

**DEVELOPMENT AND ASSESSMENT OF
EDUCATIONAL MODULES ON HOSPITALITY
MANAGEMENT OPERATIONS FOR HIGHER
SECONDARY GIRLS FOR THEIR
EMPLOYABILITY**

SYNOPSIS

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January 2020

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INTRODUCTION

Education is one of the most significant methods for engaging and empowering any individual or a community. It is the process of encouraging learning, or the acquisition of knowledge, information, skills, abilities, ethics, values, convictions, beliefs, and habits. According to Webster's New World Dictionary (1962), Education is "the process of training and developing the knowledge, skill, mind, character, etc., especially by formal schooling". The level of educational attainment and literacy rate are indicators of the general development of any society. Gender equality and women empowerment are crucial for accomplishing prosperity and sustainable development.

Girl Education

Girl Education is necessary for any country to help them develop socially and economically. It has been observed that an educated woman is much more capable to handle her household work than the uneducated one. Education not only enlightens a woman with knowledge but teaches lifetime lessons to be used in the future. An educated woman will be filled with self-confidence as she has acquired skills that will lead her to be a skilled employee in any sector. The government has introduced several schemes like "*Beti Bachao, Beti Padhao*" to curb this social problem and uplift women's education, and motivate people to send their daughters to school, but still, in many places, the dropout rate is quite high. Educated women yield a positive impact on Indian society through their contribution in professional fields like – medical, defence services, science, engineering, and technology. They can get the ability to make their decision on their own, earn a higher income, marry at a later age, and can give a healthy life to themselves and their family. This brings confidence among them to participate in various activities, bring enthusiasm among them, and fulfil their potential. So investing in the education of a girl can contribute to an educated family, society, and the entire country and thus helps in increasing the economy of the country.

Women education in India plays a key role in the social and economic development of the country. Educating a woman uplifts her life as well as the quality of her life and her entire family. Every member of the nation has the right to education. Education is important for all therefore girls also have the right to education. Educated girls can make their own choices and decisions. An educated woman can participate in helping the family financially as well as morally. Education helps her in nurturing the family, communities, and economies stronger. Today also in many areas of the country, the dropout rate of girls is quite high. Many girls

cannot continue their education, and they have to leave the school in between their education at a very early stage.

Career Opportunities for 12th Pass out Girls

When girls cannot pursue higher education and discontinue their studies after the 12th standard, they lack the skills or qualifications to find employment opportunities. However, they are capable of handling all these things with proper care. Hence, skill development programs proved to be helpful in this situation and help them build a set of skills, thus securing their future economically and socially. For this, they have to work hard to find that delicate balance between times spent with family, child care, and work-related issues. This requires proper planning and management as hospitality is an intense, time and energy-consuming, fast-paced industry. There is a concept of finishing schools which is a scheme initiated by the government of Gujarat under the Knowledge Consortium of Gujarat, the department of education, the government of Gujarat. It is an Employability Enhancement Initiative of the Education Department, Government of Gujarat for imparting training on Skill development for students of Higher and Technical Education to make them Industry-ready (<https://kcg.gujarat.gov.in/finishing-school>). Finishing schools are the schools which prepare girls or young women to work with society. In finishing school, a girl is taught about social behaviour and making them practices it. In India, it is conducted as a one year course. It plays a vital role in shaping the overall personality of an individual by uplifting their skills, by giving them some soft skills. Any individual who joins these types of finishing schools gets a unique opportunity to display his/her practical job experience plus theoretical studies. There, students are frequently exposed to different job challenges during training programs which makes it possible for them to build and enhance their confidence level and cover the gap between theoretical studies and practical. These finishing schools trains the students from various professional courses to develop their communication skills, presentation skills and group discussion skills, which are necessarily required during the job selection process, and also tries to develop a smarter attitude necessary to achieve higher professional growth. The minimum qualification for joining in finish schools is 10th class. The underprivileged girls can also join in finishing classes because it offers various courses and they can join it before marriage, before joining in the job, or after their child's admission in school. These courses are available in all most all the cities in India now. These programs can help them to get a bright career as this program polishes employability skills, conditions and prepares individuals to take up 'Leadership Roles' and project a Confident Personality in an ever-challenging environment. Complete training is designed to function as a "Career Development &

Finishing School” Program. This can bring a positive change among them and helps to plan the career development process to improve their strengths and skills.

There are many career fields that one can choose after 12th standard. Often the selection is based on the interest of the student, and future scope. The hospitality industry has become the largest employer of women in the current date. It is one of the highly job oriented fields; it covers a wide range of services including food service, accommodation, and catering. The hospitality sector is growing at a rapid pace; the industry has to consider both male and female candidates equally for positions that traditionally have been dominated by men. After senior secondary education, various certificate and diploma programs are also available that are of three months, six months, and one year. Various topics are taught under those programs in such a short duration of time. They teach about Communication Skills which helps the front desk agent or the receptionist to deal with the guests and to welcome them with smiling face and good attitude. They also give them knowledge about housekeeping, accounting, nutritional status, event management, travel and tourism management, serving, etc.

Hospitality Industry as a profession for 12th pass out girls

The hospitality industry is a group of businesses that provides a variety of products and services to guests or travelers. The proposed study on imparting technical and practical knowledge to 12th pass out girls to work in the Hospitality institutions such as hotels, Guest House and Private Housekeeping Services will help in women empowerment through employment. The educational package will be implemented through some teaching modules consisting of theory and practical on housekeeping operations like introduction of Hotel Organization, Classification of hotels, Different departments of the hotel, the role of the front desk agent, Housekeeping Department, Attributes and qualities of a housekeeping personnel, Dress Codes and Uniforms of housekeeping, Personal Hygiene , Personal Grooming, Communication skills, Telephone etiquettes, Personality development, Handling Guest Complaints, Cleaning Equipment and Materials , Cleaning Agents, Principles of cleaning and cleaning procedures , Different cleaning techniques , Types of Rooms, The components of the guest bedroom, Bed types and Linen requirements standards, Function of Housekeeping trolley (maid cart), Efficient Room Cleaning Sequence for Cleaning and Servicing a Guest Room, Cleaning of a Vacant Room, Flower arrangements, Laundry Equipment and process, maintaining Linen Room & Linens and registration process for setting up small business. It also

includes the role and responsibility of the food and beverage department, various types of table setting, napkin folding, menu type, taking the order, bill presentation, etc.

Role of Women in Hospitality Industry

Previously the hospitality industry was male-dominated because of the culture and nature of the industry. The hospitality staffs have to deal with various people of different type. Their main role is to serve the guests in all possible ways. They are required to perform all of their duties from greeting the guests to cleaning and serving them with all the essential things they require. Women in the earlier times were not supposed to go out of their house and were not allowed to perform all these functions. So the women had to face numerous problems as they have to decide and make a choice between their family and career, and most of the time, they sacrifice their career to take care of their family. This was one of the biggest challenges in balancing their personal and professional life. It was believed that women were meant to stay within the boundaries of their home and perform all the household work, taking care of family members and children, etc. They were given education up to 10th or 12th standard and then they were expected to get married and take care of their family. But now the time has changed and women are also performing the same roles as a man does. Today girls are also given equal education as boys so that they can fulfil their dreams. But in many places, girls cannot pursue their higher studies because of definite reasons one of them is the family's poor financial conditions.

Employment in hospitality operations allows 12th pass girls to work, enhance their skills and develop confidence among them which may help in improving their knowledge and skills as well as the economic conditions. Housekeeping plays a very important role in the hospitality industry in many ways. It is something that a girl is familiar with. There are various duties of a housekeeping staff such as: It helps to establish a welcoming atmosphere and ensure reliable service from all the staff of the department, to ensure a high standard of cleanliness and general upkeep in all areas of the department, to provide linen, bed sheet, towel soap etc. in rooms, as well as maintain an inventory for the same, to provide uniforms for all the staff and maintain adequate inventories for the same, to cater to the laundering requirements of the hotel linen, staff uniforms, and guest clothing, to iron all the uniforms, to provide and maintain the flower decorations and maintain the landscaped areas of the hotel, to coordinate renovation and refurbishing of the when required, to deal with lost and found articles, to ensure training, control, and supervision of all staff attached to the department, to establish a good working relationship

with another department, to ensure that safety and security regulations are made known to all staff of the department. These activities do not require specific training so women can learn these services easily.

Sectors of Hospitality Industry

The front office personnel include the front desk agents, bell and door attendants. This is a very challenging yet exciting job as they have to interact with different types of guests. The primary responsibility of a front desk agent is to greet guests and get them checked into rooms. Their position as the first point of contact for guests is one of the most important in the entire business. Housekeeping is related with performing all the duties towards cleaning, maintaining orderliness, and running a house or a business property. In case of hotels, the housekeeping duties involve maintaining the hotel to the best possible state in terms of cleanliness, and keeping it at highly desirable ambience. Housekeeping generates the first impression on a guest's mind. The housekeeping efforts clearly show how the hotel will take care of its guests. Food and Beverage department is one of the great and most useful departments for any hotel and restaurant. A Hotel is incomplete if it does not have Food and Beverage department in it. Food and Beverage service is a process of preparing, presenting and serving of food and beverages to the costumers through restaurant, food stalls etc.

Women generally possess a good knowledge of housekeeping, cleaning, managing, and serving than boys because they are trained in this field right from childhood. They perform all the household activities such as cleaning the room, decorating, and dusting, changing curtains, linens, bed sheets, etc. at their home so it has become their routine activity and they can perform these tasks very well. Housekeeping is an operational department in a hotel, which is responsible for cleanliness, maintenance, aesthetic upkeep of rooms, public area, back area, and surroundings. It can be a bright career field for girls who are interested in the hospitality/tourism industry. Most of the girls cannot continue their studies after 12th because of financial problems or poor economic conditions of the family possess various skills and talent.

In recent decades women have been contributing to the professional workforce despite their housewife role. The contemporary global concentration is on equal opportunities, attracting, encouraging, developing, and empowering women in various development projects across the globe. The tourism sector represents twice as many women employers as the other sectors, one in five tourism ministers are women, a much higher proportion of own-account workers in the tourism and a large amount of unpaid work is being carried out by women in the family business. It was envisaged that four factors mainly involved in women in the industry such as, women once married will not function as well as their male counterparts, promotions are generally

linked with transfers and women reluctant to take up new positions with mobility, female workers have to work much harder to prove themselves than male counterparts and the presence of cultural barriers prevent women advancing their careers (Kattara, 2005).

Current Scenario for the Dropout of Girls in India

As per the Census, the literacy rate of women is increasing with time. As per the 2011 Census 1991, the female literacy rate was 39.8 per cent, then it increased by 14% in the Census 2001 and become 53.7 per cent and after that again it raised to 64.6 per cent as per the Census 2011. But if we consider the female literacy rate in India, then it is lower than the male literacy rate as many parents do not allow their female children to go to schools. Kerala has the highest literacy rate in India whereas the lowest literacy rate in India is seen in the Bihar state (Retrieved from: https://www.census2011.co.in/literacy.php_on_10-02-2021). Some of the most common reasons for the high rate of drop-out in the primary and middle school level are: They are always occupied by the household chores so they are not interested in studies. Poverty is one of the causes and the cost of education in schools is quite high. In some of the regions of interior areas, girls are married at a very early age. People are scared to send their daughters to the outside of the home due to safety reasons. Some people are living in very interior areas where schools are very far so this is also one of the reason. Lack of proper toilets/ means of sanitation and hygiene are also one of the important reasons for not sending young girls to the school.

Reason for Dropout of Girls from school

The data of the world showed that millions of girls left the school, out of which more than 60% of them left from higher secondary school age and more than 30% girls left school at lower secondary school age. There are many reasons for their dropout some out of which are: poverty, lack of knowledge among parents, child marriage, and gender difference. Their chances of getting quality education are even smaller if they come from a poor family, live in a rural area, or have a disability. Girls are four times more likely to be out of school than boys from the same background. The poorest girls also have the least likelihood of completing primary school. There are often legal, religious, and traditional practices that discriminate against girls having the chance to get an education. The negative attitude of parents towards the girl child and her education is one of the major reasons for the low female literacy rate in India. All of it varies among countries and different communities. Poor families often favor boys when investing in education.

Poverty is the root cause of many problems in India and also of the low female literacy rate.

More than one-third of the population in India is living below the poverty line. Though the government is putting efforts to make primary education free, still parents are not ready to send their girls to school. In most of the rural areas, the lack of easy accessibility to school is another reason for the low female literacy rate. Parents do not prefer to send girls to schools if these are located at a far distance from their village or home. Even if schools are there then lack of adequate school facilities becomes a hurdle. Some of the schools are really in pathetic conditions and do not have even basic facilities. Even some schools do not have enough rooms to accommodate all the students. In most families, boys at home are given priority in terms of education but girls are not treated in the same way. Right from the beginning, parents do not consider girls as earning members of their family, as after marriage they have to leave their parents' home. So their education is just considered as a waste of money as well as time. For this reason, parents prefer to send boys to schools but not girls. Another barrier to female education in India is the lack of female teachers. As India is a gender-segregated society, it is a very important factor in the low female literacy rate in India (Women Education and Employment Opportunities. <https://www.lawctopus.com/academike/women-education-employment-opportunities/>). In some places of India, schools do not meet the safety, hygiene, or sanitation needs of girls.

Schemes for Girl Education introduced by the Government of India

Many families are there who are below the poverty line. And people are not even aware of the various schemes that are running for the education of girl child. And according to the schemes, girls get free education or some concession in fees. The Government of India has taken up an initiative for girl education. To change the social attitude towards the girl children in India and uplift their standing in society, a range of girl child schemes have been initiated across India. Such schemes may be broadly classified into two categories – Central Government Schemes and State Government Schemes. The central government schemes cover Beti Bachao Beti Padhao - This is a newly announced Scheme of the Govt. of India for enhancing girls' education in India. Sukanya Samridhi Yojana, Balika Samridhi Yojana, CBSE Udaan Scheme - Giving wings to Girl Students - The Scheme is dedicated to the development of girl child education, to promote the admission of girl students. The aim is to address the teaching gap between school education and engineering entrance examinations. National Scheme of Incentive to Girls for Secondary Education, Dhanalakshmi Scheme.

In addition to central government schemes, every state in India also has its scheme for girl child welfare. The Indian government has also introduced various policies for the education of

Girls at the Elementary Level. Ministry of Human Resource Development has taken several initiatives for expansion of girls' school and higher education, details of which are as under School Education is Kasturba Gandhi Balika Vidyalaya - This scheme was launched in July 2004, to provide education to girls at primary level. It is primarily for the underprivileged and rural areas where the literacy level for girls is very low. Mahila Samakhya- Mahila Samakhya (MS) is an ongoing scheme for women's empowerment that was initiated in 1989 to translate the goals of the National Policy on Education into a concrete program for the education and empowerment of women in rural areas, particularly those from socially and economically marginalized groups. Saakshar Bharat: The National Literacy Mission was recast with its new variant launched in 2009. It aims to accelerate adult education, especially for women (in the age group of 15 years and above) who have no access to formal education, targeted female literacy as a critical instrument for women's empowerment. Mid-Day Meal Scheme: The gender gap in school participation tends to narrow, as the Mid-Day Meal Scheme helps erode the barriers that prevent 7 girls from going to school. Mid-Day Meal Scheme also provides a useful source of employment for women and helps liberate working women from the burden of cooking at home during the day. In these and other ways, women and girl children have a special stake in Mid-Day Meal Scheme.

Women Empowerment through Employment

Women's empowerment is one of the major issues currently. Varied sectors are engaged in the drive of women empowerment whether it is hospitality or any other field. Most of the hotels and tourist organizations are trying to employ women and empower them socially and financially. There is a wide scope of empowerment in the tourism industry if the resources and employment opportunities are properly harnessed. Various social cultural and economic factors influence the role of women in prominence occupying both in the society and the workplace. The hospitality and tourism industry aims to lift the acceptance of women in business and raise the profile of women in the industry. The current scenario in the industry has created a period of remarkable change and growth for women in this field. In restaurants, hotels, catering, firms, resorts, and many other venues, women are becoming much more visible in management roles and other key positions.

So the parents need to know about all these so that they do not stop their girl child to go to school. For this purpose, some awareness programs and pieces of training should be provided to the parents. According to an International Labor Organization report, "Educating girls has proven to be one of the most important ways of breaking poverty cycles and is likely to have

significant impacts on access to formal jobs in the longer term” (Retrieved from: <https://theirworld.org/explainers/girls-education> on 22.01.2021).

As today’s women have made their significant place in society and are working equally with man. They are caring, committed, smile faced and enthusiastic, and combined all these qualities it can be traced as hospitality. Their hospitable nature can enlighten the candle of the tourism and hospitality industry to a greater extent. They can explore their career paths and do a lot for the development and improvement of this promising sector. Women have covered almost all the areas and sectors and are working everywhere but Hospitality and tourism is a sector that can be very beneficial for them.

Nowadays women are also taking up initiative and playing an important role in varied fields so hospitality and tourism are also covered. Earlier only male use to join this sector but now it is proved that women can also perform better in this field. Since girls are trained in household chores from childhood this enables them to grasp housekeeping skills easily. Apart from the betterment of the tourism industry for improving women’s status, it has some harnesses for working of women in the sector. As the tourism industry is a service industry so everyone feels like women are the showcase of the industry (Jayswal & Jaiswal, 2015). Travel & Tourism can provide women with more opportunities for workforce participation, leadership, entrepreneurship, and empowerment than many other sectors, particularly in developing countries, and as such, it can have a tremendous effect on poverty reduction in rural communities. Women’s participation in economic activity brings benefits at both the micro and macro levels (Bazazo et al., 2017). Thus women can help the industry through their creativity & inventiveness but they should be given awareness about the multi-dimensional opportunities available (Kurebwa and Nyaruwata, 2013). Therefore, the proposed study focuses on empowering girls in skills needed for various departments of hospitality industries like front desk operations, housekeeping operations, and food and beverage departments which are very much in demand today. With their hospitality operations skills they can get employment in the housekeeping department and food and beverage department. And girls with good communication skills can get employment as front desk agents or receptionists.

Training of 12th pass out Girls through Educational Modules

The present study aims to develop and execute educational modules in areas like front desk management, Housekeeping Operations, and food and beverage department and its objective is to acquaint learners with theoretical as well as practical knowledge of the duties,

roles, and responsibilities of a receptionist, housekeeper/room attendant, reflecting high standards of work, customer service, management and best housekeeping operational practices. In education, the term "module" refers to an instructional unit that focuses on a particular topic, it varies upon the context, such as course and respondent's level, most educational modules include information about the topic, focus on respondent's learning activities, and demonstrate understanding. It is used to develop knowledge among individual or a group. With the help of modules they will be able to develop good communication skills and a good personality. This will help them in effective communication with the guests.

JUSTIFICATION

Education develops confidence among girls. Girl Education is necessary in India to help them develop socially and economically. They become capable of making their own decisions and become self-dependent. An educated woman can take proper care of their family, children and also helps them to educate and transmit knowledge and good values. Brigham Young has rightly quoted that "If you educate a man, you educate a person, but if you educate a woman, you educate the whole family and a nation". The empowerment of girls and women is essential for achieving sustainable development. The new strategies and initiatives must include various tools of social empowerment of women such as right and access to education, health care, adequate nutrition, right to property and access to equal opportunities, legal and institutional mechanism to help women in need, access to media and finally dispute redressal mechanism. Socio-cultural practices that work as barriers to empowerment of women and girls need to be removed at the earliest.

It is very important to educate a woman. It helps in the economic development of the nation. Educating a woman will help to live a good and healthy life. They will become aware of the laws, rights, and responsibilities. This can improve the quality of life whether they are stuck in any circumstances or situations, they will be able to come out of that situation, by taking their own decisions. If women are aware then only they can guide their family members, children's and people of the society. This ultimately will result in the overall improved condition of the society and the nation. Educating a woman will also result in Improved Health as an educated woman is aware of the importance of nutrition, health, and hygiene. In schools health education is also offered that helps them to know about the importance of various nutrients, and essential food, and dietary intake and also about the hygiene and sanitation knowledge also. Educated mothers can take better care of both herself and her child. They become a source of inspiration

for millions of young girls who make them their role-models. Educated women are more informed of their rights for justice. It would eventually lead to a decline in instances of violence and injustice against women such as dowry, forced prostitution, child marriage, female foeticide, etc. Educated women can prove to be highly successful in the fields of life. A girl-child should get equal opportunity for education, so that, she can plan to become a successful doctor, engineer, nurses, air-hostesses, cook, or choose a profession of her choice. Women's education is a pre-requisite to alleviate poverty. Women need to take the equal burden of the massive task of eliminating poverty. This would demand massive contributions from educated women. There cannot be many social and economic changes unless girls and women are given their rights to education

Since a very few studies has been conducted on 12th pass out girls, but there is no such study that provide them with employment opportunities in the field of hospitality. It will acquaint learners with theoretical as well as practical knowledge of the duties, roles and responsibilities of a receptionist, housekeeper/room attendant, reflecting high standards of work, customer service, and management and best housekeeping operational practices. An educational package that is prepared will help in generating knowledge regarding various fields of housekeeping operations like introduction of hotel organization, different departments of the hotel, the role of the front desk agent, housekeeping department, attributes and qualities of a house keeping personnel, dress codes and uniforms, personal hygiene, communication skills, personality development, handling guest complaints, cleaning equipment and materials, principles of cleaning and cleaning procedures, different cleaning techniques, types of rooms, function of housekeeping trolley (maid cart), flower arrangements, laundry equipment and process, maintaining linen room & linens and registration process. It also includes role and responsibility of food and beverage department, various types of napkin folding and table setting etc. Therefore the proposed study on imparting technical and practical knowledge to 12th pass out girls to work in the Hospitality institutions like hotels, Guest House and Private Housekeeping Services will help in women empowerment through employment.

STATEMENT OF PROBLEM

The present study aimed to Develop and Assess the Educational Modules on Hospitality Management Operations for Higher Secondary Girls for their Employability

OBJECTIVES

1. To identify the background information of the 12th pass girls of Surat City of Gujarat State.
2. To develop educational modules on Hospitality Management Operations viz; Front desk operations, Housekeeping management operations and Food and beverage operations.
3. To execute educational modules developed on Hospitality management operations for 12th pass out girls to impart knowledge.
4. To assess the efficacy of the educational modules developed on Hospitality Management Operations.

REVIEW OF LITERATURE

The review of literature chapter was divided into two parts, i.e.; Theoretical Orientation and Empirical Studies focusing on Hospitality management and its sectors.

Theoretical Orientation

It covered the topics such as hospitality, its meaning and definitions, Reasons for Dropout of cases among Girls, Hospitality as a profession for Girls, Different sectors of hospitality, Types of hospitality sectors, Functions of hospitality service unit and Role of Educational Modules in enhancing learning among Girls.

Empirical Studies

This subsection of review of literature consisted of researches conducted in India and abroad on topics of hospitality and its sectors and employment of girls.

METHODOLOGY

The present study aimed to develop and assess educational modules on hospitality management operations for higher secondary girls for their employability. Therefore, a Descriptive research design was considered the most appropriate for the study. The research was conducted in Surat city of Gujarat state, India.

Sample size and Sampling procedure

1. For the present study, the sample comprised of 120, 12th pass girls of Surat City of Gujarat State. The sample for the present study was selected through the Purposive Sampling Method and the respondents were contacted through Snow ball Technique.

Selection of Tool

For the present research, the Questionnaire was selected as the tool. The questionnaire was selected keeping in mind the objectives of the present study.

Description and Development of the Tool

Based on the objectives of the present study questionnaire was prepared. While preparing the questionnaire, care was taken to include all such questions that would elicit the information need to attain the objectives of the study.

- i. Questionnaire: The questionnaire included two sections.
 1. **Section I**: This section dealt with the questions regarding the background information of the respondents, which included; name, age, year of passing 12th, medium of Instruction, current occupation, income, any subject learned in school regarding Hospitality Management, locality, type of family, no. of family members, family Composition, employment status of parents etc.

Section II: This section dealt with the extent of knowledge regarding different areas and related duties in hospitality industry (viz; Front desk operations, Housekeeping management operations and Food and beverage operations and safety measures). The respondents were asked to respond to a 3 point continuum likert scale in terms of “agree”, “undecided” and, “disagree” and the scores from 3 through 1 were given to the respondents respectively. To obtain the categories of extent of knowledge, the score range was divided on an equal interval basis.

Establishment of Content Validity of the Tool

The scale was subjected to the establishment of content validity. To test the validity of the statements prepared, the scales were given to a panel of 11 judges, who were from the Family and Community Resource Management and hospitality experts of Vadodara city. They were requested to check the clarity and relevance of the content for each subsection. They have also requested to state whether each statement fell in the category under which it was listed.

A consensus of 80 % among the judges was taken as a benchmark for the inclusion of the statement in the final tool.

Establishment of Reliability of the Tool

To test the reliability of the tool for data collection, “pretesting” was done on 30 non-sample respondents and then the reliability value was calculated. The reliability values were found to be high for all the sections of the tool.

Data Collection Method

The data was collected with the help of Questionnaire. The respondents were contacted through Snow ball technique from the Surat city. The purpose of research was explained and a rapport was built so as to get the true responses. The investigator personally distributed and collected back the filled in questionnaire. The rate of return was 100%.

Data Analysis

The procedure of analysis of the data comprised of categorization, coding, tabulation and statistical analysis.

Categorization

a) **Background Information:** Categorization of the data was done for Medium of school, subject learned in school regarding Hospitality Management, Type of Family, No. of Family members, Monthly Family Income, Employment status of parents, any person in the family working in the Hospitality field and, if the family have any objection to work in the Hospitality industry.

a) **Monthly Family Income:** It was referred to the monthly income of the family accrued from various sources.

It was categorized as:

1. Less than 5,000
2. 5,001 to 10,000
3. 10,001 and above

b) **Type of Family:** At the time of data collection, the family were falling under the following types:

1. Joint
2. Nuclear

c) **Locality:** The locality of the respondents at the time of data collection were categorized as follows:

1. Sub-Urban
2. Urban
3. Rural

d) **Medium of Instruction:** The medium of instruction of the respondents in their school were categorized as follows:

1. Hindi
2. English
3. Gujarati

2 Extent of Knowledge: In this scale, their knowledge was tested for the statements. The respondents were asked to respond to a 3 point scale in “agree”, “undecided” and, “disagree. The scores of 3 through 1 were ascribed to each of the statements which depicted the extent of knowledge. The possible range of score was divided into three categories having an almost equal interval of number.

(a)

Extent of knowledge of the respondents regarding Front desk operations	Score range
Low Extent	38- 63
Moderate Extent	64- 89
High Extent	90- 114

(b)

Extent of knowledge of the respondents regarding housekeeping department	Score range
Low Extent	21- 35
Moderate Extent	36- 49
High Extent	50- 63

(c)

Extent of knowledge of the respondents regarding Food and beverage department	Score range
Low Extent	20- 33
Moderate Extent	34- 47
High Extent	48- 60

(d)

Extent of knowledge of the respondents regarding the safety measures	Score range
Low Extent	7- 11
Moderate Extent	12- 16
High Extent	17- 21

A Training program for 12th pass out girls

- A training program was conducted for the respondents, which was focused on enhancing the knowledge of the 12th pass out girls regarding hospitality industry. It was delivered in a Hindi for better understanding of the respondents. The major focus in the training program was to acquaint learners with theoretical as well as practical knowledge of the duties, roles and responsibilities related to hospitality industry.

Development of Modules on sectors of Hospitality

The module development were mainly focused on:

Sr. No.	Title
1	Front Desk Operations <ul style="list-style-type: none"> • Personal grooming and makeup • Managing registers: <ul style="list-style-type: none"> ➤ Guest arrival and departure ➤ Lost and found ➤ Maintenance • Telephone manners and etiquettes • Checking guest reservations (from pre-arrival to departure), • Handling keys • Taking payment through different methods.
2	Housekeeping Operations <ul style="list-style-type: none"> • Bed making in rooms • Flower arrangement and decoration • Cleaning of rooms, bathrooms and other areas using various cleaning agents • Room service

	<ul style="list-style-type: none"> • Decorating rooms and different areas • Management of different areas: <ul style="list-style-type: none"> ➤ Linen and laundry ➤ Uniform room and tailor room ➤ Housekeeping stores
3	<p>Food and Beverage Operations</p> <ul style="list-style-type: none"> • Table settings • Menu types • Napkin folding • Table laying • Taking orders and bill presentation, • Serving styles
4	<p>Information regarding safety measures</p>

MAJOR FINDINGS

The findings of the present research as obtained after the analysis of the data collected are described as follows:

A. Demographic Profile

It was observed majority of the respondents i.e. 80 per cent belonged to rural area, followed by 13.33 per cent respondents belonged to sub-urban and only 6.67 per cent respondents belonged to urban area respectively. It was found from the gathered data that more than one-half of the respondents i.e. 56.67 per cent belonged to Nuclear family whereas 43.33 per cent respondents were from Joint family. Data revealed that the medium of instruction for 60 per cent of the respondents was Gujarati medium and for 40 per cent respondents was Hindi Medium. Results also revealed that 93.33 per cent respondent's family members were not working in the Hospitality fields whereas 6.67 per cent were working in areas such as guest houses, restaurants, hotels, hospitals, resorts and other places as housekeeping staff, cook, as waiter etc.

B. Extent of Knowledge of the respondents different departments of hospitality

1. The extent of knowledge regarding different departments of hospitality (viz; Front desk operations, Housekeeping management operations and Food and beverage operations)

was found. Statements related to these areas were asked to assess the extent of knowledge of the respondents.

➤ **Frequency and percentage distribution of the respondents regarding the extent of knowledge of the respondents of different areas of hospitality industry**

The researcher was interested to find out the extent of knowledge of the respondents regarding different areas of hospitality. The extent of knowledge of the respondents was found to be low.

(a) **Front desk**

Sr. No.	Extent of Knowledge Front desk	Range of Score	Distribution of the Respondents (n=120)	
			f	%
1	Low	38- 63	81	67.5
2	Moderate	64- 89	37	30.83
3	High	90-114	2	1.67

(b) **Housekeeping department**

Sr. No.	Extent of Knowledge Housekeeping department	Range of Score	Distribution of the Respondents (n=120)	
			f	%
1	Low	21-34	89	74.17
2	Moderate	25-49	31	25.83
3	High	50-63	0	0

(c) **Food & Beverage Department**

Sr. No.	Extent of Knowledge F&B Department	Range of Score	Distribution of the Respondents (n=120)	
			f	%
1	Low	20- 33	101	84.17
2	Moderate	34- 47	19	15.83
3	High	48- 60	0	0

(d) **Information regarding Safety measures**

Sr. No.	Extent of Knowledge Safety measures	Range of Score	Distribution of the Respondents (n=120)	
			f	%
1	Low	7- 11	95	79.17
2	Moderate	12- 16	22	18.33

3	High	17- 21	3	2.50
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The detailed findings will be discussed in the thesis at the time of submission.

DEVELOPMENT OF MODULES

The modules were developed on the following:

Sr. No.	Title
1	<p>Front Desk Operations</p> <ul style="list-style-type: none"> • Personal grooming and makeup • Managing registers: <ul style="list-style-type: none"> ➤ Guest arrival and departure ➤ Lost and found ➤ Maintenance • Telephone manners and etiquettes • Checking guest reservations (from pre-arrival to departure), • Handling keys • Taking payment through different methods.
2	<p>Housekeeping Operations</p> <ul style="list-style-type: none"> • Bed making in rooms • Flower arrangement and decoration • Cleaning of rooms, bathrooms and other areas using various cleaning agents with different techniques • Room service • Decorating rooms and different areas • Management of different areas: <ul style="list-style-type: none"> ➤ Linen and laundry ➤ Uniform room and tailor room ➤ Housekeeping stores
3	<p>Food and Beverage Operations</p> <ul style="list-style-type: none"> • Table settings • Menu types • Napkin folding • Table laying • Taking orders and bill presentation, • Serving styles,
4	Information regarding safety measures

The detailed modules and description will be discussed in the thesis at the time of submission.

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