



“Impact Of Guest Misconduct On Female Hotel Employees: Effects On Morale And Self-Confidence”

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Abstract: -

Staff turnover in the hospitality industry, particularly in hotels, remains a persistent challenge with significant implications for organizational performance and service quality. This paper delves into the complexities of this phenomenon, aiming to uncover its underlying causes, consequences, and potential solutions. Through a comprehensive review of existing literature, this research seeks to shed light on the factors contributing to high turnover rates among hotel staff, including job dissatisfaction, low morale, inadequate compensation, and limited opportunities for career advancement. Additionally, it explores the ripple effects of staff turnover on organizational effectiveness, guest satisfaction, and overall reputation. By understanding the multifaceted nature of turnover in the hospitality sector, this study aims to provide valuable insights and practical strategies for hotel management to mitigate turnover rates, enhance employee retention, and ultimately foster a more stable and productive workforce.

Introduction: -

In the dynamic landscape of the hospitality industry, one persistent challenge looms large: the revolving door of staff turnover, particularly pronounced within the realm of hotels. As the lifeblood of hospitality operations, hotel staff play a pivotal role in shaping guest experiences and maintaining service standards. Yet, year after year, hotels grapple with the daunting task of retaining their workforce, facing staggering turnover rates that undermine organizational stability and impede long-term growth.

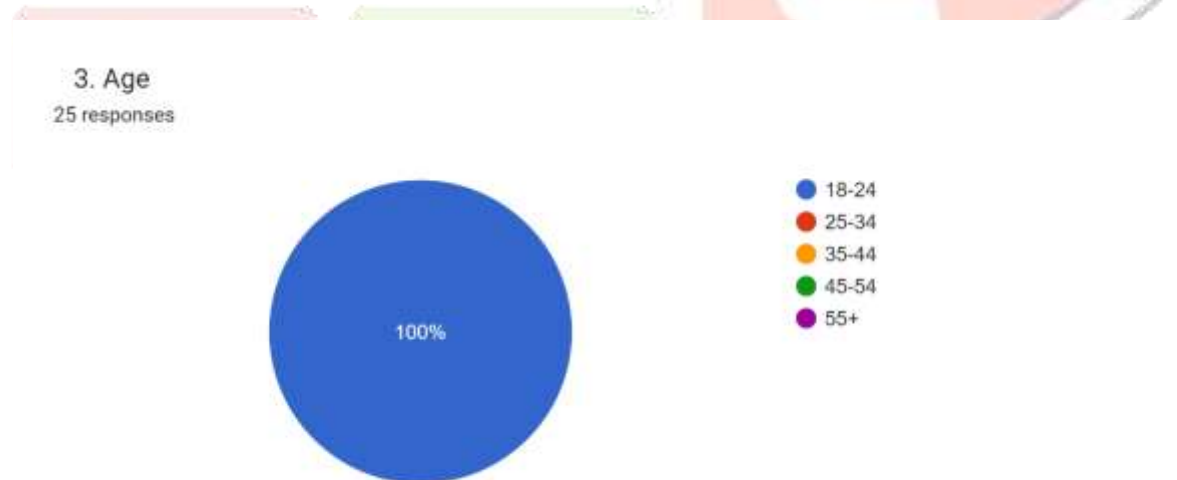
This introduction sets the stage for a comprehensive exploration of the phenomenon of staff turnover within the hospitality industry, with a specific focus on hotels. Through an in-depth analysis of existing research and industry insights, this study seeks to unravel the complexities surrounding annual staff turnover, probing into its root causes, pervasive effects, and potential remedies.

By delving into the underlying factors driving staff turnover, ranging from job dissatisfaction and burnout to inadequate compensation and limited career advancement opportunities, this research aims to provide a nuanced understanding of the challenges facing hotel management. Furthermore, it seeks to illuminate the far-reaching implications of high turnover rates, spanning from diminished guest satisfaction and service quality to heightened recruitment costs and operational disruptions.

As the hospitality industry continues to evolve amidst shifting consumer preferences and emerging trends, addressing the issue of staff turnover emerges as a critical imperative for hoteliers seeking to thrive in a competitive market landscape. Through a deeper understanding of the forces at play and the implementation of strategic interventions, hotels can strive towards cultivating a more stable and engaged workforce, ultimately fostering a culture of excellence and sustainability in service delivery.

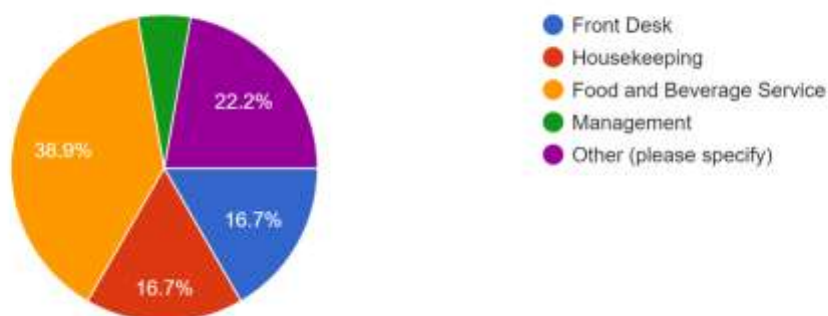
Methods: -

We have made use of the survey method to identify the root cause of all the misconduct. During this session we found out many employees were not comfortable discussing the issues faced in hotels and the misconduct that they have gone through. Many choose to change their profession and stay quiet about it.



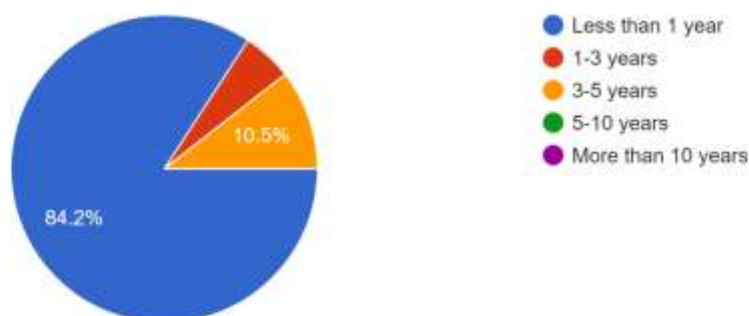
4. Role in the Hotel

18 responses



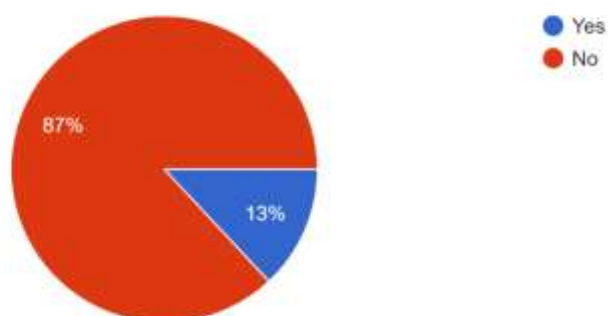
5. Length of Employment in the Hotel Industry:

19 responses



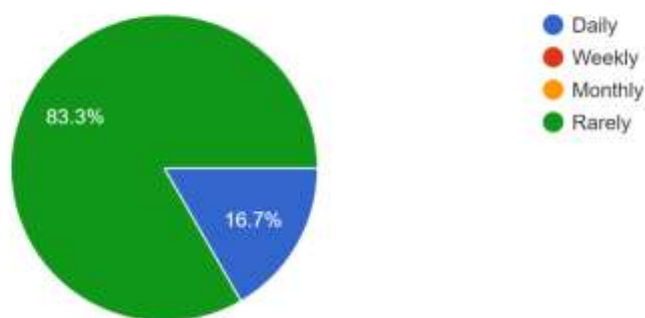
6. Have you ever experienced misconduct from a guest while working in a hotel?

23 responses



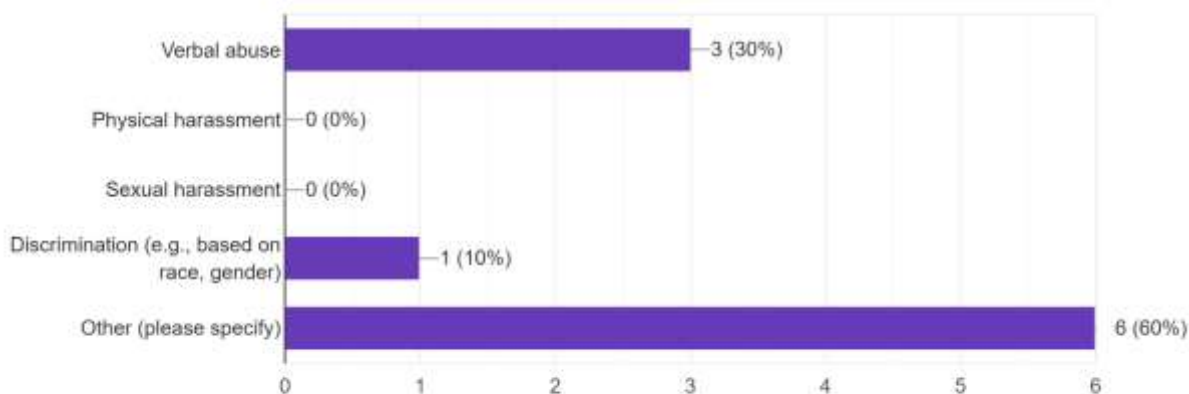
7. If yes, how frequently do you experience guest misconduct?

12 responses



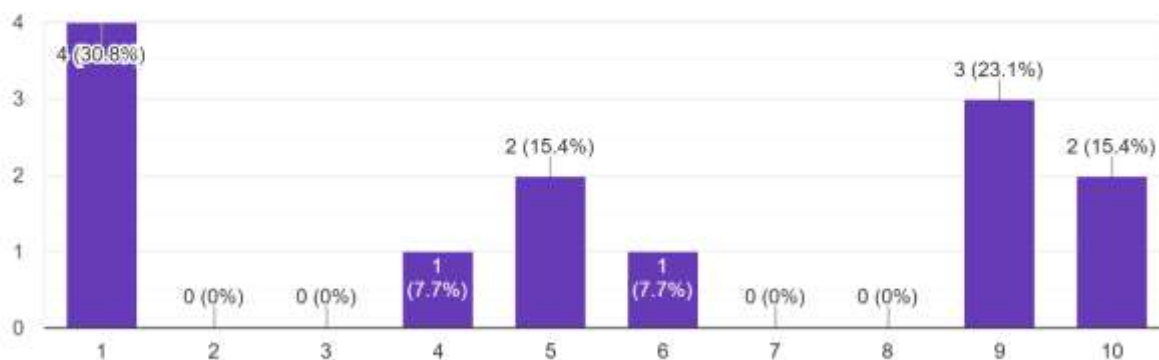
8. What type of misconduct have you experienced? (Select all that apply)

10 responses



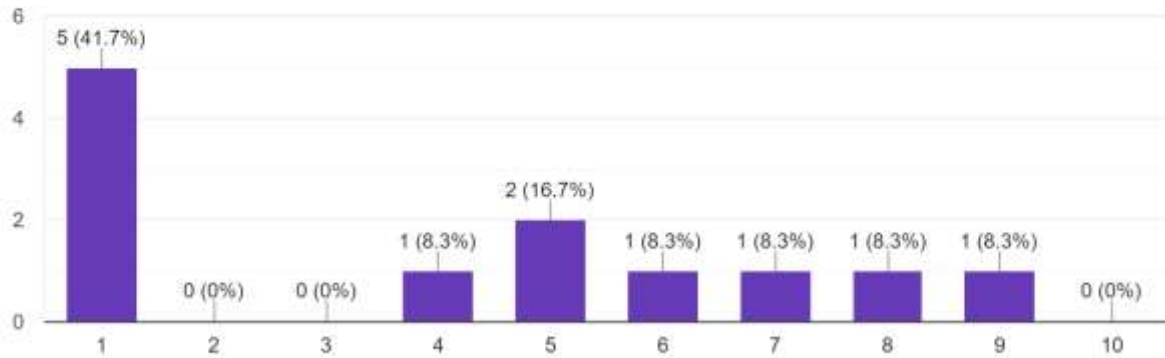
9. On a scale of 1-10, how would you rate your overall morale at work before experiencing guest misconduct?

13 responses



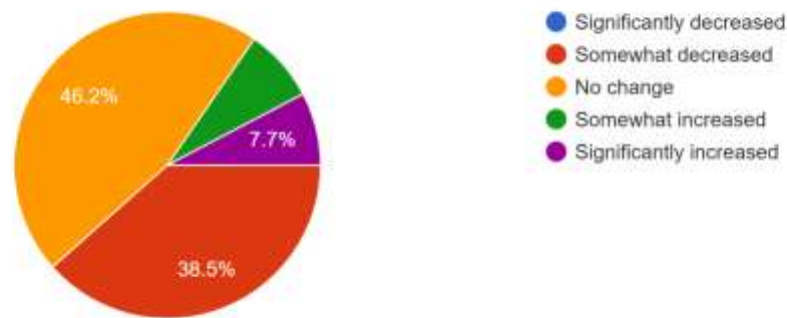
10. On a scale of 1-10, how would you rate your overall morale at work after experiencing guest misconduct?

12 responses



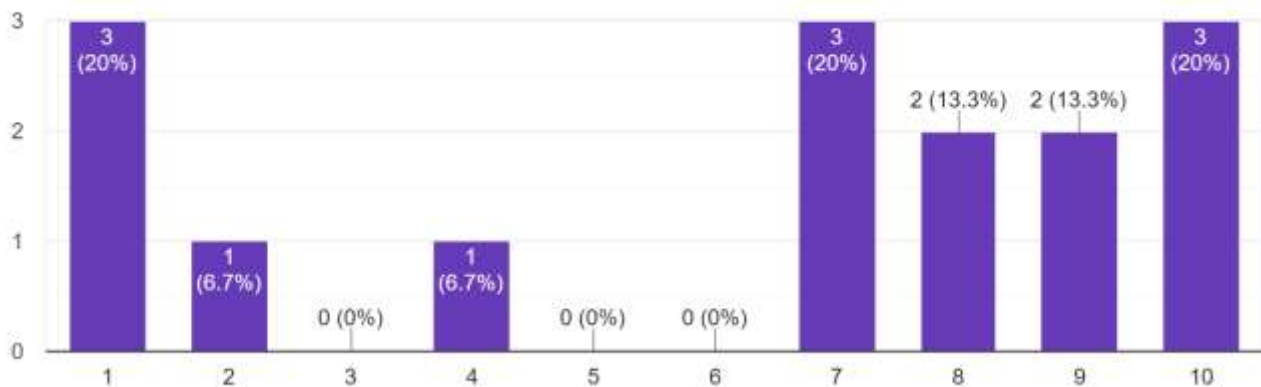
11. How has guest misconduct affected your motivation to perform your job duties?

13 responses



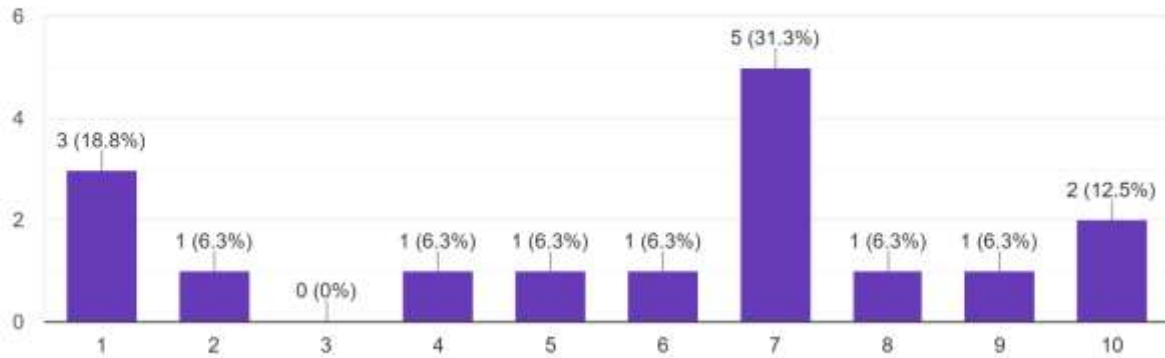
12. On a scale of 1-10, how would you rate your self-confidence at work before experiencing guest misconduct?

15 responses



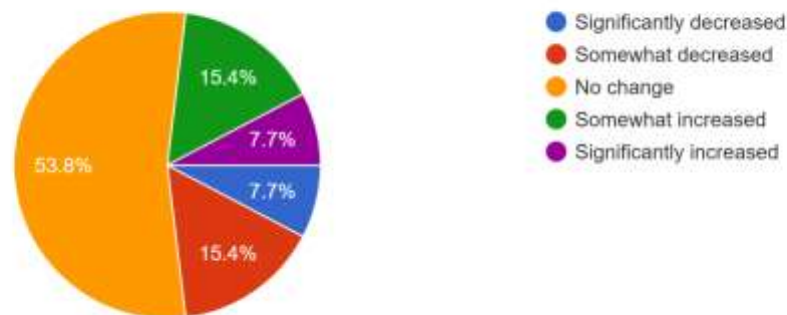
13. On a scale of 1-10, how would you rate your self-confidence at work after experiencing guest misconduct?

16 responses



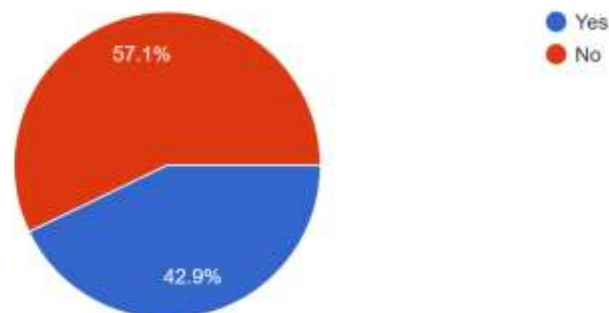
14. How has guest misconduct affected your self-confidence in your job performance?

13 responses



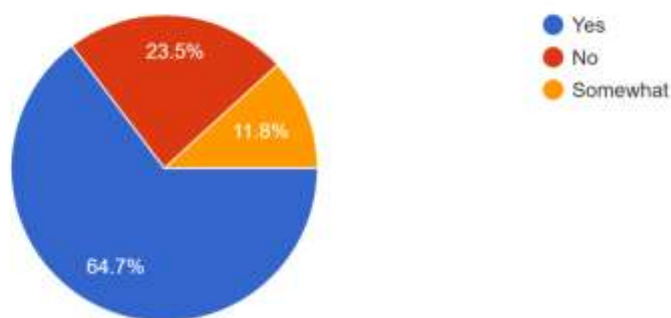
15. Have you received any training on how to handle guest misconduct?

21 responses



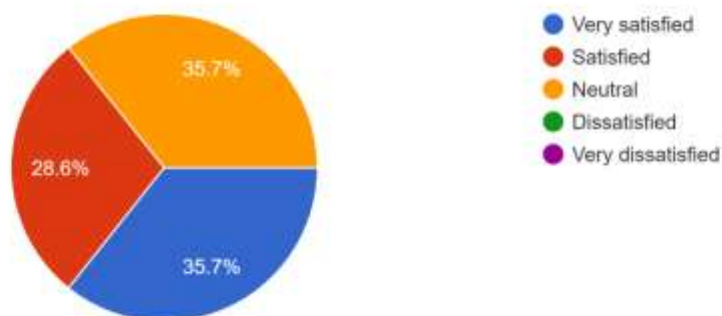
16. Do you feel the training was effective?

17 responses



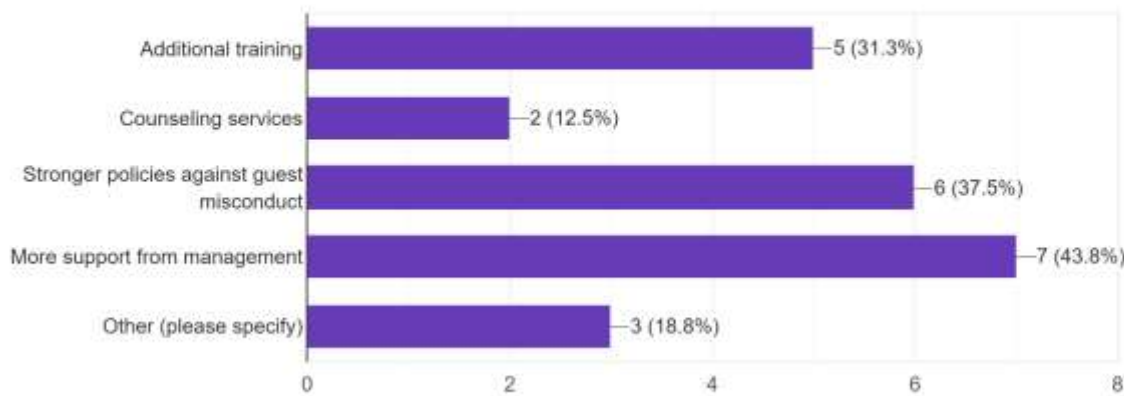
17. How satisfied are you with the support provided by your management when dealing with guest misconduct?

14 responses



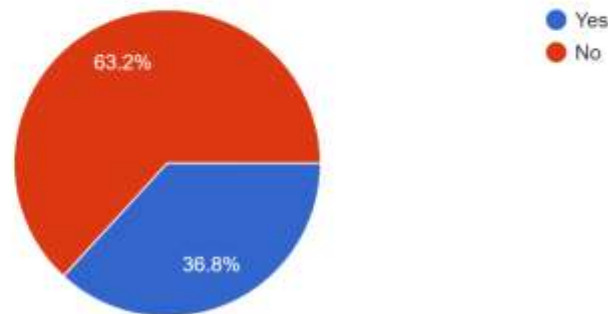
18. What type of support would you find most helpful in dealing with guest misconduct? (Select all that apply)

16 responses



22. Would you be willing to participate in a follow-up interview to discuss your experiences in more detail?

19 responses



Results: -

- Age:** All 25 respondents fall in the 18-24 age group, indicating the participants are relatively young.
- Role in the Hotel:** Among 18 respondents, 38.9% work in Food and Beverage Service, 22.2% in Housekeeping, 16.7% in Front Desk, 16.7% in Management, and 4 selected "Other."
- Length of Employment in the Hotel Industry:** Most respondents (84.2%) have less than 1 year of experience, with a small percentage (10.5%) having 1-3 years of experience. No respondents have over 5 years of experience.
- Experience of Guest Misconduct:**
 - 13% (3 out of 23) have experienced guest misconduct, while 87% (20 respondents) have not.
 - Among those who experienced misconduct, 83.3% said it happens rarely, with 16.7% experiencing it daily.
- Types of Misconduct:** The most commonly reported misconduct is verbal abuse (30%), followed by discrimination based on race or gender (10%), and other unspecified forms of misconduct (60%).

6. Morale:

- Before misconduct, 30.8% of respondents rated their morale at 9, and another 30.8% rated it at 10.
- After experiencing misconduct, morale drops significantly, with 41.7% rating it at 1, indicating a sharp decline in overall morale.

7. Motivation: 46.2% reported a decrease in motivation following guest misconduct, while 38.5% saw no change.

8. Self-Confidence:

- Before experiencing misconduct, self-confidence was rated high by many, with 20% rating themselves at 9 and 20% at 10.
- After misconduct, 31.3% rated their self-confidence at 7, with a few dropping to lower levels.

9. Effect on Self-Confidence: The majority (53.8%) felt no change in their self-confidence, while 15.4% experienced some decrease.

10. Training on Handling Guest Misconduct: 57.1% received training on how to handle guest misconduct, and 64.7% of them found the training effective.

11. Support from Management: Responses were divided, with 35.7% very satisfied with the support provided, 28.6% satisfied, and 35.7% neutral.

12. Suggestions for Support:

- 43.8% would like more support from management,
- 37.5% suggest stronger policies against guest misconduct,
- 31.3% recommend additional training, and
- 18.8% seek counseling services.

13. Incidents and Suggested Changes: Few respondents shared significant incidents, but some highlighted the need for more management support and specific safety measures, like not sending female employees alone for guest services.

14. Willingness for Follow-Up: 63.2% are willing to participate in follow-up interviews, showing openness to further discussions on their experiences.

This survey indicates that while the majority of young respondents have not directly experienced misconduct, those who have feel a strong impact on their morale, self-confidence, and motivation at work. Strengthening policies, management support, and additional training could help improve employee well-being in these situations.

References: -

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