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VOICE OF HOUSEKEEPERS



PHA
PROFESSIONAL
HOUSEKEEPERS ASSOCIATION
SYNERGIZING HOUSEKEEPING FRATERNITY

- a biannual e-infozine of PHA -



*Happy
New Year*

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FROM THE DESK OF FOUNDER PRESIDENT & CHAIRPERSON - PHA

Jayashree Nagaraj

Founder President & Chairperson, PHA

Dear Readers,

It is with immense pride and profound joy that I address you today, as we celebrate our continued progress and the strengthening of our shared journey within the Professional Housekeepers Association (PHA). Our association has consistently provided a dynamic and stimulating environment, inspiring every member to take on a deeper, more comprehensive sense of responsibility—not just towards our immediate fraternity, but also towards society as a whole. The tangible, truly gratifying results of our collective efforts are vividly reflected in the many impactful initiatives we have successfully undertaken together, reinforcing the value of our unified purpose.

Our core guiding principles remain the steadfast heart of every endeavour we pursue. I hold a firm belief that through our dedicated, focused efforts, we are actively shaping the future of the next generation of housekeeping professionals, whom we proudly call 'The YUVA'. Our mission extends beyond merely preparing them for the corporate landscape; we are committed to instilling a robust, non-negotiable foundation of professional ethics that complements and enhances their academic excellence, ensuring that they enter the industry as well-rounded leaders.

To powerfully mark this commitment and celebrate the

growth of our fraternity, I am absolutely delighted to announce our next landmark event: the 8th National Housekeepers Convention & 11th PHA Anniversary Celebration on Saturday, May 30, 2026. This is a true milestone event that promises multifaceted value. It will serve to commemorate the significant growth of our young professionals, provide an essential forum for gaining invaluable insights from respected industry leaders, and act as a premier networking platform connecting attendees with India's top hospitality professionals.

As we turn the page to yet another enriching chapter of PHA's journey, I am honored to present to you the latest edition of e-Infazine. This edition, like every previous endeavour we undertook, is specifically curated to inspire, educate, and profoundly nurture a vibrant sense of professionalism and camaraderie among our esteemed members. A robust and well-functioning Professional Housekeepers Association is pivotal to the sustained growth, advocacy, and long-term development of the entire housekeeping profession. It is our clear and collective mission to promote high standards of professionalism, actively advocate for the well-being of our dedicated members, and ensure the continual development of our fraternity.

As we forge ahead together, I extend a sincere invitation to every one of you: to actively participate,



generously share your diverse insights, and make your valued presence felt in every initiative and event, the PHA organizes. Let us take this moment to celebrate our substantial accomplishments while remaining intently focused and collaborative in achieving new, greater milestones for the future of the housekeeping profession.

Warm Regards,

Jayashree Nagaraj

Founder President & Chairperson,
Professional Housekeepers
Association (PHA)

8th NATIONAL HOUSEKEEPERS' CONVENTION & 11th PHA ANNIVERSARY

The Professional Housekeepers Association (PHA) is honoured to invite you to a landmark double celebration that marks a definitive turning point for our industry. On **30th May 2026, Eros Hotel, Nehru Place, New Delhi**, will open its doors to a gathering of the brightest minds in hospitality to attend '**8TH NATIONAL HOUSEKEEPERS' CONVENTION & 11TH PHA ANNIVERSARY**'.

For the **first time in North India**, PHA is hosting a landmark convention and inviting you to be a part of our growing vision. This is your invitation to join the inner circle of the housekeeping fraternity and help lead the global narrative of our craft.

This convention, titled '**Leadership in the Art and Science of Housekeeping**,' serves as a vital juncture where industry veterans and emerging professionals converge to redefine global standards. By attending, you aren't just an observer; you become a '**Steward of Standards**', joining a collective mission to serve as the ultimate guardians of quality, safety, and brand integrity. The roadmap for the 2026 convention is anchored by three transformative goals '**Care, Create, and Elevate**'.

At its core, the PHA is a non-profit family driven by a mission to energize the people who make this industry possible. We believe in nurturing the next generation, which is why our youth wing, PHA YUVA, is so vital. It serves as a bridge where the wisdom of experienced leaders meets the fresh energy of students and educators. Through PHA YUVA, we aren't just teaching tasks; we are building careers and fostering a community where everyone has a voice. It is a place for academicians and professionals

to sit at the same table, sharing knowledge that turns a job into a lifelong calling.

We invite you to be a part of our legacy. Whether you are an industry veteran or a rising professional, your presence will help us celebrate the future of hospitality.

Beyond the PHA fraternity, this convention serves as a strategic hub for ancillary partners in chemicals, linen, technology, equipment etc. to connect and collaborate with top Housekeeping

leaders. This is more than a convention—it is an opportunity to share stories, find inspiration, and grow as one. Join us in New Delhi as we honor our past and dream big for the future of housekeeping.

For more information and to be a member of the Professional Housekeepers Association, please visit <https://phka.in/> or email chrm.ind@phka.in or sec.ind@phka.in.

'Join us in pioneering the future of housekeeping with technology and sustainability.'



Presents

8th NATIONAL HOUSEKEEPERS CONVENTION & 11th PHA ANNIVERSARY

Saturday 30th May 2026



CONVENTION THEME
Stewards of Standards

CONVENTION TITLE
Leadership in the Art and Science of Housekeeping

CONVENTION INSPIRATIONS
Care- Create-Elevate

Venue:
EROS HOTEL
NEW DELHI, NEHRU PLACE

American Plaza Nehru Place
New Delhi 110019

CONVENTION HIGHLIGHTS:

- Unveiling "Stewards of Standards" via Concept Presentation by the Experts.
- Interdisciplinary Panel Discussion on "Leadership in the Art and Science of Housekeeping".
- Housekeeping Design Thinking Workshops.
- Knowledge-Oriented Product Exhibitions.
- Personal Storytelling Stage Related to Stewards of Standards.
- Awards and Recognitions for Leaders Excelling in Stewards of Standards.
- Leaders Networking.
- Cultural Extravaganza.



For more details contact **PROFESSIONAL HOUSEKEEPERS ASSOCIATION**
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Artwork of the '**8th NATIONAL HOUSEKEEPERS' CONVENTION & 11th PHA ANNIVERSARY**'

FROM THE EDITOR'S DESK

Dr. Rachna Chandan

Editor, Voice of Housekeepers (VoH), PHA

Associate Professor & HOD-Housekeeping Department,

Banarsidas Chandiwalla Institute of Hotel Management and Catering Technology, New Delhi

Greetings from Professional Housekeepers Association!

It is my absolute pleasure to welcome you to this edition of Voice of Housekeepers (VoH). Our world is changing fast, and the housekeeping profession is evolving right along with it. This issue is our way of helping you navigate those changes with confidence.



'Voice of Housekeepers' is more than just a magazine, it is a community and a resource hub. It provides a wealth of knowledge, serving as an educational tool for both new and seasoned practitioners. Furthermore, it fosters a sense of camaraderie by creating a platform for networking, sharing experiences, and learning from the successes and challenges across the diverse verticals of the sector.

In this edition, we go back to the heart of what we do, but with fresh eyes. We dive into the "new normal" of deep cleaning high-touch areas in hotels, and we look at the fascinating 'Art in Hotel Housekeeping' using time and motion studies not just for efficiency, but to make the work

safer and smoother for the people doing it.

The toolbelt of the modern housekeeper is becoming increasingly digital. Consequently, this issue places a heavy emphasis on the role of technology. From the cost-saving benefits of digital inventory management in hospitals to the complex debate on outsourcing services, this volume serves as a practical guide. Further, this volume argues that upskilling the workforce is no longer just an HR requirement, but a strategic facility management prospect that future-proofs our industry.

Finally, this volume also spotlights bridging the gap between industry and academia, and offering

a roadmap for those with an entrepreneurial spirit, highlighting the government schemes and trends that can help you launch your own business.

Whether you are managing a large facility, keeping a hospital safe, or dreaming of starting your own venture, this edition is for you.

Here's to learning, growing, and redefining what it means to keep our world clean.

Happy reading!

In case you missed our previous issue, here's the link to access it <https://phka.in/e-infozine/>

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 provide your feedback at <https://survey.zohopublic.com/zs/EXBsxJ>

Or scan the QR code given and scan the feedback form



Or you can share your thoughts with the Editor at editor.ind@phka.in

Your engagement and feedback are integral to the success of our exploration of the latest trends in housekeeping. We invite you to join the conversation, share your experiences, and be part of a community that is committed to staying at the forefront of industry advancements.

Thank you for being an essential part of this journey.

Warm Regards



Raenco specializes in premium bed and bath linens, towels, mattresses, and hospital textiles crafted to deliver exceptional comfort and durability. Headquartered in Coimbatore, India's textile hub, known as the Manchester of South India, with global offices in UAE, Saudi Arabia, and United Kingdom, we redefine industry standards with innovative designs and reliable quality.



6th YOUNG VISIONARY HOUSEKEEPERS' NATIONAL CONVENTION

A VOH Editorial Report

The Professional Housekeepers Association (PHA) & PHA YUVA organized the 6th Young Visionary Housekeepers National Convention and 8th Anniversary of PHA YUVA on 04th October 2025 at Clarks Exotica Convention Resort and Spa, Bengaluru. The event was witnessed by a record crowd of almost 350 participants, including YUVAs from 13 different Hotel Management colleges and stalwarts from Hotels, Healthcare sector, Facility Management, Aviation, and Faculty Members.

The theme of the Convention was 'Entrepreneurship in Housekeeping', intending to evolve the role of housekeeping beyond traditional boundaries, creating entrepreneurship opportunities for everyone. This convention reasserts that empowering youth will lay down the path of fostering

creators of change. And by walking the path together in the event, Housekeeping stakeholders and PHA YUVA members pledged to transform aspirations into sustainable entrepreneurial pathways. This convention with the title 'Empowering Together: Creating YUVA Entrepreneurial Pathways' ensures that today's youth will become tomorrow's resilient leaders and innovators.

The convention commenced with a mindful meditation session by Dr. D. P. Sudhagar, Chief Convenor, and Head Strategy-PHA India, followed by the Entrepreneurship Promotion Sign Walk by the proud PHA YUVA & Leaders.

Introducing the event in their welcome note, emcee YUVA Jeevitha from M. S. Ramaiah University, and YUVA Karthik from Administrative Management

College, Bengaluru, also presented a quick brief on PHA.

The convention commenced auspiciously with the lamp lighting ceremony led by Ms. Jayashree Nagaraj, Founder-President & Chairperson-PHA; Chief Guest Ms. Illa Prabhu, General Manager, Welcomhotel by ITC Hotels, Cathedral Road, Chennai; Guest of Honour Ms. Nilisha Ghuliani, VP, Clarks Exotica Convention Resort & Spa, Bengaluru; Lead Speaker Mr. Satish Kumar, Vice President, Ceres Hotels Pvt. Ltd; Star Collaborator Mr. Kiran Rao, President, Pepper Mint Robotics.

Proceeding further, a soulful invocation prayer was beautifully rendered by YUVA Bhagyashree from Acharya Institute of Management Studies (AIMS), Bengaluru.



PHA family attending the 6th Young United Visionary Housekeepers' National Convention

Following the prayer, the audience was treated to a vibrant welcome dance performance by YUVA Adhidev J. & YUVA Bhavana from AIMS Bengaluru.

In her inaugural address, Ms. Jayashree Nagaraj extended a warm welcome to the dignitaries: Ms. Illa Prabhu, the esteemed Chief Guest; Ms. Nilisha Ghuliani, the Guest of Honour; and Mr. Satish Kumar, the Lead Speaker. Ms. Nagaraj specifically acknowledged Mrs. Darshan J. Singh for gracing the event with her presence, thereby making it truly memorable. She expressed sincere gratitude to Mr. Kiran Rao for his steadfast and unconditional support to the Professional Housekeepers Association. Furthermore, special appreciation was conveyed to Dr. Indrajit Chaudhary, Director, School of Hospitality and Tourism, AIMS Institute, Bengaluru, for his unwavering commitment to the association. Finally, a cordial welcome was extended to all other esteemed guests, collaborators, PHA life members, YUVA mentors, and PHA YUVA member participants attending the convention.

The event continued with the PHA YUVA experience-sharing session, which was introduced by Ms. Smitha Mohan, Assistant Professor & Visiting faculty, BGS Institute of Hotel Management, and AIMS Institute, Bengaluru.

The event continued with the formal YUVA Investiture Ceremony, where the newly elected members of the PHA YUVA Board were officially inducted, and the badges were presented by Ms. Illa Prabhu & Ms. Jayashree Nagaraj. Ms. Sandhya Anilkumar, Assistant Professor & HOD Housekeeping at MSRNAS and Chief Mentor of PHA YUVA-India conducted the ceremony read out the Oath and the YUVA Board members repeated after her and pledged to dutifully complete all

the tasks that are required to be performed for the advancement of the YUVA community.

In her opening remarks, our Guest of Honor, Ms. Nilisha Ghuliani, VP, Clarks Exotica Convention Resort & Spa, highlighted entrepreneurship as a disciplined execution of a crazy idea into a profitable, reliable solution that fundamentally and positively transforms the life of its consumers. She also identified Housekeeping as an entrepreneurial endeavor defined by the creative application of dedication, focus, and a relentless pursuit of excellence in every task.

In her presentation on topic 'Career Ownership', Chief Guest, Ms. Illa Prabhu, General Manager, Welcomhotel by ITC Hotels, suggested that YUVA needs to be sharp, authentic, and focused.

The Lead Speaker of the event Mr. Satish Kumar, Vice President, Ceres Hotels Pvt. Ltd. shared his experiences and highlighted his journey from 'broom to board room'. During his discussion on the successful entrepreneurial journey, Mr. Satish emphasized a core philosophy: success is rooted in a foundation of agility and resilience. This requires continuous learning to hone fundamental skills, a never-give-up attitude driven by a genuine passion for the work, and the essential commitment to trust your team while readily embracing challenges.

In his presentation, Mr. Kiran Rao, President, Peppermint Robotics elaborated on his journey from brooms to boots. Mr. Rao identified two principal obstacles to achieving enterprise success, first the ongoing difficulty of securing trained manpower and second, the challenge presented by significant budgetary constraints.

In her address on 'How to lead a happy professional and personal life', Indian Hotel Industry legend

Ms. Darshan J. Singh shared her insights and experience. She emphasized the importance of building robust personal and professional networks, maintaining a crucial work-life balance, dedicating time to family and friends, ensuring sufficient personal time "me time", and, fundamentally, striving to live without regrets.

Following the ceremony, Dr. D. P. Sudhagar moderated the session, which brought together esteemed leaders from the housekeeping industry to present their collective vision and share experiences and insightful views that inspired the PHA YUVA members. This high-impact session focused on the pre-identified theme, 'Housekeeping for ALL', aiming to inspire members to innovate and contribute to the creation of a new-age housekeeping business. Esteemed speakers for the session were Ms. Indrani Sanyal, HOD- Housekeeping, Woodlands Hospital, PHA- East Coordinator; Dr. Madhu Chandhok, Founding Partner, PIP 2020, Hon. Advisor- PHA North; Ms. Bindu K.C, CHK, Abad Hotels and Resorts Pvt Ltd, VP Operations- PHA Kerala Chapter; Ms. Bharti Singh Kalappa, Head Facilities, Noida International Airport, Founder Member & Vice President Operations, PHA-NCR Chapter; Ms. Babita Butola, Executive Housekeeper, Grand Mercure Bengaluru, Gopalan Mall, VP-Operations, PHA- Karnataka Chapter; Mr. Shivakumar V, AGM- Housekeeping, Prestige Property Management and Services, General Secretary-PHA; Ms. CR Nagamani, Executive Housekeeper, Royal Orchid, Airport Road, Bengaluru; Ms. Usha Ramalingam, Hospitality Consultant, PHA- Tamil Nadu Co-ordinator; & Ms. Subhadra, Proprietor, Sai Housekeeping Services.

The event featured individual presentations by experts discussing the topic 'Best Practices

in Hospitality Entrepreneurship Education in India.' The star academicians for this discussion were Dr. Indrajit Chaudhury, Director, School of Hospitality and Tourism, AIMS Institute, Bengaluru; Ms. Nirupama Patra, HOD-IHM Shri Shakti, VP-L&D, PHA Telangana Chapter; Ms. Sandhya Anilkumar, Chief Mentor, PHA YUVA & Assistant Professor, HOD-Housekeeping, MSRUAS, Bengaluru; Mr. Eabin Mathew, Principal, BGS Institute of Hotel Management, Bengaluru; Dr. Jaykumar, Chairperson & Professor, PES University, Bengaluru; & Mr. Sheri Kurian, Principal, St. Joseph's Institute of Hotel Management & Catering Technology, Palai; & Ms. Naina Paul, Associate Professor, Naipunnaya Institute of Hotel Management, Kerala. The discussion highlighted various successful practices implemented by the respective organizations. The presenters collectively stressed the critical need to shift from traditional classroom models to experiential learning. This transition must involve integrating mandatory industry mentorship and immersion programs. Furthermore, they emphasized that the curriculum must be redesigned to focus on digital literacy, sustainable business models, and service design thinking to effectively cultivate job creators rather than mere job seekers.

A business inspiration session, themed 'One Minute Small Story with Big Impact,' was presented by all the representatives of Raenco, Carewell, British Clean, Care Clean, Peppermint Robotics, and Trident. During their sessions, the collaborating companies not only highlighted their individual products' Unique Selling Propositions (USPs) but also announced the winners of their respective online promotional campaigns. A key consensus among the presenters was the crucial need to adopt modern technology in conjunction with

traditional methods, all while adhering to sustainable practices and relying on a skilled and certified workforce.

In her presentation Ms. Vanishree Koul, Founder and Managing Director of E-VANIH, clearly outlined the essential stages and processes from 'Vision to Venture'. She highlighted that the startup journey begins with a clear vision and requires a structured approach to turn it into a profitable venture. Specifically, Ms. Koul stressed the importance of first identifying core strategies that will guide the business. Following this foundational step, she emphasized the critical need for managing finances effectively to ensure sustainability. The next crucial phase involves exploring robust strategies for marketing and sales to reach customers and generate revenue. Finally, she concluded that the success of any startup hinges on the effective execution of the work plan, which translates the strategies into actionable results.

The proceedings of the convention continued with the conferring of Awards for different competitions organized by the PHA. The winner for 'New Age Housekeeping Ideation Challenge' was given to YUVA Safaan Shoukath Hussain Shaikh, from IIHM, Bengaluru; for 'Housekeeping Entrepreneurs -Entrepreneurship Qualities Reporting' competition, it was a tie between YUVA Devanand S. Anish from IHM Pusa, Delhi and YUVA Pratiksha from Sea College Bengaluru; and winner for the 'Housekeeping Business Success Mantra Revelation' competition was YUVA Nalla Bipinteja, IHM, Hyderabad.

The BEST PHA YUVA MENTOR awards celebrated five outstanding mentors for their specific areas of expertise. Recognition for leading the operational aspects went to Ms. Smitha Mohan, who

was named 'Operations facilitator for PHA YUVA'. Ms. Sandhya Anilkumar, the Chief Mentor of PHA YUVA-India, was honoured with the award for 'PHA YUVA Standards and Mentoring'. Dr. Jitendra Das was acknowledged as the 'Community Developer of PHA YUVA' for his work at the Institute of Hotel Management, Chennai. The 'Credible Supporter of PHA YUVA' award was presented to Ms. Nirupama Patra. Rounding out the recognitions, Mr. Sujith Bharadwaj R. from BGS Institute of Hotel Management, Bengaluru, was recognized as the 'Rising Mentor of PHA YUVA'.

At the 6th Young Visionary Housekeepers' National Convention & 8th PHA YUVA Anniversary, the Champions Trophy was bagged by IIHM, Bengaluru. However, the ultimate honor, the Overall Champion of Champions Trophy, was awarded to IHM, Hyderabad.

Cultural Extravaganza was presented by PHA YUVA members from IIHM, Bengaluru; South East Asian Group of Institutions, Bengaluru; M. S. Ramaiah University of Applied Sciences; IHM, Chennai; Administrative Management College, Bengaluru; BGS Institute of Hotel Management, Bengaluru; Garden City University, Bengaluru; Acharya Institute of Management and Science, Bangalore; Army Institute of Hotel Management & Naipunnaya Institute of Hotel Management, Kerala.

All participants grooved to the PHA anthem presented by Mr. R. S. Ganesh Narayan and concluding the convention, Dr. Thomas Mathew, HOD-Housekeeping, Army Institute of Hotel Management & Catering Technology, & PHA Executive Vice President-L&D proposed the vote of thanks. The convention ended with the national anthem.

Report on HOUSEKEEPERS CONCLAVE 3.0

A VOH Editorial Report

The Professional Housekeepers Association (PHA) North Chapter successfully executed a pivotal day of events at the India International Hospitality Expo (IHE) 2025, organizing the **Housekeeping Conclave 3.0** and an engaging Housekeeping Competition on August 5th, 2025. These initiatives brought together a diverse audience of hospitality students, working professionals, and seasoned industry leaders, creating a dynamic environment to discuss contemporary trends, demonstrate professional skills, and celebrate innovation and excellence within the housekeeping domain.

The Housekeeping Conclave 3.0 was held under the forward-looking theme: **"Housekeeping**

Beyond Clean: Innovation, Sustainability, and Digitalization."

The convention commenced auspiciously with the lamp lighting ceremony led by Ms. Asha Pathania, Senior Vice President - Housekeeping (FM & Hospitality), PVR INOX Ltd.; Mr. Sudip, Chief Executive Officer, India Expo mart; Ms. Devipshita Gautam, Founder and Chairperson, AHP; Ms. Bharti Singh Kalappa, Head Facilities, Noida International Airport, Founder Member & Vice President Operations, PHA-NCR Chapter; Dr. Madhu Chandhok, Founding Partner-Pip2020, Founder-Inspiring Innovative Hospitality (IIH), & PHA Hon. Advisory-North chapter; Dr. Nitin Shankar Nagrale, Founder and General Secretary, HPMF.

The core of the conclave consisted

of high-level panel discussions featuring eminent executive housekeepers and hospitality experts. These panels delved into several critical, modern issues, including the adoption of digital tools for optimized housekeeping management, the implementation of sustainable housekeeping practices, strategies for maintaining post-pandemic hygiene and sanitation standards, and the sophisticated integration of emerging technologies like AI and IoT into operational workflows. Furthermore, insightful talks were delivered by industry veterans, focusing on effective leadership in the housekeeping field, emphasizing the dual importance of technical skill development and crucial emotional intelligence in service delivery. A highly interactive



Lamp lighting ceremony by the dignitaries

Q&A session allowed students and professionals to directly engage with the panelists, addressing queries and sharing experiences related to daily operations, staffing challenges, and the seamless transition to technological solutions. Ultimately, the conclave served as a vital knowledge-sharing platform, effectively highlighting the evolving role of housekeeping as a strategic, rather than merely operational, function within hospitality management.

Parallel to the knowledge forum, two distinct Housekeeping Competitions were conducted, challenging both students and industry professionals to showcase their creativity, communication skills, and operational finesse. The first competition, a Sales Pitch Challenge, required participants to present an innovative and persuasive pitch for a

housekeeping-related product or service. The entries were evaluated based on the originality and feasibility of the product, the participant's communication and presentation skills, and the clarity of the product's value proposition and target market relevance. Highlights included sophisticated pitches for items such as eco-friendly cleaners, automated linen tracking systems, and sustainable guest amenities, effectively combining creative thinking with practical application. The second event, the Bed Art Competition, aimed to showcase artistry and precision, requiring participants to create aesthetically pleasing, themed displays using only hotel linen, towels, and minimal props. Judging criteria centered on neatness, symmetry, innovation, and relevance to a chosen theme, which ranged from traditional Indian motifs to modern luxury concepts. The competitions witnessed enthusiastic participation from Hotel Management students across various institutions and

working professionals from reputed hotel chains. Winners were duly recognized and awarded certificates, trophies, and exclusive hospitality hampers, acknowledging their passion and superior talent within the profession.

The Housekeeping Conclave 3.0 provided a dynamic, holistic platform for accelerated learning, professional networking, and high-level skill demonstration. The success of these events significantly contributed to elevating the status of housekeeping by showcasing its innate creativity, paramount operational importance, and impressive adaptability to ongoing technological and sustainable trends. Such targeted initiatives are invaluable, as they effectively bridge the gap between academic theory and industry practice, simultaneously inspiring and fostering the next generation of essential housekeeping leaders.



*Happy
New Year*

To the unsung heroes of cleanliness and care - your work makes every space better. Wishing the entire housekeeping fraternity a healthy, joyful, and prosperous 2026.



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Emerging Trends and Technologies in Housekeeping and Facilities Management

The housekeeping and facilities management industry is undergoing a significant transformation, driven by technological advancements, sustainability goals, and evolving customer expectations. Innovations in automation, artificial intelligence (AI), and data analytics are furthermore enabling facilities to optimize housekeeping services, enhance cleanliness standards, and improve operational efficiency. Below are some key trends shaping the housekeeping and related segments in facilities management.

Robotic cleaning: These autonomous and intelligent cleaning machines are designed to minimize human intervention and enhance cleaning efficiency. The

technology is advancing fast and is available in various capacities to clean your hard and soft flooring. They can self-dock to the charging station, map the area to be cleaned, and provide intelligent data on the area cleaned, chemical, water, and electricity consumed. Their AI-based scheduling systems can analyze trends and dynamically adjust cleaning schedules to focus on high-traffic areas. Robotic cleaning is a great option to clean large open spaces, optimizing human effort

Mechanization: It is the understanding of how human effort can be minimized by maximizing the use of machines. What is important here is to understand the requirement, as each site is



Ms. Anka Arora,
Associate Director, CBRE;
PHA Life-Member.

different and has its own unique challenges. The good part is that this industry is evolving by the day, and there are many interesting and efficient machines available in the market today, designed to use less power while maintaining



high performance, be it for cleaning the carpet, high-level cleaning, vertical surface cleaning, outdoor sweeping, and so on.

Smart Cleaning with IoT: The Internet of Things (IoT) is revolutionizing housekeeping by enabling real-time monitoring and predictive maintenance. Smart sensors have been introduced considering the kind of challenges that are seen in the restroom or office space. Some of the sensors used these days are footfall monitoring sensors, wetness detection, odour detection, and refilling of the paper tower dispenser. IoT in the long run, is expected to switch the gear from manpower based to need-based cleaning.

Green cleaning: With sustainability becoming a key focus, housekeeping services are shifting towards eco-friendly cleaning products and practices. Many organizations are adopting biodegradable, non-toxic, low-residual cleaning agents that minimize environmental impact. Additionally, water-efficient cleaning methods, such as microfiber technology and chemical-free steam cleaning, the use of enzymatic chemicals, or electrolyzed water, are being widely used. Many facilities are also implementing waste reduction strategies by using refillable cleaning solutions and reducing single-use plastic products.

Digital checklists in Housekeeping Management: Another sustainable and data-driven initiative being adopted by various facilities. These checklists are customizable and easy to use. The checklists can be accessed by simply scanning the QR or tapping the NFC tags. This paperless initiative is transforming housekeeping.

operations by providing insights into cleaning performance, resource allocation, and customer preferences. Housekeeping management software can track cleaning schedules, monitor staff productivity, and ensure compliance with hygiene standards. Smart dashboards provide real-time data on tasks completed and tasks missed, allowing managers to make informed decisions. By leveraging data analytics, organizations can optimize staffing, reduce waste, and enhance the overall efficiency of housekeeping services.

Workplace experience: Many businesses are focusing on the kind of experience that they are creating for their employees. With people traveling all over the world these days, they want to replicate a hotel-like experience at the workplace, wherein you have Guest relation personnel for meet and greet, lobby ambassadors for floor/bay connects, creating holistic food programs, designing a DE&I or well-being calendar, and so on. Additionally, there is a growing emphasis on employee well-being, with facilities providing ergonomic cleaning tools, automated scheduling systems, and mental

health support to reduce workplace stress.

Employee Training and Well-Being: Last but not least, with technology playing a bigger role in housekeeping, organizations are focusing on upskilling their staff to work alongside automated systems. Upskilling is crucial to ensure the housekeeping team possesses the necessary skills, knowledge, and attitude to deliver high-quality services, maintain the standards, and provide excellent customer experience. Not only the janitors, but training the supervisors is even more critical to achieve the desired standards and keep the team motivated.

To conclude, the Facility management industry is evolving rapidly, driven by advancements in automation, AI, sustainability, and data analytics. Smart cleaning technology and eco-friendly solutions are improving service efficiency and hygiene standards. By embracing these trends, businesses can ensure cleaner, safer, and more sustainable environments while optimizing housekeeping operations for the future.



CLOSING THE DIVIDE:

Academia and Industry Can Solve Hospitality's Skill Crisis

The hospitality sector, the very industry built on human connection, faces a critical challenge: a severe skill shortage. Compounding this is a perception problem where careers in hospitality, especially in the crucial housekeeping department, are often not the first choice for young talent.

A landmark study by Cho, Erdem, & Johanson (2007), identified significant gaps in how hospitality educators and industry employers viewed college preparation. Decades later, the solution remains the same: the academic world and the business world must unite to create a comprehensive curriculum that fuses essential knowledge with practical experience.

“The Housekeeper: An Unsung Asset”: We need to radically redefine what a career in Housekeeping means. It's time to move past the outdated notion that the job is “just cleaning and upkeep.”

A modern Housekeeper is, in reality, a multi-faceted professional: an asset, a savvy manager, and a vital design manager responsible for maintaining all surfaces, materials, and guest-facing aesthetics. They have a direct impact on the bottom line through cost control and maintenance longevity. We must champion this role as a skilled, respected career path.

To attract and retain talent, we must demonstrate relevance. The industry is rapidly adopting technology to streamline operations. This means:

1. Academicians must stay current, revisiting outdated SOPs and embracing modern operational realities.
2. Both industry leaders and educators share the responsibility of embedding and training associates in the latest hotel technologies.

Internships are meant to be the launchpad for a career, but too often, they are simply a source of cheap labor. We must honestly answer critical questions about the current internship model:

- Is there a clear framework? Do interns receive defined guidelines and measurable industry expectations?
- Is the outcome tangible? Are our interns leaving satisfied and genuinely inspired to join the industry after graduation?

The reality is that we often default to regular SOPs, using interns as “an extra body to fill up the gaps.” If interns are used only as a resource, they take away a poor experience, extinguishing any spark of passion. The industry requires graduates prepared not just with frontline skills, but with critical thinking and emotional



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intelligence (Ogbeide, 2006), qualities that emerge from a holistic education. Experts propose bridging this gap through:

- Experiential Learning
- Real-Life Case Studies
- Instructional Technology

A review of the challenges in India's hotel sector identified persistent structural flaws that inhibit talent development.

Area of Failure	Industry Impact
Communication & Soft Skills	Lack of English fluency, poor body language, and missing managerial/operational skills in graduates.
Faculty Experience	Educators lack current industrial experience, focusing on theory and “bookish information” instead of practical application.
Curriculum & Infrastructure	Outdated curriculum and a lack of modern infrastructure (equipment, e-library facilities) disconnect students from modern industry practices.
Practical Exposure	Too much emphasis on theory classes over practical, combined with a short duration of internships, limits deep learning.
Research & Innovation	Lack of research and development facilities means teaching methodologies are not updated, and experiential learning is not prioritized.

Source: Ahlawat, & Rawal (2022).

In today's ever-changing environment, the transmission of skills and knowledge must be continuous and directly tied to the needs of the industry. The future of hospitality—the young Hoteliers—must be equipped with relevant tools.

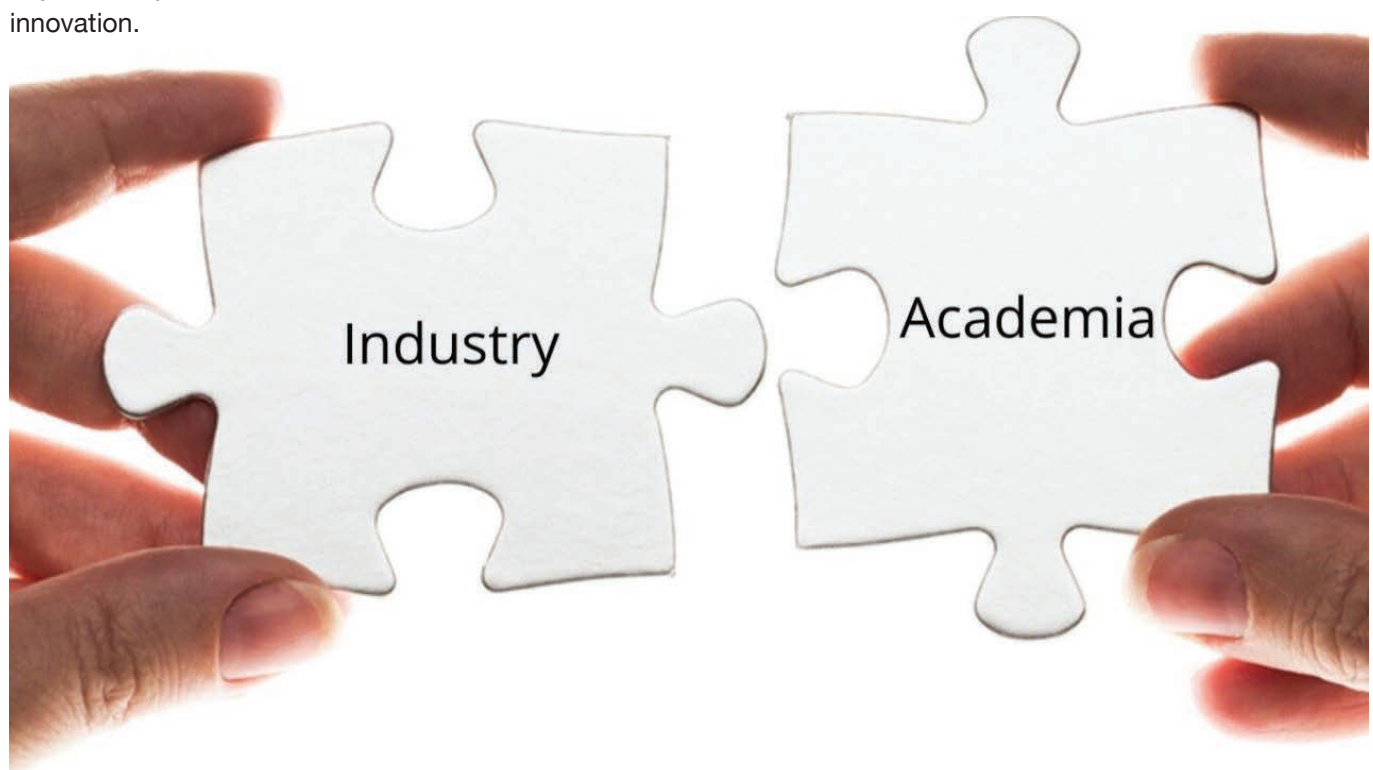
By working together to create integrated frameworks and encouraging modern teaching methodologies, we can create an environment that truly excites the next generation—Gen Z and beyond—to join our ranks and drive innovation.

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The Classroom-to-Career Chasm: How We Can Bridge Hospitality's Talent Gap

For over a decade, a noticeable and persistent gap exists between what students learn in classroom and what the industry expects in a professional role. This isn't a fault of one side, but a natural friction caused by two essential sectors operating at different speeds. Academic institutions correctly focus on building a strong foundation of theory, knowledge, and structured learning. Yet, the hospitality industry, especially the demanding world of Housekeeping, moves fast. Guest expectations are ever-changing, operations are unpredictable, and the demand for hands-on, immediate skills is critical.

The result of this misalignment is a talent pipeline plagued by three key issues:

Unprepared Students: Graduates who understand concepts but struggle with practical application.

Insufficient Training: Industrial placements that are often too short or unstructured.

Employer Hesitation: Reluctance from hotels to immediately hire and invest in new graduates who lack professional confidence.

When academia and industry truly collaborate, the benefits are exponential. Students gain clarity, confidence, and a real-world understanding. Colleges ensure their curriculum remains cutting-edge, and hotels gain access to young professionals who are immediately aligned with real job expectations.

In our sector, collaboration is paramount. A guest's experience is crafted by small details: cleanliness, presentation, grooming, and service attitude. These essential soft skills and operational nuances can only be perfected when students receive the right, rigorous practical exposure.

Practical training is the single most effective tool for preparing students for the real world. We need to move beyond simple internships and embrace comprehensive immersion:

Structured Exposure: Industrial visits allow students to witness a Housekeeping department running in real-time—observing how rooms are inspected, how checklists are managed, and how teams coordinate under pressure. This instills the discipline and work ethic that cannot be taught in a lecture hall.

Expert Mentorship: When industry leaders' step into the classroom as guest speakers, jury members, or trainers, we bring the immediate reality of guest interaction and team management to the discussion. This interaction is invaluable; students gain confidence and a clearer career direction from someone currently tackling real-world challenges.

Outdated curricula: Industry leaders must be actively involved in syllabus review, ensuring the academic foundation is robust and relevant.

Lack of foundational Soft Skills: an employee with strong soft



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skills often outperforms a purely theoretical expert. Academic institutions must prioritize these by implementing practical tools like mock interviews, mandatory grooming checks, and extensive role-playing exercises that force students to react professionally to unpredictable guest scenarios.

We can create a future where knowledge meets real-life application, and new professionals step confidently into their roles, ready to become the skilled leaders of tomorrow.



Upskilling the Housekeeping Workforce: New-Age Skills for 2025 and Beyond

The hospitality industry is evolving at an unprecedented rate. Guests are expecting beyond the moon and stars. Technology is reshaping hotel operations, and the role of housekeeping has become even more central to the guest experience.



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What was once viewed simply as an essential support function is now a dynamic, skill-driven department at the heart of a hotel's reputation. With digital tools becoming common, sustainability taking centre stage, and hygiene standards rising sharply after the pandemic, today's housekeeping teams need a fresh set of skills to keep pace in this fast-paced industry.

Digital literacy has become essential in contemporary hotel operations. Housekeeping personnel are now required to be adept at utilizing mobile housekeeping applications, property management systems, and IoT-enabled smart room technologies. These technologies facilitate streamlined workflows, minimize turnaround times, and improve interdepartmental communication. The incorporation of automation and AI-driven housekeeping solutions further enhances efficiency by forecasting room readiness and fine-tuning cleaning schedules. Equipping staff with the requisite technological

skills ensures heightened accuracy, reduced energy consumption, and enhances positive outcomes in guest service.

Sustainability has emerged as a pivotal element to seek that competitive edge by hotels. An increasing number of guests are opting for environmentally responsible lodging. The housekeeping department is instrumental in obtaining the green certifications, such as Earth Check and LEED etc. Current sustainable housekeeping practices encompass the utilization of microfiber technologies, environmentally friendly cleaning agents, waste separation, water-efficient cleaning methods, and the implementation of linen reuse initiatives. Ensuring that the housekeeping teams are equipped with good subject knowledge on sustainability not only reduces the ecological impact but also bolsters the hotel's brand reputation and operational cost-effectiveness

Despite the increasing rise of technological innovations, the

hospitality sector continues to thrive and even prioritizes human interaction. Today's housekeepers are expected to demonstrate emotional intelligence, cultural awareness, and superior communication skills to deliver exceptional experiences for guests. Nevertheless, with the growing demand for contactless services and privacy-centred preferences, housekeeping staff must skilfully manage guest expectations alongside established service protocols. The personalization of guest experiences through thoughtful room arrangements and detailed attention to detail is the heart of enhancing guest satisfaction and ensuring the best online reviews.

The recent pandemic has brought in a significant revolution in international hygiene standards. Housekeeping personnel who are equipped to understand and adhere

to medical-grade protocols, utilize appropriate personal protective equipment, and implement sanitization practices endorsed by the World Health Organization are in great demand. Training in infection prevention, safe chemical management, and the prevention of cross-contamination has become a crucial skill. Hotels that continuously prioritize hygiene training exhibit enhanced guest confidence and operational preparedness.

Housekeeping constitutes one of the most physically strenuous departments within the hotel industry, consequently elevating the likelihood of musculoskeletal injuries. The implementation of ergonomic training, which encompasses appropriate lifting techniques, equipment handling, and body mechanics, has proven to alleviate fatigue and enhance

the well-being of staff members. The integration of micro-breaks, heightened posture awareness, and contemporary ergonomic tools serves to augment productivity and mitigate long-term health complications.

As the hospitality industry evolves into eco-resorts, cruise lines, opulent villas, and wellness retreats, the significance of specializations within the domain of housekeeping is increasingly sought after. Personnel may now require proficiency in spa sanitation protocols, meticulous detailing for luxury accommodations, preparations for aroma therapeutic rooms, sanitation standards aboard cruise vessels, and environmentally sustainable housekeeping practices for eco-friendly lodgings. The requirement of specialized skills not only increases the chances of one's employability but also empowers

hotels to provide tailored services with utmost precision.

Housekeeping in today's times exhibits a greater degree of dynamism, is increasingly driven by technology, and is more focused on the needs of guests than ever before. In order to maintain a competitive edge, hotels have to prioritize the enhancement of their workforce's skills in digital tools, sustainable practices, interpersonal skills, hygiene protocols, ergonomic considerations, and areas of specialization. The commitment towards ongoing training strengthens the quality of service provided, and additionally contributes to unparalleled employee satisfaction, resulting in long-term success of the hotel. A housekeeping team that is prepared for the future serves as the foundation to consistently deliver exceptional experiences for guests.




HOUSEKEEPING AND WELLNESS

-the impact on occupant health



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In the world of hospitality, housekeeping is far more than just cleaning rooms, toilets, and public areas. It plays a vital role in shaping the overall wellness and health experiences of the guest as well as the staff involved. A clean, well-maintained environment directly impacts the physical and mental well-being of the occupants, apart from giving them comfort and safety.

Housekeeping, being the heart of the house and backbone of the hotel, ensures cleanliness, hygiene, safety, comfort, and maintains aesthetic appeal. And all these factors are directly related to well-being. A clean, tidy, and odorless surrounding definitely has a psychological effect on the mind, as it reduces stress, improves mood, and enhances relaxation, resulting in positivity.

Proper housekeeping practices will prevent the spread of infection, diseases, and allergies. While high-touch points, such as door knobs, handles, and switches, can be sanitized more frequently, high-reach areas like air conditioning and ventilation systems are equally important to have clean filters at all times.

Ergonomics plays a vital role in guest well-being. Ergonomic designs minimize uncomfortable or forced postures, which reduces physical stress and back pain. It makes spaces more comfortable and enjoyable for guests by adapting the environment to human capabilities and limitations. Ergonomically designed furniture, equipment, and layouts help prevent accidents and injuries, promoting a healthier experience for everyone using the space.

A clean, organized space provides a sense of calmness and order. A truly clean hotel is one that not only looks good but feels good too. It reduces anxiety and promotes

better sleep, which is so critical these days for a business traveler or on a stressful, long journey. The scent of fresh linens, a tidy room, and clutter-free ambience create a soothing atmosphere, enhancing relaxation.

Lighting and Air quality are equally important. Mood lighting in rooms and other areas brightens the mood itself, while ensuring the blackout curtain at the windows is in proper condition, not to allow any light to enter the room.

Fresh air circulation through well-maintained ventilation systems, ensuring the air handling units are working at their best, adds to the guest's feeling of rejuvenation.

The attention to detail and adding a few little things or amenities like placing a few fresh flowers, placing a handwritten personalized note, definitely adds to the thoughtfulness and human touch. This fosters loyalty among guests.

Wellness of guests includes wellness of the environment also. Using eco-friendly and biodegradable cleaning agents, reducing water usage, recycling waste, and minimizing energy consumption are some of the practices a hotel can implement to reduce the load on the environment. Guests can be encouraged to participate in these initiatives. Today, guests are more conscious of sustainability and appreciate hotels that align with eco-wellness values.

The wellness of guests begins with the wellness of staff. Housekeeping work can be mundane and physically demanding. Ensuring staff health and safety is a crucial part of the overall wellness strategy. Ongoing continuous training is a must for the staff to be able to support wellness. It is necessary for the staff to know the hygiene protocols, ergonomics, and the importance of personal hygiene. Regular workshops and training sessions on health, safety, and sustainability for the staff have become the topmost priority as they are the ones to perform their duties effectively and responsibly.

First impression is the last impression for a guest. The cleanliness of a hotel determines a guest's impression and satisfaction. A truly clean hotel is one that not only looks good but feels good too, which is so critical these days. A spotless, calm, caring, and hospitable environment leads to repeat visits and positive reviews. A satisfied guest checking out is a job well done.

Housekeeping and wellness go hand in hand in the hospitality industry. It is a wellness mission. By prioritizing hygiene, sustainability, and guest comfort, the housekeeping department plays a crucial role in promoting wellness and ensuring all guests leave refreshed, revitalized, and with a promise to return!

Each Movement Matters Every Second Counts- Time and Motion Study

In the late 19th and early 20th centuries, mainly in the United States, the idea of Time and Motion Study emerged as a crucial element of Scientific Management.

Evolution of Time and Motion Study

Time Study: Frederick Winslow Taylor started it at the Midvale Steel Company in 1881. In order to establish production standards and reduce time waste, Taylor, who is frequently referred to as the “father of scientific management,” concentrated on timing, as to how long it took an employee to finish particular activities.

Motion Study: Created in the early 1900s by Frank B. and Lillian M. Gilbreth. To lessen weariness and boost productivity, they concentrated on examining the actual movements (motions) a worker made to complete

a task. Their goal was to simplify important motions and remove superfluous ones.

The repetitive and process-driven nature of hotel housekeeping operations makes Time and Motion Study extremely pertinent and popular.

The fundamental ideas of scientific management—analyzing work to identify the “one best way”—are ideal for room cleaning duties, even though their application now is more subtle than in the early 20th century.

Prime applications in Housekeeping

Housekeeping tasks (e.g., bed making, bathroom cleaning, floor mopping) are repetitive and follow a predictable pattern, making them ideal for this type of analysis.



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Area of Study	Application in Housekeeping	Primary Goal
Time Study	Tracking the length of time spent on particular subtasks (such as dusting or stripping the bed) to determine an average or standard time for cleaning various types of rooms.	Staffing & Scheduling: Establish reasonable work quotas and ascertain the precise number of room attendants required for each shift.
Motion Study	Examining a room attendant's physical movements and the distance they travel (often using tools like pathway charts) from the cart to the bed, to the bathroom, etc.	Make sure the cleaning caddy is stocked and arranged for the least amount of movement; do away with needless bending, reaching, and walking.

Benefits for Hotel Operations

The systematic application of Time and Motion Study yields several significant advantages for a hotel's housekeeping department:

Enhanced Productivity: The amount of time spent in each area is decreased by detecting and getting rid of non-value-added tasks and unnecessary motions (such as returning to the cart for a forgotten item). Over the course of a year, even a slight decrease (one minute per room, for example) yields significant savings.

Standardised Quality: The analysis aids in the creation of the Standard Operating Procedure (SOP), which is the most effective approach for each task and guarantees uniform cleanliness and service quality throughout all rooms and personnel.

Optimal Labour Allocation: By establishing precise time standards, management may ascertain the exact number of employees needed, avoiding overstaffing or understaffing and managing labour expenses.

Decreased Employee Fatigue & Injury: By redesigning work to be more ergonomic, motion analysis can reduce physical strain, minimise frequent ailments (such as wrist or back problems), and boost

employee morale in general.

Training & Development: The study's inconsistencies point to areas where employees require more training in order to match their techniques with the most effective best practices.

The emphasis in contemporary hospitality has moved from simple "speed-up" to developing a simplified, secure, and effective workflow that helps the hotel's business line as well as the welfare of its employees.

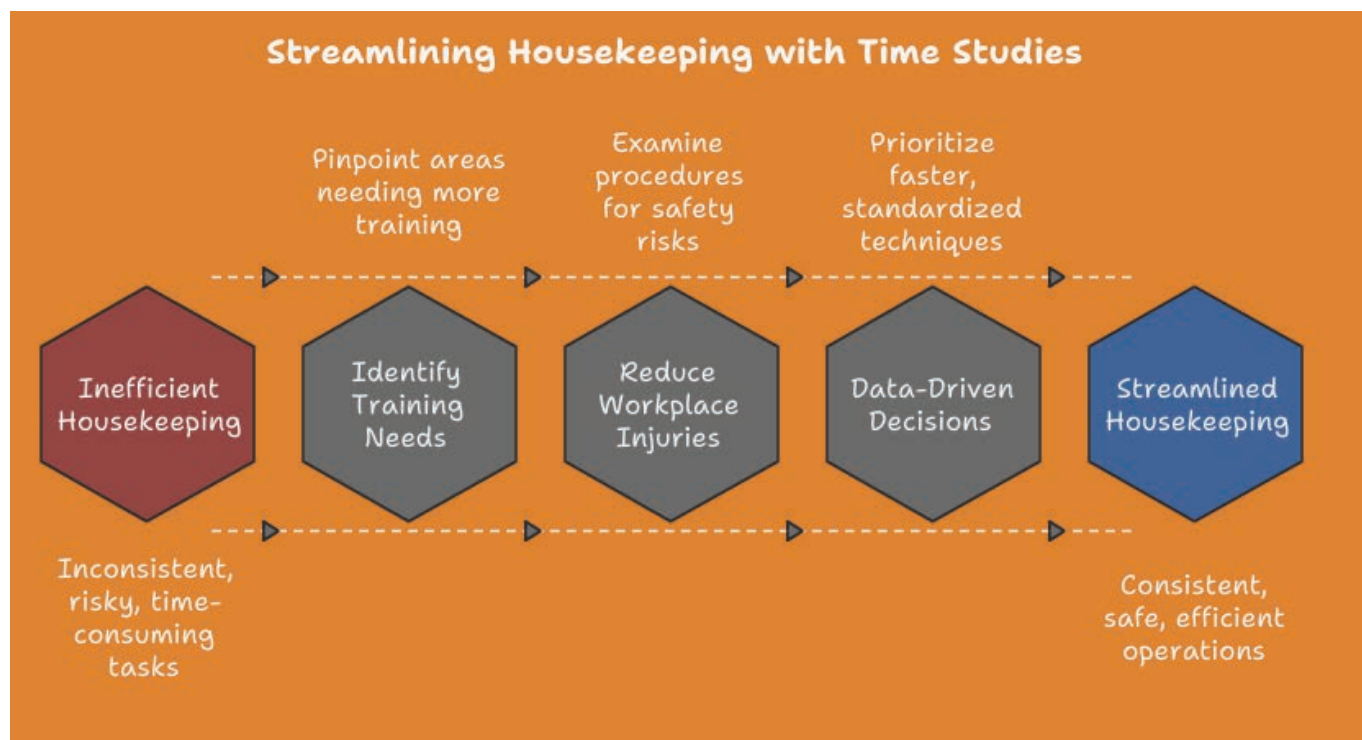
Over time, seemingly insignificant time savings on repeated tasks (such as cleaning floors) can have a substantial influence on your housekeeping staff's total productivity. For example, assuming a five-day workweek

and cleaning ten rooms every day, a room attendant can save 5,200 minutes, or 86.7 hours, over the course of a year if she can cut the time needed to clean a room by only two minutes.

By just reducing a housekeeper's room cleaning time by two minutes, more than ten full working days can be saved. Hoteliers are always searching for methods to improve their housekeeping operations because of the persistent labour shortages and high employee turnover in the hospitality sector. Time and motion analysis is one such technique that may be used to assess, enhance, and lower the expenses of the housekeeping department.



Streamlining Housekeeping Operations with Time studies



Steps to Conduct a Time and Motion Study

1. To maximize the effectiveness of a time and motion study, follow these steps:
Define Your Goal: Clearly outline what you aim to achieve, such as understanding task durations, assessing staffing levels, or identifying training needs.
2. **Determine the Scope:** Decide how many rooms, room types, or floors to observe, and whether to gather detailed notes or focus solely on timing tasks.
3. **Create an Observation Form:** Standardized forms ensure consistency, particularly if multiple observers are involved.
4. **Select Participants:** Choose trained, experienced staff representative of your team. Conduct the study during a typical day to ensure realistic observations.

How to Perform a Time and Motion Analysis?

Use these procedures to optimise a time and motion study's efficacy:

1. **Identify Your Goal:** Clearly state your objectives, such as determining training needs, evaluating staffing levels, or comprehending task lengths.
2. **Establish the Scope:** Choose the number of rooms, types of rooms, or levels to watch, as well as whether to take thorough notes or concentrate only on timing tasks.
3. **Make an Observation Form:** Standardised forms provide uniformity, especially when there are several observers.
4. **Choose Participants:** Pick a member of your team who has had training and experience. To obtain accurate observations, do the study during a normal day.
5. **Prevent the Hawthorne Effect:** The Hawthorne Effect

occurs when people change their behaviour because they are aware that they are being observed. To reduce this, inform staff members in advance of the study's goal, highlighting its advantages for productivity and their daily schedules.

Post-Study Activities

After the study is over, look for patterns and abnormalities in the data. Make use of the findings to enhance processes, offer training programs, and get rid of inefficiencies. Engage your staff by reviewing the results and soliciting their ideas for potential improvements. Include time and motion studies regularly. By monitoring the results of changes and spotting new areas for improvement, ongoing observation guarantees sustained increases in productivity and efficiency.

Outsourcing Housekeeping in Facility Management: A Balanced Look at Benefits and Challenges

In today's fast-paced business environment, facility managers face increasing pressure to maintain clean, safe, and efficient spaces while controlling costs and ensuring operational excellence. One strategic decision many organizations consider is whether to keep housekeeping services in-house or outsource them to specialized service providers. Outsourcing has become common across industries, including corporate offices, hospitals, educational institutions, and retail outlets, due to its potential to improve service quality and streamline operations. However, like any management decision, outsourcing housekeeping comes with both advantages and drawbacks. Understanding these will help facility managers make an informed choice that aligns with organizational goals, budget, and expectations.

Benefits of Outsourcing Housekeeping Services

- **Access to Trained and Experienced Personnel:** Professional housekeeping companies employ well-trained staff who are knowledgeable about best practices, safety protocols, specialized cleaning techniques, and industry standards. This expertise typically surpasses what organizations can provide through internal training alone. As a result, outsourcing often leads to improved cleaning quality, better hygiene outcomes, and consistent service delivery—crucial for environments such as healthcare facilities, laboratories, and high-traffic commercial spaces.



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- **Access to Advanced Equipment and Technology:** Professional cleaning companies invest in high-grade equipment, eco-friendly cleaning solutions, and innovative technologies



such as automated cleaning tools or smart monitoring systems. Outsourcing allows facilities to benefit from this advanced technology without incurring upfront investment costs. This not only enhances cleaning efficiency but also supports sustainability initiatives and improves overall facility hygiene standards.

- **Cost Savings and Predictable Expenses:** Building and maintaining an in-house housekeeping department involves numerous expenses—including salaries, benefits, training programs, cleaning supplies, uniforms, and equipment purchases. Outsourcing converts many of these fixed costs into a predictable service fee. Facility managers can negotiate contracts to fit their specific needs, allowing for more effective budget planning and cost control. In many cases, outsourcing can reduce overall operating costs while maintaining or improving service quality.
- **Flexibility and Scalability:** Cleaning needs are not static. Seasonal spikes, special events, construction projects, and changes in facility occupancy can create fluctuations in cleaning requirements. Outsourced service providers offer flexibility to scale staffing levels and services up or down as needed. This adaptability helps ensure that housekeeping support remains aligned with operational demands—without the complexities of hiring or downsizing internal staff.
- **Improved Focus on Core Business Activities:** Managing housekeeping operations internally can be time-consuming. Facility managers must handle scheduling, training, inventory

management, supervision, and performance assessments. Outsourcing relieves them of these responsibilities, allowing focus to shift toward core operational areas such as building systems, occupant safety, and long-term facility planning. This reallocation of effort contributes to greater overall organizational productivity.

Challenges of Outsourcing Housekeeping Services

- **Potential Variability in Service Quality:** While many providers deliver excellent services, not all maintain consistent standards. Variability may arise due to staff turnover, poor supervision, inadequate training, or lack of motivation among contract workers. Such inconsistencies can negatively impact cleanliness, facility reputation, and occupant satisfaction. Thorough vetting of service providers and regular performance audits are essential to minimize this risk.
- **Dependence on the Service Provider:** Relying heavily on an outsourced partner can create long-term dependency. If the provider faces operational challenges, labour shortages, or financial instability, the facility may suffer. Switching providers can be disruptive and time-consuming, especially if the housekeeping function is deeply integrated into facility operations. This dependence underscores the importance of selecting providers with stable operations and strong track records.
- **Security and Privacy Concerns:** Introducing external personnel into the facility may raise security and privacy risks, particularly in sensitive environments such as research centres, financial

institutions, or hospitals. While most contractors perform background checks and adhere to confidentiality standards, the risk cannot be entirely eliminated. Facilities must implement strict access controls, surveillance systems, and confidentiality agreements to mitigate potential vulnerabilities.

- **Communication Challenges:** Coordinating with an external service provider may lead to communication gaps or delays in reporting issues. Misunderstandings can arise regarding task priorities, cleaning schedules, or expectations, affecting the overall efficiency of housekeeping operations. Clear communication protocols and designated points of contact are essential to minimize such challenges.

Outsourcing housekeeping services in facility management can bring significant advantages, including access to expertise, cost efficiency, improved focus on core activities, and enhanced flexibility. These benefits make outsourcing an appealing strategy for many organizations seeking to maintain high-quality standards while optimizing resources.

However, outsourcing is not without its challenges. Reduced control, potential service inconsistencies, communication barriers, and security concerns must be carefully evaluated. Ultimately, the decision to outsource should align with organizational priorities, facility needs, long-term goals, and managerial capabilities. By selecting reputable service providers, establishing robust SLAs, and maintaining ongoing communication, organizations can successfully harness the benefits of outsourcing while minimizing its drawbacks.

New Trends and Technology:

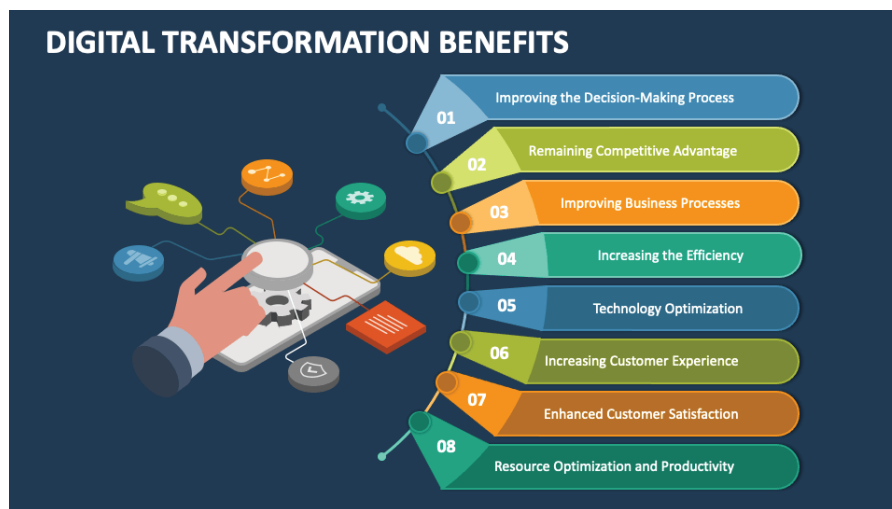
A Perspective for Budding Housekeeping Entrepreneurs

In the ever-evolving world of hospitality, the housekeeping department plays a pivotal role in shaping guest satisfaction and maintaining service quality. Today, as technology and innovation revolutionize every sector, housekeeping too is witnessing a remarkable transformation. These changes present exciting prospects for budding housekeeping entrepreneurs who aspire to blend traditional service values with modern solutions. By embracing new trends and technologies, future entrepreneurs can create efficient, sustainable, and guest-centric housekeeping businesses that stand out in a competitive market.



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1. The Digital Transformation in Housekeeping: Technology has become the backbone of modern housekeeping operations. The introduction of *Housekeeping Management Software* such as Optii, Quore, and Hotelogix has simplified task allocation, inventory tracking, and performance



monitoring. These cloud-based platforms enable supervisors to assign duties digitally, track cleaning status in real-time, and communicate instantly with other departments. For entrepreneurs, investing in such systems ensures higher productivity, better accountability, and fewer operational errors.

Moreover, mobile applications have made communication faster and more efficient. Housekeepers can update room status directly through tablets or smartphones, which immediately reflects at the front desk. This integration minimizes delays in room availability and enhances the overall guest experience. For startups, this kind of technological integration represents a key competitive advantage.

2. Smart Rooms and Internet of Things (IoT): The concept of *Smart Rooms* is another emerging trend that has redefined housekeeping standards. Devices connected through the *Internet of Things (IoT)*—such as automated lighting, climate control, and occupancy sensors—provide data that can optimize cleaning schedules. For instance, smart sensors can alert housekeeping staff when a room is vacant or when specific maintenance is required.

Entrepreneurs can leverage this technology to develop intelligent cleaning systems that save energy, reduce manpower costs, and improve operational efficiency. IoT-based solutions also enable predictive maintenance, ensuring that equipment and facilities are serviced before breakdowns occur.



This not only minimizes downtime but also enhances the property's reputation for reliability and comfort.

3. Sustainability and Green

Housekeeping: With growing awareness of environmental conservation, *green housekeeping* has become a global trend. Hotels and cleaning businesses are shifting towards eco-friendly products and sustainable practices. This includes the use of **biodegradable cleaning agents, microfiber mops, energy-efficient appliances**, and waste management systems that support

conscious about environmental practices, and they often choose hotels that demonstrate eco-friendly initiatives. Entrepreneurs who develop green cleaning startups or supply organic housekeeping products can capture this expanding market while contributing positively to the planet.

4. Robotics and Automation:

Robotics has moved beyond science fiction and entered the real world of housekeeping. In leading hotels, **robotic vacuum**

cleaners, floor scrubbers, and linen delivery robots are already in use. These machines can perform repetitive and physically demanding tasks efficiently, allowing staff to focus on areas requiring a personal touch.

Entrepreneurs can explore automation as a cost-effective solution, especially in large-scale operations like hospitals, malls, and office complexes. Robotics not only reduces labor fatigue but also ensures consistent cleaning standards. As technology becomes more affordable, small housekeeping startups can also integrate such devices into their operations to improve productivity and reduce human error.

5. Data Analytics and Predictive Insights:

Another emerging technology is *data analytics*, which helps housekeeping managers make informed decisions. By analyzing trends such as guest preferences, room usage patterns, and supply consumption, entrepreneurs can identify areas to improve efficiency and reduce waste. Predictive analytics can



recycling and water conservation.

For budding entrepreneurs, sustainability is not just a moral responsibility—it is a business opportunity. Guests today are more



forecast housekeeping demand based on occupancy rates or seasonal trends, helping businesses plan resources effectively. For entrepreneurs, mastering data-driven decision-making ensures that operations remain cost-effective, guest-focused, and adaptable to market changes.

6. Training and Virtual Reality

(VR) Simulations: Training remains the foundation of professional housekeeping. The introduction of Virtual Reality (VR) and Augmented Reality (AR) in training modules has revolutionized how employees learn. Through realistic simulations, new staff can experience real-world housekeeping scenarios—such as bed making, room inspection, or chemical handling—without risk or resource wastage.

Entrepreneurs in the housekeeping industry can invest in VR-based training startups or collaborate with educational institutions to provide modern training programs. This not only enhances skill development but also ensures a higher level of service consistency across establishments.

7. The Rise of Outsourced and Specialized Housekeeping Services:

The modern hospitality and corporate sectors increasingly prefer outsourcing housekeeping to specialized agencies. This creates a wide entrepreneurial opportunity for young professionals to establish *contract housekeeping services, on-demand cleaning startups, or facility management firms*. By integrating advanced technologies, maintaining quality assurance, and offering flexible service models, such entrepreneurs can build a strong reputation in both hospitality and non-hospitality sectors.

The future of housekeeping lies in innovation, sustainability, and intelligent service design. Budding entrepreneurs who adopt modern technologies—such as automation, IoT, data analytics, and green practices—will not only streamline operations but also enhance guest satisfaction and brand reputation. The blend of technology and human touch will define the next generation of housekeeping businesses.

In essence, the housekeeping industry is no longer confined to routine cleaning; it is evolving into a sophisticated, tech-driven

service sector full of entrepreneurial possibilities. Those who embrace change today will lead the hospitality world of tomorrow.

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Comparative Efficiency Analysis:

AI-Driven Housekeeping Systems Vs Traditional Manual Operations

In the fast-evolving landscape of hospitality, efficiency and guest satisfaction are the cornerstones of success. Among all hotel departments, housekeeping remains one of the most critical, directly influencing cleanliness and comfort, affecting the overall guest experience. Traditionally, housekeeping has relied heavily on manual processes, human supervision, and routine scheduling. However, with the rise of AI and automation, the sector is witnessing a revolutionary transformation. This article explores how AI-driven housekeeping systems compare to traditional manual operations in terms of efficiency, accuracy, cost-effectiveness, and guest satisfaction.

The Shift from Manual to Intelligent Housekeeping

For decades, housekeeping has been perceived as labor-intensive, time-consuming, and a department that is reliant on human precision. Tasks such as room cleaning, linen management, and maintenance reporting depended on manual coordination and human effort. While this approach offered a personal touch, it was also prone to errors, inefficiencies, and inconsistencies — especially in large hotels managing hundreds of rooms daily.



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Today, technology has begun to bridge these gaps. AI-driven housekeeping systems, integrated with Internet of Things (IoT) devices and property management software, automate routine tasks and enable data-driven decision-making. Smart housekeeping tools — such as cleaning robots, voice-activated room systems, predictive maintenance algorithms — are redefining what “clean” means in modern hospitality.

Efficiency and Time Management

The most significant advantage of AI-powered housekeeping lies in time efficiency. Smart scheduling systems use AI to assign cleaning tasks based on real-time room occupancy data, guest check-in/check-out patterns, and as per the availability of staff. For instance, when a guest checks out, the system immediately alerts the housekeeping team, optimizing turnover time.

In contrast, traditional methods depend on manual reporting and coordination, often causing delays and miscommunication. Housekeeping supervisors using clipboards or phone calls to allocate rooms waste precious minutes in large properties. By automating task distribution and tracking, AI ensures faster room readiness, reducing guest waiting time enhancing operational flow. A case in point is Marriott International’s integration of AI-driven housekeeping management software across select properties. The system reduced cleaning time per room by nearly 20%, allowing staff to handle more rooms efficiently without compromising quality.

Accuracy and Quality Control

Traditional housekeeping often relies on human observation to assess cleanliness and

maintenance issues. While experienced staff members excel at spotting issues, human error remains inevitable, especially under time pressure. AI-driven systems eliminate much of this uncertainty. Smart sensors and computer vision technologies can monitor cleanliness levels, detect dust particles, and even identify unclean surfaces invisible to the naked eye. For example, ultraviolet and image-recognition tools now assist supervisors in ensuring hygiene standards meet brand and safety expectations.

Moreover, predictive analytics can identify recurring issues — such as areas that frequently require deep cleaning or equipment prone to malfunction — allowing preventive maintenance. This level of accuracy and foresight is difficult to achieve through manual inspection alone.

Cost Efficiency and Resource Optimization

Implementing AI technology requires an initial investment, but the long-term benefits often outweigh the costs. AI systems optimize labor, energy, and inventory management, leading to significant savings. Automated scheduling reduces overtime costs, while smart inventory systems track linen usage and cleaning supplies, preventing wastage. In contrast, traditional operations depend on manual stock monitoring, which often results in over-ordering or shortages. AI-based analytics also help hotels allocate staff more efficiently, aligning manpower with demand fluctuations. For instance, during low occupancy periods, fewer staff members are scheduled, while peak days trigger automated alerts for additional workforce deployment. Hotels that have implemented AI-assisted housekeeping systems report up to 15–25% cost reductions due

to improved labor allocation and decreased supply wastage.

Employee Empowerment and Role Evolution

One common misconception is that AI replaces human jobs in housekeeping. In reality, AI redefines roles rather than eliminates them. Instead of performing repetitive tasks, employees can focus on high-value activities such as guest interaction, detail cleaning, along quality assurance. AI tools assist staff by providing clear task lists, automatic progress tracking, and digital feedback systems. This reduces mental fatigue and increases accountability. In addition, with wearable technology and smart devices, housekeeping professionals can receive real-time updates and safety alerts, improving workplace efficiency and satisfaction.

Training programs that integrate AI literacy also enhance staff confidence and open new career paths in tech-enabled hospitality management. The result is a workforce that combines human empathy with technological intelligence — a blend that defines the future of service excellence.

Guest Experience and Personalization

AI transforms housekeeping from a purely operational function into a guest-centric experience. For example, smart room systems connected to AI platforms learn guest preferences — from pillow type to room temperature — and automatically adjust settings before arrival. Cleaning schedules can be customized based on guest behavior, minimizing disruption and maximizing satisfaction. Traditional housekeeping models cannot achieve such precision without direct guest input or repetitive

communication. AI's predictive capabilities also ensure that maintenance issues are resolved before guests notice them, thereby enhancing perceived service quality.

Hotels like Hilton and Accor are already experimenting with AI-enabled guest profiling systems that connect housekeeping, front office, and maintenance teams to deliver seamless, personalized experiences.

Challenges and Limitations

Despite its promise, AI-driven housekeeping is not without challenges. The initial cost of adoption, staff training, and data security concerns can deter smaller hotels from embracing full automation. Also, some guests prefer the warmth and personal touch of traditional housekeeping — something that technology alone cannot replicate. There is also a risk of over-reliance on technology; system malfunctions could disrupt operations if manual backup

systems are not in place. Therefore, the most effective approach lies in hybrid integration — combining AI efficiency with human attentiveness.

Traditional Housekeeping Still Matters!

While AI brings speed and accuracy, the human element remains irreplaceable. The empathy, discretion and problem-solving ability of a skilled housekeeper cannot be automated. Luxury hotels, in particular, rely on these personal touches to maintain brand identity and emotional connection with guests. In fact, many successful hotels blend both approaches: using AI for backend efficiency and data analytics, while keeping human interaction central to guest-facing tasks. This synergy ensures operational excellence without compromising authenticity.

Conclusion: The Future is Hybrid

The comparison between AI-driven and traditional housekeeping operations reveals a clear shift toward technology-enabled efficiency. AI offers undeniable advantages in terms of accuracy, time management, and cost optimization. Yet, hospitality is ultimately a human-centered industry — where empathy, attention to detail, and personal care define true service quality. The future of housekeeping will not be about man versus machine, but rather man and machine working together. Hotels that adopt a balanced approach — integrating AI systems with human expertise — will lead the next era of hospitality innovation, setting new standards for efficiency and guest satisfaction.



EMPOWERING HOUSEKEEPING ENTREPRENEURS:

Taking Advantage of Government Programs for Development In India's Hospitality Sector

The hospitality and hotel management sector in India has become a key engine of economic expansion, foreign exchange earnings, and job creation. Hotels and related service providers are rapidly looking for talented and creative entrepreneurs to oversee specialized operations like housekeeping, facilities management, guest relations, etc., because of the fast growth of the tourism, travel, and lifestyle sectors (Ministry of Tourism, 2023). Among these, housekeeping entrepreneurship has developed into a vibrant and lucrative industry that has a direct impact on brand reputation and service quality.

Housekeeping, which was once considered to play supportive role in hotel and hospitality, is

today the key of both operational performance and guest happiness. A wider shift in the industry is seen in the advent of technology-integrated facility management companies, eco-conscious cleaning businesses and outsourced housekeeping firms. In order to foster entrepreneurship in the hospitality industry and allied services, the Indian government has implemented a number of regulatory initiatives, financial incentives, and capacity-building programs. In India's changing service economy, this article examines how housekeeping entrepreneurs might use these programs to create scalable and sustainable businesses.

The Evolving Landscape of Housekeeping Entrepreneurship

Health, sanitation and sustainability have become more important in the hospitality industry since the pandemic. This shift has led to the recasting of housekeeping as a professional, technologically enhanced field. Hotels are hiring more and more expert service providers to take care of their housekeeping requirements. These providers provide standardized, effective, and sustainable solutions backed by skilled staff and cutting-edge technologies. Contemporary



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housekeeping entrepreneurs have evolved from operational executors to strategic partners who support client loyalty and brand distinctiveness. Their efforts demonstrate:

- Green housekeeping techniques that make use of energy-efficient equipment and biodegradable materials.
- IoT-enabled monitoring and workflow management are integrated into smart housekeeping systems.
- Ongoing workforce certification, upskilling, and adherence to industry standards.
- Tailored service models for resorts, serviced apartments, and boutique hotels.

However, the creation of such companies requires a strong base of financial support, institutional ties, and areas for talent development. These requirements are directly addressed by government initiatives.

EMPOWERING HOUSEKEEPING ENTREPRENEURS

TAKING ADVANTAGE OF GOVERNMENT PROGRAMS FOR DEVELOPMENT IN INDIA'S HOSPITALITY SECTOR



EVOLVING LANDSCAPE OF HOUSEKEEPING ENTREPRENEURSHIP

Government Schemes Supporting Entrepreneurship.

1. *Pradhan Mantri Mudra Yojana (PMMY)*: Pradhan Mantri Mudra Yojana was introduced in April 2015 and offers collateral-free loans up to ₹10 lakh in three categories (Shishu, Kishor, and Tarun) that are suited to various phases of business expansion (Government of India, 2023).

Relevance: To overcome one of the most prevalent obstacles, initial cash shortage, housekeeping entrepreneurs might use Mudra loans to start small cleaning businesses, buy equipment, or pay for employee training.

2. *The Stand-Up India Program*: The Stand-Up India Scheme (2016) encourages women and Scheduled Castes (SC) and Scheduled Tribes (ST) to start their own businesses by offering bank loans between ₹10 lakh and ₹1 crore (Ministry of Finance, 2023).

Relevance: This program allows women-owned businesses to embrace contemporary cleaning technology, professionalize operations, and promote gender-inclusive economic growth because housekeeping employs a large number of women.

2. *The Employment Generation Program of the Prime Minister (PMEGP)*: The Khadi and Village Industries Commission (KVIC) oversees PMEGP, which provides up to 35% of project costs as subsidies to support self-employment endeavors (KVIC, 2023).

Relevance: This plan can be used by entrepreneurs to set up small-scale production facilities for waste management systems, eco-friendly cleaning goods, or laundry services for hotels and resorts.



GOVERNMENT SCHEMES SUPPORTING ENTREPRENEURSHIP

- Pradhan Mantri Mudra Yojana (PMMY)
- The Stand-Up India Program
- The Employment Generation Program of the Prime Minister (PMEGP)
- The Startup India Initiative
- Training Programs for Skill India and Hospitality



3. *The Startup India Initiative*: The Start-up India Initiative, which was launched in 2016, provides funding, tax advantages, and streamlined compliance to encourage innovation-driven entrepreneurship (Department for Promotion of Industry and Internal Trade, 2022).

Relevance: Through the Start-up India early Fund Scheme (SISFS), technology-enabled housekeeping firms that provide digital scheduling, AI-powered cleaning systems, or online platforms for on-demand services can register as start-ups and obtain early investment.

4. *Training Programs for Skill India and Hospitality*: The Skill India Mission offers structured vocational training in hospitality operations, including housekeeping, in collaboration with the National Skill Development Corporation (NSDC) and the Ministry of Tourism (NSDC, 2023). A skilled workforce is developed through programs like Hunar Se Rozgar Tak and training offered by Institutes of Hotel Management (IHMs), and entrepreneurs can partner with these organizations on staffing and training projects.

Relevance: It directly supports the central theme of the title because skill development is one of the

most essential government-led mechanisms for empowering housekeeping entrepreneurs in India's hospitality sector

5. *Micro, Small, and Medium Enterprises (MSME) Development Programs*: The Ministry of Micro, Small, and Medium Enterprises (MSME) provides credit guarantees, subsidies, and assistance for innovation through initiatives such as the Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE) (MSME, 2022-2023).

Relevance: Scalability and competitiveness are facilitated by collateral-free loans, technology advancements, and marketing support for registered housekeeping companies that are categorized as MSMEs.

Integration of Entrepreneurship and Housekeeping

Modern housekeeping entrepreneurship encompasses sustainability, technological integration, and customer-centric innovation in addition to cleaning services. There are various feasible approaches that entrepreneurs can pursue:

- Contractual housekeeping companies that provide hotels, hospitals, and other establishments with outsourced services.

INTEGRATION OF ENTREPRENEURSHIP AND HOUSEKEEPING

MODERN HOUSEKEEPING ENTREPRENEURSHIP

Contractual housekeeping companies that provide hotels, hospitals, and other establishments with outsourced services

Product-based businesses that produce eco-friendly uniforms, linens, and cleaning supplies

Consulting firms that focus on staff training and operational audits

Digital housekeeping management software is being developed by tech start-ups



CHALLENGES AND STRATEGIC INTERVENTIONS

Limited awareness of government schemes and eligibility criteria

Difficulty in accessing collateral-free financing

High employee turnover and inconsistent skill development

Seasonal fluctuations in hospitality demand

Low social prestige attached to housekeeping roles

Addressing these challenges requires institutional coordination, capacity building, and innovative business strategies

CONCLUSION

India's hotel industry is expected to grow rapidly due to rising tourism, changing customer demands, and international service standards. Within this ecosystem, housekeeping entrepreneurship has an opportunity for fair and sustainable development.

By encouraging independence, skill empowerment, and creativity, government programs like PMMY, PMEGP, Stand-Up India, Startup India, and Skill India go beyond financial aid and represent India's vision of 'Atmanirbhar Bharat'.

Housekeeping entrepreneurs can make a significant contribution to operational excellence and long-term success in the hotel sector by

- Seasonal fluctuations in hospitality demand.
- Low social prestige attached to housekeeping roles.

Addressing these challenges requires institutional coordination, capacity building, and innovative business strategies. Entrepreneurs should focus on formal registration, financial literacy, technological adoption, and collaboration with industry bodies to enhance credibility and sustainability (National Institute for Entrepreneurship and Small Business

Development, 2022). resilient and globally competitive India in addition to upholding cleanliness as a service norm.

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- Product-based businesses that produce eco-friendly uniforms, linens, and cleaning supplies.
- Consulting firms that focus on staff training and operational audits.
- Digital housekeeping management software is being developed by tech start-ups.

Each model interacts differently with government programs; for instance, small service providers flourish under Mudra or MSME efforts, whereas tech-driven businesses align with Start-up India.

Challenges and Strategic Interventions

Despite policy support, housekeeping entrepreneurs face persistent challenges, including:

- Limited awareness of government schemes and eligibility criteria.
- Difficulty in accessing collateral-free financing.
- High employee turnover and inconsistent skill development.

Development, 2022).

India's hotel industry is expected to grow rapidly due to rising tourism, changing customer demands, and international service standards. Within this ecosystem, housekeeping entrepreneurship has an opportunity for fair and sustainable development.

By encouraging independence, skill empowerment, and creativity, government programs like PMMY, PMEGP, Stand-Up India, Startup India, and Skill India go beyond financial aid and represent India's vision of 'Atmanirbhar Bharat'. Housekeeping entrepreneurs can make a significant contribution to operational excellence and long-term success in the hotel sector by supporting these initiatives, implementing eco-friendly methods, and incorporating digital solutions.

In nutshell, these businesses represent the transformative force of entrepreneurship in creating a

Deep Cleaning Protocols for High-Contact Zones in Hospitality

In the hospitality industry, cleanliness is more than just aesthetics — it's integral to guest health, safety, comfort, and satisfaction. Among the various cleaning tasks, deep cleaning of high-touch areas plays a critical role. High-touch surfaces are those that guests and staff frequently contact — such as door handles, switches, remote controls, handrails, elevator buttons, faucet handles, and so on. Because of their frequent use, these surfaces are especially prone to accumulating dirt, microbes, and germs. The aim is to reduce the risk of disease transmission, eliminate allergens, extend the longevity of fixtures and furnishings, and build guest trust.

In recent years — especially in response to global health concerns like COVID-19 — hotel brands have elevated their standards. New protocols often include more frequent deep cleaning of high-touch points in public areas (lobbies, elevators, and restrooms), guest rooms, and back-of-house areas. Emphasis is placed on using hospital-grade disinfectants, tracking cleaning cycles, training staff rigorously, and making cleaning visible so guests know what has been done).

High-touch surfaces are those frequently handled by guests/ staff, and hence have higher risk of contamination.

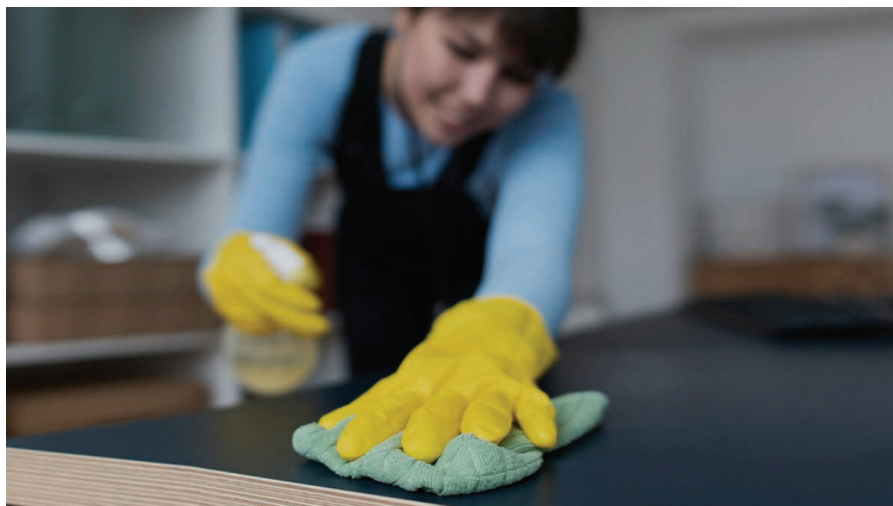
- Door handles and knobs (guest rooms, entrances, bathrooms, staff areas)
- Light switches
- Elevator buttons / call buttons / push plates
- Handrails on stairs / corridors
- Reception counter surfaces, bell desks, check-in counters
- Key cards / key card holders / guest room cards
- Phones (room phones, reception phones)
- Remotes (TV, AC, etc.)
- Bathroom fixtures (faucet handles, flush handles, shower controls)
- Drawer and cupboard handles
- Thermostat / AC controls
- Luggage racks, hangers in closet



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- Tabletops, chairs especially arms and backs in common / dining areas
- In room Food & Beverage Cutlery, glassware, ice buckets, mini bar
- Common area seating surfaces, lobby furniture





- Public restroom surfaces (door handles, taps, soap dispensers, toilet flush)

Cleaning high-touch areas of a hotel is very important for health, safety, and business reasons. It helps in:

1. Preventing Transmission of Infections

- High-touch surfaces are vectors for germs:
- Persistence of pathogens
- Reducing risk especially during outbreaks / pandemics

2. Protecting Guest and Staff Health

- Guests expect to be safe.
- Staff is also at risk

3. Regulatory, Liability & Legal Compliance

- Many health regulations require maintenance of hygiene, especially in hospitality (hotels) and food & beverage settings
- Liability risk

4. Guest Satisfaction, Trust & Brand Reputation

- Cleanliness is one of the top criteria guests judge hotels on. High visibility of cleanliness (especially high-touch areas)

influences guest perceptions.

- In the post-pandemic era, cleanliness has become even more important in marketing and guest expectations. Guests are more aware and sensitive to hygiene practices.

5. Operational & Financial Benefits

- Fewer guest complaints, fewer negative reviews mean better occupancy and revenue.
- Reduced risk of outbreaks or illnesses can reduce sick leaves among staff.
- Efficient cleaning practices (especially for high-touch areas) can help avoid deep-cleaning/ fumigation costs, because problems are caught early or prevented.

6. Visible Cleanliness & Psychological Safety

- Even beyond actual microbial risk, seeing staff regularly cleaning high-touch areas gives guests' confidence.
- This also reduces anxiety among guests and staff — which is particularly important now.

Deep cleaning of high touch areas

- Guest Rooms – Turnover / After Checkout Deep Clean

Frequency: Every time a room is vacated + periodic deep clean (weekly/fortnightly)

Materials & disinfectants:

Hospital-grade disinfectants; microfiber cloths; disposable wipes; alcohol-based sprays ($\geq 70\%$); steam cleaner if available; gloves, PPE

Procedure:

1. Remove all linen & amenities. Clean from top (ceiling, corners, and light fixtures) → walls → furniture → removable items.
2. Disinfect all high-touch surfaces (door handles, light switches, remotes, phones, and thermostat).
3. Clean bathroom fixtures thoroughly.
4. Vacuum, steam upholstery, carpets.
5. Replace fresh linen, ensure items like hangers cleaned.
6. Final inspection

- **Public / Common Areas** (Lobby, corridors, elevators)

Frequency: Multiple times per day for high traffic areas; full deep clean daily or nightly

Materials & disinfectants:

Disinfectant wipes/spray, microfiber cloths, mop with disinfectant, alcohol solutions for metallic surfaces, gloves, PPE

Procedure:

1. Spot cleaning of high-touch points every 1-2 hours during peak usage.
2. Elevator interiors & buttons, handrails, door handles,

reception desk surface should be disinfected frequently.

3. At night or off-peak hours: Deep clean furniture, upholstery in public seating; polish metal surfaces; clean floor surfaces thoroughly

● Staff Areas / Back-of-House

Frequency: At least daily, more frequently for shared surfaces / during peak operations

Materials & disinfectants:

Disinfectant wipes/spray, microfiber cloths, mop with disinfectant, alcohol solutions for metallic surfaces, gloves; use stronger disinfectants where allowed.

Procedure: Disinfect shared equipment (phones, computers, tablets, handles), break rooms, staff toilets, shared tools. Disinfect

equipment after each shift.

● Restrooms (Guest & Public)

Frequency: Every shift or every few hours during busy times; full deep clean at least once daily

Materials & disinfectants:

Disinfectants effective for toilets / bathrooms; bleach or chlorine solutions; acid cleaners for scale if needed; alcohol for metallic surfaces

Procedure: Clean fixtures, walls / tiles, mirrors, handles, taps, flush handles. Mop floors with disinfectants. Restock consumables. Pay attention to grout, corners, under rim of WC.

● Food & Beverage / Dining Areas

Frequency: After each use / service; deep clean between

services; full clean nightly

Materials & disinfectants:

Food-safe disinfectants; alcohol wipes for menus / surfaces; sanitizer for chairs / tabletops

Procedure:

Disinfect tables, chairs (including under seats/back/arms), menus, salt & pepper shakers, cutlery trays. Clean service counters, buffet stations, handles. Deep clean kitchen surfaces, equipment

Implementing deep-cleaning best practices ensures not only the safety and well-being of everyone in the hotel, but also enhances guest trust and satisfaction. Cleanliness is one of the top drivers of guest happiness and loyalty. Studies show guests are much more likely to return to and recommend hotels that visibly prioritize hygiene.



Effective Staff Training and Development in Housekeeping: A Prospect of Facility Management

In the dynamic world of facility management, the housekeeping department is arguably the most critical function. It is the frontline defence for quality, hygiene, and comfort in every establishment—from five-star hotels and major corporate campuses to hospitals and educational institutions. The performance of this team directly impacts guest satisfaction, operational efficiency, and the overall brand. The key to unlocking high-performance facilities lies not in the tools they use, but in the efficiency and expertise of the people wielding them: through strategic staff training and development.

The Central Role of Housekeeping in Facility Excellence

Facility Management is a multidisciplinary field dedicated to maintaining the functionality, comfort, safety, and efficiency of the built environment. Within this framework, housekeeping transcends basic cleaning, taking on a central, strategic role.

Housekeeping's Broad Scope Includes:

- Environmental sanitation and hygiene
- Efficient waste and recycling management
- Proactive pest control measures
- Management of laundry and linen operations
- Inventory control for supplies
- Essential support for special events and facility operations



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The quality of the housekeeping effort is synonymous with the user experience and operational credibility. A meticulously maintained environment not only enhances occupant comfort and confidence but also reinforces the organization’s reputation. Therefore, effective training programs must be holistic, focusing on a blend of skills: not just the technical how-to of cleaning, but also customer service, workplace ethics, sustainable practices, and technological adaptability. Training and development are planned initiatives designed to elevate an employee’s knowledge, behavior, skills, and overall performance.

Key Training Advantage	Impact on Facility Management
Quality Assurance	Standardized procedures ensure uniform, high-level cleanliness and hygiene across the entire facility.
Employee Motivation & Retention	Opportunities for growth and skill-building increase job satisfaction, reducing stress and mitigating the high turnover common in the service industry.
Safety and Compliance	Staff are trained in the safe handling of chemicals and equipment, significantly reducing workplace accidents and ensuring adherence to regulatory standards.
Readiness for Innovation	Continuous education prepares the team to integrate new, eco-friendly cleaning materials, automated devices, and digital management systems.

Modern Training and Tech Integration

Technological advancements—such as digital work scheduling, sensor-based cleaning robots, and mobile reporting apps—are rapidly transforming facility operations. Modern housekeeping training must evolve in step. The curriculum needs to build digital literacy and technological adaptability, preparing staff not just to perform tasks but to effectively manage and operate the smart tools that define the industry’s future.

Innovative Training Methods:

- **E-learning Modules:** Offer flexible, self-paced training accessibility.
- **Interactive Video Demonstrations:** Ensure consistency and clarity in instructional delivery.
- **Virtual Reality (VR) Simulation:** Allows staff to practice complex cleaning and safety procedures in immersive, risk-free virtual environments.
- **Data-Driven Performance Monitoring:** Provides customized feedback to refine and improve individual skill sets.

These methods enhance engagement and retention, and ultimately, significantly reduce the time and cost associated with staff onboarding and upskilling.

Despite the clear benefits, implementing robust training faces hurdles: budget constraints, language and literacy differences among a diverse workforce, time limitations due to demanding workloads, and high employee turnover. Crucially, a one-size-fits-all approach is ineffective. Training must be customized according to the specific work environment, the existing skill levels of the team, and the unique priorities of the organization.

Effective housekeeping training is not an expense—it is an investment that yields significant returns across the organization. Some of the benefits are:

- **Improved Service Quality** and elevated client/occupant satisfaction.
- **Reduced Operational and Maintenance Costs** through efficiency and proper equipment handling.
- **Greater Employee Confidence** and enhanced teamwork.

- **Lower Absenteeism** and reduced turnover rates.
- **Stronger Safety Compliance** and risk mitigation.
- **Enhanced Organizational Reputation** and competitive standing.

A highly skilled, motivated housekeeping team serves as a strategic asset, directly supporting facility management’s objectives by guaranteeing a clean, functional, and welcoming environment that is aligned with long-term success.

Housekeeping has moved beyond a simple support function to become a strategic cornerstone of facility management excellence. By embracing modern technologies and committing to robust staff training, organizations can cultivate a competent, motivated workforce that is intrinsically aligned with the highest goals of service quality.

As buildings become smarter and user expectations continue to climb, continuous learning and skill development are vital. Training is no longer an administrative task; it is a necessary organizational investment that contributes directly to sustainability, operational efficiency, and the long-term competitive advantage of any modern facility.

The Importance of Employee Engagement in Housekeeping: Best Practices for Retention

In hotels, hospitals, and other facilities, housekeeping is often seen as a background job. But in reality, it plays a big role in how clean, safe, and welcoming a place feels. The secret to great housekeeping isn't just hiring people—it's keeping them engaged and motivated.

The Engaged Spark: Why Housekeeping Holds the Key to Hospitality Success

"Employees are not your biggest asset. Engaged employees are." This powerful truth lies at the heart of prospering organizations, especially those in the service-intensive sectors like hotels, hospitals, and facility management. While often seen as a background function, Housekeeping is arguably the most critical department, directly influencing guest experience, patient safety, and facility standards.

Yet, Housekeeping often faces high turnover, burnout, and low morale. The solution isn't just better pay and Employee Engagement. Engaged housekeeping staff stay longer, work safer, and perform better.

Why Housekeeping Engagement Matters

The role of a housekeeper is physically demanding, emotionally

exhausting, and often invisible. They are the eyes and ears of the property, spotting maintenance issues, ensuring compliance, and creating the "feel" of cleanliness. When these employees feel valued and connected, the benefits ripple throughout the entire organization:

- **Improved Quality & Safety:** An engaged housekeeper takes ownership of their area, leading to meticulous cleaning, better infection control in hospitals, and fewer maintenance defects in hotels.



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- **Reduced Turnover & Cost Savings:**

High turnover is costly (recruitment, training, lost productivity). Engaged employees are retained, significantly reducing these expenses.

- **Enhanced Guest/Patient Satisfaction:**

A housekeeper who takes pride in their work directly impacts the customer experience. A spotless room or a sanitized patient area translates immediately into higher ratings and trust.

Best Practices for Driving Housekeeping Engagement

1. Recognition and Respect (The Human Element)

- **Make the Invisible Visible:**

Don't just praise the Front Office. Use team meetings and internal communications to highlight housekeeping staff who receive positive guest mentions or successfully prevent an accident.

- **Spot Awards:** Implement immediate, small rewards for exceptional performance (e.g., finding and reporting a safety hazard, resolving a tough guest request). A gift card or an extra 30 minutes of break time can be hugely motivating.

- **The Power of "Thank You":**

Ensure managers use names and sincerely acknowledge the physical effort involved in their work. Acknowledge personal milestones and challenges.

2. Empowerment and Resources (The Efficiency Element)

- **Invest in Better Tools:** Provide high-quality, ergonomic, and easy-to-use equipment (lightweight vacuums, easy-to-handle trolleys). This shows respect for their physical well-

being and reduces strain.

- **Seek Their Input:**

Housekeepers know the property best. When changing procedures (e.g., chemical usage, linen folding standards), ask for their feedback first. Empowerment comes from feeling like their expert opinion matters.

- **Flexible Scheduling (Where Possible):**

Recognize that many staff have family obligations. Offering flexibility in shift starts or breaks shows management cares about their life outside work.

3. Training and Development (The Growth Element)

- **Cross-Training Opportunities:**

Allow staff to occasionally shadow another department (e.g., Laundry or Maintenance). This breaks monotony, expands their skill set, and helps them understand the bigger operational picture.

- **Clear Career Paths:**

Housekeeping shouldn't be a dead-end job. Clearly outline the path from Room Attendant to Supervisor, to Executive Housekeeper, or even to roles in other departments like

Front Office or Training. Offer skills training (communication, leadership) to support this growth.

- **Safety First Training:**

Consistent, high-quality training on proper chemical handling, lifting techniques, and security procedures not only prevents injuries but signals to employees that their safety is the top priority.

Employee engagement is not a one-time initiative; it's a continuous cultural commitment. When Housekeeping employees, whether they are cleaning a patient's room, a five-star suite, or an office floor, feel seen, safe, and part of a larger mission, they transform from being task-completers to being brand ambassadors.

By implementing these practices, organizations secure not only a cleaner facility but also a loyal, high-performing workforce—the engaged spark that truly lights the path to long-term success.

Engaging housekeeping staff isn't a one-time task—it's a daily effort. When these employees feel seen, safe, and valued, they become more than cleaners. They become proud team members who help your business shine.



Redefining Personalized Hospitality through the AI Revolution

India's luxury hotels are setting new standards for guest experience, smooth operations, and eco-friendly ideas in the luxury hotel industry. Luxury hotels are changing how guests experience their stay with Artificial Intelligence. Five-star deluxe properties such as The Oberoi, Taj, ITC, Hyatt, and a few Radisson Blu hotels are redefining their guest experiences through smart room technologies, intelligent AI-driven devices, and sophisticated data analytics. The combination of automation, convenience, and personalization has become the new symbol of high-end service. Today, the luxury traveler values not just comfort but also a memorable experience. AI assists hotels in anticipating, adapting, and astonishing guests with precision.

The Idea of Highly Customized Luxury

Due to an AI-powered system, luxury hotel guests can enjoy personalized services using their devices. Hotels now use complex algorithms for patterns in how guests book rooms, their spending capacity, their online preferences, their social media activity, and

their past reviews. Each guest can get tailored preferences and expectations. These AI systems can predict the guest's wants before the guest asks. This converts normal stays into personalized experiences with thoughtful touches.

In the era of luxury, Hotels like Oberoi are utilizing customer relationship systems to analyze the personal preferences of guests by studying their patterns to analyze their wants, preferred items in rooms as per customized needs, and recording significant dates, i.e., birthdays and anniversaries, for special offers. This leads to unique and customized offers. Hyatt India is utilizing cloud-based AI to record customer preferences,



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i.e., restaurants, local sightseeing, beauty, and spa treatments offered to them based on their past stays. These memorable experiences make the guests' stays comfortable and cozy, transforming them into clients rather than just customers.

Many luxury properties, i.e., Indian Hotels Company Limited (IHCL) and Radisson Blu, have added AI chatbots for frequently asked questions (FAQs), i.e., to make and amend bookings. For example, the Ginger hotel near Mumbai Airport has a talkative robot that adds fun.

Smart Room Features: The Core of Intelligent Luxury

Smart rooms are equipped with Internet of Things (IoT)-enabled devices and AI-integrated sensors. Indian luxury hotels are developing rooms that can think, respond, and adapt according to the guest's mood, schedule, and comfort. Guests actively interact with their surroundings to control lighting, temperature, entertainment, and ambience.

Smart room technology can detect occupancy and adjust room temperature and lighting according to personal preferences and the environmental atmosphere. Mobile apps enabled with voice commands can select background music to suit the occasion. Voice-activated virtual assistants, such as Amazon Alexa or Google Nest devices, help guests place room service orders, schedule housekeeping, or obtain travel information without touching a remote or calling the front desk.

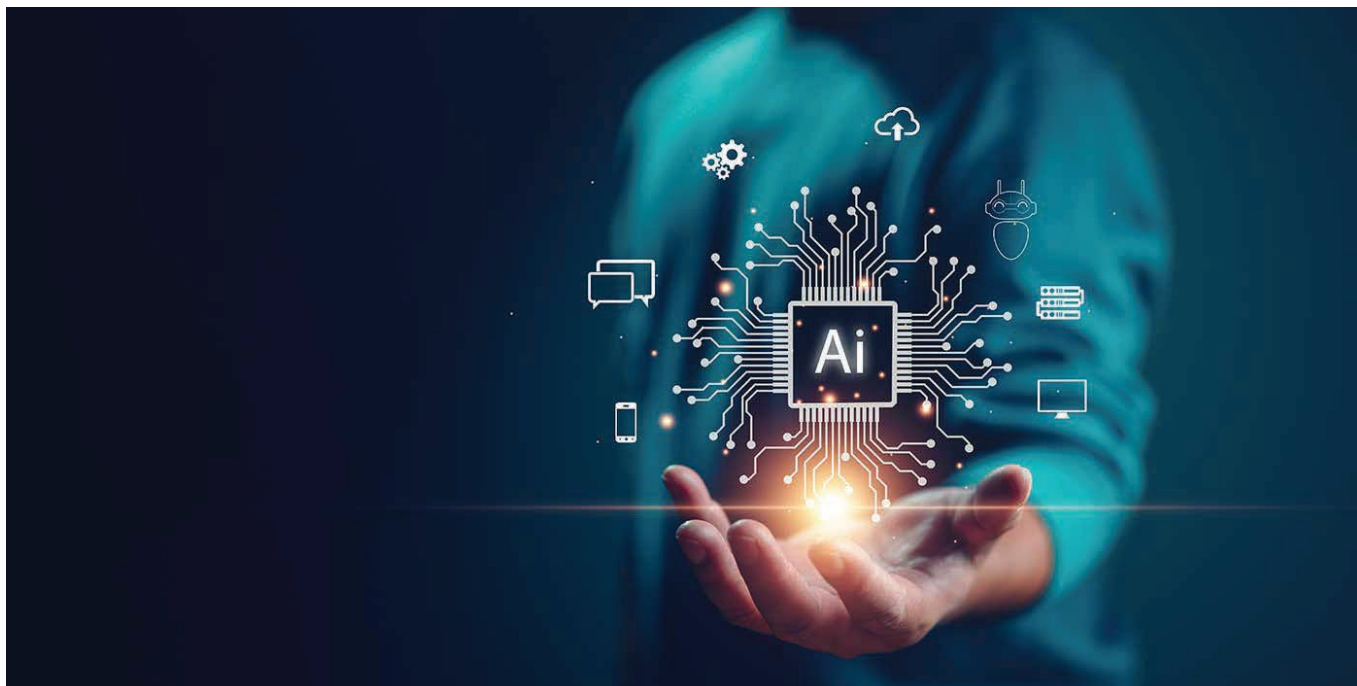
An integrated app allows guests to check in, creating convenient digital keys to access their rooms with increased security. Guests can customize automated entertainment systems, streaming accounts, and gaming platforms based on their preferences. Using predictive AI, these systems analyze past stays and usage habits to suggest programs, games, and entertainment, making the luxurious setting feel more like home.

Leading Indian hotels are adopting AI.

Several five-star hotels are exemplifying the AI in reshaping luxury hospitality. From the moment of booking, The Oberoi, New Delhi, crafts experiences using AI-driven customer relationship management and connected devices. These interactive devices create a customized welcome message and make in-room adjustments guided by data insights from past experiences. The ITC Grand Chola in Chennai has intelligent energy management. Guests can control music, lighting, temperature, and curtains using voice or touch panels. The air control and lighting automatically switch off when no one else is in the room. This keeps things easy while reducing waste and energy consumption.

Real-time AI and IoT data allow Taj Mahal Palace staff to tailor pillow menus and food recommendations. Predictive maintenance ensures air, water, and power systems work





properly and saves resources. The Hyatt Regency in Delhi is testing AI-powered concierges who can converse with clients via mobile apps and provide them with suggestions instantly, alongside robots capable of delivering food to their rooms. The Radisson Blu Plaza in Bangalore relies on virtual assistants and AI chatbots that interact with guests in natural language, answering facility questions and responding to in-room requests promptly. Pillow firmness, lighting choices, and spa schedules are personalized by data insights.

The AI-Enhanced Guest Journey

Several five-star hotel chains, including Taj Hotels, The Oberoi Group, ITC Hotels, and Marriott International, are integrating Artificial Intelligence (AI) to offer personalized guest services, streamline operations, and enhance overall experiences. These hotels make their services unique. Taj Hotels and The Oberoi Group use AI and machine learning to tailor each guest's stay based on their profile, food preferences, and interactions with staff. They might meet you with your favourite pillows or drinks that have your name on

them, which will make you feel special and connected.

Digital transformation includes AI chatbots and virtual concierges. Marriott International helps customers 24/7 in many languages using virtual agents on its websites, mobile apps, and WhatsApp. These robots promptly handle booking, check-in, and room service requests, allowing humans to focus on more important tasks. Marriott Renaissance's RENAI virtual concierge works with real-life "Navigators" to provide local recommendations and enhance the experience. Smart rooms with AI are creating in-room experiences. Lemon Tree and The Leela use AI and IoT technology to let guests manage lighting, temperature, curtains, and entertainment via Alexa or smartphone apps.

These intuitive controls create a seamless, comfortable, and futuristic stay. AI-supported facial recognition systems and mobile digital keys are utilized by Marriott and ITC Hotels to ease contactless registrations and protect room access, combined with safety and security for tech-savvy AI streamlines operations by implementing predictive maintenance requirements and

using smart sensors to monitor equipment for existing and potential flaws. The proactive approach can control repair costs to ensure seamless services.

Artificial intelligence plays a transformational role in energy management. Sustainable brands, i.e., ITC and Hilton, utilize an AI monitoring system to track occupancy and adjust the light and temperature of the rooms as per availability to save energy and reduce carbon footprints. AI collects feedback, conducts surveys to identify service gaps, and analyzes trends. This enhances the pace of response to improve the service quality.

Customers can enhance the HVAC (Heating, Ventilation and Air Conditioning) settings as per their preference with the AI. Virtual butlers are available around the clock and respond immediately to feedback patterns. Contactless services through mobile platforms, chatbots, and robotic devices guarantee safety and convenience. After the stay, AI-driven correspondence continues sending thank-you notes, feedback surveys, and offers tailored to guest preferences.

The Silent Host:

How Ambience Shapes the Guestroom Experience

When a guest steps into a hotel room, the check-in formalities fade, and the real relationship begins not with the front desk or room service but with the room itself. What they see, feel, smell, and sense in the first 30 seconds can define their entire stay. This powerful first impression isn't made by plush bedding or fancy fixtures alone; it's the result of a carefully curated ambience.

In today's hospitality landscape, ambience is no longer an afterthought. It's the silent host that speaks volumes without uttering a word.

Ambience goes beyond design; it's emotional architecture. It turns a four-walled enclosure into a personal haven. Increasingly, travelers, whether business professionals seeking calm or millennials chasing Instagram-worthy aesthetics, are choosing hotels that "feel right."

Modern guestrooms are expected to soothe, inspire, and recharge. This shift is supported by Bitner's (1992) foundational work on the "servicescape," which explains how physical environments shape customer emotions and behavior. More recently, Balroo (2023) showed that both tangible and intangible elements lighting, color, scent, and spatial arrangement, directly influence guest satisfaction and the likelihood of repeat stays.

So, what exactly creates ambience in a guestroom? Today, it's a blend of design thinking, sensory science, and technology, all woven together

through operational excellence. Here's what the best in the industry are doing:

1. Circadian Lightscapes: A Sunrise at Your Bedside

Mood lighting in hotels has gone scientific. Increasingly, properties are integrating circadian lighting systems that mimic the natural daylight cycle to support sleep, energy, and emotional well-being. The InterContinental Hotels Group (IHG) piloted the JOURNI Mobile Task Light, developed by Health by Lighting Science. This portable device bathes the room in blue-enriched light during the day to boost alertness, and shifts to warm amber tones at night, triggering melatonin production and easing guests into rest (Tan et al., 2023). Equinox Hotels, centered on a "sleep optimization" philosophy, features dynamic lighting that adjusts throughout the day. Six Senses Resorts also uses GoodNight™ LED bulbs by Lighting Science, helping guests adjust naturally to time zone changes.

2. Acoustic Design: The Luxury of Silence

Thick curtains, padded headboards, and double-glazed windows ensure serenity. Some luxury hotels now offer curated "sleep soundscapes" as part of their in-room tech. In bustling cities, silence is a premium; hotels are treating acoustic comfort as a feature, not an afterthought. The Park Hyatt New York offers "quiet



Ms. Anusha Pai,
Assistant Professor-
Accommodations Operation
WGSMA, Manipal;
PHA Life-Member

floors" with enhanced insulation and thick drapery. The Peninsula Hong Kong and Rosewood London go further, using sound-absorbing materials throughout. Guests can access soothing audio from rainforest lullabies to brown noise via in-room tablets.

3. Biophilic Design: Nature as a Co-Host

Hotels are known for interiors made of reclaimed wood, native plants, and living walls that cleanse the air and soothe the senses. Aman Tokyo fuses organic materials like cedar and stone with modern design, while Alila Villas Uluwatu in Bali brings natural light and sea breezes directly into its open-air suites. Research by Bhati et al. (2021) shows that biophilic interiors do more than look good, they measurably reduce stress and enhance guest wellbeing.



4. Responsive Environments: The Ambient Future

The future of ambience is responsive. With AI, motion sensors, and biometric feedback, hotel rooms are learning to adapt in real time, enhancing comfort without guests lifting a finger. YOTEL New York uses motion sensors to adjust lighting and climate as guests move around. Marriott's IoT Guestroom Lab, developed with Samsung and Legrand, takes it further: everything from lighting to scent diffusers responds to voice commands or app input. According to *The Connected Shop* (2024), emerging smart systems now analyze heart rate, body temperature, and stress indicators to make micro-adjustments, delivering personalized serenity through data-driven design.

5. Signature Scents: Branding Through Fragrance

The olfactory system is the most direct link to memory. That's why hotels are investing in signature scents that define their brand and create lasting emotional impact. The Ritz-Carlton infuses lobbies with a white tea and fig blend. Edition Hotels use Le Labo's Santal 33, a smoky, musky perfume now iconic. W Hotels feature a bold scent with lemon blossom and laurel leaf, while Baccarat Hotel New York offers a bespoke rose-saffron-amber fragrance that mirrors its opulence. As reported by *Air Scent* (2023) and *Panache World* (2023), scent branding is no longer optional—it's part of a hotel's identity.

6. Design Meets Data: Tech-Savvy Trends

Ambience is now intelligent. With AI and IoT, guestrooms are becoming hyper-personalized:

- **Sensor-Driven Customization:** Luxury hotels are implementing sensors that dynamically adjust settings, dimming lights for meditation, enhancing scent diffusion during turndown, or cooling the room post-workout (Kandampully et al., 2015).
- **Ambience Analytics: Feedback** systems now track real-time guest sentiment, allowing teams to make micro-adjustments mid-stay, turning potential discomfort into delight.
- **Neuroaesthetic Integration:** Some boutique hotels are experimenting with curated art and music based on neuroscience to lower anxiety and promote rest.



7. Wellness and Mindful Stays

The wellness movement is reshaping room design. Guestrooms now function as wellness pods offering:

- Sleep-focused features: blackout curtains, aromatherapy, and sound-dampening design
- Digital detox corners: nooks with books, journals, and analog clocks
- Breathable textiles: organic cotton, bamboo linens, and natural-fiber rugs
- Some hotels even offer “room reset rituals,” where housekeeping performs a wellness-inspired turnover using essential oils, soft lighting, and air purification, adding a ceremonial layer to cleanliness.

8. The Business Case: Why Ambience Matters

While ambience may seem subtle, its impact on guest experience and profitability is undeniable. According to trend reports and academic research (Balroo, 2023), a well-curated ambience directly boosts guest satisfaction, online

reviews, and perceived value, leading to higher RevPAR. Just as importantly, ambience creates an emotional resonance; guests remember how a room made them feel. This emotional imprint fosters loyalty and repeat bookings. In a competitive market, ambience isn’t just aesthetic, it’s strategic.

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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.

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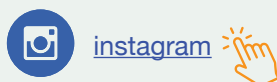
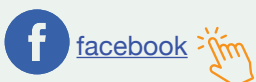
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HOW TO BECOME A PHA/PHA YUVA MEMBER

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.
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PHA PICTURE STORY



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AMBASSADOR



Ms. Jayashree Nagaraj
Founder President & Chairperson, PHA

LEAD SPEAKER



Mr. Satish Kumar
Vice President
Ceres Hotels Pvt Ltd.

CHIEF GUEST



Ms. Ila Prabhu
General Manager
Welcom Hotel by ITC Hotels
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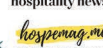


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Lamp Lighting ceremony (L-R: Guest of Honour-Ms. Nilisha Ghuliani, VP, Clarks Exotica Convention Resort & Spa, Bengaluru; Chief Guest-Ms. Illa Prabhu, General Manager, Welcomhotel by ITC Hotels, Cathedral Road, Chennai; Ms. Jayashree Nagaraj, Founder-President & Chairperson-PHA; Lead Speaker-Mr. Satish Kumar, Vice President, Ceres Hotels Pvt. Ltd; and Star Collaborator-Mr. Kiran Rao, President, Pepper Mint Robotics.)



Oath-taking Ceremony-Newly elected members of the PHA YUVA Board, Karnataka chapter, along with Ms. Jayashree Nagaraj and Ms. Illa Prabhu.



Veteran Speaker Mrs. Darshan J. Singh



PHA Champions Runner-up trophy was bagged by IIHM, Bengaluru



Overall PHA Champions trophy bagged by IHM, Hyderabad



PHA family attending the 6th Young United Visionary Housekeepers' National Convention



Delegates attending the 6th Young Visionary Housekeepers' National Convention

GLIMPSES OF PHA TELANGANA CHAPTER ACTIVITIES



PHA Telangana chapter conducted 'PHA YUVA orientation programme' at IHM Shri Shakti, Hyderabad



PHA Yuva club of IHM Shri Shakti undertook Food and Safety Training programme (FAST) on 27th October, 2025 at Begumpet railway station.

GLIMPSES OF PHA KARNATAKA CHAPTER ACTIVITIES



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PHA Karnataka chapter successfully organized 'Housekeepers Synergy 2.0' on 19th July 2025



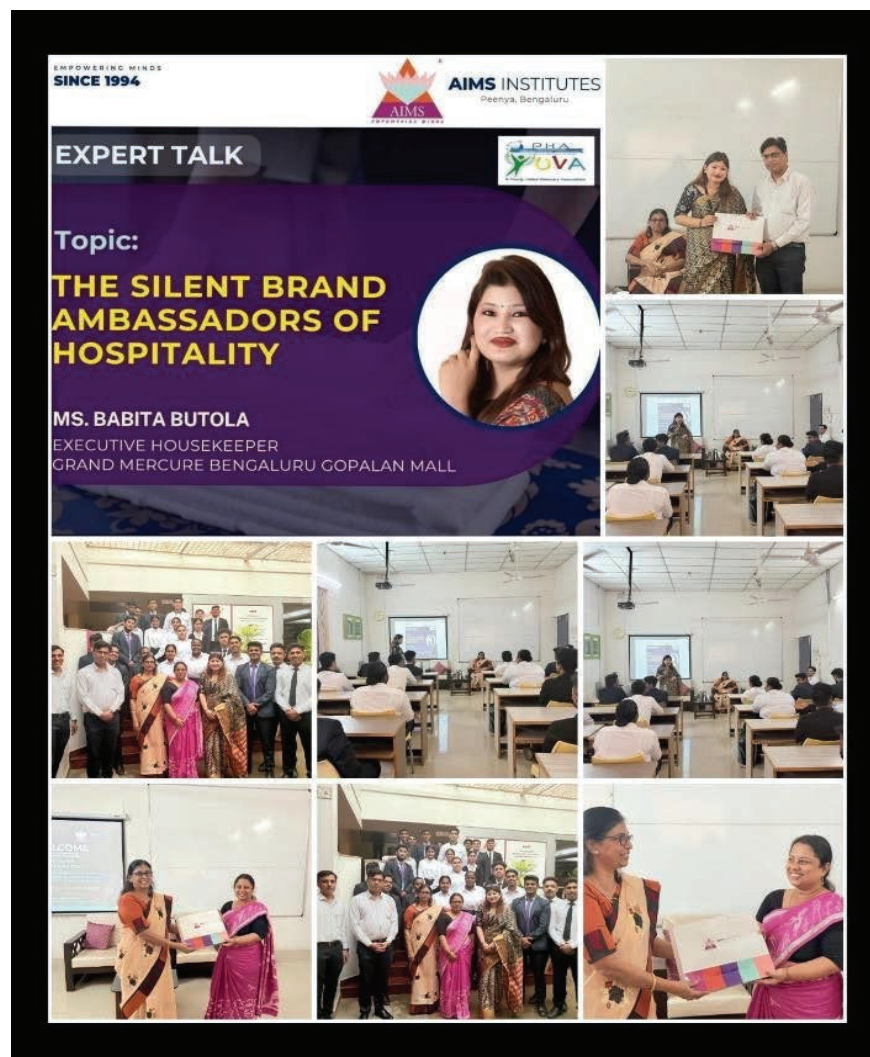
Keynote address by Ms. Jayashree Nagaraj, Founder, President, Chairperson, PHA, "World for Hospitality" event



PHA Karnataka chapter conducted 'PHA YUVA orientation programme' at BGS Institute of Hotel Management, Bengaluru on 30th July, 2025



PHA Karnataka chapter conducted 'PHA YUVA orientation programme' at FHMCT, Ramaiah University, Bengaluru on 7th August 2025.





PHA Karnataka chapter conducted a 'PHA YUVA orientation programme' at Hotel Management college-T. John group of Institutions.



PHA Karnataka chapter conducted a 'PHA YUVA orientation programme' at Koshy's Institute of Hotel Management, on 20th August 2025.



PHA Karnataka chapter conducted 'PHA YUVA orientation programme' at Army Institute of Hotel Management.




PHA Karnataka chapter conducted a 'PHA YUVA orientation programme' at IIHM, Bengaluru on 22nd August, 2025.





PHA Karnataka chapter organized a workshop on the topic 'Flower Arrangement' at AIMS Institute of Hotel Management on 10th September.



PHA -YUVA Karnataka Chapter virtual election for the 'Board Members 2025-26' has been conducted on 12th September 2025.



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GLIMPSES OF DELHI-NCR chapter activities



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PHA Delhi NCR chapter organized a webcast on the topic 'Green Chemistry in Action-the power of Bio-enzymes', on 25th July 2025.

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Jury members during the Housekeeper's Conclave 3.0



Members of panel discussion during Housekeeper's Conclave 3.0




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PHA Delhi-NCR chapter organized a field visit to the 'King Koil factory', on 20th Sept. 2025



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