



QUALITY OF WORK LIFE OF HOTEL EMPLOYEES: A STUDY OF HOTELS IN INDIA

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Abstract

The flourishing economy and increased business opportunities in India have acted as a boon for Indian hotel industry. Hotel Industry is inextricably linked to the tourism industry and the growth in the Indian tourism industry has fuelled the growth of Indian hotel industry. This industry is playing significant role globally and contributing sufficient amount to total GDP, contributing 10% of global GDP and 6% of the world's total exports. More than one billion tourists are travelling to an international destination every year. Hotel industry is one of major component of travel & tourism industry. The Indian hotel industry has emerged as one of the key industries, driving the growth of the many services sector. It is also among the top-job creating sectors and shows significant multiplier effect on employment. Looking at the demand for human resources, the attraction and importantly retaining employees is one of the challenging tasks of human resources managers of hotels in India. Human resource department concerns the personnel policies and managerial practices and systems that influence workforce. The role of Human Resources is changing as fast as technology and the global marketplace.

Keyword: Economy, Opportunities, Employment, Human Resources

Introduction

Travel and tourism industry in India is playing vital role globally and contributing adequate support into total GDP. With over one billion tourists travel to a world destination each year, business has become a number one economic sector, contributing 10 percent of worldwide GDP and 6 percent of world's total exports. Representing over simply economic strength, these numbers mirror tourism's large potential and increasing capability to deal with a number of the world's most pressing challenges, as well as socioeconomic growth, comprehensive development and environmental preservation. Tourism may be a major engine of economic process and a crucial supply of exchange earnings in several countries as well as India. It's nice capability to make massive scale employment of various kind – from the foremost specialised to the unskilled and thus will play a serious role in creation of further employment

opportunities. It also can play a crucial role in achieving growth with equity. Travel tourism industry business enterprise business is an important economic activity and has direct economic impact on most of the countries globally; moreover the trade has vital indirect and economic impacts. The international organisation Statistics Division-approved business Satellite Accounting methodology quantifies alone the direct contribution of travel tourism industry business but world travel and tourism council recognizes huge contribution of travel and tourism industry with objectives to hold its indirect and induced impacts through its yearly analysis. Travel tourism industry business is also a key sector for economic development and job creation throughout the world.

Review of literature

Louis Devis has introduced the term of QWL during 1975 in the conference held in Toronto. The International Council for Quality of Work Life was established in 1972. From 1980 onwards QWL was increasingly placed on employee centered programmes. From 1990s till today as corporate faced with many challenges of corporate restructuring and economize, there are growing concerns for QWL, career and personal life planning, In this era, Quality of human inputs is the greatest asset to any organization. Improvement in the Quality of Work Life of individual would help in the quality of work life of the organization. In the previous years, the Quality of Work Life has been understood as the vibrant and complete management of social, physical and technological factors that affects the culture of whole organization.

Quality of Work Life (QWL) and employees' job satisfaction are popularly considered as progressive indicator of sustainability of business organization. QWL is conceptualized as a general attitude toward an object and job Rice (1963) that constraints other than technology and wider socio-psychological attachments must be taken into account- A socio technical system must also satisfy the financial conditions of the industry of which it is a part. The second important study which is action-oriented was documented by Rice (1958). The term Quality of Work Life has become well known not only for social scientist but also for laymen. These early studies provided a basis for further developments. After these studies, there appeared to be the development of the concept of Quality of Working Life. Now the idea acquired so many meanings that it now tend to create so many confusion.

Research Methodology

Research methodology plays a vital part in carrying out the study systematically and objectively to be more scientific in nature.

Objectives of Study

The present research is planned to explore the followings objectives:

1. To identify existing quality of work life practices in Indian Hotel Industry
2. To understand the presence of quality of work life (QWL) practices in selected hotels of India.

Hypothesis

In the above mentioned objectives and critical examination existing review of literature, below are the hypothesis which are developed and tested in the present study.

H: 1 Presence of quality of work life (QWL) practices in Indian Hotel Industry

Limitation of the Study

It is widely accepted that every research has its own limitations whether it is conducted in social sciences or any other area of study. It is quite possible that researcher could not possibly bring out the whole perspective of a particular area in one fine study. It is imperative to emphasize that research itself is a learning process which tries to prove many conceptual and methodological issue within a limited time frame and resources. Present research study has some limitations which are enumerated as follows.

1. In present scenario different types of industrial set ups are growing up which have rapidly distinguish organizational structure, climate and culture at work place. Hence, workforce working in these organizations differs from each other in one way or other and studied differently.
2. A cross cultural study is need of time to see the cultural influence on psychological variables which is not a part of present research study.

Data analysis

Data was analysed with the help of different statistical tools and conclusions have been presented separately for each objective and hypothesis.

Factors	Loading	Mean	SD	Factor Mean
Factor 1 -Equal Opportunities and growth prospects (Cronbach's $\alpha = .957$)				
The safety of workers is a high priority with management where I work.	.527	3.10	1.08	2.92
Employees and management work together to ensure the safest possible working conditions.	.473	3.02	1.03	
Hotel has sufficient exit routes for emergency.	.475	3.30	1.07	
Do you get off from the duty easily in case of emergency in family	.482	2.86	1.17	
The management arranged periodical workshops and guest lecture to reduce or minimize job stress.	.378	2.59	.99	
Your organization gives sufficient autonomy and control at your work	.529	2.78	.96	
Your supervisor supports you at all the time	.626	3.21	1.05	

Your work is recognized and appreciated	.631	2.91	1.09
You are encouraged to learn and develop yourself with new techniques and methods of work	.676	3.05	1.03
This hotel is a good place to work with individuals with diverse backgrounds.	.617	2.97	1.10
Various committees are performing well to integrate people and management in organization	.553	2.91	1.01
Your organization does not discriminate on the basis of age, sex, region and religion.	.561	3.36	1.07
You are proud to be working for your employer	.631	3.19	1.06
Management maintains open channels of communication with employees.	.644	3.01	.99
The organization always encourages to- ventilate the grievances.	.707	2.79	1.02
Receive enough help, equipment and information to get the work done.	.600	2.95	1.02
Training and development opportunities are good enough to enhance job performance.	.600	2.89	1.04
Training sessions and workshops on innovative techniques and methods are conducted for employees.	.596	2.77	1.08
Your hotel prefers internal promotions rather than external	.566	2.94	.99
Your hotel provides opportunities of cross cultural training.	.574	2.80	1.06
Employees feel secure at job in terms of job security.	.529	2.76	1.09
Hotel provides gratuity which is a reward for long and meritorious service.	.420	2.84	1.01
Hotel has good mechanism for redressal of grievances.	.410	2.62	1.14
Hotel have provision for the compensation in case any accident during working hours	.394	2.85	1.16

Overall presence of QWL was found below average (M=2.96). To test the hypothesis H01, Test of Normality for Quality of Work Life Practices among Indian hotel industry, Shapiro Wilk test of normality was applied. If the test is significant (P < 0.05), it tells that the distribution of sample is significantly different from normal distribution. In this study the QWL

practices scores for Shapiro-Wilk $W(314)$ is equal to .953, $P < .001$, were significantly non-normal. Close examination of Histogram (Fig 5.1) and Normal Q-Q Plot (Fig 5.2) also indicated that data has departure from normal distribution as the Histogram did not have approximate shape of normal curve. Hence the data on the quality of work life practices was found not normal and thus supported the use of non-parametric One-sample Wilcoxon Signed Rank Test for H_1 .

Conclusion:

1. The analysis showed precisely that there were no equal opportunities and growth prospects for the employees working in this industry ($M=2.93$).
 2. Few indicators such as 'the safety of workers is a high priority with management where I work' ($M=3.10$), 'Employees and management work together to ensure the safest possible working conditions' ($M=3.02$) observed average score i.e. poor QWL indicator
 3. Hotel has sufficient exit routes for emergency' ($M=3.30$), 'Your organization does not discriminate on the basis of age, sex, region and religion' ($M=3.36$) found average and require improvement for the sake of better quality of work life.
 4. Employees are found to be dissatisfied with some issues such as management arranged periodical workshops and guest lecture to reduce or minimize job stress, grievance redressal, training and development opportunities, promotional chances and appreciations for the work done, etc.
 5. On the basis of data analysis it can be inferred that industry need to offer better growth opportunities and equal chances of promotion to retain its employees in this volatile industry.
 6. It has been inferred that hotel industry has not adequate and fair compensation ($M=2.82$) in order to increase quality of work life. Most of the respondents were of the opinion that their pay was not sufficient in relation to their skills, responsibility and performance ($M=2.72$).
 7. Hotel industry pay scale was not found competitive resulting low quality of work life for the employees. Data analysis observed that pay scales are not good in the industry and employees had the opinion that their work is not been priced in terms of worth.
- On the basis of above analysis this hypothesis 1 that there is no presence of quality of work life factors in Indian hotel Industry was ACCEPTED.

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