

A Study on the Impact of Employee Welfare Measures on Employee Satisfaction in the Organized Hospitality Industry at Goa

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Abstract

This research was conducted to study the various welfare measures offered by the hospitality industry in Goa and whether employees are satisfied with those welfare measures. It helps to understand different areas of employee welfare schemes and employee satisfaction level and it will also help the hospitality industry to work more on employee welfare facilities on those areas where employees are extremely dissatisfied and also to think about future welfare and other facilities for employees. The study of employee welfare considers the sustainability of employees in the hospitality industry. The study Primary data and secondary data were used in the research design. Primary data was collected with the help of the structured questionnaire and secondary data was collected with the help of websites.

Keywords: Hospitality, employee's welfare, employee's satisfaction, sustainability.

Introduction

Hospitality is the industry covering all the products and offerings that serve various segments of customers, such as tourists, travelers, and all other styles of visitors (Camilleri, 2017). All these products and services which are offered are linked to customer satisfaction. India is one of the most popular travel destinations across the whole world and has resulted in the Indian tourism and hospitality industry emerging as one of the key drivers of growth in the service sector in India (Bowen J. et al., 2020). The hospitality and tourism industry plays a crucial function in the monetary improvement of a country as it stimulates new monetary activities. (Sankar J. P., 2020).

The hospitality industry in Goa is one of the highly profitable sectors. The development of Goa mostly depends on the tourists who visits various hotels for their stay (Barreto & Mayya, 2023). Hospitality industry also brings additional revenue to the government. The hotel industry is a multi-billion dollar and growing enterprise. Gradually, becoming conscious of the tourism potential of Goa, the establishments of hotels, motels and restaurants became a profound economic activity, bringing in additional revenue for the government, increasing incomes for the entrepreneurs, and opening new avenues of employment for the highly skilled to unskilled workforce in the hotel industry itself and also for those engaged in several tourism-related peripheral activities. There has been an increase in the hotel and other type of accommodation in Goa. Goa is a famous tourist destination, and the hospitality industry forms a large part of the tourism industry in Goa.

Employee welfare means anything that can be done for the comfort and improvement, intellectual or social, of the employees over and above the wages paid which is not a necessity of the industry. The organization provides welfare facilities to their employees to keep their motivation levels high (Srinivas, K. T. et al., 2013). There are different types of employee welfare facilities offered by the hospitality industry in Goa which include work environment and its condition, Conveniences, Canteen Facility, Sitting Arrangements, Rest Room Facilities, Medical benefits, Provident Fund, ESIC, Accommodation Facility, Transport, Opening of the bank accounts, Security facilities.

If management adopts welfare schemes it will help them in different ways such as an increase in employee's motivation, increase in the productivity of the employees, transparency between the management and the employees, helps to maintain a good relationship between the subordinates and employees, good working environment, decrease in employee's absenteeism.

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In today's world employee retention and absenteeism are the challenges faced by the organization. Retaining these employees and making them more effective is possible when a company implements Quality Work Life (QWL) (Beloor., et al., 2019).

Safety and well-being programs plays a crucial role in the organisation for employees happiness and profit of the organisation(Shetty B., et al., 2019).

Employee welfare word itself describes a variety of services, reimbursement along with services that are obtainable for employees through an employer. Employee welfare measures motivate workers to improve their presentation and also motivate employees to perform well (Anitha G., et al., 2020).

Employee welfare is an important facility in the industry that gives satisfaction to the workers. Employees need more friendly relations with their top-level managers (Saha R., et al., 2020).

Labour Welfare Measures is a privilege for every worker, without labor welfare employees don't feel comfortable and ill-fated in the organization. Ultimately this kind of workplace can have a direct effect on employee satisfaction if the welfare facilities are not provided to the employees in a better way (Sharma & Kumar, 2021).

Research Methodology

This research is a descriptive study based on primary. A survey of 1743 employees were selected from various organized chains of hotels in Goa. The primary data was collected from a structured questionnaire and secondary data was collected through websites, books, and magazines. The questionnaire includes two parts: part A which includes age, gender, and years of experience and part B includes questions based on statutory and non-statutory welfare measures. In questionnaires, there were all together 20 questions which were circulated to different employees from the different hospitality industries.

Objectives

- To understand statutory welfare measures and non-statutory welfare measure in the hospitality industry in Goa
- To understand employee satisfaction in the hospitality industry in Goa
- To assess the impact of statutory and non-statutory welfare measures on employee satisfaction in the hospitality industry in Goa

Sample size: 1743

Sample method: Convenient sampling technique

Table 3.1 Demographic Information of Participants

Gender wise classification	Percentage
Male	57%
Female	43%
Age-wise classification	
18 – 25 Years	21%
25 – 35 Years	43%
35 – 45 Years	24%
45 Years and above	12%
Years/experience wise classification	
0-1 Years	34%
1-4 Years	40%
4-6 years	12%

Interpretation

From the survey done out of 1743 respondents, there are 57% of male respondents and 43% are female respondents in the organized chain of hotels in Goa. 21% are of age between 18-25 years, 43% are of age between 25-35 years, 24% are of age between 35-45 years and 12% are of age between 45 years and above. In years/ experience classification there 34% have experience between 0-1 years, 40% have experience between 1-4 years, 12% have experience between 4-6 years and 14% have experience between 6 years and above.

Results

For this survey, we have considered the following 14 statutory welfare measures. Those are Minimum wages, maximum working hours, workplace safety regulations and equipment, health and safety training, social security contribution and benefits, workers compensation and insurance, maternity benefits, overtime pay and holiday pay, family and medical leave, equal pay laws, antidiscrimination laws, provident fund, employee state insurance corporation, mandatory leave. Based on the above 14 statutory welfare regression is done by taking an average of all statutory welfare (Xuan, V. T. M. et al., (2022)., Perdana, S (2021)., Saini, D. S.(2019)., Sharma, R et al.,(2022).

H1₀: There is no significant impact of statutory welfare measures on employee satisfaction

H1₁: There is a significant impact of statutory welfare measures on employee satisfaction

From the above statistics, the p value is 0.01336 which indicates that it is less than 0.05 hence the null hypothesis gets rejected and the alternative hypothesis is accepted. So, there is an impact of statutory welfare measures on employee satisfaction in the hospitality industry in Goa, which means that employees are not satisfied with statutory welfare measures in the hospitality industry and hence the industry needs to focus more on statutory welfare measures.

Non-statutory welfare measures such as health insurance plans, retirement saving plans, paid time off, flexible work arrangements, employee assistance programs, wellness programs, child care assistance, professional development programs, employee recognition programs. These are 10 non-statutory welfare measures considered for the survey where the regression is done by taking into consideration the average of non-statutory welfare sources.(Balkin, D. B. et al., 2021)., (Li, J. et al., 2021)

H2₀: There is no significant impact of non-statutory welfare measures on employee satisfaction

H2₁: There is a significant impact of non-statutory welfare measures on employee satisfaction

Table 4.1 Hypothesis Testing

Particulars	Coefficient	P-value
Intercept	-5.11217	0.427111
Statutory welfare measure	1.255608	0.013362

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H2₀: There is no significant impact of non-statutory welfare measures on employee satisfaction

H2₁: There is a significant impact of non-statutory welfare measures on employee satisfaction

Table 4.2 Hypothesis Testing

Particulars	Coefficient	P-value
Intercept	-0.81215	0.932518
Non-statutory welfare measure	1.040608	0.086229

From the above statistics, the p value is 0.0862 which indicates that it is more than 0.05 hence the null hypothesis gets accepted and the alternative hypothesis is rejected. So, there is no impact of non-statutory welfare measures on employee satisfaction in the hospitality industry in Goa, which means that employees are satisfied with statutory welfare measures in hospitality industry in Goa.

The total of both statutory and non-statutory welfare measures i.e., 24 is taken and regression is calculated by the average of both. With the help of this, the impact of overall satisfaction of the employees towards the welfare measures is calculated.

H3₀: There is no significant impact of welfare measures on overall employee satisfaction

H3₁: There is a significant impact of welfare measures on overall employee satisfaction

Table 4.3 Hypothesis Testing

Particulars	Coefficient	P-value
Intercept	-8.56799	0.507607
Overall welfare measures	1.428399	0.074081

From the above statistics, the p value is 0.0740 which indicates that it is more than 0.05 hence the null hypothesis gets accepted and the alternative hypothesis is rejected. So, there is no impact on overall welfare measures on employee satisfaction in the hospitality industry in Goa, which means that employees are satisfied with statutory welfare measures in hospitality industry in Goa. Many industries prefer the legal compliances for satisfying the employees, but the hospitality industry in Goa frames better welfare measures to satisfy the employees.

Discussions

This study indicates that there is an impact of employee welfare measures on employee satisfaction which includes statutory and non-statutory welfare measures. Employees or human resources play a central role in the hotel industry. The quality of hotel employees' work depends primarily on their job satisfaction. This has directed the subject of the research in this paper to examine the key factors of employee satisfaction in the hotel industry (Sancanin, B *et al.*, 2019). Statutory welfare and non-statutory welfare measures play an important role in employee satisfaction. Employees show less interest in their work if these welfare measures are not framed properly. The backbone of the hotel sector depends mainly on the productive employees which means employees who are happy. To meet the dynamic changes employee work satisfaction is very important in welfare measures in the organized hotel industry (Prasetyaningtyas, S. W. *et al.*, 2020). The majority of organizations focused on employee satisfaction because the employees who are happy are more productive than the employee who are most satisfied. Having satisfied employee leads to development of the industry (D. Mohanraj *et al.*, 2021). Most of the hospitality industry frames welfare measures for the sake of law without focusing on the employee satisfaction, whereas hospitality industry in Goa has good statutory and non-statutory welfare measure which leads to employee satisfaction.

Conclusions

Employees are satisfied with welfare measures but they aren't apprehensive of non-statutory schemes. The staff and workers need to develop further friendly relationship with the operation. The employees from hospitality industry needs more welfare measures so that they can adopt to the change in work culture and modern trends. Employee welfare measures improves their manpower in physically and mentally. There should be improvement in the employee welfare measures such as canteen facility, accommodation facility, medical facilities, etc. It's concluded that this design will be helpful to the operation to import better welfare measures and working conditions.

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