



ASSESSING EMPLOYEE WELL BEING PRACTICES IN TOURISM AND HOSPITALITY ORGANISATIONS: A CASE STUDY WITH SPECIAL REFERENCE TO JAIPUR

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Abstract-The case study look up how employee well being is associated with a positive outcome of reducing stress or improvement in productivity. The purpose of this study is to understand the implementation of the well being programmes in the tourism and hospitality organisations of Jaipur, capital of Rajasthan, India. The research findings indicate that the organisations offer a range of services to the employees related to emotional, intellectual, social and physical well being. However, the employees also responded that many tourism and hospitality organisations still did not recognise the importance of well being. Therefore, the main aim of this case study is to understand the importance of well being in tourism and hospitality organisations and current practices in Jaipur relating to employee well being.

Keywords: Employee well being, HRM practices, Jaipur, Tourism and Hospitality.

1. INTRODUCTION

The world of work has become complex day by day, changing at almost every level. The competition is fierce, that is why it is important for the organisations to improve the productivity, maintaining high levels of health and well being. Hotel and Tourism industry are interested in employee well being for many of the reasons as employers in other sectors. Rebuilding employees morale has been a vital part of the cultural change. Over the various years, it is strongly argued that work stress had reached epidemic proportions within western industrialised societies, Wainwright and Calnan (2002), now even in India's corporate culture.

According to the World Health Organisation (WHO), the workplace represents a key channel for health promotion, a view that appears to be widely held (Goetzl&Ozminkowski, 2008). The present suggest that while there is an increasing need for employers to provide health and well-being benefits to employees, it is still a relatively new concept. In particular, it was found that smaller organisations were less likely to provide a wide range of initiatives and were therefore limited in some questions of the survey.

In the present scenario, the concept of wellness is evolving into a wider concept but goes beyond simple physical health, to treating the whole individual. This integrated "well-being" approach typically includes several components:

- physical health (enhancing one's physical fitness);
- mental/emotional health (resources to balance one's self, situations and others);
- financial health (tools to attain financial freedom and success);
- spiritual health (defined as one's strong sense of self or purpose through beliefs, principles, values and ethical judgments)

2. RATIONALE FOR THE CASE STUDY

The purpose of this research is to explore the various employee engagement programmes related to well being in tourism and hospitality sector of Jaipur region. The literature review found that there is increasing demand for health and well-being initiatives and also that the presence of such initiatives had a positive effect on employees and employers. Employee engagement is widely discussed in light of its positive outcomes for both employees and employers also. In this way, analysing if health and well-being initiatives have an effect on engagement could support the implementation of such programmes to maximise positive outcomes for the organisation and the workers.

As the various well being programmes becomes an increasing concern for the general workforce in tourism and hospitality sector, it was thought that the current developed case could contribute to support of the implementation of health and well-being initiatives and their resultant positive outcomes.

3. METHODS AND PREPARATION OF CASE

The interviews were conducted between February and March 2018 by phone inter-views. I approached these people by e-mail and they replied to me with a date and time, when this interview suited for them. Then I called them on the date and time as agreed in e-mail. All the qualitative interviews were recorded and made in English,

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and i only choose the questions which were related to psychology so that the well being practices in the hotels and tourism industry can be judged.

4. IMPACT OF WELL BEING PRACTICES

Based on the findings of the research it was found that various hospitality organisations organised many activities and training programmes for staff to ensure that the workforce is highly motivated and has positive image of the organisation they are working with as it affects the level of the performance and the productivity for sure. For ease of understanding these various activities and training programmes are segmented in below mentioned categories:

4.1 Employee Well Being Activities

Incentive compensations practices are related to employee rewards; by doing more you receive more. Team-building practices focus on increasing social dimensions by having practices of problem-solving, brainstorming, and goal-setting activities. For example :Family picnics and outings, Birthday celebrations, Hotel on boarding program, Employee Passion week, Career Week, 6 offs in a month instead of 4 offs. Award of Employee of the month and quarter, Award of Best trainee, Fruit and juices are offered to staff who are sick and is offered personally by a personnel from staff's department and human resource, subsidized rates for staff for cakes and other foods. Anniversary celebration along with greeting cards, team building exercises, special prices for health club usage for staff, Festival celebrations along with gifts and sweets.

In case of employees' marriage a hike in current remuneration is given to the employees as special incentive as well in case of children of the employees an education allowance is offered to employees for education of maximum two children, Leave Travelling Allowance, Medical facility is extended to Self, family and parents, Home drop facility for female colleagues in case of late evening shifts and pick up for night shift, Paternity and maternity leaves to the employees, Short Leaves.

4.2 Trainings Conducted for Mental, Social and Physical Well Being of Employees

Aviation Security Awareness Program in case of aviation employees, First Aid Training, Soft Skills Training, Sessions by doctors and counsellors, Cross functional training, Meditation & yoga for mental well being, social engagement activities, games for physical activities. First Aid, Safe Practices at work place and Disaster management trainings, Awareness classes.

4.3 Psychological Enhancement/Conditioning Program

Departmental Communications Meetings, Power Talks with team members, Confidential Access to the counsellors is given for accessing employee data for creating employee focused program, Personality Development Programme sessions, Effective communication programs, Sustainable Environment Friendly Practices.

4.4 Availability of Training Resources

Most of the program either available in house or an external faculty or trainer is outsourced.

CONCLUSION

A dedication is always required from senior stakeholders and decision-makers in your organisation to ensure there is enough time and resources to make your health and wellbeing programme a long-term success. It is very much essential for each hospitality organisation be it hotels or tour & travel to have a cohesive approach towards employee well being and employee well being activities as it plays a key role in the success of organisation and significantly enhance the productivity of employees. It is a well known fact that out of the two customers- internal customers (employees) and external customers (guests), the key role player in achieving the customer delight is the internal customers (employees). A happy employee delivers a delighted customers service and create a delighted guest who in turn become our repeat guest creating more revenues and a better brand image.

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