

A Study of the Factor Influencing Work Culture of Pune Hotels

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Abstract: This study is based on five and four star hotels in Pune, indicates that the Hospitality industry requires more adequate and comprehensive policy and strategy to compete with the multinational brands and also to make each with quality of service offered to them. This study emphasizes the importance of factor which are influencing to the employees work culture in to the hotel. This study are going to identifying the factor of work culture to the employees by how they are contributing to their effective work culture. There are many factors directly involved in determining the factor of work culture especially in Hotel Industry. The major one would be the challenges in this particular sector where in, this study reveals one of the major challenges and provide indications for how to face these challenges by employees. Similarly formulating most important factor that how they are satisfied with various parameters in to the hotel. It also throws some light towards the importance of work culture through employee in hotel. Importance is given for comprehensive Human Resources polices for Hotel Employees so as to reduce the rate of attrition and also to ensure the quality of standard output from the employees.

Work culture has the potential to enhance managerial performance. The objective of the present study is to examine the dominant work culture prevalent in the various hotels by 4 start to 5 start in the Pune hotel to study its impact on the contextual performance, contribution, motivation level and various factor of the employees at the management level. The findings show that the technocratic culture has the strongest partial correlation or the purest relationship with role HR policies and motivation. The findings imply that when individuals are satisfied with their roles and feel that their supervisor or leader provides them with Quality standard, Upgrading and Qualification for their contextual performance is expected to increase.

Keywords: Influence factor, employees satisfaction, HR polices, Employees quality standard.

I. INTRODUCTION

Work culture a lot like this. Every hotel has its own unique personality, just like people do. The unique personality of an organization is referred to as its culture. In groups of people who work together, work culture is an invisible but powerful force that influences the behavior of the members of that group. So, how do we define organizational work culture?

Organizational work culture is a system of shared assumptions, values, and beliefs, which governs how people behave in organizations. These shared values have a strong influence on the people in the organization and dictate how they dress, act, and perform their jobs. Every organization or hotel develops and maintains a unique culture, which provides guidelines and boundaries for the behavior of the members of the organization. Let's explore what elements make up an organization's culture.

The hotel work culture is an interest of broader, especially academic community and is often subject of research. General question is how much the hotel work culture is determined by knowledge that is the sum of beliefs, expectations, norms and values, which determine the hotel management as a facility that is always market recognizable. For most employees in the hotel, the work culture is also an important issue, as part of their continuing desire to advance or as the basis for the satisfaction of personal interests. Thus, the hotel organizational work culture must be viewed from the outside - market and the internal side. In the initial observations the question rises, what are the factors for influencing the hotel work culture that surrounds the hotel. This question is particularly interesting in most of the area of Pune cities where is the

strong influence of cultural environment on the organizational culture of hotel. Especially, the paper wants to explore the factor of work culture in hotels with different segments. The paper raises the question, which factors for better work culture will prevail. Therefore, the goal of authors is to research how much work is influential on the formation of organizational culture of hotels which have adopted by hotel and hotel employees. The task for authors is that based on collected and available data and other knowledge and sources, prove the set goal of work culture.

Model of research are hotels which appear in the Pune cities hotel, which have contracts with hotel employees of standards-brands and are involved in the research system based on a survey conducted on a selected sample from management employees of Pune hotels.

Objective of Study

1. To identify the factors influencing the work culture of a hotel.
2. To explore the influence of various parameters of Work culture situation on employees.
3. To analysis the work culture on employees satisfaction.

Scope of Research

The scope of the research is limited to hotel in Pune and the main emphasis is on inter work culture in hotel. The analysis is to identify and understand the issues, problem and practice of management of work culture. The study includes the employees of the hotel who are working over there last one to two year.

Research Methods

The paper are using a number of possible research methods: quantitative, survey-questionnaire, deduction, induction, qualitative methods, and comparative methods.

Hypotheses

H01” - There is no dominant work culture prevalent in the Pune for selected hotels in the manufacturing sector.

H02: There is no significant factor influence of work culture on employee in Pune Hotels

Limitation

1. Since this study is based on Pune Hotels.
2. This study is purely based on the information given by the employees and management of sample hotels.
3. The study does not differentiate respondents on basis of their demographic factors which may have an influence of their perception there by identifying scope for further research.

II. LITERATURE REVIEW

Chiang, (2010) investigated the relationships among job stressors, coping resources, and job stress. Data were collected from food service employees (n = 255) in the hotel and catering industry. The results demonstrated that high job demands coupled with low job control and the availability of work-life balance practices resulted in a higher level of stress.

Simon Chak-keung Wong, (2009) explored hotel employees' perception on work-life balance issues. In-depth interviews and self-administered questionnaires were used to collect the data. Factor analysis discovered seven factors: (1) enough time-off from work; (2) workplace support on work-life balance; (3) allegiance to work; (4) flexibility on work schedule; (5) life orientation; (6) voluntary reduction of contracted hours to cater for personal needs; and (7) upkeep the work and career—the determinants perceived by employees to attain “better” work-life balance in the dynamic hotel environment.

Margaret Deery, (2009) examined the key issues associated with work-life balance (WLB) with a particular focus on practices within the tourism industry. It provides an overview of the general literature and then the research that relates specifically to WLB in the tourism industry.

Indira Kandasamy, (2009) conducted a qualitative study in an attempt to identify QWL dimensions expected in the working environment of a hotel. 84 students and 64 employees from three hotel management institute and three hotel

organization from Mangalore city in India participated through a purposeful sampling frame. Data were collected using interviews, focus group discussions and open-ended questionnaires, and analyzed in line with grounded theory method.

Vincent P. Magnini, (2009) synthesized pertinent WFC literature and explicates a series of measures for reducing WFC in hospitality firms. Future research directions are also identified.

Margaret Deery, (2008) provided an overview of the key employee turnover literature within the hospitality and tourism industry for those academics researching in this area, with specific attention given to the role of WLB issues in the turnover decision-making process. The paper also provides a theoretical and practical framework for industry to develop strategies for reduced employee turnover, with a focus on the role that balancing work and family plays in these strategies.

Jeanette N. Cleveland, (2007) explored the connections among work characteristics, work stress, and the work—family interface. Results of the multisource qualitative research suggest that long, unpredictable hours create individual and family related stress. Furthermore, there is agreement among the three sources regarding the stressors and benefits associated with working in the hotel industry.

Rebecca Harris Mulvaney, (2007) reviewed what is known about the work-family interface in relation to hotel managers in an effort to identify ways to gain a strategic advantage in this competitive sector. It examined organizational-, individual-, and family-level outcomes of the interface, as well as the processes linking these components and moderators thought to impact these relationships.

Philip Bohle, (2004) marked differences emerged between the reports of casual and full-time employees about working hours, work-life conflict and health. Casuals were more likely to work highly irregular hours over which they had little control. Long working hours, combined with low predictability and control, produced greater disruption to family and social lives and poorer work-life balance for casuals.

David E. Guest, (2002) reviewed aspects of contemporary theory and research on work-life balance. It starts by exploring why work-life balance has become an important topic for research and policy in some countries and after outlining traditional perspectives examines the concept of balance and its implications for the study of the relation between work and the rest of life. A model outlining the causes, nature and consequences of a more or less acceptable work-life balance is presented and recent research is cited to illustrate the various dimensions.

III. RESEARCH OF METHODOLOGY

The research study of Analysis of factor influencing Work Culture of Hotel is carried out on the basis of following pillars.

Primary Data Collection-Primary data was collected through following sources-

- A well designed questionnaire was drafted and circulated to employees working in star hotels, in Pune.
- Personal Interviews and Interaction with hotel employees of star hotels were conducted to understand the factors of work culture in hotel.
- Also formal discussion with HR manager about work culture in your hotels.

Secondary data collection -Secondary data was collected through various Articles and research paper on same topic. Information was also gathered through various journals and newsletters and write ups on work culture.

Sampling Technique: The population of the research was homogeneous in nature – “A study of the Factors influencing work culture of hotel of Pune”. Hence few perspectives and ideas might be on similar grounds. Considering this fact a random sample of 50 employees from various hotels were chosen as a Sample size for the survey.

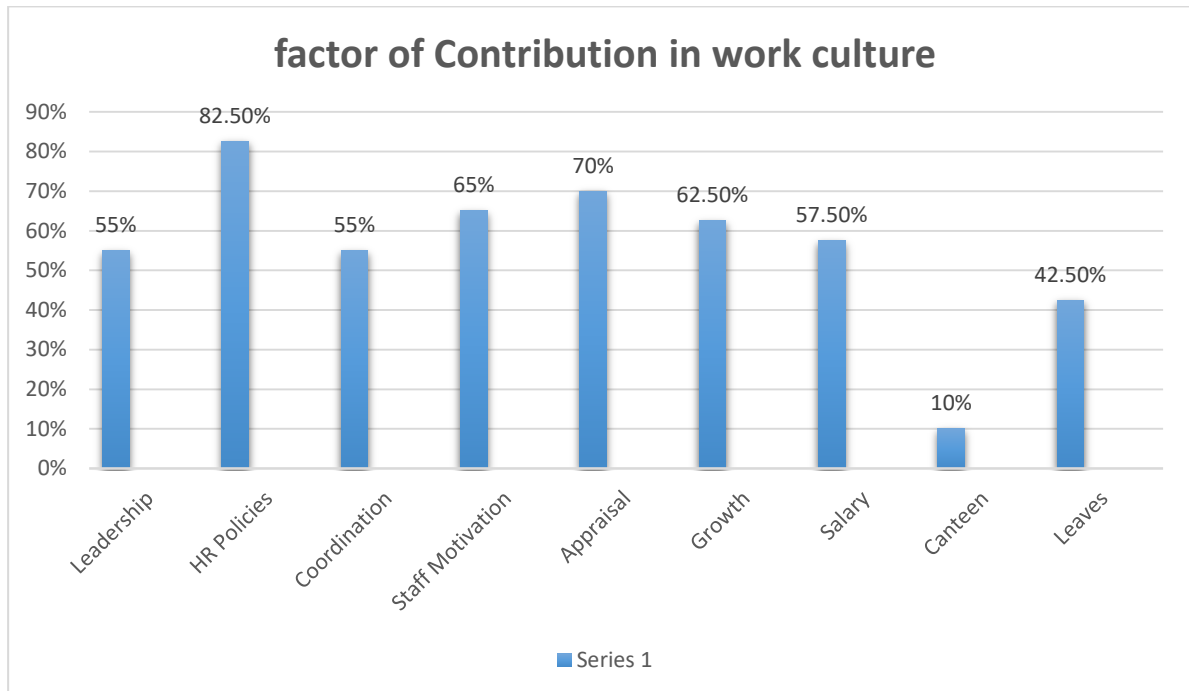
Research techniques:-

Research Design	Descriptive
Data Collection Method	Random sampling method
Data Sources	Primary & Secondary
Sample Area	Hotels in Pune
Sample Size	50
Type Of Questionnaire	Structured
Research Instrument	Questionnaire

IV. DATA ANALYSIS

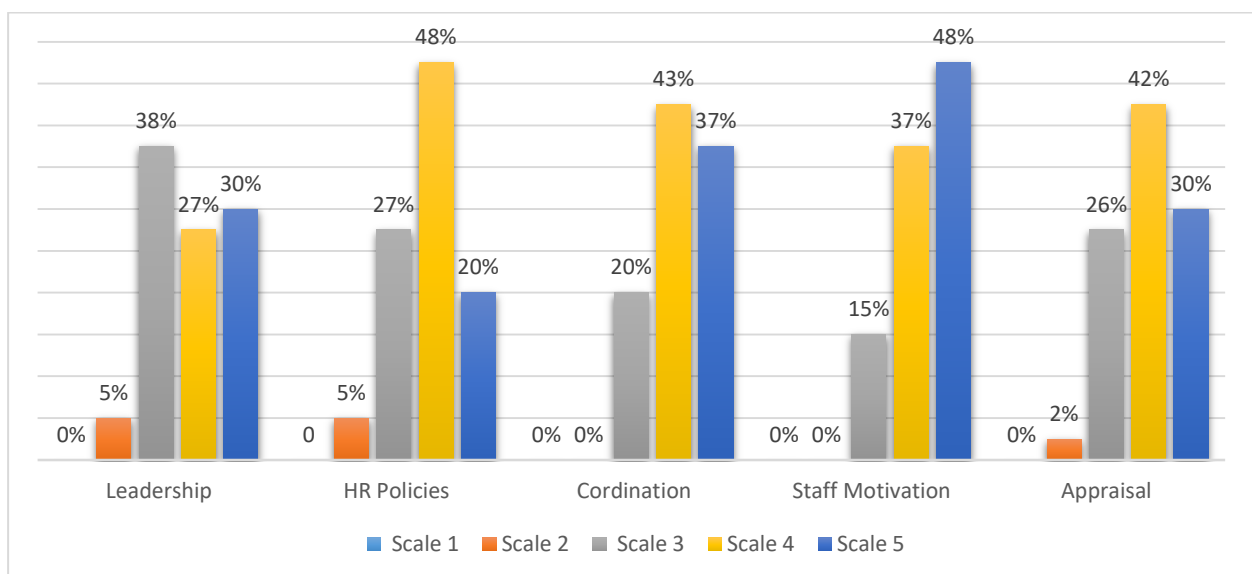
A well drafted 50 questionnaire was circulated within Hotel employees in Pune to analyze the Factor of analysis about work culture. The all question were revived back from hotels and the analysis given below.

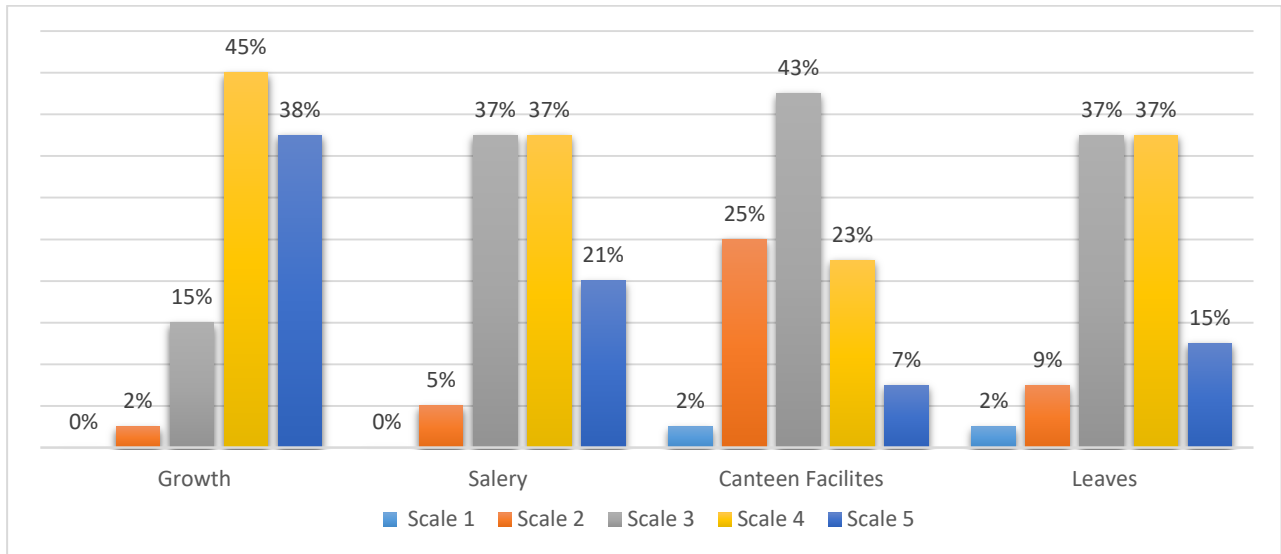
I. The factors which contribute in creating a work culture in hotel?



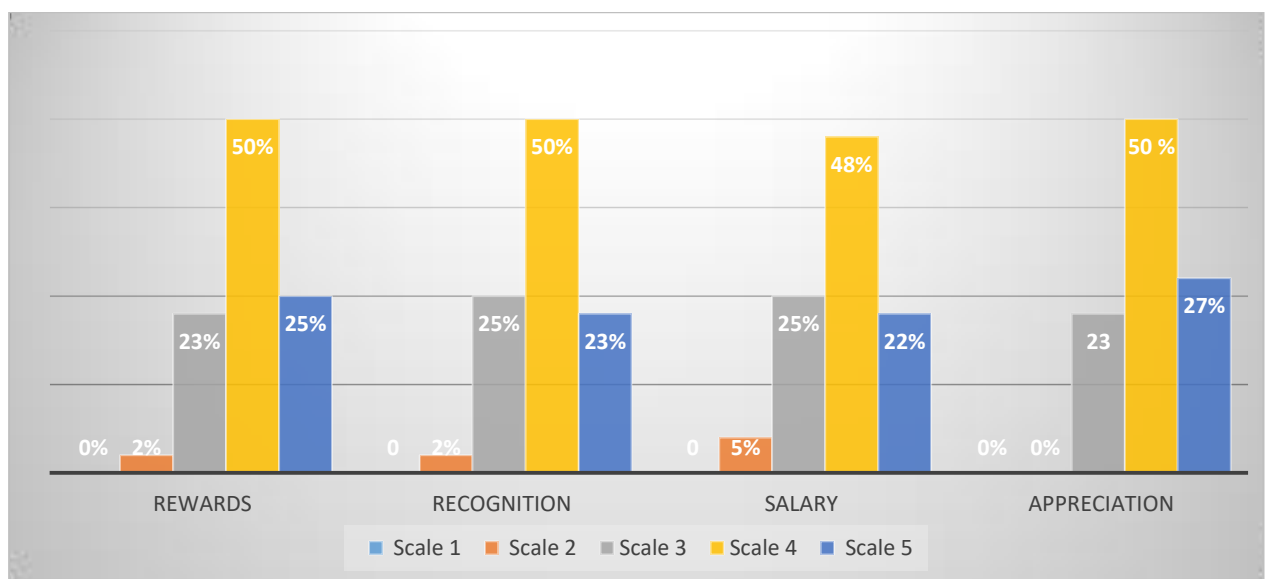
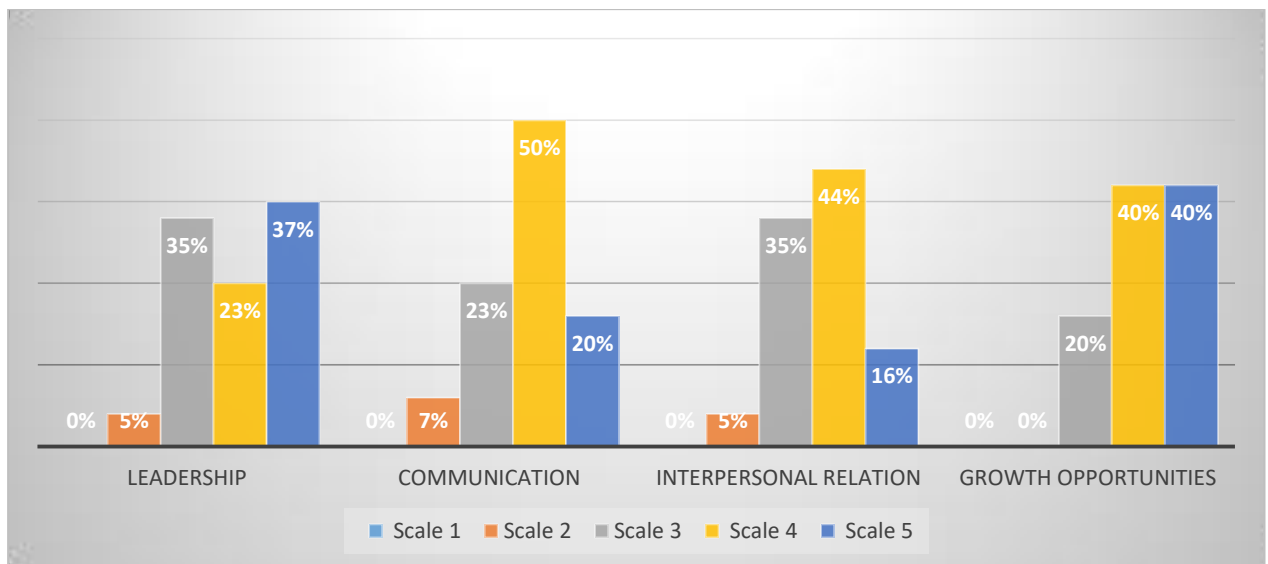
The above analysis was observed that 82.50% of employees were contributed the highest grade by HR policies for effective factor of work culture also followed by some of employees observed that the second most highest factor with 70% of Appraisal and 65% of staff motivation effective for better work culture in hotel. In other form some of employees were to realize that with 55% with leadership, coordination, salary are the equal factor for effective work culture in hotel. Leaves is only factor that less effective contribution for the work cultural in hotel and the canteen is the most less important factor in work culture.

II. The parameters influencing the work culture on the scale of 1 to 5, 5 being the most important and 1 being the least important work culture?

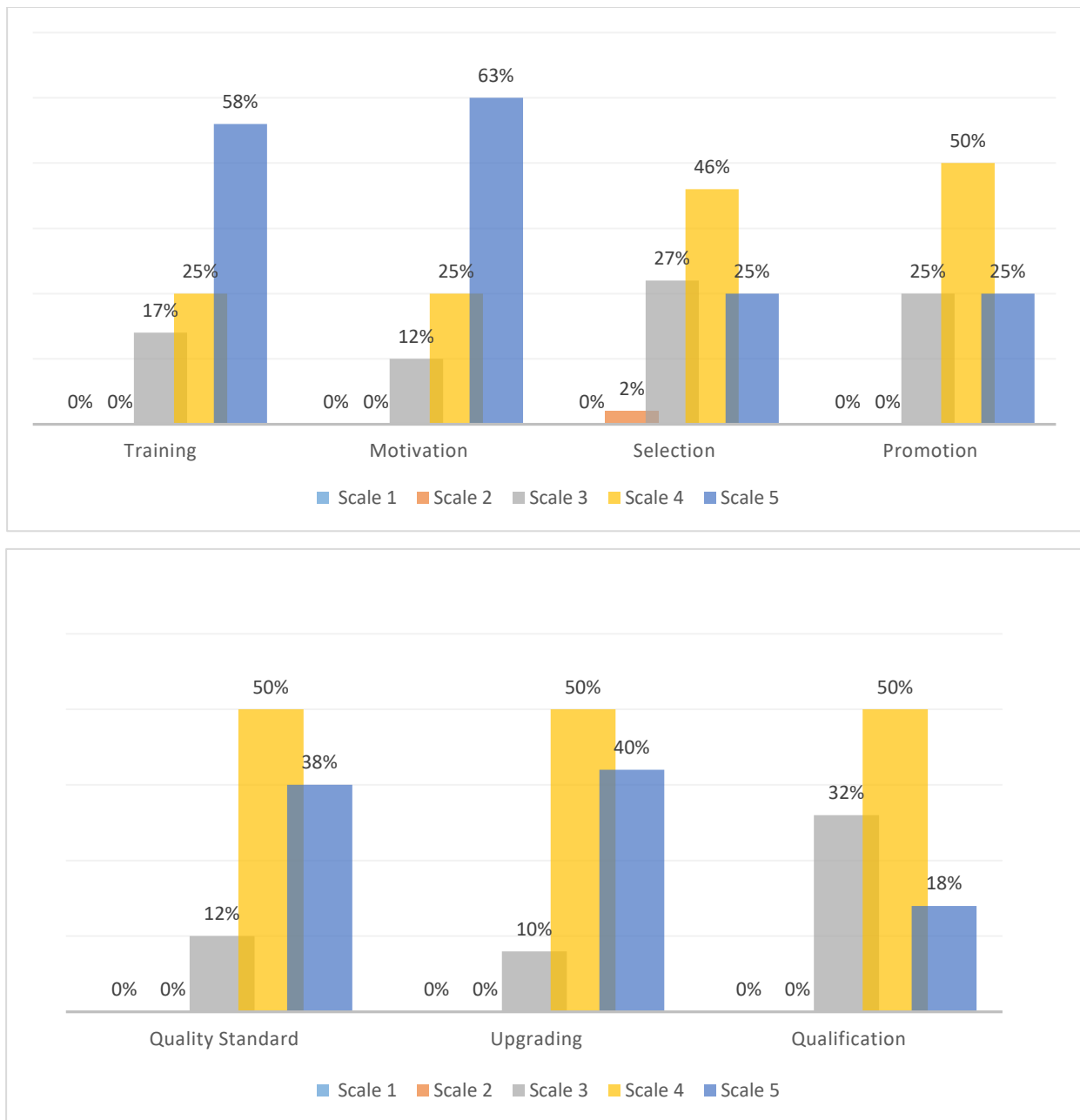




III .The parameters which has highest impact on employees’ satisfaction on the scale of 1 to 5, 5 being the most important and 1 being the least important work culture?



IV. Maintaining the high quality employees' standard



V. OBSERVATION AND FINDINGS

The following point is looking for the observation of the above analysis,

1. When the looking for the hotel employees work culture there are so parameters that contributing the effect of their work. The organization always trying to improve the productivity of the employees. The leading factor that above mention is most of the hotel are always have certain scope of the productivity. They are always create the some of the empowerment to the employees.
2. The factor of the hotel employees influencing for the work culture is categories by their there scale, that they are realizing the factor of work culture. The above mention of the parameters are recognize majority only given to the scale of 4, it means the employees are quite influencing the most of the factor in to the hotel by their work culture. But the factor of the scale 5 that staff motivation is more improve the employees' things. Comparing the other factor the like HR policies, Coordination, Appraisal, Growth, Salary, and leaves the employees of the hotel are given scale 3 to 4 importance its means this factor is more influencing to the employees to the work culture.

3. The major part in the hotel is employees' satisfaction, the looking for the scale of 4 is the highest impact of the satisfaction that employees given to the rewards, salary, recognition, Appreciation and communication to word the hotel work culture. The other scale 2 to 3 are recognize equal importance the employee's satisfied about leadership, growth opportunities, interpersonal relation.

4. Hotel are always trying to develop the quality standard to the employees about efficiency for work culture. When it's come to part of employees quality standard the management maintaining various things to improve the slandered. The scale 5 is given highest point of motivation and Training factor increasing the employees' standard. Hence scale 4 is equally point give about selection, Promotion, Quality Standard, Upgrading and Qualification.

VI. DISCUSSION AND CONCLUSION

Although much research is needed, it is clear that most enduring influences are cultural. The Powerful, pervasive role that work culture plays in shaping organizational life lends plausibility to speculations that cultural factors are linked with the HR polices, Appraisal ,motivation and leadership, coordination levels of the employees at the management level. The study suggests that if an organization's culture is to contribute to enhancing there HR polices, leadership and motivation, it must be particular values, beliefs, and shared behavior patterns.

It is clear that most enduring influences are work cultural. The powerful, pervasive role that work culture plays in shaping organizational life lends plausibility to speculations that cultural factors are linked with theMotivation, Growth opportunities, rewards and Quality Standard levels of the employees of the management level. The study suggests that if an organization's work culture is to contribute to enhancing the quality ofHR policies, leadership, training, and appraisal to the employees it will affected to improving quality of work culture.. The main objective of the study was to investigate the type of work culture that isfound in to hotel industry. The results show that organization are planning and creating various this to the employees for their improvement of work culture and there is a significant difference with respect to the profile of the culture toward the hotel. The other objective was to measure the impact of the work culture on the managerial motivation and training level.

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