

“A Study on Employee Engagement Activities at Sayaji Hotel, Indore”

Astha Mishra, Riddhima Rawat, Prof Rinki

(Assistant Professor)

Parul University, Vadodara

Date of Submission: 01-02-2023

Date of Acceptance: 10-02-2023

ABSTRACT

In the era of globalization and industrialization, where there is large scale competition in the complete world at domestic as well as global level, new human resource practices has become very essential for the survival of business. An organization that aspires to grow and enlarge must be in harmony with the changing needs of environment. employee engagement is the latest human resource practice which has been implemented by each and every organization of the world. By engaging employees toward the jobs, organization increase the productivity as well as profitability also. Hospitality industry is one of the oldest trade endeavors in the world. Now day Indian hospitality industries are growing very fast and generates employment for the local people at a large scale. Today human mind has innate bent towards travel. Over the centuries, travel has developed the business, health, social and cultural reasons. It is important component of tourism industry. The hospitality industry is an inclusive term for hotels and food establishments. It is a part of boarder service industry where people create the service experience with specific skill to generate revenue. The primary objective of this paper is to define the term employee engagement in context of Indian hospitality industry and how effective it is, in the present competitive environment. Hence the discussion of paper is related with concept of employee engagement and its influence on engaging the employees of hospitality industry in India in order to achieve the organization goal and objectives.

KEYWORDS: - Employee engagement, hospitality industry, human resource management, organization, Travel.

I. INTRODUCTION

The hotel industry is an important service provider in the economic development of the country. The hotel industry combines many industries such as the tourism industry, the

transportation industry, and the food service industry. Believing that it is a source of employment for every country, it emphasizes the importance of this industry to spread the country's income and for the development of the country, especially developing countries like Thailand. It is recognized that the hotel industry brings high income to the country. Therefore, the public sector and the public sector must work together in developing this model. So the public sector will invest and the public sector will support. It is safe to say that the hotel industry in Thailand is recognized internationally due to the modernization of hotels and the best services. Thailand's convenience for foreigners helps this type of business flourish. The Oriental Hotel is an example of success for Thai hotels winning the best hotel award in the world for eight years in a row. This allows the Thai hotel industry to be one of the highest in foreign eyes.

Indore is the financial capital of Central India. Hotel Sayaji is a five-star hotel that reflects the spirit of a dying city in a harmonious blend of tradition and modern sophistication. What sets us apart from other business hotels is our personalized service, attention to detail and ability to meet your business needs. Exquisite interiors, excellent service and exquisite cuisine combine to make us the most elegant and luxurious hotel in Central India. The hotel is ideal for business trips or leisure to explore the cultural wonders of Central India and Indore.

In a short span of a decade, we have established hospitality properties in central India, catering to the discerning business or family traveler.

When we create our attributes. It is our goal to create a property that not only meets all the needs of travelers, but also makes you feel at home, find more than you want and get real value for your money.

GROWTH OF INDUSTRY

Hotel Industry in India (2018-2023)

India's hospitality industry, led by the hotel market, has emerged as one of the key sectors driving the country's economic growth. Hotels in India are classified by location (city hotels, airports, resorts, etc.), service levels (upscale, mid-market, and economy) and themes (boutique hotels, heritage hotels, etc.).

Market Insights:

The hospitality industry in India is expected to reach a value of INR 1,210.87 Bn by the end of 2023 and is expected to grow at a compound annual growth rate (CAGR) of ~13% during 2018-2023 due to high foreign inflows, tourists and business representatives. Major hotel brands operating in India in 2018 are Marriott International, Indian Hotels Company Limited (including the Ginger brand), Radisson Hotel Group, ITC Hotels, Accor Hotels, Hyatt Hotels, Sarovar Hotels, Intercontinental Hotels Group, Lemon Tree Hotels and Oberoi Hotels and resorts. The occupancy rate (percentage of room days booked in a given period) of major hotels in India increased by ~65% between 2017 and 2018 due to increased demand from business and leisure travelers. a slowdown in the addition of new hotel rooms across the country.

Market Segment Concept:

With a total of 440 hotels, Kerala is expected to be the leading hospitality service provider in the country. Maharashtra, Gujarat, Rajasthan and Tamil Nadu are the other states that make the list of top five states in terms of hospitality services.

In terms of revenue streams for hotels, rooms have the largest share. In fiscal 2017, on average, 53.6% of total Indian hotel revenue came from rooms, followed by food and beverage and banquet services. Demand for hotel rooms across the country is high due to increased business and leisure travel

Market trends:

Hoteliers are using the latest social media marketing practices that have been proven to be effective in gaining exposure and more bookings.

Hotel booking applications are more and more used by customers and easily provide the best options for users according to their requirements.

The main growth drivers of the market are:

In CY 2017, the total number of foreign tourist arrivals to India was 10.04 Mn, and in

January-August 2018, a YoY growth rate of 7.5% was recorded at 6.75 Mn. The increasing number of foreign tourists and international corporate tourists looking for business opportunities in the country has led to the growth of the hotel industry in India.

The Indian government has allowed 100% foreign direct investment (FDI) in tourism construction projects, development of hotels, resorts, and recreational facilities. This will act as a driving force for the development of new hotels across the country.

About Major Companies in the Industry

The main competition in the hospitality industry in India

Oberoi Hotels and Resorts

ITC hotel.

Hotel Park.

Leela Palaces, Hotels and Resorts.

The crown hotel.

Lemon Tree Hotel.

Hyatt Hospitality Company

Product/Service Profile

There are many services which is provided by hospitality industry some are as follows

- In room dining
- Fitness Centre
- Bag service
- Indoor lap pool
- Valet parking
- Wireless internet
- Meeting room

II. LITERATURE REVIEW

Author Name: - T.Suhasini and Dr.K.Kalpna (2018)

Research has found that employee engagement is a complex task that cannot be accomplished even with effective training programs. Organizations can improve engagement through Opportunity Thinking, employee decision-making, and increased commitment. Employee engagement leads to reduced turnover intentions and increased innovative behavior related to work.

Author Name: -NP Myilswamy, Dr.R.Gayatri (2014):

According to their study, Employee Engagement Research: The Impact of Employee Engagement on Organizational Effectiveness, the level of engagement determines employee productivity and the intention to stay with an organization. Employee engagement improves organizational effectiveness by increasing loyalty,

retention, safety, productivity and profitability. Engaged employees are more engaged.

Author Name: -Sacks (2006)

He is of the opinion that organizational commitment is different from job involvement in that it refers to the individual's attitude and attitude towards the organization, while engagement is not just an attitude, but the degree to which an individual is oriented towards and involved in work; in carrying out his duties. In addition, although OCB includes voluntary and informal behavior that can help co-workers and the Organization, the main focus of engagement is formal role playing instead of role playing and voluntary behavior.

Author Name: - Kashinath Subramanian

Storytelling also helps demonstrate some exemplary practices, such as sharing an exciting vision, providing appropriate settings, space and relevance, capturing the heart, mind and soul of employees and helping the company achieve its goals. Employee Engagement Leads to Retention - Insights from the Real World, HRM Review March 2009

Author Name: Karen Paul, Ph.D. (Head of Global Measurement Center,)

Titte: - The difference in terms of engagement depends on the job level
Some interesting reports are emerging that show that business leaders are not realizing the benefits of employee engagement initiatives. One explanation may be that the employee engagement initiative is not working. However, CEOs list employee engagement as one of the top five global strategies for their organizations, and this issue is clearly growing in the minds of business leaders.

A billion-dollar industry soon emerged to support and advise these initiatives. Perhaps another explanation is that this sentiment is a reflection of the large and growing challenges posed by the fast-paced business environment, and that the organizational results arising from a positive work attitude may be greater than the actual cutoff.

Author Name :-(Vipul Saxena and Rachana Srivastava, 2015)

This study proves that employee engagement is related to employee commitment to the organization and its values. It is a measure of an employee's positive or negative attitude toward their job, colleagues, and organization, which affects their willingness to learn and perform at

work. Employee engagement has a direct impact on employee productivity, loyalty, commitment and engagement.

Author Name: - Anjum Tanwar, 2017

This study shows that Employee Engagement is a relationship between Employees and Businesses, employees who are fully engaged are motivated and committed to their work so they take constructive steps to improve the image and goals of the organization. Construction worker engagement is built on concepts such as organizational citizenship, behavior and job satisfaction.

Author Name: - Nadia Nazir & Shazia Zamir, 2015

This study proves that employee engagement is related to employee commitment to the organization and its values. The measure of the positive or negative attitude of an employee to their job, colleagues, and organization, which affects their desire to learn and perform at work. Employee engagement has a direct impact on employee productivity, loyalty, commitment and engagement.

Author Name: - Swathi.S, 2013

According to research on the factors that influence employee engagement, it was found that there are no specific factors or factors that are suitable for individuals or industries. Factors continue to vary from industry to industry over time.

Author Name: - Institute of Business Studies (IES) 2003:

According to the 2003 IES survey, they created a diagnostic tool that shows the different components that are considered valuable and interesting. Robinson identified an employee's value and engagement as a key driver of engagement.

Objective of Study

The main objective of this article is to define the concept of employee engagement in the Indian hospitality industry and its effectiveness in today's competitive environment. Apart from this objective, this article also examines the major challenges faced by the Indian hospitality industry.

Research methodology

Research methodology is a way to explain how the researcher intends to conduct the research. A logical, systematic plan for solving a research problem. The methodology details the researcher's

approach to ensure reliable, valid results that are consistent with the researcher's goals and objectives. It includes what data they will collect and from where, and how it will be collected and analyzed.

Research design

We used a descriptive research design.

Source of information

We collect basic information by doing a questionnaire

Data collection methods

We use the questionnaire method to collect data.

We are targeting employees of SAYAJI HOTEL in the age group of 18-25 years, Indore, Madhya Pradesh.

Sampling method

We use persuasive sampling techniques to collect samples

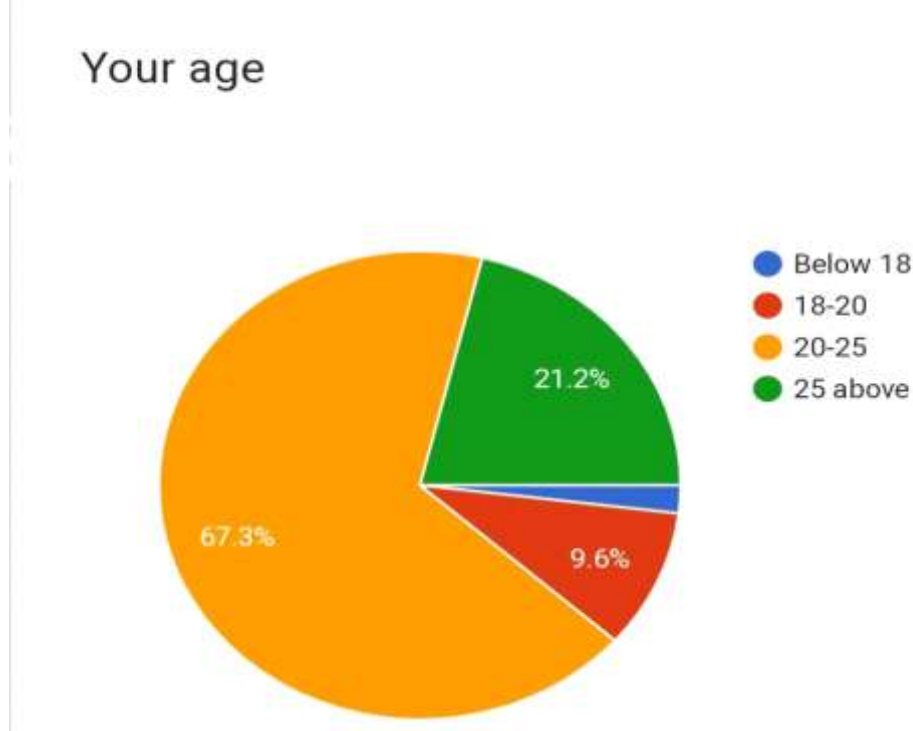
Sampling frame

It will be limited to Indore region.

III. ANALYSIS OF THE RESEARCH RESULT

In this part of research, the respondent had to answer the question yes, no, may be their results are as follow

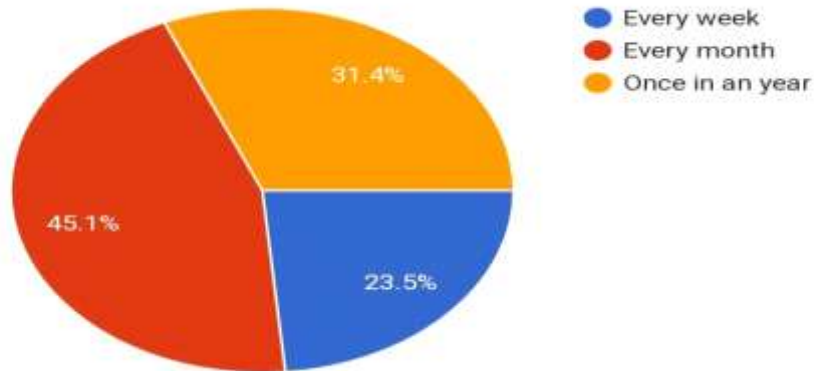
Population



The above chart indicates that the employee working in sayaji hotel are 67.3% of youngster and 21.2% are in senior level

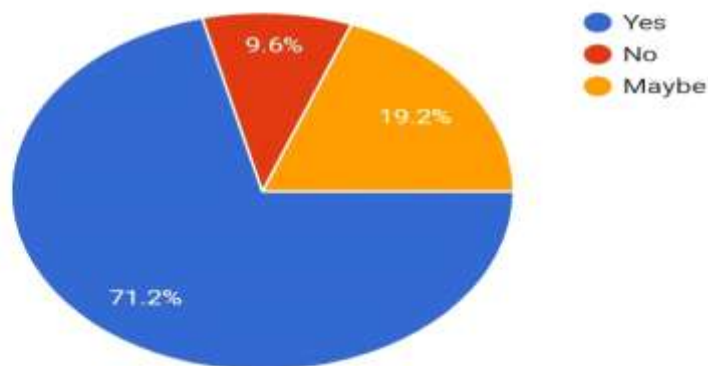
The majority are under 25 age

When did Employment engagement activities arranged by the manager



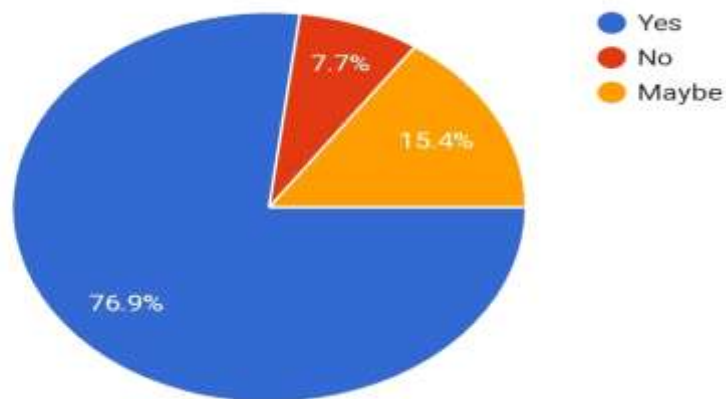
This data shows that employee engagement activity is conducted higher every month which is very good idea to keep the employee motivated.

Do you look for new ways and ideas for improving engagement activities



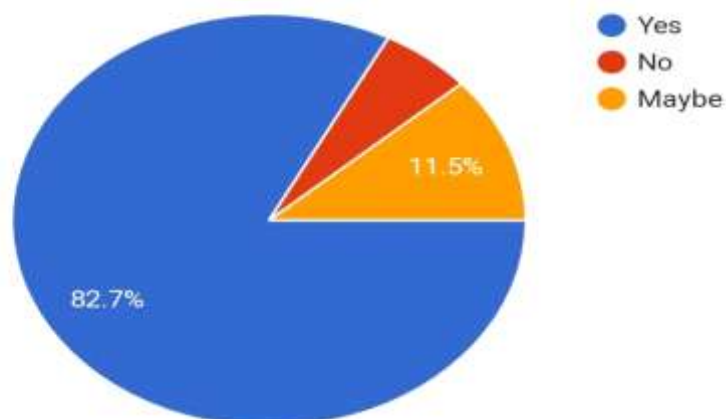
In this data shows that 71.2% employee thing that sayaji hotel should improve the engagement activity and 19.2% are still confuse and 9.6% are okay with activities.

Do you feel like your skills and experience are used to your full potential?



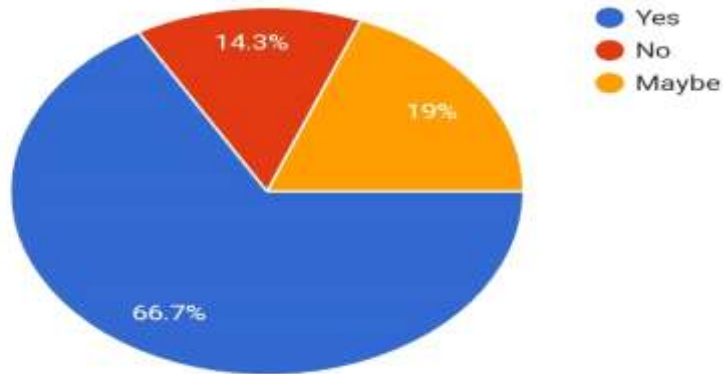
76.9% of employees are happy and are motivated and think that their skill is used in full potential. 15.4% are confused and 7.7% don't think that their skill is used in full potential.

Are you satisfied with the stress relief program conducted by our organization



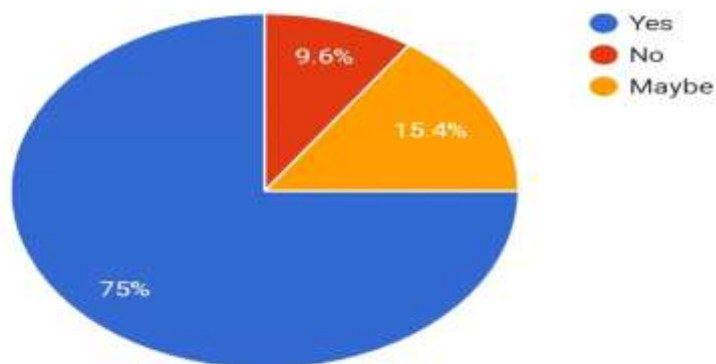
82.7% are satisfied with the stress relief activities 11.5% are not sure about it.

Do you see yourself working here after five years?

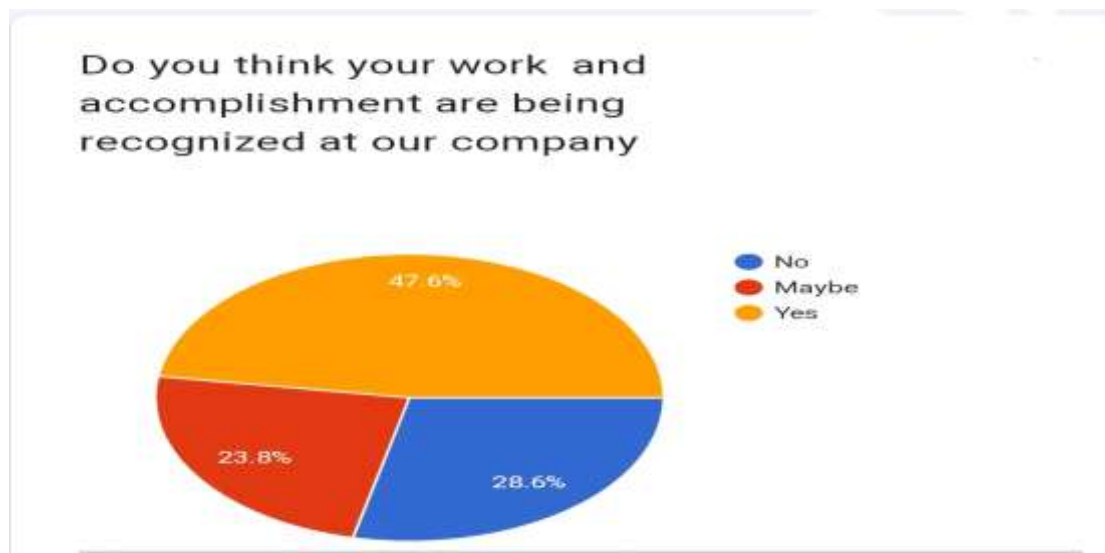


66.7% of employees think that they would continue themselves in the same industry for next five year, whereas 19% may change or maybe not. 14.3% are unhappy employees.

Are you satisfied with the effort to you and your performance by the superior and the team members



75% employees are satisfied with effort made by management and 15.4% are not sure about it whereas 9.6% are not satisfied



47.6% do think that their work is recognized by the company and 23.8% still are in confusion whereas 28.6% think they are not being recognized by the organization. The majority are satisfied.

IV. CONCLUSION AND RECOMMENDATIONS

Employee engagement is an emerging topic and an important practice undertaken by HR managers. The Indian hospitality industry needs energy for better hospitality and service so that guests can visit again and again to experience that hospitality. An engaged employee is fully dedicated to his work and passionate about his work. Therefore, it can be concluded that employee engagement is very important for the survival of Indian hospitality industry and good hospitality cannot be provided at any cost. The hospitality industry serves its customers well with a variety of services. But still, the industry needs to improve its services to serve its industrial purpose. If they improve all this, customers will be happy and enjoy the service. Pay close attention to your employees. Your employees are the hallmark of your service. Train the staff. Prioritize technology, Personal customer service.

REFERENCE

- [1]. <https://acadpubl.eu/hub/2018-118-24/1/183.pdf>
- [2]. <https://www.semanticscholar.org/paper/A-Study-On-Employee-Engagement%3A-Role-of-Employee-In-Myilswamy-Gayatri/b4f93084d5095b7bb3e37de7bdb170d5d0d85fa9>
- [3]. https://www.researchgate.net/publication/6793567_The_power_of_music
- [4]. https://www.researchgate.net/publication/348213265_Eco-friendly_production_of_silver_nanoparticles_from_fenugreek_seeds_extract_for_organic_pollutant_degradation
- [5]. https://www.iupindia.in/309/HRM_Employee_Engagement_49.html
- [6]. <https://www.semanticscholar.org/paper/IMPACT-OF-EMPLOYEE-ENGAGEMENT-ON-EMPLOYEE-OF-Saxena-Srivastava/aa9e6185b54c606588cc8d3c4b17aa423304a9ad>
- [7]. <https://www.neliti.com/publications/239845/impact-of-employee-engagement-on-performance>
- [8]. <https://www.semanticscholar.org/paper/Impact-of-Organizational-Culture-on-Employee%27s-Zamir/ec39bc8bcd40c8ba224f132e9df0e67ec34614d3>
- [9]. <https://www.ijsrp.org/research-paper-0813.php?rp=P201690>
- [10]. <https://www.employment-studies.co.uk/system/files/resources/files/op11.pdf>
- [11]. <https://sayajihotels.com/our-hotels/sayaji-indore/>