

Employee's Perspectives towards Technological Advancement at Food and Beverage Service Department in Hotel Industry

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Abstract

Hotel industry is a foremost part of hospitality sector, acts as a driving force of a nation's economy. Hotel industry is portrayed as a prime employer as it engages and depends on human resource in all work activities. Being globally connected for business proficiencies the hotel industry adopts the new technologies and developments in all aspects. In this study we explore some technological developments adopted in the food and beverage department at hotel industry and the attitude of the employees towards infusion of these developments in their departments. A well mannered questionnaire was compiled consisting of questions to examine and bring out the effect of these advancement into their department was distributed to employees with no specific criteria to any demographic facts. The study concludes, the employees are more benefited and satisfied with the infusion of technological development into the department.

Key words: Employee, Hotel Industry, Job satisfaction, Technological Development

Introduction

Hospitality Industry is one among the oldest industries subsisting ever, India known as the land of hospitality is today in the defining stages of the business of hospitality with unlimited tourism and untapped business prospects. Development in science and technologies have coerces an advancement in the standards of facilities and services offered in hospitality and tourism industry. For the past few years, impact of technology in hospitality industry is comparatively more than been in former decades.¹

All the departments at hotel industry need a technological updating to enhance the quality of service to the clients travelling many developed countries in maintaining a good customer relationship. Technological fact can develop the employees' willingness towards work, bringing in job satisfaction². Introduction of these developed facts in day to day activities improvises the efficiency and standardization in routine operations, enhances the quality of service to guest attracts³ new customers and in turn increases the economic value of the concern⁴.

Food and beverage service department is one among the major departments in hotel offers the wide-ranging services to the guest. The department earns the revenue by servicing a variety of food, beverages, tobacco etc and takes the second position in revenues generation⁵. Nowadays many guest visits restaurants even for their three time meals that improves the Compound Annual Growth Rate of

restaurants and the contribution of department towards the total revenue has been improved from 16% to 23%.⁷

Technology is altering the approaches of the hotel in making their service easier and simpler to the guest enhancing the luxury segment. In the food and beverage department, constitutes the outlets like restaurants, bars, coffee shops, discotheque, pubs, room services, in room dining, banquets, conference halls, ball room, delicatessen etc under a single roof the technology is elevating both the graphs of guest expectations and the hotel's system in delivering their services.

Many trends and technologies like artificial intelligence services are about to be introduced into the department. These advanced trends invoke a personalized treat for the guest providing a luxurious and timely services⁸. These developmental technologies are reframing the future of the hotel industry but cannot completely replace the human touch in serving the guest.⁹

A growth in technologies at the departments of hotel industry have improved the way of doing jobs by making it more eminent, burden free and avoids the monotonous boring feel in employees.¹⁰ Beside the advantageous factors in bringing in an improvement in productivity in turn the profit to concern and conveniences in reducing work burden of employees at hotel industry, they also have some disadvantages like loss of jobs for employees, blunt the skills of employees and making more dependent.¹¹

The present study discusses the technological advancement in the department of food and beverage services at hotel industry their advantages, disadvantages and impact of these advancements into the employees at the outlets under the food and beverage service department.

Materials and Methods:

The specific objective of the study is to enumerate the impacts of the new technological advancement into the department of food and beverage outlets at hotel industry on the employee's attitude working into the department. To achieve the specific objective the study involves in exploring the new technological advancements into the departments. The advantage and disadvantage of those advancements and finally their degree of impact on employee.

A well mannered questionnaire was compiled, constituting open and closed end questions examining the bringing out the technological developed facts at the outlets and the view of the employees towards this advancement in technology.

The questionnaire was distributed by both hard and soft copies to the hoteliers into food and beverage service department. The respondents were a composition of employees from all levels of management with no restriction to age or gender, beside the employee belongs to food and beverage department outlets. Data collected are fed in excel sorted, organized and finally fed into SPSS (21.0) software for the statistical evaluations.

Results and Discussion:

The study is based on drastic changes and trends occurred in food and beverage service in terms of technology and their influence on employee's attitude. This study discusses the advancements in the department of food and beverage service and their positive and negative impacts on employees at hospitality industry

The data collected from 274 employees are fed, sorted and organized in excel and finally exported to the SPSS (21) software and analyzed. The data collected are more reliable with Cronbach's alpha value (0.743).

The study was conducted among the employees at food and beverage department of the hotels with no restriction to age, gender or levels of management. Table 1. list out the demographic factors of the study.

Table 1. Demographic breakdown of the study:

Demographic Factors of the Employees	Particulars	Frequency (N)	Percentage (%)
Gender	Male	191	69.7
	Female	83	30.3
Age	Below 30 Years	117	42.7
	31 to 40 Years	98	35.8
	Above 40 years	59	21.5
Qualification	Diploma	147	53.6
	Under Graduate	95	34.7
	Post Graduate	32	11.7
Years of Experience	Less than 5 Years	147	53.6
	Between 5 - 10 Years	93	33.9
	Above 10 Years	34	12.4

Employee's attitude towards technical advancement in food and beverage department:

The questionnaire is designed to reveal the technical advancement in food and beverage outlets of the hotels where the survey being conducted. The study exhibits that the hotels in Chennai are more interested in introducing the technical advancements. Table 2, enumerates the opinion of employees towards the technological development in the department. About (74.1%) of the employees responded that the industry is updating technologically and (67.5%) of them accepts the development of technologies. The training provided to the update the versions of technologies are improving the workability and reduces the employee's burden.

The technological advancement has made a dilemmatic situation to feel their importance is less estimated. Beside this the employees (78.1%) understands the concern introduces many technological developed facts considering the employees wellness. The employees have more acceptances towards the reality that the technological advancements into the departments helps to serve the guest better (74.5%) and it improvise the productivity standard of the department.

The employees has no any adverse attitude towards the technological developments 67.2% of employees have felt that the developments is not responsible for the employees turnover in industry and 66.4% of employees accepts these technological developments enhances the employees job satisfaction at the department.

Table 2. Employee's attitude towards technical advancements

Employees attitude towards Technical advancement in Industry	Characteristics	Frequency (N)	Percentage (%)
There exist a periodic updating in Technical Advancements	Disagree	17	6.2
	Neutral	54	19.7
	Agree	203	74.1
Employees accepts to the technical updating	Disagree	18	6.6

	Neutral	71	25.9
	Agree	185	67.5
	Disagree	14	5.1
The concern provides necessary training to use technical advancements	Neutral	19	6.9
	Agree	241	88.0
	Disagree	39	14.2
The developments improves employees workability	Neutral	64	23.4
	Agree	171	62.4
	Disagree	12	4.4
The advancement reduces the burden of employees	Neutral	32	11.7
	Agree	230	83.9
	Disagree	32	11.7
Technological development does not affects the employees importance to the concern	Neutral	77	28.1
	Agree	165	60.2
	Disagree	19	6.9
Employees believes the concern cares employees by introducing new technological facts	Neutral	41	15.0
	Agree	214	78.1
	Disagree	19	6.9
Technological facts improves employees motivation	Neutral	61	22.3
	Agree	194	70.8
	Disagree	17	6.2
Technological developments help to service the guest better.	Neutral	53	19.3
	Agree	204	74.5
	Disagree	39	14.2
Introduction of technological development reduces employee turnover	Neutral	51	18.6
	Agree	184	67.2
	Disagree	9	3.3
Technological development helps to improve the productivity standards	Neutral	47	17.2
	Agree	218	79.6
	Disagree	23	8.4
The developments improvise the job satisfaction of the employees	Neutral	69	25.2
	Agree	182	66.4
	Disagree		

Relationship between employee's attitude and technological development:

Pearson correlation was conducted between the variables and the demographic factors of the study. Table 3. reveals the following facts that there exist a positive relationship between the employee's age and the acceptance towards the technological development that shows the employees of all age sectors are accepting the technological developments into the department.

There exist a significant positive relationship between the gender of employees and the job satisfaction among the employees with correlation r - value (0.304) and significant at P – value (0.00) level. The correlation also proves that the updating of the technological developments improves the service quality in turn develops the productivity standard of the concern r – value (0.98) significant at P value (0.05) level.

Table 3 Pearson Correlation test:

S. No	Variables	Correlation	Significance
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			Value (r)	level
1	Employees age	Acceptance of Technological development	0.781	0.05 (level)
2	Gender of Employees	Job satisfaction due to the Technological factors	0.304	0.00 (level)
3	Better guest Service	Updating of technological development	0.98	0.05 (level)

Chi-Square Test:

The chi-square test was conducted to find whether the technological advancements are employee oriented the test results with chi value (149.5) significant at (0.00) level that exposes the advancements are more employee oriented to develop their working quality, reduce the burdens by providing periodic training and motivating the employees.

Conclusion:

The food and beverage service department is a prime mode of hotel industry to show their technological advancement to the guest. The advancement is evidence for their updating endeavor to the guest and employees into the department. The study proves that the employees accepts the technological developments into their department and it enhances their job satisfaction improves the work quality and reduces the burden and monotonous attitude at work. The study rings a bell for the departmental hierarchies at human resource department to eradicate the negative view of employee or employer towards the advancement and introduce these technological developments to improve the quality and standard of the department.

CONFLICT OF INTEREST – Nil

SOURCE OF FUNDING - NIL

ETHICAL CLEARANCE – Nil

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