

## **EMPLOYEE WELFARE MEASURES IN HOTEL INDUSTRY: A STUDY WITH REFERENCE TO HOTELS IN TRIVANDRUM DISTRICT**

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### **Abstract**

Global Investments in hotel industry has shown increasing trends over last few years. Asia is viewed as Top Global Prospect for investment in hotel industry. Emerging markets in Asia are unseating Europe as the epicentre of new hotel investment and development while investors in the United States are switching their focus from the acquisition of existing hotels to developing new properties. Hotel industry may help underdeveloped/developing countries more in resolving their various problems as this industry today has emerged as one of the fastest growing industries in terms of capital invested, foreign exchange earnings and providing jobs. In India, it is considered as highly labour intensive service industry, where the employment-investment ratio is higher than any other industry. In the economic development of a country, hotel industries play a significant role. Employee welfare is a comprehensive term including various services, benefits and facilities offered to employees of the organization. A study on employee welfare measures in hotel industry attempts to identify various welfare measures provided to the employees and their perception towards various welfare measures provided by the organization. The last part offers suitable suggestions to strengthen the welfare measures in the sample units.

### **Keywords**

Hotel Industry, employees' welfare

### **Introduction**

Employees' welfare has acquired an important place in the modern commercial world. The main aim of the employees' welfare is to win over employees' loyalty and increase the morale, to develop efficiency and productivity among workers, to provide social comfort to employees, to provide intellectual improvement of employees, to develop the sense of responsibility and belongingness among employees, to build stable workforce, to provide health and proper working conditions, to ensure

well being of employees and families and to reduce absenteeism and labour turnover. The first lesson that one learns in the hotel industry is putting the customer first. However, what one forgets is that probably the most effective way of getting highly satisfied customer is by putting employees first. This is because satisfied employees lead to satisfied customers. Unfortunately the Indian hotel industry suffers from high rate of attrition. The retention rate of employees in Indian hospitality

industry is extremely low, mainly due to the employees' dissatisfaction with low pay and long working hours. The manpower situation in Indian hotel industry is quite serious. Beryl Milcah A. and Ramachandran S. (2014) attempts to study the work atmosphere and the welfare measures provided by the organisation. The study reveals that welfare measures are very important for every employee, without welfare measures employees cannot work effectively in the organisation. Laddha R.L. (2012), study revealed that the employee welfare facilities enable the workers to lead a richer and more satisfactory life. Government, Non government agencies and trade unions too contribute towards employees benefits.

#### **OBJECTIVES OF THE STUDY**

1. To understand the concept of employee welfare measures.
2. To identify the welfare measures provided to the employees in the hotel industry.
3. To study the perception of employees towards various welfare measures.
4. To provide suitable suggestions for improving the welfare of the employees.

#### **RESEARCH METHODOLOGY**

The method used for the study is both analytical and descriptive. Both the primary and secondary data are used for the study. Primary data has been collected from 100 employees using structured questionnaire method. The population for the study is all the

employees in the hotels in Trivandrum. Multistage random sampling method is used for selecting samples from the population. Under first stage, applying stratified random sampling method, hotels in Trivandrum has been classified into two strata: hotels with star facility and hotels without star facility. From each strata two hotels has been selected for the study. Under the second stage, 100 employees (25 from each sample hotels) are selected using convenience random sampling method. Secondary data is collected from various sources such as books, journals, websites and various reports published by various agencies working in this field.

#### **CONCEPT OF EMPLOYEE WELFARE MEASURES**

The term employee welfare refers to the state of well- being, health, happiness and development of employees working in an organisation. It can be described as a state of existence involving physical, mental, moral and emotional well being. In other words employee welfare refers to the efforts on the part of employers to improve within the existing industrial system, the conditions of employment in their own factories. Employee welfare makes life worth living for employees. Welfare is fundamentally an attitude of mind on the part of the management influencing the methods by which management activities are undertaken.

#### **TYPES OF EMPLOYEE WELFARE MEASURES**

1. **Canteen Facility:** Canteen is the place where the employees can

have their refreshments during leisure time.

2. **Shelter, Restroom and Lunch Rooms:** Shelter, restroom and lunch rooms are to be provided to the employees so as to relax during their break or meals time. They can also wait in comfort till the time of their shift.
3. **Medical and First Aid Box:** Facilities to the employees who meet with the accidents while on duties or service are to be provided for both minor injuries and serious injuries.
4. **Cleanliness:** Cleanliness is next to godliness. Clean work environment influences the willingness of employees to work.
5. **Drinking Water:** Water being a vital ingredient of living body. Clean and safe drinking water is to be provided and maintained at suitable places for all employees working there in.
6. **Facilities for Sitting:** Proper and suitable arrangements shall be made for employees for sitting. Then the employees can work without any break and helps to contribute to his comfort and efficiency.

## ANALYSIS AND INTERPRETATION

### 1. Age of the respondents

Table No. 1

Age of the respondents

Age	No. of Respondents	% of Respondents
Below 18 years	04	04
18-30	60	60
30-50	29	29
50-60	07	07
Total	100	100

Source: Primary data

Table No. 01 reveals that 4 respondents belongs to the age group of below 18 years constituting 4 % of total respondents; 60% of the total respondents belongs to in the age group of 18-30 years and 29% of the total respondents belongs to in the age group of 30-50 years. Finally 07 respondents belong to the age group of 50-60 years. Thus it can be inferred that majority of respondents i.e., 60 respondents belongs to the age group of 18-30 years.

### 1. Canteen Facility

Table No. 2

Canteen facility

Responses	No. of Respondents	% of Respondents
Fully Satisfied	08	08
Partially Satisfied	17	17
Not satisfied	75	75
Total	100	100

Source: Primary data

Table No.2 reveals that 8% of respondents are fully satisfied, 17% of respondents are partially satisfied remaining 75% of respondents are not satisfied with the canteen facility provided by the company. Even though the company has been providing very good canteen facility to its employees, majority of them are not satisfied at it is not provided in correct time.

**1. Shelter, Restroom and Lunch Room facility**Table No. 3  
Shelter, Restroom and Lunch Room facility

Responses	No. of Respondents	% of Respondents
Fully Satisfied	18	18
Partially Satisfied	20	20
Not satisfied	62	62
Total	100	100

Source: Primary data

Majority of respondents (62) have expressed their satisfaction over such facilities. Whereas 20 respondents are partially satisfied and 18 employees are fully satisfied. In the ultimate analysis it can be inferred that organization is not making any efforts to provide such facilities.

**1. Medical and First Aid Box:**Table No. 4  
Medical and First Aid Box

Responses	No. of Respondents	% of Respondents
Fully Satisfied	38	38
Partially Satisfied	37	37
Not satisfied	25	25
Total	100	100

Source: Primary data

38% of respondents are fully satisfied; 37% of respondents are partially satisfied and 25% of respondents are not satisfied. In this connection it is found that majority of the respondents are fully satisfied with the facilities provided by the organization.

**1. Cleanliness**Table No. 5  
Cleanliness

Responses	No. of Respondents	% of Respondents
Fully Satisfied	85	85
Partially Satisfied	10	10
Not satisfied	05	05
Total	100	100

Source: Primary data

Table No.5 reveals that 85% of respondents are fully satisfied with the cleanliness maintained by the organization and 10% of the respondents are partially satisfied with the same. Out of which remaining 5% of the respondents are not satisfied with the cleanliness maintained by the organisation.

**1. Drinking water:**Table No. 6  
Drinking water

Responses	No. of Respondents	% of Respondents
Fully Satisfied	80	85
Partially Satisfied	13	13
Not satisfied	07	07
Total	100	100

Source: Primary data

Table No. 06 reveals that 85% of respondents are fully satisfied with the availability of drinking water facility, while 13% of the employees are partially satisfied with the same. A minor percentage (7%) is not satisfied with the drinking water facility. In the ultimate result it can be inferred that most of the respondents opinion is

satisfactory in relation to the to the drinking water facilities.

## 7. Facilities for Sitting:

**Table No. 6**  
**Facilities for Sitting**

Responses	No. of Respondents	% of Respondents
Fully Satisfied	06	06
Partially Satisfied	15	15
Not satisfied	79	79
Total	100	100

Source: Primary data

Table No. 06 reveals that 6% of respondents are fully satisfied with sitting facilities, while 15% of the employees are partially satisfied with the same. However 79% of the respondents are not satisfied with the facilities available for sitting. In the ultimate result it can be inferred that employees are not provided with the sitting facilities.

## SUGGESTIONS

Lunch break must be scheduled between 12.00 pm and 2pm. There is need to effective improvement in canteen facilities with due focus on

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quantity of food items. Separate and well-facilitated rest rooms should be provided to each and every department so that the employees can relax for some time from their busy schedules. Sitting arrangements must be made in the work place for the workers to take rest in between if needed. Special program must be started for creating awareness among the employee related to labour laws. Employees should be given an opportunity to participate in the decision making process.

## CONCLUSION

In the modern commercial world, hotel industries play a very important role in the economic development of the country. The success of the hotel industry largely depends on the quality of the employees working there. Hotel industries should give due consideration towards the welfare of employees working in the organisation. It is the responsibility of the employer to provide proper working environment for the employees. If employees do not want to work, it is impossible for the hotels to attain its goals. Hotels should take necessary steps to improve in those measures so, that the employee can do his job more effectively.

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