Conventional and Implicit Social issues established by Hotel Industry in India with their Suggestive ways.

**Introduction**

The Indian Hotel Industry holds a tremendous potential because of the positive effect of interest supply situation, development drivers, speculations and government drives for the travel industry area. To foster a superior comprehension of the business this exploration has examined a thorough Industry knowledge of Indian Hotel Industry, which explains patterns, future perspectives and difficulties remembering the different elements deciding Industry working. Hotel industry is standing in top most industries in the world. The impact and behaviour of hotel industry creates long impression on society. Every hotel try to give impeccable service to guest followed by their standard operating procedure but now days many hotels started to work on extra services for guest by which the guest can remember stay. Hotel staff has to observe guest needs and requirement, which are usually not provided by hotel on regular basis. These types of guest empowerment boost the guest memorable experience by staff activities. Oberoi Hotels and Resorts has various fundamental code of conduct in which one says ‘conduct which puts customer first, company second and self last’. However the guests are the god for organization.The Hotel industry encompasses all of the activities services and business function involved in preparing and serving a food to people eating away from home as well as to providing accommodation service. Customer’s demands for more flavors, different sizes, eye catching packages and living facilities is driving industry transformation. The hotel industry is emerging the period of transition and challenges commercial and non commercial establishments transforming their service method with customer needs and with the help of digitization technologies. Upcoming new trends are reshaped and reshaping the hotel industry. Various revolutionary hospitality products which gives lasting impact on hotel industry. Hotel industry is inextricable linked to the tourism industry and growth of hotel industry with travel. In Indian tourism industry has fuelled the growth of Indian hotel industry. There is general agreement today that business assumes a steadily expanding part in the public eye and a company's liability goes past creating gains. The idea of corporate social obligation (CSR) but has developed from the comprehension that an organization ought to take care of not exclusively its financial backers and clients yet in addition its workers, the bigger society and local area, and, surprisingly, the climate, in this way leading to the triple main concern approach of improving benefit, individuals, and planet. Engagement of the hotel industry created and creating various unspoken social issues in society. Various issues like food waste, lookism or look discrimination, pollution, long hours working shifts, alcohol abuse, political propaganda, management policies and environmental bad effects are becoming social issues.

**Objectives of Study**

1. To study about various social issues established by hotel industry in India.
2. To find out the ways for managing and solving the issues created by hotel industry.
3. To find out the awareness practices about social issues among the hotel employees with suggestive methods.

**Research Methodology**

**Data Collection**-This study engages with primary and secondary sources of data. Data collected by various book, research papers, and online websites and from hotel industry employees. Suggestions were advised by hotel employee and hotel academician.

**Sample Techniques-**The study was conducted with 300 sample of hotel employee working at a star category hotels in all over India.

**Literature Review**

1. Appearance based Discrimination

Separation is the point at which an individual is dealt with unreasonably in view of specific qualities, like race, age, orientation or sexual direction. Thus, appearance-related segregation is treating an individual unreasonably in light of what they look like.

It is likewise feasible for individuals to encounter separation since they fall into a few classes. For instance, an individual of color with a noticeable distinction could encounter segregation in light of their race or their appearance, or a blend of the two. This is called interconnected segregation and can put individuals at much all the more an inconvenience.

In the hotel industry polished presentation does matter. Everything about a property is evaluated through the photographs and review before a guest even decides for purchase a room in hotel. If room look out of date, lobby is dirty, restaurants look cramped guest make initial judgment about hotel will not in favour. The same applies hotel staff too. They look professional and presentable because they are the integral part of the hotel but many times it creates discrimination with appearance, gender or sexual orientation. Hotel comes in service industry where employee’s appearance is important, for maintaining front line and making a polished image of property. Hotel recruitment team preferred good appearance for employee where grooming is a must important part of all of them and from here many people are facing bookish or look discrimination sometimes it affects in job promotions. Most of the women are facing problem about lookism where look, colour, body appearance has more weight than skills and knowledge.

Suggestions-

1. The constitution of India has several provision which grant certain fundamental rights to citizens which includes right to equality.Article 15 in The Constitution Of India 1949 stand for Prohibition of discrimination on grounds of religion, race, caste, sex or place of birth.
2. Hotel management team should work and to be focus for avoid appearance discrimination.
3. Segment 2(ra) and Section 25T of the Industrial Disputes Act 1947 read with Schedule V makes excusing laborers by deceiving them and leaning toward one bunch of laborers over another paying little heed to justify an 'uncalled for work practice' culpable with fine and detainment of the business. Among state regulations, Section 13 of the Maharashtra Shops and Establishments (Regulation of Employment and Conditions of Service) Act, 2017 gives that ladies in the work environment should not be oppressed in issues of enrollment, preparing, moves or advancement or wages, with the business being made culpable with fine for repudiation.
4. Promotion of Alcohol abuse-Bringing attention about alcoholism in India.

Liquor misuse, likewise called liquor abuse, is a difficult issue. It is an example of drinking a lot of liquor, over and over again. It slows down your day to day routine. On the off chance that a male polishes off in excess of 14 beverages each week or multiple beverages per event; if ladies of all ages and men more seasoned than 65 polish off seven beverages each week or three beverages for every event it is viewed as liquor misuse. Hard-core boozing or weighty verbose drinking is a cutting edge sobriquet for drinking liquor with a goal of becoming inebriated over a brief timeframe which carries an individual's blood liquor fixation to 0.08 gm/dl or above. A learn about pervasiveness of weighty rambling drinking among 15-19 years of age in India in 2016 uncovered that around 21.1% of guys had tipsy unadulterated liquor vigorously on something like one event in the beyond 30 days.

Liquor misuse principally leads to conduct problems. The individuals beset with liquor misuse are following through on an exceptionally weighty cost as disintegration of their physical, psychological wellness, family relations, social connection and business related problems. Alcohol is likewise connected with crimes and numerous violations are carried out affected by liquor. It is likewise a calculate instances of sexual maltreatment. On the social front drunkards as a rule foster marital friction and other family issues. An Indian logical review distributed in 2016 uncovered that predominance of drinking in liquor victimizers fluctuates from 27-37% during home-grown savage episodes with wedded ladies.

India is third largest market for alcoholic beverage in the world. Alcohol arguably is both oldest social beverages and substance most widely used by human being. Its power to change behaviour positively and negatively is extra ordinary although both reasons and affected by drinking vary widely from culture to culture. The Indian alcohol market is growing at GAGR(Compound annual growth Rate) of 8.8% it is expected to reach 16.8 billion litter of consumption by 2022 though India is the largest consumers of alcohol in the world owning to its huge population.

The states of Andhra pradesh, telengana, karnataka, kerala, Sikkim, hariyana and himachal Pradesh are among the largest consumer of alcohol in India. It affecting on society which causes road traffic accidents, crime and alcohol, suicide, mental health disorders where as hotels especially luxury hotels are promote for alcohol abuse.

Suggestions-

1. Hotels and society should follow and obey alcohol laws in India which includes drink driving law, dry days.
2. Government should more focus about alcohol laws and make its stronger to avoid social issues.
3. Food waste

Hotel and restaurant industry is one of the major players in the growth of tourism as a whole in India, since hotel use very high number of natural resources from energy to food. It is needed that sustainable practice may be adopted and managing the huge amount of waste generated as one of the major concern. In a hotel major part of revenue is generated from kitchen of different outlets which mean a large amount of food waste is generated by hotel often say they waste very little food as the plates generally come back clean. However food waste comes from variety of sources like spoiled or outdated food, peelings and trimmings, tea leaves, kitchen error and plate waste. By taking a few simple steps to waste less and recycle more and working out of the cost of food waste as well as environmental benefit. Even in the best run kitchens there will be some food waste. The priority is reduce how much food is wasted ion hotel before considering how best to dispose of unavoidable waste.The most immediate method for lessening the weight of food squander is to keep away from it in any case. The neighbourliness business can have its own effect in lessening its carbon impression by being aware of the food that they dispose of.

Overproduction in kitchens is responsible for the greatest measure of food wastage in lodgings. Buffets are the meaningful representation of food overproduction; food overflow is being shown to satisfy clients and the outcome is that the greater part of the food is discarded.

Suggestions-

1. Conduct food waste audit.
2. Avoid wasting ingredient before they are prepared.
3. Creates awareness and engage food production and service team.
4. Food waste management toward sustainability.
5. Plan a strategy: Develop food squander the executives strategy with clear targets, systems, and objectives (which incorporates buying the perfect proportion of nourishment for use, investigating the food upon conveyance, and planning a menu with the right parcels).
6. Capacity: Ensure that food is appropriately overseen and put away, whether that be in a stock room or fridge and that all fixings taken out is utilized first.
7. Handle: Make great utilization of food (for example abstain from over-managing during arrangement and ruining of fixings) and guarantee that overflow food is put to utilize.
8. Preparing and Education: Provide fitting preparation with best practices on food squander the executives and get workers engaged with the interaction.
9. Observing and Audit: Establish an inside review group and review food squander framework to screen where most food squander comes from to further develop processes.
10. Environmental Impact-Promotion of Sustainability

Indian hotel industry is yet unaware about greening efforts generated all over the world with expectations of few market leaders. It is need of hours to accept the mistakes of industry done in the past and to look forward for the brighter future for sustainable environment. The environment activists and academicians to make an advocacy for such practices and ensure that the hoteliers will make changes accordingly. Hotel generally uses more energy as per visitor than local residence has energy intense facilities such as bar, restaurants, pools and more specious rooms. Excessive energy use is extremely costly and with minor adjustment. It can lead to massive cost savings. Tourist and residents like a require clean, dependable supply of water for survival including drinking, cooking and cleaning where as saving and conservation of water is impthe Travel and Hospitality areas have significantly influenced the climate through the utilization of energy, water, and consumable merchandise. Inns explicitly depend on a large part of the very common habitat that explorers need to visit and consume. Despite the fact that lodgings and the more extensive the travel industry depend intensely on the nature of the climate to draw in guests, the relationship is complicated. The development of the travel industry offices, including inns, resorts, cafés, air terminals, and marinas, can all inconveniently affect the climate. Besides, the utilization of mass transportation (airplane, journey ships, and so on) and disturbances to neighbourhood as well as normal attractions brought about by visiting vacationers can likewise have adverse results.

These antagonistic impacts of the travel industry advancement and utilization can steadily obliterate the natural assets on which it depends. As voyagers develop more mindful and worried about the natural effect of their works on, maintaining ecological supportability is fundamental for organizations to accomplish development, draw in new clients, and fulfill clients. Other than decreasing unfavorable impacts to the climate and winning the altruism of visitors, when inns practice environmental awareness they likewise lower costs. This is a mutually beneficial arrangement. ortant for environment sustainability.

Suggestions-

1. Installation of Hotel energy solution project.
2. Energy conservation programme.
3. Water recycling plant.
4. Waste management.
5. Employee Training and guest awareness.
6. Sustainability leadership.

5. Excess working Hours-

Hotel operation consists of various aspects including room, food and beverage, back office, kitchen grounds and housekeeping. Employees are frequently required to stand or sit still or otherwise to maintain awkward or unnatural posture for prolonged periods from time. In case of kitchen small quarters and extreme indoor temperature are frequent cause of burns, cut and falls. Employee working in housekeeping and other department also regular shoulder physically burden related to repeated use and forceful exertion. Hotel operates 24x7x365.Any person who has been employed in hospitality industry when asked states that there is time to go to work but no time to come back. There are many employees are working for 18 hours and sometimes 24 Hours at go in industry which is inhuman and total exploitation.A welcome improvement for inn representatives, the business will presently need to fix legitimate moves and compensate double time in the event that they work for over eight hours per day, aside from guaranteeing labourer’s wellbeing, security and government assistance offices.With the choice of service of work and work to incorporate the 'Inn Industry' under the Factories Act, the rulebook of the relative multitude of driving lodgings would require a relook.

"Inn industry should work in a restrained manner with the consideration of the business under the Factories Act. The Act obviously says that the representatives will labor for eight hours in a shift and outstaying period will be paid and they need to make it happen," said a significant level authority in the work service.

"It isn't just the time span or moves however the business will likewise presumably need to take a gander at the representative's issues connecting with wellbeing, security, government assistance offices, working hours, work of youthful people and yearly leave with compensation which is each of the a piece of Factories Act with the incorporation," affirmed a service source. The Factories Act is a social regulation which has been sanctioned for word related security, wellbeing and government assistance of labourers at work places. This Act accommodates a most extreme discipline as long as two years detainment or a fine of up to Rs 1 lakh or both.

Suggestions-

The factories act 1948,it clearly states that you cannot make an employee work over 8 Hours but nobody follows that and most places it is not even recognized employees are made to work overtime without being paid, so there should be awareness about working hours and hotel has manage proper work shifts.

**Data Collection and Interpretation**

**Conclusion**

the latest things in the cordiality area show the requirement for worldwide reasoning and neighbourhood execution for the HR Managers wherein they don't weaken the worldwide brand picture of their organizations but, don't disregard the nearby approaches to getting things done. Without a doubt, this is a vital necessity for representatives in the friendliness area as the business is exceptionally globalized and simultaneously, relies upon profoundly particular confined types of execution.

Dishonest strategic approaches and an undesirable culture will unavoidably harm your image, labor force, and future feasibility. The friendliness business, for example, encounters better than expected degrees of provocation in the working environment which, beside exhibiting the absence of sympathy and care towards a labor force, can make fundamental issues that undermine the whole undertaking.

HR should view provocation allegations in a serious way alongside other moral issues generally tracked down in the business. Between badgering, burglary, web maltreatment by representatives, and a wide assortment of different issues, HR in neighborliness should track down approaches to follow these many issues constantly. The bigger the association, the more troublesome it tends to be for HR to screen a bigger labor force thus, in such a climate, using innovation to keep a steady heartbeat on the labor force is basic to distinguish patterns before they could become foundational issues and harm the consistently significant working environment culture.

**Future Scope**

Fastest growth of hotel industry in India is tremendously effecting on economy as well as boosting the tourism sector. Various social issues are promoted and created by hotel industry; this research put eyes on them with their suggestive ways. This study will helpful for the Hotel industry expertise and Hotel management academician for learning.

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