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VOICE OF HOUSEKEEPERS



PHA
PROFESSIONAL
HOUSEKEEPERS ASSOCIATION
SYNERGIZING HOUSEKEEPING FRATERNITY

- a biannual e-inozine of PHA



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FROM THE DESK OF FOUNDER PRESIDENT & CHAIRPERSON - PHA

Jayashree Nagaraj

Founder President & Chairperson, PHA

As we embark on another enriching journey of your association with PHA, I am honored to welcome you to the latest edition which promises to be a source of inspiration, knowledge, and camaraderie for our esteemed members.

In the dynamic world of housekeeping, excellence is not just a goal; it is a continuous journey. This issue is dedicated to celebrating the unwavering commitment of housekeeping professionals who strive for excellence in every aspect of their roles. From mastering the latest cleaning technologies to embracing sustainable practices, our members exemplify the highest standards of professionalism.

A well-functioning Professional Housekeepers Association contributes to the growth and sustainability of the housekeeping profession, promotes high standards of professionalism, and advocates for the well-being of its members.

PHA plays a crucial role in bringing together professionals in the field of housekeeping, fostering collaboration, and advancing the interests of its members; to initiate the celebration of our association,

PHA invites you to participate in the first Schevaran Awards and nominate yourself for consideration for this prestigious National Award for Housekeeping Heads managing Hotels, Hospitals, and Airports. Feeling completely overwhelmed by your responses to the award nomination. The nominations are under review and finalists will receive an email. The event will be held at the Mysore Infosys Auditorium on 4th Feb 2024 and it will be graced by the Maharani of Mysore, Mrs. Pramoda Devi. We look forward to meeting you all there.

Another milestone in 2024, we intend to host is the 6th National Housekeepers Convention and 9th PHA Anniversary on 25th May 2024. Encouraged by the earlier responses and keeping the tradition of emerging housekeeping, the theme identified for the convention is 'Technology enabled Housekeeping (TEHK). On behalf of PHA, I would like to invite you all to join us and explore more about automation in housekeeping operations.

Thank you for being an integral part of the Professional Housekeepers Association. Here's to a future filled with excellence and innovation!



Warm regards,

Jayashree Nagaraj

Founder President & Chairperson,
PHA

FROM THE EDITOR'S DESK

Dr. Rachna Chandan

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Greetings from Professional Housekeepers Association!

As we stand on the precipice of a forthcoming edition of our e-inozine 'Voice of Housekeepers', I am thrilled to extend a warm welcome to all our valued readers to embark on a journey of discovery with us. In the forthcoming edition of our magazine, we delve into the dynamic realm of housekeeping, exploring the latest trends, technologies, and best practices that are reshaping the landscape of this indispensable profession.

VoH serves as a valuable resource and platform for professionals in the field of housekeeping, providing numerous benefits and serving various purposes. It can be considered an educational resource that provides educational content and can serve as a valuable training resource for both new and experienced housekeeping professionals. It creates a sense of community among housekeeping professionals and provides a platform for networking, sharing experiences, and learning from the successes and challenges of others in the field.

VoH often covers topics related to sustainable practices, eco-friendly cleaning products, and environmentally conscious approaches in housekeeping. This aligns with the growing emphasis on sustainability in various industries, and improving guest experiences through exceptional housekeeping contributes to the overall success and reputation of hotels and hospitality establishments.

Environmental sustainability and green investments are much-needed approaches in the hospitality industry. This will not only impact the inclusive growth in the hotel industry but also help in overcoming the issues related to environmental degradation happening due to hospitality operations and tourism activities. This edition of Voice of Housekeepers dives into the sustainable practices that are gaining momentum within the housekeeping domain, highlighting the environmentally-conscious



approach that not only reduces ecological footprints but also enhances guest satisfaction.

In a world that is constantly evolving, the field of housekeeping is no exception. VoH is a platform, that plays a crucial role in fostering a knowledgeable, connected, and motivated community of housekeeping professionals. It is an essential tool for staying informed, adapting to industry changes, and continuously improving the quality of service in the field of housekeeping

Understanding the importance of a well-trained and motivated

workforce, this volume of e-info zine explores the trends in employee engagement, training programs, and well-being initiatives that contribute to a positive work environment. Also, it explores the role of technology in training Housekeepers, and recouping diversity in Hotel Housekeeping to elevate loyalty and guest satisfaction.

Housekeeping is no longer just about maintaining cleanliness; it is about embracing innovation, sustainability, and a holistic approach to guest satisfaction. This volume serves as a guide

for professionals seeking to stay ahead of the curve and elevate their housekeeping practices to new heights.

In case you missed our previous issue, here's the link to access it <https://drive.google.com>

Happy reading and stay safe!

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

Note: Your feedback is valuable; do send your thoughts to the Editor at phaindia.editor@gmail.com

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.

Feedback link: <https://docs.google.com/forms>

Thank you for being an essential part of this journey.

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CONTEMPORARY ISSUES AND RECENT TRENDS IN HOUSEKEEPING

Nowadays hotel staffing is a persistent problem with no simple fixes, both in terms of how to reduce expenses and how to retain top talent. Every hotelier should be considering solutions in this area since the cleaning department is frequently one of the largest hotel businesses in terms of payroll and worker numbers. It is the ideal time to consider all solutions for improving this sector, as the modern traveler is becoming more sensitive to cleanliness problems. Numerous housekeeping departments continue to operate in the same manner as they did thirty years ago, despite new technological advancements. A traditional view of room attendants was that they would be unnoticeable to customers, working covertly to complete turndown service and clean rooms while leaving the guest interaction to other front-line employees. There is a greater need for interpersonal skills training for room attendants to engage with customers correctly, particularly in the native language, which the personnel of this department might not be proficient in.

The housekeeper must have the tools necessary to quickly forward inquiries to the appropriate staff as customers are addressing their service requests to the employee. Additionally, it involves “Guest Intelligence,” where even asking visitors about their feelings might reveal illuminating information that is being used to build profiles and improve personalization.

Housekeepers must play a crucial



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part in raising the level of service delivery at hotels to the degree of wow the contemporary traveler, while yet being directly tied to career progression. Housekeepers may not need to change the bed or provide new towels daily thanks to systems that recycle linen and towels; switching from mini bottles to dispensers also lessens the labor. There will always be pressure to reduce costs, even while hoteliers appreciate their staff and work to treat them like family.

The four cleaning trends listed below can improve and expand the hotel business.

1. Eco-friendly, sustainable housekeeping: Sustainability is the first trend in housekeeping. Sustainability is not just a word. Sustainability is not only a fad; it is a universal requirement. According to Skift Research, 83% of travelers think that sustainable travel is essential. As knowledge



of the environmental effects of hotel activities grows, maintaining sustainability should be every hotel's primary concern in 2023.

- Going green lessens negative environmental effects.
- By exceeding guests' expectations, you will gain their trust.
- Green hotels use less energy and materials, which reduces expenses.

Housekeeping is the ideal sector for quick and easy adoption of sustainable and ecologically friendly methods. By embracing automation and enabling 100% paperless communication, hotels may reduce their carbon footprint.

Customers can opt out of regular housekeeping in many hotels in return for perks like complimentary breakfast and drinks or a discount. A piece of advice: before beginning this initiative, discuss it with the personnel. Many housekeepers bemoan the dirty conditions in the

often-uncleaned apartments. Avoid "greenwashing," as doing so purely for effect will probably anger rather than inspire people.

2. Utilizing technology to demonstrate housekeeping:

Another development in the hotel industry is the use of technology to instruct people. Continual training will improve housekeepers' jobs, keep them engaged, and expand their skill set regardless of their proficiency.

Make digital content that enables learners to consult instructions anytime they require clarification or in-depth guidance. Because they clearly outline work goals and demonstrate to staff how to attain them in small, achievable steps, photos and videos produce the finest training results.

Start by examining detailed pictorial instructions for chores around the house, like bed making, towels folding, and setting the pantry and chamber's trolley. In

addition, pictorial instructions can be used to display exhibitions in restaurants and hotel rooms and show customers 'how to put on' uniforms for the workplace. Videos are a fantastic tool for teaching new hires and accelerating the onboarding process.

3. Using robotic assistance:

This cleaning fad is currently a trend and demand of the market. According to projections made by Technavio in 2020, the market for service robots in the hospitality and healthcare industries will increase by 942 million USD between 2020 and 2024. Following are some advantages that hotels with robotic infrastructure are enjoying:

- releasing workers from boring tasks
- reduced likelihood of human error
- increased productivity and job efficiency
- improved client satisfaction

