INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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5.   **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.

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INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

SCOPE FOR FURTHER RESEARCH

ACKNOWLEDGMENTS

REFERENCES

APPENDIX/ANNEXURE

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- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS
- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES
- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS
- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

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- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, KurukshetraUniversity, Kurukshetra.

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SECURITY STANDARDS IN SERVICED APARTMENTS – WITH SPECIAL REFERENCE TO BANGALORE AND CHENNAI (SOUTH INDIA) - AN ANALYSIS

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ABSTRACT

Serviced Apartment is a type of well-furnished apartments available for short term or long term stays providing amenities for daily use. Generally, serviced apartments are less expensive than hotel rooms. Since the beginning of cheap international travel, serviced apartments played a very important role in keeping costs low both for international and domestic travellers across the world. As the industry evolved, travellers realised the importance of serviced apartments. Its primary benefits are more space and privacy, convince when travelling with family and cost savings associated with cooking own meals in the apartments. The industry got the biggest boost with real estate prices moving up very fast for the hotel industry. More over recession forced companies to look for affordable serviced apartments across the world. In the late 1950s and early 1960s the concept of serviced apartments came into existence in United States of America. The full service hotel industry as well as the budget hotels absorbed existing demand, at the same time the serviced apartments created a new category for itself by attracting long stay travellers who had previously used residential or hotel accommodation. Safety is crucial for any accommodation. In this paper the Safety aspects of the Serviced Apartment in Metropolitan cities of south India, Bangalore and Chennai, is discussed.

KEYWORDS
Safety, Security standards, Serviced Apartment.

INTRODUCTION

The serviced apartment is typically designed for someone who is going to stay for seven or more consecutive days. The rooms and amenities are more oriented for someone looking for residential atmosphere.

The high occupancies in the service apartments lead to heightened interest in this segment. The depth of the service apartments increased from economy class to first class. This leads to the direct competition between the full service hotel and budget hotels with serviced apartments. The true depth of the extended-stay segment's demand remains difficult to ascertain, although managers of the lower-rated extended-stay products often find themselves competing with operators of conventional limited-service hotels, while higher rated extended-stay products often compete with all-suite hotels or the high-end category of rooms in luxury hotels. Sometimes, the hotels succeed, as the strong investment in the guestroom offerings present a strong price-value perception for guests. Nevertheless, the operating efficiencies in the design and operating concept diminish as the length of the guest's stay shrinks.

With the ongoing expansion of the Indian economy and the increasing number of multinationals coming into India has seen a number of professionals entering the major cities because of business for medium to short term. This has resulted in a demand for quality accommodation for longer periods at cheaper cost. Companies prefer settling their expatriate staff in extended-stay accommodation like serviced apartments, as they are a cost effective alternative to extended-stay hotel accommodation. In addition they also work out cheaper than quality unfurnished or furnished accommodation that companies need to provide to their expatriate employees. This concept is already developing and in the near future should see a number of such facilities operational. However, the size is quite limited at present, because serviced apartments have only been offered in a few cities in India. Safety for any accommodation facility is crucial.

LITERATURE REVIEW

The literature review of this research provides background information on what safety and security really stand for and what their main purpose is. When discussing safety and security, it is important to understand the two main parts of safety and security "(1) Physical-safety attributes and (2) organisational systems and plans to ensure safe operation" (Enz & Taylor, 2002). The terms safety and security are defined as two different concepts. First, safety deals with the guest and the hotel staff and is designed to prevent any person from being harmed in any way at the property. These precautions aim at threats like fires, dangerous substances or any other forms of potential injuries. Second, security is described in this context as a measure that is in place in order to provide protection to the hotel or the customers' belongings; any elements of crime are also involved and the attempt is made to prevent them.

When discussing safety and security at hotels, all departments have to take part in the implementation. First, in kitchen, safety and security measures are done by implementing HACCP. HACCP stands for Hazard Analysis of Critical Control Points (Riemersma, 2001). HACCP is a system which identifies, evaluates, and controls hazards which are significant for food safety; a systematic prevention to minimize or eliminate risks of contamination by giving intensive intention and accurate design for operation (Emiati, 2004, in lecture of Safety, Security & Hygiene).. Second, safety and security orientation and training is crucial to be implemented in housekeeping department, since here not only machinery is handled but also dangerous chemicals, mounting ladders and unhealthy postures can cause damage to the health of the employees and in some cases (chemicals) also the guests (Kappa et al, 1997, p.189). Other departments that are involved and important when discussing safety and security are the front office and the restaurant. Front office staff plays a particularly important role. Front desk agents, door attendants, bell persons, and parking attendants have the opportunity to observe all persons entering or departing the hotel. Suspicious activities or circum-stances involving a guest or visitor should be reported to the hotel's security department or a designated staff member (Kasavana & Brooks, 1995).

In addition, there are several procedures front desk agents should use to protect guests and property, for example, front desk agents should never give keys, room numbers, messages, or mail to anyone requesting them without first requiring appropriate identification. Similarly, the front desk agent should not announce an arriving guest's room number (Kasavana & Brooks, 1995). Restaurant staffs also play an important role in safety and security. Based on the experiences and observation of one of the writers when the writer had traineeship (August 2001 – July 2002) at a hotel, the restaurant staffs should protect the guests and property. For example, the staffs should ensure the security of guest's belonging by giving attention to suspicious activities or person. Others, the staffs should clean the broken glass in the restaurant immediately so that no guests are having accident. As a hotel staff has an important role related to safety and security, it is expected that the staff has good competencies. [Spencer & Spencer, 1993) defines competency as "an underlying characteristic of an individual that is causally related to criterion-referenced and/or superior performance in a job or situation", or in the simplest definition is the person's ability to do something well. Underlying characteristic means the competency is part of a person's personality and can predict behavior in every situations and job tasks (Spencer & Spencer, 1993).

It is obvious that safety and security are some-thing very important nowadays in all departments in a hotel, and as hotel staff, someone has an important role related to the safety and security, it is expected that the staff have good competencies and can implement the measures. If the staff cannot implement the safety and security measures, it could be dangerous for the guests and the staff themselves, and the management have to react on it, this situation has to be changed. One of the extreme reactions can be done by the management which is applying change management (Carpon, 2004). The management applies changes when it faces gaps between the capabilities that its firm has and those that the firm needs to operate in the current competitive environ-ment or in the

competitive environments that it expects to face in the future. According to Hiatt and Creasey, change management is the process, tools and techniques to manage the people-side of business change to achieve the required business outcome and to realize that business change effectively within the social infrastructure of the workplace. Change management is needed since there are new values of business today that require a different approach to the way businesses change. Besides, the response of the employee has shifted from "yes, sir" to "why are we doing that", and the change leader must adapt (Hiatt and Creasey). In implementing changes (Strebel, 1997) issued model of contrasting change paths. After the path is chosen, the plan should be put in place and the plan should be evaluated after a certain period to see if the plan is successful. This is an important step in quality management since the constant evaluation and improvement in process will lead to a total quality.

OBJECTIVE OF THE STUDY

To see whether security standards are met and require no further improvements. If not so, then identification of key domain(s) that would perhaps require further improvement in order to have flawless security standards in Serviced Apartments.

RESEARCH METHODOLOGY

In order to achieve the objective as outlined, the following primary research was undertaken:
a) Detailed interviews with the help of structured Questionnaire with male and female residents of Serviced Apartments.
b) Sampling was done using Geographical Clustering method. Survey was conducted in two Indian cities, Bangalore and Chennai. They have a good number of Serviced Apartments- mainly due to International and Domestic travellers visit these cities. A total of 200 Customers with a ratio of 129: 71 to Male: Female were interviewed with 78 Male from 40 Apartments in Bangalore and 51 Male from 31 Apartments in Chennai.

DATA ANALYSIS AND INTERPRETATION

A combined sample size [N] of 100 apartments was selected for the analysis with 61 samples [n1] from Bangalore city and 39 samples [n2] from Chennai city. The results presented in Table-1 and Table -2 are based on the combined sample size [N=100]. The data is measured on a nominal scale (in this case - dichotomous) with 1 as 'yes' and 0 as 'no'.

SAFETY ASPECTS

All the subjects [items/questions] pertaining to safety measure in serviced apartments is classified or factored into six aspects [see Table-1] as safety in hotel room [13 items], Night Duty/safety of Guests [7 items], Front Desk [7 items], Security [7 items], Supervision/Inspection aspect [14 items] and Fire [5 items]. As all items were of dichotomous nature, Cronbach's test could be not used to test the reliability or internal consistency of the scale. Further more, the classification of aspects is not based on the correlation coefficients - most often done through factor analysis, but only on subject matter.

DESCRIPTIVE STATISTICS

Firstly, the weighted average number of serviced apartments was arrived because of different sample sizes [at Bangalore city and Chennai city]. This has been done both set of apartments having the facility [saying 'yes'] and not having the facility [saying as 'no'] as against each item defined [see Table-1]. The overall mean of all items falling under each safety aspect or component is obtained. Accordingly, the overall average number of apartments accepting the fact that there exist facilities as defined under each item of safety in Hotel Room aspect is 80 and 20 apartments agreeing of not enjoying the facility. A Standard Deviation [S.D] of 6 apartments indicate that, if another sample [apartments] of homogeneous nature is drawn from other region or population, one would expect [at a confidence level of 95 %] that the number of apartments agreeing of having facilities defined across items under the safety in Hotel Room aspect would be in the range of 77 to 83 apartments

[Confidence Interval = mean – (1.95 x S.E), mean + (1.64X S.E), 80 – 1.95X1.63 = 77, 80+1.95X1.63= 83, where S.E = 1.63].

Equation (1)

However, looking at each item under the first safety aspect, considerably about 31 apartments do not have SoS telephone. Similarly, it is seen that one-fourth of apartments do not have the display of escape plan clearly displayed near the room door in every room and another 28 apartments saying that proper display of information on procedures in the event of an emergency.

Similarly, the overall average number of apartments accepting the fact that there exists facility as described under each item of Night Duty/Safety of Guests aspect is 78 and apartments not having the facility is 22 apartments, with an overall deviation [s.d] of about 6 apartments from the average. Again as like the previous aspect, the more concerning subject is the sum of the negatively valued balances of the category standards as 35 apartments indicating pessimistically, which perhaps is a significant variable concerning the security standards.

The overall average number of apartments accepting the fact that there exist facilities as defined under each item of Front office aspect is 81 and 19 apartments agreeing of not enjoying the facility. A Standard Deviation [S.D] of 6 apartments indicate that, if another sample [apartments] of homogeneous nature is drawn from other region or population, one would expect [at a confidence level of 95 %] that the number of apartments agreeing of having facilities defined across items under the Front office aspect would be in the range of 77 to 83 apartments

[Confidence Interval = mean – (1.95 x S.E), mean + (1.64X S.E), 81 – 1.95X1.63 = 77, 81 +1.95X1.63= 83, where S.E = 1.63].

Equation (2)

The overall average number of apartments accepting the fact that there exist facilities as defined under each item of Security Condition aspect is 84 and 16 apartments agreeing of not enjoying the facility. A Standard Deviation [S.D] of 6 apartments indicate that, if another sample [apartments] of homogeneous nature is drawn from other region or population, one would expect [at a confidence level of 95 %] that the number of apartments agreeing of having facilities defined across items under the Security condition aspect would be in the range of 81 to 87 apartments

[Confidence Interval = mean – (1.95 x S.E), mean + (1.64X S.E), 84 – 1.95X1.63 = 81, 84 +1.95X1.63= 87, where S.E = 1.63].

Equation (3)

Number of apartments accepting the fact that there exist facilities as defined under each item of Supervision/Inspection aspect is 69 and 31 apartments agreeing of not enjoying the facility. A Standard Deviation [S.D] of 6 apartments indicate that, if another sample [apartments] of homogeneous nature is drawn from other region or population, one would expect [at a confidence level of 95 %] that the number of apartments agreeing of having facilities defined across items under the Supervision/Inspection aspect would be in the range of 66 to 72 apartments

[Confidence Interval = mean – (1.95 x S.E), mean + (1.64X S.E), 69 – 1.95X1.63 = 66, 69 +1.95X1.63= 72, where S.E = 1.63].

Equation (4)

The overall average number of apartments accepting the fact that there exist facilities as defined under each item of Fire aspect is 77 and 23 apartments agreeing of not enjoying the facility. A Standard Deviation [S.D] of 6 apartments indicate that, if another sample [apartments] of homogeneous nature is drawn from other region or population, one would expect [at a confidence level of 95 %] that the number of apartments agreeing of having facilities defined across items under the Fire aspect would be in the range of 74 to 80 apartments .

[Confidence Interval = mean – (1.95 x S.E), mean + (1.64X S.E), 77 – 1.95X1.63 = 74, 77 +1.95X1.63=80 , where S.E = 1.63].

Equation (5)

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[1] *Weighted average calculation is as follows: For time-1, under safety in Hotel Room aspect [see table-1], 79 % of serviced apartments in Bangalore and 87 % in Chennai had the facility described in item -1, while 21 % of apartments in Bangalore and 13 % in Chennai did not had this facility. The sample size for Bangalore is 61, while it is 39 in Chennai. Hence, the weighted average [in percent] was found to be appropriate and thus was calculated [((0.79 x 61 + 0.87 x 39)/61+39) x100] for apartments having this facility. Similarity, the weighted average (in percent) for apartments not having facility described or mentioned in item-1 is [((0.21 x 61 + 0.13 x 39)/61+39) x100]. Thus obtained weighted average in percentage form was converted into absolute figure to make it convenient for analysis.*

The test of significance [see Table-2] was tested on the hypothesis that there is no significant difference in the number of apartments saying "yes" and "no" for each of the safety aspects considered. The significance was tested through the parametric chi-square goodness of fit (see Table -2).   The chi-square goodness of fit is the sum of the difference between the observed outcome and the expected outcome. Using the nominal scale, the expected outcome [calculated] is 78 apartments saying 'yes' [enjoying the facility] and 22 apartments saying 'no' [not having the facility] under each aspect for arriving at a conclusion that security standards have been met and requires no much of improvement.   Now, the observed results [see table-2] falling closing with a difference of about six apartments expect for service/maintenance where it is about 9 apartments. As the p-value 0.176 [the phi value for Nominal scale, [table – 2 (b)]] is higher than the 0.05 (the significance level alpha), the null hypothesis is accepted. Thus, the result indicates that security standards have been met and perhaps doesn't require any further radical improvement.

DISCUSSION AND CONCLUSION

In a broader perspective, though it looks that security standards are met, yet, as observed from descriptive statistics, it still requires improvement in certain areas such as; Supervision/inspection aspect – This is clearly emerging from the result, that this aspect needs further improvement especially with respect to enterprise's technical ability and Instruction of employees-Orientation of employees on-Technical equipment. These two issues are being flagged by almost 30 % of apartments and perhaps considerably a significant number to address on a priority basis. Hence, measures have been taken by the concerned management to retain the technical ability and perhaps more orientation in the form of training could be provided to their employees.

The fire desk – Again, it emerged from the result as part of Fire planning, Internal alarm plan is not available in about 35 % of apartments and also fire system currently not available in about 30% apartment. However, this seem to be real major concern that need to be addressed as it involves human cost during any fire break out [which occurs rarely] in the serviced apartments.

Thirdly, though it might not be significant from statistical point of view, yet two items under safety of namely (a) not having the display of escape plan clearly displayed near the room door in every room and another 28 apartments saying that proper display of information on procedures in the event of an emergency.

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[1] *Other statistical techniques such as logistic regression and OLS regression could not applied due to the nature of data. In a sense, this data did not hold the underlying assumptions for using above techniques.*

TABLE-I: DESCRIPTIVE STATISTICS OF SAFETY ASPECTS IN SERVICED APARTMENTS [BANGALORE & CHENNAI COMBINED]

Aspect	Weighted Average (# of apartments)		Aspect	Weighted Average (# of apartments)	
I. Safety in Hotel Room	**Yes**	**No**	**III. Front Desk**	**Yes**	**No**
24-hour alarm organisation in writing for emergencies with internal SOS phone	82	18	Tariff and prices lists/booklet are available on desk and visible for customers	86	14
Security officer with corresponding job Description (including monitoring) appointed	77	23	Paid phone	85	15
Safety in the room and hotel-Fire safety checklist filled out accurately and completely and signed	79	21	Minimum standard met yes/no	87	13
Safety in the room and hotel-The hotel employees are informed about the safety measures in writing	79	21	Direct dial telephone in all accommodation units, incl. information on SOS numbers	81	19
If all rooms are not equipped with a telephone, a free emergency telephone must be	69	31	Minimum standard met yes/no	77	23
The hotel's entrance areas are to be Monitored and closed at night	81	19	Subtotal of unmet minimum standards	78	22
The escape plan is clearly displayed near the room door in every room	75	25	Sum of the negatively valued balances of the category standards	75	25
Proper display of information on procedures in the event of an emergency	72	28	**Overall Mean**	**81**	**19**
Occupiers has been provided with a key to the entrance door of their unit	84	16	**Standard Deviation**	**6**	**6**
Adequate level of lighting for safety and comfort including sufficient light on	82	18	**IV. Security – condition**		
Safety in the room and hotel-Minimum standard met yes/no	83	17	To be completed by all enterprises	94	6
Possibility of storing valuables at the enterprise in a safe	89	11	The security officer shall, at least, carry out the tasks pursuant to clauses 1-3. An employee is to be named	78	22
Safe/Lockers-Minimum standard met yes/no	89	11	His/her right of representation must be guaranteed	89	11
Overall Mean	**80**	**20**	He/she is to report directly to the management in respect to his functions	87	13
Standard Deviation [of each apartment from the average]	**6**	**6**			
II. Night Duty/Safety of Guests			In smaller enterprises, the manager himself must attend to security concerns	85	15
Night porters, employees/hoteliers or representatives	82	18	Is direct communication to the fire centre ensured?	74	26
Technical communication (night bell/telephone etc.) must be directly connected to the night duty job description	76	24	Is the security officer registered with the fire department in writing (building insurer)?	82	18
Minimum standard met yes/no	80	20	**Overall Mean**	**84**	**16**
Subtotal of unmet minimum standards	77	23			
Sum of the negatively valued balances of the category standards	65	35			
1 lift for 3 or more floors	80	20			
Guest Elevator-Minimum standard met yes/no	83	17			
Overall Mean	**78**	**22**			
Standard Deviation [of each apartment from the average]	**6**	**6**	**Standard Deviation**	**6**	**6**
V. Supervision/Inspection/Monitoring – condition	**Yes**	**No**	**VI. Fire**	**Yes**	**No**
Supervision of building work in the enterprise, such as	73	27	Fire alarm system available	69	31
Inspection and maintenance of the enterprise's technical	65	35	Fire planning - Internal alarm plan available	64	36
Monitoring of general order, particularly the storage of	71	29	Fire planning - Instructed employees	77	23
Inspection and maintenance of technical fire safety	67	33	Fire planning - Plan of action agreed with the fire brigade	88	12
Monitoring of alarm organization Guest information, notices, SOS telephone, connections	65	35	Fire planning - Guest list up to date at all times	88	12
Monitoring Entrance areas, monitoring of the closure system	61	39	**Overall Mean**	**77**	**23**
Instruction of employees-Implementation of drills, in particular in the operation	77	23	**Standard Deviation**	**6**	**6**
Instruction of employees-Orientation of employees on-What to do in the case of a fire	72	28			
Instruction of employees-Orientation of employees on-Rescue measures (people, animals, goods)	68	32			
Instruction of employees-Orientation of employees on-Technical equipment	68	32			
Duty to supply information- Management	72	28			
Duty to supply information- Security	71	29			
Number of floors underground (UG)	-	-			
Number of floors above ground (G/AG)	-	-			
Overall Mean	**69**	**31**			
Standard Deviation [of each apartment from the average]	**6**	**6**			

TABLE II: ASPECT AND EXISTENCE OF FACILITY IN SERVICED APARTMENTS UNDER STUDY

Asspect		Existence of Facility		Total
		NO	YES	
Safety in Hotel Room	Count	20	80	100
	Expected Count	22	78	100.0
Safety of Guests	Count	22	78	100
	Expected Count	22	78	100.0
Front Desk	Count	19	81	100
	Expected Count	22	78	100.0
Security	Count	16	84	100
	Expected Count	22	78	100.0
Supervision/ inspection	Count	31	69	100
	Expected Count	22	78	100.0
Fire	Count	23	77	100
	Expected Count	22	78	100.0
Total	Count	131	469	600
	Expected Count	131	469	600.0

TABLE II a: CHI-SQUARE TESTS RESULTS FOR SERVICED APARTMENTS

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.666 [a]	5	.176
Likelihood Ratio	7.432	5	.190
Linear-by-Linear Association	1.271	1	.260
N of Valid Cases	600		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 21.83.

TABLE II-b: SYMMETRIC MEASURES - SERVICED APARTMENTS

		Value	Approx. Sig.
Nominal by Nominal	Phi	.113	.176
	Cramer's V	.113	.176
	Contingency Coefficient	.112	.176
N of Valid Cases		600	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

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