

Employee Engagement in Hospitality Industry in India: An Overview

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Abstract

In this era of globalization and industrialization, where there is large scale competition in the corporate 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 the 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 increases their productivity as well as profitability also. Hospitality Industry is, one of the oldest trade endeavours in the world. Now a day Indian hospitality industry growing very rapidly and generates employment for the local peoples at large scale. Today human mind has an innate bent towards travel. Over the centuries, travel has developed for business, health, social, and cultural reasons. It is an important component of the tourism industry. The hospitality industry is an inclusive term for Hotels and food establishments. It is a part of a broader service industry where people create the service experience with specific skills 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 this 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 goals and objectives.

Keywords: Employee engagement, Hospitality Industry, Human Resource, Organization, Travel.

Introduction

India is the country of over a billion people and is also the birth place of major religions of the world. It is the home of the most fascinating temples, forts, and monuments of the world. India has got an exotic place to travel from the point of view of tourists and is described as a dream destination for the leisure travellers. Hospitality industry in India has received a major boost in the past decade since the Indian Government realized the great potential of tourism of India. India has the right tourism potential and attractions to captivate all types of tourists whether it is adventurous tour, cultural exploration, pilgrimages, visit to the beautiful beaches or to the scenic mountain resorts, or business travellers India has it all. Hospitality industry has emerged as one of the key sectors driving the country's economy. It is boom time for India's Hospitality sector. A 5,000 year history, culture, religion and alternative medicine fascinate both budget and luxury travellers alike. Driven by a surge in business traveller arrivals and a soaring interest in India as a tourist destination the recent years have been extremely busy for India as a tourist destination [1]. The Indian hospitality industry covers various price segments (unbranded to 5 Star Deluxe) but continues to be dominated by a few premium segment players. The room inventory is skewed towards the 5 Star and 5 Star Deluxe segments. Indian Hotels Company Limited (IHCL) with more than 12,000 rooms is the largest and most diversified hospitality company in India with a presence spanning a wide price spectrum, ranging from super luxury to economy.

Objective

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. Beside these objectives major challenges of Indian hospitality industry is also been reviewed in this paper.

Methodology

The present study is based upon secondary data. Information about employee engagement is gathered from magazines, journals, newspapers and relevant websites. On the other hand information about the Indian hospitality industry is being gathered from the tourism ministry report and also from corporate sustainability report of major hotel chain group of Indian hospitality sectors.

Employee Engagement

Employee engagement is the level of commitment and involvement an employee has towards his organization and its values. It is a measurable degree of an employee's positive or negative emotional attachment to their job, colleagues and organization which profoundly influences their willingness to learn & perform at work. First of all the term employee engagement was used by Kahn in 1990, who described it as being

different from other employee role constructs such as job involvement, commitment or intrinsic motivation, asserting that it focused on how psychological experiences of work shape the process of people presenting and absenting themselves during task performances [2]. Since then the term has been variously defined by scholars. Employee Engagement is the positive feeling that employees have towards their jobs and also the motivation and effort they put into it.

Engagement has been defined more completely as when employees feel positive emotions toward their work, find their work to be personally meaningful, consider their workload to be manageable, and have hope about the future of their work. Employee engagement is a condition of employee who feels involved, committed, passionate, and empowered and demonstrates those feelings in work behaviour. It is thus the level of commitment and involvement an employee has towards their organization and its values. The organization must work to develop and nurture engagement, which requires a two-way relationship between employer and employees [3]. Employee engagement can be achieved through the creation of an organizational environment where positive emotions such as involvement and pride are encouraged, resulting in improved organisational performance, lower employee turnover and better health [4].

Effect of Employee Engagement on Indian Hospitality Industry

Employee engagement is critical to any organization that seeks to retain valued employees. It is very important for effective utilisation of human resource and smooth running of the organization. Without employee engagement organization cannot survive for long period of time [5]. To enhance the level of hospitality services for the tourist the Ministry of Tourism Government of India has introduced the concept of “Atithi Dev Bhawan” for providing better hospitality services [6]. If the employee working in hospitality sector is engaged towards the job, definitely they will provide better hospitality to the guest. Some of the effect of employee engagement on hospitality industry is listed below,

- Engaged employees will stay in the organization and care about its products and services.
- They are well motivated towards hospitality and services.
- Engaged employees creates emotional attachment with the guest and the guest is also get connected with the organization and comes again and again.
- Engaged employees improves customer satisfaction and service levels.
- Engaged employees Provides a high-energy working environment.

Challenges before Indian Hospitality Industry

There are various challenges faced by the Indian hospitality industry which are as,

- Lack of well trained staff according to the requirement of hospitality industry.
- Lack of infrastructural facilities available.
- Inadequate financial support by the Government.
- Lack of coordination between Central and state Government.

Conclusion

Employee engagement is an emerging topic and one of the important practices made by the HR managers. In Indian hospitality industry there is need of engaged workforce for the better hospitality and services, so that the guest may visit again and again for the getting the taste of that hospitality. An engaged employee is fully dedicated toward their work and work with enthusiasm. Thus it may be concluded that the employee engagement is very important for the survival of Indian hospitality industry and without engagement better hospitality cannot be provided at any cost.

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