

Hotel Personnel Retention In Uttar Pradesh: A Study of HYATT Hotels

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<i>Article History</i>	<i>Abstract</i>
<i>Article Submission</i> 24 December 2021 <i>Revised Submission</i> 14 February 2022 <i>Article Accepted</i> 28 February 2022 <i>Article Published</i> 16 March 2022	<p><i>This study has been conveyed to check the impact of retention practices in hotels of Uttar Pradesh and find ideas to get fruitful result. Data collected through a questionnaire. Likert scales were used to build the survey tool. The sample size of the study is 30 and a method of sampling based on probability was used. It is found that four common factors influenced the decision of employees to join the hotel industry, including salary, career growth, senior positions, and job complications. The technology was used effectively by the most common parameters and sufficient resources were available, the working environment was safe, comfortable and appropriately equipped, and management followed consistent policies and practices. Five parameters were used which were important to the productivity of personnel' activities: satisfied with their coworkers, job meant for their performance, suitability for their growth in tomorrow's time, and acceptance of employees' views. Personnel of Uttar Pradesh's hotels had different views on scenarios that influenced personnel, many personnel think they will resign for greater career advancement opportunities and better job prospects.</i></p> <p>Keywords: Career advancement, Employees, Hotels, Hyatt, Retention</p>

I. Introduction

Employee retention refers to an organization's ability to retain its employees. It is essential to differentiate poor performers from top performers and focus retention efforts on valuable employees who contribute. The turnover is an indication of a more serious problem that has not been addressed. The lack of a clear career path, lack of recognition, poor employee-manager relationships, and a variety of other challenges are examples of deeper problems. As an employer, your main goal is to reduce employee turnover, less training expenses, hiring costs and loss of talent and organizational experience. The retirement of an employee and search for new opportunities can also be due to lack of happiness and loyalty towards him to business. Payment does not always play such an important role in it. To induction of employee rotation as is commonly believed. Employers can improve retention rates and reduce the costs associated with it to high turnover by incorporating lessons learned from important concepts of organizational behavior. However, this is not always the case. Employers can look for a "positive turnover" they try to keep only those employees who are excellent achievers. Hiring people is just the beginning of it to building a successful workforce. After that, you should keep them. Employee turnover costs companies' money in terms of time and productivity.

II. Review of Literature

The issue of staff promotion should be given more attention by hotel managers and owners. As a result, employees should be given reasonable chances to advance, and a reasonable rate of advancement should be

maintained. Aside from that, personnel should be promoted based on their performance. In addition, hotel managers and owners should prioritize employee support (Bello Ob***, 2021). Compensation is an integral part of human resource practices without it human resource is incomplete and of less importance (Derek Torrington, 2008). Hospitality is a \$ 61 billion business worldwide. Hospitality is one of them in India of a fast-growing industry. As the hospitality industry grows, additional jobs will be created in the industry. All rooms built in the hotel will create jobs for 3-5 people (Dinakaran, 2013). For this reason, the need for qualified, qualified and loyal employees in the industry is enormous. But there is a sharp shortage of staff in the hospitality industry for a variety of reasons. The challenges of the hospitality industry are the shortage of qualified workers and high turnover (Laghane & Deshmuch, 2012).

One of the reasons for the staffing crisis is the recent graduation of the majority of hotel owners prefer to participate in related industries. Only 30% enter the hotel industry. The reason is good salary packages, working hours, conditions, etc. from other industries; one of the reasons for employees leaving a job is a better growth elsewhere. Ambitious young people want to go abroad, countries such as Dubai.

Canada, UK, Thailand or Abu Dhabi to pursue a hospitality career as the sector is a growing sector and there is a great need for staff to maximize employee retention industry challenge. Other causes of high volatility include sub-average wages, inadequate training, and a history of weak leadership, unreasonable expectations, and high turnover. When a new employee joins the company within the organization, they quickly become aware of the culture and immediately take on expectations for it (Andrews, 2012). Two-thirds of employees who left their jobs during the reporting period were hired within 12 months. The reason for an employee's turnover may or may not be work-related. Employers can manage job-related turnover. Non-occupational fluctuations are unmanageable employer. Attitude variables include job satisfaction / dissatisfaction, role stressors (role ambiguity,) role fraud, role overload), inadequate employee training and / or orientation, lack of progress, income, lack of respect and opportunities for a balance between work and life. Most of these reasons for quitting work it was often mentioned in the process of socializing new employees (Hammerberg, 2002).

According to JW Marriott Bangalore, maximum wear occurs within a 6-month time frame up to one year since the employee joined the company. Escape cases account for 3.5% of total turnover and 63% of total sales escape cases relate to employees who participated in the Organization between 0 and 3 months. New employees face calm challenges and struggle with their daily activities because this frustrates them and increases their chances of quitting their jobs (Farooque & Habibuddin, 2015). Profession this is due to a bad start the first day, a new one jointly. That is, new bosses, environment, work culture, rules, regulations, and employees make new employees uneasy and encourage him fear. The turnover rate for employees who have not worked in the organization for a year is high. New employees have high expectations for the development of professionals and the scope of independence / originality. Work, personalized training and guidance, the need for supervision and guidance, and respect they use these parameters to decide whether to stay in the industry or leave the industry. During the first meeting satisfied expectations lead to organizational commitment, self-confidence, work satisfaction and motivation. Unfulfilled expectations lead to absenteeism and willingness to resign (Dagsland, Mykletun, and Einarsen, 2011). According to a survey written by Arora (2016), all the factors listed are affecting employees.

Maintaining work and life integration, group fitness and teamwork, work and people, rewards and awards, rewards and flexible benefits, employee participation, careers opportunities for progress and promotion, profits, work transparency, work, work safety and security, transparency, organizational (Arora, 2016). Onboarding, proportion on family and organization, organizational bond, message channel, guidance, personnel manager roles supervisors and others can impart vital role (Mehta, 2014). Socializing with fresh employees is the better way reasons for such turnover. There is a strong one the relationship between retention and selective orientation gives new employees his vitality, initial direction. The retention-oriented orientation program focuses on three things in the medium term. I admit that the retention starts from here. b. They manage expectations, c. They promote culture integration (McKeown, 2002).

Socialization is major reason for job quitting as 30% of employees working various organizations.

Researchers point out that organizations that have succeeded in fostering employee loyalty stand out from the rest of the low sales (Vladimirus, 2011). A strong, positive, clear and communicative workplace culture attracts talent this is not easy for an organization. Promote employee retention (Jeromey, 2009). Socialization is learned by new employees instill the norms and values of the role of work in an organization. It also helps to start

new employees emotionally connected to learning for proper recruitment of new employees and organizations you need to teach your organization's norms and values. Organization needs to support new employees in the process of adapting to organizational norms and a value socialization is always occurs when an outsider is formed into an insider (Joshi, 2015).

III. Research Methodology

The research is qualitative in nature and data collected through survey questionnaire to support the study.

a. Objectives of Study

- To examine the effectiveness of the retention policies in Hyatt hotels
- To propose measures of development of the policies of retention

b. Data Collection

Data used for the survey Employee performance includes both Primary and secondary data. To be wider Retention process perspective, industry a level benchmark has been run. For the purpose I created a questionnaire consisting of 4 set of Questions about entering and exiting of employees for analysis. For Secondary data various articles, books, etc. referred.

c. Sampling

The questionnaire was shared with employees of Hyatt hotel and gets it filled with them. Sampling was random.

d. Sample Size and Population

Study was conducted in Grand Hyatt hotel consisting population of 200 employees from associate and supervisory level of different departments, the sample size taken is 30

IV. Results

Below is an interpretation of the data related to the questions asked in the survey.

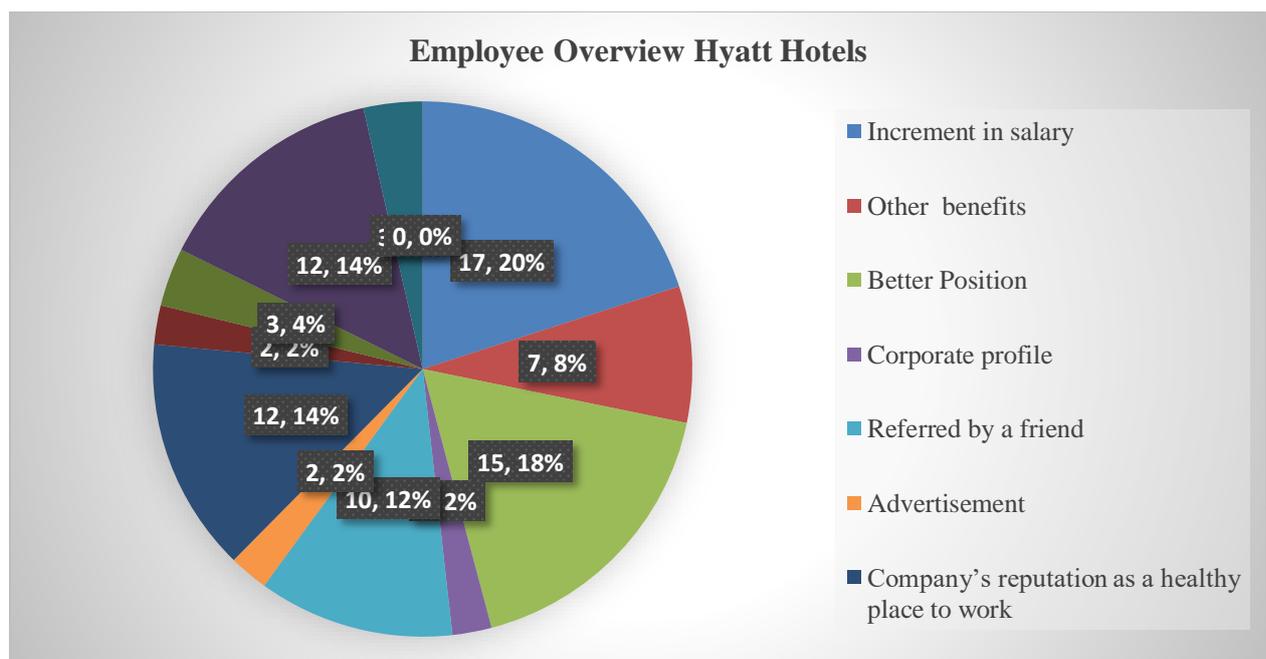


Figure 1: Employee Opinion at Joining HYATT

After interpretation of data, it was found that 17 out of 30 people felt that they join the organization for increment in salary, 15 people felt that they join for better position, 12 people joined because of unemployment, 12 people also felt that they joined because of company's reputation, 10 people said they joined because a friend reference.

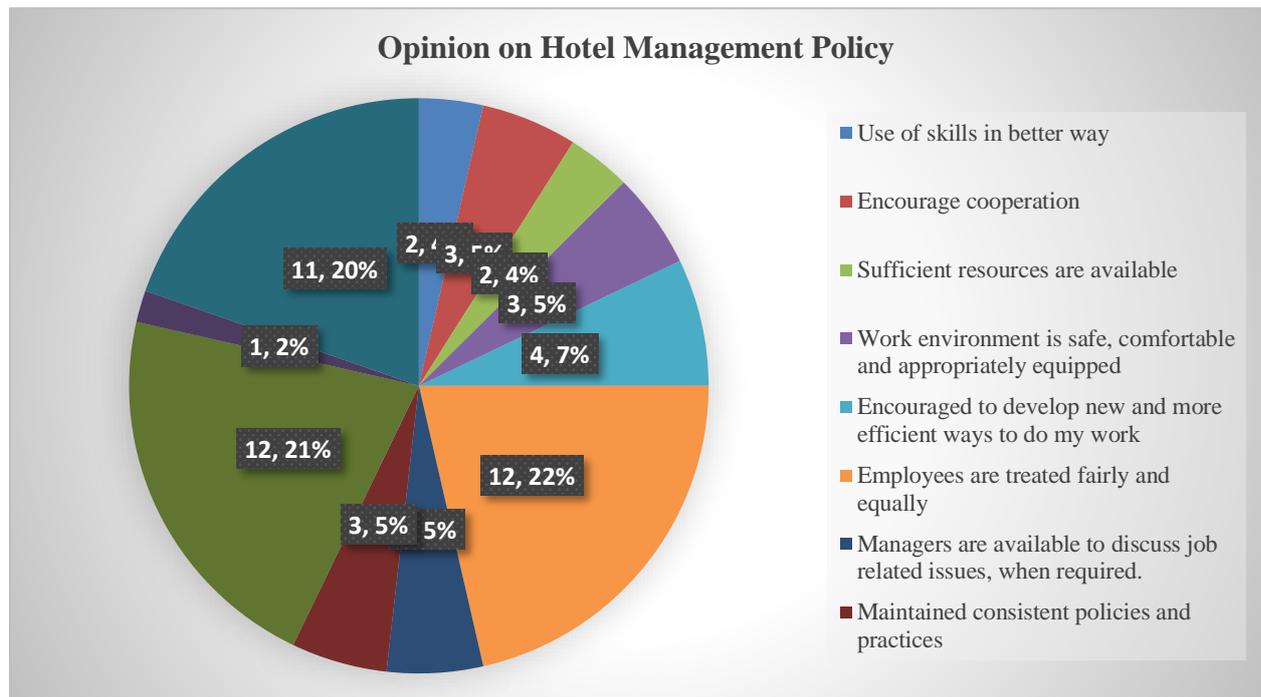


Figure 2: Employee Opinion at Hotel Management Policy

After analysis of data received it was found the most effective factors for employees' opinion about their job is recognition of employee contribution 12 employees agreed on that, while 12 employees strongly agreed that if employees are being treated equal it can be effective for their job, and 11 employees strongly shown their believe that lack of motivation can be a factor their opinion about job description.

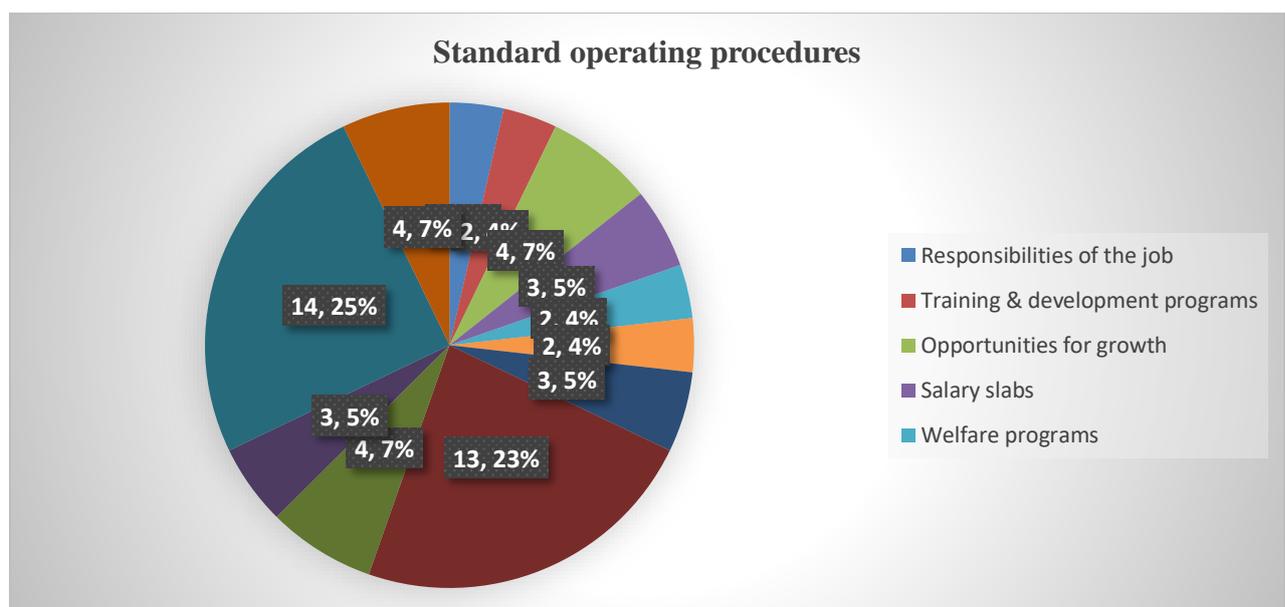
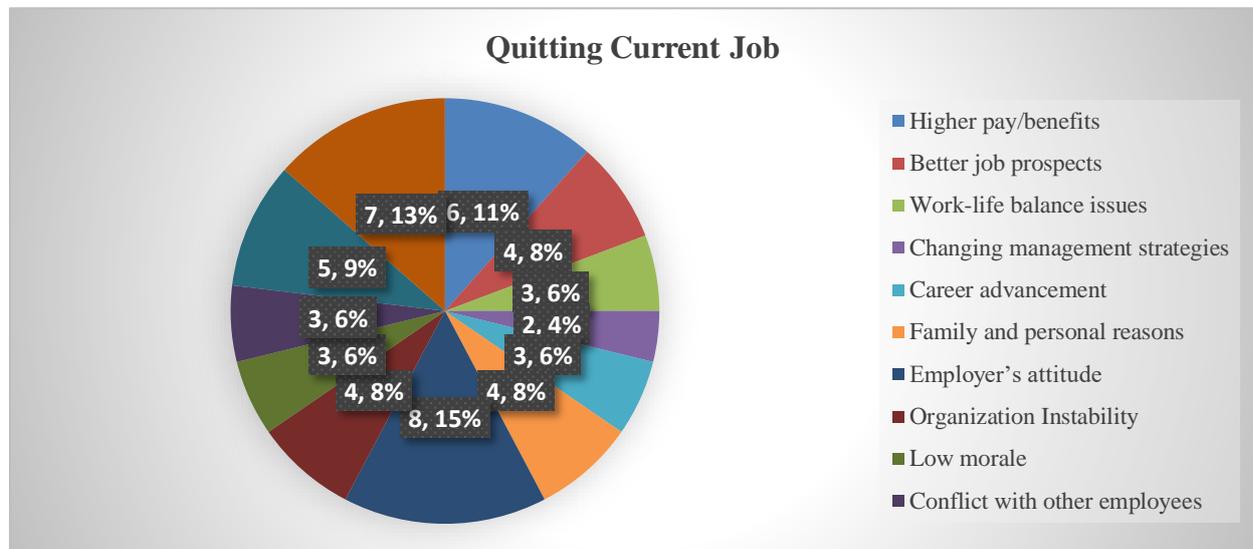


Figure 1: Employee Opinion at Joining HYATT

Taking in consideration about Standard operating procedure related to job it has be analyzed those 14 employees are strongly agree for SOP should be open for suggestion, 13 strongly agree that co-workers can be factor in SOP related to job.



After analyzing various factor it came in light that 8 respondents strongly agreed that an employee leaves his/her job because of employer's attitude, 7 strongly agreed that an employee leaves his/her job because of no recognition or devaluation, 6 strongly agreed that an employee leaves his/her job because of higher pay/benefits, 5 strongly agreed that an employee leaves his/her job because of lack of team work, 4 each strongly agreed that an employee leaves his/her job because of better job prospects, organizational instability and personal reasons.

V. Conclusion and Suggestions

Factors affecting decision to join Hyatt hotels: About 50-55% people working in Hyatt hotel agreed on common factors which affected their decision to join Hyatt hotel. Out of 30 employees who took part in survey took decision because of common factors and those factors are- Increment in salary, better position, company reputation and unemployment. It is good for organization that about 50% peoples joins the organization because of its reputation.

Factors affecting opinion on job description: Out of 30 about 12 means 40% people strongly agreed that employees are being treated equally and fairly as per their job description and 40% people strongly agreed that their contributions are recognized while about 35% people strongly agreed that their lack of motivation. Best part of organization is 40% people are motivated because of their job description.

Factors affecting opinion on SOPs related to job: About 45% employees strongly agreed that SOPs for their job related is open for suggestion and about 40% strongly agreed that co-workers are getting importance in SOPs related to job.

Factors which can make an employee leave the hotel: About 28% respondents strongly agreed that an employee can leave his/her job because of Employer attitude, about 25% respondents strongly agreed that an employee can leave his/her job because of no recognition, devaluation, high pay/benefits, lack of team work.

Above factors shows that there should be an idealistic relationship between employers and employees if employers will change their attitude, they can stop most of resignations and the same time if they start recognizing effort of their employees, they will be very close to retain their employees. Other factors are there but these two are most dominant.

Employers should hire suitable employees for job role, under qualified and overqualified both will not be able perform as per requirement.

During recruitment process clear and real picture should be kept before candidates so that they can decide if they are fit for the role or not. Attrition rate will be impacted by your decision of hiring right person or unfit person.

Everyone feels motivated and encouraged when they get an opportunity to be in decision making team, so every employee should get equal opportunity to discuss the agenda.

There should be some career growth opportunities and programs for every employee so that he/she can get some objective and motivation towards his/her job.

Every employee has some responsibilities manager should allow them to utilize.

Good coordination should be maintained within team and department. Managers should motivate their employees to work in team.

Everyone feels rewarded when they are being praised for their performance. There should be some specific provision to honor those employees who are working with organization; unbiased approach should be there in recognition and performance appraisal. Whenever an employee comes to speak something, it should be entertained because many a time employee leaves the job when he/she feels ignored.

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