RESEARCH METHODOLOGY

Research Design:
The present research will be conducted in the form of Mixed Approach Research which is as follows:

Exploratory research will be conducted in order to explore the idea for the formulation of problem statement in which the variables/dimensions that are having impact on the research will be identified.

Descriptive research will be applied to describe the whole problem in terms of concepts, variables, dimensions, constructs, sub-constructs so that the problem may be explained in a detailed manner.

Analytical research will be adopted through statistical techniques in order to support the findings with the numerics.

Sampling:

Sample Design: will help the researcher to get the cent percent representation of the respondents, therefore the researcher has selected the sampling framework as follows:

Sample Unit: Guests and Hotel Employees.

Sampling Technique: Stratified Sampling will help to justify the representation by knowing the perception of guests and employees separately who are internally heterogeneous but homogeneous externally.

Sample Size: As Per the Krejcie and Morgan (1970) formula and further the sample size shall be statistically determined on the basis of pilot study.

<table>
<thead>
<tr>
<th>S.no</th>
<th>Name of Hotel</th>
<th>Star category</th>
<th>Guests/Rooms</th>
<th>Employees</th>
<th>Sample Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Lalit The Grand</td>
<td>5 star</td>
<td>113</td>
<td>284</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Srinagar)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Vivanta By Taj</td>
<td>4 star</td>
<td>84</td>
<td>300</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Srinagar)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Khyber</td>
<td>5 star</td>
<td>85</td>
<td>275</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Gulmarg)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Kolahoi Green</td>
<td>4 star</td>
<td>30</td>
<td>55</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Pehalgam)</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

Total Population 312 914 440
Total Population N=312 (for Guests)  
Sample size from given population S= 170  
Total Population N=914(for employees)  
Sample size from given population S = 270  
Total sample size S=440

- **Data Collection:** Data shall be collected from both primary as well as the secondary sources as per the need of the study.
- Present study will be primarily based on primary data which will be collected from the target population by the use of questionnaires.
- **Research Area:** The study confines jurisdiction of Kashmir Division of Jammu And Kashmir State where in Viventa By Taj (Srinagar) ,Lalit The Grand (Srinagar), Khyber Himalyan Resort (Gulmarg) and Kolahoi Green Hotel (Pehalgam) are falling in 4 and 5 star category.
- **Reasons for selecting 4 and 5 star hotels:** The green practices are mostly followed by 4 and 5 star hotels because there are set of separate departments/sections of hotel where different green practices like using ozone for water clearance in swimming pool, jute bags for laundry bags etc are used, which is not possible for 3,2,1 and budgeted hotels.
- **Research Instrument:** A self-administered questionnaire shall be drafted that shall include items from validates scales like Likerts 5 Point Scale.
- **Research Techniques and Tools:** Finally, all the collected information will be analyzed by the use of certain appropriate statistical tools and techniques, like descriptive analysis and certain tests like chi square test, t-test etc as per the need of the research. Both Uni-variate and Multivariate Statistical Methods shall be used to analyze the data.
- However the secondary data shall also be collected from various international as well as the national journals and also be obtained by reviewing the articles published on the internet and various business magazines and also the information will be collected from the state and national bodies involved in framing policies regarding entrepreneurship in tourism and hospitality.

**WORK PLAN**

Plan of Proposed Work:
Literature review
Design of Research Instrument
Data Collection
Data Analysis and interpretation
Thesis Writing
Thesis Submission

Proposed Chapterization:
Chapter I: Introduction
Chapter II: Review of Literature.
Chapter III: Research methodology
Chapter IV: Results and Discussions
Chapter V: Summary, Conclusion and suggestion
Appendices and Bibliography