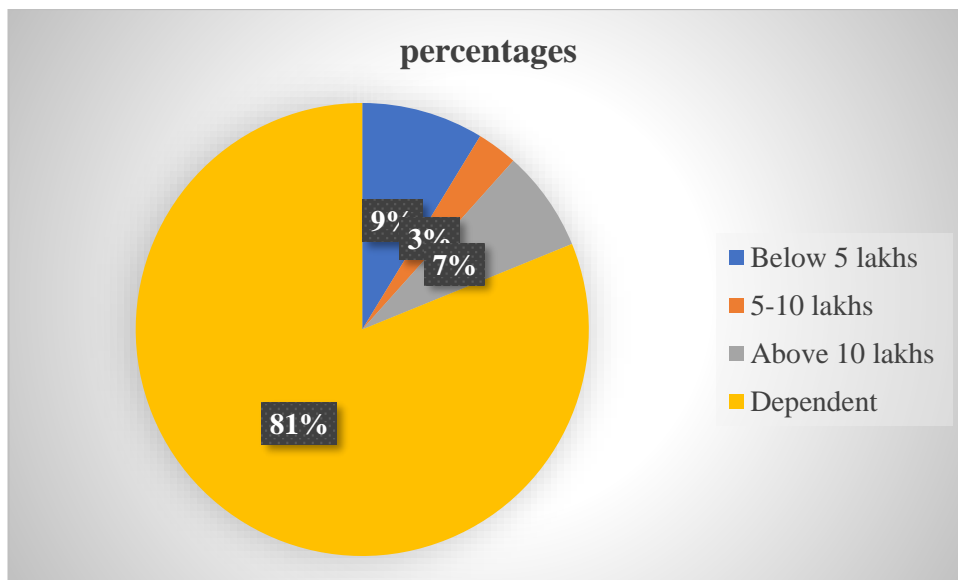


Figure 3: Income of the Respondents

Earnings play a significant role. Anyone can be swayed, but whether or not they respond appropriately after being persuaded is highly dependent on their socioeconomic standing. Figure 3 shows that students and dependents made up the bulk of the form fillers. Household breadwinners were the primary dependents in this case.

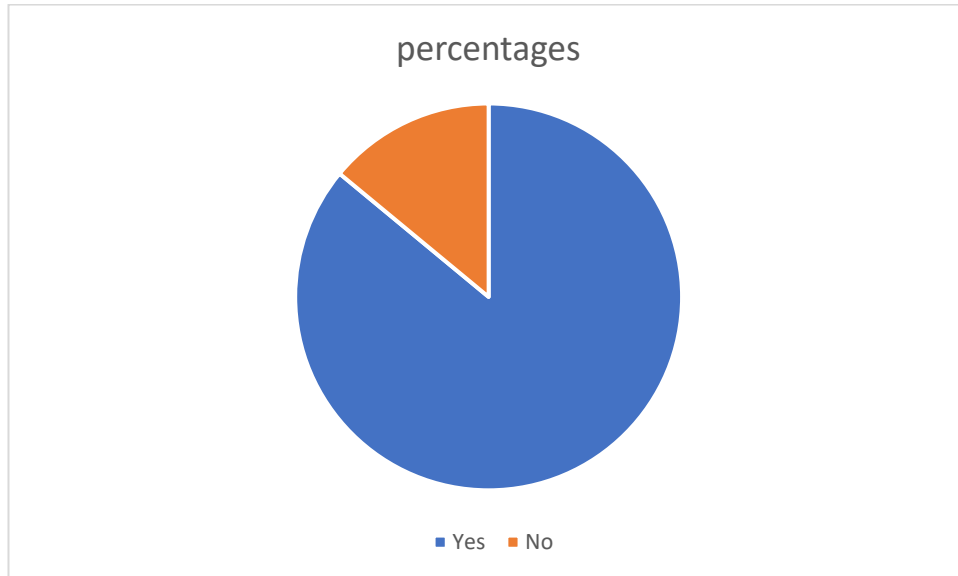


Figure 4: Idealising model/ actor with respect to physical appearance

People tend to look up to models in the media, particularly when it comes to their physical appearance, because the media portrays models with a defined physique and attractive features in a positive light. Figure 4 shows the proportion of viewers that hold models or actresses in high esteem based on their physical attractiveness. It is evident from the data that 43% of the surveyed individuals say that they do admire role models. The gravity of the situation is heightened by this.

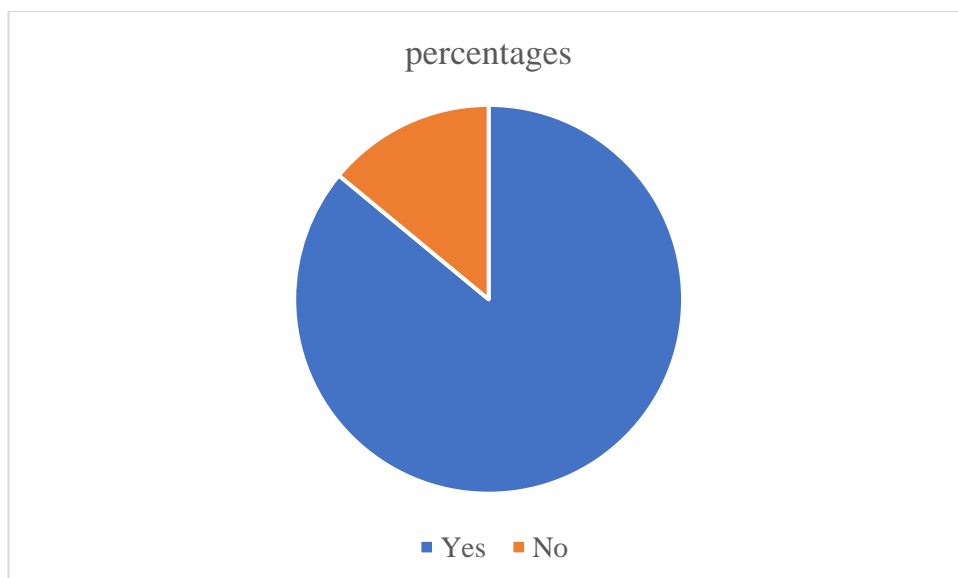


Figure 5: Idea of going to gym

A necessary piece of information is people's awareness of their bodies. Figure 5 shows the results of the poll that was used to determine whether the audience thinks it's a good idea to

go to the gym. Since most of the people surveyed were in their twenties and thirties, it stands to reason that improving their physical appearance was their primary motivation for attending a gym. Nearly 70% of respondents said they would rather go to the gym if given the choice. The media promotes unrealistic standards of beauty by featuring ads for gym memberships and diet pills that promise viewers a body similar to that of the top models.

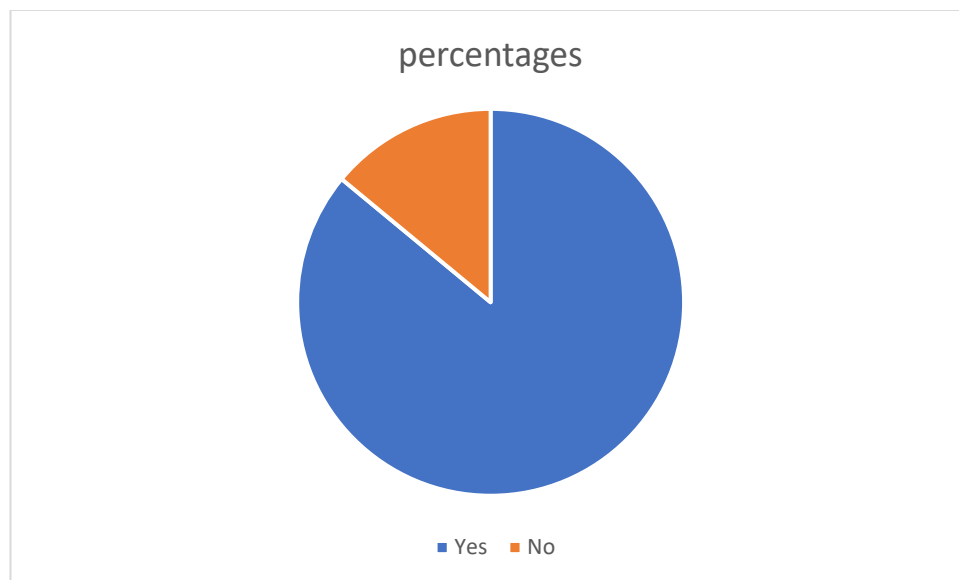


Figure 6: DEficiences in physical appearance

The survey's stated goal was to document audience members' feelings regarding their physical appearance and whether or not they perceive any flaws in it in order to gain insight into people's self-perceptions. Evidently, 52% of the audience does think they fall short in some way when it comes to their physical appearance, according to the data shown in Figure 6. They seem to be falling short because they are always comparing themselves to someone else, even if they secretly admire and look up to that person.

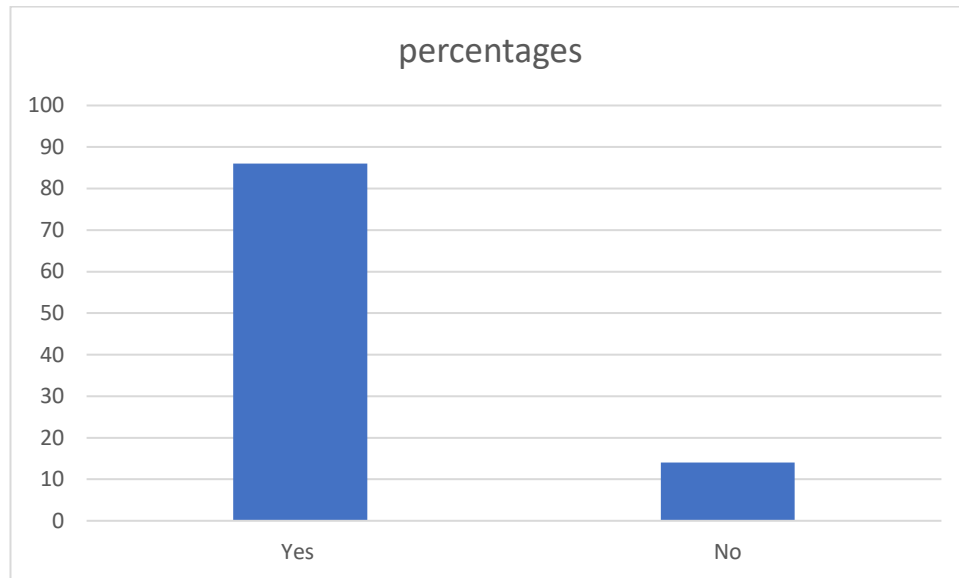


Figure 7: Branded attire adds value to appearance

These days, it's not uncommon for famous people to serve as brand ambassadors for major apparel companies. One of their primary goals in doing so is to increase sales of celebrity items to the fans of those celebrities. The percentage of the population that buys name-brand clothing because they believe it makes them look better was thus determined by the poll. The data shows that 46% of the respondents agree with this, as seen in Figure 7. Even while it's not the vast majority, it's still a significant portion—nearly half of the population. The stars do not wear inexpensive clothing, thus if you want to look beautiful, you need to wear branded clothes. Also bringing up the topic of clothing as a means of objectifying humans, Awasthi13 makes this same point.

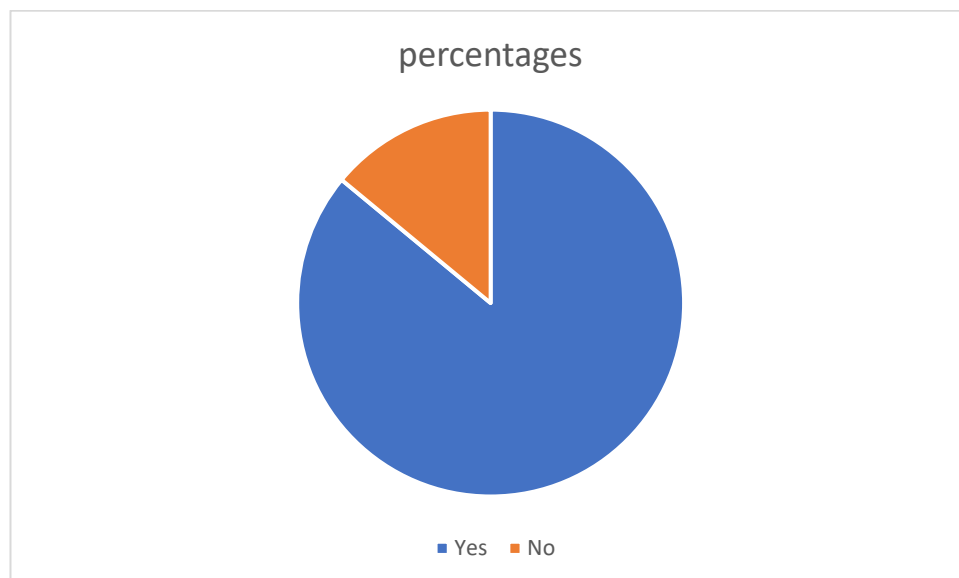


Figure 8: Well-groomed appearance lends credence to appearance

External criteria such as grooming and appearance are being used to describe an admirable individual. The cultural mindset has been shaped to accept that one can only be considered attractive if they are good, wear costly clothes, and likely style their hair according to the latest fashion. This is supported by 86% of the audience, who believe in the fact.

6. CONCLUSION AND RECOMMENDATION

The country's youth have a responsibility to raise awareness about the need to end the practise of idealising a flawless human being in order to motivate others to emulate that person. Major corporations use these strategies to promote their wares. Looks matter a lot, and this prejudice has been created over time, therefore you won't see any corporation endorsing items with a dark-skinned, obese individual. The objectification of women through comments on their clothing choices and sense of style has recently been brought up by activists. Keep in mind that objectification is a problem for all humans, not just women. The media's promotion of unhealthy lifestyle choices, such as beauty pageants, skin lightening products, and extreme weight loss regimens, is the root of the problem. The better course of action would be to encourage others to love and accept themselves just as they are, to recognise and accept their own strengths and weaknesses, and to stop comparing themselves to others.

There must be extensive efforts to promote media literacy and critical awareness among audiences in response to the known effect of mass media on objectifying individuals. Deconstructing media messages, recognising damaging stereotypes, and engaging in deliberate consumption are all skills that should be taught in educational efforts. The media should establish ethical standards that promote diverse and genuine images of people and place a premium on the respectful and inclusive portrayal of persons. Responsible media practises can be developed and adhered to through collaborative efforts involving advocacy groups, regulatory bodies, and media outlets. By taking a comprehensive approach, we may lessen the impact of media objectification and create an environment where everyone's innate dignity is valued and protected.

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VISUAL ARTS IN THE DIGITAL AGE: REDEFINING CREATIVITY AND EXPRESSION

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Abstract

After the advent of the digital era, there has been a significant shift that has taken place in the terrain of the visual arts. This abstract investigates the complex influence that digital technology has had on creative production. It provides an in-depth look at the ways in which artists negotiate, confront, and rethink established paradigms of creativity and expression. This investigation unpacks the revolutionary impact that digital media play in influencing the present landscape of the visual arts, ranging from the democratisation of creative tools to the exploration of virtual spaces. The abstract sheds light on the dynamic interaction between creative creativity and technical development by diving into the combination of classical approaches with cutting-edge digital procedures. In addition to this, it investigates the changing interaction that exists between artists and the audiences that they serve within the framework of interactive digital platforms, drawing attention to the altering dynamics of engagement and involvement. This abstract gives a critical view through which to comprehend the fundamental redefining of creativity and expression in visual arts within the rich tapestry of the digital era. As we stand at the crossroads of analogy and digital, this abstract is providing us with a critical prism through which to grasp this profound redefinition.

Keywords: Visual Arts, Creativity, Intersection Expression, Digital Age.

1. Introduction

Globalisation and digital art are complex phenomena. Because of their historical coincidence, they can be used to inform understandings of each other, with each having the potential to function as an affective and experiential construct. Conceptualisations of globalisation have dramatically changed in response to the rise of digital technology.

Writers have engaged with the spatial and temporal conditions of what has been variously termed the ‘network society’ This paper explores these altered conditions and posits that new languages are required to articulate globalisation’s individual affects. It reveals how digital art can function as a loupe for observing and expressing globalisation, as a human phenomenon.



Figure 1: Visual Arts in The Digital Age

The presentation of globalisation as a human and ‘felt’ phenomenon is a critical breakthrough in the understanding and conceptualisation of globalisation. It is important because it provides new ways of accessing difficult concepts often discussed in large-scale, systemic and intangible ways.

In popular media and texts, globalisation is often expressed in terms of the expansion of financial markets, the proliferation of Western capitalism, the growth of global consumption and the rise of Americanisation. As Jonathon Xavier Inda and Renato Rosaldo argue, there is

a strong pattern of thinking about globalisation ‘principally in terms of very largescale economic, political, or cultural processes.

1.1. AI and Creativity: Redefining Digital Art

The advent of artificial intelligence (AI) is ushering in a new age for digital art, pushing the frontiers of what is considered to be possible and changing the landscape of creative possibility. This investigation dives into the revolutionary impact that AI plays in the area of visual expression, shedding light on how computers and algorithms are becoming significant partners in the creative process.



Figure 2: AI and Creativity

Specifically, this investigation focuses on the realm of digital art. In the area of digital creation, artificial intelligence is redefining the possibilities and expanding the boundaries in the form of anything from generative art to cutting-edge technologies.

1.2. Visual Arts and Creativity: A Dynamic Interplay

Visual arts, as a form of creative expression, embodies a dynamic interplay between imagination, skill, and innovation. Artist’s harness various mediums, from traditional techniques to cutting-edge technologies, to bring forth their unique visions and narratives. Creativity in the visual arts extends beyond technical proficiency; it is a fluid and evolving process that embraces experimentation, intuition, and the exploration of new possibilities.



Figure 3: Visual Arts and Creativity

The canvas, whether physical or digital, becomes a space for the artist's imagination to unfold. The use of colour, form, texture, and composition becomes a language through which emotions, ideas, and perspectives are communicated. Creativity in visual arts is not confined to the end product but is inherently embedded in the journey of conceptualization, experimentation, and the artist's response to the evolving world around them.

In contemporary contexts, the fusion of traditional artistry with technological advancements amplifies the scope of creativity in visual arts. Digital tools, virtual reality, and artificial intelligence become additional palettes for artists to navigate, opening doors to novel expressions and pushing the boundaries of what is visually conceivable. The intersection of traditional craftsmanship with modern innovation allows for a rich tapestry of creative exploration.

visual arts and creativity play a crucial role in cultural expression and societal dialogue. Artists serve as interpreters of the human experience, reflecting the zeitgeist and challenging prevailing norms. The act of creation becomes a form of communication, fostering connections between individuals and communities by providing a shared visual language that transcends cultural, linguistic, and geographic barriers.

In essence, the visual arts thrive on creativity as the driving force behind innovation and expression. It is a realm where the artist's imagination converges with technical skill, cultural influences, and the ever-evolving landscape of the world. Through this dynamic interplay,

visual arts not only capture the essence of the present moment but also contribute to the ongoing narrative of human creativity and ingenuity.

2. Literature review

Mago's (2010) An in-depth examination of the current state of creative expression in India may be obtained via an exploration of the contemporary art landscape inside the nation. In their work, Mago provides an extensive examination of the many forms, themes, and cultural elements that play a role in shaping the modern creative narrative, with a specific emphasis on the complex dynamics within the Indian art scene.

Mark Hansen's (2004) This landmark article provides a theoretical framework that can be used to understand the implications that new technologies will have on the field of artistic manifestation. This framework can be used to understand the implications that emerging technologies will have on the field of artistic manifestation. Hansen offers a conceptual framework that is based on the confluence of philosophy and technology in order to investigate the significant effect that new forms of media have on the conception and realisation of creative works.

Lev Manovich's (2004) The current research investigates, within the context of the area of computer graphics, not only the scientific underpinnings of visual perception, but also the aesthetic aspects of computer-generated art. Specifically, the research focuses on the aesthetic qualities of pixel art. This is done in order to have a better understanding of the potential applications of computer graphics. This important study will investigate the interrelationships between technology, aesthetics, and visual representation in order to shed light on the expanding relevance of computer graphics in the realm of creative production. The goal of this research is to offer light on the growing significance of computer graphics in the sphere of creative creation.

Bahl's (2009) The activity of providing a contribution to the continuing discussion on new media art takes place within the context of a publication known as Art & Deal magazine. Bahl examines how the very essence of creative practises has changed in the digital era, delivering an illuminating perspective on the merging of art and technology in the process. During the course of this examination, Bahl conducts research into the dynamic and ever-changing landscape of the field of art that is known as new media art.

Chari's (2009) An examination into the qualities of digital art in current settings may lead to the discovery of a perceptive analysis of the illusions and realities that are present in the world of digital creation. This might be the case if the study leads to the finding of a digital artwork. Chari is able to make a substantial contribution to the ongoing discussion on the characteristics and effects of digital art within the setting of the contemporary art scene since she has carried out this study and contributed to the following discourse about the subject.

Dalmia, Y., Datta, E., Sambrani, C., & Martha, J. K. (2010) This body of work, which was made in partnership with Dalmia, Datta, Sambrani, and Martha, offers a post-independence perspective on Indian contemporary art. The artists who contributed to its creation are Dalmia, Datta, Sambrani, and Martha. This book, which was produced by Vadehra Art Gallery, is an in-depth exploration of the trajectories, themes, and inspirations that have characterised the colourful and diverse landscape of Indian contemporary art since the country's independence. The book was written by artists who have worked in the field of Indian contemporary art.

3. Digital Technology: It's Role in visual Art Creativity

In the dynamic field of visual art, the emergence of digital technology as a revolutionary force has become more important in recent years. As a consequence of this, the manner in which artists think about, create, and engage with the things that they make have undergone significant alterations.

This section discusses the many roles that digital technology plays in fostering creative expression within the setting of the area of visual arts. This part's focus is on facilitating creative expression.

3.1.Digital Tools as Artistic Instruments

Visual artists today have access to a wealth of tools and software owing to the spread of digital technology, which may be considered of as modern creative instruments. This access is made possible by the fact that visual artists now have access to digital technology.

Users of graphic design software, digital drawing tablets, and advanced editing programmes all have access to a broad array of choices for experimenting with their works thanks to the availability of these tools. Artists have the ability to accurately change, layer, and mix components, which enables them to access new levels of creativity that are not attainable with traditional media.

3.2. Democratization of Artistic Expression

One of the most important things that digital technology has brought to the table in terms of the realm of visual art is the democratisation of various forms of creative expression. The simplicity with which digital technologies may be used has led to the removal of entry barriers, which has made it feasible for a greater variety of individuals to take part in creative activities.

Artists of various skill levels and experience levels are free to experiment with and express their creativity without the limits imposed by traditional art materials. This helps to build an artistic community that is more accepting and reflective of the world at large.

3.3. Exploration of Virtual Realms:

Visual artists have been catapulted into virtual worlds as a direct result of the rise of digital technology, which has opened up previously unimaginable prospects for immersive encounters. The technologies of virtual reality (VR) and augmented reality (AR) allow artists to create interactive installations and three-dimensional artworks that are not constrained by the constraints of physical space. Beyond the confines of a conventional art gallery, spectators now have the opportunity to interact with works of art in a variety of settings that combine the virtual and real worlds.

3.4. Fusion of Traditional and Digital Mediums:

As a result of the widespread use of digital technology, visual artists today have the capability of combining digital and conventional forms of media in a manner that is both coherent and consistent.

Mixed-media artworks that blend genuine sculptures with features of augmented reality are examples of how artists are blurring the barriers between analogue and digital in a number of ways, including the creation of digital paintings that replicate the brush strokes of conventional paintings and the creation of mixed-media artworks that imitate the brush strokes of conventional paintings. As a result of the combination of these elements, a vibrant tapestry of visual experiences that resonate with contemporary audiences has been created.

3.5. Global Connectivity and Collaboration:

As a result of the explosion of digital platforms and social media, today's visual artists have access to a degree of global connection that was previously unattainable. Because to online galleries, collaborative platforms, and social networks, artists now have more chances than

they ever had before to display their work, communicate with audiences from all over the world, and participate in discussions that transcend diverse cultures.

Not only does this link subject artists to a more diverse variety of influences, but it also produces a change in the way artists think about their work in relation to a global context.

3.6. Dynamic Iteration and Experimentation:

Visual artists now have the capacity to iterate and experiment in a more dynamic manner thanks to the advent of digital technology. The ability to quickly undo, revise, and experiment with a variety of various methods helps to speed up the creative process. Artists are given the opportunity to investigate a wide range of options, so expanding the limits of their creative practise and continuously developing their visual language.

The use of digital technology in the production of works of visual art plays an expanded role since it offers a range of tools in addition to chances that reinvent the creative process. This allows for the creative process to be reimaged in a number of different ways. Visual art is continuously evolving and being elevated as a result of the integration of digital technology, which has also produced brand new opportunities for creative expression and engagement in the present day. This may be observed in the way that it makes access to art more accessible to the general public as well as the way that it permits virtual exploration.

4. The Evolution of Art in the Digital Age: Where Creativity Meets Technology

At the present time, the world of art is going through a period of significant upheaval. This is taking place in an era that is distinguished by the rapid development of new technological capabilities and an unmatched level of connectedness. The arrival of the digital age has unleashed a creative melting pot, one in which traditional artistic limitations are being shattered as a consequence of the combination of human creativity and cutting-edge technology.

In this melting pot, conventional artistic limits are being crushed as a result of the creative melting pot. As we go through the digital age, there are a number of key issues that are having an influence on the future of art. This makes the investigation of this field a dynamic and exciting endeavour to pursue.

4.1.AI and the New Frontier of Creativity:

The advancement of artificial intelligence (AI) has led to the emergence of a revolutionary force that has ushered in a new era of creativity that widens the frontiers of human expression. This force has given birth to the emergence of a revolutionary force that has given rise to the emergence of a revolutionary force.

Artists are becoming more adept at using the power of AI algorithms in order to produce music, visual art, and literature that pushes the limits of what is conventionally seen as creative innovation. This symbiotic interaction between human intuition and machine learning is responsible for the emergence of novel forms of creative expression that attract and drive.

4.2.Hacker Culture:

Reworking and Repurposing of Existing Content The hacker culture, which is based on the principles of discovery and exploration, is having an effect on digital art in the form of a spirit of resistance, which is finding its way into the medium. Hacking techniques are gaining greater favour among artists, who are using them to remix and reuse digital material, so giving rise to new narratives and interpretations. Hacking methods are also becoming more widely available.

Because of the intersection of technology and counterculture, our perceptions of art and the stories it tells are undergoing significant change as a result.

- **Web3 and the Democratization of Art:** The democratisation of artistic production is being pushed forward by decentralised platforms and the technology behind blockchains to a degree that has never been seen before. As a result of the development of Web3, artists now have more influence than ever before since it is now much simpler for consumers and producers to connect directly with one another. As a consequence of this transition, traditional gatekeepers are being eliminated, which allows artists to earn appropriate compensation for their work and preserve a greater degree of control over their work. The final result will be an environment that is more equal, which will encourage inventive and creative expression.
- **Gen Z: Shaping Art and Culture:** The emergence of Generation Z, which is made up of individuals who were born during the digital age, is having a tremendous influence on the world of art. Generation Z comprises of people who were born between 1995 and 2010. Gen Z artists are laying the way for new methods of

expressing their creativity because they have a deep understanding of technology and an innate capacity to traverse digital platforms.

- This has allowed them to pave the way for new ways of expressing their creativity. Their perspectives are unusual, which pushes the boundaries of creative possibility farther and gives rise to a wave of creativity that is positively embraced by others who live in the same era as them.
- **Celebrity Culture and the Digital Canvas:** Artists are taking use of social media in order to develop and distribute their work in this day and age, which is marked by the convergence of celebrity culture and our lives online. Artists now have a stage on which they may communicate directly with their audience thanks to the proliferation of digital platforms, which has blurred the borders between the creative and the consumer. This symbiotic connection is transforming how art is viewed and understood, turning artists into digital influencers who set trends and narratives. This is a win-win situation for all parties.
- **Sustainability and Environmental Awareness:** The beginning of the age of digital technology has pushed concerns of environmental awareness as well as the relevance of sustainable practises to the forefront of public discourse. Artists are rising to the challenge by making artwork that promotes the adoption of ecologically responsible behaviours and heightens awareness of serious environmental challenges. These works of art are being produced by artists who are rising to the challenge. They advocate for positive change via their work, and they inspire audience members to take action; this proves the capacity of art to achieve actual societal reforms.
- **Diverse Voices and Stories:** A vivid tapestry of creative expression has been made available as a result of the proliferation of different voices that has been made feasible by digital platforms. It is now possible for artists from all over the world to present their own individual points of view, which has resulted in a greater diversity of creative forms, subjects, and narratives. The rise of the information age and the proliferation of the internet has made possible a discussion that is now taking place all over the globe and which praises variety while calling into question established norms.

The advent of the digital era has ushered in a rebirth of creativity, one that fuses technological innovation with the human imagination. The limits of creative expression are constantly being pushed farther, as seen by developments such as computer-generated art and fully immersive 3D experiences. The effect of Generation Z, the strength of celebrity culture, and the reach of

social media have all had a hand in transforming the ways in which we produce, consume, and value art. Gen Z is particularly influential in this regard. As we go ahead into this exciting period, we can anticipate a dynamic and ever-changing artistic environment that exemplifies the very best of what it is to be a creative human being.

5. Conclusion

The intersection of artificial intelligence (AI) and creativity is ushering in a revolution within the art world, breaking down conventional barriers and paving the way for unprecedented forms of expression. QIT (Quality IT Solutions) stands at the forefront of acknowledging this transformative power, recognizing the immense potential that AI holds in reshaping the creative landscape. As a forward-thinking entity, we are committed to driving innovation in this dynamic field, embracing the synergy between art and technology. In this era of rapid technological advancement, AI serves as a catalyst for pushing the boundaries of artistic imagination. By leveraging machine learning algorithms, generative models, and other AI-driven tools, artists can explore uncharted territories, creating works that were once inconceivable. QIT understands the significance of this transformative journey and actively encourages the art world to embrace this intersection, where human creativity and artificial intelligence converge to unlock new and exciting artistic frontiers.

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SMART HOTELS: EXPLORING THE IMPACT OF IOT AND ARTIFICIAL INTELLIGENCE ON GUEST EXPERIENCES

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Abstract

Smart Hotels mark a revolutionary paradigm change in the ever-changing hotel industry with regard to visitor experiences. This study explores the significant effects of artificial intelligence (AI) and Internet of Things (IoT) technology on the modern hotel sector, with a focus on improving client experiences. The way that IoT devices and AI-powered systems are integrated into hotel operations is changing the landscape of guest-centric services and opening up new opportunities for personalised offerings, sustainability, and operational efficiency. In addition to examining how AI may be used to optimize guest services through chatbots, virtual assistants, and predictive analytics, the study also examines certain IoT applications, such as energy management, smart room controls, and sophisticated security systems. The combination of these technologies not only simplifies operations but also gives hotels the ability to anticipate and meet the varied needs of its visitors in advance. This broad examination additionally takes a gander at what AI means for visitor fulfillment in lavish lodgings using chatbots, menial helpers, income the board, functional effectiveness, extortion identification and security, and prescient maintenance. Utilizing a quantitative methodology and a self-regulated questionnaire among supervisors of rich five-star lodgings in Maharashtra - Mumbai the investigation discovers that artificial intelligence (AI) can possibly reform the friendliness area and decisively raise visitor fulfillment, eventually advancing visitor faithfulness through smoothed out administrations. Remarkably, managers had the greatest level of agreement regarding the impact of chatbots and virtual assistants, confirming AI's critical role in determining how guests will be experienced in the luxury hotel industry going forward.

Keywords: *Smart Hotels, IOT, Artificial Intelligence, Guest Experiences*

1. INTRODUCTION

The empowering of IoT services in the hospitality sector is the subject of this essay. Tracking client satisfaction at different hotel service levels is an important technique to summarize the function of IoT in this context.

IOT stands for Internet of Things, or smart connections that allow items to communicate and gather data. Through preprogrammed internet characteristics and unique identifiers, it facilitates communication between objects without requiring human-to-human or human-to-computer interaction. In the hotel industry, providing high-quality service is a tough undertaking in today's competitive environment. The hotel's operational departments operate 365 days a year, 24 hours a day. Recurring business or guest visits together with positive feedback are important outcomes of providing high-quality services. The efficiency and performance standards of hotel personnel gradually rose with the help of IT-enabled services. The majority of the specified duties or tasks are technically complex, wirelessly managed, and accessible online. By having these things easily accessible, the hotel guarantees prompt services and satisfied customers. This study also looks at the system software used to provide high-quality services and satisfy guests. The introduction of Smart Hotels heralds a revolutionary age in the dynamic field of modern hospitality, revolutionizing the way guests are experienced. The intersection of Artificial Intelligence (AI) and Internet of Things (IoT) technologies has gained prominence, with the potential to transform not just the hotel industry's operational efficiency but also the fundamental principles of personalized services and sustainability. In light of the global hospitality industry's digital transformation, this study intends to investigate the dramatic effects of IoT and AI on guest interactions and pleasure. We explore the sophisticated uses of these technologies beyond the traditional domains of energy management and smart room controls, revealing how chatbots, virtual assistants, AI-driven systems, and predictive analytics are changing guest services. This study aims to clarify the complex relationships between AI implementations and guest satisfaction, with a focus on luxury hotels in Amman, Jordan, and Maharashtra, India. It also sheds light on the opportunities and difficulties that Smart Hotels present in the quest to provide guests with unmatched, customized experiences. Understanding the mutually beneficial relationship between technology and hospitality is crucial for both industry stakeholders and researchers as we venture into the unexplored region of Smart Hotels, putting us at the forefront of a revolution in the hospitality industry.

1.1 Emergence of Smart Hotels

The emergence of Smart Hotels marks a significant turning point in the hospitality sector, moving away from conventional models and towards a guest-focused, technologically advanced model. This change has been started by the fuse of state of the art innovations like artificial intelligence (AI) and the Internet of Things (IoT), which have re-imagined the central components of the guest experience.

A number of factors are driving the growth of smart hotels.

❖ Technological Progress:

IoT and AI technologies are developing at a rapid pace, giving the hospitality industry previously unheard-of tools to improve guest experiences and operational effectiveness.

With the advent of smart gadgets, AI-powered systems, and sophisticated sensors, hotels can now offer a personalised and completely integrated service environment.

❖ Demands and Expectations of Guests:

The emergence of Smart Hotels has been driven by changing guest expectations and needs for tailored, convenient, and technologically advanced experiences.

Today's guests demand a seamless fusion of comfort and technology, as well as creative solutions that meet their unique needs and tastes.

❖ Market Differentiation and Competitive Advantage:

In an extremely competitive industry, smart hotels have realized the strategic advantage of utilising cutting-edge technologies to set themselves apart.

These hotels establish themselves as leaders in the sector by providing cutting-edge services and utilising technology to create distinctive visitor experiences.

❖ Cost savings and operational effectiveness:

The application of IoT in hotel operations results in significant cost savings, reduced procedures, and improved operational efficiency.

Predictive maintenance, intelligent energy management, and automated systems all help to save operating costs without sacrificing service quality.

1.2 Technological Convergence

Emphasizing the Crucial Function:

The way that artificial intelligence (AI) and the Internet of Things (IoT) are combining has a significant impact on how smart hotels are developed. This convergence creates a holistic framework that changes how hotels function and interact with visitors, demonstrating a synergy that extends beyond separate technical applications.

Analyzing the Redesign of Customary Guest Services and Hotel Operations:

❖ Logistic Streamlining:

With sensors and actuators built in, Internet of Things (IoT) devices are incorporated into many aspects of hotel operations, enabling real-time monitoring and control of things like lighting, security, and temperature in rooms.

Artificial intelligence (AI) algorithms examine the data produced by these Internet of Things (IoT) devices, offering practical insights for proactive maintenance, resource allocation optimisation, and improving overall operational efficiency.

❖ Tailored Visitor Experiences:

The integration of AI and IoT allows for the development of highly customised visitor experiences.

Chatbots and virtual assistants are examples of AI-driven systems that use data from IoT devices to identify the unique tastes and behaviours of each visitor, enabling customised recommendations and services.

❖ Improved Security Procedures:

IoT sensors help modern security systems by continuously collecting and evaluating data about ambient factors, visitor movements, and access control.

This data may be analysed by AI systems to find trends and abnormalities, which improves the hotel's capacity to recognise and react to possible security risks quickly.

❖ Analytical Predictions for Visitor Contentment:

Hotels may proactively provide individualised services by using AI-driven predictive analytics to anticipate visitor wants and preferences using data from IoT devices.

By anticipating problems before they arise, this predictive strategy not only raises customer satisfaction but also increases operational effectiveness.

❖ **Cost-saving measures and energy management:**

By monitoring and managing heating, cooling, and lighting in response to occupancy and external factors, Internet of Things-based energy management systems maximise resource utilisation.

Artificial intelligence (AI) algorithms use past data analysis to forecast patterns in energy consumption, which lowers costs and promotes sustainability.

❖ **Forecasting Upkeep:**

IoT sensors offer up-to-date information on the state of infrastructure and equipment.

Through the analysis of this data by AI algorithms, maintenance requirements are predicted, enabling hotels to plan proactive maintenance tasks, avoid malfunctions, and reduce downtime.

❖ **Simplified Interaction:**

Chatbots and virtual assistants, two AI-driven communication solutions, expedite visitor communication and service needs.

This improves the visitor experience while simultaneously streamlining internal communications and increasing operational effectiveness.

2. OBJECTIVES

- To investigate the noteworthy impacts of Internet of Things (IoT) and artificial intelligence (AI) on the contemporary hotel industry.
- To look at how predictive analytics, chatbots, and virtual assistants can be combined with AI to improve visitor services.
- To investigate specific Internet of Things applications, like smart room controls, energy management, and advanced security systems.

- To assess the effect of artificial intelligence (AI) on income the executives, functional productivity, extortion recognition and security, chatbots, menial helpers, and prescient maintenance on visitor fulfillment in upscale lodgings.
- To ascertain the potential of artificial intelligence (AI) to transform the hospitality industry, significantly increase guest pleasure, and eventually foster customer loyalty through streamlined services.

3. REVIEW OF LITREATURE

The current state and potential uses of AI technology in Egyptian hotels are examined in Abass (2023). The study discovered that although hotel staff members were surveyed, there was a general awareness of artificial intelligence (AI) but little knowledge of its particular uses and advantages. One of the main obstacles to AI's acceptance in Egyptian hotels is this ignorance. The survey also revealed that workers are worried about how AI might affect their careers in the future. These results imply that the Egyptian hospitality sector needs more education and knowledge about AI.

In the hospitality industry, Bajrovic (2021) looks into client preferences between AI and human service. The study discovered that the kind of experience consumers are looking for influences their preferences. Customers are more likely to like human service for personalized encounters like dining or concierge services, while they are more likely to favor AI for transactional chores like booking reservations or checking in. These results imply that AI in the hotel industry may be able to supplement human assistance.

Bharwani and Mathews (2021) suggest utilising AI to improve the visitor experience in high-end hotels through techno-business techniques. The authors list several AI-enabled tools, like chatbots, facial recognition, and predictive analytics, that can be utilized to tailor visitor experiences. They also stress how crucial it is to include AI into a more comprehensive business plan that prioritizes customer pleasure.

The usage of voice assistants in the hospitality industry is examined by Buhalis and Moldavska (2022), with a particular emphasis on customer service applications. The writers go over the advantages of voice assistants, including their capacity to manage several requests at once, personalize conversations, and offer round-the-clock customer service. They also draw attention to the drawbacks of employing voice assistants in the hospitality industry, including the requirement for strong speech recognition and natural language processing skills

in addition to the possibility of privacy issues. According to the study's findings, voice assistants have the potential to completely transform customer service in the hotel sector, but there are still a lot of issues that need to be resolved.

The impact of technology disruptions on the services sector is examined by Buhalis et al. (2019), with a focus on the travel and hotel sector. The authors list several disruptive technologies, including robotics, blockchain, and artificial intelligence, that are revolutionizing the sector. They talk about the possibilities and difficulties new technologies bring to companies in the travel and hospitality industry. The study comes to the conclusion that in order for organizations to be competitive, they must be ready to adapt to the rapidly evolving technology world

A thorough analysis of the literature on the application of AI-enabled technologies to transform the tourism experience is given by Chaturvedi et al. (2023). The authors list several AI-driven technologies, including chatbots, virtual reality, and augmented reality, that can be utilized to customize travel experiences. They also go over the difficulties in putting AI-enabled technologies into practice in the travel and tourism sector, including the necessity for data security and privacy and the moral issues associated with AI use. The study comes to the conclusion that AI has the power to completely change the travel and tourism sector by giving customers more individualised, immersive, and interesting experiences.

The literature as a whole point to AI's revolutionary effects on the hospitality sector. Artificial Intelligence is being applied to boost operational efficiency, customize visitor experiences, and improve customer service. The use of AI in the hospitality sector is not without its difficulties, though, including the requirement for education and training, worries about job displacement, and ethical issues. To the extent that AI can be used in the hospitality industry, these obstacles must be overcome.

4. RESEARCH METHDOLOGY

4.1 Technique-Based Approach

The current study used a quantitative methodology because it seemed to be the most effective for collecting primary data from the broadest possible population.

4.2 Demographics and Samples

The study's participants were managers working in Maharashtra's capital, Mumbai, which has five-star hotels. In Mumbai, there are a total of 30 five-star hotels that fall under the luxury hotel category. Three managers in total were selected from each hotel, resulting in a suitable sample of $(30 \times 3 = 90)$ managers who answered the study's questionnaire. Following the application procedure, the author obtained (50) correctly completed questionnaires that were suitable for statistical analysis.

4.3 Study Instrument

The researcher developed a 5-point Likert scale questionnaire with the help of earlier study. There were two primary portions of the questionnaire. The review's socioeconomics were viewed as in the principal area. Conversely, articulations about concentrate on sub factors like income the executives, functional effectiveness, misrepresentation location and security, chatbots and menial helpers, customized visitor experience, and prescient maintenance were introduced in the subsequent area. At last, visitor fulfillment was incorporated as a reliant variable. With the end goal of mediation, the questionnaire was given to a gathering of proficient professors in the important subjects.

Following the arbitration procedure, the questionnaire was adjusted and corrected in accordance with their viewpoint, increasing the items' consistency and dependability with the primary goal of the study. The final version of the questionnaire has 37 statements broken down by research sub-variables.

4.4. Screening of Primary Data

To screen and examinations essential information, the measurable instrument for sociologies, SPSS, was utilized. Utilizing Cronbach Alpha, the review's steadfastness was evaluated. Table 1 beneath approves the review instrument's consistency and dependability on the grounds that every variable's alpha worth was more noteworthy than the negligibly permitted level of 0.70.

Table 1: Alpha Values

Variable	Alpha
Personalized Guest Experience	0.922
Chatbots and Virtual Assistants	0.852
Revenue Management	0.963
Operational Efficiency	0.801
Fraud Detection and Security	0.985
Predictive Maintenance	0.933
Guest Satisfaction	0.902

4.5 Hypothesis

H1: From managers' perspectives, a personalized visitor experience leads to higher levels of guest satisfaction at five-star hotels.

H2: From the managers' perspective, chatbots and virtual assistants create greater guest pleasure at five-star hotels.

H3: Revenue management facilitates a better guest satisfaction from perspective of managers within five stars hotels

H4: From the managers' point of view, operational efficiency helps to improve guest satisfaction at five-star hotels.

H5: From the management' perspective, fraud detection and security improves guest pleasure at five-star hotels.

H6: From the managers' perspective, five-star hotels can improve guest satisfaction through predictive maintenance.

5. DATA ANALYSIS AND INTERPERTATION

5.1 Demographics

Table 2: Demographics

Items	Frequency	Percentage
Age		
18-20	10	5
21-25	20	10
26-30	10	5
31-40	10	5
Gender		
Male	20	10
Female	30	15
Education		

BA	25	12.5
MA	25	12.5
Experiences		
1-2	10	5
2-3	10	5
3-5	30	15
Total	50	100

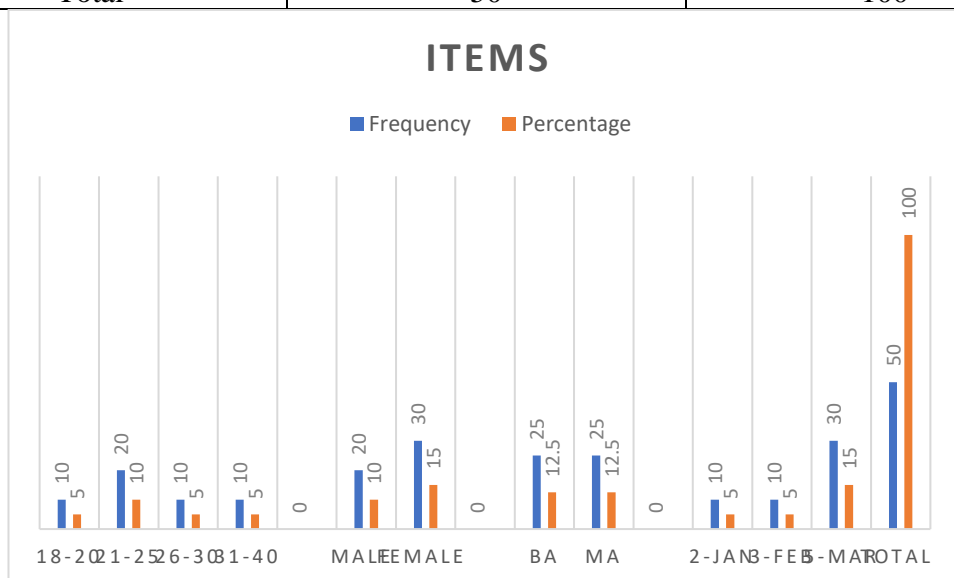


Figure 1: Demographics

A cross-section of a population's demographics and experiences is depicted in the statistics supplied. Age groups between 18 and 20 make up 5% of the sample, those between 31 and 40 make up 5%, and those between 21 and 25 make up 10%. Females make for 15% of the sample, while males account for 10%, revealing a gender-based disparity. In terms of degree attainment, we find an even split between those with a BA (12.5%) and those with an MA (12.5%). Finally, when it comes to professional experience, 15% have between 3 and 5 years under their belt, while 5% have between 1 and 2 years under their belt. In conclusion, this demographic profile shows that the sample population is highly heterogeneous with respect to age, gender, level of education, and years in the workforce, laying the groundwork for more sophisticated studies or focused interventions.

5.2 Multicollinearity test

In order to check for multicollinearity, the independent variables were subjected to VIF and Tolerance calculations. All VIF values in table 3 were less than 10, and all tolerance values were greater than 0.10, indicating that there was no multicollinearity in the data.

Table 3: Multicollinearity test

Variables	Tolerance	VIF
Personalized Guest Experience	.236	2.369
Chatbots and Virtual Assistants	.321	3.251
Revenue Management	.396	4.362
Operational Efficiency	.351	4.525
Fraud Detection and Security	.412	3.258
Predictive Maintenance	.425	6.321

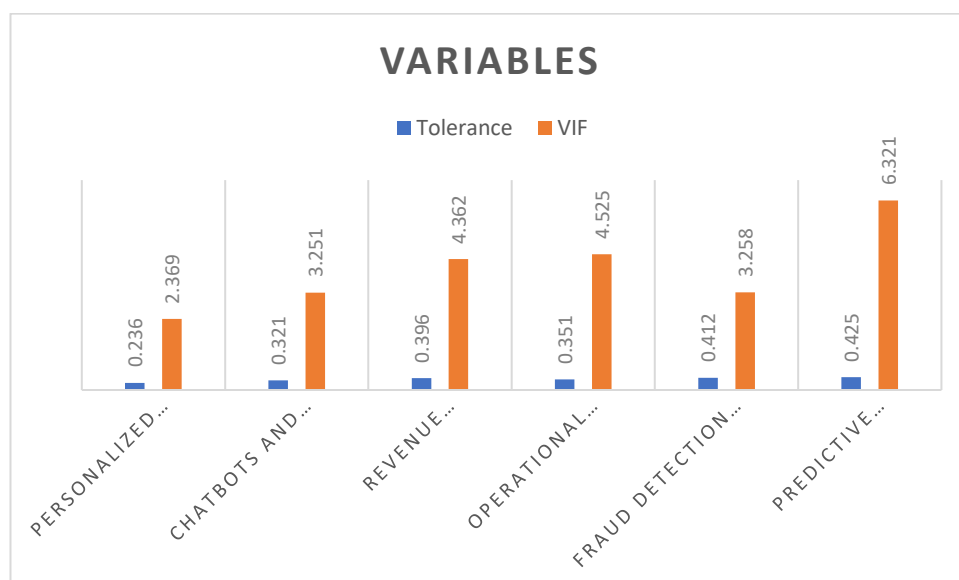


Figure 2: Multicollinearity test

The provided data displays a table with three columns: Variables, Tolerance, and VIF (Variance Inflation Factor). Variable tolerance values and variance inflation factors are displayed in the Tolerance and VIF columns, respectively, for each row. Tolerance is a measure of how effectively a predictor variable can be predicted by the other variables in a statistical model, with lower values signifying stronger multicollinearity. There is some multicollinearity present when the Tolerance value is less than .425 in this setting. However, if your predictors are correlated, the VIF will give you an estimate of how much more volatile your projected regression coefficient will be. The range of VIF values in this case, from 2.369 to 6.321, is indicative of increasing correlation between the predictor variables. A deeper understanding of the model's or system's interrelationships and potential impact can be gained by analysing

these values in the context of specific domains, such as personalised guest experience, chatbots and virtual assistants, revenue management, operational efficiency, fraud detection and security, and predictive maintenance.

5.3 Hypotheses Testing

Table 4: Main Hypothesis Testing

Variable	Unstandardized Coefficient (B)	Standard Error	Standardized Coefficient (Beta)	t-value	p-value
Constant	-2.125	0.411	-	-4.125	0.003
Personalized Guest Experience	0.321	0.236	0.321	3.362	0.052
Chatbots and Virtual Assistants	0.362	0.214	0.351	3.251	0.053
Revenue Management	0.321	0.236	0.201	3.14	0.041
Operational Efficiency	0.310	0.152	0.182	3.362	0.052
Fraud Detection and Security	0.256	0.092	0.233	3.714	0.010
Predictive Maintenance	0.201	0.072	0.251	3.414	0.030

The table that follows presents the discoveries of a relapse concentrate on that took a gander at what different free factors meant for a reliant variable. Albeit the reliant variable isn't expressed explicitly, it appears to be that the objective is to appreciate the different manners by which it is affected. Unstandardized coefficients (B), standard mistakes, normalized coefficients (Beta), t-values, and p-values are the main parts of the table. The consistent term means the assessed worth of the reliant variable when all autonomous factors are zero. It has a worth of - 2.125 and a standard blunder of 0.411. A p-worth of 0.003 and a related t-worth of - 4.125 show that the consistent term affects the reliant variable. "Customized Visitor Experience," "Chatbots and Remote helpers," "Functional Effectiveness," "Customized Visitor Experience," "Misrepresentation Recognition and Security," and "Prescient Maintenance" are a portion of the free factors that have relating t-values, p-values, standard

mistakes, and unstandardized coefficients (B). The adjustment of the reliant variable for a one-unit change in the relating free factor is addressed by the unstandardized coefficients. For instance, the "Customized Visitor Experience" has a standard mistake of 0.236 and a coefficient of 0.321. Customized visitor experience might meaningfully affect the reliant variable, as indicated by the connected t-worth of 3.362 and p-worth of 0.052, regardless of whether the factual importance is just somewhat over the conventional cutoff of 0.05. Along these lines, coefficients for different free factors including "Chatbots and Menial helpers," "Functional Proficiency," "Income The executives," "Misrepresentation Identification and Security," and "Prescient Maintenance" are likewise present, alongside related measurable measurements. The reliant variable is measurably critical when the p-values for "Prescient Maintenance" and "Extortion Recognition and Security" are under 0.05.

6. DISCUSSION

The target of the ongoing review was to examine, according to the director's perspective, how artificial intelligence (AI) — which incorporates customized visitor experience, chatbots and remote helpers, income the executives, functional proficiency, misrepresentation identification and security, and prescient maintenance — influences visitor fulfillment in upscale lodgings in Amman. A questionnaire was self-controlled by fifty directors working at upscale, five-star lodgings in Amman, Jordan, utilizing quantitative procedure. Numerous relapse investigation and the multicollinearity test were utilized by SPSS to deal with the essential information.

"AI in lavish lodgings works with a superior visitor fulfillment according to viewpoint of supervisors inside 5 stars inns," was the review's significant speculation. After this hypothesis was affirmed, obviously (AI) could totally change the accommodation area by offering guests individualized and successful administrations. AI might assist lavish lodgings specifically by expanding client delight and steadfastness, which with willing lift business and prod extension.

The study's findings also showed that one of the main ways AI may improve visitor pleasure in opulent hotels is by offering tailored experiences by compiling information on visitors' likes and habits, including preferred activities, meals, and rooms. This finding supported the argument made by those who suggested that the hotel could improve visitors' overall experience by providing them with tailored experiences and recommendations.

An additional study finding suggested that using chatbots could improve visitor satisfaction. Chatbots with AI capabilities are used to offer visitors immediate help and support. Routine requests like those for room service, housekeeping, and bookings can be handled by chatbots, freeing up people to concentrate on more difficult jobs.

These findings supported the claims made by Mariani and Borghi (2021) that chatbots advise visitors about the hotel and surrounding area, including recommended restaurants and tourism destinations. By cutting down on wait times and offering prompt, effective support, this can improve the visitor experience.

Another method that showed up in study results for how AI may raise client happiness in upscale hotels was predictive maintenance. In this way, artificial intelligence is utilised to keep an eye on hotel equipment and forecast when maintenance is required before an issue arises. Wang (2022) has concurred with the same conclusion, stating that predictive maintenance helps to minimise downtime and prevent equipment breakdowns, guaranteeing a flawless experience for visitors.

7. CONCLUSION

The study "Smart Hotels: Exploring the Impact of IoT and Artificial Intelligence on Guest Experiences" concludes by illuminating the complex relationships that exist between the hospitality sector and technology breakthroughs. Personalised guest experiences, chatbots and virtual assistants, revenue management, operational efficiency, fraud detection and security, and predictive maintenance were some of the areas of focus for the project. The results offer insightful information about how these factors—powered by IoT and AI—affect and mould the general visitor experience in smart hotels. The findings show that chatbots, virtual assistants, and personalised visitor experiences all have a substantial impact on the dependent variable, which is positively correlated with increased guest satisfaction. Additionally, revenue management and operational effectiveness both make significant contributions, underscoring the wider influence of these technologies on the financial and operational facets of the hotel sector. The emphasis placed on the critical role that security and fraud detection play in smart hotels is particularly noteworthy. The study emphasizes how important it is to integrate strong security measures that are made possible by AI in order to preserve visitors' trust and safety. This result is consistent with the increasing significance of cybersecurity in a time when technology is extensively incorporated into hospitality services. Moreover, the

examination suggests that IoT-enabled predictive maintenance has a role in enhancing the visitor experience. This highlights how important preventative maintenance plans are to maintaining the smooth operation of the IT infrastructure in smart hotels. Hoteliers and other hospitality sector stakeholders are urged to priorities investments in IoT and AI technologies in order to enhance guest experiences in light of the results that have been given. It is important to remember that, even while some features seem promising, the management and application of these technologies need to be well thought out in order to optimize advantages and minimize hazards. All things considered, the survey offers insightful information on how the hotel sector is continuing to change towards more intelligent and technologically advanced guest experiences. This research gives hotels hoping to stay at the forefront of innovation and guest happiness in the digital era a platform for strategic planning and well-informed decision-making as the hospitality sector continues to be changed by IoT and artificial intelligence.

7.1 Recommendation

Following an investigation into "Smart Hotels: Exploring the Impact of IoT and Artificial Intelligence on Guest Experiences," the following suggestions are made for all parties involved in the hospitality sector, such as legislators, technology developers, and hotel owners and managers:

Invest in Technology Integration: To improve the visitor experience, hotel operators and owners should think about making investments in IoT and artificial intelligence technology. To create a seamless and technologically advanced atmosphere, this involves implementing smart room systems, automated check-in procedures, and personalized service offers.

Strong data security procedures should be given top priority in order to safeguard visitor information and uphold confidence. To reduce the risks that could arise from integrating IoT and AI technology, put encryption mechanisms in place, conduct frequent security audits, and train your employees.

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OPTIMIZING MULTI-USER INTERACTIVE CAMERA/PROJECTOR EXHIBITS: BEST PRACTICES IN SOCIAL IMMERSIVE MEDIA

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Abstract

We identify a unique kind of socially focused augmented reality—social immersive media—based on a decade of experience building interactive camera/projector systems for public science and cultural exhibits. By reimagining users as characters in digital storylines, our work moves away from user interface metaphors and towards cinematic language. We lay forth the theoretical aims, design principles, and interaction strategies that elicit powerful feelings and foster social engagement via direct, gut-level communication. We outline methods for effectively conveying scientific and cultural concepts through the media. Additionally, we show how professionals can create interactions that encourage users to do certain social acts.

Keywords-: *Immersive Media, Social Behaviors, Animation, Cinema.*

1. INTRODUCTION

There is a developing interest in instant messaging (IM) not simply in the customary and new media ventures, yet in addition in a wide assortment of different fields, like business, clinical science, and science. Also, teachers are exploring the capability of instant messaging (IM) because of the way that the innovation is turning out to be more available, reasonable, and progressed. Similarly as with the presentation of any new innovation, the inquiry in regards to whether this particular innovation merits the monetary assets, time, and exertion that are spent investigating its true capacity for learning keeps on involving banter. In right now, instant messaging innovation is by and large viewed as an oddity, which brings about interest in it being powerless to suspicion. Subsequently, it is an advantageous undertaking to investigate if instant messaging (IM) are probably going to be a passing stage or whether they

are media that will ultimately turn out to be much of the time used, similar to electronic media (EM), like films, radio, TV, or computer games.

Chris Milk, a producer, fights that computer generated simulation (VR) is the "last medium" since VR, alongside increased reality (AR) and blended reality (MR), together deal a new and more immersive experience than some other media before VR. Lately, representatives from Facebook have been utilizing the expression "another age of media" to imply immersive innovation. In any case, even before Zuckerberg's proclamation, whether or not instant messaging would ultimately turn into a standard type of media stays unanswered.

We are able to claim that instant messaging (IM) technologies are technologies that have found their way out of research facilities and laboratories and into the wider market. It is possible that these technologies will eventually become products that are sold to the general public. Virtual reality (VR) users increased from 200,000 in 2014 to 90 million in 2017 throughout the course of that time period. At the moment, the material that can be found in instant messaging (IM) encompasses a diverse array of apps and experiences, which are typically based on EM. In order to conduct a more in-depth investigation of the subject of whether or not IM is innovative, we will first discuss the development of EM. Following that, we will discuss the current condition of instant messaging. Finally, we analyse the future of instant messaging by looking at it through the lens of Bernard Miège's theory of media, namely his two defining features of what constitutes a medium, which are the distribution and the edition.

1.1. The Development of Emergency Management in the Media Industry

In order to investigate the subject of whether artificial intelligence (IM) is likely to be a transitory phase, it is helpful to look back at the past and examine the evolutionary processes that EM went through. Using examples from the film industry, radio, television, and video games, we show the development of various forms of entertainment, with a particular emphasis on the length of time it took for them to become well-known, and we also describe the immersive aspects of these forms of entertainment.

Cinema. In the year 1895, the Lumière siblings introduced a progression of short movies, which is the subject of generally held industry folklore. The group was so engaged in the vision of a train drawing nearer that they quickly escaped the display area, mostly certain, hopefully not by mistake, that they were going to be run over by the train. Disregarding this reaction, one of the Lumière siblings, Louis Lumière, was not convinced and alluded to

cinema as "a development without a future." It required ten extra years for the film business to recognize and endorse movies of this nature. Similar to how instant messaging is today, immersion has been a fundamental part of the cinematic experience since it was first presented. During the beginning of the twentieth century, the Lumière siblings made images that were 360 degrees every which way for their Photorama. Raoul Grimoin-Sanson, a French creator, was the principal individual to project Cinéorama films in a round design before the year 1900. This was finished to give the crowd a significantly more immersive experience. The last critical move towards immersive structures was the presentation of enormous scope 3D IMAX theaters, with the film *Symbol* from 2009 filling in as an unmistakable model.

Radio. Edison's development of the gramophone in 1877, trailed by Hertz's production of the remote transmission of sound impulses, denoted the start of the advancement of radio. Both Tesla and Popov had made extra commitments to the improvement of the crucial innovative parts of radio. Then again, radio was not a mass medium in those days, which is equivalent to the circumstance of instant messaging right now. It was only after the 1920s that the primary radio organizations started telecom usual shows, notwithstanding the way that the principal radio station occurred in 1906. To put it another way, it required over a decade for radio to form into a medium that could arrive at countless individuals. Similarly that instant messaging (IM) turned into a common encounter, radio turned into a common encounter in light of the fact that the early radio gear was not reasonable to the overall population. proposed in his radio hypothesis a rendition of radio that was more intelligent, in which the audience may both get and convey a message. This could be deciphered as a prophetic explanation in regards to instant messaging (IM) and the Web, which is their ancestor. These advances are established on the idea of getting and appropriating data in an intelligent way.

TV. During a similar timeframe as radio was creating, TV was likewise creating simultaneously. Notwithstanding this, the development of TV as a mass market was considerably more slow than the ascent of radio because of the significant expense of TVs. Exorbitance was the impetus for general society to assemble at foreordained locales to stare at the TV together, which is closely resembling the area based instant messaging encounters that are common today. The German word "Fernsehstube," which simply converts into "Television rooms" in English, is utilized to describe this sort of conduct. In 1935, Berlin turned into where the first "Fernsehstube" was introduced. These areas were much of the time open to general society and available to people who didn't have their own TV. According to

the viewpoint that we have right now, we can claim that it was an area based answer for a creating innovation. It is fascinating to take note of that he noticed that, as he would like to think, TV involved contacting the faculties with content that was all conveyed and picked. The media business isn't yet at that spot. All the more precisely, a media contains varying media content. To give intelligent highlights, it is important to consolidate them with different types of media, like cellphones, cell phones, or administrations accessible on the web. Instant messaging (IM) is a method by which Kapeller's vision for TV can be carried nearer to the real world. Over the course of TV, contraptions have been more easy to use, more reasonable, simpler to work, and all the more innovatively progressed. These qualities are similar to those of gadgets utilized for instant messaging (IM). Right now, super top quality projects are displayed on bended screens to give a more immersive encounter for the crowd.

Video games. It is feasible to follow the improvement of computer games back to the primary patent, which was given during the 1940s. The presentation of arcade computer games during the 1970s proclaimed the start of an area based mass market. This was trailed by the reasonable presentation of individual home computer game frameworks during the 1980s. After a few additional scholarly stages in the development of gadgets, early working frameworks, and content, the mass market for computer games started to arise. In the last part of the 1980s and mid-1990s, there was an ascent in the utilization of bigger 3D screens and numerous screen gaming, the two of which added to an expanded degree of immersion. Presently, because of the improvement of portable gaming, instant messaging gaming is viewed as another wilderness, and chasing after a course is tantamount to that of labs to area based settings.

2. OBJECTIVES

- Foster shared presence and collective experience
- Elicit emotional engagement through visceral interaction
- Enhance storytelling and engagement using cinematic techniques
- Encourage environmental awareness and interaction

3. LITERATURE REVIEW

Hartmann et al. (2020). Wearable expanded reality gadgets as they right now stand furnish clients with a separated encounter, a tight field of vision, vergence-convenience issues, and inconvenience passing the virtual world on to spectators. We present Increased Expanded Reality , which joins a wearable spatial increased reality projector with an AR show, to take care of these issues and permit better approaches to see, modify, and trade virtual substance.

To promote into this idea, a framework is fabricated that coordinates a HoloLens increased reality headset with a head-mounted incited pico projector. To reestablish the calculations of the container slant actuator's tomahawks and balances, projector alignment utilizes a modified design from movement pipeline. A tool compartment is an assortment of significant level capabilities that permit you to deal with the situating of material corresponding to both the real world and each expanded presentation. Exhibited are techniques in which the anticipated and head-mounted presentations can be utilized pair, including the capacity to build the field of view, scatter content across profundity surfaces, and work with spectator contribution.

Kegeleers et al. (2019). Malls, train stations, and airports are always bustling with people, whether they're waiting for something or just passing through. There is usually little social interaction, which makes it seem even more dreary, even though there are a lot of other people about. Any app that encourages people to connect with one another is great. Our interactive framework, IMOVE, is designed to make it easier to create these kinds of applications. By integrating motion tracking and projection techniques, it becomes much simpler to design games and interactive experiences that encourage players to roam about, discover, and—most importantly—have fun interacting with one another. By simply walking about, users can activate various effects and trigger events, manipulate the apps with their bodies, or even work together to achieve a common goal. In a real-life setting, the lobby of a bustling public building, IMOVE was tested with a number of applications, including the timeless game Pong, an approachable and cooperative casual game called Save the Turtles! and a game-based procedural visual art generator called Light Trails. The last twelve months have seen no issues with any of the applications. People who are new to developing games and interactive applications for big public places may find the IMOVE framework, which is freely available online, to be especially suitable and easy to use.

Vishkaie et al. (2022). For families, visiting museums is a great opportunity to connect and socialise. Museums use mixed reality (MR) technology to promote this trend, but it can be difficult to keep visitors' experiences consistent across various exhibits and interactive kiosks. In order to offer MR exhibition tactics that enable improved family bonding and interaction, we take a wide look at these problems in this study. We utilized the Take Me To Greece exhibition at the Indianapolis Children's Museum to conduct our "research in the wild" observation of family interactions across generations at eight separate kiosks equipped with various MR technologies. Our results are presented in terms of families' coordinated patterns

of immersion with the kiosks that combined physical and digital worlds, and in terms of the disruption of interactions that occurred when family members separated to engage with the virtual kiosks. Our next step is to lay out some design considerations for a mixed reality children's museum show, including the many ways in which the virtual and real worlds interact, and how these factors impact family interactions across generations.

Schäfer et al. (2022). Especially in modern times, where physical separation is recommended, remote collaboration systems have grown in significance. The difficult issue of collaborating and networking across great distances is faced by individuals, academic institutions, and industry. Collaborative systems in AR/VR/MSR are still in their infancy, in contrast to the ubiquitous video and teleconferencing. We classify current synchronous remote collaboration systems into three categories: environment, avatars, and interaction, and we give an outline of their recent advancements. Researchers in various domains can benefit from the succinct information provided on topics like avatars, virtual environments, visualization styles, and interaction, as well as from the comprehensive analysis of existing systems that classifies their primary contributions. Remote, synchronized teamwork is obviously the main idea here. Over a hundred scholarly articles and twenty-five commercial products are among the 87 distinct remote collaboration systems covered.

Vishkaie et al. (2021). For families, visiting museums is a great opportunity to connect and socialize. Museums use mixed reality (MR) technology to promote this behaviour, but it can be difficult to keep visitors' experiences consistent between exhibits and touch screens. In order to offer MR exhibition tactics that enable improved family bonding and interaction, we take a wide look at these problems in this study. We utilized the Take Me To Greece exhibition at the Indianapolis Children's Museum to conduct our "research in the wild" observation of family interactions across generations at eight separate kiosks equipped with various MR technologies. Our results are presented in terms of families' coordinated patterns of immersion with the kiosks that combined physical and digital worlds, and in terms of the disruption of interactions that occurred when family members separated to engage with the virtual kiosks. Next, we'll go over some design considerations that will help you grasp the virtual and reality elements of a mixed reality children's museum display, as well as how these elements impact family interactions across generations.

4. RESEARCH METHODOLOGY

We have demonstrated in the case studies how our design ideas, philosophy, and narrative models govern our process when making social immersive media. As a first step towards creating a unified design language for this media, we will now review key concepts from software, environmental, and cinematic design as they pertain to interaction design.

5. DATA ANALYSIS AND INTERPRETATION WITH THE HELP OF APPROPRIATE TEST

Social immersive media exhibitions can engage people and direct their behaviour using the following interaction design strategies (Table 1):

- **Selection of Narrative Framework**

We have discovered that the intentional selection of a story structure is critical in molding a social immersive media experience as a whole. Dwell times can range from minutes to hours, depending on the story model chosen, as we saw in our case studies. While models like performance and experiential learning advocate for lengthy, open-ended interactions, models like episodic learning and gaming narratives like Fear advocate for more confined, shorter encounters.

- **Continuous vs. Discrete Interaction**

Making an interpretation of the GUI illustration to social space, where bodies go about as cursors and the screen holds a progression of discrete buttons, is a characteristic yet incorrect method for moving toward social immersive media. Frameworks like Eyetoy and Reactrix utilize this strategy. This technique falls flat on the grounds that, truly, human physical and social collaboration is innately consistent, including steadily changing commotions and movements, instead of discrete, comprising of lone unmistakable occasions. Specialists in screen interface configuration have additionally noticed the worth of consistent, granular criticism. Rather than limiting the body to a pointer that triggers gadgets and buttons, objects in unmediated full body intuitive encounters ought to respond straightforwardly and continually to the evolving full-body tokens of clients. Our previous research has shown that cinematic cuts, or sudden shifts in time order, can detract from the immersion of an interactive user experience. This reaction is based on work by structuralist filmmakers who experimented with cut-less filmmaking. Instead of showing an outsider's experience, as is common in

conventional filmmaking, structuralist films using lengthy single takes can immerse the audience in the event.

- **Recording and Replaying**

Creating a recording of the user—as a shadow or a motion recording of her gestures—often helps with making experiences that are both socially familiar and continuously changeable. By dynamically switching between users' recording and watching, the repetition of user motions encourages focus. Tangible media research has also investigated and assessed the pedagogical and communicative advantages of high-fidelity human movement.

- **Shadow and Silhouette**

Compared to a full-color representation, using a user's shadow or silhouette has several surprising benefits. If we look closely enough, we can see that a photograph of a shadow accurately depicts the shadow itself—a flat absence of light—but a portrait of a person—a 2D fluctuation of color—looks very different from our actual, three-dimensional bodies. Contrary to what one might expect, a user may find a shadow to be more "real" than a video image. Additionally, we have noticed that individuals feel uneasy when shown a colours video of them, as they fixate on various aspects of their appearance, such as their hair, skin, clothing, and weight. Possible causes include being very self-conscious or experiencing a "uncanny" resemblance to a live video display of oneself. These worries disappear as soon as a shadow depiction is used. At last, users may see a silhouette of themselves and their pals in an instant, but no one else can see their shadow. This fuzziness fulfils privacy rules, especially those that control the capturing and dissemination of photos of youngsters, and it also disinhibits society. A number of other studies have also pointed out the significance of shadows in UIs.

Table 1: Interaction design techniques of the case studies.

Interaction Technique	Boundary Functions	Deep Walls	Three Drops	Fear
Narrative Model	Experiential	Performance	Episodic	Game
Continuous Interaction	X	X	X	X
Record &		X		

Replay				
Shadow / Silhouette		X		X

Our research centers on how to make interactive experiences feel more personalized through the use of silhouettes.

5.1. Principles of Character Animation

Social immersive media, similar to movies, are projected experiences that change over time. We mainly draw inspiration from the established time-based medium of film, and more specifically from Thomas and Johnson's seven principles of animation, when we plan the motion and arrangement of interface components, in order to generate animated responses that convey emotions. The importance of following these guidelines has been recognized by other experts in user interface design:

- Gradually introducing and removing stimuli. All things natural move at a leisurely pace and eventually stop. Robotic movement and sudden change result from disregarding this idea.
- Interfering with one another. Movements in nature occur simultaneously. No one ever walks up to a door, stops, and then reaches for the handle. Instead, he walks up to the door while simultaneously extending his arm.
- Ensure completion. Just like a baseball swing doesn't stop suddenly after hitting the ball, natural motions have a gradual buildup to a finish.
- Setting up the stage. The designer must strategically guide the user's attention to various parts of the experience at different times due to the fact that users can only pay attention to one item at a time. To achieve this, you can control the timing and location of on-screen element changes. Typically, a user's focus should be on a single main activity.
- Relax and squeeze. As they move and engage with their environment, real-life objects undergo distortion, either through compression and expansion, as is typical of fleshy beings, or through motion blur, when photographed.

- Inflating a case. The designer must exaggerate characteristics, movements, and emotions to achieve the same or higher emotional effect in animated representations, as they are typically simplified in comparison to the real world.
- Scheduling. People pay close attention to the timing of motions. The amount of time that passes between two animated positions has a significant impact on how those poses are perceived. A character may have heard a gunshot if his head turns in 30 milliseconds, but if it turns over 500 milliseconds, it may signify he is feeling reflective.

❖ **Environmental considerations**

Scale is an effective method for interacting with various user behaviour. Physically placing an exhibit to encourage contact is a primary architectural element in large-scale museum installations. In order to guarantee a successful exhibit, we have created spatial standards. It is still unrealistic to expect a video projection to be interactive, so we put the exhibit where people will naturally stroll into it. Secondly, it should be in an area with natural human traffic. Exhibits should have plenty of room on all sides and in front of them so that visitors may safely try out different ways to get in and out. That is why it's ideal to avoid having a projection at a dead end. The lighting in an exhibit shouldn't be too dim for social immersive media, which goes against what designers might think. Users should be able to see each other as much as the exhibit itself in order to facilitate group learning and social engagement. Put the exhibit's equipment high up in the ceiling, away from visitors' reach, or cover it with a transparent sheet or something else sturdy to prevent damage. Last but not least, exhibits must be accessible to people with disabilities, which is generally mandated by law. This can be achieved by constructing ramps that gently slope up to elevated locations and broad hallways that can accommodate wheelchairs.

❖ **Multiple Software Representations**

For each interface element, the software model of the user's body and movements, as well as the graphical reaction, must be changed to the one that is most suitable. The use of non-photorealistic animation techniques and interactive graphics/vision systems for real-time interaction are the inspirations for employing various software representations of people. Problems that are easy to solve in one domain (like raster picture collision detection) but difficult or time-consuming to address in another form (vector) have been acknowledged by both domains. We convert camera raw photos into discrete and continuous sets, as well as

raster and vector representations. We record and examine the user's movements as 1d, 2d, 3d, and continuity models, as well as as more generalized categories of motion (such as hand/head, fast/slow, concave/convex, etc.). Cinematic and animated history provides the direct inspiration for the idea to use numerous representations and to dynamically shift representations. Animation and special effects artists, led by trailblazers like Emile Cohl in the 1920s, have been reimagining cinematic representation frame-by-frame, using whatever method is most practical to achieve an effect—be it live action, stop-motion, optical printing, or animation.

6. CONCLUSION AND RECOMMENDATION

In order to build augmented reality experiences that encourage participation from both individuals and groups, it is helpful to refer to the design concepts provided in this article as a set of guidelines. Our methodology, strategy, and design concepts establish a standard for expansive multi-user exhibits that may be expanded upon by other designers.

To maximize the effectiveness of camera/projector exhibits for multiple users, it is important to set clear objectives, plan for social interaction, use immersive visuals and audio, make sure the design is intuitive, think about the space and layout, make sure it is accessible, give clear instructions and guidance, encourage exploration and experimentation, gather feedback and iterate, and prioritize safety and security.

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Examining the Evolution of the Hospitality Industry: A Consumer-Centric Analysis of Upcoming Trends

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Abstract

Throughout the course of recent many years, the inn business has encountered staggering development and worldwide extension. Moreover, the help area is one of the main assistance businesses on the planet and is extending at the fastest rate. With an accentuation on the hotel industry's developmental direction, this study investigates the unique scene from a consumer-centric point of view. Utilizing a careful assessment, the review explores the impending examples that will impact the heading of the area going ahead. 200 legitimate reactions were gotten from visitors of inn organizations by means of a web-based survey. The motivation behind this study is to analyze consumer conduct concerning hotels in Nagpur, Maharashtra and recognize request side trends that are affecting the industry. The development of the survey was lined up with the dynamic cycle, considering elements like inspiration, arranging, reservation, fulfilment, proposal, and future possibilities for the hotel industry. To make the consumer's sociodemographic profile, it additionally incorporates questions. Utilizing the SPSS program, univariate, bivariate, and multivariate investigation of the accumulated information was done. The discoveries suggest that explorers might utilize the Web to plan and hold their facilities, and that area, cost, and administration quality are the principal determinants of their decisions. It was additionally resolved that the regions that raise consumer assumptions for the future of inn foundations are innovation and personalization.

Keywords: Hospitality industry, Consumer, Future trends, Consumer behaviour, Development.

1. INTRODUCTION

The hospitality area is driving the manner in which in a unique shift during a period of quick specialized leap forwards and developing consumer tastes. This study embraces an inside and out examination concerning the perplexing development of the inn industry, with a specific accentuation on distinguishing the looming designs impacting its future. For an industry to prevail over the long haul, it is fundamental to appreciate and expect the requests of its clients as they change continually. This study's perspective, which perceives the basic effect of consumer ways of behaving and assumptions on the course of the area, is plainly centred around the development of the consumer. Through the reception of this perspective, the examination means to interpret the complicated connection between consumer trends and the change of the hospitality area, giving experiences that go past basic perceptions to direct essential navigation.

The hospitality industry is seeing a critical change in consumer tastes because of a large number of factors, remembering changes for socio-social standards and innovation progressions. Inside the system of a world developing more interconnected constantly, clients presently need vivid, modified encounters that go past the common limits of hospitality administrations. To give knowledge on the nuances that portray the advanced consumer experience, the review endeavours to examine these evolving inclinations. Moreover, the review perceives the huge impact of innovation in framing these inclinations, going from the utilization of computerized stages for reservations to the joining of man-made brainpower and information examination to expand client happiness overall.

As well as inspecting client inclinations, the concentrate intently looks at the innovation climate that is propelling the hospitality area. The industry is seeing a change in perspective in functional proficiency and administration conveyance with the presentation of shrewd innovations. Innovation, from contactless registrations to savvy room controls, meets changing client assumptions as well as works on inside tasks, making a perplexing connection between client centred trends and functional upgrades. Through examining this collaboration, the exploration plans to offer a complete perception of how mechanical developments are impacting and adjusting to client requests in the hospitality industry.

The current review epitomizes an exhaustive examination concerning the development of the hotel area, recognized by a client centred investigation that translates the perplexing

interaction between advancing consumer ways of behaving and creating industry designs. As the hotel area moves toward another period, it is basic for partners to appreciate and acclimate to these changing elements to meet and outperform the assumptions for the present consumers.

2. OBJECTIVES OF THE STUDY

The study aims to achieve the following research objectives:

- To look into the ways that internet platforms affect travellers' choices of hotels in Nagpur, Maharashtra.
- To examine the main variables affecting travellers' decisions about which Nagpur, Maharashtra hotels to stay in.
- To assess what guests anticipate from hotels in the future, with a focus on how technology and customization are influencing guests' changing tastes.
- To offer suggestions to hotel managers on how to enhance the satisfaction and experience of their guests.

3. REVIEW OF LITERATURE

A review led in 2020 by Inversini, De Carlo, and Masiero looks at the impacts of client centricity in the hospitality industry. Distributed in 2020 in the Global Diary of Hospitality The board, the review investigates the multiple manners by which the hospitality industry elements are influenced by a client centric methodology. The review offers critical experiences into further developing assistance conveyance and by and large consumer loyalty with regards to hospitality the board by breaking down the qualities of client centric practices.

Nam, Dutt, Chathoth, Daghfous, and Khan (2021) examine the utilization of robots and man-made consciousness (man-made intelligence) in the hotel area as a bleeding edge and progressive subject in the hospitality space. Their review offers a careful assessment of the open doors and troubles connected with integrating mechanical technology and computerized reasoning into inn tasks, and it is distributed in Electronic Business sectors. The report gives smart data about how the hotel area is changing by investigating the impacts of innovation forward leaps and featuring the benefits and detriments of carrying out state of the art advancements.

Through a deliberate evaluation of the writing, Rini and Ferdinand (2021) lead an exhaustive examination of client centric practices in the hospitality area. Their examination, which was

distributed in JDM (JurnalDinamikaManajemen), investigates the corpus of writing on client centricity in the hospitality industry and gives an outline of the main disclosures. Likewise, the examination offers critical points of view for future examinations, making the way for a more significant cognizance of how client centric procedures can be additionally improved in the steadily changing hospitality area.

In their systematic survey, Romero Montero, Dealers Rubio, and Cely Álvarez (2023) add to the assemblage of information on inbound advertising in the hospitality area. Their investigation of the most recent 12 years of inbound advertising trends, strategies, and impacts on the inn industry is vital. This review, which was recently distributed, gives a cutting edge perspective on the development of inbound promoting inside the area and features significant bearings for additional examination. The survey's systematic methodology works on its constancy, making it a helpful device for scholastics and industry experts who need to understand and involve inbound promoting strategies in the hospitality industry.

By looking at the impact of client centric advertising on client maintenance inside the Egyptian inn business, Saber et al. (2021) add to the assemblage of writing. Their examination, which was distributed in the Global Diary of The travel industry and hotel The executives, investigates the exceptional attributes of the Egyptian inn industry and gives understanding into how well client centric advertising methods might assemble brand faithfulness. Through an investigation of the many-sided relationship between's client centric advertising and maintenance, this study offers huge points of view for inn experts and policymakers trying to increase consumer satisfaction and faithfulness inside the unmistakable Egyptian market climate.

4. RESEARCH METHODOLOGY

4.1. Target Population

All guests who have remained in Nagpur hotels for no less than one night all through the past two years are remembered for the review's objective segment.

4.2. Sampling Technique

Since a non-probabilistic (comfort) testing procedure was utilized, the review populace might not have been totally delegate. Since auxiliary information were inaccessible and comfort testing was a reasonable choice, this methodology was chosen.

4.3. Data Collection

A survey was the fundamental device used to assemble information; it was decided because of its continuous use in the travel industry and recreation research as well as its pervasiveness in the assessed writing.

4.4. Questionnaire Design

With a couple of unassuming inquiries for more inside and out information, the poll was essentially made out of shut finished questions. Most frequently, a 5-point Likert scale was utilized for shut finished questions. The development of the survey understood the rationale of the dynamic interaction and was educated by relevant writing.

4.5. Questionnaire Development

The questionnaire was isolated into segments, with the primary getting some information about the sort of inns visited and the purposes behind those stays, and different areas covering reservations, arranging systems, fulfilment, ideas, and future standpoints. The respondents' sociodemographic profile was the primary subject of the last area.

4.6. Distribution

Sending sixty messages to hotels and industry relationship in Nagpur, Maharashtra was the most important phase in the effort crusade. Furthermore, territorial the travel industry sheets were reached. But since there was little participation (only four responses), substitute techniques for appropriation by means of email and online entertainment destinations were utilized.

4.7. Duration and sample

Among January and Walk of 2022, the questionnaire was open on the web, and 300 complete reactions were gotten during that time. 200 of these were thought of as reasonable for assessment.

4.8. Data Analysis

Adaptation 23.0 of the SPSS (Measurable Bundle for the Sociologies) program was utilized to break down the information. Proportions of scattering, focal propensity, and recurrence

circulation were completely remembered for the univariate examination. The one-way ANOVA test and the t-test were utilized in bivariate examination.

5. DATA ANALYSIS AND RESULTS

5.1. Respondents' profile

Table 1: Respondents' sociodemographic profile

	Category	Frequency	Percent
Gender	Female	117	58.5%
	Male	83	41.5%
Age	Below 20	16	8%
	20-35	76	38%
	35-64	61	30.5%
	Above 65	47	23.5%
Educational level	Until the 3rd cycle (9th grade)	36	18%
	Secondary education	71	35.5%
	Higher education	93	46.5%
Work situation	Unemployed 4.6	17	8.5%
	Employee 48.9	85	42.5%
	Self employed 11.5	29	49.5%
	Employer 0.7	5	2.5%
	Student 29.8	45	22.5%
	Other 3.3	11	5.5%
	Retired 1.3	8	4%
Income	>2000€ 7.9	15	7.5%
	1501-2000€ 10.5	20	10%
	1001-1500€ 16.4	29	14.5%
	505€- 1000€ 34.1	71	35.5%
	Not applicable 31.1	65	32.5%

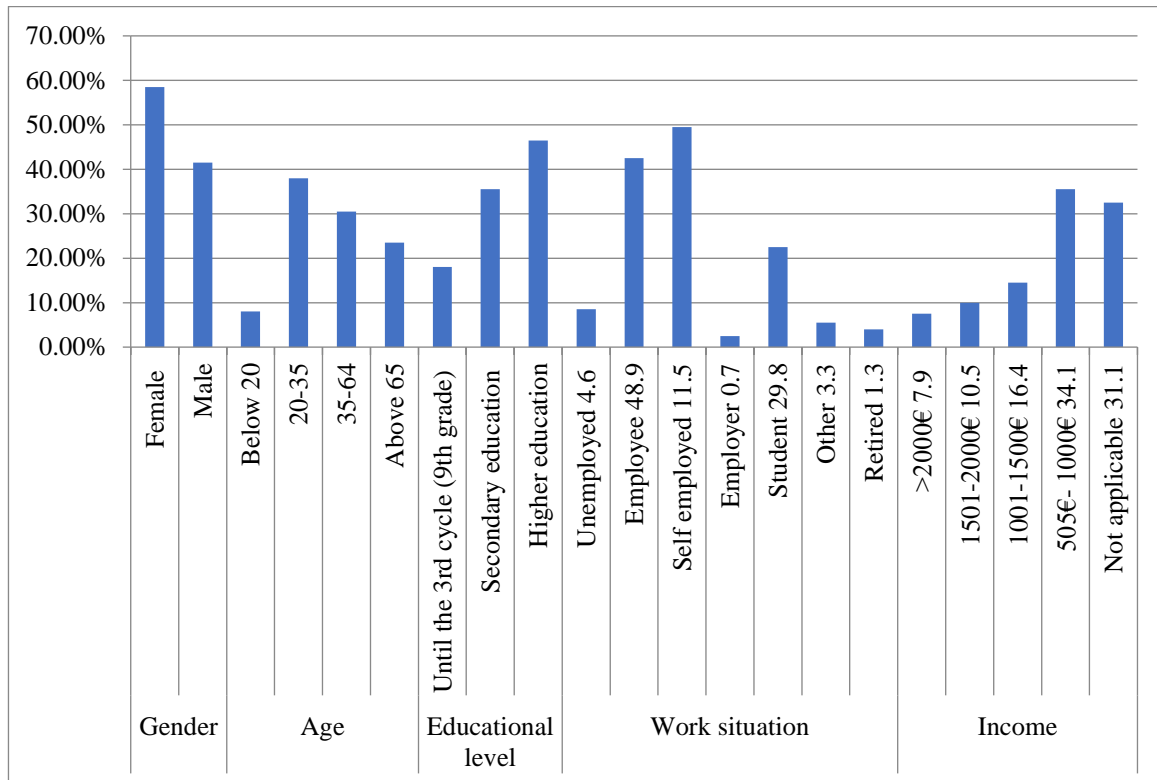


Figure 1: graphical depiction of the respondents' sociodemographic profile percentage

A careful synopsis of the segment highlights of an example populace is given in Table 1, which remembers data for orientation, age, pay, work position, and instructive fulfillment. With 58.5% of the populace being female and 41.5% being male, the primary class, orientation, shows a genuinely adjusted conveyance. With respect to, 38% of the example is in the 20-35 age range, trailed by 30.5 % in the 35-64 age range, 23.5 % in the 65+ age range, and 8% in the under-20 age bunch. The populace's instructive fulfillment is very much addressed, with 18% having wrapped school up to the third cycle (the 10th grade), 35.5% having finished auxiliary training, and 46.5% having finished further training. The information shows a different labor force concerning the Work Circumstance class, with 42.5% of laborers being utilized, 22.5% being understudies, and 8.5% being jobless. Bosses make up 2.5%, independently employed individuals make up 11.5%, and individuals in different work conditions and retired people make up 5.5% and 4%, separately. The populace's monetary circumstance is uncovered by the Pay classification. 35.5% of respondents show that their pay is somewhere in the range of 505 and 1000 euros, while 32.5% say that their pay isn't material. 7.5% of the populace acquires in excess of 2000 euros, 10% makes somewhere in the range of 1500 and 2000 euros, and 14.5% makes somewhere in the range of 1001 and 1500 euros.

Table 2 shows the respondents' activities about hotel foundations all through the former two years.

Table 2:Customer conduct during the preceding two years in hotels

	Category	Percent
Type of establishment	Hotel	73.2%
	Apartment hotel	12.1%
	Inn	8.3%
Classification	1-star	0.5%
	2-star	2.4%
	3-star	34.1%
	4-star	50.6%
	5-star	3.7%
Main reason for overnight stays	Leisure / vacation / recreation	80.4%
	Health reasons / Medical treatments	0.1%
	Religious motives / Pilgrimages	0.1%
	Business / professional reasons	12.1%
	Visiting friends and relatives	0.8%
	Others	1.4%
Average length of stay	1 night	8.3%
	2 nights	25.3%
	3 to 4 nights	24.0%
	5 to 8 nights	17.0%
	More than 8 nights	14.5%

5.2. Behaviour in relation to accommodation planning

Respondents utilized a 5-point scale (1 = not significant/5 = vital) to distinguish the main wellsprings of data. Table 3 uncovers the significance of data sources.

Table 3:Importance of information sources

	Use	Mean	Standard deviation
Brochures and catalogues / Travel guides / Travel magazines	74%	2.26	1.162
Travel agencies	67%	1.97	1.212

Feedback from friends and / or relatives	95%	2.97	0.939
Past experiences	97%	3.30	0.808
Website of hotel establishments	96%	3.10	0.835
Blogs	75%	2.15	1.115
Social networks (e.g. Facebook / Twitter / Instagram)	88%	2.40	1.106
Customer review sites (e.g. Tripadvisor / Booking)	95%	3.23	0.877
Data sharing sites (e.g. Youtube / Flickr)	68%	1.90	1.084

Table 3 offers data on the normal scores and standard deviations connected to a few sources influencing individuals' dynamic cycles with regards to travel. The level of changeability or scattering around these mean qualities is shown by the standard deviations, which measure the typical degree of impact owing to every data source. As per the information, "Input from companions as well as family members" has the most noteworthy mean score (95%), recommending that choices on where to go are fundamentally impacted by this source. The exceptionally low standard deviation of 0.939 shows that respondents have a serious level of understanding about the effect of proposals from loved ones. The "Site of hotel foundations" and "Previous encounters" in like manner had high mean evaluations of 97% and 96%, separately, proposing that these sources affect travel choices. The low standard deviations for both show that respondents for the most part concur that related involvements and hotel sites impact their movement choices. In any case, with commonplace scores of 67% and 68%, separately, "Travel services" and "Information sharing locales (e.g., Youtube/Flickr)" had undeniably less impact. These sources have similarly better quality deviations, which shows that respondents' perspectives differ more. This proposes that individuals could see the effect of travel planners and information sharing sites from various points. Organizations and advertisers in the movement area can profit from the information in Table 3 by better comprehension the essential effects on clients' dynamic cycles. It underscores how pivotal

related involvements, online assets, and individual proposals are in impacting travel choices. It likewise calls attention to regions where sentiments could separate all the more enormously.

5.3. Determinants of hotel choice and guest satisfaction

Respondents surveyed the importance and relating fulfillment for various models found in the writing utilizing a 5-point rating system, considering the meaning of understanding which credits consumers esteem and the inn's presentation in association with them. To find genuinely huge contrasts between the two methods, a t-test was directed after a clear examination to decide the mean of the characteristics in every one of the boundaries (significance/fulfillment) (Table 4).

Table 4: The significance and contentment of hotel features

Attributes	Importance	Satisfaction	Difference	p-value
Attractiveness of exterior design / appearance	2.87	2.78	0.07	0.087
Attractiveness of interior design	3.08	2.83	0.23	<0.001
Good soundproofing of rooms	2.97	2.75	0.20	<0.001
Flexible check-in / check-out	2.88	2.73	0.13	0.014
Comfort of room / bed	3.45	3.13	0.30	<0.001
Fitness center / gym	1.34	1.74	-0.02	<0.001
Entertainment areas	1.97	2.05	-0.06	0.205
Existence of air conditioning	2.91	2.93	-0.01	0.708
Breakfast included	3.47	3.23	0.22	<0.001
Easiness of making reservations	3.27	3.09	0.16	<0.001

Room facilities	2.46	2.47	-0.00	0.902
Cleanliness of rooms and bathrooms	3.75	3.32	0.41	<0.001
Cleanliness of common areas	3.49	3.19	0.01	<0.001
Convenient location	3.28	3.08	0.01	<0.001
Swimming pool	2.31	2.42	-0.09	0.078
Price	3.55	3.01	0.52	<0.001
Professionalism of staff	3.42	3.03	0.37	<0.001
Possibility to customize services / room	1.93	1.97	-0.02	0.563
Quality of food / drinks	3.06	2.79	0.25	<0.001
Hotel / hotel brand reputation	2.54	2.56	-0.01	0.819
Meeting room / Business center	0.85	1.42	-0.55	<0.001
Safety	3.30	3.13	0.15	<0.001
Telephone service	1.32	1.88	-0.54	<0.001
24-hour room service	1.75	2.09	-0.32	<0.001
Cable TV	2.29	2.41	-0.10	0.088
Use of technology (e.g. free wi-fi / tablets available)	3.03	2.54	0.47	<0.001
Use of sustainable practices / hotel sustainability	2.70	2.38	0.30	<0.001

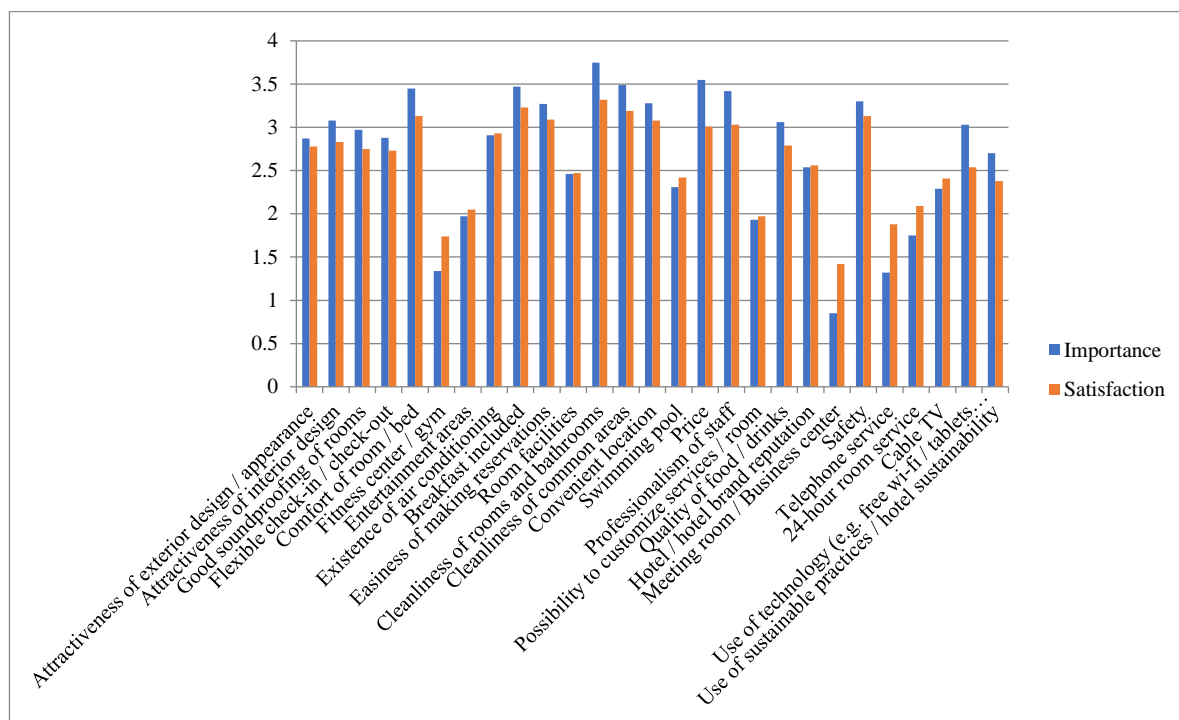


Figure 2:The importance and satisfaction of hotel amenities

An exhaustive assessment of a few elements relating to inn fulfillment is displayed in Table 4, with specific consideration paid to significance, present fulfillment levels, the qualification among significance and fulfillment, and the p-esteems that accompany them. The qualities are shifted, enveloping both outside and inside plan components as well as administration related components like adaptable registration times, polite workers, and mechanical utilization. The information shows a couple of intriguing trends. In the first place, with the most elevated need rating of 3.75, "tidiness of rooms and restrooms," obviously visitors think this component is vital. The fulfillment rating is 3.32 right now, demonstrating that there is potential for development. On the other hand, "cost," which has a tremendous contrast of 0.52, is the component where significance and fulfillment vary most emphatically. This proposes that in spite of the fact that guests esteem cost exceptionally, they are not as happy with it, highlighting a potential issue that hotels might settle. Regardless of the generally low fulfillment levels, ascribes like "telephone utility" and "meeting room/business focus" show negative variations, recommending that visitors are less stressed over these components. In light of these remarks, hotels might mull over allotting similar measure of assets to these things. Most of the characteristics have p-esteems under 0.001, which recommends that there is a genuinely tremendous distinction among significance and fulfillment. This supports the

discoveries' reliability by inferring that the noticed contrasts are probably not going to be the aftereffect of irregular possibility.

5.4. Recommendation

It was feasible to affirm that there are measurably critical varieties between consumers' age of eWOM and their use of this data source by utilizing the one-way examination of difference (ANOVA) (Table 5).

Table 5: Motivations for eWOM production

Statement	Mean	Standard Deviation
I like to share information about my personal experiences.	2.76	1.242
I enjoy sharing information about my travel experiences with different Internet users.	2.44	1.234
I also search online for advice on choosing hotels.	3.40	0.799
I feel like I belong to a community.	1.59	1.195
I want to share my dissatisfaction.	2.43	1.343
I want to share my satisfaction / quality of service.	3.13	0.889
I want to help the hotel establishment where I stayed.	2.86	1.118
I like the feeling of helping others.	3.00	1.060

The table 5 presents the mean and standard deviation values for different explanations connected with sharing encounters, looking for exhortation on the web, and communicating fulfillment or disappointment with regards to hotel encounters. The mean qualities address the typical reactions on a scale, while the standard deviation gives a proportion of the changeability or scattering of these reactions.

Taking a gander at the primary assertion, "I like to share data about my own encounters," the mean is 2.76 with a standard deviation of 1.242. By and large, respondents are respectably disposed to share individual encounters, yet there is extensive changeability in their reactions.

The subsequent assertion, "I appreciate sharing data about my movement encounters with various Web clients," shows a lower mean of 2.44 and a comparable standard deviation of 1.234. This demonstrates a somewhat lower tendency to share head out encounters contrasted with individual encounters, with again an eminent reach in reactions.

By and large, express a moderate tendency (mean = 3.40) with somewhat low changeability (standard deviation = 0.799). This proposes a more steady pattern among respondents in looking for exhortation on inn decisions.

The fourth assertion, "I feel like I have a place with a local area," uncovers a lower mean of 1.59 and a significant standard deviation of 1.195. By and large, have a somewhat low feeling of having a place with a local area, and there is critical changeability in their sentiments about local area having a place.

Proclamations in regards to communicating disappointment and fulfillment, as well as assisting the inn foundation and others, show with meaning qualities going from 2.43 to 3.13. The standard deviations for these assertions range from 0.889 to 1.343, demonstrating shifting levels of understanding among respondents and critical fluctuation in their perspectives towards these ways of behaving.

6. CONCLUSION AND RECOMMENDATIONS

This study features the basic meaning of fathoming and acclimating to changing consumer trends by enlightening the mind boggling elements of client conduct in Nagpur hotels. The report underlines how significant the Web is as an optional wellspring of data and appointments, with Booking.com filling in as a significant stage. The key components affecting consumer choices are the deciding characteristics, particularly the apparent nature of administration and the association among cost and area. The genuine outcomes, be that as it may, show a presentation hole in these qualities, demonstrating the requirement for a more prominent accentuation on help quality. Strikingly, respondents didn't consider gathering rooms, telephone administrations, or wellness focuses to be critical, notwithstanding the way that these conveniences surpassed their importance. This recommends that these conveniences ought to be enhanced or reexamined. To construct and safeguard the hotel's internet based standing, the counsel centers around using computerized showcasing strategies, putting a huge accentuation on web-based advancement, overseeing virtual entertainment stages handily, and keeping areas of strength for an on survey sites. Moreover, it becomes basic to advance the age of electronic Word-of-Mouth (eWOM) in accordance with the boundless utilization of survey sites in navigation. To close the tracked down holes in help quality and further develop the general guest experience, facilitated activities are required. These endeavors ought to incorporate staff preparing and a commitment to professionalism. It is encouraged to utilize

the significance execution examination to pinpoint and determine specific qualities and shortcomings to augment asset distribution. To thrive in the impacting universe of consumer inclinations and ways of behaving, Nagpur inn ventures are basically encouraged to embrace an all encompassing methodology that coordinates computerized drives, administration quality improvement, and proactive standing administration.

Giving a few proposals to Nagpur hotel foundations considering the experimental review's findings is possible. A rising measure of cash ought to be put resources into advanced promoting methods, for example, expanded web based publicizing and wary support of the hotel's site and different virtual entertainment accounts. Considering the examination of the impacting factors, it is prescribed that tries be embraced to furnish guests with a predominant degree of administration, taking into account the importance that qualities like cleanliness, solace in the room, and wellbeing hold for the client, and since these viewpoints didn't measure up to their assumptions. Moreover, it is exhorted that each association utilize the significance execution investigation to decide its benefits and hindrances as well as where to focus its assets.

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EXPLORING NEW MEDIA'S ROLE AS A CATALYST FOR TRANSFORMATION IN INDIAN TELEVISION AND CINEMA: AN INVESTIGATION INTO OVER-THE-TOP PLATFORMS

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Abstract

New media makes new universes and completely changes us. Internet is quickly transforming Indian film. Crowds utilize new advances to watch movies and narratives on their gadget. Netflix, Amazon Prime, Hotstar, Zee5, ALT Balaji, and Jio television offer movies and other video material online. TV and film are merging on these channels. New companies are making videos on these Internet platforms only. New media platforms permit watchers to see new movies, web series, narratives, news, and short movies whenever it might suit them at reasonable costs. These new organizations are altering Indian cinema and television. This study examines how new online platforms are affecting Indian television and cinema and how youth are using them to view videos. This study examines youth video content consumption and changes in TV and movie viewing tendencies. This poll examines youth online video viewing habits. According to a review, Hotstar, Netflix, and Jio dominate the Indian OTT industry. Web series dominates over-the-top material. These platforms are popular with Indians for web series. 2nd favorite programme: movie. Indian viewers prefer Hindi. Entertainment drives over-the-top app use. The majority of Indian people view films on these apps. My favorite films are action and comedy. These apps are popular with Indians for streaming new films. Most respondents think that over-the-top applications are affecting Indian television and cinema viewing propensities. The transition was driven by convenience, personalization, and multinational content. Study shows that over-the-top applications in India have a promising future because to smartphone adoption, multinational media mogul cooperation, cost effectiveness, and digital quality.

Keywords-: *Media, Cinema, Television, Entertainment, Transformation.*

1. INTRODUCTION

Theatrical and television viewing have long been the norm for the dissemination of moving images and other forms of audiovisual media. Videocassettes, DVDs, Blu-rays, and disc rental services made technological advancements convenient to watch at home and on demand. Cable TV also used fibre optic and coaxial lines to transmit its programming. The advent of Direct-to-home (DTH) technology, which permitted clients to get excellent transmission and on-request material directly to their homes through satellite and dish network, was another improvement to the service. Video on Demand (VoD) services and online streaming have recently made watching films and TV shows much more convenient. Video on demand, or VoD, is the practice of distributing video material via the Internet using software commonly known as Over-The-Top (OTT) services. Streaming services provide diverse tales unfettered by censorship, box office, or demographic restrictions, in contrast to traditional media. Provided users have reliable Internet, it offers a much-enhanced viewing experience in terms of both sound and picture quality.

OTT allows disintermediation by evading platforms that often serve as controllers or distributors, such as cable, broadcast, and satellite television. One can enjoy watching films and other forms of entertainment whenever and wherever they choose with this.

Once thought of as a luxury, more and more Indians are opting to cut the cord or access content online. While data shows that VoD is still in its early stages, the fact that forty companies have entered the market in only three years shows that it has enormous potential. At least four out of five Indian smartphone owners use an over-the-top (OTT) app to view content. Despite competition from Facebook, WhatsApp, and e-commerce platforms like Amazon and Flipkart, over-the-top (OTT) apps have surpassed all others in terms of downloads. When looking at the entertainment and media business in India from 2017 to 2022 as a whole, the streaming market will make up 46% of that growth. This article delves into the history of over-the-top (OTT) services in India, including topics such as their launch, development, key players, content types, audience demographics, challenges, and potential for expansion. What follows is a discussion of the causes behind the VoD market's meteoric ascent in India.

2. OBJECTIVES

- Understand how over-the-top services have altered the landscape of Indian film and television.

- To learn how Indians use over-the-top (OTT) apps while viewing TV online.
- To gain insight into how Indian fans perceive the impact of OTT on the country's television and film industries.

3. LITERATURE REVIEW

Shon et al. (2021). Online video streaming services like Netflix and YouTube are becoming increasingly popular around the world. Albeit homegrown substance suppliers' impersonation of worldwide OTT platforms could prompt the making of new platforms or other possibilities for nearby happy industries' development, the entry of worldwide OTT platforms might actually stunt the development of nations' neighborhood related areas. The impact of international OTT administrations on South Korea's homegrown video content market is the focal point of this exploration. Specifically, it utilizes stochastic wilderness and meta-boondocks examination to take a gander at how the nearby video content creation and dissemination businesses have changed as far as productivity since YouTube and Netflix emerged. The neighborhood content industry felt the impacts of the worldwide OTT stage's introduction; however, the exact arrangement of the business determined the pace of development, and the stage's effect differed. According to Tobit's research, the technical gap ratio is significantly impacted by technology advancements and the introduction of worldwide OTT platforms.

Sundaravel et al. (2020). Once thought of as a luxury, over-the-top (OTT) video platforms are now seen as a commodity. The number of Indian consumers who have adapted to it is on the rise. Netflix and Amazon Prime have increased their piece of the pie in India, while Hotstar and Jio Cinema, which are based in India, have strengthened their grip on the Indian streaming service industry. This article uses analytical research to examine the rise, benefits, and prospects of streaming services in India. We also cover the different over-the-top (OTT) services, including what drives their growth, how they got their starts, the demographics of their audiences, the content they offer, the impact of censorship, and what the future holds for the industry.

Sahu et al. (2021). The rise of over-the-top (OTT) platforms has recently altered how people watch television as a result of both technical developments and individual preferences. Thus, the purpose of this research is to examine how much time people spend watching traditional television compared to over-the-top (OTT) platforms. Additionally, it will go over the seven aspects of the niche and gratification method and how they connect to the consumers' socio-

demographics. An online survey instrument was used to administer 329 valid responses. The methods of convenience and snowball sampling were employed. There is no statistically significant relationship between the socio-demographic characteristics of TV viewers and any of the traditional TV components, according to the results of Multiple Hierarchical Regression. There is a strong relationship between the family income of OTT platform users and the relaxation and convenience component. All of Conventional TV's niche breadth scores were greater than OTT platforms', with the exception of the convenience component. When comparing conventional TV to over-the-top (OTT) platforms, conventional TV came out on top in every satisfaction category except convenience. Based on the results, conventional TV is best suited for financial benefits and relaxation, whereas over-the-top (OTT) platforms shine in the area of convenience. This will be the first effort to quantify users' indulgence towards OTT platforms and conventional TV, as past studies have concentrated on users' judgements of the picture quality and content specs of the OTT platform.

Godara et al. (2021). Food is considered both a fundamental need and an integral part of one's way of life. Nowadays, it's not just prepared and consumed; it's also watched. The reason for this exploration is to recognize the elements that influence the utilization and making of culinary and food-related media. Additionally, the study examines how the COVID-19 epidemic has affected food media. The researcher used quantitative and qualitative approaches in a descriptive study design. The data pinpoint the demographic that watches food media the most and provide clues as to why this trend has been on the rise. Additionally, the study delves deeper into the ways in which food features in the film, social media, reality TV, and OTT (Over the top) industries. Both the consumption and production of content pertaining to food and cooking have been on the rise, according to the report.

4. RESEARCH METHODOLOGY

The research methodology of this study is a survey. Data was collected via a questionnaire. The online viewing habits of young Indians were investigated with a Google Forms survey. A total of one hundred respondents from different colleges have been chosen for the purpose of gathering data. Basic percentage analysis is used to examine the data.

5. DATA ANALYSIS AND INTERPRETATION WITH THE HELP OF APPROPRIATE TEST

Information was gathered digitally using Google Forms. A mix of open-ended and close-ended questions were used. In essence, the survey aimed to learn how Indian consumers typically watch television and films, as well as their thoughts on the state of the industry and the potential of over-the-top (OTT) apps in the country.

Table 1: Preferred Over-the-Top (OTT) Platform

Preferred OTT Application	Percentage of Respondent (Round off)
Amazon Prime	25
Hotstar	11
VOOT	23
Jio TV	8
Alt Balaji	2
Sony Liv	1
Zee 5	2
Eros Now	2
News18	2
Net Flix	23
Big Flix	1

For Indian users, there are a number of apps that offer video streaming via OTT. In India, which over-the-top (OTT) service is the most popular? This is the main inquiry, and the outcomes show that Hotstar is the unmistakable number one among Indian clients. About a quarter of all viewers are currently enjoying video material on Hotstar. Netflix and Jio TV are the second most popular over-the-top services among Indian viewers.

About 23% of viewers use Netflix, and the same percentage uses the Jio TV app. For over-the-top (OTT) content, 11% of Indian viewers favour Amazon Prime. When it comes to over-the-top (OTT) content, nearly 8% of viewers choose the voot app. Zee5, Alt Balaji, Big Flix, Sony Liv, and Eros Now are among the apps with the lowest viewership.

Table 2: Duration of Over-the-Top (OTT) Viewing

Duration	Percentage of Respondent
Less than one hour	43

1-2 hours	39
2-3 hours	16
3-4 hours	2
More than 4 hours	0

How much money do Indian users spend on OTT apps? Nearly half of those who took the survey reported using the app for less than an hour every day. Nearly 16% of users spend 2–3 hours per day on these apps, and 39% of viewers spend 1–2 hours per day. About 2 % of users watch three to four hours of content on these apps. Nobody who has used these apps for longer than four hours has responded.

Table 3: Timing for Over-the-Top (OTT) Watching

Timing	Percentage of Respondent
Day time	17
Evening	26
Early Night	30
Late Night	27

The statistics from the table above shows that around 30% of Indian viewers use over-the-top (OTT) applications to watch material in the early hours of the night. Late at night, almost 27% of users use these apps. In the evening, 26% of users utilize these programmes, whereas 17% use them during the day.

Table 4: Monthly Expense for Over-the-Top (OTT)

Monthly Pack	Percentage of Respondent
Free	63
Less than 50 Rupees	10
50 to 200	14
201 to 400	7
More than 400	6

According to the data in the table above, Indian viewers are not willing to pay for over-the-top (OTT) applications, which is a major deterrent for their use. Close to 63% of people who took the survey are utilizing these apps for free. These applications are being used by them at no cost. Out of all viewers, about 14% shell out between fifty and two hundred rupees monthly for OTT apps. These apps are used by about 10% of the population for less than 50 rupees monthly. These apps cost about 7% of viewers between 201 and 400 rupees. For over-the-top (OTT) app use, about 6% of the population pays more than 400 rupees monthly.

Table 5: Preferred Content on Over-the-Top (OTT) Platform

Preferred Content	Percentage of Respondent
Movies	16
Web Series	34
Documentaries	2
TV serials	6
Reality Shows	13
Live Sports Events	10
News	16
Others	3

Web series are the most popular content on OTT apps. 34% of people watch web series through over-the-top applications. Roughly 16% of users prefer to watch films on these apps, and the same number watches news on them as well. What this means is that Indian consumers are increasingly turning to over-the-top apps to stream web series, movies, and news. Therefore, thirteen viewers favored these apps for reality shows, and ten percent use them to watch live sports. Even when it came to watching sporting event highlights, just 3% of viewers favored documentaries.

Table 6: Preferred Language for OTT Content Viewing

Language	Percentage of Respondent
Hindi	80
English	15
Others (Punjabi+ Gujrati)	5

When using an over-the-top app, Hindi is the language of choice for watching content. More than 80% of users prefer watching material on over-the-top applications in Hindi, according to the data shown above. The percentage of viewers who watch videos in English is around 15%. Viewers in India do not favour regional languages when it comes to over-the-top content. The number of Punjabi language OTT users is a meagre 3%.

Table 7: Reason for Utilizing Over-the-Top (OTT) Applications

Reason	Percentage of Respondent
Entertainment	26
Mobility	20
Content on demand	18
Unique content	15
Cost effectiveness	12
Language and easy to use	9

There are a lot of different reasons why viewers use OTT apps. According to the results of this survey, access to entertainment is the primary motivation for using over-the-top applications. The majority of users (around 26 percent) use these apps for fun. The portability of these programmes is the second factor that draws people to them. The majority of users access these apps on their mobile devices. The portability of these apps means that users can access them whenever and however they like. About 20% of users cited the apps' portability as a reason for their frequent use. Next, the content itself is a factor. Viewers use these applications because they offer material on demand. Because they can watch their favorite show whenever they want, about 18% of fans utilize these apps. The content itself is a major motivator for using these apps. The availability of fresh and original material is the reason why 15% of users engage with these applications. One more reason to use these applications is that they are cost-effective. These applications are cheap for about 12% of the population, which is why they are being used. Language and ease of use are the reasons why 9% of the population uses these apps.

Table 8: Viewing Films

Watching of Movies	Percentage of Respondent
Yes	61
No	39

Among the many types of video content, films stand out. Online video streaming apps are popular among Indian users. Around 61% of users watch films on these apps, while 39% never use them. On over-the-top applications, 31% of movie buffs watch action flicks, while about 27% watch comedies. Many Indian moviegoers also prefer romantic films. On these apps, about 18% of users enjoy watching romantic comedies. Almost 12% of the population uses an OTT service to view blockbuster films. Also popular with Indian viewers are horror films (7% of the total) and musicals (5% of the total). While 20% of people use streaming apps to view art films, 63% of people use them to watch the newest films. Almost 11% of the population uses over-the-top apps to watch classic dramas. Classic film lovers make up just 6% of these apps' users.

Table 9: Alteration in TV and Film Viewing Patterns Caused by Users of OTT Applications

Response	Percentage of Respondent
Yes	92
No	6
Can 't says	2

Evidence that shows how Indian audiences perceive over-the-top applications as impacting their television and movie viewing habits. In India, about 92% of the population believes that over-the-top (OTT) services are altering how people watch television. A mere 6% of the population disagrees with this assertion. A small percentage of respondents (2% to be exact) expressed uncertainty about whether or not these apps are influencing Indians' viewing habits of television and films. What effects are Over-the-Top (OTT) apps having on people's TV and movie viewing habits? Respondents were asked this subject, and 35% of them claimed this media is handier than cinema and television.

As a result of this feature, the viewing habits of the Indian public are changing; they can now watch any programme, whenever they want. Almost a quarter of consumers say that over-the-top (OTT) apps are their preferred way to watch TV. They can enjoy their favorite shows on their own time. Because of this, Indian users' viewing habits have changed. The availability of worldwide content in numerous languages is influencing the watching habits of Indian viewers, according to about 21% of respondents. The shifting viewing habits of Indian populations can be attributed, in part, to the cost-effectiveness of these options. A quarter of those who took the survey mentioned that Indian users' viewing habits are changing as a result of the falling cost of data.

Table 10: Transformation in the Indian Television and Film Industry Resulting from OTT Applications

Response	Percentage of Respondent
Yes	95
No	5

How the rise of over-the-top (OTT) apps is influencing the Indian film and TV industry. When airing this question to an Indian audience. It was a statement that nearly all viewers agreed with. The majority of Indians (almost 95% to be exact) believe that streaming video is revolutionizing the country's cinema and television industries. This assertion is being disagreed with by only 5% of the population. What impact are these apps having on India's television film industry? More than a third of the audience found these apps to be user-friendly when asked about their convenience. That's why these apps are gaining traction; users even prefer them to going to the movies in a theatre. Roughly 38% of people who took the survey reported being able to watch videos anytime they like. The Indian film industry is undergoing a transformation since going to the theatre is no longer necessary. About a quarter of users have commented on how amazing the quality of the movies on these apps is. That is the reason behind their use of these applications to watch videos. Those who took the survey believe that the rising popularity of over-the-top (OTT) video content is due in large part to the high quality of that content. Users choose these apps for streaming movies, web series, and soap operas since they are inexpensive (almost 17 percent of viewers indicated). According to them, people choose these apps over movie tickets, which will impact the Indian film and television industry. Digital innovations, uncensored material, and new technologies are altering the way

people watch films, which will have an impact on India's film industry. About 7% of people who took the survey think that these apps are transforming the face of Indian cinema and television because of technological advancements.

Table 11: Prospects of Over-the-Top (OTT) Applications in India

Response	Percentage of Respondent
Yes	94
No	6

Smartphones have made over-the-top applications a viable option in India. In India, the majority of respondents see a promising future for over-the-top applications. Nearly all respondents (94%) think these apps will be successful in the United States. Almost 6% of viewers are not of the opinion. According to them, this emerging country is not a suitable fit for these applications. Respondents who are optimistic about the future of these apps in India attributed their optimism to developments in technology, such as the widespread use of smartphones. About 46% of the population holds that view. Nearly 32% of people who took the survey think these apps will become more popular and that these projects will be successful in India because of foreign cooperation and content. Fifteen percent of viewers believe that these applications will become more popular due to the digital quality. An additional factor contributing to the promising future of these applications in India is their cost-effectiveness.

6. CONCLUSION AND RECOMMENDATION

According to a study, Hotstar, Netflix, and Jio dominate the Indian OTT industry. Amazon is another important participant, but its audience in India is modest. Indian users use these apps for free. They enjoy free streaming. Most users watch 2 hours of content every day on these apps. Most viewers watch streaming media at night. Web series dominates over-the-top material. These platforms are popular with Indians for web series. 2nd favorite programme: movie. Indian audiences adore these apps for movies. Most Indians watch videos on Hindi over-the-top apps. Entertainment drives over-the-top app use. Device portability is the second largest reason this service is used. On-demand content comes third. Action and comedy films are more popular among Indian consumers on these apps. These apps are popular with Indians for streaming new films. The transition was driven by convenience, personalization, and multinational content. Indian audiences' welcome television and film industry change. Indian

audiences believe these apps are revolutionizing the television and film industry due to ease, quality, affordability, and new experimentation. Indian over-the-top applications have a bright future, says study. Smartphone penetration, worldwide media mogul connections, and digital quality of the medium make Indian audiences think these apps have a bright future. Cost-effectiveness is another reason streaming media in India has a bright future.

Further investigation into the complex effects and revolutionary features is warranted in view of the changing nature of Indian cinema and television as a result of new media, especially Over-the-Top (OTT) platforms. The impact of these platforms on content production, dissemination, and audience participation should be considered alongside shifting consumer habits in this research. Investigating the broader industry dynamics affected by the proliferation of OTT platforms, as well as their economic and cultural effects, can also yield fruitful results. Stakeholders can adjust strategy, lawmakers can design appropriate rules, and the industry may tap into innovation and growth potential by fully comprehending the function of new media in this setting.

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Analyzing the Impact of Social Media on the Operational Success of Hotels

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Abstract

The hotel area has started utilizing social media marketing technique into its marketing efforts with an end goal to expand the worth of its image as of late. Social media stages are the power source that hotels use to showcase themselves. To connect with their visitors, hotels utilize various channels. Throughout the course of recent years, social media use and the general improvement of computerized innovation have expanded fundamentally on a worldwide scale. A couple of years prior, not many businesses utilized computerized or web marketing. Papers, radio, and TV were the main marketing stages accessible for spreading the expressions of their clients. In the majority of these marketing stages, conventional ads were utilized. With the development of social media marketing (SMM), one of the least complex and quickest ways for virtually all businesses to arrive at great many clients, the promoting and marketing industry has been fundamentally affected by the quick headway of innovation. Looking at what social media means for hotel organization performance in the Lebanese hotel industry is the review's objective. The information examination in this study was finished utilizing the primary condition demonstrating technique. An example of 100 hotels in Mumbai, Maharashtra, gave the overview information. The discoveries of the information examination show that social media highlights and hotel business performance have a decent and significant affiliation. The outcomes offer critical ramifications for hotel supervisors to concentrate their social media methodology and influence the possible benefits of social media to improve hotels' business achievement.

Keywords: Social media, Business performance, Hotel industry, marketing effectiveness, Social media marketing.

1. INTRODUCTION

In its initial years, social media was just a device for interfacing companions, family, and the old; yet, throughout recent years, its capability and importance have essentially developed in our day to day routines. A treasure trove of marketing potential has been made by dramatic turn of events and regular changes to social media stages, empowering reach and client commitment in manners never before possible. Nowadays, an organization's social media marketing achievement can be incredibly impacted by its presence on the stage, or scarcity in that department. With less assets, social organizations are currently ready to secure themselves as pioneers in their separate enterprises, thanks to some extent to the development of social media. With a thoroughly examined social media technique, you might interface with new leads and lift client change rates while standing apart from the opposition and arriving at the objective market. Having a social media presence might be a blade that cuts both ways, however, in the event that you don't have a thoroughly examined plan or don't effectively change it to keep awake with the continuously developing standards and practices. Despite the fact that this move might sound totally different from the customary marketing systems of 10 years or two back, its actual objective is to even the odds by offering more modest organizations more consideration and more web validity. This is particularly valid for bookkeeping and lawful firms, which have been demonstrated to linger behind regarding social media use.

The helpfulness of social media combination in coordinated marketing correspondences is turning out to be all the more very much perceived as additional hotels use it nowadays. While social media is supposed to be helpful for upgrading marketing techniques, quite possibly of the most pivotal issue that advertisers ought to continue to explore is the means by which to measure social media's marketing influence. Moreover, there aren't numerous scholastic investigations that gander at the progress of social media marketing. Consequently, the essential objective of this exploration was to examine, from the perspective of publicizing hypothesis, the marketing viability of social media, explicitly concerning mentalities towards the promotion model and the site model.

Various neighbourliness businesses have started to utilize social media channels to give their clients exceptional limits and advancements. Hotels and carriers can keep up with their free publicizing on social media stages and construct brand devotion by paying clients for connecting their social media records to their businesses.

This exploration progresses how we might interpret the effect of social media on hotel business performance, which adds to the assemblage of information currently accessible in the friendliness area. The outcomes would be useful in assessing how hotels are at present utilizing social media and in distinguishing the super social media drivers that require improvement. A hotel's reserving rates and pay will increase when social media is utilized successfully, attracting more unfamiliar guests. The outcomes add to the collection of information and give proposals to hotel directors on the most proficient method to further develop their social media system to help hotel income.

2. OBJECTIVES OF THE STUDY

The primary objectives of this study can be delineated as follows:

- To investigate the relationship between social media characteristics and hotel performance.
- To assess the impact of particular social media traits on business performance in Lebanese hotels.
- To offer suggestions to hotel managers in Mumbai, Maharashtra, regarding the optimisation of their social media strategies, taking into account the positive and significant relationships that have been identified..

3. LITERATURE REVIEW

In their review "Fulfilment on the Driving Seat: Investigating the Impact of Social Media Marketing Exercises on Adherents' Buy Expectation in the Eatery Industry Setting," Anas et al. (2023) look at what social media marketing drives mean for devotees' aims to make buys in the eatery area. The review, which was distributed in Manageability, centers around how, with regards to social media marketing, happiness is situated as an essential part that impacts buy expectations.

With regards to four-and five-star hotels in the Algarve, Gomes (2022) looks at the association between business data and shopper commitment through social media the executives. Gomes' doctoral exploration dives into the mind boggling elements of social media the board in the cordiality industry by analyzing the effect of business knowledge on client connection strategies utilized by upscale hotels.

Mohammadi and Seetharaman's (2022) concentrate on because of social media on the hotel business adds to the discussion. Their exploration investigates the different ways that social media influences the hotel industry. This study can possibly promote our appreciation of the mind boggling connections that outcome from social media's boundless impact in the hotel area.

The review "Impact of Social Media The board Practices on Hotel Performance" by Pereira and Freitas (2023) adds to this corpus of information. This study reveals insight into the specific social media the executive's strategies and what they mean for hotels' general performance. Through their examination of the mind boggling connection between social media strategies and hotel performance, Pereira and Freitas add to the developing group of information with respect to computerized marketing in the cordiality industry.

A designated study named "Social Media Marketing in Cordiality Industry and Its Impact on Buyer Conduct in Kosovo" is contributed by Qenaj and Beqiri (2022). This study investigates the impacts of social media marketing especially corresponding to Kosovo's neighborliness industry. Qenaj and Beqiri desire to work on our understanding of the changing elements in the cordiality industry affected by social media marketing strategies by researching its suggestions on shopper conduct.

In a review distributed in the travel industry Examination, Sanchez-Casado, Artal-Tur, and Tomaseti-Solano (2019) investigate the complicated interrelationships among social media, purchaser experience, and hotel dependability programs. Their exploration plans to unravel the connections that exist between client experience, steadfastness projects, and social media movement in the hotel area. Through looking at these interconnected components, the examination offers huge comprehension of what social media could shape buyer sentiments and mean for their devotion to housing places.

4. RESEARCH METHODOLOGY

The reason for this study is to explore what social media means for hotel organization performance. This study utilizes the logical procedure to investigate the impacts of connections among factors, and the distinct way to deal with assemble segment information. A quantitative procedure is likewise utilized in this review; it is known as a "research approach that essentially depends upon evaluation or estimation in information assortment and measurable examination to reach determinations or test a speculation." The overview poll is a

generally involved strategy in social science exploration to accumulate information. Accordingly, the instrument's information assortment depended on pre-figured out questions.

4.1. Sample and Procedure

"A portrayal of the components of the objective populace" is what the examining outline suggests. The testing outline, which is characterized as "a rundown of examining subjects framing an objective populace from which an example will be drawn," is a critical part of the quantitative review. In this review, the entire populace of Mumbai, Maharashtra is represented by 100 hotels. Information gathered from hotels in Mumbai, Maharashtra, was utilized to look at the model observationally. The unit of perception was comprised of head supervisors and overseers of deals and marketing, who were picked in light of the fact that they were illustrative of the thoughts, values, and convictions that their associations maintained.

To guarantee that the things in the ongoing review were dependable, a pilot test was utilized. Thirty arbitrarily chosen hotels from the objective populace got reviews from the scientist. 25 individuals answered. This sum is reasonable and fits the negligible example expected for a dependability test (Cronbach's alpha), and it is adequate for the pilot project. Utilizing a "separated irregular inspecting" approach, the populace was addressed by "different layers" built on hotels scattered all through the four chief governorates of Lebanon. To ensure that a wide geographic region was covered by the study, a "mix of self-directed and online overview" was picked as the conveyance system. Examination started with joining the 146 useable outcomes from oneself directed review (n =92) and the web-based study (n = 8). The segment profile of the review's respondents is summarized in Table 1.

Table 1:The demographic makeup of the participants

		Frequency	Percentage
Position	General manager/owner	31	31%
	Director of sales and marketing manager	69	69%
Number of Rooms	Below 100	77	77%
	100 to 150	5	5%
	150 to 200	8	8%

	Over 200	10	10%
Hotel Classification	2 stars	1	1%
	3 stars	13	13%
	4 stars	57	57%
	5 stars	29	29%

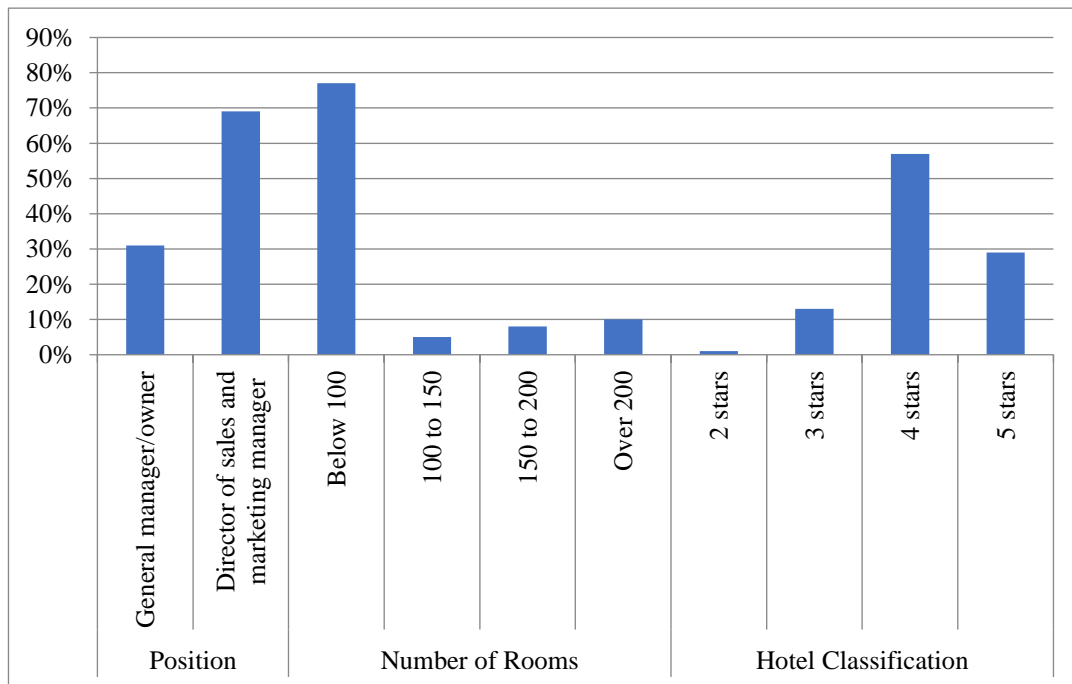


Figure 1: graphical depiction of the respondents' demographic profile percentage

Table 1 offers an intensive outline of how significant qualities were conveyed across the hotels that were inspected, uncovering insights regarding the size, kind, and initiative design of these offices. Most of respondents (69%), with regards to administrative roles, hold the title of Head of Deals and Marketing Supervisor, highlighting the significance of deals and marketing positions in hotel the board. 31% of the example is comprised of head supervisors and proprietors, showing a reasonable conveyance of administrative roles in the hotels under study. As far as room count, a critical rate (77%) are beneath the 100-room mark, demonstrating a high grouping of minuscule hotels. The breakdown of the dissemination of rooms by class uncovers that a great many people have under 100 rooms, with lower rates falling into the 100 to 150, 150 to 200, and in excess of 200 room classifications. Most of hotels overviewed fall into the 4-star (57%) and 5-star (29%) hotel orders, which shows a centralization of costly lodgings. Strikingly, the level of 2-star (1%) and 3-star (13%) hotels

is lower, recommending that the inspected foundations focus on better quality groupings. To support industry partners, lawmakers, and researchers, this exhaustive examination of positions, room counts, and hotel classes offers a mind boggling image of the hotel scene under survey.

4.2. Measures

Prior to conveying the survey to the respondents, it is basic to confirm that the things included have sufficient legitimacy and dependability. To survey the develops' dependability, a Cronbach's alpha test is utilized; an unwavering quality coefficient of 0.7 or higher is viewed as good. We fostered the estimation things in view of a careful examination of the collection of momentum exploration and contribution from specialists to ensure build legitimacy. Along these lines, the review utilized questions and scales to gauge the develops, for example, gauges that were changed from before social media studies. Each build in the ongoing review included four to five inquiries, and each develop was tried utilizing a bunch of things. The things were all deliberate utilizing 5-point Likert scales, which go from 1 (unequivocally deviate) to 5 (emphatically concur). To make the inquiries significant for the setting of this review, a few little changes have likewise been made to the first things in light of comments, conversations, and criticism from the "pre-test and pilot test." For instance, certain extreme and complex phrasing were subbed with less complex terms without modifying or contorting the terms' unique implications.

4.3. Data Analysis

To investigate the information accumulated, this study utilizes "halfway least squares underlying condition demonstrating, or PLS-SEM." The PLS-SEM approach was picked for various reasons. The "reliant factors," frequently alluded to as "endogenous dormant develops," ordinarily utilize it to build their made sense of difference. That's what idle variable displaying "integrates various ward builds and expressly perceives estimation blunder" is what PLS-SEM is known as. With the utilization of the "PLS-SEM" calculation, every pointer could have an alternate commitment to the inert variable's composite score, implying that markers with more fragile connections to related markers and to the dormant develop will be relegated lower weightings. At the point when there is no business as usual and there are tough least

prerequisites in view of test size and lingering dispersion, PLS-SEM is a proficient modeler of dormant builds.

4.4. Hypothesis of the study

H1: The business performance of hotels is positively impacted by their social media visibility.

H2: The flexibility provided by social media improves the financial performance of hotels.

H3: The favourable impact of social media associations on hotels' commercial performance

5. DATA ANALYSIS AND RESULTS

Partial least squares (PLS) were utilized to break down the examination model, and SmartPLS 3.0 was utilized to assess the estimation and primary model..

5.1. Assessing the Result of the Measurement Model

We took a gander at composite reliability, individual marker reliability (external stacking), and average variance extracted (AVE) to confirm concurrent legitimacy to evaluate the estimation model. To assess the discriminant legitimacy, cross-loadings and the Fornell-Larcker criterion were utilized. Utilizing Cronbach's alpha and the external loadings, inner consistency was surveyed.

The external loadings for every one of the builds' markers in this study surpassed the recommended worth of 0.5. Every one of the factors had elevated degrees of inward consistency reliability, all more prominent than 0.6, as indicated by the Cronbach's alpha estimation.

Three criteria were utilized to decide concurrent legitimacy: factor stacking examination (I), composite reliability (CR) examination (ii), and average variance extracted examination (iii). The proposed cut-off boundaries for every one of these criteria were 0.4, 0.6, and 0.4, separately. Utilizing the typical limit criterion of 0.6 for Cronbach's alpha and 0.6 for composite reliability, the calculation of Cronbach's alpha and composite reliability showed sufficient reliability at the develop level. Table 2 shows the consequences of the calculation of composite reliability, Cronbach's alpha, and extracted average variance.

Table 2: Composite reliability computation, Cronbach's alpha, and average variance extraction

Constructs	Composite Reliability	Cronbach's Alpha	AVE
Visibility	0.816	0.703	0.527
Editability	0.874	0.813	0.596
Association	0.882	0.837	0.602
Hotels' Business Performance	0.895	0.875	0.522

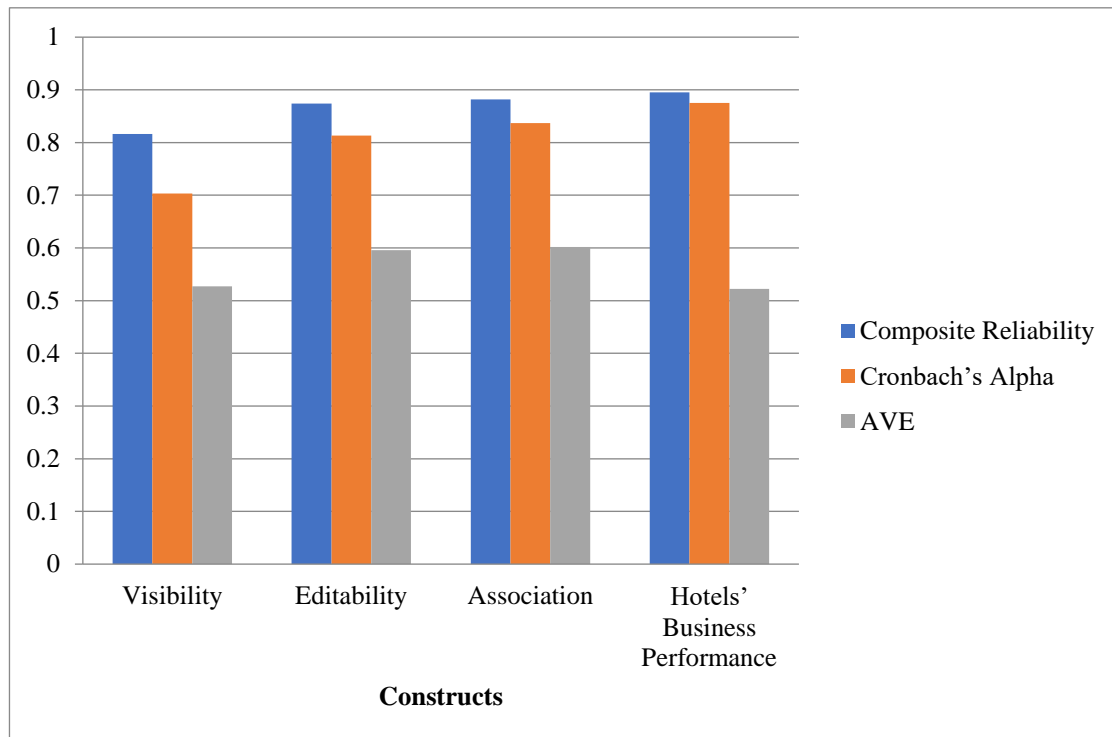


Figure 2: Cronbach's alpha, average variance, and the computation of composite reliability are graphically shown.

With a specific spotlight on perceivability, editability, affiliation, and hotel business achievement, Table 2 gives a broad evaluation of the estimating characteristics of a few builds inside a review system. With values going from 0.816 to 0.895, the composite reliability scores show the estimation model's inward consistency. These outcomes show a serious level of reliability for each develop, surpassing the proposed endpoint of 0.70. The Cronbach's all's Alpha qualities, which range from 0.703 to 0.875 and outperform the OK standard of 0.70, further help the designs' inner consistency. The estimation mistake partitioned by the level of variance gathered by the builds is shown by the Average Variance Extracted (AVE) values, which range from 0.522 to 0.602. Albeit these AVE values are inside OK limits, they demonstrate a moderate degree of variance made sense of by the develops, proposing a

palatable degree of joined legitimacy. All in all, the high composite reliability and Cronbach's Alpha qualities support the develops' reliability, and the AVE values suggest sensible focalized legitimacy, giving analysts certainty that the estimation model will actually want to evaluate the planned builds inside the bounds of the concentrate precisely.

5.2. Assessing the Result of the Structural Model

To assess the underlying model's forecast power and the interrelationships between the factors, an evaluation was led. Five tried advances involve primary model evaluation methods. These activities are recorded beneath: First, assess an underlying model for issues with collinearity. Stage two includes assessing the significance and appropriateness of the connections inside the underlying model. Stage three: deciding the R2 level. Stage four includes assessing the f2 impact sizes. Stage five includes assessing the q2 impact sizes and the prescient importance Q2. The meaning of the way coefficients and the speculation tests are shown in Table 3.

Table 3: Path coefficients' importance in hypothesis testing

Hypotheses	Beta	Confidence Interval	Std Error	t-Value	p-Value	Decision
H1	0.23	0.068 to 0.411	0.084	2.892***	0.002	Significant
H2	0.001	-0.215 to 0.216	0.101	0.283	0.989	Not significant
H3	0.309	0.085 to 0.487	0.104	2.803***	0.002	Significant

The results of testing speculations in an exploration setting are displayed in Table 3. A measurably critical positive affiliation is shown by Speculation 1 (H1), which has a beta coefficient of 0.23 and a certainty span somewhere in the range of 0.068 and 0.411. The speculation is emphatically upheld by the related t-worth of 2.892 and p-worth of 0.002, which show that the autonomous variable altogether influences the reliant variable. Then again, since the beta coefficient is almost zero (0.001) and zero is remembered for the certainty stretch (-0.215 to 0.216), Speculation 2 (H2) produces a non-critical outcome. The shortfall of a genuinely critical connection is affirmed by the t-worth of 0.283 and the p-worth of 0.989. Happening to Speculation 3 (H3), a solid positive relationship is upheld by the beta coefficient of 0.309 and a certainty range going from 0.085 to 0.487. The comparing t-worth of 2.803 and p-worth of 0.002 help the speculation's factual importance significantly more. Taking

everything into account, the outcomes highlight the significance of way coefficients and speculation testing. They likewise show that, while utilizing a two-followed test, two of the three speculations (H1 and H3) were viewed as genuinely critical, while only one speculation (H2) was viewed as unsupported.

The "coefficient of assurance," or R square worth, is normally used to assess the primary model. The business performance of hotels' R-square test discoveries (0.382) show a modestly OK force of the free factors on the reliant factors.

The f^2 measures how the R2 esteem changes when a specific free factor (exogenous variable) is removed from the model. It is utilized to decide if the ward (endogenous) construct(s)' R² values are consistently affected by the rejected free factor. Table 4 showed the impact size (2) calculation utilizing Savvy PLS; the discoveries to some degree relate with the example of the discoveries from the speculation testing displayed in Table 3.

Table 4: The results of effect size (f^2)

Independent Variables	Dependent Variables	Effect Size (f^2)	Effect Size Impact
Visibility	Hotels' business performance	0.04	Small
Editability	Hotels' business performance	0	None
Association	Hotels' Business Performance	0.45	Small

That's what the discoveries showed, in accordance with immaterial t-values, editability perceptibly affects hotels' business achievement, while perceivability and affiliation were found to have a minor impact.

The outcomes show the meaning of speculation H1, with a p-worth of 0.002. The p-an incentive for speculation H2 is 0.989, it isn't vital for show that it. Since theory H3's p-esteem is 0.002, it is critical.

6. CONCLUSION AND RECOMMENDATIONS

Dissecting what social media means for hotels' functional performance features the critical and various job that computerized stages play in the advanced accommodation area. The outcomes show that overseeing social media in a precise and coordinated way can significantly work on various parts of hotel tasks. Social media arises as a crucial weapon in the tool kit of hoteliers, equipped for doing all that from increasing memorability and associating with a more extensive crowd to molding purchaser mentalities and creating reservations. Obviously a functioning social media presence connects decidedly with functional achievement, which features the benefit of involving these channels for marketing, client relationship the executives, and notoriety the board. A striking vacuum in the writing about the utilization of social media inside associations has been filled by this review. The social media qualities of hotels and their effect on business performance have been exactly examined in this review, which included respondents who addressed 100 hotels in Mumbai, Maharashtra. The recommended approach is believed to be more suitable for checking out at social media use from an authoritative stance, particularly with regards to hotels. Besides, the model offers reasonable appraisal devices to check this present reality use of social media and its benefits in the hotel industry. The review's decisions are useful since they give truly necessary bearing to housing foundations hoping to utilize social media to support organization performance (booking creation and deals income). The outcomes may likewise offer accommodating data to different enterprises that intend to put resources into social media.

A thorough system that puts a high need on essential substance improvement, dynamic client contribution, and visual narrating should be set up assuming hotels are to expand the impact of social media on their functional achievement. Hoteliers ought to exploit social media's visual configuration by regularly posting astounding multimedia material that features the particular characteristics of their foundations. Become engaged with the web local area by rushing to answer to audits and inquiries from visitors. This will assist you with building a decent web-based standing for the hotel. To increase mindfulness and credibility, work with powerhouses and brand advocates who share the hotel's qualities.

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EXAMINING THE INFLUENCE OF (SOCIAL) MEDIA ON POLITICAL POLARIZATION: A COMPREHENSIVE SYSTEMATIC REVIEW

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Abstract

One cause of the increasing political polarization is the disintegration of traditional news outlets and the proliferation of false information on social media platforms. Much of the literature on the topic of media and polarization has not been evaluated in previous assessments. To determine how (social) media contribute to political polarization, we thoroughly reviewed 94 publications (121 studies). Over the past decade, there has been a proliferation of studies using both quantitative and qualitative methods showing that pro-attitudinal media further deepens partisan divides. Research investigating the potential for (social) media to reduce polarization is lacking, while studies involving Twitter and American samples receive an excessive amount of attention. There is a lack of consensus on how to describe and quantify ideological and affective polarization. The paper concludes with suggestions for further study.

Keywords-: social media, Political, Polarization, Communication.

1. INTRODUCTION

A little over ten years ago, the globe was turned upside down by the advent of information and communication technology. For example, the way people talk to one another, the way information is shared, and even how politics and social issues are discussed have all been impacted by the rise of new media and technology. A large number of studies have examined different facets of social media use from the perspectives of academics in fields such as media and communication, politics, sociology, and international relations. By informing the public

about current political events, interacting with its users, and inspiring them to participate in offline political activities, the Internet is making a big impact. The Internet has grown in importance as a platform for political discourse and engagement. When the Internet first came out, political parties' websites served as a one-way conduit for disseminating information to the general public. On the other hand, patterns of two-way communication have evolved due to technological advancements and new media. Among all age groups, millennials utilise the web and social media more than anyone else. Teens can learn a lot and get involved in politics through political-themed online activities. There is a correlation between political knowledge, political engagement, and internet use. Particularly in emerging nations like Bangladesh and India, this trend is significantly impacting the electoral process. More and more, political information is being disseminated through the internet and social media. Democracies are also under risk, as was evident in the 2016 US presidential election and in a number of European nations. There is a great deal of room for misinformation to influence public opinion on social media, despite the fact that it is a major information source for billions of people. In order to gauge political dynamics, it is vital to consider the aforementioned effects of social media on political activism. Internet users are more likely to get involved in politics both online and off, demonstrating the two-pronged impact of the Internet on political engagement.

Millennials' usage of social media is widespread in developing and developed nations alike. Various political groups and politicians in India actively engage with their followers and potential voters through various social media platforms. While the expansion of the Internet has a greater effect on political communication in developed nations, new technologies and social media affect both developing and developed nations. The way young people learn about politics and social issues is greatly impacted by social networking sites (SNS). According to a new study, people in India are significantly influenced politically by SNS. A lot of students nowadays get their political news from online sources, and they also use these platforms to voice their thoughts and in community-wide conversations on political topics.

Among young people, Facebook outpaces other social media platforms like Twitter when it comes to accessing political news. Having the world's second-highest youth population—behind only Yemen, according to a recent study—has had a profound effect on the political landscape in India. The political landscape in India has transformed since 2008 due to the increased use of social media by political parties. The vast majority of people who took part in the study were politically active on Facebook or another social media platform. India has a

relatively low Internet penetration rate as compared to other Asian countries, although that is slowly but surely changing. Recent data shows that just 19% of Indians have access to the internet. Despite this, scholars are increasingly interested in studying the impact of social media and new forms of online communication in fields such as education, politics, and health. Better participation in the political process is possible because it gives people a platform to talk about the complex issues affecting Indian society and encourages them to vote in the national elections. There is a correlation between the amount of time college students spend on Facebook and their level of political engagement, which in turn influences their offline action. According to the research, this platform has altered the political engagement and outlook of students at Punjab University. One of the biggest institutions in India is located in the Indian metropolis of Lahore, where this study was carried out.

In response to a lack of research on the topic, this study examines the role of social media in influencing political engagement, the ways in which college students take part in political events both online and off, and the topics that students talk about most on these platforms. The study also looks at how the participants' online political activity impacted their real-life political involvement. It has also been studied how this effectiveness relates to political engagement. Although many studies have looked at the impact of social media and new media in larger cities and other societal domains including health, education, and politics, very few have paid attention to underserved communities. However, our research looks at the political spectrum of social media use among rural Indians.

2. OBJECTIVES

- Contemplate and investigate cross-disciplinary elements incorporating psychology, political science, and political communication.
- Conduct a comprehensive search on Web of Science using the terms "Political," "Polarization," and "Media."
- Use rigorous inclusion criteria, such as being quantitative, peer-reviewed, and primarily focusing on the media's role in promoting ideological or affective polarization.
- Divide the articles you've chosen up into categories based on the following three qualitative criteria: media content, media exposure, and media effects.

3. LITERATURE REVIEW

Tucker et al. (2018). This report aims to survey the existing literature on the topic of political "disinformation," which includes a broad variety of online political content such as "fake news," rumors, intentionally false information, accidentally false information, information that is politically biased, and "hyper partisan" news, as well as the relationship between social media, political polarization, and this content. You can read the literature study in its entirety or in its component sections; the goal is to give you a good idea of what is known and what is still up for debate regarding the connection between social media, political polarization, and disinformation. At the end of the paper, we highlight the most important information gaps about these occurrences and how to fill them.

Terren et al. (2021). The influence of social media on public discourse and democracy is a topic of increasing worry. There are theories that contend that the rise of social media and information and communication technologies would foster more political diversity and open people's eyes to new perspectives, while others express concern that these platforms could isolate some groups of people and exacerbate partisanship. Critical and hotly contested is the topic of echo chambers on social media. In an effort to facilitate future research in this field, this article consolidates and critically examines the existing scientific literature on the subject, illuminating the various approaches, their similarities and differences, advantages and disadvantages, and providing a more complete picture of the topic. In particular, the paper summarizes 55 research articles that looked at echo chambers on social media, categorized the literature for the first time, and found commonalities in the studies' aims, methodologies, and conclusions. Research findings on this matter are affected by conceptual and methodological decisions, according to our findings. Above all else, digital trail data was the foundation for every report that demonstrated the existence of social media echo chambers. Those that failed to find any proof relied solely on self-reported information. The substantial promise of merging self-reported data with digital trace data, as well as the potential biases of the various methods, should inform future research.

Bail et al. (2018). The idea that "echo chambers" formed by users of social media platforms isolate them from others' perspectives on current events is a growing source of political polarisation. On a variety of social policy concerns, we polled a sizable cross-section of Republicans and Democrats who use Twitter at least three times weekly. After that, we randomly assigned some people to a treatment group that would receive money if they

followed a Twitter bot for a month. This bot would show them messages from people with different political ideologies, such as nonprofits, politicians, and opinion leaders. In order to gauge the treatment's efficacy, participants were re-surveyed once a month, and at regular intervals during the research, to make sure they were sticking to their treatment plan. Republican followers of a liberal Twitter bot shifted to a far more conservative stance after receiving treatment. There was a small but statistically insignificant rise in liberal sentiment among Democrats who followed a conservative Twitter bot. Despite some serious caveats, our results have considerable ramifications for computational social science as a profession and for the multidisciplinary literature on political polarization.

Di Domenico et al. (2021). Concern regarding the impact of social media on the dissemination of disinformation, sometimes known as "Fake News," is on the rise among academics, managers, and policymakers. But up until now, studies have mostly looked at how fake news affects political discourse and communication. Little attention has been given to how social media. Despite the importance of social media as a medium of communication, our understanding of consumer-facing fake news is lacking. By performing a comprehensive literature analysis spanning multiple disciplines, we fill this knowledge gap. Five themes—the dissemination process, aspects of the spreading channel, outcomes, faked legitimacy, and attitudes—are identified through critical examination and synthesis of the literature that explain the phenomena of false news. As a last step, we offer a theoretical framework to direct future studies in this field by elucidating the links between topics and study proposals.

4. RESEARCH METHODOLOGY

This study set out to do just that—an exhaustive literature review on the topic of how (social) media contribute to political polarization. We hypothesized that scholars in a variety of disciplines had investigated this question; for example, those working in political science, psychology, and political communication. We followed prior evaluations and performed a systematic search on Web of Science because of this multidisciplinary interest. Web of Science is the world's premier science search platform and gives access to several databases that cover a wide range of disciplines. We used the terms "political," "polarization," and "media" in our search. Given that we started this search in early August 2020, we restricted our search to publications that were published in English and had a publication date of July 31, 2020, or earlier. As seen in Figure 1, our search yielded 751 articles.

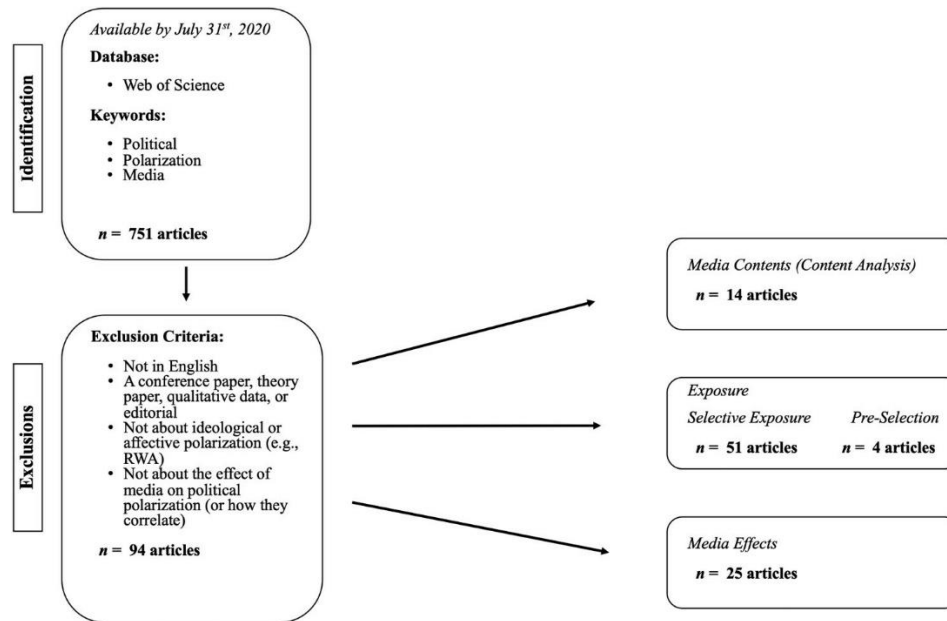


Figure 1: Literature search strategy.

- **Study selection process**

First, the articles had to be quantitative and peer-reviewed. Second, they had to be about ideological or affective polarization, and third, the media's role in creating or contributing to political polarization had to be the central argument. The relationship between media and political polarization was considered to be the central subject of papers whose major research question or analysis was centred on this topic. Based on these inclusion criteria, a total of 94 articles (representing 121 research) were included in our analyses (Figure 1). We conducted quantitative and qualitative analyses of the studies after categorizing them. To better understand the media's involvement in political polarization, we divided the articles we used for our qualitative analyses into three groups: (1) media contents (n=14), (2) media exposure (n=55), and (3) media effects (n=25). We analyzed all articles collectively instead of in three different groups when qualitatively evaluating how political polarization is measured (RQ3).

- **Quantitative coding process**

Two coders used a systematic codebook to code the publications on many aspects (Appendix 1). A highly-trained research assistant read each paper and coded it according to several criteria, including the following: the year of publication, the country of sample, whether or not the authors defined polarization, and whether or not the term was explicitly mentioned in the research questions, hypotheses, or methods section. Lastly, the type of polarization that

was studied was coded. Once the coder had gone through all of the publications, the first author used a random number generator to pick six articles from the 94 that were coded for each of the research assistant's categories. What this means is that the first author coded six articles randomly on one dimension, and then coded six articles randomly on another dimension. (Sample Nation), next, etc. About 6.38 percent of the codes were coded by the first author. The first author and research assistant reached an agreement rate of 93.94 percent (refer to Table 1).

Table 1: Agreement between coders for six randomly selected articles in each coded dimension

Rating Theme	% Agreement
Year of Publication	100%
Location of the Study	100%
Continent	100%
Sort of Sample	83.33%
Polarization: A Definition	100%
Methodology	100%
Issue in Politics	83.33%
Variety of Media	100%
Polarization Type	100%
Hypothesis and Methods Mention	83.33%
Polarization	83.33%
The Methods Used to Assess Polarization	83.33%
Level of Consensus	93.94%

5. DATA ANALYSIS AND INTERPRETATION WITH THE HELP OF APPROPRIATE TEST

- **Analysis of time information**

Regarding RQ1a, the earliest publication that was pertinent was published in 2002. Figure 2 shows that there has been a dramatic uptick in academic interest in studying the media's impact on political polarization over the past decade. One possible explanation for these tendencies is the inherent yearly increase rate of published research on the topic of media's role in political polarization. Nevertheless, we contend that the magnitude and suddenness of this growth suggest that it might be somewhat attributed to the growing interest in the subject. Our

working hypothesis is that the widening political chasms in many countries, the US included, are to blame for this heightened curiosity.

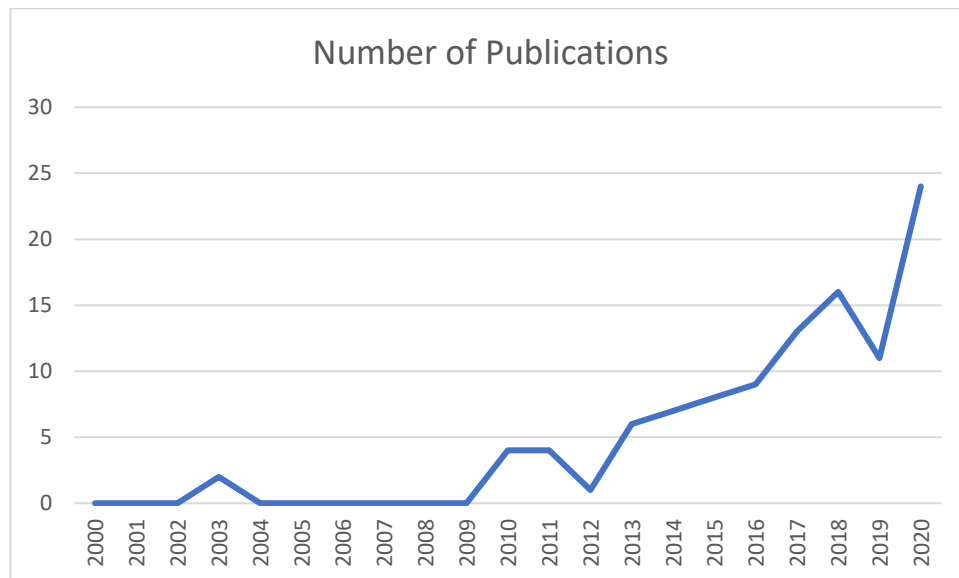


Figure 2: Count of publications analyzed by year.

- **Country of sample**

We looked at the sampling methods employed in these studies to evaluate RQ1b. We found, as is common in social science studies, an incredibly disproportionate reliance on American samples (N = 81). South Korea, a nation notorious for its partisan media and political polarization, sent the second-highest number of samples (n=6). Also, a large number of samples came from European nations, which are seeing an upsurge in both political extremism and the usage of social media in campaigning. Figure 3 shows that the countries that participated were Germany (n=4), the UK (n=3), and Austria (n=4). See Table A1 in the appendix for more results; these results seem to point to a Western bias.

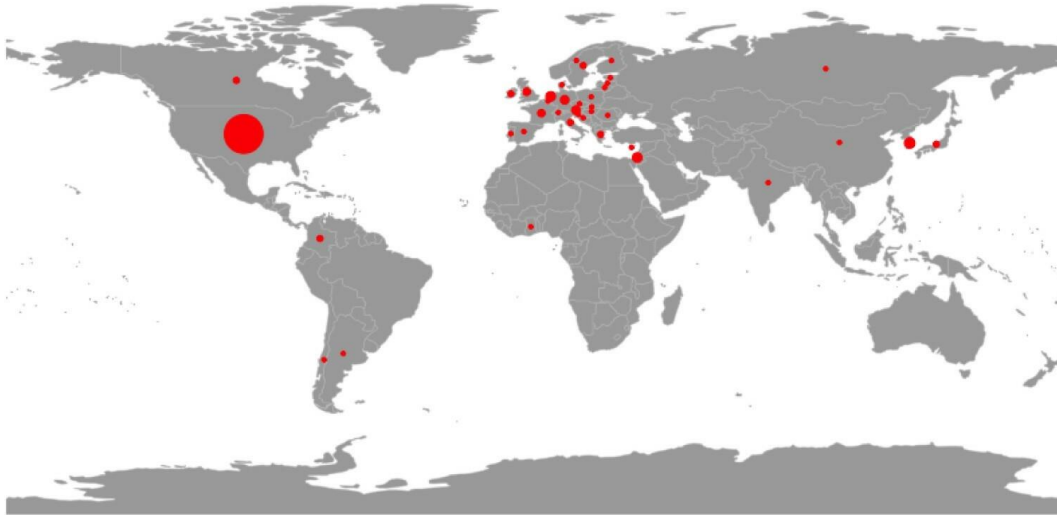


Figure 3: Representation of sample distribution across countries is visualized using red circles, with larger circles denoting a higher number of collected samples from each respective country.

- **Analysis of political polarization**

Our quantitative response to RQ3 was to examine how the literature defines and discusses polarization. Only one-third of studies defined political polarization. Few distinguished between ideological and affective polarization, instead using the term ‘political polarization’ to describe both. There is no consensus on the definitions of diverse kinds of political polarization, which confuses the field's understanding of it. A little over half of the publications explored ideological polarization, one-third examined affective polarization, and the rest examined both.

The hypotheses and procedures portions of publications were examined for political polarization references. While all studies assessed political polarization (thus our analyses), their discussions varied greatly. A study may mention political polarization throughout, but its hypothesis and methodology sections employ phrases like ‘ideological extremity,’ or ‘sentiment towards opponents,’ to assess it. Table 2 shows that less than half of studies clearly referenced polarization in their hypotheses and techniques. While these synonyms may be relevant, we recommend future researchers to use consistent terminology, such as ideological or affective polarization, throughout their studies to help readers unfamiliar with the topic.

Table 2: Presence of Polarization Mention in Research Papers

Polarization Mentioned In ...	% of Papers
Hypotheses and Methods	46.81%
Only Hypotheses	17.02%
Only Methods	8.51%
Neither	25.53%

These quantitative analyses indicate a sharp and abrupt increase in research on media and political polarization, especially in the US, a trend that is consistent with the growing polarization in many societies. Additionally, results suggest that future study should distinguish ideological and emotional polarization.

- **Qualitative analysis**

We divide the qualitative studies into three parts: media contents, media exposure, and media effects, and we look for commonalities in the findings from different papers. We also look at the different methods that studies measure political polarization.

- **Media contents**

We examined media content studies to answer RQ2a. Fourteen publications analyzed social media and news content. Political polarization in media content was the main focus of these analyses.

Social media. Many studies examined social media polarization. Some of this research examined media platform content discrepancies. Two research indicated that Tweets become more emotionally and ideologically polarized over time. Other social media outlets contributed to depolarization.

Other papers covered political themes. A content analysis of American politician tweets found that Republican politicians utilized more polarizing language and way of talking than Democratic ones. Another content analysis found that Twitter readers like politicians who post ideologically polarizing themes. Politicians may be boosted to utilize polarizing way of talking to propagate their message.

Additionally, 66% of analyses utilized Twitter data. Researchers may find Twitter data easier to scrape than other destinations. This data may be easier to acquire, but it is unclear in the

event that these discoveries can be generalized to other social media platforms or on the other hand assuming Twitter's polarization levels are similar. Hence, future investigations ought to examine Facebook, Instagram, and TikTok.

Traditional media. Less research examined traditional news media content's polarization. A few investigations examined media program disparities. One review indicated Fox News programming was exceptionally polarized however NBC content was not.

Another review examined which politician's media covers most. Results showed ideologically polarized politicians got greater news coverage. According to social media, polarization assists politicians with getting media attention.

Different content evaluations found that news media has gotten increasingly polarized lately. Three of the four investigations examined climate change reports, revealing a hyperfocus on climate change. These consistent discoveries propose that the media is turning out to be more polarized, however more research is required beyond the climate change context, as relevant media consumers actually use television for news and legislative issues.

Overall, publications analyzing social and conventional media content spotlight on social media sources (particularly Twitter) and show polarized material online. These patterns appear to be Twitter-explicit. Contrary to typical media polarization assessments, we see a hyperfocus on climate change material. According to social media and traditional media studies, politicians may profit from polarization. Overall, responding RQ2a shows that social and conventional media content is getting more polarized.

- **Media exposure**

Media content and openness affect political polarization. Pre-specific and particular media openness exist. Not many research zeroed in on pre-selection. Traditional media penetration can lessen ideological polarization, according to the research. We center around specific openness, a significantly greater subset of media openness impacts, to answer RQ2b.

Polarization on social media. Most research examined what specific social media openness means for political polarization. This research found that social media utilize anticipated ideological and affective polarization. Some argue that social media use and polarization have little impact and that what we post on social media causes political polarization, not what we

see. Other examinations interface social media use to polarizing political fights. Some review suggests media openness increases political polarization.

Not all research joins social media use to political polarization. Social media doesn't affect polarization, according to two research. Twitter and Facebook, the main political social media destinations, were not analyzed. Various content depolarizes social media, according to one review.

Given these conflicting discoveries, social media's impact on political polarization is uncertain. Social media openness may increase polarization in certain circumstances or platforms yet not others or even depolarize. Future review ought to clarify when particular social media use exacerbates political polarization.

Media polarization and traditional use. Particular usage of traditional news sources often enhanced ideological and emotive political polarization. Also, particular openness to political media anticipated higher ideological and affective polarization in all investigations. A few data recommend partisan news usage and affective polarization are reciprocal.

In any case, not all reviews upheld this connection between conventional media and political polarization. Traditional media doesn't anticipate affective polarization in several examinations, whereas one indicated that partisan media does.

Specifically presenting oneself to traditional media information has unclear impacts, similar to social media. Openness to partisan media reliably anticipated political polarization, although mainstream media had blended impacts. Future research ought to examine how mainstream media predicts ideological and affective polarization.

Inclination for favorable to attitude information. Specifically seeing similar media was examined in certain examinations. All articles on these impacts found ideological and affective polarization increased. Particular openness to favorable to attitudinal information didn't depolarize political polarization, demonstrating general agreement on the impact of similar media. These discoveries consistently show that supportive of attitude news material drives political polarization.

Specific counter-attitude openness. Some research examined specific openness to counter-attitude information. Results were more blended than for supportive of attitudinal information. Some say counter-attitude information can diminish ideological and affective polarization.

Others see a backfire impact, where counter-attitudes exacerbate ideological and affective polarization.

The research demonstrates that specific openness to (social) media increases ideological and affective polarization, especially partisan media, answering RQ2b. Similar media consistently polarizes individuals philosophically and emotionally. Counter-attitude media may advance or decrease polarization; in any case, this is unclear. Little is had some significant awareness of what media openness means for depolarization.

6. CONCLUSION AND RECOMMENDATION

The current status of the literature is ably evaluated in this review. We draw attention to the necessity for a more precise definition and measurement of political polarization and discover a surge in interest in investigating the impact of (social) media on this phenomenon. In addition, we urge researchers to think about how (social) media may help lessen public political polarization in the future, and to provide newsroom staff greater tools to avoid inadvertently exacerbating polarization through their reporting. We think that studying how the media can either contribute to or mitigate political polarization will yield useful information for mending our political divides, even though this problem is here to stay for the foreseeable future.

In light of the discoveries of this far-reaching orderly survey because of (social) media on political polarization, it is basic to highlight the requirement for nuanced mediations in media rehearses. The unbalanced accentuation on examples from the US calls for more prominent variety in research members to guarantee a more worldwide comprehension of the peculiarity. Recommendations include expanding research focus beyond Western societies, incorporating samples from a broader range of geopolitical contexts. Furthermore, fostering interdisciplinary collaboration between communication scholars and experts in political science, sociology, and cultural studies could deepen insights into the multifaceted nature of media influence on polarization. Emphasizing methodological rigor and incorporating longitudinal studies may enhance the robustness of future research, providing a more nuanced understanding of the evolving dynamics between media exposure and political polarization. Lastly, advocating for media literacy initiatives becomes paramount to empower audiences to critically engage with information, thereby mitigating the potential negative impacts of media on polarization.

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AN ASSESSING THE INFLUENCE OF ONLINE TRAVEL AGENCIES ON HOTEL REVENUE IN MAHARASHTRA

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Abstract

The impact of online travel agencies (OTAs) on hotel revenue in Maharashtra, India, is examined in this study. The emergence of digital technology has made online travel agencies (OTAs) vital participants in the hospitality industry, changing the characteristics of hotel reservations. This investigation explores the extent to which hotels rely on OTAs for reservations and investigates the implications on overall revenue through a thorough review of data from Maharashtra hotels. The global travel industry market is changing due to new online trends, which have made it much more serious and complex. As a result, hotels face numerous challenges in operating their businesses and attracting guests. The actions of hotels worldwide are greatly impacted by online travel agencies (OTAs), which function as middlemen in the travel industry market. The purpose of this study was to look at how OTAs affected Maharashtra's hotel industry. The review's aftereffects demonstrate that Maharashtra's hotels have adapted to the global shifts in the travel business and support online travel agencies (OTAs), especially Booking.com and Expedia.com. Most hotels assist multiple OTAs simultaneously. Despite the perception that using OTAs comes with a hefty cost, the majority of hotel appointments are made through them. As a result, traditional hotel administrations view OTAs as sources of bargains and income and as legitimate contenders for consideration. At the same time, using OTAs doesn't result in a significant cost savings.

Keywords: Online Travel Agencies, Hotel Revenue, Maharashtra, Digital Technology

1. INTRODUCTION

The first online travel agencies (OTAs) appeared around the end of the previous century and have grown to be a major source of distribution channels for the travel industry in the last 20 years. They invested heavily in technology, innovations, online and disconnected ads, and made deals quickly on the internet. First and foremost, the primary focal point of OTAs was the aircraft organizations. Nonetheless, because of the poor edges and urgency in the carrier company, recently, authorizing has dropped, and the focus has gone to other touristic administrations, like hotel appointments.

Academic research on buyer behaviour using phases is seeing an increase in revenue, which can be attributed to the OTAs' rapid global expansion, growing reputation, and fierce competition in the market. The major OTAs to come up available were Expedia in 1996 in the US by Microsoft and in 1997 Priceline in Europe.

OTAs arose in order to expand hotel distribution channels and increase business opportunities. As a result, they assumed a fundamental role in the distribution of travel sector products, interacting with anticipated customers from all over the globe. There is a transaction between these parties, while the hotel takes care of OTAs sites with data and OTAs draws in clients to hotels. Be that as it may, in this connection involving hotels and OTAs, as excessive commission rates imposed by the stages, can lessen the overall earnings of the hotels. Additionally, in a multichannel environment, OTAs and hotels compete with one another.

Numerous OTAs present draw in their customers by selling different traveler things, notwithstanding convenience, like airline and automobile rental, as they attempt to give the whole help, where clients may make a total buy in one channel. By offering a few choices of hotel charges, the OTAs turn out to be the finest solution for relaxed visitors or those not used to the target, as they are not faithful to a certain brand. Hence, there is an amazing requirement for hotels, specifically little ones, to be accessible in OTAs for more noteworthy perceivability while looking by clients. The purposes behind the extension of online reservations and OTA include: (1) the elusiveness component of administrations, for the most part hotels, since there is no requirement for actual confirmation of the item, as the point by point portrayal of the things is sufficient to pursue the buy choice; (2) the assumption that clients find lower costs on the Web because of lower circulation expenses; and (3) the immediate association with the vender, without the requirement for middle people.

Since they control the production and sale of vacation packages to customers, online travel agencies are expected to boost the business that hotels already do. With Dynamic Bundling (DP) frameworks, they operate as an extra channel via which potential shoppers can acquire their get-aways by altering the conditions as indicated by their wants and making correlations among various other possibilities.

The commitments assumed from working with online travel agents are different. According to one viewpoint, decreases in different charges with regard to company activities can be predicted as OTAs manage big numbers of the presales exercises that would ordinarily be conducted by the actual hotels. Then then, the amount of consumers getting travel-related services from the online climate is developing constantly since it enables them the opportunity to settle on extra educated and far reaching choices using investigation open doors. Moreover, bundles can be transformed by their single prerequisites via these mediators. Consequently, one additional essential commitment of OTAs to hotels is the development of a strengthening selling channel and adding to their current revenues.

Recent fads in internet booking are changing the online the travel industry market and the hotel sector is day to day coming out to be increasingly competitive and complex. New developments empower clients to visit sites of hotels and middle persons and accordingly acquire several advantages, for example, correlation of distinct objective costs by various standards, probability to join deals, rating administrations and hotel offices by visitors, and so on.

In view of the above-portrayed, and considering the hypothetical system of the paper, which plainly focuses to the rising meaning of online appropriation directs in contemporary hotel industry and to the participation with online mediators, the subject of this examination incorporates the investigation and ID of online travel agencies' commitment to the business and benefit of hotels in Maharashtra.

1.1. Objectives of the Study

- To Evaluate the Impact of Online Travel Agency (OTA) Collaboration on Hotel Costs.
- To Examine the Connection Between Hotel Revenues and Online Travel Agency Collaboration.
- To Determine the Elements Affecting the Overall Impact of Hotel-OTA Partnership.

2. LITERATURE REVIEW

Renouncing OTAs has consequences, which Anderson and Han (2018) examine, particularly in relation to Columbus. It is fitting that the authors have titled their piece "Living Without OTAs — Farewell Columbus: Returning the Jenie to the Jug." The assessment provides valuable insights into the effects of a decision made by a city or location to eliminate or limit the presence of OTAs. The authors discuss the potential effects that these kinds of initiatives may have on consumer behaviour and the competitive landscape, particularly with regard to the neighbourhood friendliness sector. Placing the "Jenie" back in the container allegorical suggests a permanent shift, which prompts readers to consider the wider implications of such decisions.

Belarmino and Koh (2018) move the focus to the motivations behind the electronic communication between participants on hotel audit sites. Their paper, "How E-WOM inspirations shift by hotel audit site," examines the various factors influencing people's willingness to share their experiences and opinions about hotels on the internet. The authors want to uncover differences in the motivations behind E-WOM by examining various hotel audit sites. This will provide light on the factors that could affect the reliability and validity of online surveys. This study broadens our understanding of how to comprehend the intricate components of online audits and provides hoteliers with practical advice on how to manage their online reputations.

The impact of virtual entertainment innovations on travellers' worth-making behaviours is examined by Casaló and Romero (2019). The evaluation, titled "Web-based entertainment advancements and travellers' worth making ways of behaving: the job of seen help," examines the ways in which virtual entertainment advertising drives can influence the value that visitors derive from their experiences. The authors highlight the role that perceived assistance plays in shaping travellers' behaviour patterns, emphasising the value of engaging virtual entertainment strategies in enhancing customer loyalty and commitment. This investigation deepens our understanding of the relationship between consumers' behaviour in the friendliness domain and their commitment to virtual entertainment.

The context of online travel agencies in India is the main focus of Dutta, Chauhan, and Chauhan's (2017) essay, "Elements influencing consumer loyalty of online travel agencies in India." Through their examination of the factors influencing customer loyalty, the authors provide readers with an overview of the unique challenges and components of the Indian e-travel industry. The review focuses on the specific rational factors that affect customer loyalty

in the Indian context, with reasonable implications for online travel businesses looking to improve their services and customer relationships.

Falk and Vieru (2018) contribute to the literature by illustrating hotel guests' retractive behaviour in their essay titled "Displaying the dropping way of behaving of hotel visitors." The review delves into the bewildering cycles of behaviour that hotel guests exhibit in relation to scratch-offs. Through the use of a model, the authors provide a framework for comprehending the factors that contribute to visitor retractions, making it easier for hotel managers to anticipate and manage scratch-offs. This analysis is particularly crucial given the current state of the lodging industry, where cancellations of reservations can have serious financial consequences for lodging establishments.

The focus of Gonzalez, Gascoand, and Llopis's (2019) study, "ICTs in hotel the executives: an examination survey," is shifted to the role of ICTs in hotel boards. The authors conduct a thorough assessment of research in this area, highlighting the various ways that developments in data and correspondence are integrated into hotel duties. This survey is a valuable resource for professionals and experts who are interested in learning more about the rapidly changing hotel industry and the revolutionary impact of ICTs on guest experiences, functional proficiency, and overall seriousness.

3. ONLINE TRAVEL AGENCIES

the internet travel agencies, or OTAs, are digital platforms that enable customers to reserve a variety of travel-related services, such as accommodations, activities, car rentals, and flights, through a focused web interface. These steps have grown to be crucial to the travel industry because they give customers a convenient way to plan and book their trips. One of the key advantages of OTAs is their ability to aggregate and display data from various travel-related specialty companies, providing customers with a comprehensive view of available options and prices. OTAs that are well-known include Booking.com, Travelocity, and Expedia.

OTAs typically operate on a commission-based business model, receiving a portion of the total amount as payment for each reservation made via their platform. In order to attract more customers, this strategy encourages OTAs to make significant agreements with travel suppliers. One major attraction of online travel agencies (OTAs) is their comfort level; with flexible applications, customers can check prices, read reviews, and quickly and easily book a spot from the comfort of their homes.

Although online travel agencies (OTAs) provide advantages like a multitude of options and often substantial expenses, they often encounter backlash. A few lodging establishments and airlines claim that the commissions collected by OTAs may reduce their overall earnings. Concerns have also been raised over the power of a few significant OTAs, which may limit competition and affect value components. OTAs continue to play a vital role in the travel industry despite these challenges, shaping how consumers in the digital era plan and reserve their travels. The result of OTAs includes the evolving concept of the travel industry and the importance of online platforms in meeting the demands of present travellers.

4. RESEARCH HYPOTHESES

The hypothetical framework that was depicted provided justification for outlining the main argument of the investigation, which is reflected in determining how internet travel agencies affect the revenue and efficiency of Maharashtra's hotels. With respect to the main idea of the investigation, the following conjectures were described:

H1: Hotels' collaboration with online travel agencies lowers hotel expenses.

H2: Increased revenue for hotels is a result of their collaboration with online travel agencies.

5. RESEARCH METHODOLOGY

Selecting the target population is the most important stage in defining a research project. It was decided that the investigation should appropriately include all of Maharashtra's hotels. For the examination, a suitable example was used. A hundred hotels were used as an example. The survey consisted of 14 questions arranged in three appropriate groups:

1. Information about the attributes of the hotel, such as its size, category, and number of rooms;
2. How the hotel uses the Internet to distribute information and engage with online travel agencies (OTAs): its own website, questions about its partnerships with OTAs, the most well-known OTAs, sources of bookings, percentage of appointments made by OTAs in all appointments made last year, criteria for OTA determination;
3. The impact of using OTAs on the creation of hotel costs and revenues, as well as on all other effects achieved by hotels through cooperation with OTAs. This set of questions includes research questions from this work that should be verified and tested.

In general, the survey was viewed in the context of closed-ended questions, in which participants selected the response option that most accurately reflected their actual opinions. Most of the survey's items were on ordinal (Likert) scales.

An online poll was created using the drive.google.com service, and the email addresses of the hotels were forwarded to it. Town names were entered into the web crawler Google.com along with the word "hotels" next to the town name (e.g. Sarajevo; hotels) in order to collect hotel email addresses. Generally speaking, indexed lists included the hotels' websites, where one could get their email address and other contact details.

In this vein, the email addresses of the 100 distinct hotels were sorted. Email addresses were obtained and then used to send online surveys. The polls that were submitted resulted in 60 useable surveys, or a 60% return rate. One could argue that the return rate is generally lower for online overviews than it is for other methods of information collection, which would explain why it isn't higher.

Below is an introduction to the test's construction based on the number of rooms, number of beds, and categorization.

Table 1: The quantity of hotel rooms

Number of Rooms in Hotel	Respondents	
	No.	%
from 10 to 59 rooms	30	50.4
from 60 to 99 rooms	15	25.6
from 100 to 139 rooms	2	2.8
from 140 to 179 rooms	4	6.2
from 180 to 209 rooms	4	6.3
210 and more rooms	5	7.8
Total	60	100

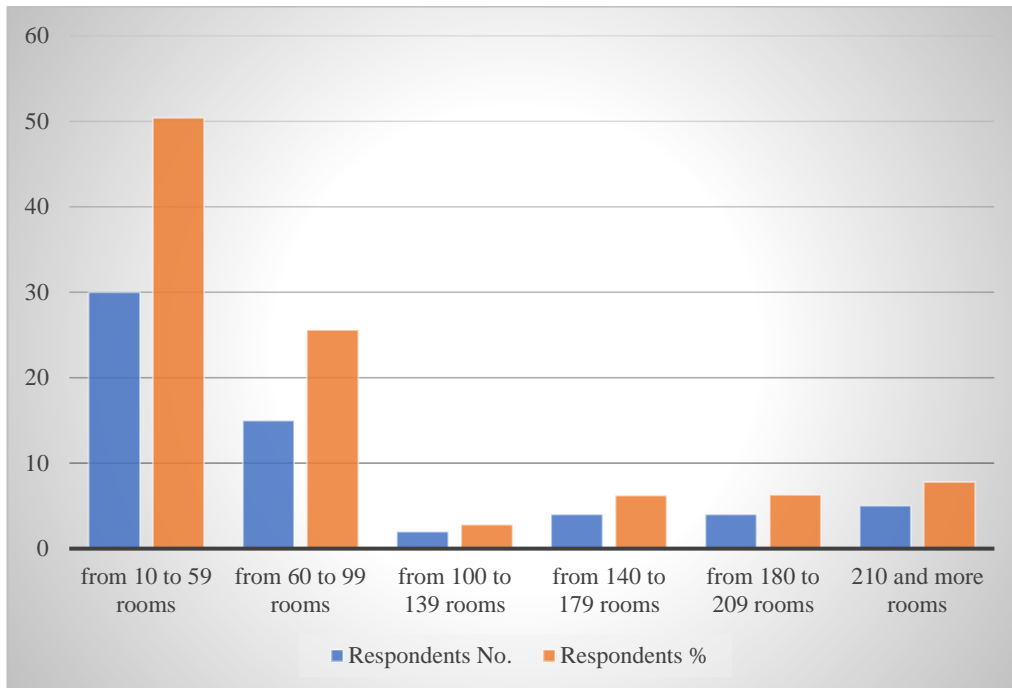


Figure 1: Graphical Representation of Hotel Room Numbers

Table 2: Hotel size as a function of bed count

Hotel Size	Respondents	
	No.	%
Up to 100 beds	26	45.2
Up to 300 beds	27	43.4
Up to 400 beds	7	11.4
Total	60	100

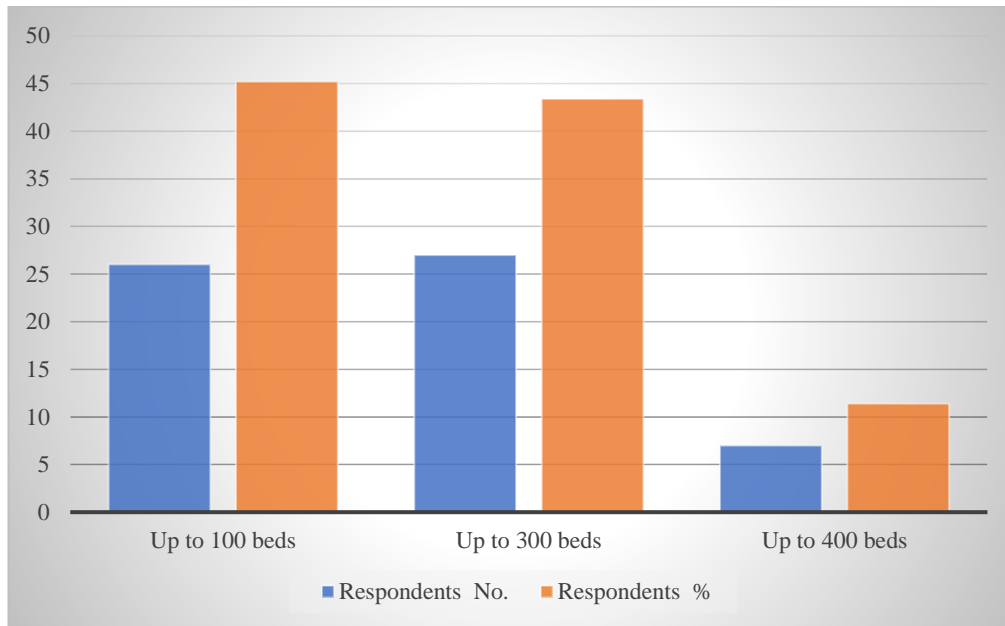


Figure 2: Hotel size shown graphically by the number of beds

Table 3: Hotel classification determined by star number

Hotel Category	Respondents	
	No.	%
1 star	2	2
2 Stars	3	4.3
3 Stars	26	45.5
4 Stars	26	45.5
5 Stars	3	2.7
Total	60	100

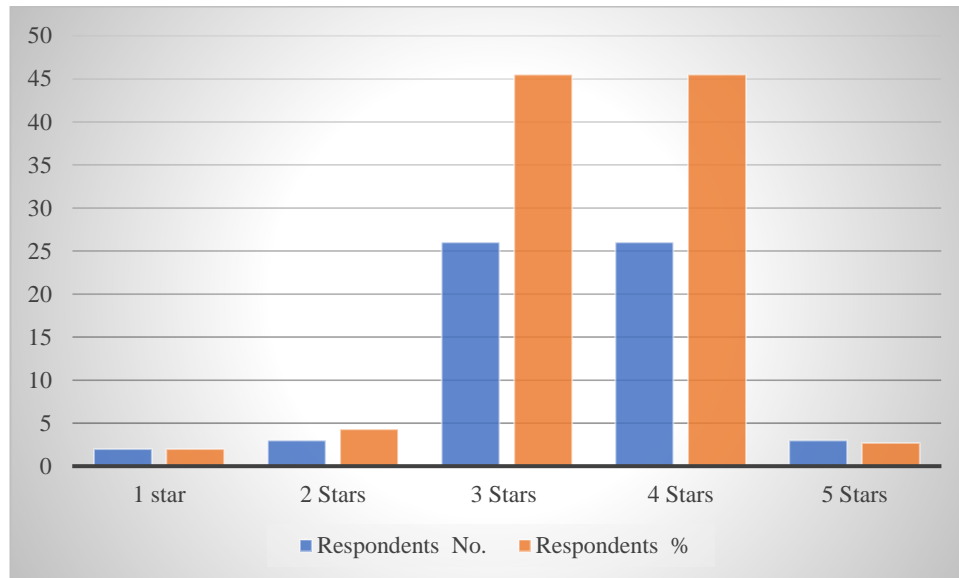


Figure 3: Hotel type shown graphically according to the number of stars

Of the 60 responses received, fifty-five hotels said that they support internet travel agents, while three indicated that they do not. Respondents who do not assist OTAs are only included in the exploration test analysis and are not allowed to participate in any further research.

6. RESULTS AND DISCUSSION

Using the illustrative investigation, hypotheses on the impact of hotel collaboration with OTAs on revenue and expense design, as well as the overall effects achieved by the hotels, were tested in order to evaluate the research questions posed.

H1: Hotels' collaboration with online travel agencies lowers hotel expenses.

The subsequent material explores responses to the following research question: "What is the impact of hotels' participation in online travel agencies on cost reduction? In light of this, a four-question scale was created, utilising a Likert scale with five levels of understanding, to allow hotel managers to provide their honest and square opinions in relation to the statements made regarding the decreased expenses resulting from their cooperation with OTAs.

The results of the respondents' assessments of the impact of online travel agencies (OTAs) on hotel building costs revealed that the majority of respondents agreed that their hotels have not yet seen significant reductions in operating expenses as a result of working with OTAs. This is supported by the data, which shows that the average assessment of agreement with the justification that costs per room decreased added up to 2.06, that labour costs decreased added

up to 1.99, and that staff preparation costs decreased was 2.1. The average score for agreeing with the justification that hotel promotion expenses decreased was 2.15.

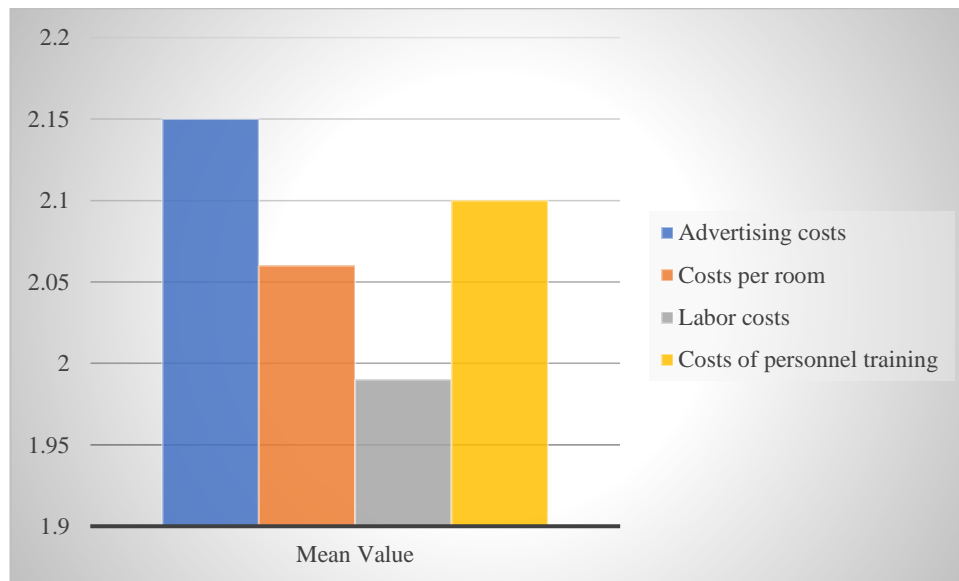


Figure 4: Value of the mean response when asked how OTAs affect hotel cost structure

In view of the above shown, we can ensure that the main speculation was not sustained by the examination, for example that collaboration with OTAs doesn't add to lessen in costs. It is important to take note of that the most increased rating related to the drop in promotional costs, which for sure is the aid that hotels get from OTAs. All in all, we can ensure that the all out prices don't drop fundamentally, however that promotional charges surely lowering to a degree.

H2: Increased revenue for hotels is a result of their collaboration with online travel agencies.

The next section analyses responses to the research question: "What is the impact of hotels' involvement with online travel agents on revenue upgrades? For this reason, a Likert scale with five degrees of understanding was used to create a scale of five questions on which supervisors were asked to indicate how much they agreed with the explanations provided for the increase in revenues resulting from their use of OTAs.

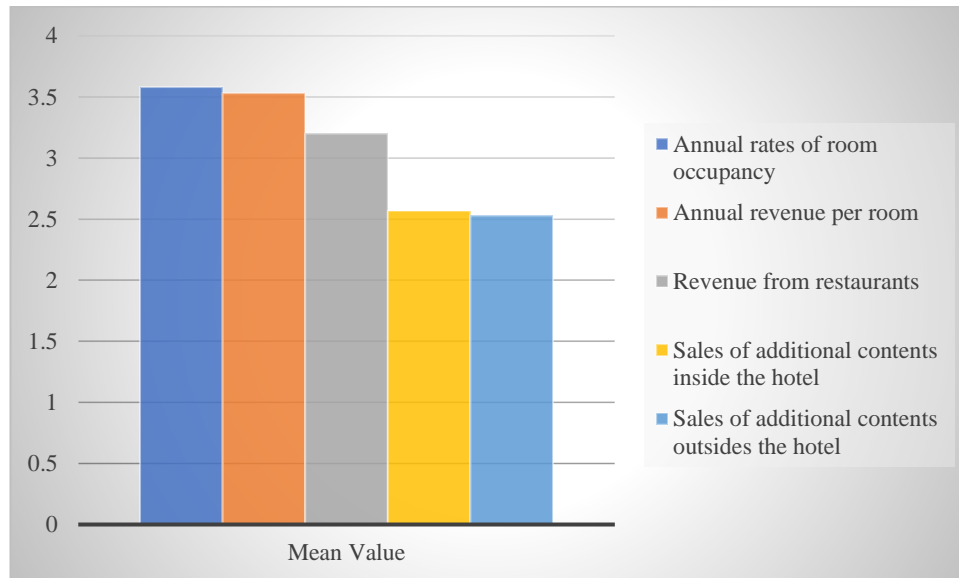


Figure 5: The mean of the answers to the question on how OTAs affect revenue growth

Aftereffects of respondents' evaluations with regards to OTAs' impact on the design of hotels' revenues disclosed that most respondents agree that the dedication of work with OTAs is mirrored in the completed expansion in revenues from the deals of rooms. Different wellsprings of revenue, for example, café administrations and extra hotel components are not actually associated with hotels' affiliation with OTAs. This is indicated by the information that the usual rating of concurrence with the explanation that the yearly revenue per room increased added up to 3.53, while the typical rating of concurrence with the explanation that yearly speeds of room in habitation expanded added up to 3.58.

Then again, concerning revenues from eateries and extra hotel contents inside and beyond the hotel, the typical rating of concurrence with the explanation that revenues acquired by cafés added up to 3.20, while normal evaluations of concurrence with the explanation that revenues from deals of extra hotel contents outside the hotel and revenues from deals of extra hotel contents inside the hotel expanded added up to 2.53 and 2.57 individually.

In light of the aforementioned we may reason that hotels' absolute revenues increase because of hotels' collaboration with OTAs, which thus sustains the subsequent hypothesis, that hotels' engagement with OTAs leads to the improvement of hotels' revenues.

7. CONCLUSION AND RECOMMENDATION

This study gives insight into the essential effect of online travel agents (OTAs) on hotel revenue inside the Maharashtra friendliness area. The discoveries underscore the groundbreaking work of digital stages in shaping customer booking behaviour, with a bigger part of responders turning for OTAs for their reservations. This investigation, which has the personality of exploratory exploration, proved that hotels' partnership with online travel agents doesn't add to the general abatement in expenses, however adds to the expansion in all out profits. Online climate related with travel administrations creates potential for new players as go-betweens. Clients, hotels, too as mediators might acquire several advantages from this productive setting. The influence that OTAs completed with their organization makes them a reasonable avenue for customers to purchase travel goods at a solitary major concern. Moreover, by participation with OTAs motels accomplish more prominent seriousness and profit linked with arriving at a bigger buyer base and establishing more prominent perceivability in this climate.

It ought to be noticed that there are not adequate examinations on this subject in Maharashtra, and it very well may be normal that this paper will open the entryway for additional exploration and persuade different specialists to add to the advancement of relations among OTAs and hotels in Maharashtra. As a recommendation for additional research, one can specify examination into the dynamism of connection between these subjects on the ceaseless premise, with the objective that the mutually helpful situation between them could be produced from here on out.

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Reverberations of Realism: Parallel Cinema's Transformative Legacy in Indian Filmmaking

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Abstract

During the 1950s, Indian film saw the development of Parallel film, which denoted an emotional break from the famous business Bollywood stories. This cinematic development, which had its foundations for the most part in West Bengal, tried to give an option in contrast to the predictable amusement of the day by accentuating imaginative profundity, social significance, and credibility in narrating. Under the heading of visionaries like Satyajit Ray, Ritwik Ghatak, and Mrinal Sen, Parallel Cinema formed into a discussion for stories that investigated the complexities of Indian culture, handled critical socio-political worries, and gave the human condition credibility and subtlety. Parallel Cinema pulled in global recognition and propelled another age of movie producers and watchers with its dismissal of ordinary figures of speech, accentuation on socio-political analysis, and takeoff from the embedded dance-and-tune schedules normal of standard Indian cinema. To show the force of narrating past straightforward pleasure, this theoretical tries to catch the soul and meaning of Parallel Cinema in changing the account scene of Indian cinema and its enduring effect.

Keywords: *Parallel Cinema, Transformative, Legacy, Filmmaking.*

1. INTRODUCTION

Because of the strength of standard business cinema, particularly Bollywood, which every now and again focused on tomfoolery and break, parallel cinema created in India during the 1950s and 1960s. This development meant to create films that investigated issues that were all the more socially cognizant and sensible, catching the intricacy of Indian governmental issues, society, and culture. Drawing motivation from worldwide film customs like as Italian Neo-authenticity, Parallel Cinema looked to depict the brutal real factors of daily existence,

much of the time handling subjects like social shamefulness, destitution, station imbalance, and political disturbance. In lieu of cinematic event, the movie producers related in this development inclined toward a more naturalistic methodology, utilizing non-proficient entertainers, genuine regions, and a story style that inclined towards authenticity.

An essential component of Parallel Cinema was its break from the regular stories and misrepresented characters tracked down in Bollywood's standard creations. Rather, these movies put a greater amount of an accentuation on complex story, unpretentious person improvement, and a nearer assessment of social worries and human feelings. Satyajit Beam, whose "Apu Set of three" (which incorporates "Pather Panchali," "Aparajito," and "Apu Sansar") is much of the time viewed as a work of art of Indian cinema, was one of the trailblazers of parallel cinema. These movies were prestigious for their reasonable portrayals of country life, showing the difficulties and objectives of average citizens.

Producers including Shyam Benegal, Mrinal Sen, and Govind Nihalani delivered provocative movies all through India, adding to the's development beyond Bengal. Sen's "Bhuvan Shome, Benegal Ankur and "Nishant," and Nihalani's "Ardh Satya" are a couple of the essential movies that inspected multifaceted human associations and undermined social guidelines. Furthermore, Parallel Cinema offered a scene for trying different things with story designs, cinematography, and narrating techniques. Movie producers tried different things with unconventional narrating procedures and pushed limits, which assisted Indian cinema with progressing. As opposed to well-known Bollywood films, Parallel Cinema experienced challenges in money, dispersion, and contacting a bigger crowd, regardless of extensively affecting the Indian entertainment world. Then again, its legacy is as yet felt by present day Indian producers who work to make significant and socially cognizant movies.

By focusing on authenticity, social analysis, and imaginative articulation over monetary contemplations, the development denoted an emotional change in Indian filmmaking and made the establishment for the Indian New Rush of the 1960s and 1970s. In the records of Indian film history, Parallel Cinema is a landmark to a progressive development that emerged during the 1950s. It began in West Bengal and expected to undermine the then-predominant standard business cinema. This pattern was a break from Bollywood's idealism and routine schedules, and it was impacted by Italian Neorealism. Producers from Bengal, including Satyajit Beam, Ritwik Ghatak, and Mrinal Sen, led Parallel Cinema's initial flood of advancement in filmmaking. With a crude and unvarnished viewpoint, these creative chiefs

investigated India's social, political, and social texture through storylines that were solidly grounded truly.

1.1. Defining The Term Parallel Cinema

A striking cinematic development known as "Parallel Cinema" first showed up in Indian film during the 1950s as a counter to Bollywood's predominant conventional and business storylines. It represents a style of cinema recognized by an accentuation on authenticity, social importance, genuineness, and innovative profundity. Parallel Cinema, drove by visionary producers like Satyajit Beam, Ritwik Ghatak, Mrinal Sen, and others, offered a discussion for stories that investigated the complexities of Indian culture, handled critical socio-policy centered issues, and introduced the human condition in a complex and nuanced way. This class evaded the banalities of standard Indian film, putting an accentuation on authenticity, socio-political analysis, and a break from customary diversion parts like entwined dance and melody schedules. Parallel Cinema turned out to be notable all through the world for its provocative stories and filled in as a flash for Indian cinema to embrace a more changed and socially cognizant narrating style.

1.2. Research Objectives

- To Evaluate the Effectiveness of Teacher Training Programs
- To Examine the Correlation Between Teacher Training and Student Interest
- To Measure the Impact on Academic Achievements

2. LITERATURE REVIEW

Beam (2019) is a vital commitment to the examination of parallel film in India. The authentic foundation, topical parts, and the sociocultural meaning of this cinematic development are totally inspected by Beam. He looks at the commitments spread the word about by well chiefs and their works, examining the account and creative procedures utilized in parallel cinema. Beam's examination gives an exhaustive handle of the development's turn of events and its significance comparable to the bigger Indian entertainment world.

Chatterjee (2020), which was distributed in the Diary of Film Studies, embraces a designated approach by dissecting the socio-political establishments that are normal in parallel cinema. Chatterjee investigates how chiefs utilize their cinematic stage to feature pertinent cultural worries by distinguishing and examining the repetitive themes in these movies. Chatterjee

enlightens the mind boggling manners by which parallel cinema goes about as a mirror to cultural standards, worlds of politics, and social subtleties through a top to bottom examination of specific movies, making a significant commitment to the socio-political talk in India.

Ghatak (2018), is a crucial asset for understanding the verifiable improvement of this cinematic development. Ghatak investigates the socio-world of politics that led to parallel cinema, making sense of how it split away from Bollywood's standard and developed into a special voice that communicated social real factors and social nuances.

Mishra's (2021) examination in "Stylish Patterns in Contemporary Parallel Cinema" features the changing tasteful standards inside this sort. Mishra investigates the visual changes that parallel cinema has found in the cutting edge period, making sense of the imaginative strategies and storylines that chiefs use. This article offers a refined point of view on how imaginative articulations have created and formed parallel cinema's current state.

Kapoor in 2022, centers around a specific feature of parallel film. By doing a near examination, Kapoor enlightens how orientation jobs and personalities are depicted in elective film in contrast with standard stories. This study gives experiences into how laid out orientation shows and portrayals have been addressed in parallel cinema, displaying a more comprehensive and various scope of characters and stories.

Kumar (2019) writes in the *Diary of Indian Cinema Studies* The mind boggling ways that Parallel Cinema has affected the standard Bollywood film business are analyzed in Kumar's exploration. He investigates how ordinary story structures and elaborate parts found in standard Bollywood creations have been changed, adjusted, and tested by parallel cinema.

Roy (2020) to the *Worldwide Diary of Social Examinations*. In looking at the association between territorial personalities and parallel film, Roy's examination enlightens the manners by which Bengal's remarkable social and sociopolitical nuances are reflected in parallel cinematic storylines. The review reveals insight into the manners by which territorial film cooperates with bigger social talks.

Singh (2021) investigates the imaginative parts of the class in his examination of story approaches in parallel film, which was distributed in *Film Analysis*. Singh takes a gander at a couple of movies to investigate the unmistakable story methods utilized by heads of parallel

cinema. This approach propels our insight into the account procedures and stylish choices that describe parallel film.

Dutta (2019) offers parallel cinema as an alternate voice in the Indian entertainment world, adding to the discussion around it. Dutta's article, which was distributed in the *Diary of Expressions and Humanities*, investigates the socio-social and political parts of parallel cinema while featuring capability as a nonconformist voice questions famous stories and belief systems.

Das (2022) in *Media Studies Diary* Das investigates what the advancement of parallel cinema has been meant for by computerized media and specialized forward leaps. This study offers sagacious data about how the dispersion, creation, and utilization of movies are advancing in the cutting edge period.

Basu (2018) centers around how financial truths are depicted in parallel film. Basu's exploration uncovers, through a nearby assessment of individual movies, how Indian culture's financial texture is reflected in elective cinema, which much of the time handles topics that are sidelined in standard creations.

Sen's (2020) *Diary of Visual Culture* paper investigates parallel cinema's more extensive effect on contemporary filmmaking procedures. The review sees what parallel cinema has meant for both the story and visual parts of current movies, moving past its verifiable setting to affect the universe of film.

Khan (2021) looks at parallel cinema's gathering and crowd inclinations in the *Diary of Film Gathering Studies*. This study enlightens the manners by which onlookers cooperate with parallel cinema and gives experiences into the factors influencing its acknowledgment and appeal to an extensive variety of crowd portions.

Patel (2019) gives an exhaustive report in a Cambridge College Press distribution. The verifiable, social, and imaginative commitments of parallel cinema to the bigger field of Indian filmmaking are combined in Patel's work.

Sharma's (2023) review on parallel cinema gives an exhaustive examination of the class' turn of events. The book offers an exhaustive handle of the continuous impact of parallel cinema on Indian film history by outlining its verifiable course.

3. ORIGIN OF PARALLEL CINEMA IN INDIA

A significant change in the outflow of cinema was achieved by the development of Parallel Cinema in India during the 1950s inside the Bengali entertainment world. This development drove by visionaries like Satyajit Beam, Ritwik Ghatak, Mrinal Sen, and Tapan Sinha, planned to rise above the limits of standard business cinema. It looked to research more mind boggling, nuanced stories that associated with Indian culture's real factors.

On a very basic level, what put Parallel Cinema aside was its dismissal of the standard and idealism found in business films. Rather, it investigated solemn, grounded, and socially cognizant material. With a feeling of authenticity that associated with watchers searching for something beyond entertainment, these movies shed light on the socio-world of politics while featuring the intricacies of Indian culture, cultural difficulties, and human feelings.

Indian writing and the design of present day civilization filled in major areas of strength for as for the development. Parallel Cinema mirrored the topics and disposition of the time, drawing motivation from scholarly works. Through its account, it handled significant themes and ignited conversation.

The underpinning of Indian parallel cinema was laid by Satyajit Beam's "Pather Panchali" in 1955, notwithstanding the way that the seeds of reasonable filmmaking had been planted before. These movies become famous and are viewed as probably the best made, in Indian cinema as well as in the realm of film.

With its accentuation on the day to day difficulties of a provincial family and its depiction of the soul of Bengali life, "Pather Panchali" laid out another worldview. These movies become an outflow of human feelings, social real factors, and the bitterness of day to day existence on the grounds that to Beam's careful account and thoughtful person depictions.

During this time, which is some of the time alluded to as the "Brilliant Period of Indian Cinema," filmmaking saw a resurrection and innovative sprouting. Cinema developed into an intense vehicle for social analysis and contemplation, moving past basic entertainment. Indian producers began taking on the way of thinking of Parallel Cinema, dismissing customary shows and embracing a more profound, more provocative story.

These movies had an effect that went past just their imaginative worth; they opened entryways for another age of producers who stretched boundaries and changed account for quite a long

time into the future. They likewise molded the course of Indian cinema. The historical backdrop of Parallel Cinema stays as proof of the medium's capacity to portray, break down, and hoist the human experience.

3.1. Parallel Cinema in Bollywood

During the Brilliant Time of Bollywood, the coming of workmanship films offered a clever combination of inventive uprightness with monetary achievement. Bollywood was notable for its fantastical and bizarre movies, yet a couple of huge creations from this time recognized out for effectively melding imaginative profundity with financial feasibility.

"Do Bigha Zamin coordinated by Bimal Roy was a noteworthy film that was both fundamentally and monetarily effective. A significant defining moment in Indian cinema history and the worldwide affirmation of Indian narrating happened when the nation won the Global Award at the 1954 Cannes Film Celebration. The Indian New Wave was incredibly helped by this film, which showed the chance of making pictures that went past the customary Bollywood equation.

Noticeable chief Hrishikesh Mukherjee earned respect for being a pioneer in "center cinema," delivering pictures that addressed the developing working class mentality. His movies, which included pieces like "Anand" and "Gol Maal," associated with watchers due to their practical portrayals of day to day existence and natural stories.

Cinematic magnum opuses like "Piya Ka Ghar," "Rajnigandha," and "Ek Ruka Hua Faisla" by Basu Chatterjee likewise centered around working class lives, melding thoughtful narrating with creative components to speak to a more extensive crowd.

Prestigious for his imaginative ability, Master Dutt delivered movies, for example, "Pyasa" (1957), which was positioned among the best 100 movies in Time magazine's "Record-breaking" 100 rundown as well as getting basic acclaim. His movies were recognized by their inconspicuous assessment of society concerns and thoughtful narrating.

3.2. Parallel Cinema in Other Indian Film Industries

Truth be told, Parallel Cinema's effect went past Bollywood and tracked down reverberation in India's various territorial entertainment worlds. This type, which is recognized by its accentuation on socially cognizant themes and sensible story, has dynamically secured itself in an assortment of film conditions.

Jahnu Barua turned into a pioneer in the Assamese entertainment world by presenting Parallel Cinema parts. His movies investigated the nuances of Assamese society, for example, "Halodhia Choraye Baodhan Khai" and "Hkhagoroloi Bohu Entryway," and they introduced stories that had profundity and authenticity. Another flood of Assamese film that investigated different topics and stories was made conceivable by Barua's cinematic style and narrating procedures.

Like this, Aribam Syam Sharma was instrumental in carrying parallel cinema components to Manipuri cinema. His movies, similar to "Picture Ningthem" and "Ishanou," utilized a more unpretentious way to deal with filmmaking and offered a change from conventional narrating, depicting the social texture and social subtleties of Manipur. Sharma's manifestations came to address the coming of Parallel Cinema in Manipuri cinema.

Parallel Cinema's improvement hasn't been restricted to only one region. It has likewise acquired reverberation in worldwide settings and across social obstructions. "Work Climate Spouse," a Canadian Punjabi movie coordinated by Harpreet Sandhu, is a perfect representation of how craftsmanship movies can succeed economically in Punjabi theaters. With its significant plot and elevated degree of creative quality, this film made ready for Parallel Cinema to thrive in the Punjabi entertainment world.

The victory of "Work Climate Spouse" connoted the imaginative greatness of Punjabi film as well as the crowd's rising profound respect for stories that outperform the common amusement esteem. It highlighted films with areas of strength for an establishment that investigated human feelings and social intricacies in a reasonable setting and could engage a more extensive crowd.

Assamese, Manipuri, and Punjabi entertainment worlds are instances of provincial entertainment worlds that have included Parallel Cinema, exhibiting the all-inclusiveness of its allure and the interest for genuine narrating across fluctuated social scenes. This sort adds to the rich embroidery of Indian cinema as it creates and tracks down a home in different cinematic settings, giving provocative stories that catch the variety of human encounters and society.

4. THE INFLUENCE OF PARALLEL CINEMA

Overstating Parallel Cinema's effect on Indian cinema is inconceivable. This progressive development significantly changed storylines and perspectives, offering more than just another sort of movies. It likewise had an enduring effect on the soul of Indian cinema.

Imaginative Honesty and Authenticity: By putting credibility and authenticity in front of business bid, Parallel Cinema undermined the shows of customary account. It enlightened the complexities and variety of India by raising stories moored in the country's social texture. This attention on reality increased present expectations for narrating in movies, everything being equal.

Looking at Socio-Political Subjects: Parallel Cinema gave a discussion to movie producers to investigate social topics, including orientation imbalance, neediness, position bias, and political disturbance. It gave watchers a crystal through which to see these real factors, lighting conversations and advancing social cognizance.

Global Recognition: Under the Parallel Cinema standard, movie producers like Satyajit Beam, Ritwik Ghatak, and Mrinal Sen, among others, got acclaim from everywhere the world for their creations. Their movies won prizes at significant global film celebrations as well as being generally welcomed in India, bringing admiration and acknowledgment for Indian cinema to an overall crowd.

New Cinematic Language: another cinematic language was presented by Parallel Cinema. It investigated narrating techniques, cinematography, and story systems, affecting the advancement of Indian filmmaking. This investigation made ready for a more innovative and shifted way to deal with filmmaking.

Influence on Overseers of Film: Parallel Cinema had an impact that went past the development. An age of movie producers was impacted by it due to its social scrutinize and profundity of imaginative articulation. The way of thinking of Parallel Cinema keeps on affecting countless present day chiefs, who integrate its topics and stories into their own works.

Entertainers and Entertainers: The class gave entertainers a phase on which to show their expertise and versatility. Entertainers that emerged from Parallel Cinema, like Smita Patil, Shabana Azmi, Naseeruddin Shah, and Om Puri, added another component of authenticity and

subtlety to their jobs. They increased current standards for acting in Indian cinema with their exhibitions.

Social Effect: The way that individuals saw films changed because of Parallel Cinema. It helped watchers in understanding that movies are something other than charming amusement. It urged watchers to embrace an assortment of narrating approaches and basically communicate with society issues.

A mainstay of Indian cinema, Parallel Cinema's legacy lives on. Its effect perseveres, moving the two observers and producers and filling in as a consistent sign of the force of film to both reflect and change society.

5. CONCLUSION AND RECOMMENDATION

One critical pattern that changed Indian filmmaking was Parallel Cinema. It changed the story scene by putting an accentuation on validness, social importance, and inventive profundity, and it arose as an option in contrast to customary business cinema. Parallel Cinema, drove by inventive movie producers like Satyajit Beam, Ritwik Ghatak, and Mrinal Sen, offered a discussion for stories that investigated the complexities of Indian culture, handled dire issues, and reflected the human condition. This subgenre, which won acclaim from pundits overall as well as impacting Indian film, was recognized by its authenticity, sociopolitical discourse, and dismissal of prosaisms. Its legacy lives on, helping us to remember the force of cinema past simple entertainment and filling in as a motivation to the two crowds and current movie producers.

It is encouraged that instructive foundations give need to broad and constant educator preparing programs that focus on the joining of assorted showing modalities, considering the examination discoveries. As well as underlining hypothetical information, these projects should give educators genuine world, involved insight so they can become capable in different instructive strategies. Foundations ought to likewise advance a cooperative culture among educators, which will work with the trading of best practices and encounters relating to the use of various instructing modalities. Open doors for continuous expert advancement ought to be made accessible to instructors so they might keep on being talented at acclimating to changing instructive standards and increment the supportability of useful effects.

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EMPLOYEE SATISFACTION AND ITS INFLUENCE ON SERVICE QUALITY IN THE HOTEL INDUSTRY

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Abstract

In the context of the hotel business, this study examines the complex relationship between employee happiness and service quality. Given the importance that the hospitality industry places on providing outstanding customer service, it is critical to comprehend the critical role that contented personnel play. This study aims to examine how much staff satisfaction affects service quality, which in turn impacts total consumer satisfaction and loyalty. Effective customer service is essential to any hotel's success. While an enormous number of researchers have concentrated on different parts of service quality, not many have concentrated on inner service quality (ISQ) overall and the hotel business explicitly. Many investigations have utilized the SERVQUAL instrument to test employees' perspectives on ISQ in light of the fact that there is an absence of agreement among scholastics over how to measure ISQ. This study plans to examine what ISQ means for employees' work satisfaction in Jordan's five-star hotels. A seven-point Likert scale was utilized to gauge the information gathered for the ongoing examination. Since the quantitative study approach was utilized, the Work Satisfaction Overview (JSS) was utilized to check work satisfaction, and the SERVQUAL instrument was utilized to measure ISQ. In light of spellbinding measurements, information from 200 respondents chose from 14 Maharashtra five-star hotels were assessed utilizing SPSS programming.

Keywords: *Employee Satisfaction, Influence, Service Quality, Hotel Industry*

1. INTRODUCTION

In the ever-changing and fiercely competitive hotel sector, achieving service excellence has emerged as a critical goal for businesses hoping to stand out in the eyes of discriminating patrons. The key component of this project is employee satisfaction, which is becoming more widely acknowledged as a crucial element in determining the calibre of services provided. Because the success of the hotel industry is inextricably linked to its employees' capacity to

provide extraordinary experiences, employee satisfaction and motivation are crucial indicators of overall service quality. This study investigates the commonly helpful connection between service quality and employee satisfaction in the specific setting of the hotel business. Realizing what staff bliss and prosperity mean for service execution becomes an administrative prerequisite as well as an essential need as the industry battles to fulfill changing client assumptions. Through the use of a mixed-methods approach, this study aims to clarify the complex dynamics that underlie the vital interaction between employee satisfaction and the pursuit of service excellence in the hotel industry.

1.1 Industry Dynamics

- The hotel sector functions in a dynamic environment marked by intense rivalry, ongoing development, and a never-ending quest for client satisfaction. The capacity of hotels to provide outstanding services and make their visitors' stays unforgettable is closely linked to their success. Maintaining consistently high service quality and a clear awareness of changing client expectations are essential for staying relevant and competitive in this dynamic landscape.
- The evolution of customer expectations is a dynamic process in the hotel industry, driven by factors such as evolving consumer trends, technological improvements, and shifting cultural influences. Today's visitors want rich, customised experiences in addition to accommodations. In order to stay ahead of the competition, hotels must therefore innovate and adapt to satisfy these changing expectations. They also need to anticipate trends and preferences.
- **Sustaining Service Quality:** Providing excellent service is not only what guests expect, but it's also essential to a hotel's ability to remain competitive. Delivering outstanding services at all times at different touchpoints—from room service and amenities to reservations and check-in—is a challenge for hotels. It takes a strategic focus on service quality management and continual improvement initiatives to ensure a smooth and enjoyable guest experience.
- **Competitive Environment:** There is fierce rivalry in the hotel sector as different businesses compete for the interest and business of a wide range of clients. Hotels need to set themselves apart in this competitive industry not just with their physical features and aesthetics but also with the calibre of the services they offer. A key factor that can affect consumer loyalty and choice is service excellence.

- **Benchmarking with Customer Loyalty:** In the hotel industry, customer loyalty is highly sought-after. Happy clients are more likely to recommend a hotel to others and return later, which is crucial for its long-term survival. In order to cultivate a loyal clientele, hotels need to continually surpass guests' expectations and leave a lasting impression.

1.2 Employee satisfaction and service quality are related

In the hospitality sector, a hotel's ability to succeed is closely linked to the mutually beneficial relationship that exists between service quality and staff satisfaction. Attaining and maintaining high levels of client pleasure and loyalty depends on this link. The salient features of this interrelated relationship are broken out as follows:

- **Positive Employee Contribution:** Engaged and devoted to their work, employees are more likely to be satisfied and fulfilled. This optimistic outlook translates into a sincere desire to help the hotel succeed. When workers feel appreciated and encouraged, they are inspired to go above and beyond the call of duty and actively look for methods to improve the visitor experience.
- **Enhancement of the Guest Experience:** A key factor in determining how guests perceive a hotel is the attitude and manner of its personnel. A welcoming and upbeat attitude is more likely to be displayed by contented staff, making the atmosphere pleasant and welcoming for visitors. The visitors' overall satisfaction is greatly enhanced by this pleasant encounter, which also affects how they view the hotel and the level of service they receive.
- **Personalised Interactions:** A culture of personalised service is fostered by employee happiness. Satisfied staff members are more likely to interact with visitors personally, getting to know them, and anticipate their requirements. Each client has a unique and unforgettable experience because to this personalised approach, which goes above and beyond traditional service norms. These kinds of interactions build customer loyalty and enhance the brand's reputation.
- **Smooth Service Execution:** The way services are provided in the hotel is directly impacted by employee happiness. Employees that are motivated and happy at work are more likely to complete their tasks quickly, carefully, and with precision. Consequently, everything from food service to event planning and hotel maintenance is executed with ease. A favourable opinion of the hotel's operational excellence is influenced by its general efficiency.

2. OBJECTIVE

- To assess the opinions of hotel staff regarding the quality of service provided.
- To determine the level of job satisfaction among hotel staff.
- To analyse the possible advantages of service quality for workers' job satisfaction.

3. REVIEW OF LITREATURE

In the hotel sector, Xin and Choi (2020) investigate the impact of variables influencing employee service attitude on service quality, customer happiness, and loyalty. According to the survey, a key factor influencing service quality is the attitude of the employees providing the service. Good attitudes among employees help to improve the quality of services provided, which in turn increases client happiness and loyalty. The study underscores the interdependence of these components, underscoring the significance of cultivating a favourable service-oriented culture within hotel staff.

Dash and Verma (year) conduct a critical analysis of the relationship in the hotel sector between customer pleasure, loyalty, and service quality. The study emphasises the close connection between customer satisfaction and service quality, claiming that customers' satisfaction levels are significantly impacted by the calibre of services provided. In order to guarantee client retention, the review also explores the ensuing impact on consumer loyalty, highlighting the necessity for hotels to prioritise and continuously provide high-quality services.

Prentice et al. (2020) concentrate on the modern impact of artificial intelligence (AI) on customer satisfaction, loyalty, and employee service quality in the hotel sector. The report underlines AI's possible influence on service quality and recognises the technology's expanding role in influencing consumer experiences. According to research, a successful integration of AI with high-quality personnel service can result in increased customer happiness and loyalty. The study does, however, provide a warning regarding possible difficulties in preserving the human element and individualised care in the AI future.

The effect of maintainable HRM rehearses on consumer loyalty, service quality, and institutional execution in hotel organizations is analyzed by Papademetriou et al. (2023). According to the report, implementing sustainable HRM practises fosters an environment at work that stimulates employee engagement, which in turn results in increased service quality

and a favourable impact on customer satisfaction. The results highlight the comprehensive advantages of implementing sustainable HRM practises and show a favourable influence on the institutional performance of hotel operations overall.

Perić et al. (2023) utilize a manageability explicit point of view to look at the complicated connection between work satisfaction and elusive service quality in the hotel business. The review researches the connection between supportable practices and hotel staff work satisfaction and what that relationship means for the arrangement of elusive service quality. The results highlight how crucial it is to take sustainability into account when fostering job happiness, since this has a good impact on the intangible elements of service quality in the hotel sector.

4. RESRACH METHDOLOGY

4.1 Research approach

In order to conduct this study, a questionnaire was used. A self-administered questionnaire was used to gauge the opinions of hotel staff. The multidimensional measurement of employees' job satisfaction and ISQ served as the foundation for the questionnaire's creation. The survey was divided into three sections. A modified SERVQUAL model was used in the first section to gauge how staff members felt about certain hotel features. Employee work satisfaction was assessed in the second section. Work satisfaction and perspectives on inner service quality were surveyed utilizing a seven-point Likert-type scale, with 1 signifying "unequivocally conflict" and 7 meaning "emphatically concur."

The motivation behind the third area was to gather the respondents' age, orientation, and long stretches of involvement, level of schooling, business status, and branch of work.

The changed SERVQUAL, made to quantify service quality through five aspects — substance, confirmation, responsiveness, and sympathy — was principally used to gauge the ISQ segment.

To fit the accommodation climate, the first items went through minor adjustments. The absolute number of things in the ISQ segment was 22, and the quantity of things in the gig satisfaction area was 36. These things depended on nine work features that were adjusted from the Gig Satisfaction Review, which was made to quantify work satisfaction (i.e., an employee's level of occupation satisfaction is a blend of their "satisfactions" with their

compensation, advancement, management, incidental advantages, contingent prizes, working circumstances, colleagues, nature of work, and correspondence). There was a total of 36 items in this area.

4.2 Sampling and data collection

The survey's target audience was Maharashtra employees of five-star hotels in the middle of 2023. Following their agreement to participate in the study, hotel managers at fourteen five-star establishments received questionnaires. Human resource managers were instructed to give their staff members the surveys and to gather them after they were finished. Employees in each hotel received questionnaires at random. Nine of the 150 completed surveys could not be included in the analysis due to insufficient information. As a result, a sample of 200 valid questionnaires served as the basis for the data analysis.

There were 58% of responses. The data was analysed using SPSS. The demographic features of the respondents were described, and the employees' opinions of the quality of the services were assessed, using descriptive statistical analysis. Moreover, a dependability investigation was directed to assess the inside consistency of the extricated factors and the unwavering quality of the scale. Cronbach's alpha coefficients were registered therefore.

5. DATA ANALYSIS AND INTERPERTATION

Table 1: The instrument's internal consistency test results

Construct	Factor	Number of Items	Cronbach's Alpha
Job satisfaction	Pay	5	0.625
	Promotion	5	0.714
	Supervision	5	0.699
	Fringe benefits	5	0.725
	Contingent rewards	5	0.596
	Operating conditions	5	0.825
	Co-workers	5	0.723
	Nature of work	5	0.625
	Communication	5	0.833
	Overall job satisfaction	45	0.699

ISQ	Tangibility (ISQT)	8	0.711
	Reliability (ISQRL)	5	0.732
	Responsiveness (ISQRS)	6	0.825
	Assurance (ISQA)	5	0.639
	Empathy (ISQE)	5	0.811
	Overall ISQ	29	0.792

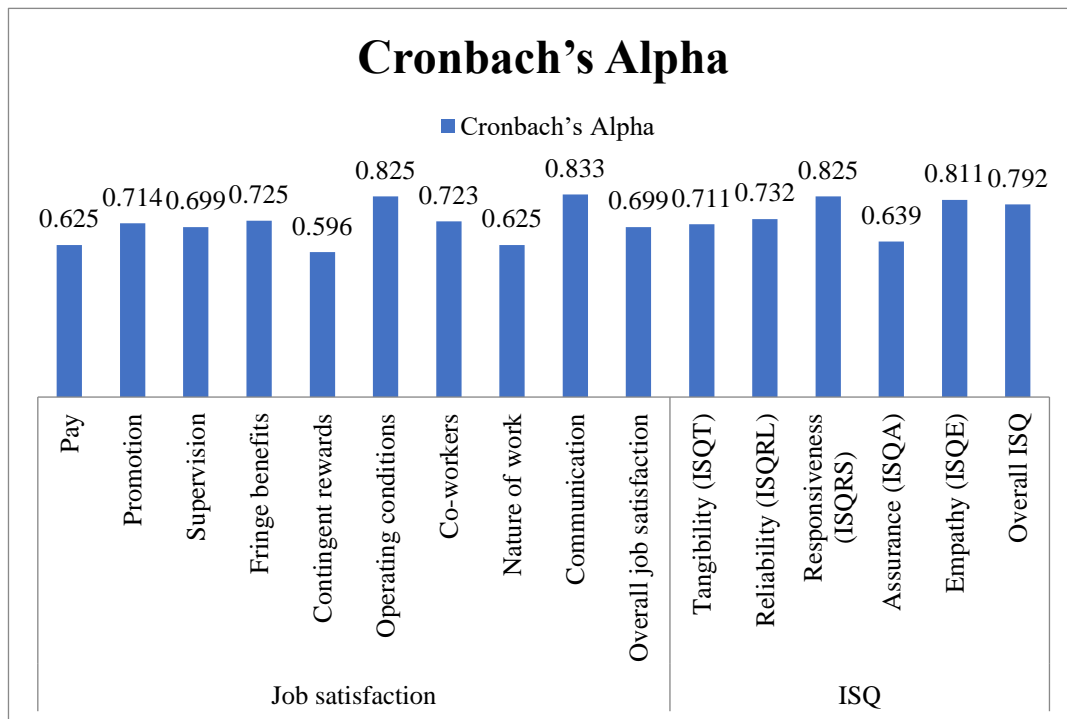


Figure 1: The instrument's internal consistency test results

Data with respect to two develops — work satisfaction and ISQ (data service quality) — is introduced in the passage that follows. Every construct has multiple components, each of which represents a distinct feature of the build. This is how I would understand the paragraph:

❖ **Job Contentment:**

Various factors, including pay, headway, oversight, incidental advantages, contingent prizes, working climate, associates, nature of work, and correspondence, are utilized to gauge the idea of occupation satisfaction.

The five components that make up each element have Cronbach's alpha scores going from 0.596 to 0.833. Higher qualities frequently show more solid measures. These alpha qualities show the inside consistency or reliability of the estimation.

With a Cronbach's alpha of 0.699 for the all out work satisfaction, all components together show a moderate to serious level of interior consistency for the gig satisfaction build overall.

❖ **Information Service Quality, or ISQ:**

Tangibility (ISQT), Reliability (ISQRL), Responsiveness (ISQRS), Assurance (ISQA), and Empathy (ISQE) are some of the components that make up the ISQ construct.

The quantity of things changes as per the component, and the scope of Cronbach's alpha qualities is 0.639 to 0.825.

With a Cronbach's alpha of 0.792 for the complete ISQ (which incorporates all parts), the ISQ build overall has a moderate to serious level of interior consistency.

Table 2: An explanation of work satisfaction and internal service quality

Variable	Statistic Mean	Std. Deviation
Job satisfaction	6.231	0.362
Factor 1: Pay	6.333	0.414
Factor 2: Promotion	6.251	0.522
Factor 3: Supervision	6.854	0.695
Factor 4: Fringe benefits	6.521	0.714
Factor 5: Contingent rewards	6.662	0.332
Factor 6: Operating conditions	6.871	0.592
Factor 7: Co-workers	6.321	0.633
Factor 8: Nature of work	6.211	0.725
Factor 9: Communication	6.300	0.821
Internal Service Quality	6.369	0.311
Factor 1: Tangibility (ISQT)	6.211	0.692
Factor 2: Reliability (ISQRL)	5.251	0.822
Factor 3: Responsiveness (ISQRS)	5.669	0.631
Factor 4: Assurance (ISQA)	6.215	0.962
Factor 5: Empathy (ISQE)	6.311	0.714

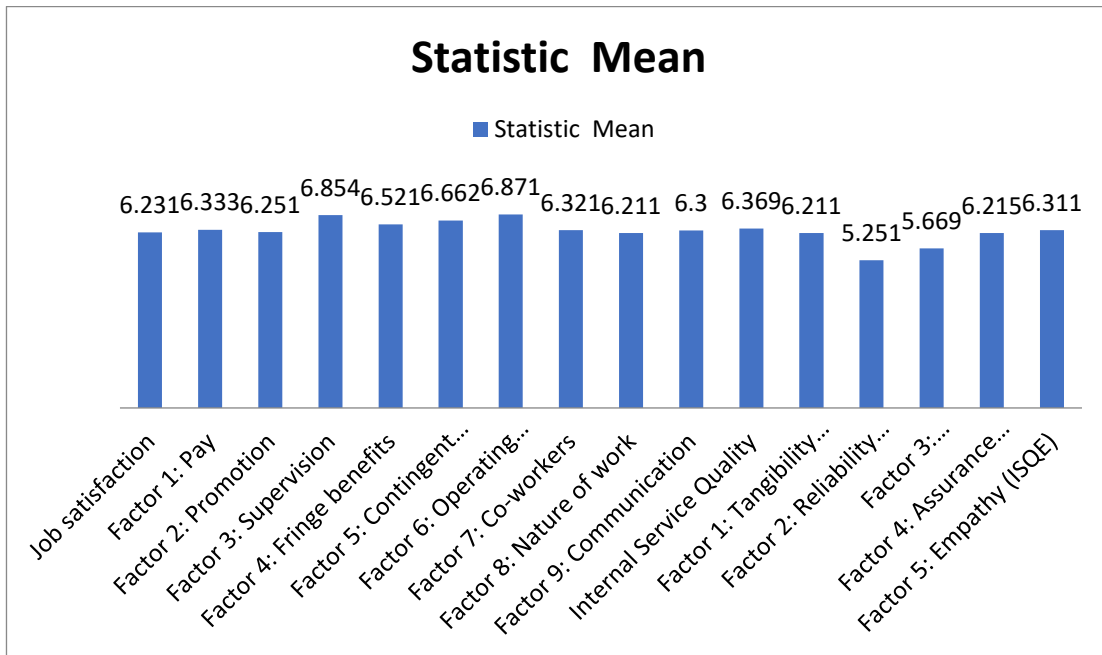


Figure 2: Statistic mean

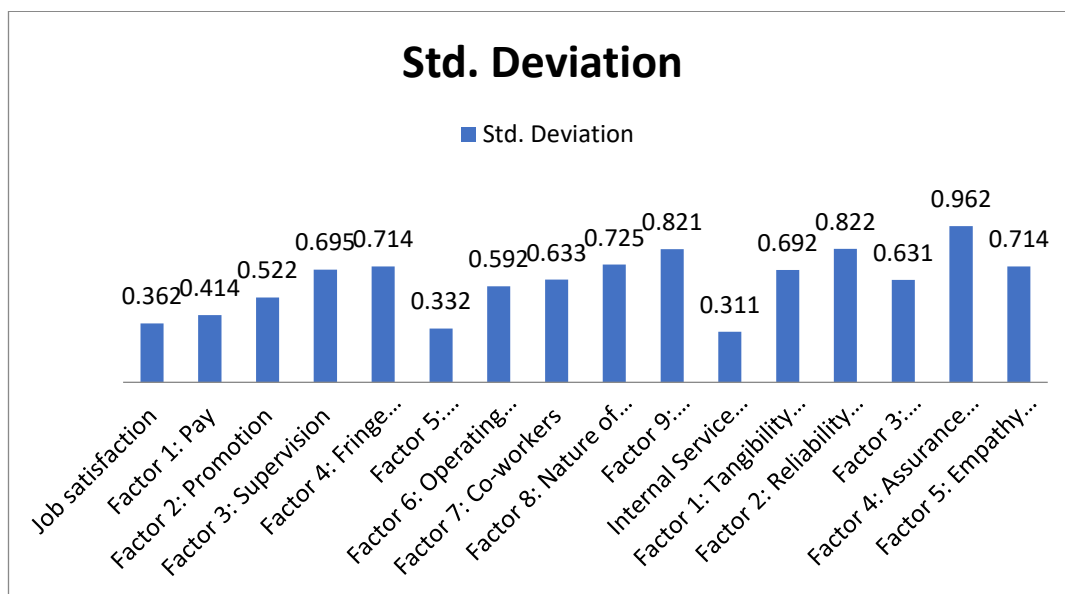


Figure 3: std. Deviation

The figures given show the mean and standard deviation for a number of factors pertaining to internal service quality and work satisfaction. A variety of parameters are used to quantify job satisfaction, and several dimensions are used to evaluate internal service quality. Here is a passage based examination of the insights: With a mean score of 6.231 and a similarly little standard deviation of 0.362, the information shows elevated degrees of by and large work satisfaction and a limited conveyance of reactions across respondents. Employees frequently report positive opinions of many aspects of their jobs, especially when it comes to operating conditions (mean = 6.871) and contingent compensation (mean = 6.662).

The organization's overall mean for internal service quality is 6.369, indicating that internal service delivery is typically seen favourably. The components of empathy (ISQE) and tangibility (ISQT) had excellent mean values of 6.311 and 6.211, respectively, indicating positive assessments. But with somewhat lower mean scores of 5.251 and 5.669, respectively, for Reliability (ISQRL) and Responsiveness (ISQRS), these metrics may need work or improvement. The standard deviations for each variable shed light on how differently responses vary within each dimension. For example, Assurance (ISQA) shows a larger standard deviation of 0.962, which suggests that employee perceptions in this area are more variable. Conversely, the overall Internal Service Quality exhibits a low standard deviation of 0.311, indicating a more uniform and congruent perception among staff members.

5.2 Measurement model

As the information had a typical circulation, the Pearson connection test was utilized to assess the information to check out at the connection between the ISQ and work satisfaction. Table 3 reports the level of connection among's ISQ and laborers' work satisfaction.

The connection examination results, as introduced in Table 3, demonstrated a measurably huge positive connection ($r = 0.582$, $p < 0.001$) between employees' work satisfaction and ISQ. Put in an unexpected way, there exists an essential positive relationship between raised ISQ and laborers' work satisfaction. Nonetheless, the connections between's the ISQ aspects and occupation satisfaction were analyzed in the outcomes. It was found that the work satisfaction of employees and the ISQ aspects were fundamentally related. The connections between's the accompanying elements are positive at $p < 0.01$: substantial quality ($r = 0.552$), dependability ($r = 0.526$), responsiveness ($r = 0.531$), affirmation ($r = 0.539$), and compassion ($r = 0.517$). These discoveries propose that ISQ is exceptionally associated with work satisfaction among employees.

In any case, connection doesn't necessarily suggest a causal connection between factors; rather, it simply gauges a straight relationship. The concentrate then, at that point, utilized direct relapse examination to foresee the causal relationship among ISQ and employees' work satisfaction. To decide the expectation capacity of ISQ on employee work satisfaction, Table 4 presents the discoveries of the straight relapse investigation.

Table 3: relationships between internal service quality and job satisfaction

Items	F1: Tangibility	F2: Reliability	F3: Responsiveness	F4: Assurance	F5: Empathy	Total ISQ	Job Satisfaction
F1: Tangibility	2						
F2: Reliability	0.712**	2					
F3: Responsiveness	0.723**	0.702**	2				
F4: Assurance	0.720**	0.739**	0.739**	2			
F5: Empathy	0.739**	0.615**	0.758**	0.632**	2		
Total ISQ	0.812**	0.712**	0.712**	0.712**	0.723**	2	
Job Satisfaction	0.632**	0.622**	0.600**	0.699**	0.622**	0.693**	2

The relationships between's the different variables — in particular, substantial quality (F1), dependability (F2), responsiveness (F3), confirmation (F4), sympathy (F5), all out ISQ, and work satisfaction — are portrayed in the connection lattice that has been provided. The correlation coefficient between the respective factors is contained in each cell of the matrix. This is a paragraph-based interpretation of the matrix: Each factor's correlation with itself is

represented by the diagonal members of the matrix, and it is always 2 (showing a perfect correlation). The correlations are expressed as correlation coefficients for the off-diagonal elements, and are indicated with a '**' to indicate statistical significance.

Critical positive relationships between's the various parts are shown by the outcomes. Dependability (F2), Responsiveness (F3), Confirmation (F4), and Sympathy (F5) are decidedly associated with Substance (F1) among the service quality aspects, with connection coefficients going from 0.712 to 0.739. This proposes that the other service quality measures are decidedly corresponded with higher levels of substance. These favourable relationships also exist between the characteristics of internal service quality. The data indicates a positive correlation between reliability (F2) and positive views of responsiveness (F3), empathy (F5), and assurance (F4). This suggests that higher reliability perceptions are often associated with positive opinions of these other dimensions of service quality.

The comprehensive nature of the overall internal service quality construct is further shown by the Total ISQ factor's strong positive correlations (varying from 0.712 to 0.812) with each of the various service quality aspects. Regarding the connections with Job Satisfaction, all of them show favourable associations. All singular service quality perspectives (from 0.600 to 0.699) and the complete ISQ (0.693) had good connections with work satisfaction. This suggests that specialists will generally report more elevated levels of occupation satisfaction when they see better degrees of service quality, both specifically perspectives and by and large.

Table 4: Regression analysis comparing job happiness and internal service quality

Independent Variable	Dependent Variable	R	R²	Adjusted R²	F	β	t	Sig.
Internal Service Quality	Job Satisfaction	0.623	0.421	0.582	191.258	0.666	14.362**	0.001

The relapse examination results recommend a significant relationship between the free factor, Interior Service Quality, and the reliant variable, Occupation Satisfaction. The connection

coefficient (R) of 0.623 uncovers a moderate positive connection between Inner Service Quality and Occupation Satisfaction. This shows that as assessments of inside service quality inside the firm develop, work satisfaction will in general increment also.

The coefficient of assurance (R^2) at 0.421 recommends that around 42.1% of the fluctuation in work satisfaction can be made sense of by contrasts in interior service quality. This fairly high R^2 esteem shows that inward service quality significantly affects employees' general joy with their positions.

The rectified R^2 , which represents the quantity of indicators in the model, is 0.582. This changed rating thinks about the potential for overfitting and gives a more sensible evaluation of the model's decency of fit. In this present circumstance, the remedied R^2 actually upholds a vigorous connection between interior service quality and work satisfaction.

The F-measurement of 191.258 is exceptionally huge ($p < 0.001$), demonstrating that the general relapse model is an amazing fit for the information. The beta coefficient (β) of 0.666 shows the normalized coefficient for Interior Service Quality, recommending that for every one-unit ascend in the normalized inward service quality score, work satisfaction is anticipated to increment by 0.666 units.

Job satisfaction is further confirmed by the t-statistic of 14.362, which is highly significant ($p < 0.001$) and indicates the individual relevance of Internal Service Quality. The small p-value implies that the observed link is unlikely to be due to random chance.

6. DISCUSSION

One of the biggest problems that companies, particularly hotels, face is the quality issue. Despite the abundance of research on the subject of service quality, little empirical data exists regarding how employees in Maharashtra hotels specifically and generally perceive ISQ in relation to their job satisfaction. Generally, the perspective of external clients is used to examine the quality of services.

Given that focusing on ISQ increases employee job satisfaction within a company, it is seen to be one of the key components of modern, dynamic organisations, notably hotels. It has only been recently that the hotel industry has acknowledged the significance of ISQ, along with the industrial and business sectors. Consequently, the objective of the ongoing review was to find out what ISQ meant for laborers' work satisfaction according to the viewpoint of those utilized by five-star hotels in Jordan.

The review's discoveries show areas of strength for a connection between employees' work satisfaction and ISQ. According to research findings, ISQ is a reliable indicator of how satisfied employees are with their jobs.

7. CONCLUSION

To sum up, the correlation between worker contentment and service excellence in the hotel sector is an essential element that greatly influences the general prosperity and standing of lodging businesses. The results highlight the relationship between these two variables and highlight the role that contented staff members play in providing high-caliber services. Employees are more likely to interact positively with visitors, be more devoted to their work, and show a commitment to giving superior service when they are happy and pleased in their roles. The hotel business, where guest experiences are of utmost importance, benefits greatly from this favourable association between staff happiness and service quality. Organisations that place a high priority on the professional growth, work happiness, and well-being of their employees are likely to see an improvement in the calibre of services provided. Subsequently, hotels that put forth the attempt to give a blissful working environment and take care of the necessities of their staff are in a superior situation to work on the quality of their services generally speaking, which will increment client satisfaction and reliability. Recognising and fostering the symbiotic relationship between staff satisfaction and service quality is essential to attaining continuous success and keeping a competitive advantage in the ever-changing hotel sector, where client experiences are crucial.

7.1 Recommendations

- **Establish a Positive Work Environment:** Encourage an environment where workers are valued, their efforts are acknowledged, and they are given chances to advance their careers. Promote open communication, swiftly handle issues, and a spirit of cooperation and teamwork.
- **Provide Benefits and Competitive Compensation:** To draw and keep top personnel, offer attractive perk packages in addition to fair and competitive compensation. Provide opportunities for training and development, employee appreciation initiatives, and flexible work schedules.
- **Empower Workers and Promote Ownership:** Provide workers autonomy and decision-making power to help them feel like they own their work. Employee participation in problem-solving and improvement projects is encouraged, as is feedback and suggestions.

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EXAMINING THE MEDIA'S FUNCTION IN CRISIS MANAGEMENT: A CASE STUDY OF THE MAHARASHTRA EARTHQUAKE

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Abstract

In the time of data, mass media are respected one of the main vehicles of communication. Since general society has such simple admittance to the media, it assumes a critical part in cultivating public solidarity and forming popular assessment. Problems, in all their manifestations, have always been a part of human history, and the variety of these crises is only growing. In times of crisis, the role of the mass media is crucial in informing the public and drawing attention to the issue. Media coverage has the power to either reassure the public and inspire them to take constructive action, or it can incite fear and lead to anarchy. In light of the recent earthquake in Maharashtra, this article seeks to survey college students for their thoughts on the media's responsibility to keep the public apprised of the situation. Research Tools and Procedures: This research is a survey-based applied study. All students at Shivaji University made up the statistical population, and 350 of them were chosen for further study using the cluster sampling method. A questionnaire developed by the researcher served as the data gathering instrument. The majority of respondents have been watching national television news networks, according to the results. The results show that the media had a significant and beneficial impact on the public's response to the tragedy, leading them to donate to relief efforts. The majority of people who took the survey will also keep up with the news coverage of the catastrophe until things calm down in the disaster zones. Conclusion: The media, in general, and news outlets in particular, play an essential role in disaster preparedness, early warning systems, and public education on the topic, all of which contribute significantly to lowering the number of victims and the monetary damage that catastrophes inflict. In the aftermath of crises and tragedies, the public looks to the media for factual and truthful reporting that is free of bias and promotion.

Keywords-: Crisis Management, Mass Media, Communication, Disaster.

1. INTRODUCTION

With the rise of social media, traditional modes of communication have taken a back seat to new forms of instantaneous, global, and interpersonal contact. In the most critical events, such as catastrophes and disasters, public sector organizations (PSOs) and public affairs specialists face an even greater challenge: overseeing fast communication. In various ongoing worldwide fiasco situations, remembering Storms Sandy and Harvey for the US, the Japanese wave, tremors in Italy and Chile, and the Queensland floods in Australia, virtual entertainment has demonstrated to be an important apparatus for disaster help and crisis management. In this article, we will examine how government agencies and PSOs (public departments, officials, and other government agencies) utilize social media during times of crisis and calamity. This case study looks at a tragedy that happened in October 2015 in South Carolina (SC), USA. Eleven trillion gallons of water fell, flooding residential areas and leading to massive infrastructure damage (including collapsed roads and bridges), evacuations, and a prolonged loss of energy. Several people died as a result of this disaster. Seventeen people lost their lives, and \$1.2 billion worth of property was destroyed. The contacts among PSOs, journalists, and civilians during the flood were dominated by social media. In order to coordinate emergency activities and notify citizens and the media, messages were broadcast on social media.

At the federal, state, county, and municipal levels, all elected leaders, organizations, and government entities are required to have emergency communication and disaster response plans in place. A total of 139 catastrophic events occurred in the US in 2017, with another 79 occurring during the 2018 hurricane season. The flood in South Carolina was just one of several big disasters in 2015, but it provides a rare chance to study how government agencies with expert public affairs officers (PAOs) respond to disasters and use social media. From a public relations and crisis management vantage point, as well as from previous studies on the digital impact of PSOs, we looked at the social media surrounding this disaster with an eye towards identifying where theory and practice differ.

1.1. Social media environment of disasters

Changes to PSO communications occurred all around the globe as a result of the digital media revolution. "An online presence that goes beyond a website and includes social media is now essential for organizations. Doing so will allow them to gain access to stakeholders directly. In fact, rather than relying solely on a public information model to provide information, social

media platforms like Facebook and Twitter facilitate two-way conversations between PSOs and the general public. Additionally, novel approaches to building relationships with journalists have been made possible by social media. Disintermediated communication, in the form of news releases, seeks to promote ethical assets including honesty, openness, and building trust in organizations. Also, people nowadays anticipate receiving messages from businesses in a more personal setting. Potential advantages of social media that have attracted the attention of scholars include more openness, accountability, and accessibility to services. Some academics have looked at the ways in which social media could reawaken democracies by increasing involvement and civic engagement. Regardless of the chance for dialogical communication with citizens, PSOs often choose asymmetrical, one-way dissemination tactics.

Researchers looked at how governments and PSOs use social media for crisis management, from everyday use to major occurrences like natural disasters. Public safety officers can use social media to gather rescue and assistance requests, which helps keep the peace during the catastrophe, alleviates fears, and rallies support from the community. While digital volunteers can provide useful assistance during disaster response, official social media platforms run by PSOs are especially important since they can help reduce the information overload that occurs during these times. As seen during the 2010 Chilean earthquake and the 2011 Japanese tsunami, one ethical use of social media is to direct public attention to verifiable information in order to prevent the spread of misinformation. Additionally, there are obstacles to utilizing social media effectively in the event of a calamity. Adopting social media is challenging for PSOs because to the bureaucracy's natural reluctance to change. PSOs face obvious challenges in adjusting their processes, roles, and procedures to accommodate the speed and transparency of social media. located three obstacles faced by emergency managers in the United States' public sector: (a) worries about the reliability of crowdsourced data, (b) an absence of social media administrators, and (c) an absence of rules and standards. The informal character of social media also presents challenges when dealing with PSO bureaucracy. The effectiveness of digital communication among the government, citizens, NGOs, and media is affected by these obstacles, which in turn affect social media use.

2. OBJECTIVES

- Collect coded responses from participants.
- Transfer and process coded data using SPSS.

- Analyze data for frequency and percentage distribution.
- Gain insights into university students' perceptions of disaster media coverage.

3. LITERATURE REVIEW

Pradhananga et al. (2021). Preventable human casualties and property damage occur in developing nations because of a lack of emergency management and governance in the aftermath of natural catastrophes. Natural disasters are becoming more common, and there have been persistent failures in response management and planning, which threatens recent attempts to enhance disaster responses and accomplish long-term recovery after disasters. The goals of this research are twofold: first, to examine the present situation of emergency management practices through the lens of two case studies—the hurricanes that hit South Florida in the US and the earthquakes that hit Kathmandu in Nepal. Second, to identify, rank, and develop an ISM framework for the critical success factors that promote quicker recovery in developing nations following disasters. To achieve these objectives, the review overviewed partners in disaster-inclined networks in Nepal and the US and played out a systematic literature review (SLR). After a crisis strikes, the main thing for non-industrial countries to accomplish for their recuperation is to reinforce their vehicle organizations, as indicated by the review. Absence of crisis management preparing, strategies, and initiative adds to an absence of mindfulness and proactive thinking skills among numerous Nepalese occupants, as indicated by the review. This study's outcomes add to two existing groups of information: first, disaster risk management by featuring the benefits and drawbacks of crisis management methodologies in networks defenseless against disasters in both created and emerging countries; and second, development management by filling in the holes in non-industrial countries' post-disaster recuperation endeavors through the reception of a systematic ISM structure.

Ogra et al. (2021). The change in Disaster Hazard Decrease (DRR) from a responsive to a proactive, deterrent mentality is as yet a daunting task. The last option has been moved by the Assembled Countries Office for Disaster Hazard Decrease (UNDRR) since the Global Ten years for Catastrophic event Decrease during the 1990s, albeit numerous countries have fallen behind in moving their concentration from response to anticipation. While DRR strategies at the public level have been significantly affected by worldwide approach rules, there are various convoluted political obstacles to defeat before these arrangements can be executed at the provincial and neighborhood levels, with the issue of expanding disaster recurrence

exacerbating the situation in many spots. This paper looks at landslip risk management in India to act as an illustration of a contextual analysis. Looking at the progressions in landslip risk management throughout the course of recent years in two hilly regions - Darjeeling in the Himalayas and the Nilgiris in the Western Ghats - that's what we show albeit the national government appears to have made a respectable attempt to take on UNDRR techniques, what we see at the state and neighborhood levels is to a greater degree a continuation of the ongoing DRR methodology as opposed to an extreme takeoff from it. We fight that these issues can't be tackled by taking a gander at strategy and activity holes as useful deterrents that need new examination on a public scale, yet rather by giving close consideration to nearby even out disaster and establishment settings.

Waghmare et al. (2020). In numerous global crises, social media have been crucial. More than 13.6 million people in Thailand were impacted by the devastating floods that occurred between July 2011 and January 2012. Learn how to leverage social media for pre-, during-, and post-crisis project management from this seven-month disaster. Nevertheless, there is a dearth of a theoretical framework in the existing literature that addresses to better handle crises. This study examines and analyses social media using a crisis management framework that is based on these platforms, as well as the structuration theory. The findings point to the requirement of utilizing social media to fulfil various information needs for future crisis project management success.

Sufi et al. (2022). Social media users have been profoundly impacted by the extraordinary global occurrence of natural catastrophes such as heatwaves, cyclones, floods, earthquakes, and bushfires. Their level of pessimism on the crisis situations in their target site is consistently expressed through their posts. It is crucial for political leaders and others making strategic decisions to comprehend location-based feelings regarding crisis situations. In this way, we present a novel, totally robotized strategy for separating area situated public perspectives on the overall crisis situation, which depends on computerized reasoning (artificial intelligence) and regular language handling. Utilizing calculations in light of computerized reasoning and regular language handling, we fostered a framework that can filter through disaster-related virtual entertainment takes care of in 110 dialects and concentrate important experiences and information utilizing named element acknowledgment, oddity location, relapse, and Getis Ord Gi. Between September 28 and October 6, 2021, we put this calculation through some serious hardship on constant Twitter channels. This time span saw the handling of 67,515 things across

39 dialects in tweets. Our inventive technique introduced the expected areas of disasters utilizing disaster knowledge in the wake of separating 9727 area substances from a live Twitter channel with a certainty level of better compared to 70%. The typical review rate was 0.90, the normal accuracy rate was 0.93, and the typical F-Score rate was 0.88. As a general rule, the fiasco checking framework that was totally mechanized showed a precision pace of 97%. Our examination covers the most dialects and is quick to report area knowledge utilizing NER, feeling investigation, relapse, and abnormality recognition on disaster-related web-based entertainment messages.

4. RESEARCH METHODOLOGY

This research is a survey-based applied study. Given that this university has seven departments, a total of 350 students were chosen for the sample by using the cluster sampling approach. Fifty individuals were chosen from each department. In this investigation, one individual serves as the fundamental analytical unit. The researcher used a questionnaire she developed and verified for face validity as the data collection tool. There is one open-ended question, eight questions with Likert-type responses, and nine questions with yes/no answers in this survey. Data was collected by assigning a code to each question based on the type of answer. Statistical Package for the Social Sciences (SPSS) 20 was used to determine the frequency and percentage of the collected data after data extraction, coding, and transfer to a computer.

5. DATA ANALYSIS AND INTERPRETATION WITH THE HELP OF APPROPRIATE TEST

5.1. Research findings

According to their ages, the subjects were split into three categories. With 172 participation and a percentage of 49.1, the majority of the participants were between the ages of 21 and 25, while the next two age groups had 71 and 58 participants, respectively.

Students with a bachelor's degree and those with a master's degree were the two educational categories into which the participants were further subdivided. There were more students enrolled in bachelor's programmes (183 in total, or 52.3% of the total), whereas students enrolled in master's or higher programmes (146 in total, or 46.9% of the total).

There were 206 female participants and 142 male participants, according to the results. Additionally, 63 of the individuals were married, while 283 were single.

Methods of receiving earthquake-related information are displayed in Table 1. Table 1 shows that out of 350 people, 296 watch the news every day on television, while 54 are unaware of what's happening in the world of news every day. There were 281 media news followers among the participants, compared to 69 who did not. Out of 350 individuals who took part, 347 were told about the 25 Mordad 1391 earthquake in Maharashtra, while just 3 were unaware of the event. The results show that 248 people paid attention to the earthquake news, whereas 100 people chose to ignore it. Among the participants, 118 had sent aid to the earthquake victims, while 225 had done nothing. Three hundred thirty-five persons participated, with thirteen not following the news coverage of the earthquake's aftermath and two not answering the question at all. On the topic of the media's ability to alter the crisis scenario, 323 respondents said it was successful, while 26 thought it couldn't. Plus, 128 people said media coverage wasn't the best course of action in catastrophe situations, while 216 people thought it would be helpful. It should be noted that a total percentage below 100 is a result of questions that have not been answered.

Table 1: The manner in which participants utilize media to collect information and stay updated on news related to the Maharashtra earthquake

	Yes		No		Total	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Following daily news	296	84.6	53	15.4	350	100
Following media news	281	80.3	69	19.7	350	100
Learning about Maharashtra earthquake	347	99.1	3	0.9	350	100
Following Maharashtra	248	70.9	100	28.6	348	99.4

earthquake's news						
Sending aid to victims	118	33.7	225	64.3	343	98.0
Following the news of the aftermath	335	95.7	13	3.7	348	99.4
The effectiveness of media in disaster situations	212	92.3	26	7.4	349	99.7
Media being a useful response	216	61.7	128	36.6	344	98.3

In Table 2, we can see which news outlets informed the participants about the earthquake in Maharashtra. The statistics reveal that 45.4% of the participants got their earthquake news from national TV, with the next greatest number coming from social networks and foreign and satellite TVs. While three people failed to respond to the question, just 1.1% of those who took part in the survey had heard about the earthquake on the radio. Additionally, 2.6% of the sample had heard about the earthquake via social media or foreign/satellite television. Always keep in mind that questions with no answers result in a total percentage below 100.

According to Table 3, 42.0 percent of respondents said that national television was the most successful medium for disseminating information about the earthquake in Maharashtra, while 0.3 percent thought that newspapers, social media, and national television and news websites were the least effective. In terms of effectiveness, social networks and international and satellite television ranked second and third, respectively, after national television. This question remained unanswered by nine people as well. In addition, 2.9% of the participants had gathered information about the earthquake from watching national, foreign, and satellite TV.

Figure 1 demonstrates that until the disaster areas were back to normal, 82% of the participants had been following the earthquake news for almost two weeks.

Table 2: Method of learning about Maharashtra earthquake based on media type

Media	Frequency	Percent
One Type of Media:		
National television	159	45.4
Social networks	33	9.4
Foreign and satellite television	33	9.4
News websites	16	4.6
Personal	11	0.2
News agencies	7	3.1
Newspapers	5	1.7
Radio	4	1.1
Total	347	99.1

Table 3: The effectiveness of media in Maharashtra earthquake according to the participants

Media	Frequency	Percent
One Type of Media:		
National television	147	42
Social networks	47	13.4
Foreign and satellite television	45	12.9
News websites	4.3	15
Personal	8	2.3
News agencies	8	2.3
Newspapers	6	1.7
Radio	3	0.9
Total	341	97.4

The following are the outcomes that were reached by compiling the responses to the question 'What issues can arise if the media fails to adequately cover a disaster?'

- Ignorance of the overall people
- Absence of vital data for sending compassionate guide to the people in question and deferring of helps
- Loss of confidence in the media
- Demolishing the debacle circumstances and the issues of survivors
- Making ethnic and racial conflicts
- Sensation of sadness in the people in question
- Increment of death toll and property
- Diminishing mindfulness and preparation for future debacles
- Making uneasiness, mayhem, agitation and bits of gossip among the general population
- Double-dealing of the circumstance by unfamiliar media to spread publicity
- Sensation of frailty in the general public
- Increment of mental issues
- Demolishing the debacle and sabotaging catastrophe the board.

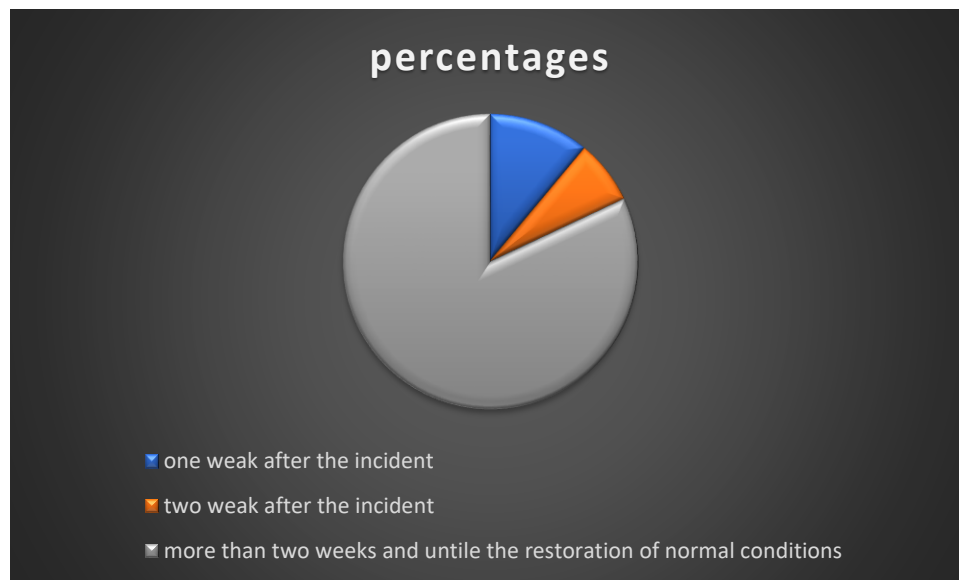


Figure 1: The participants' readiness to stay informed about the earthquake news through the media

6. CONCLUSION AND RECOMMENDATION

The demographic analysis of participants revealed a predominant age group of 21 to 25 years, totaling 49.1% of the sample. Education-wise, bachelor students formed the majority with a ratio of 52.3%. The gender distribution revealed 206 females and 142 males, while the marital status indicated 283 single and 63 married persons. The participants demonstrated various tendencies in acquiring information, with the majority relying on daily news (84.6%) and media news (80.3%). Notably, 99.1% were informed about the Maharashtra earthquake, and 70.9% followed its news. A considerable portion (33.7%) donated relief to earthquake victims, and 95.7% followed the news in the aftermath. The majority saw the media as successful in disaster situations (92.3%) and deemed media coverage a good reaction (61.7%).

In light of these findings, recommendations include encouraging media tactics that cater to varied age groups and educational backgrounds, assuring comprehensive coverage for a more informed population. Additionally, stressing the role of media in disaster response and recovery is vital to sustaining public trust. The study underlines the role of media in conveying accurate information during crises, asking media outlets to increase their catastrophe reporting capacities to address potential difficulties such as misinformation, delays in assistance distribution, and the development of social tensions.

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Impact of Technology on Hotel Marketing and Sales

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Abstract

Hotel managers use cutting-edge tactics and resources to continuously improve the performance of their organisations. Equipped with the understanding that information technology (IT) has transformed the hotel sector, this research delves into how IT adoption affects hotel performance (HP) in emerging nations. In the quantitative step, a survey was made explicitly for inn guests, and 200 legitimate finished polls were tested. This paper investigation the impacts of current imaginative advancements embraced by hotels on client encounters and surveys their capability to work on their visit, thinking about a structure that incorporates four sorts of development (i.e., item advancements, process developments, upgraded information available, and the board developments). This study analyzes the five specialized progressions that respondents accept are generally critical to further developing their inn stay. The guest accepted that interaction developments were the main, trailed result advancements, in light of the four-classification typology. Overall, the results point to the necessity for hoteliers to stay abreast of technological developments in order to both retain and attract new business, as well as to take into account variations in the demands, preferences, and travel habits of their clientele.

Keywords: *Technology, Information technology, Hotel Marketing, Sales, Hotel performance.*

1. INTRODUCTION

In order to stay competitive in their industry, businesses nowadays need to recognise, investigate, and leverage the critical resources that could improve their overall performance. Information technology (IT) has therefore had a significant impact on the hotel business in recent years. The financial performance of hotels that have implemented practical IT solutions

has improved as a result of the growing usage of IT in business activities, which has reduced expenses and increased revenues.

Furthermore, involving IT in the working environment cultivates better representative correspondence, increases the expectation of administrations delivered, and upholds supervisors in pursuing the ideal choices with flawless timing utilizing information from the right source. Hoteliers need to ensure they comprehend the huge profits from their IT device ventures. Subsequently, extra review is required, especially concentrates on that address a scope of settings, since the conditions encompassing factors differ contingent upon the setting in which they are utilized, going from created to non-industrial countries. In the last part of the 2000s, there was a sharp ascent in the quantity of examinations on the utilization of IT in the movement and friendliness area, especially in the US, China, the Unified Realm, and Australia.

Studies that look into how the usage of IT in hotels in industrialised nation's affects organisational effectiveness are also fairly widespread. There haven't been many researches done in developed countries, though. The purpose of this study is to look into how HP has been affected by IT adoption, which puts the study in the perspective of a DC. It concentrates on luxury raids and three-, four-, and five-star hotels.

Through the examination of both financial and staff performance, this research offers hotel owners and managers valuable perspectives on the manifold advantages derived from implementing IT technologies within their establishment.

The point of this examination was to evaluate the meaning of mechanical upgrades in hotel client encounters by analyzing four classes of advancement: item, process, better market information, and the executives. Additionally, analysing technological preferences and the degree to which different types of technology differ according on age, style of travel, and purpose of travel is another goal.

2. OBJECTIVES OF THE STUDY

The Objectives of the study are as follows:

- To recognise and elucidate the importance of hotels adopting technology in the context of a cutthroat commercial environment.

- To evaluate how technological advancements affect the hotel industry's ability to satisfy and retain customers.
- To look into and evaluate the cutting-edge technology that hotels are using right now to improve guest experiences.
- To ascertain which five technologies are most crucial in the eyes of hotel customers to improve their whole stay.

3. LITERATURE REVIEW

A.M. Kaplan, M. Haenlein (2010) provides a definition that is more technologically advanced, saying that "Virtual Entertainment is a family of Web applications that enable the creation and exchange of consumer-produced content, while evolving the philosophical and innovative foundations of Web 2.0"

According to Robinson, Lück and Smith (2013), within the tourism industry, hospitality plays a crucial role in both the local and foreign leisure markets. A steady need for travel enables the hospitality sector to project demand and spot chances to boost customer spending, resulting in a cascade of ancillary financial effects.

Anderson (2012) states that hotel operators at Cornell Hospitality have been suspecting that social media and user-generated content have a growing impact on hotel performance. Measuring these consequences is therefore essential for the hotel sector. In the end, you should begin determining your company's goals and then use these data appropriately.

Levinson and Gibson (2010), portrayed virtual entertainment as "a bunch of devices that are free or almost free and permit advertisers and the local area to make content and significant discussion on the web" according to the point of view of advertisers. Web journals, photograph and video-sharing sites, informal communities, Web radio, sound digital recordings, versatile social sharing, and specialized apparatuses are completely viewed as types of online entertainment.

According to Paine (2009), you should know what issue you're trying to tackle and avoid using social media for anything that doesn't bring value. Setting measurable goals is important since you can't manage what you can't measure. As previously said, goal-setting is crucial in this situation. As such, a closer examination of the research problem is necessary.

Rauch (2013) noted that social media and mobile communication are two trends in the hospitality industry that are anticipated for 2014. He believes that hotel marketers would benefit greatly from keeping a look out for genuine ways to utilise these newly developing social and mobile applications.

Solis (2011) combines the meanings of social media given above, viewing it as a multifaceted term that encompasses much more than just technology. a social rebirth that gave rise to a thriving ecology sustained by thriving cultures and ways of life. A forum for the socialisation of media; digital tools that promote dialogue; friendships, peer relationships, and influencer connections; cooperation; the redistribution of influence; an appeal for humanising characters and audiences and the narratives that bind them together; compassion as a privilege and an opportunity.

4. RESEARCH METHODOLOGY

4.1. Scale Development

In this review, two stages were taken in the system. In the subjective stage, a survey of twelve inn sites was finished to have a superior comprehension of the ongoing mechanical conveniences tracked down in upscale hotels. The expression "premium lodging" alludes to "properties that offer top notch conveniences, offices, and administrations in positive areas, taking care of well-to-do voyagers looking for remarkable encounters".

These inns much of the time give their guests extravagant hotels, mindful help, and a choice of upscale offices like top notch food, spas, wellness focuses, and diversion options..

4.2. Data Collection

Respondents who had stayed in three- to five-star hotels in Pune and were either leisure or business travellers provided quantitative data for the study. Purposive sampling, which is non-probability in nature, was used to gather the sample. 400 questionnaires in all were obtained using a variety of methods, including social media, Google Drive, and direct communication with hotel guests.

In any case, just 200 examples were considered for assessment. It is critical to take note of that reactions from pilot testing of the scale were disposed of at conclusive assessment. The goal of the study is to explore the purposes that travellers encounter during their stay based on the cutting-edge advancements currently in use.

4.3.Hypothesis of the study

H1: When it comes to the purpose of travel, there is a notable variance in guest preferences across all technology-driven advances (leisure and business).

H2: Traveller preferences differ significantly across all technology-driven advances in terms of travel nature (both domestic and international).

H3: Guests' tastes for all technology-driven advancements vary significantly depending on their age group.

4.4.Exploratory Factor Analysis

The EFA was conducted using all 20 elements to investigate the structure underlying the original scale. The design of the scale factor was found out utilizing the Varimax pivot strategy, and the scores got from the results were analyzed utilizing the principal part factor investigation procedure. The appropriateness of the example for factor examination was assessed utilizing the Kaiser-Mayer-Olkin (KMO) coefficient. The KMO esteem, which is thought of as great, was viewed as 0.949 in head part factor examination (See Table 1). An extra proportion of how unequivocally the factors are connected with each other is the Bartlett's trial of sphericity.

Table 1 delineates that the examination's noticed importance level was $p < 0.001$, implying an impressive level of connection strength among the factors.

Table 1:Bartlett's test and KMO

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.965
Bartlett's Test of Sphericity	Approx. Chi-Square	42540.014
	df	1784
	Sig.	.000

From that point forward, the technique that had been given by Pett was used to remove components to catch generally impression of the business' advancement interaction according to the viewpoints of the guests. As per Table 2, EFA observed that there are four parts that

have Eigen values higher than 1.0 on the scale that contains 40 things. These parts were gotten from the earlier writing audit, as well as the subjective period of this review, and they were affirmed in the EFA during the pilot project. They incorporate Item advancements, Interaction developments, Information available, and the executive's advancements. These variables were answerable for making sense of 75% of the absolute difference in the outcomes.

Table 2: The factors' names, eigenvalues, and variance

Factor names	Eigen values	% of Variance	Cumulative %
Product innovations	20.187	40.254	40.254
Processes innovations	8.350	16.847	56.979
Knowledge of the market	6.058	11.989	69.452
Management innovations	1.589	4.125	74.005

In the resulting period of scale approval, the scientists were expected to evaluate the possible presence of common method bias (CMB), a blunder that emerges when a particular poll is utilized to assemble information relating to many elements. Harman's single element test addresses a technique used to determine the presence of normal method. For this test, it is important to lead a non-turned Exploratory Factor Analysis (EFA) utilizing the Central Hub calculating methodology, with a constrained single element reply.

5. DATA ANALYSIS AND RESULTS

Table 3 presents the respondents' demographic information.

Table 3: Respondents Demographic Profiles

		Frequency	Percent
Gender	Male	137	68.5%
	Female	63	31.5%
Income	Rs 0-5 lakh p.a.	62	31%

	Rs. 5-10 lakh p.a.	68	34%
	Rs. 10-15 lakh p.a.	59	29.5%
	More than Rs. 15 lakh p.a.	11	5.5%
Age	Below 35 yrs	117	58.5%
	36-50 yrs	62	31%
	Above 51 yrs	21	10.5%
Purpose	Business	51	25.5%
	Leisure	149	74.5%
Nature of travel	Overseas	53	26.5%
	Domestic	147	73.5%

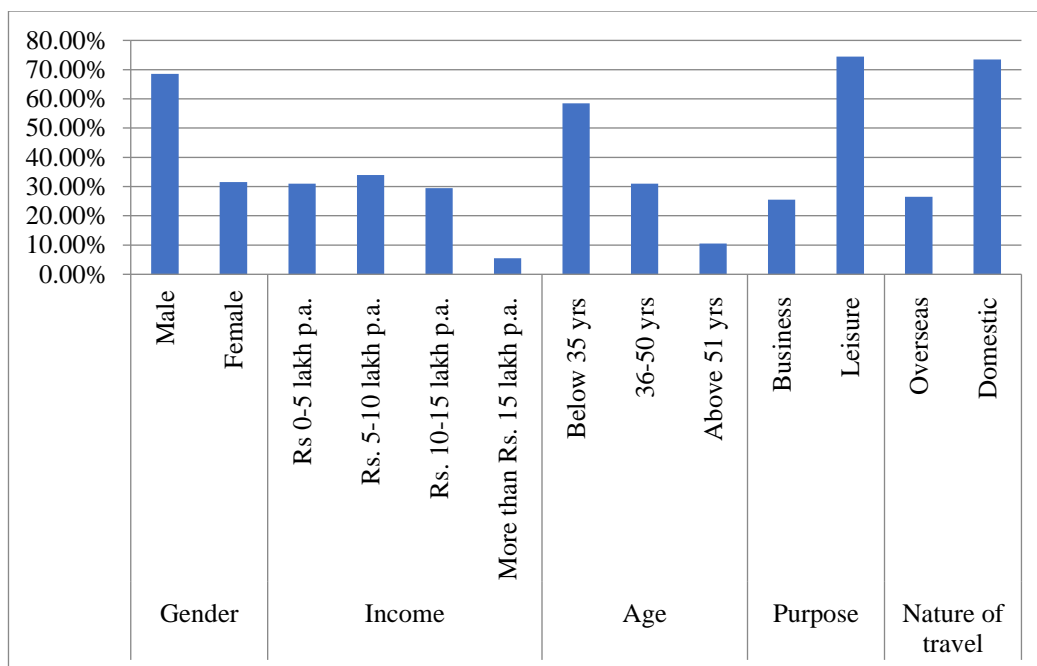


Figure 1: A visual depiction of the proportion of respondents' demographic profiles

To investigate how visitor inclinations contrast as per the reason for movement, an oneway examination of fluctuation (ANOVA) was processed to gauge a model with the significance score for every technology as the reliant variable and the motivation behind movement (for example relaxation or business) as the free factor. The information show huge contrasts between Item Advancements and the motivation behind movement as found in Table 4. Item Developments are fundamentally more significant for relaxation explorers than for business

visitors. In any case, results showed that there was no massive distinction between the reason for movement (for example recreation or business) and Interaction Advancements, The executives Developments and Marketing Advancements. Generally speaking, it was noticed (see table 4) that there was no tremendous contrast between visitor inclinations across all technology-driven developments to the reason for movement. Thusly, we reject the proposed speculation 1.

Table 4: Variations in Technology Preferences Based on Travel Objectives

	Sum of Squares	df	Mean Square	F	Sig.
Technology innovation					
Between Groups	1.236	1	1.236	2.060	0.301
Product Innovations					
Between Groups	3.046	1	3.046	4.927	0.046
Process Innovations					
Between Groups	1.103	1	1.103	1.237	0.623
Mkt Innovations					
Between Groups	2.448	1	2.448	4.533	0.059
Mgmt Innovations					
Between Groups	2.012	1	2.012	3.233	0.133

Comparably to break down on the off chance that there are contrasts in visitors' inclinations as per the idea of movement, a one-way ANOVA was processed between the respondents' idea of movement (homegrown or abroad) and the significance score of every technology (subordinate variable). The outcomes show that the significance score of the majority of the advancements is measurably huge across homegrown and abroad respondents. Subsequently Theory 2 was acknowledged.

To comprehend the degree of distinction across kinds of technology, the mean scores were determined for every technology across gatherings. Results showed that there was a tremendous distinction across the respondents' idea of movement and the Item Developments. Item Advancements are more significant for homegrown explorers than for abroad visitors. Results likewise demonstrated a tremendous distinction across the respondents' idea of movement and the Administration Developments. The board Advancements are more significant for homegrown voyagers than for abroad visitors. In any case, results showed that there was no tremendous contrast between the idea of movement and Cycle Developments, and Marketing Advancements as found in Table 5.

Table 5: Difference in Technological Preference according to Nature of Travel

	Sum of Squares	df	Mean Square	F	Sig.
Technology innovation					
Between Groups	3.285	1	3.285	11.321	0.003
Product Innovations					
Between Groups	5.593	1	5.593	9.872	0.004
Process Innovations					
Between Groups	2.294	1	2.294	3.952	0.088
Mkt Innovations					
Between Groups	1.568	1	1.568	2.377	0.243
Mgmt Innovations					
Between Groups	5.593	1	5.051	10.025	0.004

In like manner, to break down in the event that there are contrasts in visitors' inclinations as per age gatherings, a one-way ANOVA was figured between the respondents' age (free factor) and the significance score of the technology-driven developments (subordinate variable). The

outcomes show (see Table 6) that the significance scores of advances isn't huge across ages. Hence, the third speculation was not upheld.

Table 6: Difference in Technological Preference according to Age groups

ANOVA					
Technology Innovations	Sum of squares	df	Mean Square	F	Sig.
Between Groups	.771	3	.384	1.727	.174
Within Groups	136.671	196	.220		
Total	137.442	199			

Based on our four-category typology, the visitor believed that process innovations were the most significant, followed by product innovations. Innovations in management were also common, although innovations in market knowledge were less common.

- ❖ **Process Innovations:** The most significant process innovation mentioned by respondents is the use of disposable cutlery and glasses, online booking, flexible check-in and check-out times, and self-service concierge.
- ❖ **Product Innovations:** Digital meeting spaces, contactless booking and registration, customised rooms with automated minibar usage, and complimentary Wi-Fi throughout the property were the most innovative of this kind.
- ❖ **Management Innovations:** Water collecting was considered the main technology-based development in administration, trailed by the utilization of Property The board Systems, Air Handling Technology, and Electronic Virtual Menus for Cafés, and Programmed Request Taking Systems.
- ❖ **Innovations in Market Knowledge:** Website picture galleries and virtual tours rank as the most significant innovations in market knowledge. Using social media pages to offer bargains and for social media marketing purposes were also regarded as crucial technological features.

The results of the visitors' assessments of the results of technology-based advances are displayed in Table 7.

Table 7: Views of visitors on the results of technological advancements

Statement	N	Mean	Std. Deviation
My preference is to stay at a hotel that employs creative practises.	200	3.27	0.783
Using innovation makes hotels stand out from the competition.	200	3.25	0.825
Innovation raises the bar for visitors.	200	3.23	0.791
Convenience for customers results from innovation.	200	3.18	0.081
Hotels that use cutting-edge procedures will benefit from a competitive edge.	200	2.99	1.020
I'll stick with a hotel that uses cutting-edge procedures.	200	2.96	0.943
Hotels that use cutting-edge techniques satisfy their guests.	200	2.93	0.819
Hotels that use cutting-edge techniques will make more money.	200	2.85	0.938
Hotels using cutting-edge techniques will see increased revenue.	200	2.65	0.964

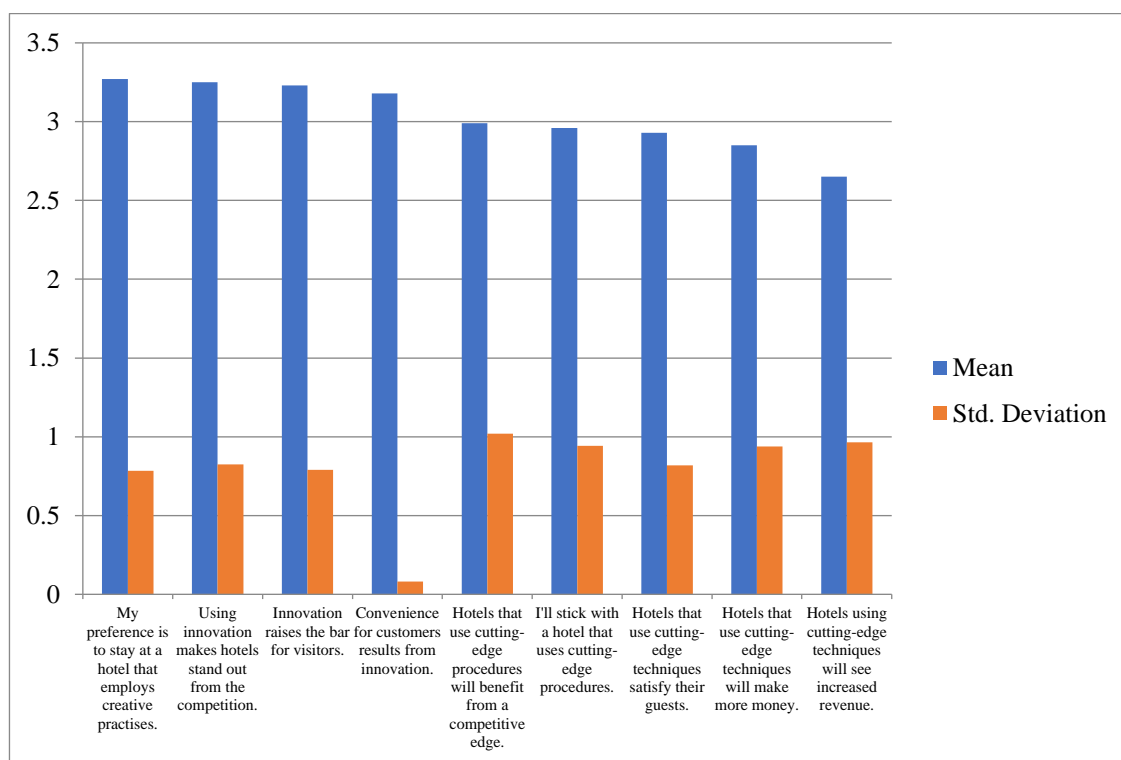


Figure 2: Visitors' perspectives on the effects of technological progress shown graphically

The mean and standard deviation scores for respondents' agreement with nine distinct assertions about hotel innovation are shown in table 7. The statements encapsulate, in general, the opinions and preferences of hotel visitors with relation to the creative methods hotels have implemented. Greater agreement with the claims is shown by higher mean scores, and greater consensus among respondents is suggested by lower standard deviation scores.

All statements had mean scores greater than 3, suggesting that most visitors think hotels that are innovative are worthwhile. In order to improve client happiness and draw in new business, hotels should prioritise implementing innovative practises, according to this positive attitude towards innovation.

The statement "Using innovation makes hotels stand out from the competition" has a mean score of 3.25, suggesting that guests are aware of the possibility of using innovation to set hotels apart from the competition. Hotels can create a distinctive brand and draw in guests looking for a standout experience by utilising cutting-edge features, services, and technology.

The statement "Innovation raises the bar for visitors" has a mean score of 3.23, indicating that visitors think innovation improves the visiting experience. By embracing innovation, hotels

may provide their customers with an experience that is more memorable, enjoyable, and engaging, which will boost customer satisfaction and loyalty.

The statement "Convenience for customer's results from innovation" received a mean score of 3.18, indicating that visitors value novel approaches that enhance convenience. Hotels may improve overall consumer convenience by using innovation to simplify interactions, expedite operations, and offer seamless experiences.

Indicating that visitors recognise that innovation can provide a competitive advantage, the statement "Hotels that use cutting-edge procedures will benefit from a competitive edge" received a mean score of 2.99 from respondents. Hotels may establish themselves as industry leaders and draw in guests looking for a cutting-edge experience by continuously implementing new practises.

The statement "I'll stick with a hotel that uses cutting-edge procedures" has a mean score of 2.96, indicating that visitors are more likely to remain devoted to hotels that support innovation. Long-term success can be achieved by hotels that continuously innovate by building strong client relationships and promoting return business.

The statement "Hotels that use cutting-edge techniques satisfy their guests" has a mean score of 2.93, indicating that guests believe innovation can enhance guest satisfaction. Innovative hotel practises provide for better visitor satisfaction and positive word-of-mouth since they can better cater to the wants and preferences of their customers.

The statement "Hotels that use cutting-edge techniques will make more money" has a mean score of 2.85, showing that guests believe innovation may boost a hotel's profitability. Hotels that engage in innovative practises have the potential to increase profitability by drawing in new business, improving visitor satisfaction, and streamlining operations.

The statement "Hotels using cutting-edge techniques will see increased revenue" has a mean score of 2.65, indicating that guests believe innovation can boost revenue. By implementing innovative practises, hotels can potentially boost income by growing their client base, increasing average spending per guest and improving operational efficiency.

6. CONCLUSION AND RECOMMENDATIONS

The goal of this study was to reveal insight into the most appealing qualities of hotels' innovation driven administrations as seen by guests, determined to improve visitor fulfilment.

This study makes an important scholastic commitment by giving refreshed bits of knowledge into the overarching advances open to visitors and knowing the most trend setting innovations that hold huge commitment in upgrading traveler encounters. The discoveries of this study hold importance since they focus on the perspectives of clients about innovation based progressions inside neighbourliness foundations. The after-effects of this study can give significant bits of knowledge to inn the board in regards to the impact of various advances on visitor encounters. Furthermore, it can help hoteliers in pursuing informed choices in regards to the execution or upgrade of innovation that visitors try to use all through their visit. Subsequently, by carrying out the suggestions of this review, hotels have the chance to improve their upper hand by offering fundamental offices integrating state of the art innovation to guests. This can upgrade the general visitor experience and possibly draw in new customers, prompting potential enhancements in income age.

It is strongly advised that hospitality firms adopt and integrate cutting-edge technical solutions to be competitive in the always changing market, given the documented impact of technology on hotel marketing and sales. Personalised marketing campaigns, improved customer targeting, and streamlined sales procedures can all be achieved by utilising data analytics, artificial intelligence, and internet platforms. Potential guests can explore and book accommodations in immersive and interesting ways by utilising virtual reality experiences and user-friendly smartphone applications. Additionally, to protect sensitive consumer data and uphold confidence, substantial cybersecurity measures must be invested in. Hotels may enhance their marketing efforts and build enduring customer relationships by keeping up with technological advancements and implementing a tech-forward strategy. This will ultimately lead to revenue growth in the ever-changing hospitality sector.

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AN IMPORTANCE OF SUSTAINABILITY IN HOTEL MANAGEMENT

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Abstract

The hotel and restaurant sector is starting to see the benefits of adopting sustainability programmed in order to meet the changing demands of environmentally conscious customers and uphold high levels of visitor pleasure. The purpose of this study is to identify the variables that affect the efficacy of particular industry-wide practises meant to improve waste management, energy efficiency, water conservation, and air quality. In doing so, the study looks into the social, economic, and environmental effects of sustainability programmed that participating hotels have embraced. Because of the pressing need to address climate change, changing consumer tastes, and growing environmental awareness, the worldwide hotel business is presently undergoing a revolutionary transformation towards sustainability. This abstract highlight the critical need of incorporating sustainability into hotel management and provides a detailed analysis of its numerous benefits for the sector as well as the larger environment. It explores how hotels affect the environment and emphasizes how important it is to adopt eco-friendly behaviors in order to prevent resource depletion, reduce carbon emissions, and support the preservation of biodiversity. The study also looks at the financial advantages of running a sustainable hotel, highlighting possible cost reductions, improved brand recognition, and the growing demand for environmentally friendly lodgings. This abstract concludes by arguing that hotel management should adopt a comprehensive and cooperative approach to sustainability, stressing the industry's duty to promote social, economic, and environmental well-being in order to ensure the long-term prosperity of the global hospitality sector.

Keywords: *Sustainability, Hotel Management, Economic, Environmental, Water Conservation, Energy Efficiency*

1. INTRODUCTION

In the ever-changing landscape of the hospitality industry, the importance of sustainability in hotel management has emerged as a crucial component defining the performance and longevity of

businesses. This trend is expected to continue. In this sense, sustainability refers to more than just environmental considerations; rather, it refers to an all-encompassing strategy that takes into account the interrelationships between economics, society, and the natural world. Hotels are finding themselves at the vanguard of change as the global population becomes more aware of the pressing need for responsible and ethical business practises. When it comes to hotel management, embracing sustainability not only aligns with changing customer tastes but also leads to cost savings, increased reputation, and long-term resilience. This is because it aligns with evolving consumer desires. Hotels that place a priority on sustainability in an era in which aware consumerism is on the increase are better positioned to attract and keep visitors, while simultaneously lowering their ecological footprint. This is because conscious consumerism is on the rise. This introduction lays the groundwork for a more in-depth investigation of the myriad ways in which the concept of sustainability is relevant to the field of hotel management.

1.1 The Increasing Importance of Sustainability in Hotel Administration

A reflection of the changing dynamics in the hospitality sector, including the awareness of the interdependence of business operations with wider societal and ecological well-being, global environmental concerns, and evolving consumer expectations, is the growing importance of sustainability in hotel management.

➤ **Shifting Needs of the Consumer:**

Conscious Consumption: Travelers nowadays are making decisions that are more considerate of the environment and society. They look for lodging options that are consistent with their ideals, and increasingly, sustainable practises play a big role in shaping their choices.

Brand Loyalty: By adopting sustainable practises, hotels are cultivating brand loyalty rather than merely satisfying consumer demands. Visits from customers who appreciate an establishment's dedication to morality and responsibility are more likely to occur again.

➤ **The Holistic Approach to Sustainability:**

Economic, Social, and Environmental Aspects: Managing sustainability in hotels entails more than just implementing environmentally friendly practises. It entails a comprehensive strategy that combines social responsibility, environmental preservation, and economic viability. This guarantees a thorough and long-lasting effect on the hotel's operations as well as the communities in which they function.

➤ **Savings on Operational Costs:**

Efficiency Measures: Saving money on operations is a common result of sustainable practises. Over time, investments in water saving techniques, waste reduction plans, and energy-efficient technologies improve the hotel's financial performance in addition to helping the environment.

➤ **Market positioning and reputation:**

Differentiation in the Market: Hotels that put an emphasis on eco-friendly practises stand out in a crowded market as sustainability becomes a crucial differentiator. In addition to strengthening the hotel's overall market placement, this positive distinction can draw in a specialized market of environmentally concerned travelers.

Positive Public Relations and Reviews: Guest reviews and positive PR are a result of sustainability initiatives. Public perception of a hotel is improved by its dedication to sustainability, which is amplified via social media and internet platforms.

1.2 Conscious Choices and Consumer Demand

➤ **Changing Guest Expectations**

When it comes to selecting a place to stay, contemporary travelers have different expectations. There is a growing focus on sustainability in addition to more conventional considerations like location and facilities. In their decision-making, more and more visitors are giving ethical issues, ecological responsibility, and responsible management top priority. This shift in expectations is fueled by a greater desire to make positive changes in the world by one's choices, a greater awareness of environmental challenges, and social responsibility. Eco-aware tourists are more likely to be drawn to and stay at hotels that integrate sustainable practises into their operations in line with these changing visitor ideals.

➤ **Market Shift Towards Conscious consumption**

A wider cultural shift towards conscious consumption is causing a discernible revolution in the hospitality sector. This change affects more than simply the things that people buy; it also affects the services that they choose to use, such as lodging. There is a growing awareness among travelers of how their decisions affect the environment and local populations. Consequently, there is a growing inclination towards hotels that exhibit a dedication to social and environmental responsibility. Along with being a reaction to personal convictions, this movement is also a result of a broader public knowledge of global issues like climate change, which encourages customers to support companies that share their sustainable and ethical principles. In this regard, lodging establishments that emphasize and highlight their sustainability initiatives stand to gain the interest and allegiance of a consumer base that is becoming more and more cognizant of its consumption habits.

1.3 All-encompassing Method for Sustainability

➤ Beyond Environmental Concerns

The traditional focus on environmental concerns is only one aspect of sustainability in hotel management. A holistic approach to sustainability acknowledges the importance of social responsibility and economic viability in addition to the preservation of the environment. In addition to guaranteeing profitability and financial stability, it entails actively participating in and enhancing the well-being of the local community. It also entails taking the economic effects of company actions into account. This more comprehensive viewpoint recognizes that a sustainable hotel functions morally and responsibly in the social and economic domains in addition to reducing its environmental impact.

➤ Connectivity of Dimensions

The connectivity of the economic, social, and environmental dimensions is emphasized in a holistic perspective of sustainability in hotel management. Decisions made in one area may have a domino impact on other dimensions since these components are interrelated rather than separate. A hotel's financial choices, for instance, can affect its capacity to invest in eco-friendly technologies, but social activities might have an impact on community relations, which in turn might have an impact on the hotel's reputation as a whole. Realizing these links is necessary to make a lasting and balanced effect. A sustainable hotel management strategy recognizes that achieving success requires a harmonic integration of economic, social, and environmental factors rather than sacrificing one for the sake of another. By adopting a holistic viewpoint, the hotel can be sure that its activities positively impact the larger context in which it works, promoting resilience and long-term sustainability.

2. OBJECTIVES

- To Determine the variables influencing the efficacy of sustainability practises.
- To Examine the social, economic, and environmental effects of sustainability initiatives
- To Assess the hotel sector's approach to sustainability.
- To Analyze how hotels affect the environment and how important sustainability is.
- To Examine the financial advantages of managing an environmentally friendly hotel.

3. REVIEW OF LITREATURE

In their exploration of relationship marketing, Ahmad and Akbar (2023) offer and validate a multifaceted viewpoint using a serial mediation model. Their research examines the complex relationships between relationship marketing, brand attachment, consumer loyalty, and purchase intentions. It was published in the Journal of Strategic Marketing. With a focus on the serial mediation effects that support brand attachment, customer loyalty, and purchase intentions, the research reveals

a sophisticated understanding of how relationship marketing methods affect consumer perceptions and behaviours. This study deepens our understanding of how relationship marketing affects several aspects of customer interactions.

Bandara et al. (2022) examine the connection between job satisfaction and employee welfare with a focus on the Sri Lankan hotel sector. Their study clarifies the importance of employee well-being in the context of the hotel industry and was published in the *International Journal of Construction Management*. The authors' quantitative approach reveals strong correlations between job satisfaction levels and employee welfare metrics, providing valuable insights into the elements that influence employee contentment in the hotel business. This study adds to the body of knowledge on human resource management by emphasising the value of addressing employee wellbeing in order to improve overall job satisfaction, especially in the special context of Sri Lanka's hotel sector.

The study by Boiko, Kulyk, Bondar, Romanchuk, and Lositska (2023) investigates customer participation in particular scenarios. Although the title doesn't go into great detail, a thorough literature review would probably place this research in the larger perspective of consumer interaction. It might cover topics like how customer behaviour is changing, how social media and technology affect interaction, and what influences how customers interact with goods and services. Furthermore, taking into account the particular circumstances indicated, the review may investigate how outside variables, including alterations in the economy, society, or technology, can affect customer involvement.

Chaker's doctoral dissertation from 2023 compares and contrasts Tunisia and Hungary to examine how hotel guests see corporate social responsibility (CSR) and hotel approaches to it. A literature review on this subject can examine how customers evaluate and value corporate social responsibility (CSR) initiatives by delving into the corpus of research on the subject in the hospitality industry. It might also look at the many CSR strategies used by hotels and how they affect their reputation and level of customer satisfaction. Furthermore, the comparative element adds a global perspective, enabling an examination of cross-cultural impacts on CSR attitudes in the hotel sector.

Chen, Wang, Baležentis, Zagurskaitė, Streimikiene, and Makutėnienė (2018) offer a multicriteria method for choosing a teahouse location, which makes a contribution to the field of sustainable development. The study, which was published in *Sustainability*, addresses a topic that is becoming more and more covered in the literature: sustainability and corporate site decisions. Using a multidimensional framework, the authors highlight how crucial it is to take into account a range of factors when making decisions. The purpose of this literature review is to examine the body of research on sustainability and corporate location choices, emphasising the importance of Chen et al.'s methodology. The significance of sustainability in company strategy, how to integrate social and

environmental factors when choosing a location, and the potential and challenges of using a multicriteria approach are a few such topics.

Conway and Melia (2018) examine the patterns and forces influencing change as they discuss the future of hospitality education. This examination of the literature will explore how hospitality education is changing, looking at both the causes influencing the field's future and prevailing trends. Important research topics can include how technology is affecting how education is delivered, how industry standards are evolving for skill sets, and how globalization is affecting curricula in the hospitality sector. The evaluation might also evaluate the contribution of industry collaborations, experiential learning, and cutting-edge teaching strategies to preparing students for the fast-paced hospitality business. Conway and Melia's research identifies the revolutionary components that will shape the future of hospitality education, offering insightful information to educators, legislators, and industry stakeholders.

4. RESEARCH METHDOLOGY

4.1 Study Methodology

The study examined the efficacy of focused and targeted conservation initiatives using two medium-sized hotels in Pune, Maharashtra, India. One high-rise tower houses the 100 rooms of the first property, Hotel A, which is a 4-star establishment. With easy access to public transit, the hotel is situated in the heart of the vibrant city center. The hotel features a gourmet restaurant, a well-equipped business center, a swimming pool, and an opulent rooftop lounge with breathtaking city views. With two three-story wings and 110 rooms and suites in a motel-style arrangement, Hotel B is the second property. A full-service spa, a yoga center, an integrated wellness center, large and small meeting rooms, multiple outdoor meditation areas, a heated rainfall shower, an aroma steam room, an outdoor mud lounge, a lobby bar and a gourmet restaurant serving regional cuisine are some of the property's amenities.

4.2 Data Collection and Analysis

The Maharashtra Pollution Control Board (MPCB) provided feedback to the research team as they examined data from staff interviews, site evaluations, and hotel operations to develop recommendations for focused conservation initiatives. The Green Lodging Program's (GLP) vendor, technical, and support partners were then contacted to schedule planning meetings. During these discussions, a menu of choices that may be included in the implementation plan according to the individual requirements of each potential hotel was presented. Next, in order to create a customized action plan for measuring performance indicators and keeping an eye on developments, the applicant hotels decided on a portfolio of conservation projects from the suggested project implementation plan.

4.3 Implementation of Conservation Efforts

Implementation of the action plan included the following steps:

- At vendor fairs, hotel staff provided opportunities to examine and assess products and services offered by vendors for possible integration.
- Employee and staff training: Workers were thoroughly instructed on the new conservation measures, such as waste minimization, water conservation, energy efficiency, and sustainable procurement methods.
- The installation, implementation, and follow-up phases involved workers monitoring the operation of newly installed equipment and technologies to guarantee maximum efficiency and effectiveness. Data gathering and follow-up surveys were carried out on a regular basis to monitor developments and pinpoint areas that needed improvement.

5. DATA ANALYSIS AND INTERPERTATION

Regarding waste reduction, the two participating hotels provide the following: reduced packaging, manufacturer take-back programmed, ink/toner cartridge recycling, lease-to-buy options for office appliances, refillable containers, an eco-purchasing programmer for consumables with post-consumer recycled content (office paper), bulk purchasing (cleaning chemical concentrates), and recycling of paper, aluminum, cardboard, and plastic containers for both staff and guests. Additionally, despite local regulations prohibiting it, both properties looked into the viability of community-scale composting.

Figure 1 presents an overview of the findings from the investigators' waste audit. A total of 790 pounds (360 kg) of material were gathered, which is equivalent to around 67% of the daily quantity that is regularly disposed of on a Monday during the slower part of the year (summer).

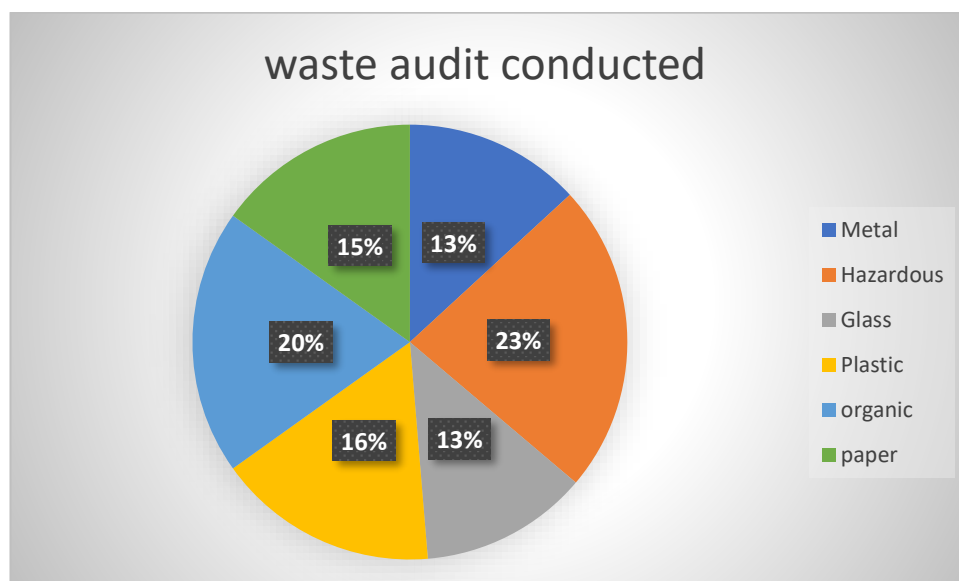


Figure 1: The breakdown of waste composition at Hotel B, broken down by weight, is displayed in the results of a trash audit that was done both before and after designation (left and right).

The property produced an estimated 915.5 lb (415 kg) of material that day, or 12.5 lb (5.7 kg) per occupied room per day. This is a 23% decrease over the previous waste audit (see Table 2). This is probably due to the recycling program's performance, which reduced the number of recyclables that were improperly disposed of in solid waste by almost half, from 46% to 24% of the total amount that was dumped in landfills. Similar to the pre-designation trash audit, the non-recyclable and non-compostable component remained to make up around 20% of the total material.

Table 1: An overview of Hotel B's solid waste audit findings in comparison

Category	Pre-Designation (Hotel B)	Post-Designation (Hotel B)
Generation Rate (lb/capita/day)	18.21	13.25
Generation Rate (kg/capita/day)	8.23	6.21
% Recyclable	51%	30%
% Compostable	20%	46%
% Non-Recyclable	19%	29%
Recycling Rate	15%	50%

The pre-designation and post-designation data for Hotel B's waste management show notable gains in waste composition, recycling, and generation. The generation rate per capita per day was 18.21 pounds (8.23 kg) prior to designation; however, it significantly dropped to 13.25 lbs (6.21 kg) after designation. This decrease indicates that the waste minimization initiative was successful. Positive shifts were also observed in the trash composition, with the proportion of recyclable items rising from 51% to an astounding 30%. Furthermore, the percentage of biodegradable garbage improved significantly, going from 20% to 46%, suggesting a more ecologically friendly method of disposing of

waste. On the other hand, non-recyclable waste dropped from 19% to 29% of total waste. The recycling rate increased dramatically, rising from 15% prior to classification to a whopping 50% afterward. This is a significant advancement in the hotel's waste management procedures and demonstrates its admirable dedication to environmental responsibility and sustainability. The data highlights the efficacy of the applied strategies in mitigating the overall generation of waste, augmenting recycling rates, and fostering a more environmentally sustainable waste composition inside Hotel B.

When the material in the outside bins—which had not been pre-sorted at the source—was examined, it was discovered that 26 percent of the recyclable material had been inappropriately disposed of in the solid waste receptacles. The engineering department was the source of the majority of the non-recyclable material that was deposited in the recycling bins (see Table 2). To address this, the investigators suggested labelling or using a different colour to identify the recycling containers from the solid trash containers so that engineering staff could dispose of recyclables appropriately. Construction and demolition wastes made up a sizable amount of the non-recyclable materials produced in the engineering department. These materials are reusable, but they must be handled differently from single stream recyclables.

Table 2: Results of Hotel B's solid waste audit were compared.

Location	Non-Recyclables (lb)	Total Waste (lb)	Non-Compliance (%)	Percent Non-Recyclables
Engineering	18.2	22.5	71%	71.22%
F&B	8.9	19.2	50%	52.33%
Pool	8.2	30.3	22%	30.12%
Spa	2.6	8.2	18%	15.36%
Kitchen/Restaurant	1.9	12.3	02%	2.36%
Housekeeping	5.2	7.2	15%	71.25%
Lobby/Front desk	1.2	8.3	13%	0.01%
Breezeway	0.6	0.9	09%	0.01%
Yard	1.8	20.1	10%	0.01%

Executive Offices	1.0	9.3	07%	0.21%
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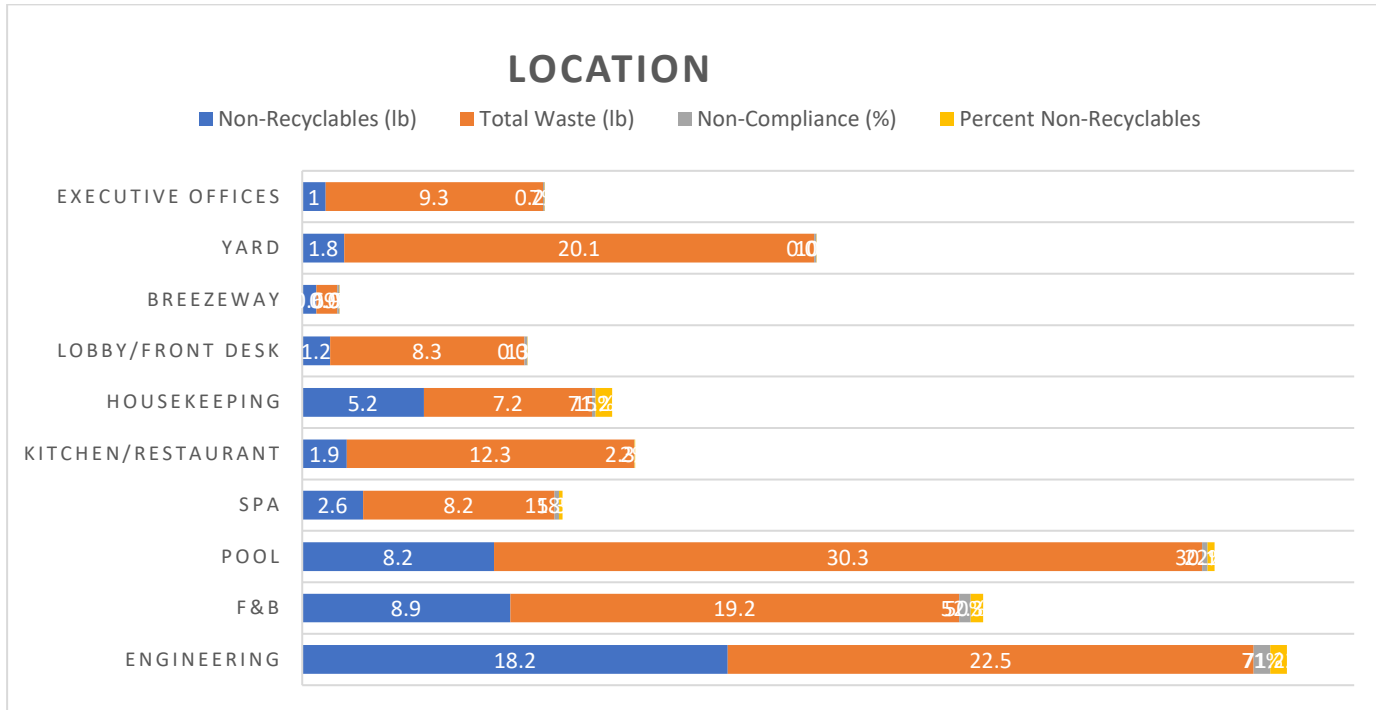


Figure 2: Results of Hotel B's solid waste audit was compared.

Information on the percentage of non-recyclables, total trash, non-compliance percentages, and non-recyclables throughout the establishment's many locations offers important insights into the effectiveness and adherence to waste management procedures. The Engineering department has the highest non-compliance rate of any of the departments at 71%, with the majority of its waste classified as non-recyclable (71.22%). This indicates that the Engineering section's waste sorting and recycling practises could use a great deal of work. Similar difficulties exist in Housekeeping, where a significant non-compliance rate of 71.25% suggests that this department needs to improve its waste management procedures. Positively, the Kitchen/Restaurant section shows excellent waste management; just 2.36% of garbage is classed as non-recyclable, and the non-compliance rate is remarkably low at 2%. The non-compliance percentages for the F&B, Pool, Spa, Lobby/Front desk, Breezeway, Yard and Executive Offices range from 0.01% to 22%, which is comparatively low. This indicates that the proportion of non-recyclable waste in these places is minimal, indicating that the waste management mechanisms in place are reasonably effective. All things considered, these results emphasis how critical it is to make focused adjustments in particular areas in order to raise the establishment's overall waste management effectiveness and compliance.

5.1 Energy Efficiency Practices

A 2.5-year assessment of electrical energy use was carried out (Table 3). Using the pre-implementation average energy usage number,

Table 3: The energy usage of both participating hotels both before and after categorization.

Category	Hotel A (Pre-Designation)	Hotel A (Post-Designation)	Hotel B (Pre-Designation)	Hotel B (Post-Designation)
Average Electricity Use	70.2 ± 14.8 kWh per occupied room	81.2 ± 31.8 kWh per occupied room	9.12 ± 20.1 kWh per occupied room	88.2 ± 18.3 kWh per occupied room
Annual Energy Consumption	2.36 million kWh	2.36 million kWh	3.12 million kWh	3.12 million kWh
Annual Cost of Energy	\$212,000	\$312,612	\$312,001	\$333,500

An important way to understand how sustainability designations affect the energy profiles of Hotel A and Hotel B is to look at the comparative data on energy usage, annual energy consumption, and related expenditures for these two properties before and after they received them. The average amount of electricity used per occupied room at Hotel A increased throughout the post-designation period, going from 70.2 ± 14.8 kWh to 81.2 ± 31.8 kWh. The hotel maintained its overall energy efficiency since, in spite of this increase, its annual energy usage was unchanged at 2.36 million kWh. But after the hotel was designated, the annual cost of energy increased from \$212,000 to \$312,612, indicating that even though the hotel used the same amount of energy, its expenses increased. This could have been caused by changes in the energy price or market.

On the other hand, Hotel B's average electricity use per occupied room during the pre-designation and post-designation periods was 9.12 ± 20.1 kWh and 88.2 ± 18.3 kWh, respectively. This significant post-designation rise in power demand probably denotes a modification of energy-intensive activities or the inclusion of energy-intensive amenities. Surprisingly, Hotel B's yearly energy usage was steady at 3.12 million kWh both before and after designation, indicating that even if the amount of power used per room rose, the hotel's overall energy efficiency remained stable. Hotel B also had a little increase in its yearly energy costs, which went from \$312,001 to \$333,500.

6. CONCLUSION

The information provided on energy usage, garbage disposal, and environmental hotel management practises emphasizes how crucial sustainability is to the hospitality sector. In addition to helping to protect the environment, sustainable practises also boost a hotel's reputation and provide financial gains. According to the research, specific sustainability designations can have a favorable impact on recycling rates, trash output, and energy efficiency. These results not only support international efforts to combat climate change, but they also have a direct financial benefit by reducing energy prices and enhancing resource management. Furthermore, as environmentally conscious choices become more and more important to customers, hotels that implement sustainability measures get a competitive advantage, drawing eco-aware visitors and building a favorable brand image. The findings also show that in order to optimize the efficacy of sustainability initiatives, ongoing evaluation and modifications are required. In summary, incorporating sustainable practises into hotel management is not just a moral decision but also a calculated one that will help the economy, the environment, and the hospitality sector in the long run.

6.1 Recommendation

Sustained Monitoring and Assessment: Provide a strong framework for the continuous observation and assessment of sustainability projects. Assess trash production, energy use, and other environmental variables on a regular basis to find areas for improvement and make sure sustainability targets are routinely reached.

Employee Training Programmers: Give hotel employees, regardless of rank, thorough training. Make certain that staff members receive training on energy-saving techniques, garbage sorting methods, and sustainable practises. Involve employees in the hotel's sustainability initiatives to foster an environmentally conscious culture.

Investing in Renewable Energy: To further lessen the hotel's carbon impact, think about making an investment in renewable energy sources like solar or wind turbines. This can strengthen the hotel's commitment to renewable energy and result in long-term cost savings on electricity.

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Role of Employee Training and Development in Hotel Success

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Abstract

The hotel industry is confronting various difficulties because of the development of the training program for food and refreshment administration staff. This is a worry for the hospitality industry, but on the other hand it's piqueing the interest of scholastics and scientists. The principal objective of this study is to distinguish the distinctions between hypothetical schooling and hands on training in hotel the executives programs. For the recently demonstrated reason, we have gathered information from auxiliary sources that we saw as web based, showing the perspectives on teachers and understudies from various associations and hotels on their schooling. It has been exhibited that the two educators and understudies show a strong fascination with the subject when it is conveyed in a useful way. The hotel industry utilizes a wide range of individuals for different positions that might require a serious level of instruction. An association's development and development are intensely reliant upon arranging. It benefits supervisors and employees of an affiliation the same. An individual's productivity and effectiveness will ascend with the right training. The most important asset in any association is its labor force. Their dynamic commitment to an organization's prosperity is something that ought not be trifled with. The motivation behind this study is to investigate the standards of compelling training in five-star hotels of Mumbai, Maharashtra and to discover the huge effect of successful training on hotel staff individuals' abilities, result, productivity, and cost reserve funds. The outcomes show that successful training significantly affects hotel work force' abilities, performance, productivity, and ability to save costs. The paper's outcomes furnish HR and hotel administrators with information that highlights the significance of training programs by underlining how fruitful hotels are laid out. For example, studies have shown that training upgrades consumer loyalty and administration quality while additionally lifting employee confidence level, productivity, satisfaction, and maintenance.

Keywords: *Employees, Hotel industry, Performance, Organisation, Training.*

1. INTRODUCTION

The ongoing business climate, which is set apart by wild competition, makes having skillful employees who can handle the deterrents the industry presents vital for progress. The absence of training and development possibilities is one of the main pressing concerns that emerge in the working environment. All organizations should cautiously plan and do training as it is a significant system. Human asset development incorporates recruiting, choice, and remuneration as well as other critical human asset related undertakings. Training is one of these parts.

The chief point of the human asset division is to expand the general adequacy of the foundation by outfitting laborers with the vital information, abilities, and dispositions, so empowering them to perform better in their current or future jobs. It is essential for the training expert to have a careful consciousness of the benefits, downsides, and viability of each training procedure to carry out suitable training techniques in a proficient way. Additionally, it is critical to do estimates in accordance with perceived models for assessing the adequacy of training. "Training" alludes to a systematic cycle that utilizes learning and development to work on individual, group, and hierarchical viability.

Encouraging critical reasoning abilities, offering development examination, leading evaluations, and laying out viable limits for advancement are the fundamental objectives of staff training and development within an organization. To accomplish expanded creation and development, training ought to be viewed as a fundamental instrument as opposed to simply something that each association needs to do. Employees can expand their proactive information and work on their abilities through training meetings. In any case, an organizations trust this instrument to be costly, particularly when utilized in scholastic settings. It can be challenging for little institutions to offer opportunities or assets that are believed to be far off for recently added team members.

Absence of workforce development programs, confined admittance to assets or techniques that make it challenging for them to remain current in their main subject area, and an absence of consolation or backing for going to classes or meetings are a couple of instances of these troubles. Therefore, these limitations adversely affect staff degrees of consistency. For a hotel to succeed and thrive, training and development initiatives should be instituted. While this is

going on, hotels might show an inclination to fail to develop their laborers since they are hesitant to save sufficient opportunity to clarify new obligations for them.

There are three potential things that can happen when somebody is reluctant. To start with, the client can get lacking help on the off chance that the staff part can't help them on a case by case basis. Moreover, the client can be unsatisfied with the quality of administration given by the hotel. At long last, the employee's administration performance might endure because of their developing disappointment with the organization. Studies have shown that the presentation of training initiatives well affects various employee prosperity and authoritative stability factors. Specifically, it has been shown that these projects increment staff confidence, further develop employee consistency standards, and increment employee fulfillment while additionally bringing down turnover and the requirement for continuous recruiting.

Employees can reinforce the organization's premise by executing a helpful training program that covers both the regulatory and underlying integrity of the association. To further develop performance and increment maintenance, employees ought to partake in training courses that are particularly made by experts to expand their insight and abilities. Through the development of a reasonable vision and mission, the training program cultivates certainty and advances the business' position within the business.

These training meetings are expected to be useful in tending to an association's assets and imperfections. Most people have the two qualities and shortcomings in their separate work settings. A training system can assist with fostering the abilities expected to change too conceivable to bigger and more differed conditions. From that point forward, one could utilize these qualities to inspire oneself. More elevated levels of expertise mastering can be achieved by employees through the sending of a program stage, which can significantly work on their capability.

Thus, more positive criticism from understudies and understudies within institutes of higher learning is expected because of this change. Employees are more disposed to do their absolute best to accomplish the association's objectives and perform better at work when they see that their manager is committed to their expert development by offering training courses.

2. OBJECTIVES OF THE STUDY

Objectives of the study are as follows:

- The aim of this research is to examine the value and relevance of preparation.
- To recognize the significance of employee performance.
- This study aims to examine the connection between project preparation and worker execution.

3. LITERATURE REVIEW

D. and Jaworski (2012) It's usually held that hotels that don't give their employees enough training fuel employee turnover. The reason for the information investigation was to secure connections between position commitment and training. The outcomes showed that these two variables had a positive connection.

Spowart, Taylor, and Joao (2019) This study investigates the connection between sustainability, specialist productivity, and HR. It has been affirmed that employees' abilities should be gotten to the next level. Employees considered training to be a wellspring of inspiration and as a method for expanding sustainability through increasing expectations of result and consumer loyalty.

The Suhag, 2017. The reason for this study was to research the impacts of ebb and flow agents' retraining in addition to the absence of groundwork for as of late recruited staff. It has been found that an absence of planning programs is related with more regrettable degrees of occupation fulfillment and business upkeep, which drives up affiliation costs as new personnel should be employed and existing staff should be fired.

In 2019, Karim, Choudhury, and Latif It has been proposed that training can raise employee inspiration, which will help yield. It has likewise been said that constant training and development are fundamental, considering various relevant factors including competition, client satisfaction, market elements, and net advertiser score.

Singh, Jaworski, Karpinski, and Ravichandran (2018) It has been noticed that organizations regularly give a limited measure of assets to establishing compelling training techniques, especially for parttime employees. It was seen that specific benefits and motivating forces, as well as work shadowing and hands on training, affected learner fulfillment. In addition, it was observed that commitment was affected via training fulfillment.

In 2015, Asfaw, Argaw, and Bayissa It has been found that there is an ideal connection among's progress and readiness, as well as a genuinely significant relationship with laborer viability and execution. It has been recommended that further developing employee abilities is the essential goal to support an affiliation's HR viability and productivity.

The Sothy, 2019 Exploration has shown that employee performance, work fulfillment, maintenance, and the acquisition of new abilities by recently recruited staff are positively influenced via training and development. It additionally further develops the skill fundamental for work performance, which brings about higher result and viable progression arranging.

4. RESEARCH METHODOLOGY

4.1.Data Collection Instrument

Reviews were the essential apparatuses utilized for get-together information. There were shut finished and unconditional inquiries utilized. The assortment of information involved both mandatory and intentional sources. The journals, literature, and the web were among the discretionary wellsprings of information. Three unmistakable segments of the study were utilized in the ongoing audit. The review was predominantly shut finished inquiries with foreordained reaction choices. You can put the study in the References segment.

The central piece comprised of socio segment requests intended to accumulate critical information from the members, like their orientation, age, level of instruction, length of association, and flatmate split. The study's last segment centered around friendly event establishment information, explicitly on readiness initiatives that have been taken on as of late. This incorporated an assessment of the strategies for arrangement that were utilized, the term of the courses, the area of the readiness, and the individual or entity liable for directing the assessment of the planning needs. The third arrangement of solicitations was utilized to look at the connections between the components of the appraisal, all the more particularly the components affecting the feasibility of arranging programs.

This segment incorporated a scope of statements addressing struggle to understanding on a Likert scale from 1 to 5. These cases were gotten from before studies. The last system comprises of 65 items that are utilized to assess the ten plans. This study's ten forms incorporate "getting ready necessities evaluation," which is assessed at three things, "arranging the planning programs," which is assessed at five things, "setting up system's

objectives," which is assessed at six things, "execution of the readiness program," which is assessed at four things, "appraisal of the arrangement program," which is assessed at eight things, "the viability and impact of getting ready on the housing's productivity," which is assessed at four things, "factors," which is assessed at eight things, "planning process blocks" (assessed at thirteen things), and "fruitful arrangement factors" are assessed at six things.

4.2. Population and Sampling

As per The Maharashtra Housing Guide, there is a sum of 33 five-star motels in the more notable Mumbai region. To meet the exploratory objectives, the researcher dispersed 400 studies to staff individuals and supervisors at every one of the five-star hotels situated in the really striking pieces of Mumbai. The audit just included studies from twenty motels. Thus, 200 overviews in completely were gotten.

4.3. Validity and Reliability

A pilot review was led utilizing a representative test comprising of 50 delegates to resolve issues in regards to the legality of the survey. The reason for this pilot study was to survey the credibility of the audit instrument's face and content. While finishing the study's association, the criticism given by members on its language and configuration was considered. The researchers determined Cronbach's alpha coefficient, which performed better compared to the limit of 0.70 for all developments, to survey the dependability of the builds. This represents that the review's discoveries are sound.

4.4. Analysis Technique

The speculations and the causal connections between the free parts of a productive planning program and the abilities, performance, effectiveness, and decline in working expenses of hotel workers were analyzed utilizing One-way and N-way examination of change (ANOVA). For each element, means and frequencies were determined. The review was directed utilizing SPSS programming, explicitly variant 22.

4.5. Research Hypothesis

H1: The skills of hotel staff are notably influenced by the execution of good training programmes.

H2: The performance of hotel staff is substantially influenced by the execution of proper training programmes.

H3: The productivity of hotel staff is substantially influenced by the execution of proper training programmes.

H4: Effective training has a considerable influence on the lowering of expenses

5. DATA ANALYSIS AND FINDINGS

5.1.Descriptive statistics analysis Respondents' profile

The review's table presents information on the attributes of the respondents, like their conditions, direction, level of instruction, length of contribution, and motel division.

Table 1:Profile's descriptive statistics

Demographic Characteristics		Frequency	Percentage %
Position	Employee	121	60.5%
	Manager	79	39.5%
Gender	Male	59	31.7%
	Female	127	68.3%
Educational Qualification	High school	2	1%
	Graduate	61	30.5%
	Post graduate	86	43%
	Higher degree	30	15%
	Others	21	10.5%
Years of experience	Less than 5	31	15.5%
	5-10	67	33.5%
	10-15	43	21.5%
	15-20	55	27.5%
	More than 20	4	2%
Hotel Department	Department of Accounting	15	4.78%
	Department of food & beverages	140	44.58%
	Department of front office	35	11.14%
	Department of housekeeping	28	8.9%

	Department of Human resources	24	7.64%
	Maintenance department	32	10.19%
	Sales and marketing department	19	6.05%
	Department of security	21	6.68%

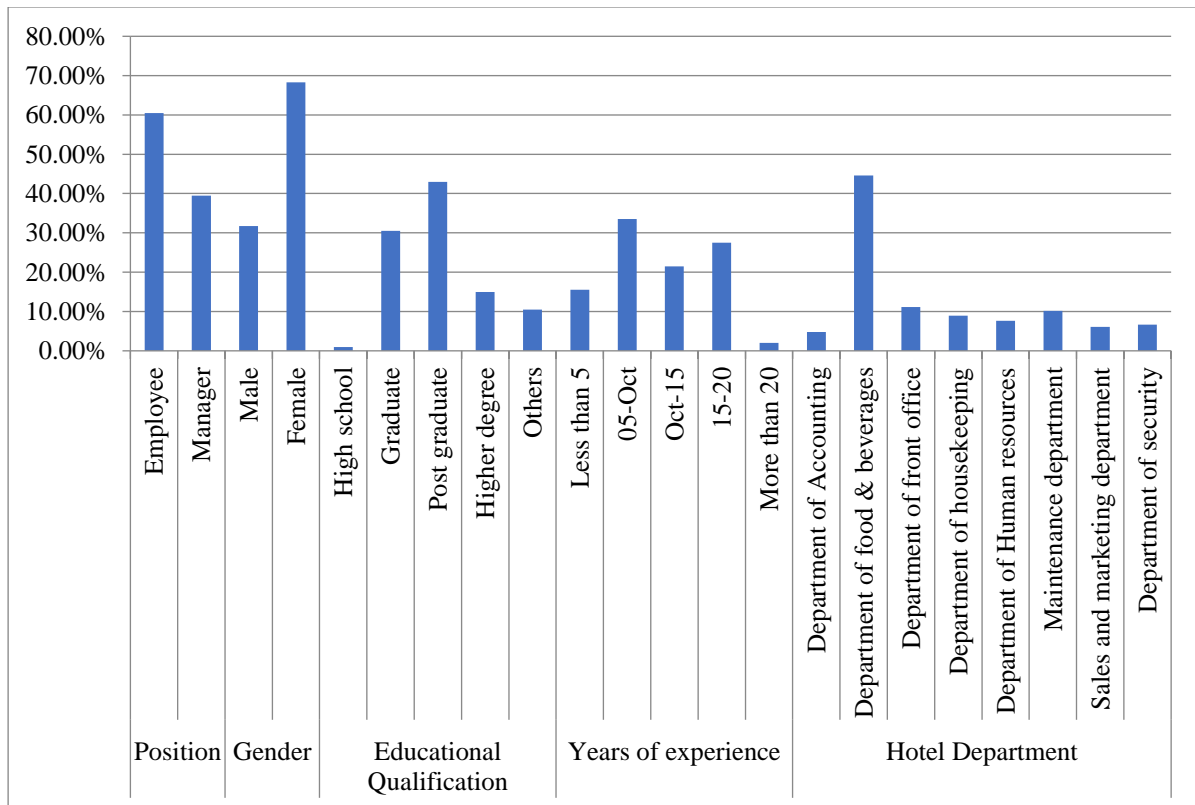


Figure 1: graphical depiction of the profile's percentage of descriptive statistics

Table 1 presents the information showing that 60.5% of the members distinguished as employees, while 39.5% recognized as chiefs. Information uncovers that 31.7% of members distinguish as male, and 68.3% recognize as female. 1% of all responders have finished auxiliary school, while 30.5% have finished high level training. Additionally, 15. percent of respondents have acquired postgraduate educations, 10.5% have different statements, and 43 percent of respondents own a Specialist of Science (MSc) authentication. As to encounter, 33.5% of respondents announced having been involved for somewhere in the range of five and a decade, 15.5% revealed having been involved for under five years, 21.5% detailed

having been involved for somewhere in the range of ten and fifteen years, 27.5% detailed having been involved for somewhere in the range of fifteen and twenty years, and 2% announced having been involved for over twenty years. The rundown results show that the food and drink division represented 44.58% of the individuals, the front office division for 11.14%, the housekeeping office for 8.9%, the HR office for 7.64%, the help office for 10.19%, the accounting office for 4.78%, the arrangements and publicizing division for 6.05%, and the security division for 6.68%.

5.2. Factorial ANOVA Test to check the validity of the hypothesis

The connection between the free parts and their effect on laborers' abilities — which act as the reliant variable — will be inspected utilizing a factororial ANOVA test. The factorial ANOVA will be utilized to assess the different speculations for every reliant variable.

The factorial examination of change (ANOVA) results are shown in the table. These outcomes were gotten by looking at the connection between delegate abilities and a couple of readiness qualities, (for example, computing the planning needs assessment, arranging the planning programs, planning system targets, executing the planning program, and surveying the arrangement program).

Table 2: Use a factorial ANOVA to look at the association between training variables and staff competencies.

Tests of Between-Subjects Effects					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	84.414 ^a	14	5.607	9.181	.001
Intercept	261.820	2	261.820	411.437	.001
Training needs assessment	10.756	4	3.225	5.270	.001
Designing the training Programs	1.936	4	.654	.947	.254
Training program's Objectives	7.379	4	5.464	4.029	.007
Implementation of the training program	27.594	4	9.615	14.654	.000
Evaluation the training Program	5.331	4	1.407	2.447	0.034

* assessment * design * objective * implementation * evaluation	146.387	65	2.223	4.505	.001
Error	181.651	254	0.216		
Total	727.268	355			
Corrected Total	254.722	354			
a. R Squared = 0.574 (Adjusted R Squared = 0.448)					

The causal connections between the parts are overviewed utilizing the factorial assessment of progress (ANOVA). Studies have uncovered that four of the five parts of readiness programs overall affect working on delegates' information, ability, and conduct. That's what the outcomes demonstrate, for four of the five sub-speculations, the primary hypothesis was upheld.

Besides, the investigation discovered that four of the five components inspected in this analysis have an immediate bearing on the capacities created by employees in the housing industry (allude to Table 2). Four of the five structures that are remembered to significantly affect the abilities of delegates working in Maharashtrian hotels have been distinguished by overview members.

A complete information on the elements impacting the reliant variable is given by Table 2, which shows the consequences of a Kind III Analysis of Variance (ANOVA) with regards to training programs. The "Revised Model" line shows that the entire model, which comprises of a few free factors, essentially makes sense of the variance in the reliant variable. This decision is upheld by a solid F-measurement of 9.181 and a unimaginably low p-esteem of .001. The reliant variable is essentially influenced by the F-insights and p-values for the "Training needs appraisal," "Training system's goals," and "Execution of the training program" when individual elements are analyzed. Strangely, "Planning the training Projects" doesn't move toward factual importance ($p = .254$), while the "Catch" item, which addresses the benchmark level, is quite huge ($p = .001$), showing the complete worth of the model. The way that the consolidated impact of "*assessment * plan * objective * execution * assessment" is measurably huge proposes that these elements are affecting the reliant variable. The reliant variable's general variability is shown in the "All out" line, and any unexplained variability is compensated for by the "Blunder" word. These discoveries give valuable information in

regards to the overall significance of various training program parts, assisting specialists and practitioners with upgrading program plan and execution techniques.

Table 3: Use a factorial ANOVA to look at the association between employee performance and training components.

Tests of Between-Subjects Effects					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	52.124 ^a	13	2.606	31.627	.000
Intercept	455.821	1	455.821	4064.714	.000
Training needs assessment	1.764	2	.587	4.484	.001
Designing the training Programs	.674	2	.223	1.098	.100
Training program's Objectives	1.683	2	.560	4.231	.002
Implementation of the training program	8.221	2	2.072	26.650	.000
Evaluation the training Program	3.080	2	1.359	10.679	.000
* assessment * design * objective * implementation * evaluation	63.133	64	0.985	9.964	.000
Error	27.398	272	0.105		
Total	5096.000	288			
Corrected Total	81.525	287			

a. R Squared = 0.778 (Adjusted R Squared = 0.713)

The results of a Between-Subjects Effects analysis, namely a Type III Analysis of Variance (ANOVA), are shown in Table 3, providing information about the influence of several factors on the dependent variable. The "Corrected Model" row demonstrates how the model, which comprises of multiple independent variables, significantly explains the variation in the dependent variable. The incredibly low p-value of .000 and the significant F-statistic of 31.627 reflect the overall relevance of the model. The "Intercept" term, which stands for the baseline level, has a large F-statistic (4064.714) and a p-value of .000, indicating the importance of the entire model. When individual factors are examined, the dependent variable is statistically significantly impacted by each of the F-statistics and p-values for the "training needs

assessment," "training program's objectives," "training programme implementation," and "training programme evaluation." Nevertheless, "Designing the training Programmes" is not statistically significant at $p = .100$. The combined influence of these elements is highlighted by the statistical significance of the "*assessment * design * objective * implementation * evaluation" combined effect. The dependent variable's overall variability is displayed in the "Total" row, and any unexplained variability is made up for by the "Error" word. The modified R Squared value of 0.713, or $R^2 = 0.778$, indicates that the model can account for a sizable portion of the variability in the dependent variable. These findings provide insight into the relative importance of different components in influencing the dependent variable, assisting researchers and practitioners in tailoring their strategies based on these statistically significant components.

Table 4: Use a factorial ANOVA to investigate the relationship between training variables and staff productivity.

Tests of Between-Subjects Effects					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	48.802 ^a	13	2.385	7.887	.000
Intercept	512.650	1	512.650	1148.662	.000
Training needs assessment	1.991	2	.662	1.742	.156
Designing the training Programs	2.070	2	.689	1.810	.143
Training program's objectives	0.406	2	.134	.355	.782
Implementation of the training program	6.592	2	2.863	6.516	.000
Evaluation the training Program	8.802	2	3.599	8.450	.000
* assessment * design * objective * implementation * evaluation	82.728	64	1.282	3.060	.000
Error	102.402	272	0.379		
Total	5100.248	288			
Corrected Total	153.206	287			

a. $R^2 = 0.544$ (Adjusted $R^2 = 0.410$)

The Sort III Analysis of Variance (ANOVA), a Between-Subjects Impacts analysis that reveals insight into the impacts of a few elements on the reliant variable, is displayed in Table 4. The "Rectified Model" line's huge F-measurement of 7.887 and unimaginably low p-esteem of.000 show that the model is genuinely critical and that it overall altogether makes sense of the variance in the reliant variable. The "Catch" term, which means the gauge level, has an enormous F-measurement (1148.662) and a p-esteem of.000, which underscores the general meaning of the model. The training necessities appraisal, planning the training programs, executing the training programs, and assessing the training programs all exhibit measurably huge effects on the reliant variable when the singular elements are inspected. These impacts are shown by the F-measurements and p-values for each of the previously mentioned factors. Nonetheless, it isn't measurably critical that "The goals of the training program" ($p = .782$). The joined impact of these components is featured by the measurable meaning of the "*assessment * plan * objective * execution * assessment" consolidated impact. The "Complete" line shows the general variability of the reliant variable, and the expression "Blunder" demonstrates variability that isn't logical. The changed R Squared upsides of 0.410 and 0.544 demonstrate that the model can represent a sizable part of the variance in the reliant variable. By giving valuable information with respect to the overall significance of various elements affecting the reliant variable, these outcomes assist scientists and practitioners with refining their strategies in view of these measurably critical parts.

6. CONCLUSION AND RECOMMENDATIONS

A top to bottom assessment of staff development and training within the setting of five-star hotels demonstrates its irrefutable importance as a significant component impacting performance in the hospitality industry. How well an organized training program makes sense of the variety in hotel performance is shown by the impressive R Squared esteem. The more extensive ramifications of the review underline how critical it is for hotels to prioritize ceaseless learning and staff development since there is an immediate relationship between's upgraded client care, employee capabilities, and generally speaking performance and functional proficiency. The hotel industry is managing an ascent in competition as well as moving customer demands. It is critical to proactively put resources into staff training and development to support accomplishment over the long run, raise visitor fulfillment, and upgrade brand recognition. Since they center around the standards of successful training and its significant impact on staff capacities, result, productivity, and cost-viability, the

examination discoveries offer hotel and HR the executives important bits of knowledge. The various benefits of effective training programs are shown by these discoveries, which range from higher staff resolve and productivity to further developed visitor fulfillment and administration. In the quick moving and competitive hospitality area, this gives unquestionable proof for proceeding, key expenditures in staff development.

The accompanying suggestions could be made considering the discoveries from the lead study: The guesthouse The board should increment monetary payment to take care of the expenses of program readiness. Hotels ought to reexamine their readiness needs to increment viability by underlining essential planning and refreshing current arrangement supplies. To guarantee the progression of program arrangement, Human Resource to decide if the current activities are sufficient, the board very to utilize appraisal techniques like Kirkpatrick's four-level model, profit from adventure studies, and execution investigations.

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An In-Depth Analysis of Job Perceptions and Preferences Among Hotel Management Graduates in The Maharashtra Hotel Industry

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Abstract

This study offers a careful analysis of hotel management graduates' preferences and perspectives about jobs in the Maharashtra hotel sector. This study explores how graduates see different job liabilities, profession prospects, and work environment settings in the speedy hospitality industry utilizing an exhaustive review and top to bottom meetings. The public authority's growing and further developed open doors, alongside the interest of worldwide hotel companies, are driving up interest for hotels, which thusly is driving up the requirement for gifted and instructed human resources. Subsequently, there are various job open doors in hotels. The arrangement of equipped and gifted staff to meet the human resources necessities of hotels is generally worked with by hotel management organizations. Jobs in hotels are very unpleasant, and working in hotels is frequently seen adversely. Yet, as a general rule, it is seen that more understudies are signing up for hotel management courses because of the seriousness in the business market, especially in the in-administration industry. The last year hotel management understudies who will before long beginning working in hotels are the subject of this exposition. As indicated by the overview, understudies for the most part answer well to hotel occupations that offer explicit decisions.

Keywords: *Job Perceptions, Preferences, Hotel Management, Graduates, Maharashtra, Hotel Industry, Hospitality Sector*

1. INTRODUCTION

The hospitality sector is an energetic, complex industry that immensely affects individuals' vocation ways, particularly for the people who have concentrated on hotel management. Maharashtra is a significant place for the Indian hotel industry, with its changed social scene

and prospering the travel industry economy. With an emphasis on the Maharashtra hotel industry, this study expects to give an exhaustive analysis of the profession perspectives and preferences among graduates with certifications in hotel management.

The objective of hotel management schooling is to give understudies the capacities and data expected to prevail in the profoundly cutthroat hospitality industry. The feelings and preferences of these graduates with respect to business positions, workplaces, and forthcoming vocation courses become basic factors that influence their choices and add to the labor force elements of the sector when they move from scholarly settings to the expert field. Realizing these perceptions is significant on the grounds that instructive organizations and industry partners can profit from it. It makes it conceivable to coordinate instructive educational programs with the powerful requests of the work market, advancing a commonly gainful organization among examination and business needs.

The hotel sector in Maharashtra, which is prestigious for its lavish lodgings, shop hotels, and shifted food choices, offers an excellent setting for our examination. Because of their dynamic surroundings, urban communities like Mumbai and Pune draw huge quantities of both homegrown and unfamiliar guests, which incredibly adds to the extension and intricacy of the territorial hotel business. The exploration tries to reveal insight into the mind boggling elements of a serious work market by focusing hands on perceptions and preferences of hotel management graduates in this specific territorial setting. This will empower a more nuanced comprehension of the variables impacting profession decisions in this specific industry.

This study task will investigate various parts of the graduates' assumptions, from what they desire to occur in their most memorable job to how much significance they put on things like compensation, balance between serious and fun activities, and potential open doors for proficient headway. Also, it will explore their preferences for specific region of the bigger hospitality business, such occasion arranging, hotel tasks, or culinary expressions. This study plans to reveal insight into the perplexing factors that impact the profession choices of Maharashtra graduates in hotel management by playing out a broad and complete analysis. A definitive goal is to give smart data that can direct the making of centred drives for vocation movement and ability maintenance in the close by hotel sector.

1.1. Objectives of The Study

- To investigate how final-year hotel management graduates view their employment in Maharashtra's hotel sector; and
- To investigate the preferences of final-year hotel management graduates to work in the hotel sector within the research area.

2. LITERATURE REVIEW

An imaginative methodology for upgrading practical execution management in the hospitality industry is proposed by Fatima and Elbanna's (2023) research. Their commitment centers around making a decent scorecard that considers wellbeing and offers an exhaustive technique for assessing and further developing industry manageability rehearses. This worldview outlines an extensive comprehension of maintainable execution by consolidating wellbeing related pointers notwithstanding commonplace monetary measurements.

With proof from an Indian setting, Jain, Vichore, and Badra (2023) pull together the conversation to the evaluation and approval of entry level position related understudy satisfaction. This study researches the legitimacy of entry level positions as a develop and investigates what impacts understudies' pleasure all through this basic experiential learning period. The outcomes give knowledge into the elements of entry level positions in the hospitality industry, featuring components that raise generally understudy joy and, subsequently, help in the formation of fruitful temporary job drives.

The effect of the Coronavirus episode on various partners in hospitality and vacationer management is analyzed in Kanchan et al's. research from 2021. Their review takes a gander at the different consequences for partners following the overall pandemic and gives bits of knowledge into the troubles the industry is confronting. The functional and financial parts of these issues are analyzed, offering significant bits of knowledge into the versatile strategies required for the hospitality and the travel industry sectors to recuperate and become strong after the pandemic.

The review directed by Menon et al. (2023) focuses on the making of an enterprising model that use the capacity to understand people on a profound level and the plan thinking technique. The objective of this system is to associate individual prosperity with enterprising undertakings to advance feasible prosperity among the more youthful age. The review underlines that it is so essential to adopt an extensive strategy while making enterprising

models that help social and individual manageability by combining configuration thinking with the capacity to understand people on a deeper level.

Omer, Sawant, and Ragde (2023) look at how unfamiliar guests view the picture of a spot, involving Socotra Island in Yemen as a contextual investigation. Their review enlightens the subtleties of how explorers comprehend and make an objective's image picture. Objective chiefs must appreciate these perceptions to redo strategies that increase the general charm and intensity of the travel industry places.

The concentrate by Anawade and Bendale (2016) investigates the connection between private buying propensities and client satisfaction. With an emphasis on Hotel Silver Castle, the review offers bits of knowledge into the components that influence visitor fulfillment in the hospitality sector. The review offers critical ramifications for hotel management procedures by giving a thorough comprehension of the connection between client decisions and fulfillment levels through the assessment of individual spending designs.

3. JOB PERCEPTIONS

Inside the system of the exploration on hotel management graduates' job originations in the Maharashtra hotel sector, "job perceptions" relates to the individual convictions and expectations that individuals have about their future or present jobs. This incorporates a great many components, for example, the normal jobs and obligations, the working environment setting, the way of life of the association, and general job fulfillment. It is vital to appreciate how individuals view jobs since it gives understanding into how graduates' assumptions and the real factors of the work market adjust — or don't compare. This examination investigates the nuances of graduates' viewpoints, including what impacts them, how well these perspectives match their genuine work encounters, and potential implications for the two people and the industry all in all.

The assumptions that new graduates in hotel management have when they join the industry are the main thing to be analyzed in the analysis. This involves an exhaustive examination of the capacities, commitments, and hardships they predict in their chose sector. Top to bottom analysis is finished on the distinctions between these assumptions and the genuine work encounters saw in the Maharashtra hotel industry, offering bits of knowledge into potential areas of progress in industry practices and schooling.

The part additionally investigates the few angles that influence how individuals see their jobs. These could incorporate what instructive establishments mean for understudies' perceptions, how temporary positions open understudies to certifiable circumstances, and what industry advancements mean for graduates' points of view. By separating these factors, the analysis tries to give an unmistakable image of the mind boggling organization of variables impacting how graduates in hotel management view their situations in the Maharashtra hotel sector.

Eventually, a cautious assessment of how jobs are seen assists with fostering a refined comprehension of the connections between preparing preparation, industry guidelines, and individual objectives. This data is inestimable for the two organizations attempting to make a seriously uplifting and invigorating workplace that lives up to the assumptions of impending hotel management experts and instructive foundations attempting to all the more likely coordinate their educational programs with industry needs.

3.1. Expectations vs. Reality

In the "Expectations vs. Reality" examination, the errors or likenesses between the normal expert encounters that hotel management graduates expect to work in the Maharashtra hotel business and this present reality circumstances they run into in their initial professions are entirely analyzed. Graduates oftentimes foster expectations about specific vocation jobs, work settings, and industry elements in view of their instructive encounters, coursework, and entry level positions. The reason for the analysis is to decide if these expectations are in accordance with the real factors, hardships, and everyday intricacies of working in the hotel business. Disparities among expectations and reality can have significant implications, including work fulfillment, vocation directions, and the overall availability of graduates for the expert world. Through the recognizable proof of these inconsistencies, the exploration gives wise data that helps instructive establishments alter and work on their educational programs to all the more likely plan understudies for the genuine requests of the labor force. Bosses may likewise better comprehend what arising experts expect, which will assist them with spanning holes, offer custom fitted help, and encourage conditions that assist ongoing graduates with prevailing in the quick moving, merciless industry of hotel management.

3.2. Factors Influencing Job Perceptions

The "Factors Influencing Job Perceptions" study digs profoundly into the different angles that impact how late graduates in hotel management view their situations in the Maharashtra hotel

sector. Graduating undergraduates' expectations of the functioning scene are formed by the educational program, informative procedures, and active experience that instructive foundations offer. Temporary jobs give substantial experiences that impact graduates' points of view by overcoming any issues between scholastic information and reasonable application. Understanding business sector patterns is fundamental since it influences how ongoing graduates see themselves functioning in a field that is evolving rapidly. Through bunch reflections and discussions, peer connections and shared encounters impact how individuals see their jobs and help in the socialization cycle. This exhaustive examination looks to explain the mind boggling cooperations between these components, offering shrewd direction to graduates, bosses, and teachers on the most proficient method to oversee and change expectations to the always changing hospitality scene in Maharashtra.

4. JOB PREFERENCES

With regards to hotel management graduates in the Maharashtra hotel sector, the investigation of "Job Preferences" involves an exhaustive analysis of the specific characteristics and highlights that graduates track down engaging in their current or possible jobs. The reason for this analysis is to explain the factors influencing graduates' choices and to uncover the nuances of their preferences.

A pivotal part of job preferences is the specific jobs and obligations that enticement for ongoing graduates. Preferences for jobs before house management, occasion arranging, culinary expressions, and other particular fields are remembered for this. Grasping these tendencies offers critical viewpoints on the fluctuated proficient ways that graduates expect in the sector.

The analysis likewise investigates the selections of graduates with respect to working environments. This incorporates things like the sorts of spots people view as engaging — lavish hotels, shop hotels, or resort settings, for instance. A workplace's general allure is additionally impacted by components like hierarchical culture, collaboration elements, and professional success open doors. The report offers a refined information on the workplaces that most enticement for late graduates in hotel management by looking at these preferences.

One more significant part of work determination is longing for pay and pay. Bosses and instructive organizations the same should understand the compensation expectations of graduates in the Maharashtra hotel sector. This examination researches whether graduates'

dynamic cycles give need to non-money related motivations, serious remuneration bundles, or additional advantages. Finding these preferences assists organizations with planning enrollment and maintenance procedures that work, and it assists schools with matching their educational programs to the acquiring expectations of trying experts.

Moreover, the job preferences area investigates the graduates' more drawn out term targets and desires in the hotel management industry, as well as their more extensive vocation goals. From a forward-looking outlook, this examination offers bits of knowledge into the inspirations driving graduates' decision of specific profession courses as well as the possibilities and issues they might look en route.

The diverse parts of vocation decisions are analyzed in the analysis of job preferences among hotel management graduates in the Maharashtra hotel industry. Through an assessment of preferences for specific positions, workplaces, pay bundles, and long haul objectives, this examination adds to a more exhaustive information on the factors influencing the expert choices made by graduates. With regards to creating conditions that suit the interests and objectives of the prospering labor force in the dynamic and shifted field of hotel management, instructive organizations, bosses, and industry partners may all benefit significantly from these experiences.

4.1. Preferred Job Roles

Inside the structure of the Maharashtra hotel sector, the "Favored Job Jobs" request involves an itemized assessment of the specific jobs and obligations that hotel management graduates see as generally engaging. Graduates much of the time have a great many expert objectives, remembering positions for occasion arranging, culinary expressions, front-of-house management, and other specific region of the hospitality industry. The reason for this analysis is to give light on the different profession ways that graduates expect by uncovering their complicated preferences and interests. Businesses can more readily match job offers to rising experts' vocation objectives and instructive organizations can more readily teach understudies for sought after callings by perceiving these preferences and adjusting their educational plan appropriately. Through an investigation of wanted job works, this analysis progresses an exhaustive understanding of the hotel management vocation scene, working with additional engaged and productive ways to deal with recruiting, preparing, and professional success in Maharashtra's lively and changed hospitality sector.

4.2. Desirable Work Environments

The examination of "Positive Workplaces" contains an exhaustive assessment of the specific characteristics and qualities that graduates in hotel management track down appealing in their workplaces in the Maharashtra hotel sector. This assessment investigates various points, including group elements, authoritative culture, and the sorts of foundations that are considered engaging — like retreat settings, store hotels, or lavish hotels. Businesses hoping to foster settings that line up with the objectives of arising experts could acquire critical experiences from figuring out these preferences. It likewise assists instructive organizations better adjust graduates' desires to the real factors of the expert scene by planning understudies for the assortment of job settings they might insight. This examination assists with laying out strategies that further develop work environment fulfillment, representative commitment, and by and large progress in the unique sector of hotel management in Maharashtra by intently looking at satisfactory workplaces.

4.3. Salary and Compensation Preferences

Looking at the monetary needs and expectations of hotel management graduates in the Maharashtra hotel sector is a significant piece of the "Pay and Remuneration Preferences" request. This examination investigates whether graduates' dynamic cycles give need to non-money related motivating forces, serious compensation bundles, or different advantages. Managers should understand these preferences to make enlistment and maintenance techniques that work and pay designs that address the issues of trying experts. Furthermore, this information offers instructive foundations adroit direction on the best way to assist understudies with setting sensible expectations for their compensations and prepare for wage exchanges when they enter the labor force. Inside the dynamic and serious field of hotel management in Maharashtra, the analysis' assessment of pay and remuneration preferences assists with establishing workplaces that draw and keep ability, cultivating an amicable connection between worker expectations and industry norms.

5. RESEARCH METHODOLOGY

The principal objective of the ongoing review is to determine how last year hotel management graduates see and focus on jobs in Maharashtra. The review's members are ongoing graduates of hotel management schools. The methodology of comfort inspecting was picked. The data was assembled among June and October of 2017. The survey posed inquiries on the

suppositions and preferences of representatives working at Maharashtra city's hotels. The last year hotel management graduates' preferences and perceptions were undeniably estimated utilizing Likert's five-point rating system, which goes from unequivocally consent to differ firmly. Elucidating insights were utilized to dissect the essential information accumulated from target respondents, and ANOVA, Free t-test, and one-example t-test were utilized to test the speculation. SPSS 21.0 was used for the analysis of the information.

5.1. Statement of Hypothesis

1. Inside factors don't affect last year hotel management graduates in Maharashtra city's work valuable open doors in the hotel business.
2. The last year hotel management graduates in Maharashtra City are not affected by outside factors with regards to work in the hotel sector
3. With regards to how male and female hotel management graduates view positions in the Maharashtra city hotel business, there is no way to see a distinction.
4. Concerning of jobs in the hotel business in Maharashtra city, there is no way to see a variety between the age gathering of hotel management graduates.
5. Jobs in the hotel business in Maharashtra are not liked by definite year hotel management graduates.

6. DATA ANALYSIS AND INTERPRETATION

Table 1: Profile of respondents' demographics

Gender	Frequency	Percent
Male	150	68.8
Female	50	31.2
Total	200	100.0
Age	Frequency	Percent
18-20 Years	40	30.2
21-24 Years	90	40.3
25-27 Years	40	19.5
Above 27 Years	30	10.0
Total	200	100.0

The segment profile of the responders is shown in the above table. As should be visible from the above table, 31.2% of respondents are ladies and 68.8% of respondents are men. With respect to progress in years circulation of respondents' interests, the main part of respondents (ages 21 to 24) fall into this age bunch, trailed by 30.2% of respondents (ages 18 to 20), 19.5% of respondents (ages 25 to 27), and 10% of respondents (ages 27 or more).

➤ **Null Hypothesis 1**

Interior factors don't affect last year hotel management graduates in Maharashtra city's work open doors in the hotel business.

Table 2: One-sample t-test for internal factors influencing hotel workers' attitudes among recent graduates in hotel management

Internal Factors	N	Mean	SD	t-value	p-value
Confidence in Selection	200	3.22	1.358	2.430	0.018*
Industrial Exposure	200	3.24	1.422	2.496	0.015**
Importance of 3-Year Employment	200	3.38	1.424	4.066	0.001**
Preparation for Future Hospitality Career	200	3.25	1.377	2.669	0.009**
Competition in Hotel Industry	200	3.46	1.360	5.218	0.001**
Variety in Hotel Work	200	3.30	1.293	3.468	0.002**
Hotel Experience for International Career	200	3.36	1.483	3.653	0.001**
Respect for Hotel Job by Family and Friends	200	3.39	1.460	4.052	0.001**

The one-example t-test results for interior factors in regards to hotel work among definite year hotel management graduates are shown in the above table. Every one of the inward factors have a mean scope of 3.20 to 3.39. All inside factors fall inside the scattering scope of 1.293 to 1.483. Each inward element has a p-worth of under 0.01 and a measurably huge 1% edge of importance. The elective speculation is acknowledged and the invalid theory is dismissed. In this way, it is contended that inward factors considerably affect last year hotel management graduates' craving to work in Maharashtra city's hotel business.

➤ **Null Hypothesis 2**

The final-year hotel management graduates in Maharashtra city are not influenced by outside influences when it comes to jobs in the hotel business.

Table 3: One-sample t-test to see if outside variables affect hotel jobs

Statements	N	Mean	SD	t-value	p-value
High Demand for Hospitality Graduates	200	3.40	1.398	4.364	0.001**
Industrial Training Perception Change	200	3.33	1.353	3.635	0.001**
Attractiveness of Hotel Jobs in Pay Package	200	3.39	1.419	4.167	0.001**
Job Safety in Shaky Economic Climate	200	3.35	1.342	3.989	0.001**
Vibrancy of People in Hospitality Industry	200	3.20	1.405	2.172	0.033*
Enormous Scope in the Hospitality Industry	200	3.29	1.230	3.592	0.001**
Challenging and Demanding Hotel Work	200	3.47	1.360	5.353	0.001**

The above table is featured by a one-example t-test to decide if outer factors impact last year hotel management graduates' craving to work in the hotel sector. considering that every outside variable's p-esteem is under 0.1. Subsequently, at the 1% degree of importance, the invalid speculation is dismissed. In this way, one might say that external factors hugely affect last year hotel management graduates' possibilities for work in Maharashtra's hotel sector.

➤ **Null Hypothesis 3**

With regards to how male and female hotel management graduates view jobs in the hotel business in Maharashtra City, there are no obvious contrasts.

Table 4: Independent t-test about employment in the hotel industry for graduates, both male and female

Gender	N	Mean	Std. Deviation	t-value	p-value
Male	150	3.23	0.687	2.777	0.008**
Female	50	2.97	0.664		

The above table shows the aftereffects of an autonomous t-test for positions in the hotel business for both male and female graduates. With a t-worth of 2.777 and a p-worth of 0.008, the two qualities are measurably huge and under 0.01. In this manner, it tends to be surmised that there exists a critical differentiation in the business chances of male and female graduates in the hotel industry of Maharashtra city. More hotel positions were affected by male graduates (3.23) than by female graduates (2.97).

➤ **Null Hypothesis 4**

As to graduates of hotel management view positions in the hotel business in Maharashtra City, there is no way to see a variety in age between them.

Table 5: ANOVA test for the age range of graduates and their views on hotel employment in Maharashtra

Age Group	N	Mean	Std. Deviation	F-value	p-value
18-20 Years	40	3.20	0.702	3.130	0.028*
21-24 Years	90	3.16	0.665		
25-27 Years	40	3.08	0.676		
Above 27 Years	30	2.74	0.853		

The ANOVA test discoveries for the age gathering of graduates and their perceptions of hotel jobs in Maharashtra city are shown in the above table. The F-worth and p-an incentive for the hotel management graduates in Maharashtra city are 3.130 and 0.028, separately. At the five percent importance limit, the invalid speculation is dismissed. In this manner, it tends to be surmised that there exists an important difference in the impression of hotel jobs in Maharashtra city inside the age scope of hotel management graduates.

Table 6: Graduates of hotel management schools' preference for hotels

Preference	Frequency	Percent	Valid Percent	Cumulative Percent
Standalone Hotels	20	8.3	8.3	8.3
Group of Hotels	130	70.2	70.2	77.4
Foreign group of Hotels	50	22.9	22.9	100.0

As indicated by the consequences of the above table, most of respondents — 70.2% — really like to work for hotel gatherings. Then, arranged by inclination, are worldwide hotel gatherings (22.9%), unsupported hotels in the exploration district (8.3%), and unfamiliar hotel gatherings (22.9%).

Table 7: Job function preferences of final year grads

Job Function	Frequency	Percent	Valid Percent	Cumulative Percent
Front Office	30	20.4	20.4	20.4

Finance Accounts	60	26.8	26.8	46.8
Housekeeping	50	20.7	20.7	66.6
Food & Beverage Service	30	19.8	19.8	85.4
Food & Beverage Production	30	15.8	15.8	100.0

The work capability that last year graduates in Maharashtra City like. the greater part In Maharashtra city, 26.8% of respondents said they would like to work in the hotel industry's money and bookkeeping division, trailed by 20.7% who would prefer to work in the housekeeping division, 20.4% who would prefer to work in the front office, and 15.8% who would prefer to work in the food and drink division.

➤ **Null Hypothesis**

Jobs in the hotel business in Maharashtra are not preferred by final-year hotel management graduates.

Table 8: One-sample t-test to determine hotel management graduates' preference for hotel jobs

Preferences towards	N	Mean	SD	t-value	p-value
Hotel Jobs	200	3.10	0.707	70.633	0.001**

The One-example t-test for hotel jobs inclination among Maharashtra city's hotel management graduates is shown in the above table. With regards to the last year graduates in Maharashtra city's decision for hotel occupations, the decided t-esteem is 70.363 and the p-esteem is 0.000. At the one percent importance level, the invalid speculation is dismissed. Consequently, one might say that last year hotel management graduates have areas of strength for a for hotel management positions in Maharashtra.

7. FINDINGS

1. A large portion of the understudies are in the age scope of 21 to 24 years of age.
2. Of the understudy populace, 69.88% are male and 30.11% are female

3. Inside components that significantly affect last year hotel management graduates' craving to work in Maharashtra's hotel business.
4. Outside factors that significantly affect last year hotel management graduates' craving to work in Maharashtra's hotel business.
5. In Maharashtra City, there is a striking dissimilarity between occupations held by male and female graduates in the hotel industry.
6. Of the understudies, the greater part (70.2%) would prefer to work for a chain of hotels.
7. As per the review, understudies' top work preferences are in finance (26.6%), housekeeping (20.7%), front office (20.4%), and food and refreshment (15.8%).
8. The study found that understudies by and large blessing callings in the hotel business.

8. CONCLUSION AND RECOMMENDATION

The current review offers huge bits of knowledge into the components that effect vocation decisions in the unique hotel industry of Maharashtra, in light of a top to bottom examination of work perspectives and preferences among hotel management graduates. The study revealed a great many sentiments, like confirmations about finding a job, the impact of modern openness on possibilities for a vocation, and the meaning of the initial three years of work for future expert progression. The review shed light on the ideal impression of hotel business, featuring benefits including cutthroat pay, job security during financial slumps, and the requesting and invigorating nature of hotel work. The reason for the review was to figure out how last year hotel management understudies in Maharashtra City currently see and favor things. In light of the data accumulated, the review presumed that there is a requirement for schooling in hotel management, that discernment and preferences are impacted by both inner and outside factors, and that the hotel business in Maharashtra city will approach talented individuals' capital. The analysis' decisions lead to a few suggestions, for example, adding true encounters to scholastic educational plans, further developing projects for modern openness, reinforcing profession guiding endeavours, empowering collaboration among the scholarly world and business for further developed status, and tending to inclination contrasts through variety and incorporation drives. By organizing instructive planning with the changing requests of the Maharashtra hotel sector, these means desire to guarantee that graduates are ready and that the labour force is adaptable.

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Dr Manju Rughwani is a multi-faceted media, entertainment and communication professional with over two decades of academia-industry experience. Her passion lies in excelling her career in three C's--Content, Communication and Corporate Social Responsibility.

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Dushyant Somvanshi brings over twenty-four years of filmmaking and media production experience, collaborating with notable organizations such as Doordarshan and brands like Lokmat Newspaper and Tech Mahindra. His expertise includes directing projects for Convergys and Wipro Industries. Currently a Ph.D. research scholar in Mass Communication, his work focuses on Audiovisual Storytelling through immersive media in India. He holds a Master's in Communication Studies from Pune University and a Bachelor's in English Literature from Dr. Babasaheb Ambedkar University. Dushyant has also worked extensively with Doordarshan on national and international programs, including Krishidarshan and various short films, enhancing media education at Ajeenkya D Y Patil University with his practical and academic insights

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