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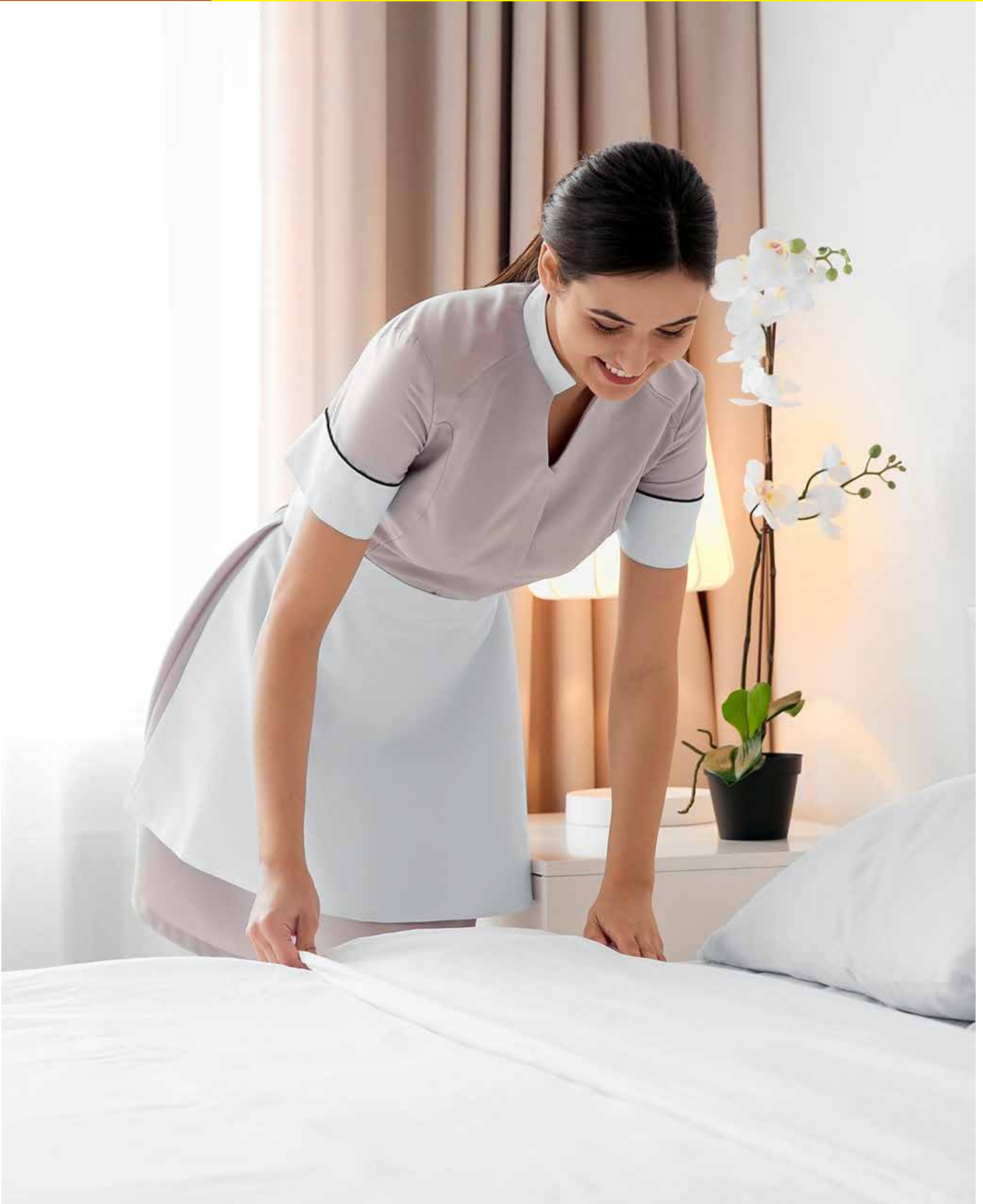


VOICE OF HOUSEKEEPERS



PHA
PROFESSIONAL
HOUSEKEEPERS ASSOCIATION
SYNERGIZING HOUSEKEEPING FRATERNITY

- a biannual e-inozine of PHA



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Are you like a frog in the well?



FROM THE DESK OF FOUNDER PRESIDENT & CHAIRPERSON - PHA

Jayashree Nagaraj
Founder President & Chairperson, PHA

The world is currently emerging from a prolonged period of lockdown. From this time of deep global uncertainty, we are proud to say that PHA is cautiously entering a phase of recovery and collectively adjusting to this “new normal”.

Why we say recovery phase - our “Brain”, that always needs fresh and

innovative food, that is knowledge either by discussions or webinars, PHA has done few good sessions.

It is important to bring the team together for regular catch ups online or over the phone. This gives opportunity to voice any concerns and is vital to be kept up to date with new developments or changes. On top of this, it is a great way to ensure everyone feels involved and part of the bigger picture. After all, a big motivator at work is being given the chance to be input into decisions or help make a difference to the overall success.

To keep our PHA Yuva creative at this point of time, it is important to share contingency plan for the future, thus help its need to be flexible and include a range of possible scenarios, however, the end goal is to visualize the future and offer the youth clarity on how their role fits within this.

We are lucky to have great technology in place; where the Corona virus is busy killing people, time and money, hospitality professionals became more

innovative and started looking for great options to protect their team and the Guest. Technology has gone more advanced to make housekeepers’ life easier by providing new tools; likewise, now we have UV disinfection robots, UV-C systems called Arc available in the market; these machines are basically to disinfect our guest rooms and public areas throughout the day, self-cleaning water closet system is available too now a days, where after every use, it cleans by itself.

In the current scenario, where the pandemic is making every decision for the entire world’s professionals, this has come as blessing to all housekeeping professionals “we are no longer back of the house team, COVID-19 makes housekeeping the front-line team. People have understood the importance of the housekeeping team and the cleaning they do too. I never said that we were not cleaning hygienically earlier; we were keeping all those in mind and doing it, however presently we are doing it more frequently to ensure we all are safe. The day is not far where housekeeping will be officially treated as front of the house team economically as well.

Looking at the current scenario PHA continues to conduct webinars on L&D where all PHA family can attend and update their skills.

Take care and stay safe!

Jayashree Nagaraj



FROM THE MANAGING EDITOR'S DESK

Smritee Raghubalan

Managing Editor, Voice of Housekeepers (VoH)
PHA

Greetings from Professional Housekeepers Association!

We thought we were done with the pandemic, but the pandemic was not done with us yet. By the turn of 2020, it looked as if we had come out of the worst, but then the second wave crashed upon our country and wreaked appalling havoc, claiming innumerable lives in its wake, crippling the economy, overwhelming the healthcare system, snatching away jobs and whatnot. As we look at 2021 too passing us by on a negative note with the threat of a Delta variant and a third wave, I get reminded of the saying,

The greater your storm, the brighter your rainbow!

As I sat pondering over what to pen down in the editorial, I made a conscious decision to enthuse positivity and not dwell on presenting the downside we all are aware of, rather let me focus on the trends the pandemic has brought on in our industry.

All hospitality brands, which have been surviving the pandemic, adopted clinically clean standards, taking hygiene to the highest level. Concerns about health and safety of stakeholders – guests, employees, vendors became foremost priority. I mention 'have been surviving' because of the morose fact that many hospitality businesses shut shop as a result of the onslaught of the pandemic. Business owners who

could, left no stones unturned to bring in cutting edge technology to aid operations in these difficult times. However, technology comes at a high cost and many businesses were not able to afford it.

The HR and Training Managers, usually working out of their offices in the basements, worked tirelessly on enhancing employee morale and motivation, delivering modules and bringing in relevant regulations pertaining to employee health and well-being. The fact remains though, that the layoffs were never greater in the industry before.

Managements started laying stress on Contingency and Crisis Management Planning like never before. Planning for cash reserves as funds for crisis took a new meaning. Managers and Heads of Departments, always adept at cost control, became pros in crisis budgeting based on meagre occupancies. They have been at the helm, providing able leadership in this

time of crisis, necessary guidance which the team members look up to. Multi-tasking became the new norm in hospitality operations and robust cross-training carried out to enable the same. On the other hand, this too is a reality that it is the better paid managers and higher rung staff who faced the brunt of redundancies.

Let us, on an optimistic note, look forward to domestic tourism opening up gradually as more and more people get vaccinated and hopefully, the day isn't far when the industry gears up to welcome international clientele too. Vivalty, let us all not live in fear, but faith.

We present the next issue of our bi-annual e-Infazine 'Voice of Housekeepers' and hope it is received and read with the same overwhelming enthusiasm as the previous one. In case you missed our previous issue, here's the link to access it <https://cutt.ly/9jn373N>

Happy reading and stay safe!



Disclaimer: The views and opinions expressed in the articles in Voice of Housekeepers are solely those of the authors.

Note: Your feedback is valuable, do send your thoughts to the Managing Editor at me.ind@phka.in

Moments of truth in the lives of hoteliers

It is moments of truth that allow Herbert Simon's famous quote; "Everyone designs who devises courses of action aimed at changing existing situations into preferred ones." to be widely true in hotelier's lives

A moment of truth is simply any interaction during which a customer may form an impression of your brand or product. This impression may be either positive or negative. Customers either fall in love with your product or turn away and leave. . . The aim for the user experience designer is to try and ensure that moments of truth have a positive impact on the customer/user impression of the brand or product.

They say that a hotel is "A home away from home" and this popular adage has been actualized by hoteliers since ancient times.



Ila Prabhu
Executive Housekeeper, ITC Windsor
Vice President,
PHA, Karnataka Chapter

The earliest known practice of taverns or inns or homes of people accommodating travelers and providing them a place for shelter and food has been since at least 100000 years ago. In the beginning it was about providing basic needs such as warm meal, roof over one's head and fire at the hearth and now it is about luxurious settings, healthy meals, safety and security and enhanced hygiene & sanitation levels. Hotel chains started much later with the industrial revolution and need for organized players to provide professional services and being part of a larger economic activity.

However, whether it was then during the ancient times, or it is now in the modern era, the ability of the host or the hotelier to maximize the satisfaction level of the traveler can only be measured through the "Moments of Truth". As defined by Jan Carlson, in his book, the moment of truth is an opportunity that a guest or a consumer gets to form an impression about any service provider (hotel), that creates a favorable/ unfavorable on the user.





Which means that in a single visit to a hotel or a restaurant our guests innumerable number of moments of truth to create a positive or negative impression about our brand/ hotel. Let's take an example of a guest room here- as a guest enters a room after check-in, if the room is clean and fresh with crisply made bed, welcoming fragrance, sanitized bathroom and all amenities in place, all depict positive moment of truths, however let's say the bedsheet had stains or carpet was frayed, these are negative moments of truth which gives a negative impression of our brand. So these moments of truths work like a bank account- every positive moment of truth "Credits" our brand value and every negative moment of truth "Debits" our brand value or diminishes our brand's impression. So as hoteliers it is imperative we work at all times identifying these moments of truth and keep ensuring that all these moments are positive ones so that not only the guests go back with a memorable impression and becomes a repeat guest, but also refers several other guests to our property. This helps in brand amplification

and with today's world of social media and influencers, it's very easy to communicate about our brand experience (both positive/ negative) to thousands of people, just at the click of button.

I have had several such instances in my career as a hotelier where our team members have demonstrated "discretionary efforts" and created exceptionally positive or magical moments for guests. For example, recently we had a guest who had come from the US and was under quarantine before meeting his parents in the city. He didn't have any Indian phone number or contact details of any hospitals where he could get his testing done before meeting his parents, but our associates took brilliant efforts not only to get him tested at hotel, but followed through till he checked out and met his parents safely. That guest saw positive moments of truth across the hotel and became a loyal guest for the lifetime. Similarly, there are several instances when there could be guest complaints or miserable moments due to product, people or process failures, but as a

hotelier it's an opportunity to carry out appropriate service recovery in a timely manner and those miserable moments can be created into magical moments so that guest leaves the hotel with a positive note, despite the initial challenge that he / she faced. But this requires effort and relentless product upkeep, people development through regular training interventions and listening to your guests to bring about the process corrections and customization wherever required. As hoteliers, we believe in "Atithi Devo Bhava" and thus need to exemplify the same at every moment of truth.

It's not your guest's job to remember you, it is your responsibility to make sure that they don't have the chance to forget you. That's the real moment of truth in a hotelier's life.

MY PROFESSIONAL JOURNEY

Asha Premkumar
Executive Vice President, PHA

Greetings to everyone!

Before I share my professional journey, I would like to provide a small brief about my background. I am a science graduate of 1983 batch. Immediately after completing my graduation, I was married off to an Army officer. My life completely revolved in bringing up my two daughters, managing transfers every two years and catering to the social duties of an army officer's wife.

I started my career in the year 2000 by joining a call centre where we were managing phone banking for American clients and that was the time, I did my computer course. I shifted to another call centre where I was trained by professionals for counselling troubled Americans. I was very much interested in that job when I got an opportunity to get trained by Welcome group Management Institute for specializing in housekeeping. This was the turning point in my professional life. At 38 years to get trained in housekeeping from basics was a huge challenge, the targets set for us were also tough. We were a group of seven ladies who were selected for this course from

the Army background.

I would like to share a small incident during our first day at the WMI. We were the seniors in age put together with young hotel management graduates. We were royally ragged by these youngsters. We were told that our VP learning was very strict and he expected that all trainees should go for a walk early in the morning. We, like true followers got up early and went for a walk and later, came to know that we were fooled by youngsters, it was fun. Learning the entire hotel management syllabus in one year was a herculean task, but what is training without a challenge! I passed out with second rank, missing the first rank by only one mark. I lost that mark because I had not seen the Reflectometer (used for measuring gloss levels in Marble) during my on-the-job training.

Opportunity knocks at your door only once; one must be alert to grab it. I was offered to head the housekeeping department of a 5-star hotel in Bangalore. I took it up with lot of apprehensions as I had seen the responsibilities and the time that come with the position. I never regretted the decision.

Once in a workplace, continued education is the

key. I completed my Diploma in Training and Development from ISTD which is a prestigious institution and Diploma in Front office operations from AHLA. What started with one hotel, extended to many hotels, I got to take care of 45 hotels in a span of 10 years, before I decided to call it a day. I had to take care of operating hotels as well as preopening hotels. During these years, I got to travel extensively in India and was proud to open a hotel in Tanzania too, which I must say, was a very different experience. Every step there was learning and training involved. My learning in this journey was to have patience, plan, execute, learn and train. Housekeeping is not a job, it is a passion. The department is our second home. This is a fast-paced, ever-evolving industry and doesn't fit someone who likes routine all the time. No two days are ever the same and that's what I enjoyed in this profession. One may not be appreciated all the time, but when you don't receive any negative comments, that itself is a huge satisfaction. Have an open mind and challenge yourself to think out of the box. If you are a hard worker, a team player, and willing to help your other departments, you will be successful in any job you do. Every job will come with tough days, push past them as there are better days ahead. Hard work always pays off.

Presently I am working as a consultant providing end to end solutions for upcoming hotels, apartment complexes and Individual villas/houses. I also take guest lectures in Hotel Management colleges and try to help my HK fraternity in placements, and I consider my asset is my networking skill.

I am also the life member and VP of Professional Housekeepers Association which has provided an esteemed platform for networking and sharing the knowledge with the fraternity.





Dr. Madhu Chandhok
Director & Founding Partner Pip2020
Honorary Advisor, PHA



Careers in Housekeeping & making housekeeping interesting for the young aspirants & students

We believe:

Housekeeping is an operational department in a hotel, which is responsible for cleanliness, maintenance, aesthetic upkeep of rooms, public area, back area and surroundings.

The fact:

The effort that the housekeeping department makes in giving a guest a desirable room has a direct bearing on the guest's experience in a hotel.

A well-defined career progression is vital for housekeepers to grow within the industry, and the perception that they cannot take on higher roles within a property needs to change.

The shift/change:

The housekeeping teams are no more associated with the longest serving members of the staff, with just a few very talented individuals. Presently housekeepers are focused not only on what they are doing in their properties, but also look at global trends and more importantly look at their career charts as well. They are no longer nameless, faceless individuals who stay in the background, but are encouraged to meet and interact with guests.

The shift/change:

India has a huge potential in the travel and tourism market offering a diverse portfolio of products - cruises, adventure, MICE, eco-

tourism, film, rural and religious tourism. According to the Indian Brand Equity Forum, the total contribution by travel and tourism to India's GDP is expected to increase from US\$ 136.3 billion in 2015-16 to US\$ 275.2 billion in 2025.

The shift/change:

Housekeeping, over the ages, has primarily been considered a back of the house department, however with the passage of time the thought is changing. Today, we have not only become a point of contact for our guests who can be trusted to resolve their queries but also involved in creating connections with our guests. Housekeepers are now more involved in design, décor and

financials of the property, I always consider Housekeepers to be Design Managers; they constantly review assess and maintain surfaces, materials, FF&E and also have a sharp eye for detail.

Alternative career options to consider post graduation

Aviation: Being cabin crew requires certain kind of attitude and qualities like positive attitude, energy and friendliness which will get one a long way in this field.

Cruise: In this field, they can work as catering officers and be quite successful because work is much relevant. Merchant navy catering officers oversee the purchase, preparation and serving of food and drink to crew members and passengers. They are also responsible for accommodation services, including the provision of linen, bedding and laundry.

Sales & Marketing: Sales and Marketing executives in hotel/ multinational companies can also be a good option because this field requires good convincing skills, good communication skills and good personality, and Housekeeping strengthens all these skills.

Travel & Tourism: The atmosphere in Travel and Tourism organizations attract individuals with excellent inter-personal skills. A tourism job demands exceptional organization skills, imagination and creativity in solving problems, proactive customer service, strong communication skills, attention to detail and ability to meet deadlines and coordinate schedules under stressful conditions.

Event management: Event Managers may be involved in more than just planning and execution of the event but also brand building, marketing and communication strategy. The Event Manager is an expert at the creative, technical and logistical elements that help an event succeed. It is a multi-dimensional profession.

Entrepreneurship opportunities: Benefits of starting your own venture is that you can take your own decisions independently and make your own venture a success.

Retail sector: It includes work at malls, cinemas, and back-office jobs, joining as Facility Manager or Receptionist in corporate offices, hospitals and BPO industry. It depends on what position you have in the retail industry.

Banking & Insurance: Customer Service Executives in Banking/ Insurance and other Service Sectors

Conclusion: In whichever Industry and Job role you are, as a trained Housekeeper you will always **embrace your personal growth & develop your skills** to be the conduit towards going up the ladder in your career path. Listing some of the attributes that you all should have.

An eye for detail

You need to go that extra mile and not just stick to what is expected of you. And for that you have to have a passion for the work.

High on growth

Growth is performance-based and chances of a new trainee heading the department in a few years is much higher as compared to others.

Challenging, yet satisfying

Satisfaction is that of a job well done, an unparalleled sense of satisfaction

and achievement when a guest appreciates your work, or leaves a note behind saying, he would like to visit again.

My interpretation of **'HOUSEKEEPING', best wishes to all of you,**

- H** Hospitable
- O** Organised
- U** Uniform
- S** Sustainable
- E** Efficient
- K** Knowledgeable
- E** Emphatic
- E** Energetic
- P** Persuasive
- I** Innovative
- G** Genuine

Always remember "A PLACE FOR EVERYTHING AND EVERYTHING IN ITS PLACE"





FUTURE PERSPECTIVES IN ACCOMMODATION

New normal world safety and contactless service expectations, the industry has elevated its service to the next level and brought a whole new experience to the guests.

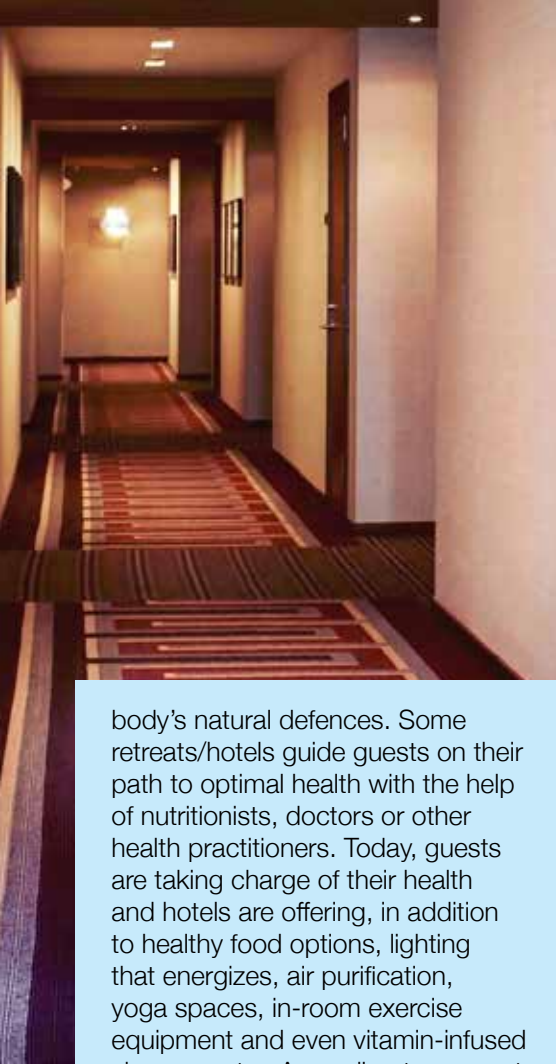
Air BNB: It is the new kid around the block when it comes to accommodation. Think of it as the Uber of the Hotel Industry. It is not quite free like couch surfing, but you get to stay in different types of houses, buildings, farms, islands hideaways etc. One of the main advantages of Airbnb India is that you can book places for six – ten people. The experience of friends or family members staying together in a house or apartment is much more fun than staying in four to five different hotel rooms. Airbnb in India is more economical than renting hotel rooms. Hotels expand into home sharing, which means more opportunities for profitability. 71% of survey participants in the UK though said they believed that hotels are still a better value than Airbnb in terms of cleanliness, advertised “authentic” experiences, and location options.

Millennials: The Millennial Travel Survey 2017, conducted by Sky scanner India, 62% of Indian millennials, those between the ages of 18 and 35, vacation two to five times a year. So, here's how they're changing the game, perhaps forever. The millennials are expected to represent 50% of all travelers to the USA by 2025, according to the Cornell Center of Research. We as a Hoteliers need to define their strategies based on this demographic group's personality traits and habits, they travel a lot are early adopters of technology like personalized interactions and are spontaneous. Hotels will want to please them with easy check-in and gourmet dining experiences at reasonable prices. In return, satisfied millennials will actively promote their businesses on social media channels. In a survey conducted by Goldman Sachs, 60% of millennials did not feel strongly about owning a house while 82% of millennials save up for experiences that they can connect to. The travelers are becoming more experiential and often looking to explore regions rather than simple sightseeing tours.



Athilakshmi R
Executive Housekeeper
Ramada Plaza Chennai
PHA Life member

Increased emphasis on health and well-being: The so-called immune-boosting retreats answer the call for relaxation and decompression within secluded, socially-distanced environments, where guests can focus on personal well-being. Such holistic getaways are often available in destinations with sunnier climates and incorporate elements like fitness classes, weight-loss programs, spa services and other specialized treatments that work to bolster the



body's natural defences. Some retreats/hotels guide guests on their path to optimal health with the help of nutritionists, doctors or other health practitioners. Today, guests are taking charge of their health and hotels are offering, in addition to healthy food options, lighting that energizes, air purification, yoga spaces, in-room exercise equipment and even vitamin-infused shower water. According to a report by the Global wellness tourism, Wellness Tourism is slated to grow at an average annual rate of 7.5 % by 2022. This is higher than the projected 6.4% rate for the annual growth of overall global tourism. As things get back to normalcy, it is anticipated that wellness will be at the topmost priority for everyone while planning for a vacation.

Artificial Intelligence: Top revenue management system providers like IDEaS, Duetto, Atomize and Pace are leading the pack in the fight for dynamic yield management. Hoteliers can optimize their websites constantly with the help of artificial intelligence, such as Hotel Champ's, Autopilot and Trip tease Convert, which performs A/B tests to increase the rate of direct online bookings.

Mobile hotels: Rather than searching for a new hotel each time you travel, a mobile hotel, which is essentially a self-driving hotel room on wheels, travels with you. Though still in the conceptual stage, it's a compelling idea for business travellers. It is developing trend in India, it takes good amount of time in

India to reach the peak level in mid-market segment.

Robot room service: While some hotels do away with room services entirely, others are turning it into a brand signature with a futuristic robot, like YOTEL's YO2D2, that does deliveries on demand. The need to avoid human contact and labour shortage have given new urgency to the adoption of hotels and restaurants. By doing this, the humane feeling is moving from the industry. Contactless service is implemented in hotels considering the new normal procedure by scanning QR codes for availing

hotel services. Our industry's USP earlier was personalized human engagements which had utmost values.

Cool translation apps: As the volume of international travelers grows, so does the possibility of getting lost in translation. It is a trend to equip hotel staff with language translation tools, such as headsets powered by Waverly Labs, to instantly translate spoken words and text.

Lobby grab-and-go: These self-service 'markets' allow guests to quickly purchase F&B at a self-



checkout, which saves on staffing costs and helps hotel outlets compete with supermarkets and quick-service restaurants.

Music driven travel: Featuring on-site concerts and live DJs in the lobby bar, Marriott's W Hotels is an example of a new type of music-focused hotel experience.

Experiences not things: We should be well equipped to give experiences to the guest such as soothing fragrance, flowers, linen with specifications, aromatic washroom amenities, and creative, innovative in room amenities. Comfort and luxury are available across the globe but we as Housekeepers must strive to create experience for the guests in the future days.

Coffee culture enters hospitality: A growing segment of coffee

connoisseurs literally will travel for coffee, or at least they expect a higher standard of coffee in the guestroom.

Bleisure: After this pandemic, bleisure, i.e, blending work and vacation, where a leisure traveller extends a business trip to allow for a few days of leisure time, is the upcoming trend.

Glamping: Glamorous camping literally elevates the humble tent or yurt to a luxurious hideaway with high-end bathroom facilities, comfortable beds, climate control, and stylish decor.

Cool luxury hotels: A new era of luxury leaves stuffy lobbies and pretentious attitudes in the dust; modern brands like the Standard and NoMad Hotels place an emphasis on design, gastronomy, and spa for

the next generation of discerning travellers. In India, hotels are designed to be more boutique and contemporary styles while doing projects.

Mixed use spaces: When space is at a premium, new construction or renovation often involves combining several types of spaces, such as ground-level retail, a few floors of hotel rooms, and apartments on top. Some hotel groups like Hoxton and Accor are even developing their own coworking concepts.

High-end art and gallery experiences: Some hotel groups are building integrated art galleries into their on-site facilities. 21c Museum Hotels chain has 70,000 square feet of combined exhibition space, solely dedicated to featuring contemporary art, open 24/7, 365 days and the best part is that it's free of charge. It is an emerging trend.

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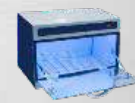
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VoH WORD MAZE



Sachin Kumar

IHM Bangalore Batch 2017-20
PHA Yuva Member

Find 18 words related to a hotel guestroom in the word maze below.

B	S	U	G	A	R	Q	B	Q	P	E	N	A	X	F	V
E	D	A	H	D	C	C	J	A	F	D	V	X	T	G	B
D	Y	A	F	C	S	T	A	N	D	S	A	H	E	J	N
F	H	D	B	U	C	H	M	D	W	A	C	G	A	J	G
V	B	A	D	V	R	J	K	A	R	H	U	H	B	E	D
D	L	B	T	B	B	N	L	G	T	J	U	J	A	O	M
H	A	O	L	B	V	V	I	H	Y	L	M	C	G	P	H
X	N	C	O	F	F	E	E	T	I	M	V	S	U	K	D
A	K	O	T	Q	N	N	A	O	U	V	N	Q	I	L	P
B	E	M	N	Z	X	M	G	I	I	R	M	W	O	E	E
U	T	U	B	C	C	K	J	L	O	X	E	R	E	A	R
N	D	I	Q	B	B	L	Y	E	L	V	C	W	P	S	T
L	H	B	M	O	P	A	X	T	I	S	S	U	E	D	U
O	A	N	R	V	Q	Z	Q	J	B	A	B	S	O	F	A
T	D	M	V	V	A	Q	E	K	V	N	T	F	L	S	I
I	D	T	Q	A	R	I	D	L	R	I	Z	S	K	Z	O
O	V	O	A	N	N	A	J	C	G	T	X	R	U	Q	P
N	N	W	Z	M	N	I	L	V	X	I	C	P	A	D	G
S	M	E	F	V	O	Y	T	B	Z	Z	D	T	Q	E	C
T	M	L	G	R	L	M	M	Y	M	E	G	Y	A	R	C

Answers on Page: 33

THE RISE OF THE NEW HOSPITALITY POST COVID-19

The hospitality industry is one of the world's oldest industries and it is no stranger to crises. It has survived through the great depression, World Wars, outbreaks, global tensions, recessions, epidemics and the current one, the COVID-19 pandemic that has impacted the entire world. Some sectors are more affected than the others and the worst hit among all is the Hospitality and Tourism industry. It is said that, when it gets tough, the tough get going; the industry needs to get tough and find the way out to get back the business. There is a need to re-strategize its operations and marketing policies to reach out to its customers - the guests.

The pandemic has hit hospitality

businesses in many ways, there aren't international tourists or business delegates visiting the country. The hotel occupancies are very low. The current situation has put them on a catch 22 situation. The industry is looking at different avenues that can generate revenue for them.

People have remained indoors during the lockdown and industries have suffered massive losses. One way of recovery for everyone, especially the hospitality and tourism industry, is to promote domestic tourism. People gradually step out of their local places and start travelling for leisure with their families. This helps in the overall wellbeing of individuals at the same time it



Laxmi Todiwan
Professor, Corporate Trainer
Founder – Indian Women in Hospitality
VP - L&D, PHA, Maharashtra Chapter



generates business for the various service providers. Everyone benefits with the multiplier effect. India has a lot to offer in terms of tourist destinations, culture, food, heritage, adventure and wellness. These can be explored and strategies can be made to promote domestic tourism; thus, reviving the hospitality and tourism industry.

Post Covid-19 hospitality will focus more on luxury but will be low on physical touch. Operations are getting leaner and technology is being used extensively to manage operations. There is a strong need for hotels to adapt to the disruptions and build resilience that will help in its sustenance. Hotels cannot eliminate contact completely even when there is contact anxiety as servers will be required to serve food and drinks, front office will be needed to manage guest interactions, requests or preferences. Housekeeping services will be needed all through the guest stay. Technology has come handy to reduce the contact or touch points. Guests can share their preferences while making reservations. When at the hotel, QR codes could be used for managing orders be it food or beverages or any other services. Payments could be made through payment gateway, links or apps.

Some strategies that will help propel the industry in the times ahead

Low occupancies provide opportunities to complete the snagging list, renovations can be carried out in case budgets permit. This is also a good opportunity to revamp and upgrade the product. Banquet halls, events and conference spaces can be redesigned to comply with social distancing norms set by local governments.

Remote working and video conferencing can supplement the routine work effectively. Financial planning will require keeping the current business in mind and gearing up for the future. In fact most hotels have planned two different budgets keeping the business flow in mind. If revenue is as desired budget A can be applied if not, then budget B will



hold good; is the general strategy being followed.

Emphasis should be to provide clean and stress-free stay to the guests. In fact, hotels introduced safety and hygiene programmes to build customer trust as soon as the pandemic hit us.

- The Park Hotels – Introduced their SHIELD programme for safety of guests and team members.
- Hilton Hotels introduced CleanStay by Hilton geared towards assuring health and safety of guests as well as employees.
- ITC Hotels launched WeAssure programme towards health and safety of their guests and employees.
- Marriott International launched the Global Cleanliness Council programme to promote higher standards of cleanliness.

There is a strong need to build trust among guests on all fronts – physical, digital, emotional and financial. There is a greater digital customer engagement now with customer touchpoints moving from face to face to online. This has also put a pressure on the hospitality businesses to develop new ways of doing business.

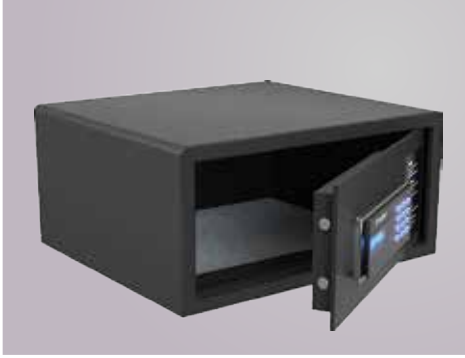
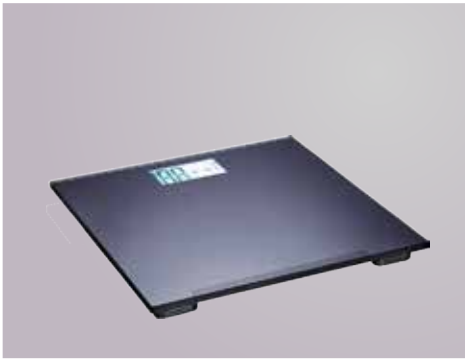
One of the greatest assets of the hospitality business its human resource has gone through a big hit with the new model thrown at us by Covid 19. There is a need to reorganise staffing to fulfil the

operational requirements for instance more staff is now required to maintain cleanliness and hygiene that have clearly taken over the element of luxury.

Customer expectations have changed, and hotels need to adapt and innovate to honour those needs. There may not be many physical touchpoints to connect with the guests, yet hotels need to communicate with them.

Hotels should also assess business health along with the wellbeing of their guests and team members. There is a need to focus on better ways to forecast revenue and increase demand. Also, better supply chain management and reorganising or managing workforce. It may include redesigning shifts, employee engagement, training and development. Employees adapting to the new way of working through re designed SOPs in all areas of hotel operations.

It's upon hotels to get innovative to build trust among its guests, increase revenue, enhance demand and use technology like never before. The new way has been focussing on cleanliness, hygiene and safety. There is increased use of technology for touchless communication. Situation may not go back to what it was prior to 2019; hotels need to be ready and be on charge no matter what. The industry has enormous resilience; it only needs to make a good use of it now.



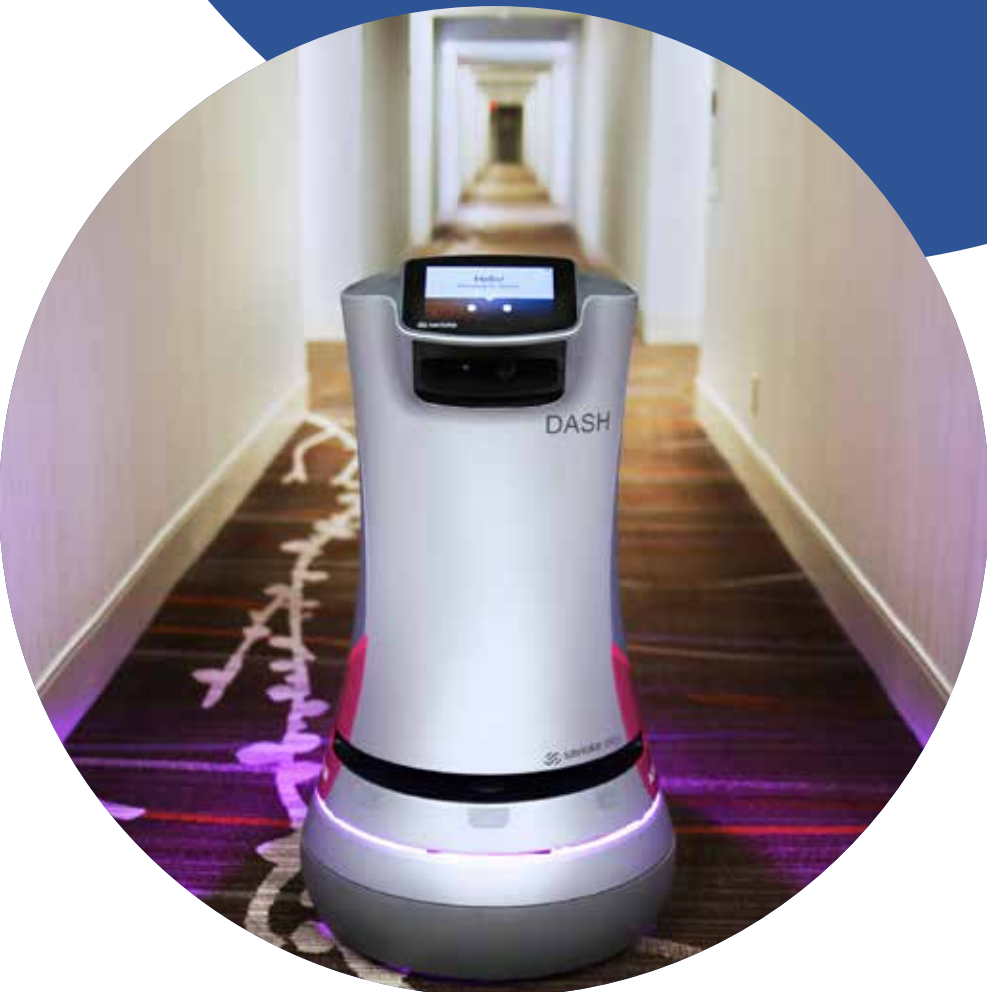
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RESHAPING THE HOUSEKEEPING DEPARTMENT WITH LATEST TECHNOLOGY TRENDS



Rekha Maitra
Adjunct Professor
Jai Hind College, Mumbai
PHA Life member

Hotels are the epitome of hospitality with the motto 'ATITHI DEVO BHAVA'. They render seamless services to their patrons 24x7x365 days. Hotels offer seamless operations for giving a feel of home away from home and its undeniable mantra of serving the Guest that the 'guest is always right'. The sparkling cleanliness, artistic décor and aesthetic appeal leave a lasting impression on customer's minds as a first impression.

The last year, 2020 onwards the entire globe was stuck by the pandemic named Covid-19, which came out as a threat to the existence of humans. This pandemic

has spread its wings all across the globe taking away the lives of people with its dangerous spread. Even though this deadly disease is around, essential services need to operate. People do need to travel, use transportation, accommodation for their stay. Amidst these problems, it becomes the duty of the housekeeping team to ensure a high standard of cleanliness with well-sanitized areas. The service industry has opted for new technological aids to overcome the infection issues.

Technology comes as an aid in controlling the budget heads. Lesser the staff, the lesser the cost. Hotels have adopted the principle of lean

staffing in departments wherein fewer staff are asked to report for duty. Accommodation being a costly and perishable product, needs to be handled with utmost care. Therefore, hotel housekeeping is adapting to innovative contactless technology to avoid virus infection. New tech solutions and robots are becoming part of the hotel management brigade system to make the operations efficient.

Contactless dispensers, sensors releasing sanitizer in public areas, placards kept in prominent places to sensitize hotel staff and guests, as well as fog machines, are being used in hotels to keep the virus spread in control. The development and evolution of contactless technology has been accepted easily.

Customized softwares

The software used by the hotels is designed to streamline housekeeping and maintenance and can be easily operated on smartphones and tablets. With the software, hotels can manage guest



requests, complaints and customized requests. Software is also helpful in boosting the staff productivity with automation of processes. It can keep a tab on the staffs' work and does not compromise with the quality and does not overburden the staff.

The software named Triton is equipped with the feature of the Complaint Management System. This software can schedule cleaning of the rooms by getting the reminder on pop up button. With this guest complaints/requests are diverted to the smartphone/tablet of the person deployed on the floor, as the software is synced to their mobile and it directly reaches them with the specification of the room number. The software is sturdy as it escalates the issue within 5 minutes, if the issue is not rectified within 5 minutes, it reaches the next level i.e. Supervisor, HOD, Housekeeper, General Manager, thus creating a strategy to expedite the rectification of the problem/complaint. (Triton, 2016)

Complaints related to Engineering i.e., tap leakage, AC complaint, plumbing etc. are directly diverted to Engineering staff. Reports i.e., plumbing, room service, pest control can be pulled out in 1 hour. It also keeps a tab on staff working hours aligned with the rooms / public areas cleaned by the person on duty. At the time of checkout, the online feedback form directly reaches on email to get real-time feedback

from the guest. During the stay, if a guest has any glitches related to service they are categorized as HWC (Handle with Care) guests. The system has the option of par stock (Triton, 2016). Hotels have also upgraded technological advancements to make the guest rely upon safety features with robot cleaners and disinfection of rooms with UV rays.

The guest can give a command to Alexa for opening curtains, adjusting the smart lighting system in the room, setting the room temperature, switching on the TV. The interactive voice system assists the customers with such demands. Hotels in New York Wynn Las Vegas is an ideal example. (Geekwire, 2018) The hotel is enabled with Amazon's Alexa voice assistant to let guests' control, lights, temperature, shades, TV and more in their hotel rooms.

Adaptation of technology

Hotels, aviation sector and other service sectors have implemented contactless technology, self-check-in kiosks, keyless entry to avoid the infestation of viruses. The significance of Robots and technological gadgets is discussed below

Use of RFID system

A radio frequency identification device is used for automizing the uniform process with proper coding. When a linen room staff presses the code, the uniform

reaches via conveyor. Employees retrieve uniforms through the secure access door using their ID card with an embedded RFID chip. The computer-based control system is custom programmed to monitor and track individual employee uniforms with a single operator. (Conveyers, 2017)

Robot maid for clean floors

Fully automated housekeeping robots named Rosie by Maidbot are the latest addition. Maidbot has innovated a robot named Rosie to curtail the cost of hotel housekeeping, It reduces the chance of humans getting infected while cleaning the rooms and public areas. These practices are helping to win the trust of guests. This futuristic robot Rosie is designed to keep hotels and the bedroom floors clean with automatized operations. This can also collect the data to help hotels run more efficiently for hotel employees. (Maidbot, 2017)

Cleaning of rooms with UV rays

Hotels are using germ -killing robots to cleanse rooms. A robot has been specifically engineered to clean and disinfect services exposed to germs. This is critical due to the recent COVID-19 outbreak. Hotels which employ such precise devices are likely to enjoy better occupancy. (Click2Houston, 2020)

Cleaning of airplanes with UV rays

Airplanes are also devising the strategy of disinfecting the seats, cleaning of planes with robots keep the planes free from Coronavirus. It uses UV lights mounted on a frame. The UV light kills viruses and bacteria as the robot moves slowly down the aisle. A single robot can disinfect a plane in 13 minutes. It operates autonomously when the plane is free. These innovations are significant to persuade reluctant flyers to boost the growth of this sector. (Forum, 2021)

The above-mentioned tech trends have emerged as a life saviour, business enhancer and have become an aid for the Industry.



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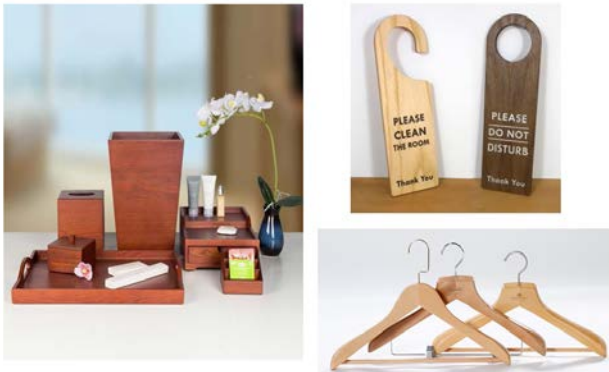
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Are you like a frog in the well?

Manduka the frog has been living in the well for an awfully long time. Manduka is unhappy in the well, even though, it gets its food, there is water to swim and place to jump. Over long periods of living in the well the frog Manduka has set **patterns** and **routines**. **Life is boring** and lacks the **romance of change** and **excitement**.

Manduka is **stuck within the well**. Many people go through this phase of life but **manage to come out** of the well. But many more are stuck in the well and **do not know what to do**.

A quick analysis tells us that people are stuck like the 'Frog in the well' since they **do not operate** on their **inner strengths** and hence are **weighed down by their weaknesses**. To lead happy lives and grow in one's business or career, you need to clearly **choose to know your true strengths** with an **objective, unbiased measurement**.

As human beings **we are different** since we have the rare advantage of the **power of discretion**. This power gives us choices and **we can choose between the good and the not so good**. We cannot end up as the 'Frog in the well'. The idea is to **learn to think out of the well**, for only when we leave the well, we get to see the ponds, the lakes, or the rivers.

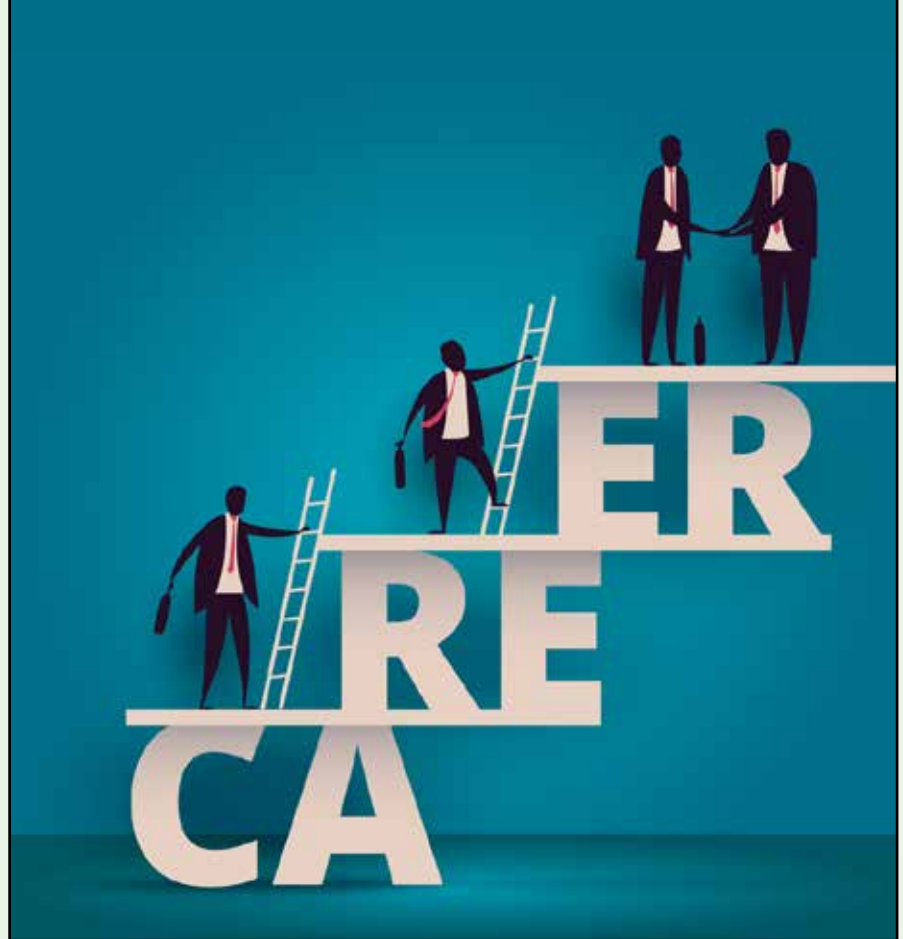
But Manduka the frog **needs the stimulus to change from within**. The Frog in you and me needs to understand **the innate potential** that is hidden **deep within**. Your potential is all about your hidden **STRENGTHS**. Your opportunities lie in your making use of your strengths. Your heredity traits and early influences of upbringing as well as environmental conditioning have impact on your life and career.

It is time to **map the gap between your potential and performance** to come out of the well and seize growth opportunities. MAP =



Sree Nidhi S. K.

Managing Director,
Author, Behavioural Master
Facilitator, Change Catalyst, & Life
Coach
Oscar Murphy International
Knowledge partner, PHA



Measuring Attitudes & Personality Potential. So, MAP will tap into your hidden reservoir to help you march towards your success.

Are you stuck in your job, career or perhaps in life itself? Or you feel your children are stuck at school?

Do you wish to make a quick turnaround?

Do you wish to put the past behind?

Do you wish to learn as to how you can make rapid progress?

Your strengths are **your opportunities for growth and progress** and enable you to come out of your self-created well. Your strengths open the doors for your bright future. You must know your weaknesses too, as they are likely to be your threats and rob you of your success. **Time to get unstuck** to your weaknesses and **learn tide over** them with **your strength management strategy of life.**

Psychologists have uncovered that **majority of people are working on their weaknesses** and end up struggling, most of the time. The **successful minority always focus**

on strengths, true strengths and hence they are on fast track and out of the well of **self-imposed limitations.**

Our true strengths are hidden inside us in the form **heredity, upbringing and environmental influences.** We are **born with gifts** that we rarely use, due to our ignorance. Our upbringing bestows certain strengths to us in terms of **conditioned emotional responses** to different situations. Our personality is a combination of both, the heredity and environment. Measure both the influences to gain a holistic view and better understanding of the self.

As we grow, based on the demands of life or work or school, one **develops certain competencies or is required to develop some more capabilities** to be on the fast lane. Psychometric competency mapping lets you know as to where you stand today, so that you can the **take right decisions** as to where you wish to be soon.

You have an advantage to find out and measure as to **how good you are, in your communication.** Do not forget the fact that

communication is the life blood of your progress, no matter your subject matter expertise, technical competence, or years of experience. Based on the theory of transactional analysis, now you can **get your specific solution** to all your communication **problems or challenges.**

You would have noticed at times, that **your behaviour is not same everywhere** and it varies depending on the situation. Now you can be in the driver's seat by even helping yourself with that knowledge too. Your behaviour is driven by **your attitude** made up of the conditioning over the years. You can change all of that by **changing your thought process**, and to change that you need to **measure your inner mind.**

Your **inner mind** is your **winner mind** provided you do something to get out of the well made of **self-limiting beliefs.** Make up your mind to **shift from a limiting mindset to an enabling mindset.** You are a Winner and it's time to **discover the Winner in YOU.**

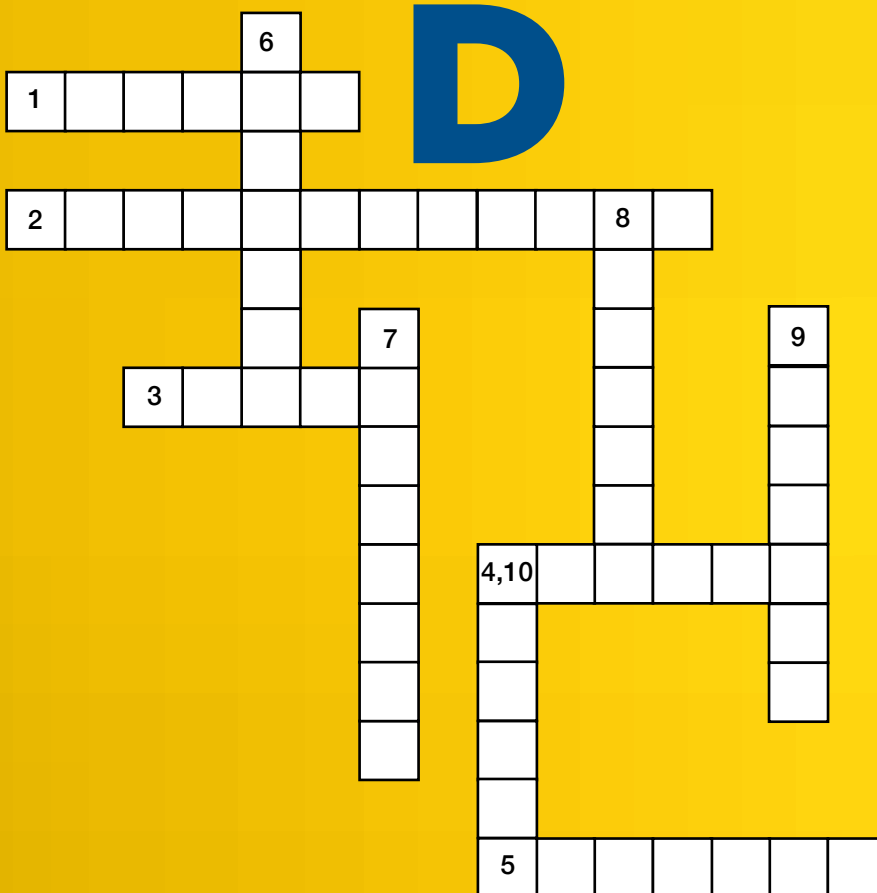
VoH WORD CROSSWORD



Nirupama Patra,
HOD, IHM Shri Shakti,
Hyderabad
VP-L&D, PHA Telangana Chapter



Chandan Kumar Behera,
3rd year BSc., IHM Shri Shakti,
Hyderabad
PHA Yuva member



ACROSS

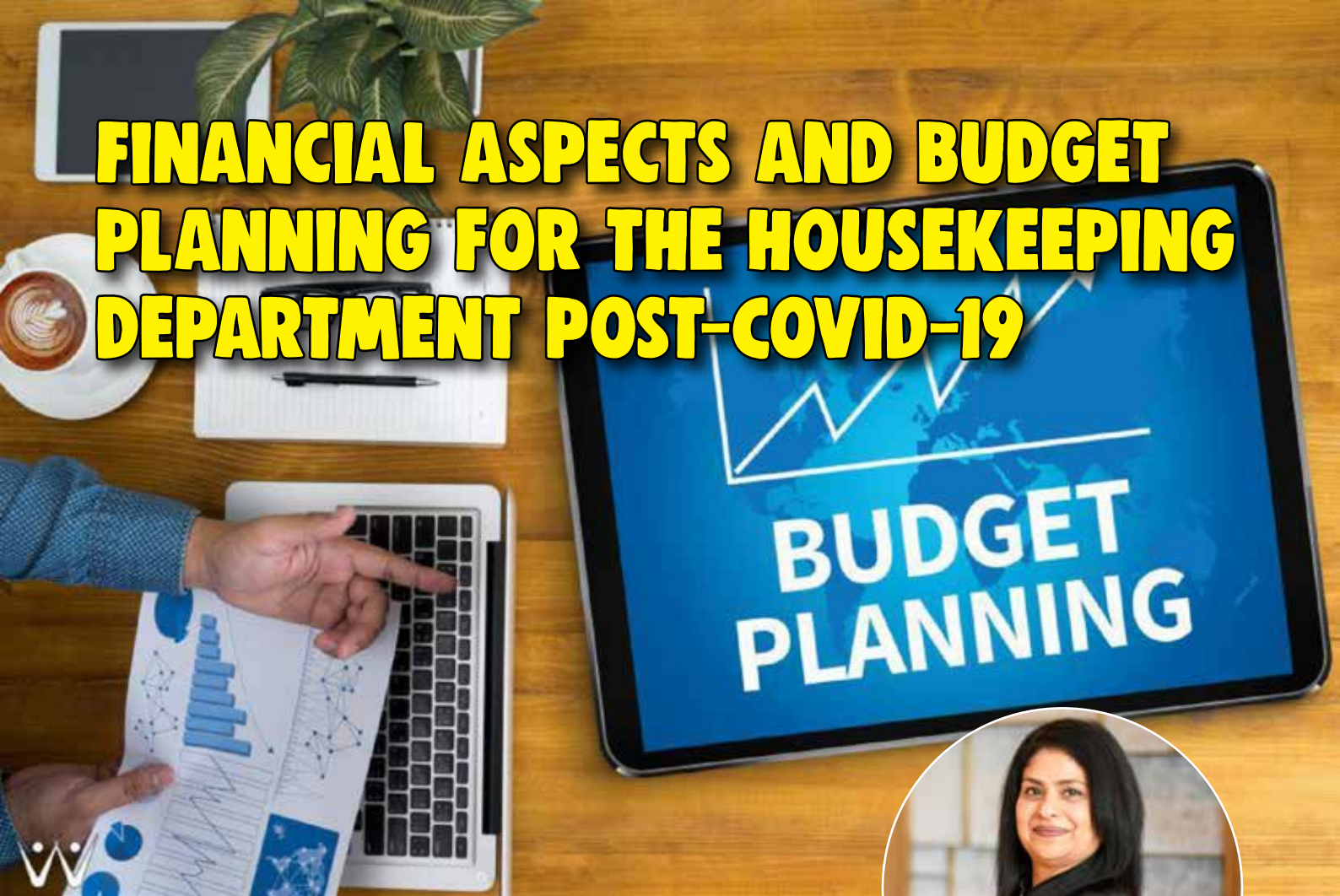
1. A mixture of gases produced by the breakdown of organic matter in the absence of oxygen.
2. In this process worms are used to convert organic material into useful manure.
3. An outdoor room with roof and open sided veranda overlooking a scenic view or water body.
4. Purity of a color at saturation, also known as intensity.
5. These are placed in room at no extra cost to create guest delight.

DOWN

6. A container with lid, used for disposing unwanted items.
7. Can be performed by anyone to save life and prevent further injury.
8. He is an unwanted guest, fooling around.
9. Oriental origin, arrangement which can float.
10. Located near a swimming pool, for relaxation and changing.

(Answers on page: 27)

FINANCIAL ASPECTS AND BUDGET PLANNING FOR THE HOUSEKEEPING DEPARTMENT POST-COVID-19



It is no secret that the COVID-19 crisis has shocked the hospitality industry. The devastating impact has left hotels in major cities across the country/global struggling to stay in business, with over half of them below the threshold at which most hotels can break even and pay back debt.

While the hospitality industry continues to struggle with almost two-thirds of hotels at or below 50% occupancy, and hoteliers grow concerned about the outcome of this New Year travel, it is wise for hotels to apply lessons learned from last year and prepare for the future of the industry beyond COVID-19. Now that safety and cleanliness are more important than ever, it is time to adapt and reinvent the way hotels attract patrons.

Before the pandemic, a standard leisure room took an average of 39.3 minutes to clean and cost \$0.35 (INR 25/-) approx. (in terms of staff time, based on a guestroom accommodating one or two people). According to the new cleaning protocols, the cleaning time for a standard leisure room will push up

to 45.3 minutes at a cost of \$0.45 (INR 32.4/-). The cost increases when children stay in the room (50.2 minutes at a cost of \$0.60 per room), and decreases for business travelers (31.8 minutes to clean at a cost of \$0.20 per room.) Hotels and resorts are different so as the calculations, on the other hand, resort & villas will be a little higher than business hotel rooms.

Public areas and heart of house cleaning is also influence by Covid-19, if the areas were deeply done 3-5 times a day; is now moved to 7 - 9 times, escalating the cost to 2% to 5%.

According to a survey, 81% of travelers feel more comfortable staying at hotels with strict cleaning and safety protocols. In 2021, getting the word out that your hotel is safe and clean is imperative. "Hygiene guarantees are going to be one of the key factors that will enable the hospitality market to start successfully operating again as people seek guarantees for their safety when traveling, there is no doubt that running a hotel post-pandemic is going to be more



Neerja Acharya
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Four Seasons Bengaluru
PHA Life member

expensive in order to deliver these reassurances.

To guarantee hygiene at your hotel and resort, in approaching months/years, housekeepers have to adapt strategy to add new technology cleaning tools and equipment as part of their CAPEX budget, such as

UV Disinfection Robot

Usage: It is worth using in public area as it disinfect both air and surface.

Specialty: It disinfects approximately 9,000 square feet per hour, with 99 percent effectiveness against COVID-19.

UV-C system - Arc

Usage: It is worth using in rooms and villas prior to guests' arrival

Specialty: It disinfects a 1,000 square foot space in seven minutes, which destroys 99.99 percent of known pathogens and diseases, including the coronavirus, common cold and seasonal flu. It is free from chemicals or pesticides, and is reportedly safe to use around food, plants, furniture, and electronics.

There are many disinfectants/robots available in the market, which leads to huge responsibility on DOHK to ensure check and their wise use will help keep the HK budget in control.

Financial impact post COVID 19 pandemic

According to the new cleaning protocols, below are the operational implications on housekeeping and laundry -

- Safety gears for the staff and guest
 1. PPE kits, mask, gloves, face shield (optional), shoe covers, hand sanitizers

2. Self-sanitization of staff after every guestroom service
- Sanitization of guestrooms & public areas (Guidelines given by FHRI and Local Government)
 1. Hotels & resorts introduced disinfectant sprays /Sanitizing machines for sanitizing the guestrooms after every checkout and on guest requests.
 2. Addition of extra 5-10 minutes to the average room cleaning timings for sanitization of all touch points and surfaces of each guest room.
 3. Sanitization of HK trolleys and pantries after every shift
 4. Use of certified Diversey / Ecolab chemicals for surface and room sanitization
 5. Set of disposable linen for COVID positive or Quarantine guests
 - Sanitizing Regime for Public Areas
 1. Dedicated manpower for sanitizing each tables / covers after each seating

2. Automatic sanitizer dispensing machine / Sanitizer standees for every banquet hall, bars, lobby / sitting outlets and restaurants.
- Sanitization regime at porch and driveways
 1. Dedicated staff for sanitizing of luggage and vehicles on each arrival with sanitizing machine
 2. Sanitization of elevators/ public area washrooms/guest stairways/corridors/banquet halls after every 2-3 hours

The above change in operational protocols have led to a noticeable rise in the operational cost for the Housekeeping Department pertaining to extra manpower, sanitization chemicals, machineries, disposable linen and personal safety gears.

It does not end here, as we are growing and knowing COVID better, there are chances that every hotel has to acquire latest equipment, tools and chemical to maintain the safety regime at all times.



How to Quickly Disinfect a room?

Mobiklean UVGI Comes to your help

- **Mobiklean** works on UVGI Technology (Ultra-violet Germicidal Irradiation) which has been proven effective in killing viruses including **Sars-Cov-2**
- Just keep Mobiklean at the center of the room you need to disinfect for **10 minutes**
- It disinfects both **air and surfaces**
- Also available are the dosimeter stickers which indicate the right dosage of UV by changing its colour
- Reduces the effort of Housekeeping staff. No exposure to harmful chemicals
- Improves Total Turnaround time of Hotel rooms



UVC Dosimeter Chart

Where you can use this?

Any Closed space you need to disinfect like:

- | | | |
|--|---|---|
| <input type="checkbox"/> Hotel Rooms | <input type="checkbox"/> Airport Lounges | <input type="checkbox"/> Classrooms |
| <input type="checkbox"/> Hospital Wards | <input type="checkbox"/> Office Space | <input type="checkbox"/> Gymnasiums |
| <input type="checkbox"/> Cinema Halls | <input type="checkbox"/> Dental Clinics | <input type="checkbox"/> Restaurants |

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journey

of a professional
housekeeper



Saraswathi Mahadevan

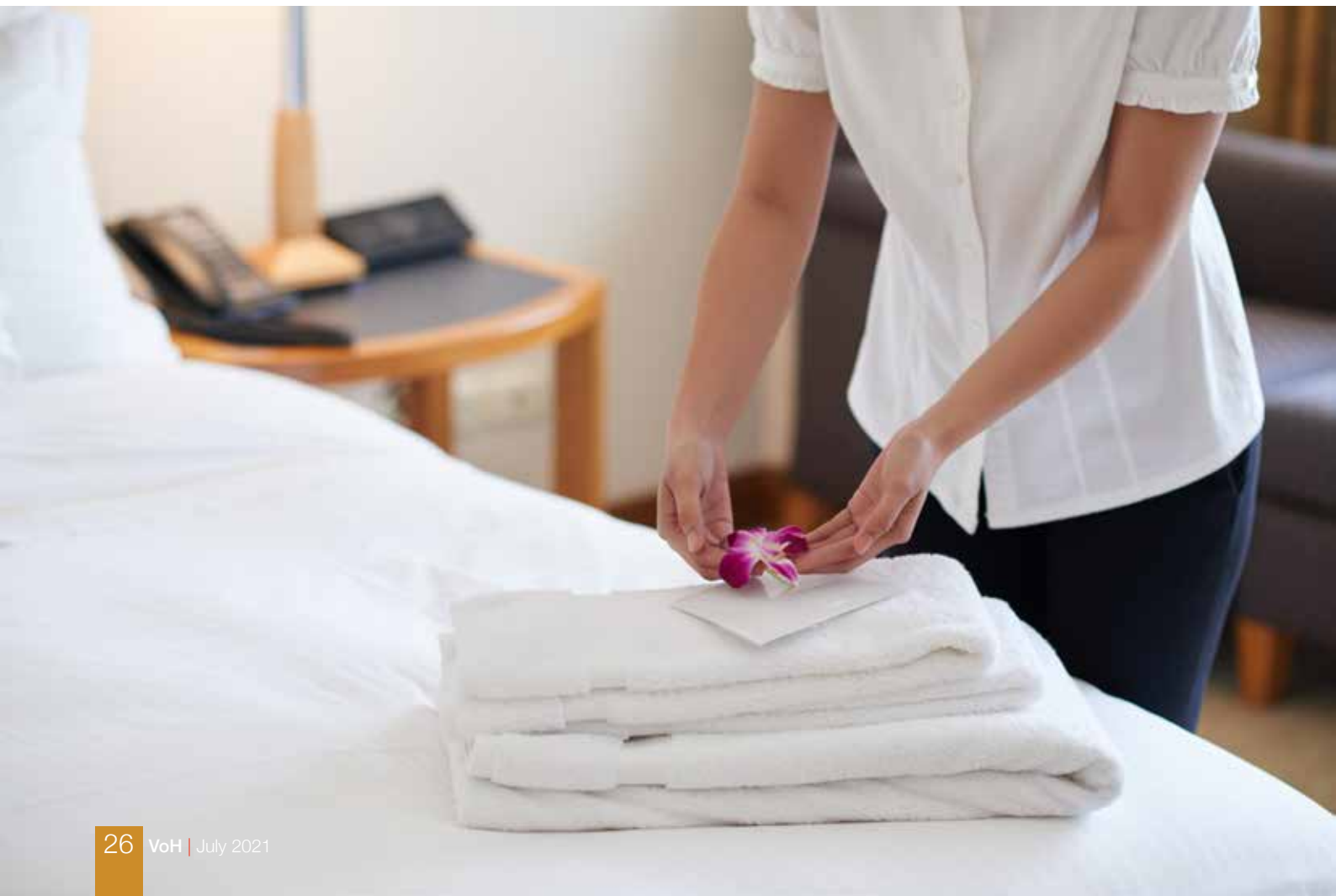
General Manager
Daiwik Hotels
Rameshwaram, Tamil Nadu
PHA Life member

“Miles to go before I sleep, miles to go before I sleep.....” said Robert Frost in his poem ‘Stopping by the woods’ in 1922. These lines are true to my career too as a professional housekeeper.

I started my career in the hotel industry in the year 1983 after my graduation as a Cell trainee housekeeper in the Taj group of hotels in Mumbai. We were trained to be managers of small hotels, and hence underwent training in all departments of the hotel. I knew nothing about the hotel or the hospitality industry except that

it seemed very glamorous and working in it was a dream come true. When the opportunity came my way, my sister was the first one to encourage and motivate me to apply for the same. After four rounds of interview in Chennai and Mumbai and out of over 30 girls shortlisted from various states, I got selected in the final round. I was very excited and took up my training with utmost dedication and interest. I was keen on learning and doing what I was told, and I performed well and was also commended for my hard work and dedication by my bosses. There was no looking back since then.

We were sent to Goa for the projects to get the villas and rooms ready for the Heads of Government meet which took place in 1986. It was a real experience, though tough, to work with all team members especially with the bosses themselves (the MD and Chairman,



Vice President of Interiors, Director HK who cleaned and set up rooms and cottages with us!).

In 1987, I was posted in Chennai at the Fisherman's Cove as the housekeeper in charge. Soon after that, I was posted to Goa, followed by Udaipur and Jaipur, and then was sent to Dubai to set up the hotel and then returned to Mumbai.

While in Jaipur, we had a British VIP group who stayed with us for a night and was to have dinner with the Prime Minister the next day. One lady, who stayed in a suite room, had given her jacket for dry cleaning. Not having a good laundry with the state of the art machines, the jacket was washed and returned to the guest. When she received the laundry, she fumed and yelled and wanted to see the manager. When I met, her she did not know what she was saying and said, "You Indians need to be

ruled by us....." It was disheartening to hear something like this, though I agreed to compensate the jacket, but to no avail. All I could hear her scream was that she was going to complain to the PM about us and our services!

While we have had tough, ruthless customers like her, we have also had loving and friendly guests. During my tenure at Lake Palace, there was a couple who stayed with us for over a month and would visit us at least once in two years. The couple were such loving people and so attached that they would be in touch even after they left. Similarly, a family in India would come every year to whichever hotel I was posted at, and the kids got so close to me that they would never want to go out or to their rooms but stay in my office or go with me. They are still in touch and are my friends. Life is a whole package of

wonderful and beautiful experiences and I have enjoyed them all with a great team and colleagues. I joined the Intercontinental after I returned from Oman where I worked as a GM for His Excellency's residence at Seeb which was a totally different ball game.

All experiences put together, it has been a beautiful voyage, picturesque, and I enjoyed meeting different people from different countries, states, and cultures. If I have become what I have, I owe it to my parents, siblings and my team who went a long way to make me a GM today of a 90-room property despite going through cancer twice! I would like to end by saying there is nothing impossible in life. The roads may get tough, but that's when the tough get going. So, I continue to sail through it all with the blessings of God and every well-wisher.

Answers to VOH Cross Word



APPLYING TIME AND MOTION STUDIES IN HOUSEKEEPING



Reena V Tiwarri

Head – Administration
Artemis Hospital, Gurugram, Haryana
Zonal Head, PHA – North Chapter

From yesteryears culture of “low timeline pressure” to modern day practice of “defined time frames” for each plausible activity under its ambit, housekeeping has come a long way in inculcating best time management practices within its scope.

The recent times have witnessed a flurry of tools which were conceived and implemented to undertake meaningful studies related to husbanding the ‘Time’ that a specific ‘Work’ entailed. ‘Time and Motion’ study is one of them where you carry out the following steps to understand the present ‘As-is’ of a task that is being performed:

1. Breakdown the complete task in smaller steps.
2. Analyze time taken to perform each task.
3. Note the redundant and wasteful motion in the entire activity.
4. Make a note of exact time taken for each move.

The ultimate purpose or motive of

using such a tool was to optimize the productivity of the staff by understanding and listing down the wasteful or non-value-added activities (NVA) activities.

With the advent of Six sigma/ Lean Sigma methodologies in the service industry, we have leaped further and have started using tools like Value stream mapping (VSM) into our day-to-day processes to illustrate, analyze and improve the steps required to deliver a product or service. VSM reviews the flow of steps and information from ‘Start to end’ in the form of flowcharts.

There are certain softwares too, for example, Microsoft Visio etc., which can help the housekeepers in carrying out the process modelling through VSM. VSM exercise helps you to analyze which steps in the chain have the longest queue time or are redundant, it also helps you to differentiate the ‘value added activity’ from ‘non-value added activity’ at the task level and then making a ‘Spaghetti diagram’ which helps you to analyze the distance/time

covered in going back and forth, say, to a pantry or some other store which was totally unwarranted. Sometimes, honestly, it is just the order of steps in a process that can be changed for the sake of efficiency.

Spaghetti Diagram helps you to arrive at the wasteful chain of events which can then be worked on, to eliminate them in order to improve overall delivery or service time so that we can exceed our customer’s expectations.

It is therefore pertinent to mention that such tools are critical to process and quality in our service industry where our constant endeavor is to raise our bar and be a step ahead of the curve to survive the competition.

MORE ON TIME AND MOTION STUDY



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Time and motion study is to evaluate work methods, this helps the department to find better and easier ways to carry out tasks and save time and energy. The time and motion studies for a task calculate, how long it takes, on an average, to perform a certain task. This helps in calculating staffing levels. To do a time and motion study, several staff members perform the same task (example, bed-making), one by one, their movements are studied and clocked. The results are compared, and an analysis is done as to how long it takes on an average to perform the task. The best practices derived from this study are then used by everyone so that the resulting performance will be more standardized and predictable.

Below mentioned methods can be used by the Director of housekeeping to do a time and motion study in her/his department.

Pathway:

This technique involves the study of the path covered by the team in the

commission and accomplishment of a task. A floor plan of the work area is drawn to scale and fixed to a board on the wall. A long thread is pinned down at the starting point on the plan. The line of motion is marked using this thread-whenver the team member turns, that point is marked with a pin and the thread wound around it. The length of the thread gives an idea of the distance passed through in the completion of the task. The time taken is also noted down. Various pathways are tried out to find the simplest and smallest route to finishing the task successfully. This is done to achieve the least exertion and minimal loss of energy and time. This technique helps pinpoint all movements that can be reduced or eliminated. Now suppose a hotel has been constructed in H shape, the service time of each specific task will vary from room to room.

Process:

All tasks, in order to be accomplished, need a detailed procedure or movement. In this technique, a close study of the

process adopted is carried out and the flow of activity closely studied. A record of the time taken to finish the task is kept. All unnecessary movements and steps are then listed down, so as to be avoided in the final process implemented.

Operation:

This method helps one to track down all extravagant expenditure of time and energy in entire activities. The method requires a thorough study of all the minor activities making up a work process. The movements of the two hands are studied in great detail, and a fine breakdown shows wherein the job delays are occurring.

As per the current scenario, new time and motion studies are being done in a few hotels or resorts as the processes are being changed in the cleaning of rooms or to deliver any item.



HOUSEKEEPING MANPOWER PLANNING



Narasimha Murthy A.

Executive Housekeeper
The Pride Hotel, Bangalore
PHA Life member

The current situation has taught us that planning and effective implementation is the key to success in maintaining the gross operating profit of the hotel. Manning is the key contributor towards the hotel's PNL and accounting for this cost and optimum utilisation of this resource will help in sustaining the organisation in the long run. Each unit has been affected due to the pandemic and preplanning of staffing is the utmost requirement in the current situation. The present scenario demands multi-skilled staff so that all the areas can be covered, and the hotel can be maintained without compromising on the standards.

Staffing needs to be planned, driven by daily occupancy and managers need to ensure that all the areas are effectively covered with minimum staffing. Shift timings are to be identified as per the requirement so that all the areas can be covered with limited staffing. For example,

earlier we had a 3-shift day, but now, considering the scenario we are handling operations with 2 shifts, covering 24 hours, with minimum required staffing. Also, multi-skilling staff help us to get all the areas covered daily. Sometimes, some areas are not able to be covered due to busy occupancy, we mainly focus on required areas at such times, so that we won't get any complaints from the guest.

Depending on the occupancy, allocation is to be done for the floors, for example, if we are closing 60 rooms, 3 team members to be allocated for all occupied rooms and other staff members can be allocated on another guest floor for extra cleaning and guest requests and rest three need to be divided between the public area and other required areas. Even when occupancy picks up more than 80% a day prior, the team should be called for smart planning and works to be divided, such as one staff can be tasked for

arranging linen and collecting soil from rooms and another person to make the bed and one person to carry out bathroom cleaning. With this planning, we can complete maximum works without wasting our time as well as manpower.

Self-check needs to be implemented and each staff should be accountable and responsible enough to contribute towards smooth operations. For these, we need to identify the excellent staff who have the capacity to clean and check the rooms without any defect. Proper training needs to be given for few days to make sure the staff is confident and once they are ready to take charge, then the supervisors are not needed on the floor.

Task breakdown must get rolled out a day prior so that the team is aware of the expectations and may complete their tasks accordingly. On demanding schedule days, duties and responsibilities need to be equally distributed so that the regular tasks can be accomplished on time.

Laundry staffing has been reduced from 4 team members to one; hence support is extended by allocating a person from the floor or public area in the laundry when the calender machine is operated or in the collection of soiled linen. Thus, effective planning is the key element for maintaining all the areas with required staffing.



HOUSEKEEPING SERVICES IN FACILITIES



Shivakumar V.
Manager-Housekeeping
Prestige Property Management and
Services, Bengaluru
Treasurer, PHA, Karnataka Chapter



Housekeeping service is one of the essential service spectrums in facilities management.

Housekeeping in facilities refers to day-to-day cleanliness, tidiness and good order in all parts of the residential or commercial complexes.

The advanced housekeeping services companies are highly focused on clinical cleaning along with the regular cleaning activities that brings complete content and comprehensive satisfaction in the mind and life of residents or customers. The service level agreement for housekeeping can be customized as per the residents' or customer's requirement and budget.

Responsibilities of housekeeping team in facilities

The responsibility of housekeeping is to clean and maintain the common area in complexes which enhances look and feel factors in the residents' or customer's mind. Housekeeping not only brings in the best practices but also helps enhance health, both of the assets as well as of the inmates in the campus. Resultantly, good housekeeping further reduces the burden of capital expenditure.

Common areas

Common area cleaning service is one of the important services offered by housekeeping companies or facility management services. Common areas in a residential or commercial complex include lobbies, corridors, stairways, parking lots, spots, ramps, laundry room, roof of a building, elevators, washrooms in lobby area, driveways and storerooms.

Every co-owner is entitled to walk upon and enjoy each and every space of the common area. Apartment Owners' Association or Managing Committee are live to the situation with high expectations which ensure that common areas are maintained in a world class manner.

Cleaning strategies

To maintain the cleanliness of common area, we plan and establish strategic cleaning schedules based on the usage of the area.

Based on the requirement, cleaning schedules have been defined as an hourly, daily cleaning and periodic cleaning such as alternate days, weekly, fortnightly, monthly, quarterly, half yearly and yearly cleaning.

Housekeeping team will be more conscious on quality cleaning

using right chemical, equipment, method on the right surface or area. Housekeeping team can ill afford to damage the surface or equipment adopting wrong method or lack of training and skill of the Housekeeper.

Automation and Mechanization in Housekeeping

Advanced housekeeping in facility management will have diligently planned cleaning schedules and devoted monitoring systems. These are the effective tools to run efficient housekeeping operations. These tools are more effective when used through software applications.

Mechanized housekeeping services include everything from dusting and moping to cleaning of floors, window panels, glasses, floor scrubbing, floor polishing, vacuum cleaning, machine cleaning and maintenance, pest control and fumigation in an apt manner.

Waste Management

Every complex – be it residential, commercial produces substantial amounts of materials waste. Hence the Facility Management team needs to focus on managing the same in the most optimum manner.

The Facilities Management services team plays a key role in helping with the effective recycling and management of waste through various practices:

Educating the occupants of the premises about segregation of dry and wet waste at source. Daily collection and segregation of dry and wet waste from each unit and effective disposal of the same.

Waste hauling is better managed through the authorized service providers.

The wet waste such as food scraps and animal waste can be turned to compost via a compost machine in the building premises. The compost thus generated can be used in the garden of the building or be sold in the market. In some larger complexes the wet waste will be used for generating biogas. Biogas would be used in a variety of ways including as vehicle fuel and for heating and electricity generation.

Facility management team will work closely with the local ward office of the corporation/municipal authorities to seek ideas and support for an effective waste management plan. The local ward office is a treasure trove of information and interacting with them can lead to community-wide benefits.

Qualities of housekeeping staff

Trained housekeepers enhance productivity of tools, materials, appliances in the campus, which substantially control decay of the valuable assets and provide wonderful out look to the property.

In order to make housekeeper efficient and competitive the below given required training will be carried out as per the regular intervals.

Technical Training: Skills of floor, restroom, staircase, car-parking area and different surface cleaning.

Soft Skill Training: To transform attitude, behavior, handling situations, grooming, personal hygiene, communication, cooperativeness, politeness, honesty and physical fitness.



SOLUTION TO VoH WORD

MAZE

B	S	U	G	A	R	Q	B	Q	P	E	N	A	X	F	V
E	D	A	H	D	C	C	J	A	F	D	V	X	T	G	B
D	Y	A	F	C	S	T	A	N	D	S	A	H	E	J	N
F	H	D	B	U	C	H	M	D	W	A	C	G	A	J	G
V	B	A	D	V	R	J	K	A	R	H	U	H	B	E	D
D	L	B	T	B	B	N	L	G	T	J	U	J	A	O	M
H	A	O	L	B	V	V	I	H	Y	L	M	C	G	P	H
X	N	C	O	F	F	E	E	T	I	M	V	S	U	K	D
A	K	O	T	Q	N	N	A	O	U	V	N	Q	I	L	P
B	E	M	N	Z	X	M	G	I	I	R	M	W	O	E	E
U	T	U	B	C	C	K	J	L	O	X	E	R	E	A	R
N	D	I	Q	B	B	L	Y	E	L	V	C	W	P	S	T
L	H	B	M	O	P	A	X	T	I	S	S	U	E	D	U
O	A	N	R	V	Q	Z	Q	R	B	A	B	S	O	F	A
T	D	M	V	V	A	Q	E	Y	V	N	T	F	L	S	I
I	D	T	Q	A	R	I	D	L	R	I	Z	S	K	Z	O
O	V	O	A	N	N	A	J	C	G	T	X	R	U	Q	P
N	N	W	Z	M	N	I	L	V	X	I	C	P	A	D	G
S	M	E	F	V	O	Y	T	B	Z	Z	D	T	Q	E	C
T	M	L	G	R	L	M	M	Y	M	E	G	Y	A	R	C

ANSWERS

1. Bed
2. Tea bag
3. Coffee
4. Dust
5. Toiletry
6. Tissue
7. Mop
8. Towel
9. Sugar
10. Blanket
11. Vanity
12. Furniture
13. Stand
14. Sofa
15. Pad
16. Sanitize
17. Vacuum
18. Pen



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PROFESSIONAL HOUSEKEEPERS ASSOCIATION (PHA)

PHA is a non-profit organization which provides a platform to Housekeeping professionals from Hotels, Retail, Facility Management Companies, Healthcare, Engineering Industry, Educational Institutions, Training Institutes who share their experiences, best practices and thereby highlight the industry's immediate requirement. PHA envisages establishing and implementing an effective and efficient structured programme in all aspects of Housekeeping services, covering all types of facilities.

PHA is a national body constituted on 16th February 2015, and is the guiding force to the chapters in all states. The first chapter came into force in Bengaluru representing Karnataka with a Board comprising of a Vice President and 9 board members and is actively functioning. Similar chapters in other states have been initiated widening

the reach for the benefit of the Housekeeping fraternity. With more than 400 members from all sectors of the cleaning industry – retail, health care, hospitality, facilities, and educational institutions across the country, PHA has operational chapters in Karnataka, Telangana, Goa and North India.

To instil a sense of pride, comradeship, knowledge & professionalism among the housekeeping fraternity and future housekeeping professionals is the vision of Professional Housekeepers Association.

PHA offers membership to housekeeping fraternity, hospitality academicians, vendors, corporates formally associated with the domain and Hotel Management students. A member has the opportunity to deliberate, acquit, share and mentor like-minded professional.



PHA YUVA

A feather in the cap of PHA is its offshoot, PHA Yuva. Constituted and launched in September 2017 as a formal platform for the youth aspiring to be a part of the hospitality industry in the core area of housekeeping, PHA Yuva has grown leaps and bounds with about 200+ members. PHA Yuva is for the students, by the students, mentored proficiently by the industry professionals and faculty.

The foremost objective of PHA Yuva is to bridge the gap between the industry and academia and provide a dedicated forum for networking with industry leaders in the field of housekeeping and related endeavours. PHA Yuva strives to build a knowledge share base for the students of all hospitality management institutes and provide them an opportunity to exhibit their talents.

HOW TO BECOME A PHA/PHA YUVA MEMBER

1. Log on to www.phka.in
2. Click on Registration
3. Choose profession/domain.
4. Click on registration type.
5. Fill the Registration form.
6. Make the fee payment as directed.
7. For enrolment related queries, contact +91 9880030926; +91 8618321769 or mail to chrn.ind@phka.in

VISIT US AT:



<http://phka.in>



<https://www.facebook.com/ProfessionalHousekeepersAssociation/>



<https://www.linkedin.com/company/professional-housekeepers-association/about/>

THE JOURNEY OF PHA

Professional Housekeepers Association celebrated its launch in 2015 at Taj M. G. Road, Bengaluru



The first meet of PHA after its launch in 2015 at Hotel Sanman Gardenia, Bengaluru



PHA collaborated with Food Hospitality World Expo, Bengaluru, to conduct a panel discussion on 'Green Housekeeping: Emerging trends, challenges and the way forward' on 13th June 2015



PHA celebrated the 1st National Housekeepers Convention and Anniversary at Sterlings Mac Hotel, Bengaluru on 20th May 2016



A motivational session in progress at the event

PHA partnered with Food Hospitality World Expo at Housekeepers Connect, Bengaluru, on 11th June 2016 to conduct a panel discussion on 'Evolving housekeeping trends and solutions'



PHA organised Mysore EHKs meet at Windflower Resorts and Spa, Mysore on 23rd April 2016



PHA launched its Telangana Chapter at Novotel Hyderabad with event partner HPMF on 27th August 2016



PHA launched its North Chapter in association with Aaharways Expo at Pragati Maidan, New Delhi on 10th March 2017 with a Housekeepers Masterclass



PHA organized a session on 'Breast Cancer Awareness' in association with Cytecure Hospital, Bengaluru, as part of its 'Knowledge Share Series' at Taj M.G. Road on 8th April 2017



PHA celebrated the 2nd National Housekeepers Convention and Anniversary at The Oterra, Bengaluru, on 20th May 2017



PHA organized the 'Great Linen Tour' for its members in association with Raenco Mills, Coimbatore on 22nd July 2017



PHA conducted Swachh Bharat Abhiyan and organized cleaning of Domlur Park and Domlur Government School premises at Bengaluru on 6th August 2017



PHA organized competitions for Hospitality Schools in association with Food Hospitality World Expo, Bengaluru, on 10th August 2017



Students from various Hospitality Schools participated in the Uniform Designing competition organized by PHA at the FHW Expo



PHA organized a panel discussion on 'Outsourcing of Housekeeping services' in association with Food Hospitality World Expo, Bengaluru, on 10th August 2017



PHA launched its YUVA Chapter at PES University, Bengaluru, on 9th September 2017



PHA members visited Scheveran Laboratories, Mysore on 10th February 2018



PHA Life members and Yuva members at Mysore for a visit to Scheveran Laboratories to garner knowledge on environment-friendly cleaning solutions

PHA organized a session on 'Sustainable waste management' in association with ELCITA and ITC Gardenia as part of its 'Knowledge Share Series' on 25th March 2018





PHA celebrated the 3rd National Housekeepers Convention and Anniversary at The Oterra, Bengaluru on 20th May 2018



PHA collaborated with Food Hospitality World Expo 2018 at Palace Grounds, Bengaluru on 8th June 2018 as part of Housekeepers Connect and organized competitions for PHA members and PHA Yuva





PHA organized PHA Yuva elections and Curtain raiser of PHA Yuva Anniversary on 21st July 2018 at Army Institute of Hotel Management, Bengaluru



PHA organized a session on 'Career in housekeeping' as part of its 'Knowledge Share Series' on 21st July 2018



PHA organized a session on 'Experiences in handling guest complaints' for PHA Yuva as part of its 'Knowledge Share Series' on 21st July 2018



PHA launched its Yuva North Chapter on 8th August 2018 at IHE 18 Expo, New Delhi



PHA launched its Goa Chapter in association with Aaharways Expo, Goa on 17th August 2018



PHA Yuva celebrated the 1st Young Housekeepers National Convention & Anniversary on 15th September 2018 at The Oterra, Bengaluru





A panel discussion on 'Redefining housekeeping' at the event.



PHA launched its Yuva Telangana Chapter on 4th October 2018 at HORECA Expo, HITECH, Hyderabad



PHA collaborated with H&FS to participate in the South India Housekeepers Convention on 1st December 2018 at Hotel Marigold, Hyderabad



PHA made its presence felt at the IHE 19 Curtain raiser organised on 7TH February 2019 at Bengaluru



PHA organized a session on 'Organization skills' as part of its 'Knowledge Share Series' on 2nd March 2019 at Zone by The Park



PHA collaborated with Garden City University, Bengaluru, at their Annual International Conference 'Transition 2019' on 14th March 2019



PHA organized a session on 'Sustainability and recycling' as part of its 'Knowledge Share Series' on 23rd March 2019 at IHM Bangalore



PHA celebrated the 4th National Convention and Anniversary on 18th May 2019 at The Zuri Whitefield, Bengaluru



A panel discussion on 'New Technologies - A bane or boon for housekeeping operations and guest experience' in progress at the event



A panel discussion on 'Understanding luxury from sustainability perspective' in progress at the event

PHA made its presence felt at HORECA Expo organised from 5th to 7th July 2019 at Coimbatore



PHA organised the 'Housekeeping Hustle' from 7th – 10th August 2019, at IHE Expo 2019, New Delhi



PHA organized PHA Yuva –Karnataka Chapter Elections 2019 at AIMS Institutes, Bengaluru, on 21st August 2019



PHA Yuva collaborated with AIMS Institutes, Bengaluru, to conduct a workshop 'Décor to Adore' on 24th August 2019



PHA Goa Chapter organized Housekeepers Connect at Aaharways Expo 2019 at Goa on 28th August 2019



PHA Yuva celebrated the 2nd Young Housekeepers National Convention & PHA Yuva Anniversary on 21st September 2019 at The Oterra, Bengaluru



A colloquy between PHA Yuva members and Housekeepers in progress at the event.



PHA Yuva, North Chapter collaborated with Amity University, Noida, for a guest lecture on 'Introduction to Hospitality Design' on 25th September 2019

PHA Yuva North Chapter collaborated with Amity University, Noida, at National Conference on 'Transformations of Tourism & Hospitality industry jobs: Paradigm shift from industry 3.0 to 4.0' on 25th September 2019



PHA collaborated with H&FS to participate in the South India Housekeepers Convention on 30th November 2019 at the Leela Palace, Bengaluru



PHA participated in the syllabus revision meeting for BSc. Accommodation Operations convened on 23rd January 2020 by NCHMCT, Noida



PHA collaborated with AIMS Institutes, Bengaluru, at their Annual Hospitality Week organised from 1st to 7th February 2020



PHA collaborated with Diversey for an exclusive webinar on 30th May 2020



PHA Yuva mentors organized a knowledge share webinar on 'Challenges are what make life interesting!!' on 9th May 2020



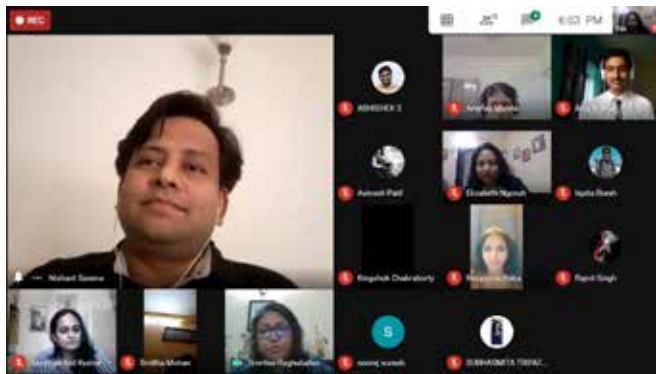
PHA Yuva mentors organised a knowledge share webinar on 'Selection of bed linen in hotels' on 2nd May 2020 in association with Raenco Mills, Coimbatore



PHA Yuva mentors organised a knowledge share webinar on 'Hospitality design & a post covid 19 housekeeping perspective & research' on 29th May 2020

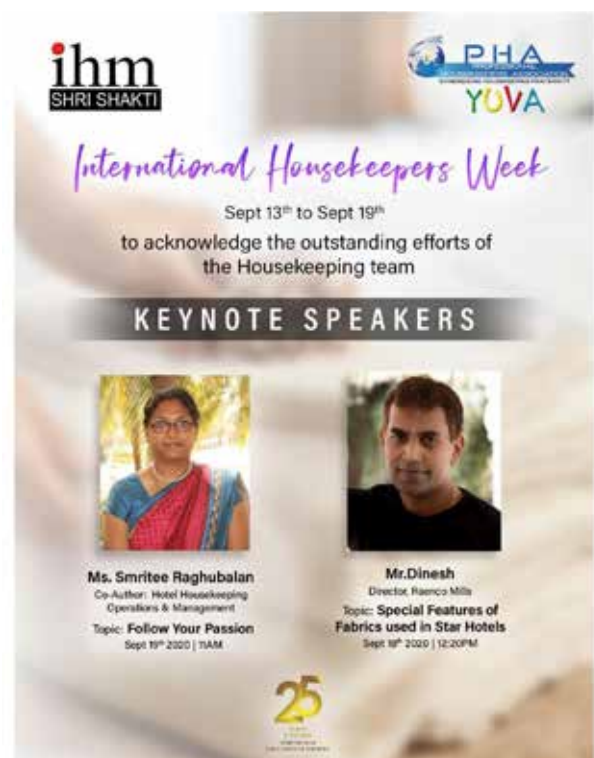


PHA Yuva mentors organised a knowledge share webinar on 'Scope & growth in housekeeping careers' on 6th June 2020



PHA Yuva Telangana Chapter organised knowledge share webinars on 'Follow your passion' on 19th September 2020 and 'Special features of fabrics used in star hotels' on 18th September 2020 as part of International Housekeepers Week celebrations

PHA Yuva North Chapter organised a knowledge share webinar on 'Paradigm shifts in career path for aspiring housekeepers' on 9th May 2020



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