


Chapter 10

Quality of Work–Life Practices in the Indian Hospitality Sector: Future Challenges and Prospects

Amrik Singh

 <https://orcid.org/0000-0003-3598-8787>
Lovely Professional University, Punjab, India

ABSTRACT

Employees are the most valuable assets for any organization. It becomes very significant for organizations to attract and retain the best talents and maintain them for the longer term in the organization. Moreover, it has been observed in various studies that the working conditions of employees in the hotel industry are unnecessarily more precarious than those in other service industries. However, such conditions differ in certain aspects as well. The present chapter aims to study the broad dimensions of quality of work life such as equal opportunities and growth prospects, adequate fair and compensation, welfare facilities, social security measures, safe and healthy environment, basic facilities related to employee well-being, stress management, motivational dimensions, etc. Further, this study also projects future challenges and solutions for better employee engagement practices and work motivation through quality work practices.

1. INTRODUCTION AND BACKGROUND OF STUDY

The flourishing economy and increased business opportunities in India have acted as a boon for Indian hotel industry. Hotel Industry is inextricably linked to the

DOI: 10.4018/979-8-3693-1322-0.ch010

Quality of Work-Life Practices in the Indian Hospitality Sector

tourism industry and the growth in the Indian tourism industry has fuelled the growth of Indian hotel industry. This industry is playing significant role globally and contributing sufficient amount to total GDP, contributing 10% of global GDP and 6% of the world's total exports. More than one billion tourists are travelling to an international destination every year (World Travel & Tourism Council, 2022). In 2016, Travel & Tourism directly contributed US\$2.3 trillion and 109 million jobs worldwide (WTTC Report, 2022). The role of Human Resources is changing as fast as technology and the global marketplace. Historically, the HR Department was viewed as administrative over-head. HR processed payroll, handled benefits administration, kept personnel files and other records, managed the hiring process, and provided other administrative support to the business and welfare issues of the employees. In today's competitive environment human resource plays a pivotal role to make an organisation successful and to be able to survive in. Lack of benefits to the employees can lead to unfavourable result for an organization. Therefore QWL has become one of the major concerns among both the employees & employers. QWL has been understood as the dynamic and comprehensive management of physical, technological, social and psychological factors that affect culture and renew the organizational environment. Sometimes, it is considered regarding the effect it has on the worker's wellbeing as well as on the productivity of the company. Furthermore, it is sometimes associated with the intimate characteristic of the technologies introduced into the companies and their impact and to the economic elements like salary, incentives, bonuses, or even to the factors connected to one's physical and mental health, safety and, in general, to the workers' wellbeing. QWL is one of the important issues which need to be practiced by all the hotel properties for the satisfaction of their employees. It is observed that QWL in Indian hotels is not formally practiced in majority of hotels, even being one the major concerns for any human being. Henceforth the focus of human resources managers towards providing QWL to their employees becomes significant. Present research is a modest attempt in this direction. Travel and tourism industry in India is playing vital role globally and contributing adequate support into total GDP. With over one billion tourists travel to a world destination each year, business has become a number one economic sector, contributing 10 percent of worldwide GDP and 6 percent of world's total exports. Representing over simply economic strength, these numbers mirror tourism's large potential and increasing capability to deal with a number of the world's most pressing challenges, as well as socioeconomic growth, comprehensive development and environmental preservation (WTTC, 2022). Tourism may be a major engine of economic process and a crucial supply of exchange earnings in several countries as well as India. it's nice capability to make massive scale employment of various kind – from the foremost specialised to the unskilled and thus will play a serious role in creation of further employment opportunities. It also can play a crucial role

15 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/quality-of-work-life-practices-in-the-indian-hospitality-sector/338851

Related Content

Key Planning Factors for Deploying Ubiquitous Wi-Fi Networks in Hotels

Galen R. Collins (2017). *International Journal of Tourism and Hospitality Management in the Digital Age* (pp. 18-31).

www.irma-international.org/article/key-planning-factors-for-deploying-ubiquitous-wi-fi-networks-in-hotels/189742

Local Accommodation Establishments' Strategies in Social Media

Rui Costa, Gorete Dinisand Raquel Seabra (2020). *Handbook of Research on Social Media Applications for the Tourism and Hospitality Sector* (pp. 334-348).

www.irma-international.org/chapter/local-accommodation-establishments-strategies-in-social-media/246387

Critical Reflections on Pro-Poor Tourism and Local Communities' Participation at Grass-Roots Level: The Case of Chimanimani District, Zimbabwe

Zibanai Zhou (2020). *Global Opportunities and Challenges for Rural and Mountain Tourism* (pp. 228-244).

www.irma-international.org/chapter/critical-reflections-on-pro-poor-tourism-and-local-communities-participation-at-grass-roots-level/247776

Information and Communication Technologies Investments in Hotel Industry

Pedro Anunciaçãoand João David Rocha (2018). *International Journal of Tourism and Hospitality Management in the Digital Age* (pp. 1-16).

www.irma-international.org/article/information-and-communication-technologies-investments-in-hotel-industry/210465

A Case Study of Tourism in North Carolina State Parks Using Google Trends

Aaron Bradley Scott (2021). *International Journal of Tourism and Hospitality Management in the Digital Age* (pp. 1-14).

www.irma-international.org/article/a-case-study-of-tourism-in-north-carolina-state-parks-using-google-trends/298703