

Housekeeping Practices and Challenges

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Abstract--- *Hotel housekeeping in the present era is not limited to washing and repairing the different surfaces in the hotels but much more beyond that. This article discusses the current challenges, best practices, and evolving developments in hotel housekeeping that could lead to higher growth and a cost-effective tool for the hotel industry if well performed. This paper analyzed the developments in academics and popular hotel housekeeping. Hotel housekeeping has to face leading issues, developments and best practices such as environmentally friendly methods, outsourcing, IT-savvy housekeeping, recruitment, employee retention, payroll efficiency and ergonomics strategies. If the hotels organized adopt these patterns, this contributes to incentives for hotel development and long-term sustainability. They paper enhances the motivation to develop new developments common for multiple benefits in the context of hotel housekeeping.*

Index Terms--- *Executive housekeepers, housekeepers, housekeeping and service delivery, quality service in housekeeping.*

I INTRODUCTION

The section of housekeeping is generally thought to be a member of the hotel's rooms group. The person in charge, housekeeping boss or lead housekeeper in smaller properties most often reports to the general manager while the senior housekeeper or housekeeping manager reports to the rooms division manager in the bigger, more diversified assets. Size and type of establishment often dictate the structure of the organization, with the larger establishments more complex. There are often several other support areas within the housekeeping group, such as: washing, dress spaces, and maintenance of public areas.

Travel and tourism in India accounts for 5.9% of GDP and 9.2% of total employment. In 2010 the overall number of jobs (direct and indirect), in the tourism sector was 53 million and in 2009 49.8 million, accompanied in 2009 by 13.1 million in the automotive sector and only 10.2 million in the IT sector. Our sector is estimating around 77.5 million jobs by 2016. Housekeeping, especially since the mid-90s, has undergone a sea change. The use of technologies has significantly altered the department's design and working. This shifted the prevailing collection of minds and improved professionalism. Registered housekeepers in the modern world are struggling to get their proper recognition in the hospitality industry through housekeeping.

This agency is responsible for bringing into a lodging project the largest share of income, but this reality is hardly recognized and the industry's veterans too often have to find it an unpleasant task. Housekeeping activities are becoming highly mechanized and analytical. Housekeeping teams are effectively operated to maintain the hotel's cleanliness,

safeguarding and esthetic appeal. Housekeeping department's activities are crucial to any hotel's horizontal day-to-day service. Maintaining hotel is very tough and satisfying guest is even tougher in the present stringent competitive scenario.

Over the past decade, foreign tourist arrivals in the country have grown substantially, led by both business and leisure needs, and are expected to grow further at a CAGR of about 8 percent in 2010-2014, according to our new research study – Indian Tourism Industry Analysis. India reportedly has over 200,000 hotel rooms expanding across types of hotels and guest houses, with over 100,000 rooms (FHRAI) also facing a short fall. 3-4 jobs are created for each room constructed, the World Travel and Tourism Council has projected an annual work increase of 8 per cent in India.

According to a study–The Indian Hotel Industry Study 2011 Edition by CYGNUS Business Consulting and Research Firm, a total investment of INR 545.2 billion is projected in the next two years, bringing more than 20 new international brands in the hospitality sector as the hospitality industry rises, facing several challenges that lead to a rise in recent trends in different hotel parts. Hotels produce maximum income from large administrative divisions such as Housekeeping, which deals with Hotels ' scheduling activities. The present day corporate hotel housekeeper faces challenges that suggest a strong degree of professionalism.

Hotel housekeeping works swiftly, traditionally it was the responsibility of the housekeeping team to prepare clean rooms on a timely basis but major changes have now been introduced to Hotel Housekeeping. To improve hotel operations, this fast-growing and highly fueled industry needs new trends and technologies. It is, after all, the housekeeping team's responsibility to take in the largest proportion of hotel profits. So this study is looking at the patterns of housekeeping in the hotel sector.

With the advancement of time the Hotel Industry has to adopt the patterns of the times, establish new product value or service style to sustain supremacy in intense competition. Hotel's main product is room sales which required the guest to have a safe, comfortable and home atmosphere. To order to compete with threats the department of hotel housekeeping will follow these new industry trends.

IT Savvy Housekeeping

Several hotels have invested heavily in infrastructure and networking in information technology (IT) which deploys the latest technical advances in their operations. Hospitality Industry has invested heavily in information technology (IT) to generate new housekeeping service innovations. New technologies are rapidly developing, such as Wi-Fi (wireless fidelity), radio frequency identification, GPS (global positioning system), VOIP (voice over internet protocol), handheld communication devices and WLAN (wireless local area networks). Several forms of apps that have robust housekeeping programs are used in the hotels today. Engagement in service delivery has been improved with the support of the technology consumers.

Outsourcing of Services

Present age focuses on outsourcing of hotel housekeeping and it helps to reduce issues related to manpower such as filling the gap due to retirement of manpower, lack of adequate employees, skilled manpower to meet the need and unionization. Housekeeping is a service with a labor intensive existence. Many hotel chains view outsourcing as an important strategic business. As it is incredibly cost-effective, it appears to be the best solution for many specialty

activities. To meet the demands of the hotel standards is a better business strategy.

Delivery of Quality Service and Housekeeping

Delivering quality service is a priority for the organization. The entire establishment must be tailored to the provision of quality service to the client in the highly competitive market of the hotel industry. The organization's business model must have been established, its target market defined, its operating procedures built and a well-integrated delivery system implemented. Successful delivery of quality service brings competitive advantage and profitability to hospitality firms on the marketplace. In an industry that offers products with little differentiation and a high supply level, it is often believed that the only true differentiating factor is that of providing quality service. The housekeeping practice is very task-oriented, labor intensive, and subjects to well-defined expectations of time, method and efficiency. Nonetheless, it may be more challenging to identify and quantify the intangible activities involved in providing operation. Formalization is often defined as the scope to which the organization's policies, procedures, and rules are written, communicated, and enforced. Improved formalization levels increase work efficiency standardization and routineisation. At the same time, increased formalization reduces spontaneity and creativity, and increase programming feelings. The formalization of the provision of quality service in the hotel's housekeeping department would be summarized as: providing a description of quality service for the department, having more specific rules and procedures for the provision of quality service, having quality service procedures combined with the training program, and a specified way of measuring and awarding the provision of quality service.

Training

Personnel are the center of your company and will have a big part to play in deciding its performance. Make sure they feel valued with the correct recruiting and preparation methods right from get-go. The need for improved productivity has become universally accepted, and it is no less ostensible that it relies on efficient and successful teaching. In view of progress in the modern world, investing in training Hospitality operations always depends heavily on managers' ability to find and retain talented employees.

Safety & Security Hospitality Operations

Big as well as tiny, are extremely vulnerable to safety hazards. The very essence of the activity involves the involvement of a large array of people, most of whom are inexperienced, presents a significant danger to a property's protection. Fire threats are also severe; in the last few years, the occurrence of hotel fires that involve loss of life and significant property damage has risen. Security relates to physical injuries in a work environment and security applies to the possibility of robbery, explosion, and other emergency situations. The Occupational, Security & Health Act (OSHA) has been enacted for the safety of employees at work. OSHA regulations include areas of work, hygiene, signage and marks, first aid and blood borne pathogens, the identification of hazardous chemicals, the marking of all product products and the production of standardized documented threat contact. Through establishing and implementing requirements and by providing training, recruitment, awareness and assistance, OSHA maintains safe and healthy working conditions for working men and women. Hotel security is a specific feature of protecting people and properties.

Ergonomics

Ergonomics deals with the study of body movement during activities undertaken in relation to the housekeeping career which has a significant impact on job fatigues. Housekeeping is a career that is physically demanding and the work environment impacts on the workers' productivity and comfort. Ergonomics is a scientific discipline that deals with the interaction of employees and the elements of their system of work.

Employee turnover and retention

Employee retention or attrition of hotel industry staff is a major challenge and it is even more challenging in the housekeeping sector. It has a lengthy period of jobs, little pay, physically demanding activities, a high pressure atmosphere and an oppressive nature of work that leads to high housekeeping turnovers. Typically, people say that housekeeping is an unpleasant work that results in workers' low morale. Housekeeping will concentrate on formulating and incorporating complex management techniques to reduce the attrition of the staff.

Payroll Analysis

Payroll measurement is calculated for the number of rooms cleaned daily, VIP arrivals / stay over, check-outs, deep cleaning schedules and other factors which may influence labor costs. Review of payroll calculates the total monthly labor costs and seeks ways to reduce the various labor costs. This is an effective method to insure that excessive labor is not used when the housekeeping company does not require it.

II LITERATURE REVIEW

In this article we're discussing Buycott's discursive constructions, a free mobile device that provides a platform for user-generated ethical marketing initiatives. Unlike other ethical consumption applications, Buycott's content creation mode places the device itself as impartial, with activist initiatives produced by app users and offering both data and judgement[1]. The aim of this paper is to assess the need for creativity in the housekeeping (HK) department of five-star hotels in Dubai as a means of competitive advantage, and to understand how the nature of the industry in the area presents particular challenges. The main results of this study offer interesting insights into the challenges of creating and implementing innovation within HK activities, demonstrating the issues that exist as possible obstacles to progress in terms of the organizational culture and arrangement of ownership within the Dubai sector[2]. This research evaluated the hotels' housekeeping management practices and standards in terms of cleanliness, orderliness, sanitation and safety, facilities / equipment, materials control, and effective maintenance, as well as the housekeeping department problems. A standardized researcher-made questionnaire was used to collect data that was triangulated by interview and eye-control[3]. The results showed great internal consistency, as well as convergent and selective validity. Four theories underpinned the analytical findings. Decor and cleanliness have been found to have a significant positive relationship with Guest Satisfaction; whereas it has been found that Laundry services have a positive relationship with Repeat Business. Guest Satisfaction has also been found to have a positive relationship to Repeat Business[4]. The study would suggest a housekeeping performance index to provide hotel owners with a method of systematically measuring their housekeeping effectiveness. In addition, the study will deduce the statistical properties of the housekeeping performance index and create the housekeeping output assessment mode; ultimately, it will use a hotel in central Taiwan as an

illustration to investigate its quality in housekeeping[5]. Our research proposes a model of customer satisfaction to be based on transfer country data with an incorporated time dimension. The continuity of the relationship in our model is known to be critical for customer satisfaction, commitment and long-term business service success[6]. The purpose of this study is to investigate the beliefs regarding immoral activities of employees working in different roles in the hotels. The survey approach has been used to assess the dishonest activities of hotel staff during the service management phase in hotels. The questionnaire was built partly from a Varinli analysis related to the ethics pertaining to the job of the workers[7]. This work aimed at defining and analyzing universal standard service sequences for the attendance of housekeeping quarters, and also studied the consistency of housekeeping service through the differences between guest standards and real perceived satisfaction. The goal of this research was to improve human resources for housekeeping room attendance and increase the competitive advantage of Thai graduates to allow them to work effectively across the ASEAN Economic Community (AEC)[8]. This article is a literature review on state-of - the-art progress in the hotel industry and seeks to classify ideas and principles according to the following criteria: scientific methods, chronology, researchers ' observational findings and others. Our intention is to provide a framework that, on the one hand, provides a basis for future research and, on the other, allows practitioners to choose the most appropriate model based on the type of business and its objectives. The report further discusses the numerous drivers of growth and the factors that affect hotel services advancement, including business philosophy, corporate leadership, human resources and information technology[9]. This paper explores how the application of both TQM and CSR as a antecedent of business performance affects the outcomes of stakeholders of hotels[10].

III CONCLUSION

The crucial remedy is to train hotel housekeepers to face challenges as one of hotel housekeeping's fragile performance factors and are innovative patterns or best housekeeping practices. To become more enthusiastic & creative, new trends need to be adopted and integrated into hotel housekeeping, standard operating procedure and job manual validated by new trends and hospitality industry demand. Various techniques are used to achieve optimal efficiency in hotels, but there is a clear need for efficient use of available resources, staff, equipment and new scientific developments such as ergonomics, environmentally friendly activities (energy conservation, waste management, environmentally friendly goods, stationary, ozone removal, mitigation, recycle, and reuse), payroll research, etc. IT contributes to hotel development and long-term sustainability.

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