

CHAPTER 1

INTRODUCTION

The “Indian hospitality” business is the most important sector in terms of income generation and the creation of new jobs, and it is also the one that is increasing at the fastest rate. According to a study that was conducted in 2017 by the “World Tourism Organization,” this sector provides over 47 billion USD to the overall GDP. The government of India is putting a lot of effort into marketing the country as a tourism destination and hospitality mecca. The hospitality industry, which is a subset of the tourism industry, is also expanding at a rate that is far quicker than in years past. According to the World Economic Forum's 2017 Global Competitiveness Report, India has risen from 52nd place in 2015 to 40th place in 2017.

However, with every achievement, there may be certain issues that need to be addressed appropriately, since they may cause the sector to slow down. The problem of a high turnover rate has been one of the most important issues that have bedeviled the hospitality business in the past, and one of the most pressing issues is how to avoid it. The ineffective management of human resource operations has a negative impact on the industry, which manifests itself in an increased rate of employee turnover. There is a high turnover rate of between 40 and 50 percent in the hospitality industry, as stated in a report published in 2017 by the “National Skill Development Corporation”. In India's hospitality business, competent workers are scarce. The primary causes include a higher intention to leave due to motivational factors, flawed and unstable performance evaluation practices, a lack of possibilities for learning and development activities, a lack of recognition practices, a poor and hectic work environment, and a lack of training

and development activities. All of these factors contribute to a poor work environment, which is one of the main causes. A mismatch between employee and employer expectations usually leads to such high rates. As a result, it is necessary to look at several problems the hotel industry has, including a high employee turnover rate.

A well-coordinated approach and comprehensive and to people's employment-related development is termed a human resource management practice. It may be viewed as a management philosophy that draws on many notions of organizational and human behavior.

Mobley (1994), stated “employee turnover refers to the percentage of the workforce that quits the business each year, as well as the firm's intentions to remove personnel each year”.

The term "human resource practices," according to Dessler, (2013) reduces humans to the same value category as goods, money, and technology, which are all resources that can only be exploited or leveraged into economic value.

Organizations are formed up of the people who work there, according to (Schneider, 1987), and the people who work there make it what it is. When the innate tendencies of those who work there are allowed to be represented in their behaviors by the frameworks that have developed, positive employee attitudes might be expected.

The practices of human resource management cover a wide range of topics, including organizational development and design, people's resourcing, practices on learning and development activities, performance evaluation, fringe benefits and rewards, and the provision of services to enhance employee job satisfaction. These are built on interlaced and integrated human resource policies and strategies with the company's overall strategy Armstrong & Taylor, (2014).

Keegan & Francis, (2010) as one researcher put, “human resource work is predominantly termed as an industry and organization concern.” The focus is on strategic association and organizational fit. These human resources practices are the important requirements and advantages of the employee, but focusing on them may lead human resource professional and managers to put employee needs and motivations on the back burner when designing new and altered arrangements. Human resource management should try to develop relationships based on trust, openness, and personal fulfillment while simultaneously promoting the achievement of business goals. Human resource management is a critical component of the management process, Tella et al., (2007). It is recognized that the human element and the organizations are the same to properly appreciate the importance of people in the workplace. In a well-managed firm, an average worker is often the main driver of improvements in quality and productivity. There will be a spirit of cooperation, as well as a sense of devotion and fulfillment, inside the sphere of influence of an effective organization.

1.1 THE CONCEPT OF A HOTEL

According to the law as per the Federation of Hotel Association of India, a hotel industry is a location, where anybody who behaves suitably and is able and ready to pay for their enjoyment lodging facilities, and other services, including the facilities of boarding, may occupy as a provisional residence. Similar to how a house operates the hotel sector charges for all of the required, contemporary amenities, facilities, and services. It's also known as a stopover point for backpackers and tourists who are transitioning from travelers to shoppers.

1.2 STAR RATING OF THE HOTEL

In the Indian hotel industry, the star rating system is used to indicate the quality of the hotel's amenities. The Hotel Restaurant Approval and Classification Organization (HRACC), a federal government agency, inspects and evaluates hotels according to their amenities and services.

1.3 HOTEL FEATURES

When compared to other organizations, hotels have several distinct qualities. A hotel is a permanent establishment in a distinct structure at a defined location. It is a non-profit organization that offers food, temporary housing, and services in exchange for payment of the amount required to recuperate general costs and make a reasonable profit. It should be able to deliver essential services to a single consumer as well as a group of individuals. It provides services of medium or excellent quality, as well as rooms for rest, with or without a bath, and cuisine at various costs.

1.4 HOTEL STYLES IN INDIA

Luxury Hotel: A premium hotel places a high value on personalized service. The vast majority of luxury hotels are five-star establishments that provide world-class services. Their customers receive excellent treatment from five-star hotels. These are hotels that provide excellent service. These hotels offer a calm environment, well-trained and attentive staff, international food, and excellent management. Almost every convenience is provided on the site, including a café, bar, swimming pool, conference hall, transportation, health center, and sporting facilities. These hotels offer world-class

services, are kind and supportive, and are trustworthy in providing information that meets or exceeds expectations. They give personalized service by determining the demands of their customers.

Five-Star Rating Hotels: Hotels with a five-star rating are the most sumptuous and customized. They provide guests with the best administration, services, and lodgings. The bulk of five-star hotels may be found in big cities.

Four-star rating hotels: These types of rating hotels are one step below five-star hotels in terms of quality. They provide all of the required services to their customers. The service is on pace with what you'd expect from a five-star hotel. The main purpose is to provide for its visitors on a limited budget.

1.5 JAIPUR HOTEL INDUSTRY

The state's world-class hotel network has profited from the emergence of new market segments such as MICE (Meetings, Incentives, Conferences, and Exhibitions) and destination weddings. However, it continues to face several long-standing infrastructure and business-processing challenges. Jaipur was perhaps the first city on the block, with hotels ranging from boutique to luxury, from budget to up-market and upper-upscale, and included stunning royal hotels such as The Fern Residency, Jaipur, Lemon Tree Premier, Jaipur, Golden Tulip 4, The Ramada, Zone by the Park, Radisson Blu, Marriot Hotel- Jaipur, Hilton Jaipur, Trident, ITC Rajputana, etc. The Ibis Jaipur Civil Lines was recently rebuilt by Ibis, the Accor Group's mid-scale brand, and now has a remodeled lobby with Pichwai paintings and handicrafts that reflect Rajasthan's art and culture.

The region's hotels are suffering from a significant labor shortage as a result of this fast development. Hoteliers are more concerned with who will serve their customers than with recruiting business. As a result of the mismatch between demand and supply, the sector's attrition rate has increased, and the industry is now looking at all measures to ensure personnel retention.

According to the most recent estimates, the city has around 6,000 hotel rooms, with a compound average growth of 40% in hotel room supply, the most in India. The city's evolving profile demands a steady supply of high-quality hotel rooms. Due to the overall increase in all industries, the city's general expansion has necessitated improved lodging space. Both the number of local and international businesses investing in the city and moving there is increasing. In addition, the number of local and international flights landing in the city is rising, the infrastructure of the city is getting better, and the government is encouraging the construction of hotels. It's worth noticing how the Jaipur hotel business has grown from a quiet village to a busy metropolis. Over the last five years, the entire region has experienced a surge in the hotel building, which is now increasing at an even faster rate. The city's geographical dispersion is spreading to its heart, and the city's hospitality business has expanded to the adjacent townships. Almost every major local and international hotel chain has a presence in these areas. The city has experienced significant expansion in a variety of industries, including medical tourism, information technology, car manufacturing, education, and so on, and it now has the title of the commercial hub. Jaipur has become a hotel destination as a result of its significant expansion.

1.6 THE HOTEL INDUSTRY'S ORGANIZATIONAL STRUCTURE

Defining and grouping the operations of the company and establishing power, responsibility, and connections among them is a managerial activity that results in the establishment of a structure that is best suited for the organization's objectives and other internal and external elements. The ideal structure allows an organization to connect successfully with its surroundings, channel its people's efforts efficiently, and make optimal use of its resources hence, while planning describes the objectives, organizing promotes their achievement.

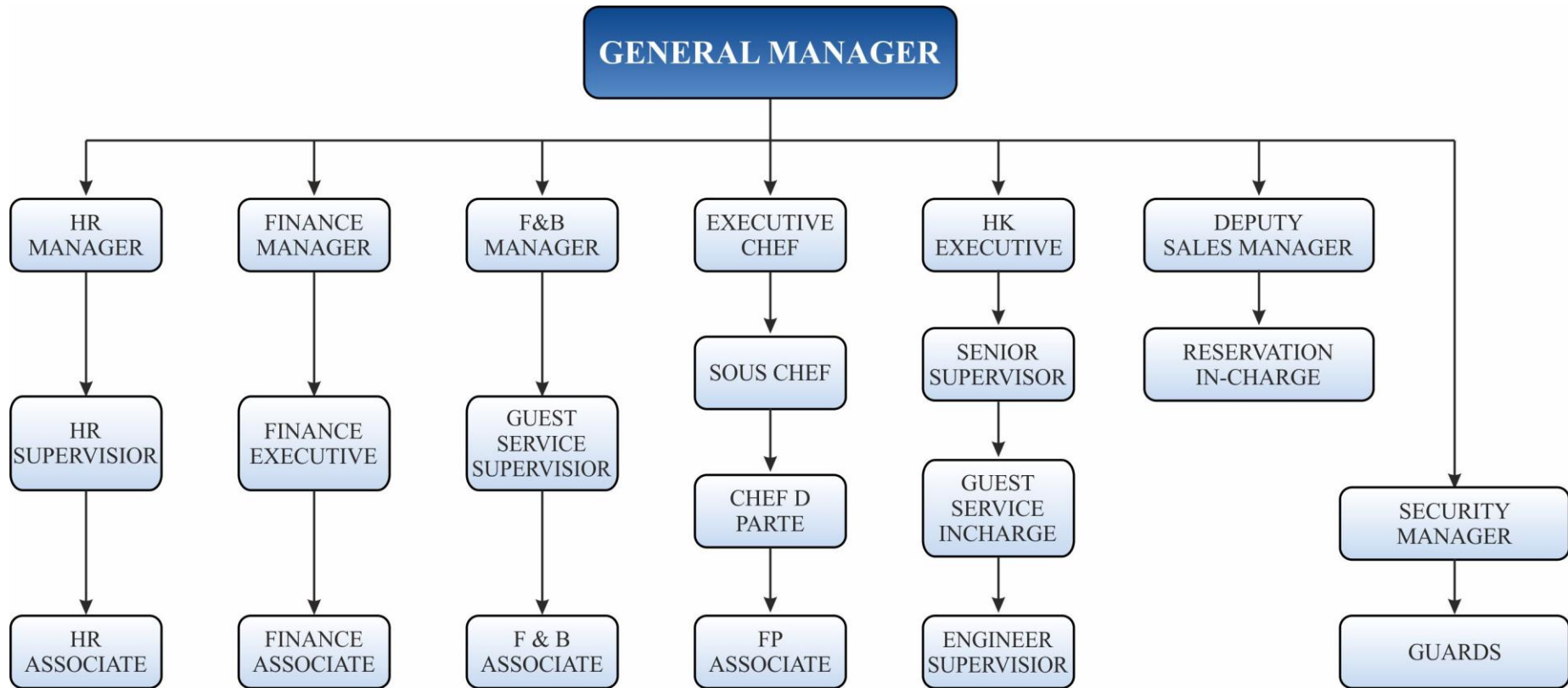


Figure 1.1: Organization Structure 5-star rating hotels

The organization of categorized 5-star rated hotels is such that each department has its head and all departments are under the direction of General Manager. The hotel's Human Resources department is led by a Manager, who is supported by a supervisor and an associate. The Finance Manager is in charge of keeping track of all financial transactions and a financial associate assists him. A Food and Beverage Manager is entirely responsible for the maintenance and inspection of food and beverage. He's supported by a Restaurant Manager, Assistant Restaurant Manager, Guest Service Supervisor, and Food and Beverage Associate. The hotel employs an Executive Chef, who is supported by a Sous Chef, Chef de Partie, Food and Beverage Associate, and Trainees. The hotel's infrastructural infrastructure is maintained by an Engineering department. A chief engineer leads a team of engineers, supervisors, and associates. A senior executive, guest service, supervisor, associate, and gardener work in the Housekeeping department. The sales are overseen by a deputy sales manager, who is aided by a reservation in charge. The hotel's security is overseen by the security manager, who is in charge of guards.

The departments of 4-star rating hotels are organized in this fashion. Each department has its manager, while General Manager oversees everything.

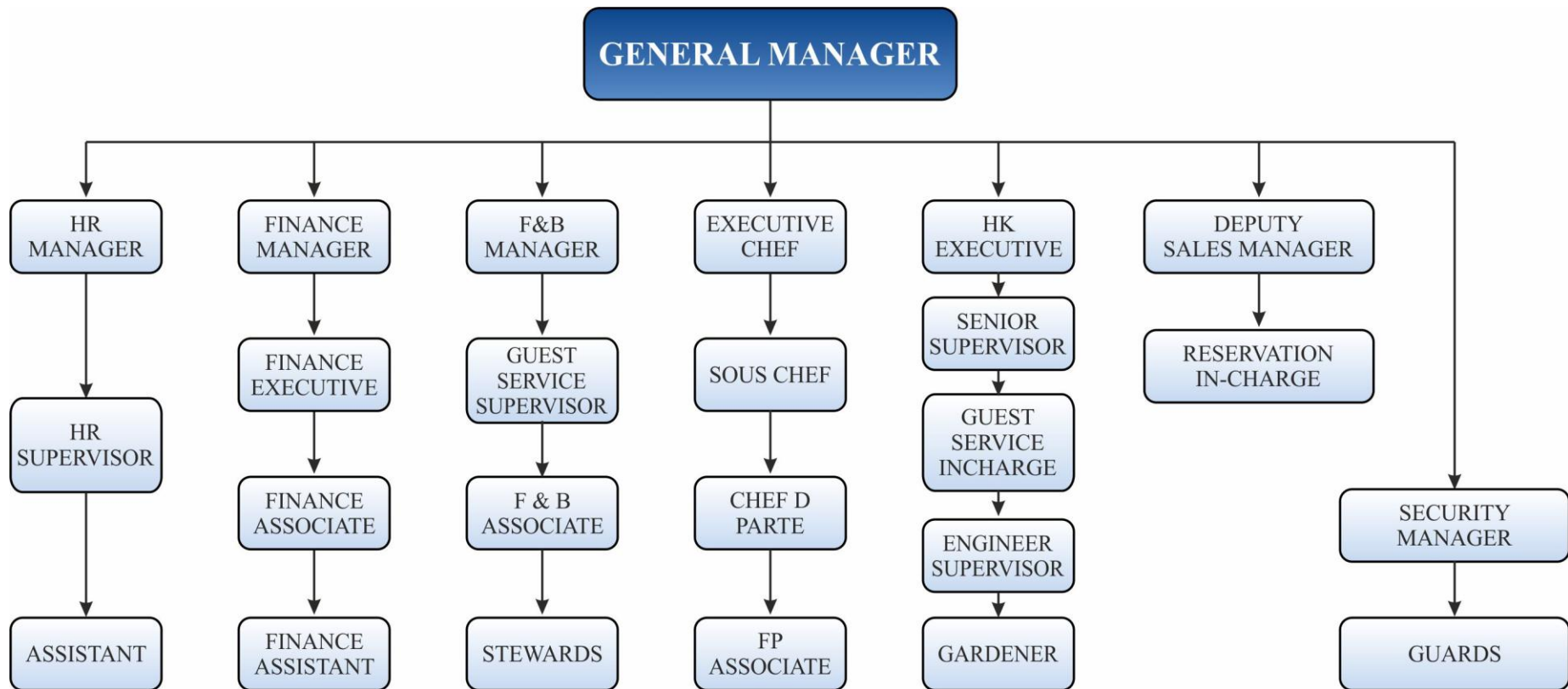


Figure 1.2: Organization Structure 4-star rating hotel

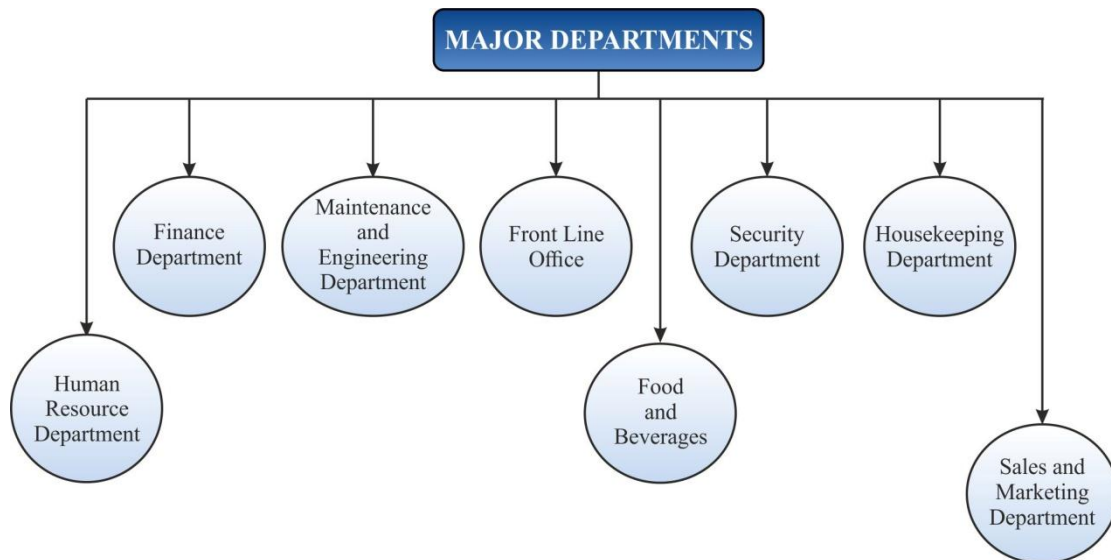


Figure 1.3: Major Departments in 4 & 5 Star rating hotels

1. Human Resource Department

The human resources department is the most crucial in every company. Hiring, labor relations pay and salary administration, employee relations, training, and staff development are all responsibilities of this department.

2. Finance Department

As a member of the management team, the financial controller is in charge of the finance department and is responsible for boosting profitability through asset management. This section is in charge of the hotel's financial operations. It is in charge of accounts receivable, payable, and payroll, as well as collaborating with the buying department, the hotel's cost management systems, and handling billing inquiries from clients.

3. Maintenance and Engineering Department

This department is in charge of the hotel's physical equipment, such as elevators, plumbing, electricity, and air conditioning. This section is in charge of the hotel's mechanical and technical conditions.

4. Front Line Office Department

A hotel's front desk department is its heart. This department is in charge of the customer's first and last impressions. Customers inquire about information and services from this section.

5. Food and Beverages Department

The hotel's food and beverage department provides food and beverage services to its clients. A coffee shop, bar, lounge, function hall, accommodation services, and other facilities are available.

6. Housekeeping Department

The housekeeping department is responsible for services such as maintaining and cleaning guest rooms, office areas, hotel backspaces, and washrooms.

7. Security Department

The hotel's security department is extremely important. The main responsibility of the security department is to ensure the safety of the hotel's customers, staff, and guests. The security department's main responsibilities include maintaining security alarms, monitoring equipment, patrolling the hotel's grounds, etc.

8. Food and Beverages Department

The food and beverage department is mostly used for catering in the hotel industry. There are various sections in this hotel department:

- Restaurants
- Kitchen
- Banqueting
- Catering
- Bar
- Room service

1.7 HUMAN RESOURCE ROLE IN EMPLOYEES RETENTION

Any organization's Human Resource department plays a critical role in its success. Talented individuals are critical to an organization's sustainability, thus they should be recognized and retained. The employees who engaged and worked for a longer time at a company are more familiar with the company's standards, norms, and strategies, and can thus comply better. Because no one leaves a job without a reason, the HR department must look into the reasons why an employee left the company at any given moment. Those reasons might include any of the following-

- **Examine the following issues:** It is the human resource department's job to sit down with the employee and individually analyze the various concerns. The difficulties should be attentively listened to, and the focus should never be on

holding departure interviews, instead, more attention should be placed on retaining personnel.

- **Offer a solution:** Human resources should strive to give a better solution to the problem at all times. The human resource department should do a background check on the employee who desires to resign. Senior management must retain those workers who have the potential to make a significant contribution to the hotel.
- **Appropriate Recruitment:** Human resources must guarantee that the correct individual is assigned to the job since a mismatch will quickly seek a new position. Each person has been given tasks based on his or her specialty, which must be justified with a decent wage that is acceptable to the other person. The raise should be based on the current income and must be comparable to the pay offered by rivals.
- **Encouragement and Training:** Regularly, the human resource department must undertake motivating activities and training programs. Human resources should create seminars that allow workers to learn something new outside of their regular employment. Employees should participate in extracurricular activities that are beneficial to their general growth and that inspire them to communicate with one another, so boosting their level of comfort.
- **Rewards:** In the organization, there should be facilities of rewards programs available for top and skilled performers to stimulate them, as a consequence of which employees feel valued by the company and want to do even better next time. Cash rewards, expensive bonuses, and certificates, among other things, might be offered as incentives.

- **Analyzing Competence:** To ensure that skilled employees' performance is constant, it should be checked regularly. For future competitive performance, a performance-based assessment system should be in place. Employee job rotation is one of the most successful methods for retaining employees. The human resource department must do all possible to motivate workers and to remind them special in the place where they work so that they don't look for new jobs.

1.8 EFFECTIVE RETENTION CHARACTERISTICS

Employee retention refers to the steps made to keep an employee who desires to move on to a new firm for better opportunities. An employee's work should be hard, motivating, and meet his or her expectations from the current position. This method of obtaining job satisfaction would enable him to not just work but succeed in his profession for a longer amount of time. If this is not accomplished, an employee will quit the current firm in pursuit of a higher compensation structure, a more employee-friendly environment, more incentives, and a variety of other factors. To avoid this, human resource management should implement employee-centric policies that benefit workers, promote their advancement, and meet their expectations.

The management here plays an important part in keeping contented personnel who are well-versed in the workplace culture. This incentivizes them to give it their all and live up to the organization's standards. Inspiration has a crucial role in representative fulfillment and long-term worker retention. Motivation at work is the source of this inspiration, as nothing works better than motivation. Motivation is a key factor in a person's success. A motivated employee makes sure that his abilities are put

to good use to meet the company's objectives. He works hard and is responsible to complete the errands that have been assigned to him.

A brief compliment, applause, or a reward scheme might suffice as acknowledgment. As a result, team leaders must consistently encourage their colleagues to get the most out of them. Appreciate an employee who has worked particularly well. Every person in a company is accountable for his or her work responsibilities. The one who performs better is rewarded, whereas the person who makes mistakes may face punishment. The worker who has performed below expectations will get demotivated as a result of his unappreciated tasks. The employee feels disregarded and lacks a sense of ownership. In such circumstances, supervisors should go above and above to urge these employees to improve their performance and recognize their errors. There should be the provision to be given another chance to enhance their job profile and performance, and their coworkers should step up to the plate so that they can consistently to perform effectively and avoid making mistakes. There are a variety of alternative techniques to motivate employees, including depending on their overall success for the week, bosses should send motivating emails to their staff once a week. In this manner, their work can be monitored and recommendations may be made as needed. Inspirational posters and images are displayed on the bulletin board for workers who have succeeded to read and stay inspired. This might be as basic as photos taken during department operations or the greatest moments from an event that occurred during that week. Another approach to inspire and motivate employees is through human resource policies that include rewards, benefits, and monetary awards.

Employees who have consistently done well should be recognized in front of the entire team as well as management. This is something that may be done during

meetings or annual events. Another technique to motivate people is to give them medals or badges to display. The top achievers' names should be posted on the company's bulletin board for anybody passing by to feel them recognized. Formal evaluations can also be used to motivate employees. Appraisals may take the shape of official letters or compensation raises depending on their performance. This serves as a motivator for employees to meet or exceed objectives. Another motive for an employee to stay with a company is the monetary rewards. Career advancement is a critical component in retaining bright people. Allow them to make certain decisions on their own, but management must monitor them closely to make sure they don't misuse their power. If employees are not motivated, it is unreasonable to expect them to perform at their best. When employees are treated well, nobody wants to leave the industry. It is common for people to feel down at times owing to a variety of conditions, but bosses must ensure that they are aware of their subordinates' feelings. Assist them by consulting and mentoring them regularly in both their personal and professional lives. This will help them regain their confidence and get back on track by boosting their morale. No one should be fired or disciplined for their actions. If they fail to perform once, this will de-spur them, rouse them, and offer them another opportunity. Management should arrange numerous activities and events to keep the internal climate within the organization dynamic and joyful. These developmental activities will serve as a bonding activity as well as a respite from the monotony of the job. These acts can also be used to add certain principles and values. Employees would not only participate and show interest in these activities, but they would also take on more duties. Engage employees in tasks that are beneficial to their overall growth. This would be a good step in the worker's personality development. The management must show that it cares about all of the employees. For reps to remain motivated, they must feel safe at work.

Employees at all levels should be considered when making official choices such as creating or changing a corporate policy. These youthful, bright brains are capable of coming up with innovative ideas that can help the organization. After receiving clearance from a higher authority, the decision might be confirmed. This may be accomplished by bringing them together on a single platform and holding official conversations, meetings, and forums. Employee rules are ultimately intended for them and should benefit them in the long run, but they must also take into account the company's goal statement. The only reason an employee would oppose regulation in the workplace is if the employee does not value it.

1.9 THE PRIMACY OF MANAGEMENT TEAM AND MANAGERS IN EMPLOYEE RETENTION

Employee retention refers to the various steps done to satisfy employees so that they stay with the company. However, the company must take strong steps to retain high-potential individuals who have spent a significant amount of time with the company and are well-versed in its processes. As a result, a company must keep bright personnel who are loyal and can contribute successfully.

For greater staff retention, team leaders and supervisors should keep the following in mind:

Employee satisfaction: When an employee is dissatisfied with the work that is provided, he or she will leave the company. Work must be hard enough, according to the current trend, for employees to be able to consistently decide on something new. This will encourage them to stay with the company for a longer time.

Experience and knowledge: Responsibilities for the work must be given based on their qualifications, specializations, interests, and experience. Employees must like their work to work hard and achieve the organization's objectives.

Overstressing: An overworked employee will never enjoy their job and will constantly be looking for a new opportunities. As a result, it is the team leader's primary obligation to divide work evenly among all employees. The manager must not be partial to anybody and must treat all of his employees as if they were one. They must also maintain control over their subordinates to ensure that there are no conflicts.

Relatability: A group leader should be a good leader for his colleagues and a problem solver. All team members should be able to participate in the decision-making process, according to the management. Employees will get de-motivated if their problems go unaddressed and no one listens to them. A competent team leader will always be there with the team when it is needed.

Information sharing: The superior must be a competent communicator, ensuring that information is communicated to the subordinates regularly. He must ensure that the hard work of his subordinates is never overlooked, that those top performers are given special attention to be promoted, and that he expects the same from them consistently.

Bonding: The team leader's primary responsibility is to keep his group united. A good team leader should encourage healthy competition at work and mentor his or her team. He or she should also engage in various activities that will help the employees connect better.

Employee Engagement: It has today become one of the most successful motivating tools in the hotel sector, with many hotels in the region using excellent engagement

methods to keep their staff interested while on the job. Aside from the substantial personnel turnover, it has a significant impact on the quality of visitor service. In today's environment, when competition is fierce, hotels are more efficient in recruiting and retaining skilled employees. Employee engagement is thus no longer only a tactical tool, but a need for existence.

With this in mind, hotels in the Jaipur region are implementing engagement activities such as fun at work, rewards and recognition, and job satisfaction, among others. These activities lead to the accumulation of staff devotion, which leads to their upkeep, proficiency, and arrangement of excellent guest assistance, keeping them happy and content. The human resource department will need to devote more effort to developing processes to ensure employee satisfaction and retention. The hotel's HR staff is racking their brains to come up with Employee engagement techniques to keep the employees motivated. As a result, the notion of Employee Engagement is gaining traction in the majority of hotels.

1.10 EMPLOYEE RETENTION CHALLENGES

In today's environment, keeping important and skilled personnel is a crucial challenge for every company. To some extent, management can regulate the issue of personnel leaving the company, but it cannot eliminate it. There are a few issues with it that are listed below.

Money: It is one of the most common causes for an employee to look for a new job. Each firm has a compensation expenditure plan for each employee that can be increased to a certain extent but not beyond a certain point. Employee retention becomes a problem when an employee cites a salary that is significantly greater than the

organization's budget and refuses to compromise. To minimize serious disagreements, the pay of persons working at comparable levels should be more or less equivalent.

Possibilities available: Stopping people from looking for a change in the current environment, where there are plenty of opportunities is a huge test. Each firm makes every effort to hire personnel from the competitors and then provides tempting opportunities to attract them. Employees become ravenous for money and status, and as a result, they anticipate leaving their current job and joining the competition.

People tell all kinds of falsehoods during interviews to get a job, and they'll say yes to wow the recruiter and get the job. It is only afterward that people realize they made the incorrect decision and begin looking for a replacement. When an ideal candidate fits the wrong profile, problems arise. When it comes to hiring new staff, the human resource department should be exceedingly cautious. It is vital to conduct the reference check to ensure consistent quality and avoid complications later. A small percentage of people become fatigued in a short time. They may find the work fascinating at first and want a change. In such instances, the management believes it is difficult to persuade the workers.

Unfair Standards: Employees with unrealistic role requirements are more likely to hunt for a new job. An individual must be mature enough to recognize that his or her work environment cannot provide all of the same comforts as his or her home. When people from varied backgrounds come together in an organization, little misunderstandings may arise; nonetheless, one should not make a big deal out of it. A person should not seek a change because of minor difficulties. One requires time to establish his relevance in the company, and he must do his best to stick to it for a reasonable time while also ignoring minor concerns.

1.11 WORKFORCE TRANSFORMATION

Age, race, family background, and career objectives of the average worker have all seen substantial changes in recent years. These changes may be observed in the employee's age, race, family background, and professional aspirations. These innovations have altered the operating paradigms of several organizations (Bozeman & Perrewe, 2001), resulting in changes to human resources, recruitment, and training activities. Sustainability and changes in organizations have been analyzed by (Sager et al., 1998) in terms of both employer-employee interactions and organizational structure. Changes in the economic climate and current market trends have had an impact on both formal and informal employment contracts. As a result, staff motivation and dedication to the company suffered. Adapting to relationship changes effectively has had enormous ramifications in terms of sustained competitive advantage based on the capacity to acquire and keep a dedicated talented workforce, according to the study (Paillé, 2013). Employees tend to be less engaged with their firms in the current corporate environment.

Because a company cannot guarantee its workers' corporate career trajectories or job security there is no guarantee of the stability or permanence of its employees. The traditional method of rewarding employee loyalty with job stability and fair pay has been abolished. Employees recognize that they must take the initiative in job resilience, building the skills, talent retention, and flexibility needed to adjust rapidly to change employer requirements and needs. There has been a loss in job security as a result of the unstable market that has formed, overpowering nonmarket institutions, and long-term employment is gradually becoming less prevalent in the hotel business. This has resulted in increased job instability and a reduction in many employees' overall

commitment levels. Furthermore, the lack of stability in the labor market has resulted in discrepancies in wage levels. A highly skilled employee recognizes that the best chances may be found by shifting from one organization to another. As a result, businesses must battle to keep their finest employees. Programs for hiring and firing, development and training, performance management, and layoffs all suffer as a result of this. The hotel industry must address this problem and create a more effective retention strategy as a result of these mental alterations among the younger generation.

1.12 IMPORTANCE OF RETENTION OF EMPLOYEES IN THE HOTEL INDUSTRY

As far as the hotel sector is concerned in today's climate, the hospitality staff is a major difficulty, the attrition rate is quite high when compared to other industries. Employees nowadays seek learning opportunities, personal growth, and development, as well as work stability. In today's world, new hires will stay with a company for as long as their talents are developing and reaching or exceeding their expectations for skill development and advancement opportunities. The hotel business is continuously evolving daily, and today's consumers are well-traveled and want service that meets international standards. This necessitates that the staff is furnished to transmit following the visitors' wants. Any organization's most valuable resource is its human resource division, which is the source of competitive advantage. With the ultimate objective of passing this test of creating a focused edge in mind, the hotel business must create such a condition, to the point that maintenance actions are bolstered and personnel is supported at all times. When employees are satisfied with their jobs, they are more likely to be satisfied with their work and the organization as a whole, and their desire to stay with the company grows.

The goal of a good human asset approach is to improve employee performance, which will increase their efficiency and quality while also ensuring that the organization's work culture is preserved. It is a method through which a company may ensure that all of its employees are prepared for the firm's future demands as a result of expansion and inequality. It will also train personnel in emergency management and security procedures. Employees should be prepared to manage the ever-changing innovation and keep up with the pace of change. A successful HR practice will not only boost employee confidence but will also keep employees awake. This results in a hoped-for shift in the employees' mindset. Workers have a stronger sense of job satisfaction, and they see the administration as a powerful organization that will help them grow. Sessions are held to increase learning and abilities, mechanization adjustment, stretch management, well-being, emergency management, correspondence and interpersonal skills, and general work approach. The accepted norm is in-house preparation, particularly for operational workers.

1.13 THE EFFECTS OF HUMAN RESOURCE PRACTICES ON EMPLOYEE TURNOVER INTENTION

An organization's Human resources bear a significant amount of responsibility for managing human capital, which possesses a variety of skills and competencies necessary to do their jobs. They are, in reality, taught by human resource management to polish those skills that meet the organization's criteria. An employee's market worth rises as a result of the abilities he or she obtains on the job through training and experience. It requires a lot of effort on the part of HR management to shape the workforce in such a manner that the organization's goals are met. This is reflected in the tasks that staff completes and the output that is created in the form of visitor

pleasure. This entire procedure, however, is always supported by technical assistance in the form of cutting-edge technology that fits the customer's needs. The growth of technology in the form of modern machinery, software, and other instruments accessible on the market has resulted in innovation in the hospitality business. As a result, it is simple for the competitors to mimic any other organization's assets. The staff, on the other hand, is in charge of putting these strategies into practice and making a difference in the hotel. They would combine their abilities to make full use of this technology to ensure that their customers are happy with the hotel's service. These personal abilities are difficult to duplicate and impossible to copy for any other participant. Because a competent employee workforce is one of the most important aspects that give businesses springiness and adaptability, this most valuable corporate resource allows workers to set benchmarks. True, a firm may succeed with traditional staff, but with highly trained representatives, a corporation can reach new heights. Workers with horrible traits, on the other hand, can bring a firm to its knees. The hospitality business, commonly known as the people's industry, is constantly looking for skilled individuals that are enthusiastic about executing their tasks and exhibiting their flair to the best of their abilities.

Having a lot of such personnel and building up their steadfastness, as a result, becomes a key and ongoing challenge for every hotel administration. It is difficult for any manager to retain the same level of motivation in their staff throughout their career. Changes in an employee's attitude are also influenced by the company's culture and the workplace's internal environment. As a result, the employee's rank within the company diminishes as a result of a consistent and systematic approach to determination, enlistment, preparation, and improvement. It also evolves when an individual progresses from one job to the next. To keep the chain stable, a small token of

appreciation for an employee's efforts would ensure long-term success. The profit-related remuneration structure would turn an employee into a more committed employee for the organization. It is essential for the hospitality commercial business that the company strives to maintain the organization's high-quality capacity and the staff's commitment to the hotel employer to attract more outstanding personnel.

1.14 CHALLENGES FACED BY EMPLOYEES IN THE HOTEL INDUSTRY

The Indian hotel business has many issues, including:

- Inadequate professional staff under industry requirements.
- Inadequate infrastructural facilities.
- Management's financial assistance is insufficient.
- There is a lack of coordination between the state and federal governments.
- The most difficult variable for connecting with employees and implementing employee attrition measures in the hotel industry is growing competition.

It has shown to be incredibly difficult to keep individuals at work for longer periods of time and raise their certainty of employment because of the expanding number of hotels, the diversity of employment options, and mindfulness amid the shifting hotel patterns. Employees in the hotel industry are increasingly inquiring about the nature of work rules. In the last decade, the hotel industry, which has placed a high priority on its customers while ignoring its staff, has seen massive retention. Since then, a pattern of effective human resource strategies has emerged to combat the problem of employee turnover. It has evolved into a requirement of the hotel industry, which is growing in lockstep with client attractiveness. It has evolved into a requirement of the hotel industry, which is growing in lockstep with client attractiveness. To have a fantastic

grasp on the two key wheels of the growth cycle, the hospitality industry must expand its business and retain its colleague's one after the other. This is a broad mental exam, not a specialized or money-related one. It is a study of the human psyche as well as a method of carefully managing its workforce and extracting the most from them by providing the best it is a complete give-and-take arrangement.