

THE IMPACT OF SKILL DEVELOPMENT RELATING TO HYGIENE IN RESTAURANTS AT HIGHWAYS

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Abstract

There are so many roadside restaurants which are running at highways. Travelers & tourists stay a bit at these restaurants on their way to destination and have snacks, breakfast, lunch and dinner. Sometimes their experience is satisfactory and sometimes it is dissatisfactory. They are generally not sure about the services they will find at these restaurants. Is the improvement in level of hygiene through skill development can significantly raise the satisfaction of customers? A study was done in which effect of training to keep washrooms clean & stain free and effect of training to serve covered food was evaluated.

Key words: skill development, clean & stain free washrooms, covered food

Introduction:

A lot is said about hygiene but it is generally overlooked by roadside restaurant. It is considered important for normal city restaurant and luxury for the restaurants at highways. Whether this is true or just a preset notion; this study was done. How the clients react to dirty & stingy washrooms was compared with clean & stain free washrooms maintained by skilled personnels. Clients reaction to uncovered food serving was compared with covered food service provided by skilled personnels.

Area of Research: Restaurants situated at highways near Jaipur City were studied.

Sample:

Particular	No. of Customers Observed
Restaurant 1	50
Restaurant 2	50
Total	100

Research Method: Responses & expressions of customers at selected restaurants were observed. Close circuit cameras having good picture & voice quality were installed just few steps far from wash rooms. First 50 customers responses were analysed. Then skill development training was given and wash rooms

were cleaned and maintained stain free. Again the response of first 50 customers were analysed and compared with the earlier responses.

Similarly such sophisticated cameras were also installed at dining area of restaurants. First 50 customers responses were analysed. Then skill development training was given and all food items were served to all customers with a cover on it. Again the response of first 50 customers were analysed and compared with the earlier responses.

Hypothesis:

H1 There is no significant effect of serving food with a cover on it.

H2 There is no significant effect of maintaining clean & stain free wash rooms.

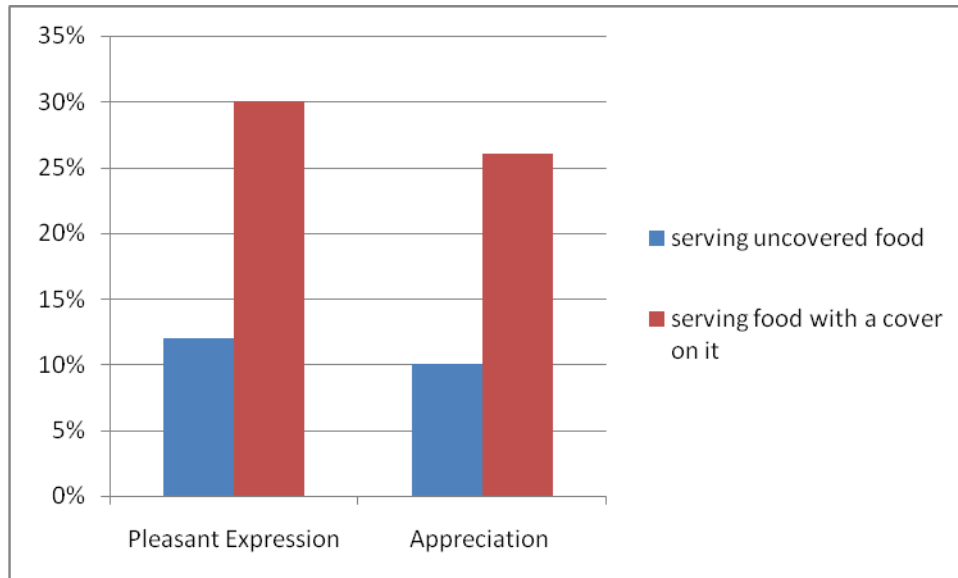
Testing of hypothesis:

1. Effect of serving food with a cover on it was judged with a comparison of customers' response towards serving uncovered food with covered food.

Table-1

Effect of Serving Covered Food Items

Customers' Response	serving uncovered food	serving food with a cover on it
Pleasant Expression	12%	30%
Appreciation	10%	26%

Chart-1**Effect of Serving Covered Food Items**

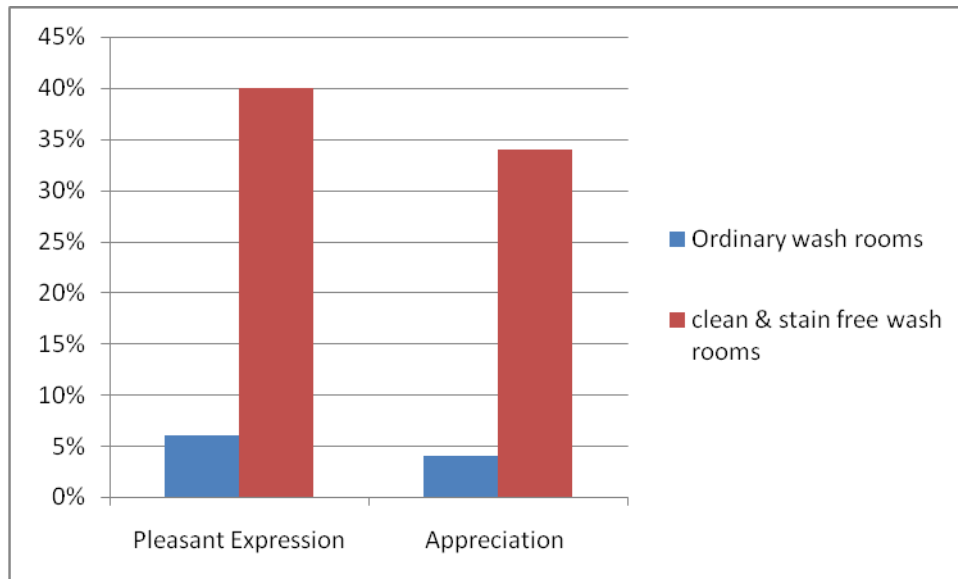
From table 1 & chart 1 it is clear that more pleasant expressions and comments of appreciation of customers were observed when covered food was served. Customers definitely liked it. Z test was also done from the collected data to know the significance of serving all food with a cover on it. Since the computed value of $Z = 4.29$ is higher than critical value of $Z = 1.96$. It does not lie in acceptance region hence first hypothesis H_1 is rejected at 5% level of significance. Thus we can say that there is significant effect on customers of serving all food with a cover on it.

- Effect of maintaining clean & stain free wash rooms; it was judged with a comparison of customers' response towards ordinary wash rooms with clean & stain free wash rooms.

Table-2**Effect of clean & stain free wash rooms**

Customers' Response	Ordinary wash rooms	clean & stain free wash rooms
Pleasant Expression	6%	40%
Appreciation	4%	34%

Chart-2

Effect of clean & stain free wash rooms

From table 2 & chart 2 it is clear that more pleasant expressions and comments of appreciation of customers were observed when clean & stain free wash rooms were maintained. Customers definitely liked it. Z test was also done from the collected data to know the significance of clean & stain free wash rooms. Since the computed value of $Z = 7.86$ is higher than critical value of $Z = 1.96$. It does not lie in acceptance region hence second hypothesis H_2 is rejected at 5% level of significance. Thus we can say that there is significant effect on customers of clean & stain free wash rooms.

Conclusion:

1. The average positivity among customers can be increased significantly by serving food with a cover on it as customers highly admire hygiene at highway restaurants. This skill can be developed.
2. The average positivity among customers can be increased even more significantly by maintaining clean & stain free wash rooms. Customers highly admire cleanliness at highway restaurants. This skill can also be developed by training to hotel employees.

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