

Impact of Available Resources for Hospitality Research on the Motivational Levels of Faculty to Pursue Research

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Abstract

Research in hospitality is in its nascent stage. A post-graduation degree in this field was started only a few years ago and currently very few hospitality professionals are involved in hospitality research. While a lot of research has been carried out in the food production area, mostly in convenience foods and molecular gastronomy, hospitality research in other areas is restricted to research carried out by the hospitality academicians. However research is now gaining ground, and Academic Institutions are encouraging their faculty to undertake research in hospitality. The objective of this research paper was to find out what are the factors that will motivate the faculty to undertake research. The findings show that the researchers are motivated to conduct research when resources are made available to them. Academic libraries that use the latest technology for provision of information through various services is the need of the hour. The electronic resources available play a prominent role in motivating faculty to conduct research. Apart from the resources required, research oriented culture is a major motivating factor to pursue research.

Keywords: Research, Motivating Factor, Electronic Resources, Research Culture

INTRODUCTION

Hospitality Industry is essentially a service oriented industry, and the quality of the delivery of service is largely dependent on the employees who are delivering it. While service can be standardized, opportunity to innovate is limited. Research in hospitality has therefore been

limited to some niche areas like Marketing, Sales, Human Resources, Quality Assurance, and Quality Management Systems etc. Apart from this, in the core operational areas, research has been more or less restricted to the food production department, where molecular gastronomy is a niche area of research. Distillation of alcohol and wines making are the other areas where research has been carried out.

Considering the above, the hospitality industry has not paid much heed to the promotion of research in the core areas. Delivery of Quality Service as the standard operating procedure, has always been the priority amongst the hoteliers. This attitude has impacted hospitality education greatly and the hospitality educators have concentrated more on skills development rather than innovation and research. This is especially true of hospitality education in India.

Recently however, with the exponential growth of electronic information, the academic journey has become more exploratory in nature and the hospitality educators are turning to research for the following reasons:

1. To upgrade their educational qualifications
2. To ensure they do not miss out on promotional opportunities
3. To earn respect of their colleagues
4. To comply with peer pressure
5. To fulfill their personal goals

While the need for research is well understood by the fraternity, who is new to this area, there is a sense of hesitation and lack of knowledge about the tools

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available. This is felt to impact the motivational level of the educators to pursue research.

Definition

1. **Research:** It comprises of creative work undertaken on a systematic basis in order to increase the stock of knowledge, including knowledge of humans, culture and society, and the use of this stock of knowledge to devise new applications.
2. **Motivation:** It is a theoretical construct used to explain behavior. It represents the reasons for people's actions, desires and needs.

OBJECTIVES:

1. To find out the various resources available for research in hospitality.
2. To find out the level of awareness amongst faculty about the resources available.
3. To study the impact of resources available on the motivational levels of faculty to pursue research.

SCOPE

The purview of this research paper is restricted to the faculty from various Institutes of Hotel Management and Catering Technology, in Pune city. The study is restricted to the Institutes affiliated to Saviribai Phule Pune University. SPPU is governed by the norms of UGC/AICTE and Government of Maharashtra, which dictate that a degree in PhD. is a pre requisite for promotions in the affiliated Institutions.

LITTERATURE REVIEW

Hendriks and Sausa (2008), in their research paper, presented an empirical investigation into how universities approach the need and means of motivating university researchers through their management practices. They felt that the role of work motivation for this group deserves attention because pressures from outside and within the universities are said to have made university research less of a curiosity driven activity and turned it more into ordinary work, with career opportunities and performance assessment connected with it.

Beluco (2014), has commented that the academic environment seems more appropriate for people naturally motivated to research. Motivation for research must come from the subjects to be studied at each institutions, and real motivation must come from the interactions with persons with similar interests and exchange of information.

Naresh Kumar (2014) is of the opinion that if research is made compulsory for promotion, then almost everyone, will be involved in research which may not give fruitful results. There should be a customized approach to motivate academicians to do research.

Hassan Hadi Khaleel (2014) opined that he was motivated to do his Ph.D. and go beyond but he would not do it without resources and support from his Institution. If one wants to motivate researchers, to do a good fruitful project, you should look at their needs and try to fulfill them. They might astonish you with the good results once you support them with tools and resources although a good encouraging environment is highly important as well.

Zufan (2012), has summarized the results of his research, mapping the development of a network of hotel schools in the Czech Republic between the year 1991-2012, and the attitudes of teachers of vocational subjects towards their further education. While the natural development of the Industry demands for lifelong learning, an important incentive that motivates teachers to participate in continuing education is the fear of losing their jobs.

Bhatia (2011), is of the opinion that the electronic resources available in the library, play a prominent role in facilitating access to required information to the users in an easy and expeditious manner, e sources like CD – ROM, databases, online journals, online books, OPACs and internet are slowly replacing the importance and the usage of print media. However despite the availability of wide range of e resources the frequency of their use was low because of reasons like lack of time, lack of awareness, lack of subject coverage and slow down loading.

Doraswami (2007), made an attempt to determine the present state of knowledge and use of digital resources. It is observed that use of digital resources is still inadequate amongst faculties of Universities in the developing countries.

Joteen Singh et al (2009) undertook a survey on the use of electronic information focusing on the internet services

by the users of Manipur University library and examined the utilization, purpose and difficulties along with the satisfaction level of the users about the internet based e resources provided by the library.

Morrison (2007), reports that research has continued to show that to be successful and effective, an information literacy program should be integrated with the curriculum. It should be provided at the point of need and should be supported by the faculty.

RESEARCH METHODOLOGY

Primary Data was collected through questionnaires that was distributed amongst the sample. The sampling was from amongst a population of faculty members working with various Hotel Management Institutions, affiliated to Savitribai Phule Pune University. The total sample size was 18. The researcher was careful in ensuring that the questionnaires were given to faculty with some research background.

The secondary data was collected through books and academic journals (print and online version), periodicals and internet research.

DATA ANALYSIS

After the comprehensive literature study and research work, following are the research resources that were found from the various categories of the workplace, knowledge and the hospitality industry.

Recourses were grouped as per categories as follows:

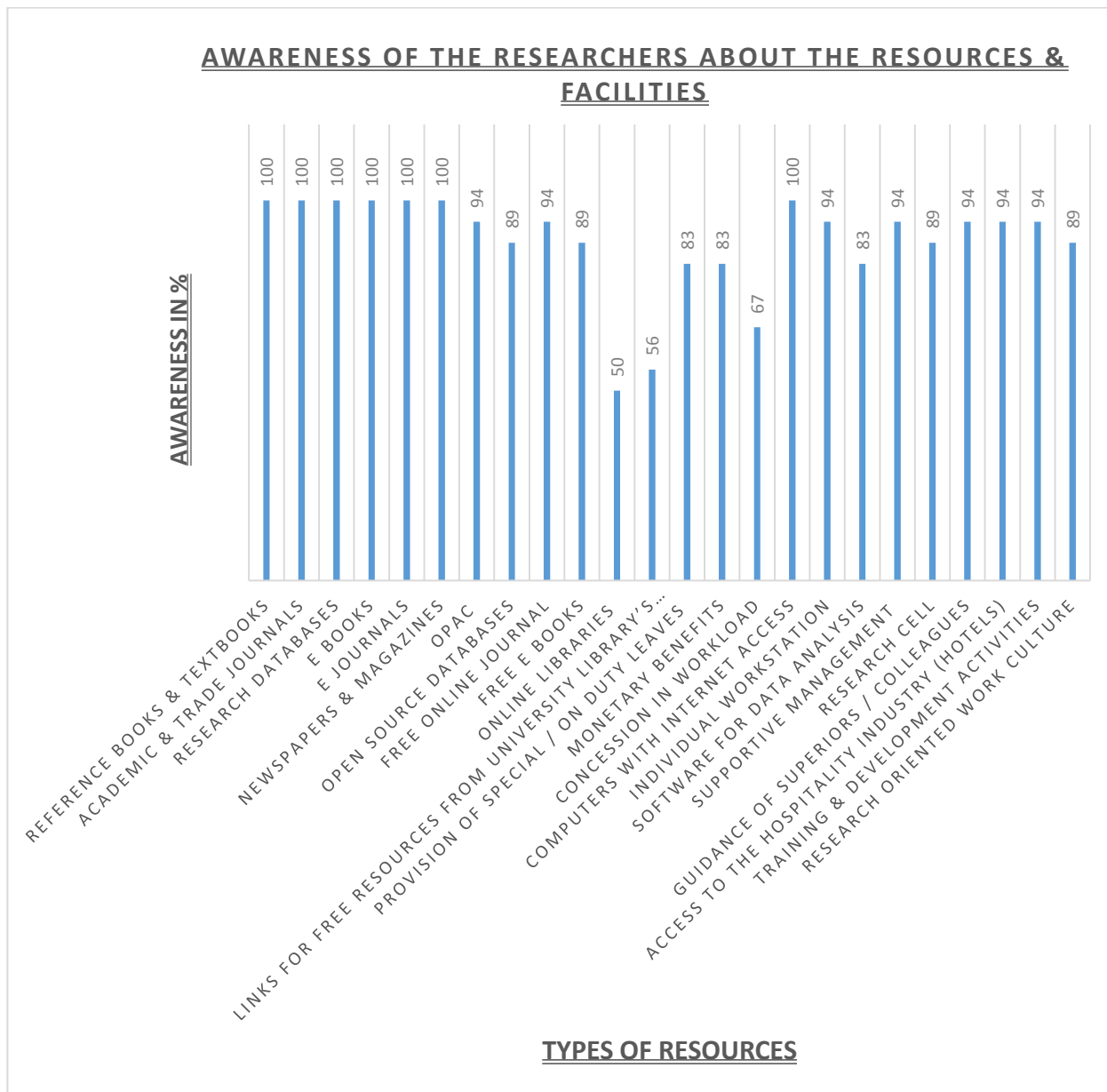
Sr. No.	Resources
I	LIBRARY
1	Reference Books & Textbooks
2	Academic & Trade Journals
3	Research Databases (EBSCO)
4	E books
5	E Journals
6	Newspapers & Magazines

Sr. No.	Resources
7	OPAC (Open Public Access Catalogue)
II	INTERNET
1	Open Source Databases
2	Free Online Journal
3	Free E books
4	Online Libraries
5	Links for Free resources from University Library's Website
III	FACILITIES
1	Provision of Special / on duty leaves
2	Monetary Benefits (Seminar fees/ Special monetary benefits)
3	Concession in workload
IV	INFRASTRUCTURE
1	Computers with internet access (LAN)
2	Individual workstation
3	Software for Data Analysis (SPSS)
V	SUPPORT SERVICES
1	Supportive Management
2	Research Cell
3	Guidance of Superiors / Colleagues
4	Access to the Hospitality Industry (Hotels)
5	Training & Development Activities
6	Research oriented work culture

Data was collected with the help of questionnaire from major 04 Hotel Management (HM) Institutes affiliated to the Savitribai Phule Pune University situated in Pune City region. Target respondents were researchers and experienced teachers of the HM Colleges / Institutes. 20% of total population of 88 faculty members of 4 colleges were selected for data collection.

Based on above research resources questionnaire was drafted and data was collected.

Question was asked to know the awareness of the research resources amongst the faculty members. And below is the responses of the teachers in graphical format responses shown in percentage:

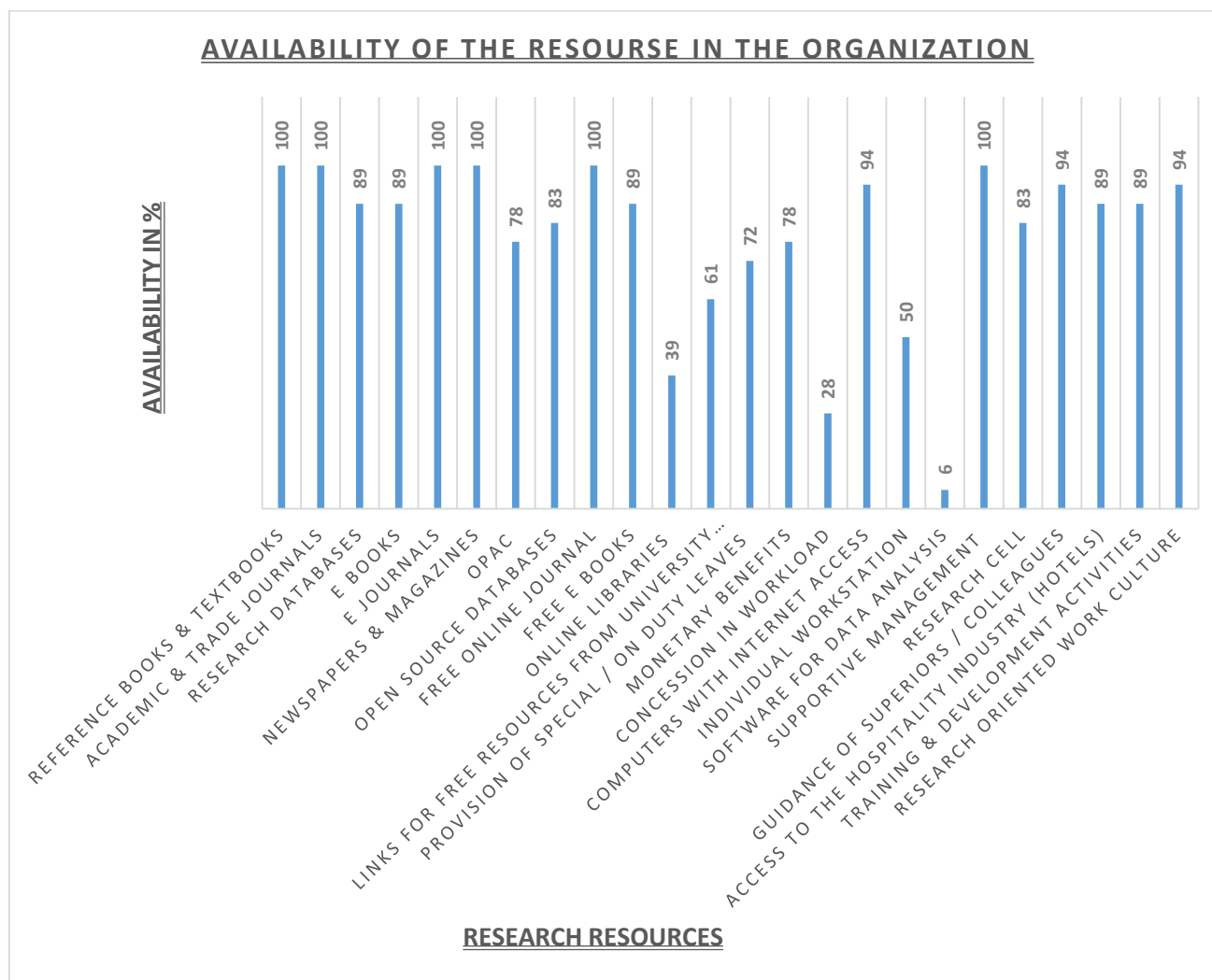


From the graph above it is been observed that most of the teachers are aware of the resources available and most of the resources has responses more than 80% and minimum is the Online libraries and links available on the University Library's website.

The question about the availability of the resources with the faculty in their respective institutes yielded the following responses:

Data Analysis software are not available in most of the organizations probably due to its high cost and expertise required to use it. 80% respondents were of the opinion that supportive management, guidance from superiors and research oriented work culture that shows good sign of research based hospitality education organizations.

Following table shows the impact level of motivation in percentage amongst the five categories of Research Resources:



Respondents Responses shown in Percentage for Motivational Level of Recourses to Pursue Research

LIBRARY	Maximum Impact	Moderate Impact	Neutral	Minor Impact	Least Impact
Reference Books & Textbooks	22%	28%	44%	6%	0%
Academic & Trade Journals	22%	44%	22%	6%	6%
Research Databases (EBSCO)	22%	56%	11%	11%	0%
E books	6%	39%	33%	11%	11%
E Journals	33%	39%	17%	6%	6%
Newspapers & Magazines	11%	33%	39%	17%	0%
OPAC (Open Public Access Catalogue)	11%	33%	17%	17%	22%
INTERNET	Maximum Impact	Moderate Impact	Neutral	Minor Impact	Least Impact
Open Source Databases	22%	28%	28%	11%	11%
Free Online Journal	28%	44%	17%	6%	6%
Free E books	22%	44%	17%	11%	6%
Online Libraries	6%	33%	33%	11%	17%
Links for Free resources from University Library's Website	6%	17%	33%	28%	17%

LIBRARY	Maximum Impact	Moderate Impact	Neutral	Minor Impact	Least Impact
FACILITIES	Maximum Impact	Moderate Impact	Neutral	Minor Impact	Least Impact
Provision of Special / on duty leaves	39%	44%	11%	6%	0%
Monetary Benefits (Seminar fees/ Special monetary benefits)	39%	44%	11%	6%	0%
Concession in workload	33%	39%	6%	11%	11%
INFRASTRUCTURE	Maximum Impact	Moderate Impact	Neutral	Minor Impact	Least Impact
Computers with internet access (LAN)	50%	44%	6%	0%	0%
Individual workstation	33%	39%	11%	0%	17%
Software for Data Analysis (SPSS)	33%	22%	22%	0%	22%
SUPPORT SERVICES	Maximum Impact	Moderate Impact	Neutral	Minor Impact	Least Impact
Supportive Management	50%	33%	17%	0%	0%
Research Cell	33%	44%	17%	0%	6%
Guidance of Superiors / Colleagues	56%	39%	0%	6%	0%
Access to the Hospitality Industry (Hotels)	39%	33%	11%	11%	6%
Training & Development Activities	33%	39%	11%	6%	11%
Research oriented work culture	50%	39%	6%	0%	6%

From the above table it is observed that Supportive Management, Research Oriented work culture and guidance from superiors and colleagues matter maximum to the respondent faculty to pursue research. Second in the category is online databases and resources available for the research which shows that trend is towards more of online resources than reference books and textbooks.

Apart from research resources and supportive management other factors that motivate Hospitality faculty to pursue research is infrastructure and other benefits provided to them like individual work station and computers with internet facility hold moderate to maximum impact to pursue research. Special Duty leaves, Concessions from work load are some more motivational factors.

All together in the final question asked to the respondents 100 % responded that availability of research resources have a direct impact in motivating them to pursue research.

SUGGESTIONS AND RECOMMENDATIONS

Findings from the observations reveal that researchers are motivated when e resources are easily available and the Institutions need to invest in the up gradation of the e resources in their libraries on a regular basis.

Orientation programs for faculties should be conducted to acquaint them with the resources available in the library and how to effectively use these resources for quality research.

A research cell should be established in every organization, to encourage and support the faculty and motivate them to conduct research.

CONCLUSION

The researchers are motivated to conduct research when resources are made available to them. Academic libraries that use the latest technology for provision of information through various services is the need of the hour. The electronic resources available play a prominent role in motivating faculty to conduct research. Apart from the resources required, research oriented culture is a major motivating factor to pursue research.

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