# THE MOTIVATIONAL TECHNIQUES USED TO KEEP MORAL HIGH OF THE EMPLOYEES IN THE FIVE STAR HOTEL OF NCR

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## ABSTRACT

**Background:** This study aims to find the importance and benefits of implementing of the motivational techniques to keep morale high of the employees in five star hotels, with the research objectives of this study. It analyses and assesses the facilitators and challenges of implementing motivational techniques. **Objective:** To know which of the motivational techniques are implemented by HR department and the benefits derived by the employees, To know whether employees take benefits out of the motivational techniques, To find out the motivational techniques most liked by the employees of 5 star hotels in NCR. **Methodology:** This study aims to examine the importance and benefits of implementing of the motivational techniques to keep morale high of the employees in five star hotels, with the research objectives of this study. **Result:** All the employees are motivated and on behalf of various definitions, when a person is motivated and satisfied, his morale also at high level. Most of the Employees are satisfied with the motivational techniques implemented by the HR Department to keep their morale high at all the time. **Conclusion:** In this research, study demonstrated that all the employees are motivated and satisfied in the workplace, but in different ways. Most of the employees at their work place feel that they have secured job in terms of future. They get the opportunity to try out their own ideas, opinions, innovations and creativity. This keeps them highly motivated and part of the organisation.

**Keywords: Motivation, Motivational Techniques, Morale, Employees, Satisfaction, Performance.**

## 1. INTRODUCTION

The success of any business may be associated to the motivation of the staff. From the purpose of accomplishment to retention, a company's gain and productivity may be associated to untiring and happy workers. This can be true and necessary in today's stormy and infrequently lawless setting whereby the industrial success reckons on workers mistreatment their full abilities. The power to draw in, retain and develop proficient workers could be a key feature of a profitable business. Individual's square measure organization's most beneficial quality and this can be very true in virtually lower level workers, strenuous industries like cordial reception, but again, staff square measure the foremost troublesome resource for organizations to administer. Not like palpable assets, staff have their individual desires and habits, that should be met be managed if they're to contribute to structure growth and development.

Morale may be outlined as a state of mind of someone as expressed in assurance, enthusiasm, and/or loyalty to a corporation. It reflects the satisfaction and sense of accomplishment that they get from being a part of the cluster. High morale suggests that the interest in being a part of the cluster and a doable want to try to

one thing. Today every and each organization is attempting to sustain positive morale among its workers, as a result of workers with positive morale performs higher, reveal low rate of absence, low wastage, nice productivity and to tend to behave in an exceedingly loyal manner. Equally the staff with negative morale tends to behave negatively. It's understood that the glad workers in a company square measure with a high morale square measure behave in well affected. What are more low morale workers will cause hazard like high turnover rate, and low productivity. Thus it's important to know the factors that have an effect on morale in a company and remedy those factors. The employees of any trade square measure key resources thereto organization's success. Human quality within the twenty-first century is taken into account the foremost necessary quality of any organization. The sources of motivation may be determined by external factors furthermore as internal. On these bases motivation is also adventitious or intrinsic. However, the intrinsic motivation is a lot of answerable for motivating workers for learning.

Motivation and Morale — Relationship and variations Morale may be outlined because the total satisfaction derived by sole person from his job, his work-group, his superior, the organization he's employed for and therefore, the setting of their geographical point. It usually relates to the sensation of individual's comfort, delight and satisfaction. "Morale could be a mental condition of teams and people that determine their character." In short, morale could be a mix of employees' attitudes, behavior, character and opinions — all taken along in their work eventualities, demonstrate the employees' feelings towards their work, operating terms and relation with their employers. Morale includes employees' attitudes on and specific reaction to their job.

## 2. REVIEW OF LITERATURE

Research on motivation has fascinated educational and company entities over the last 20 years. During this study, the review of the extreme literature is to abstract all potential dimensions of motivations having direct and indirect impact on motivation techniques. This has examined the multidimensionality of motivation from the prevailing} literature and present an abstract work supported it, and it's experienced that numerous motivation techniques (discussed during this study) square measure, having a positive impact on each worker satisfaction and also the quality of performance within the organization, however, the model has to be valid mistreatment qualitative measures. So as to review the assorted controversies highlighted during this paper associated with worker motivation. To form the study a lot of currents solely those studies were enclosed that were revealed within the last decades. In past analysis papers few dimensions of motivation were won't to justify various models' motivation theory that has direct influence on worker motivation.

The constituents of motivation lay at intervals all and also the internalized drive toward the dominant thought of the instant Rabby (2001). Motivation directly links to individual performance that gain to organization performance and as a catalyst for all single workers operating for a corporation to enhance their operating performance or to complete task in far better manner than they typically do. Organization work thanks to individuals operating for it, and every person contributes toward achieving the last word goal of a corporation. Panagiotakopoulos (2013) ended that factors touching workers motivation at an amount wherever the financial rewards square measure unbroken to the smallest amount ends up in stimulate worker performance. Management personnel's liability is to encourage their workers to figure as per the expectation to boost the organization's performance. Equally Dysvik and Kuvaas (2010) ended that intrinsic motivation was the strongest illusionist of turnover intention and relationship between goals and turnover intention was solely positive for workers, low in the intrinsic motivation. The sole factor organization has to do is to allow workers with rife resources and platform to undertake out their ideas and opinions.

As per Kuo (2013) an eminent organization should mix the strengths and motivations of internal workers and answer external changes and demands fleetly to indicate the organization's worth. During this paper, the assorted techniques of motivation from existing literature, vond managed to form stream of motivation from young workers to previous workers. From organization read managers got to bear in mind the flow of motivation, it aids them to make a culture wherever workers continually get intended to try and do higher. Barney and Steven Elias (2010) found that with foreign motivation there exist compelled interactions between job stresses, flex time. Leaders recognize that at the guts of each productive and eminent business

lies a developing structure culture and tireless individuals collaborate turbulently to supply nice results Gignac and Arnold Daniel Palmer (2011). Within the body of literature, numerous frameworks square measure utilized by the instrument supported theory of motivation, with solely few dimensions of motivation. Beretti et al. (2013) mentioned that financial incentives won't to build a positive atmosphere and preserve employment interest, that is predicted among the worker and provide a catalyst within the workers for higher performance.

In a complicated and trendy atmosphere, leader of the organization wont to build the healthy atmosphere worker feel safe and square measure authorized to require choices within the organization which ends up in strengthen motivation level of worker and ultimately structure performance square measure increased. Smith and Rupp (2003) ended that performance may be a role of individual motivation, structure strategy, and structure and resistance to vary, is AN empirical role relating motivation within the organization.

Likewise, Luthans and Stajkovic (1999) ended that advancement of human resources through rewards, financial incentives, and structure behavior therapy has created an outsized volume of discussion within the human resource and sales performance field. Goal-oriented behavior and strategic feedback square measure expected to strengthen structure performance (Chenhall 2005). Kunz and Pfaff (2002) explicit no concrete reason to concern an undermining impact of foreign rewards on intrinsic motivation. Decoene and Bruggeman (2006) in their study developed and illustrated a model of the link between strategic alignment, motivation and structure performance and notice that effective strategic alignment empowers and motivates operating executives. Leaders encourage individuals to follow a participative style of labor within which they're accountable and obtain it along that create them responsible for their performance. Aguinis et al. (2013) explicit that financial rewards may be an awfully powerful determinant of worker motivation and accomplishment that, in turn, necessary returns regarding firm-level performance.

Garg and Rastogi (2006) known the key problems with job style analysis and observe to encourage employees' productivity and supported that a dynamic social control learning framework is needed to boost employees' performance to conform challenges. Vuori and Okkonen (2012) explicit that motivation facilitates to share information through an intra-organizational social media platform which may help the organization to succeed in its goals and objectives.

Den and Verburg (2004) found the impact of high performing arts work systems, conjointly known as human resource practices, on sensory activity measures of firm performance. Ashmos and Duchon (2000) acknowledges that workers have each a mind and a spirit and ask for to search out that means and purpose in their work, And an aspiration to be a part of a community, therefore creating their jobs worthy and motivating them to try and do at a high level with a read to private and social development.

# 3. RESEARCH METHODOLOGY

**Objectives:** The main objectives of this research can be summarized as follows:
- To know which of the motivational techniques are implemented by HR department and the benefits derived by the employees.
- To know whether employees take benefits out of the motivational techniques.
- To find out the motivational techniques most liked by the employees of 5 star hotels in NCR.

**Tools and Techniques:** The study was exploratory in nature .The study was done in the NCR. The study was based on the online survey. The employees of hotel were identified as sample for collecting data. A convenience sampling was done to get the questionnaire filled. This yielded a sample of 45 respondents. The research instrument used was a questionnaire. Analysis was done with the use of pie chart and weight mean method.
The research tool used was a questionnaire. The questionnaire contains 14 questions.

**Area of the Study:** Five star hotels of NCR were covered. Employees from different properties and different department were selected for the survey to fill the questionnaire. The population which was targeted to be surveyed in this study is the employees of the five star hotels of NCR who are working at entry level and the supervisory level. The age of the respondents lies between 21-34 years. The working experience of the respondents is having maximum of 10 years in the hotel industry.

**Type of Research:** This was based on a simple survey and qualitative research as they are the one who are potential respondents from whom we can know the feedback whether they are being motivated by the organization in which they are working/worked and do they believe that motivation helps to increase their productivity or not?

# 4. RESULT AND DISCUSSION

The population which targeted to be surveyed in this study is the employees of the five star hotels of NCR who are working at entry level and the supervisory level. The age of the respondents lies between 21-34 years.

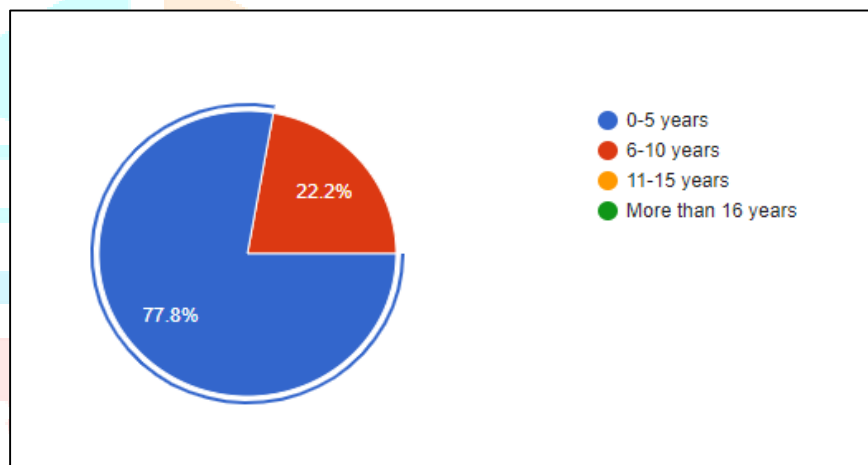❖ **Since how many years employees have been working in this organization.**



**Figure: 1**
**(Experience of the employees)**

The Above Pie Chart **(Figure: 1)** clearly shows that:-

- Maximum people (77.8%) who have responded over this survey have total or less than 5 years of experience.
- 22.2% are those people who have total 6-10 years of experience.
- There were no such responses collected from more than10 years of experience.

Note: The majority of responses fall under the total or less than 5 years of experience category.

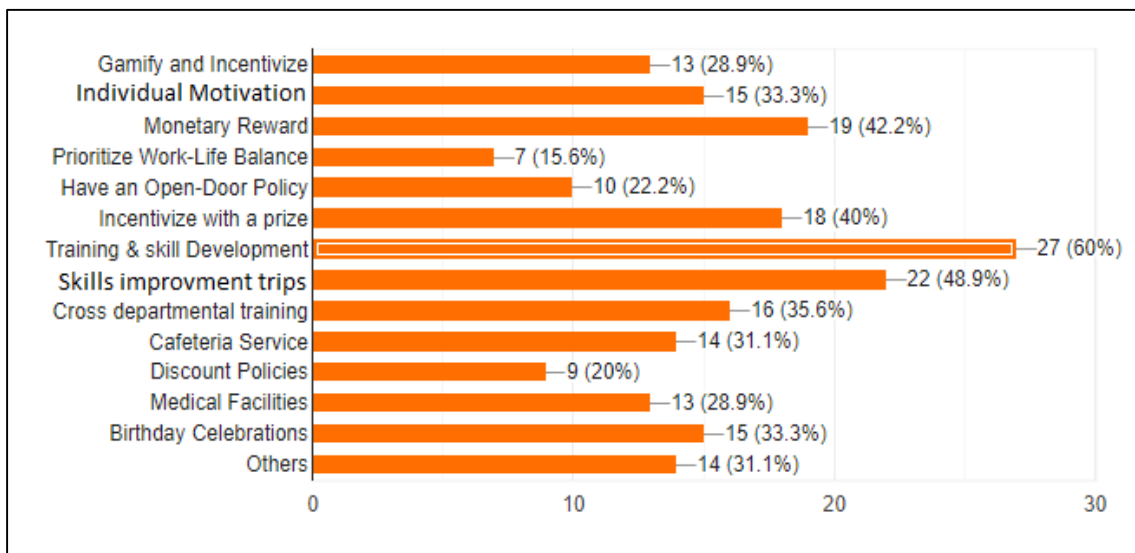❖ **The techniques most liked by the employees of the 5 star hotels of NCR.**

**Figure: 2**
**(Motivational Techniques)**

This horizontal bar graph **(Figure: 2)** clearly shows that:-

- 60% of the respondent clearly believes that training & skills development technique keeps them motivated.
- 15.6% believes that priority towards work & life balance is motivational technique for them.

Thus, from the above graph we have found the maximum number of respondent are deviated towards enhancing their learning, get trained and improvement in their skills.

**Discussion**

As per the statement given by Panagiotakopoulos (2013) all over that factors touching employees motivation at a amount wherever the financial rewards are unbroken to the smallest amount ends up in stimulate worker performance.

According to Beretti et al. (2013) mentioned that financial incentives wont to build a positive setting and maintain employment interest, that is consistent among the worker and provide a spur or zeal within the workers for higher performance.

In contradict to on top of statements, Luthans and Stajkovic (1999) all over that advancement of human resources through rewards, financial incentives, and structure psychotherapy has created an oversized volume of discussion within the human resource and sales performance field.

❖ **How often do employees get chances to try out their own ideas on their job, either before or after checking with their supervisor.**
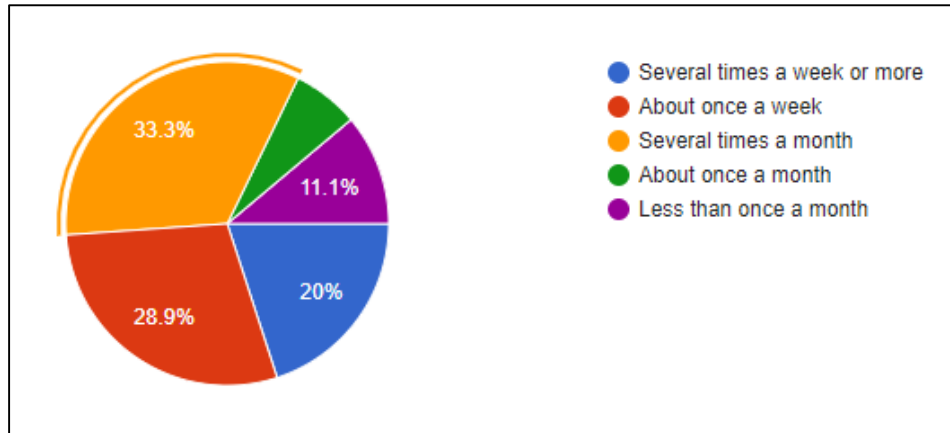


**Figure: 3**
**(Ideas & Innovation)**

This pie chart **(Figure: 3)** reveals that

- 33.3% of the respondents do get chances to try out their own ideas in their job several times a month.
- Only 6.7% of the respondent once in a month get chance to try out the ideas at their job.

Note: 62.2% respondents get an opportunity to try out their own ideas, innovations and creativity at their job.

❖ **How often do respondents do some extra work for their job which isn't really required.**
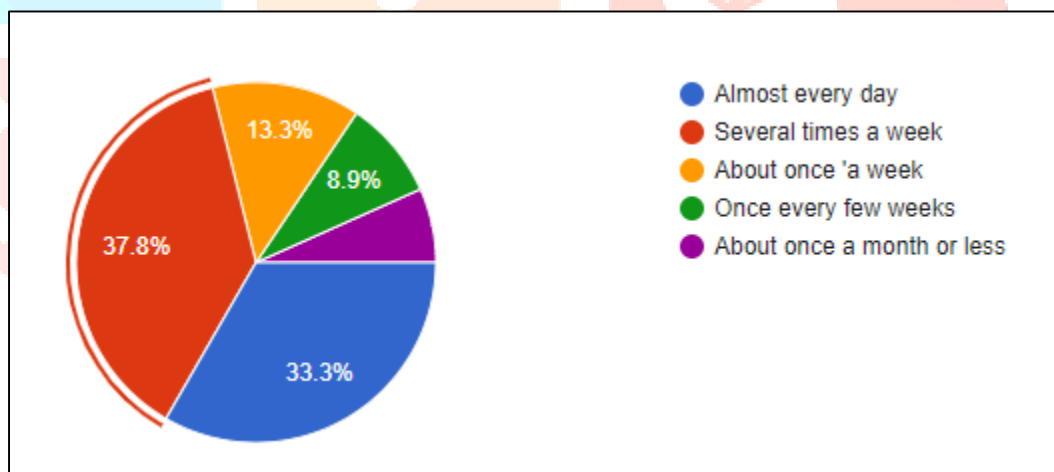


**Figure: 4**
**(Extra Time given by Employees)**

In the above Pie **Chart (Figure: 4)** shows that

- 37.8% of the respondent does some extra work in their job without any pressure.
- 6.7% of the respondent doesn't believe that extra timing in their work is required.

Note : from maximum number of responses we get to know that people still believes that extra time is required which  do helps them in enhancing their own working skills.

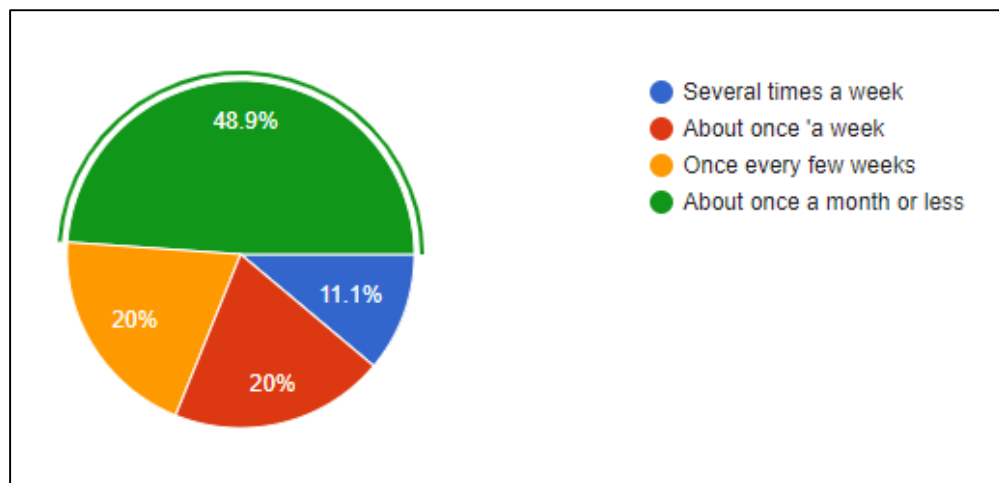❖ **How often employees take benefits of the discount policy at their workplace.**



**Figure: 5**
**(Benefits of Discount taken Policy by Employees)**

From the above pie chart (**Figure: 5**)

- 48.9% of the respondents believe that they take benefits of discount policy once in a month.
- 11.1 % are the respondents who take the benefits of the discount policy several times a week.

Thus, we conclude that they can avail the benefits of discount policy once in month.

❖ **How much employees agree that their company's HR Department is really having open door policy.**
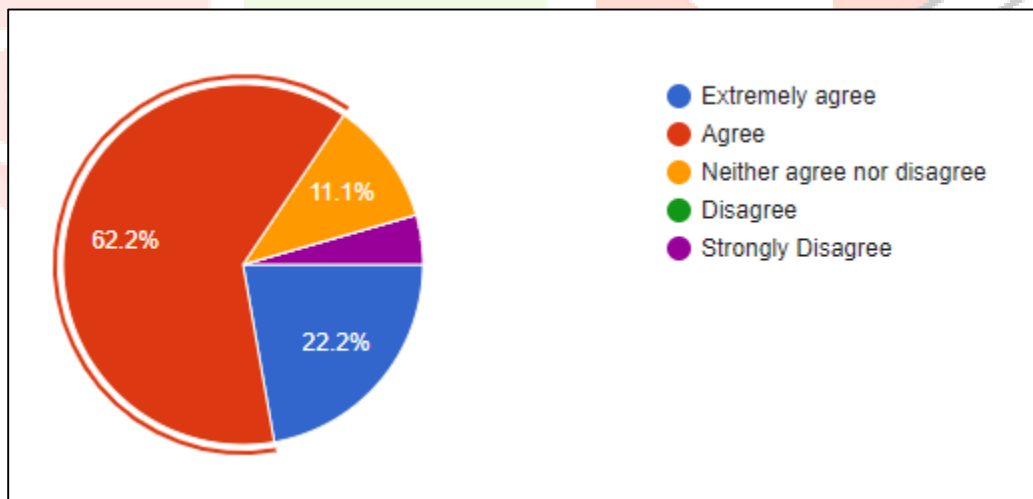


**Figure: 6**
**(Open Door Policy of HR Department)**

**In the above pie chart (Figure: 6)**

- 62.2% are the respondents agree that their company's HR department has an open door policy.
- 4.5% of the respondents who completely disagree that their company's HR department has an open door policy.

❖ **At what frequency employees get training either inter-departmental or cross-departmental organized by HR Department.**
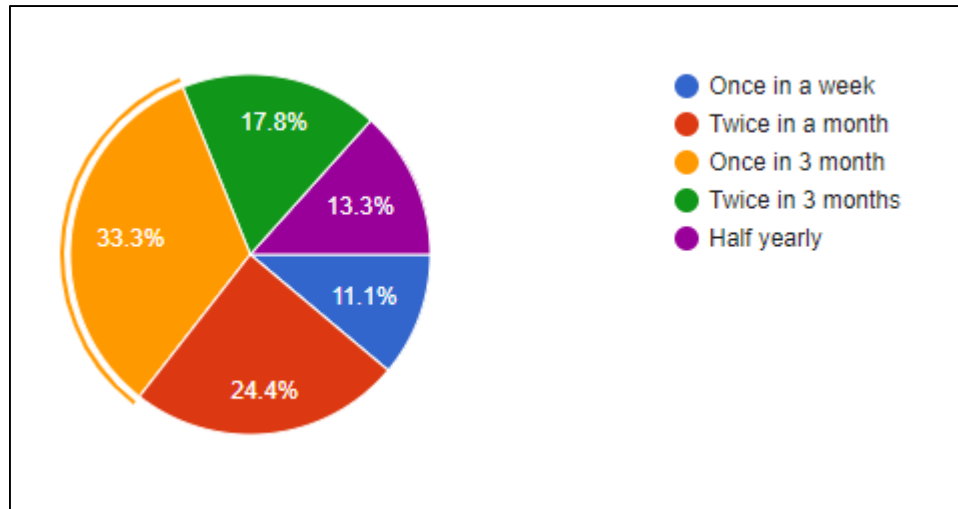


**Figure: 7**
**(Frequency of getting Different kinds of Training)**

The above pie chart **(Figure: 7)** reveals that

- 33.3% of the respondents agree that they get trained atleast once in quarterly, either inter-departmental or cross-departmental training sessions.
- 11.1 % of the respondent gets their training session done once in a week.

Thus we conclude that the HR Department is capable to organize inter-departmental or cross-departmental training sessions for their employees.

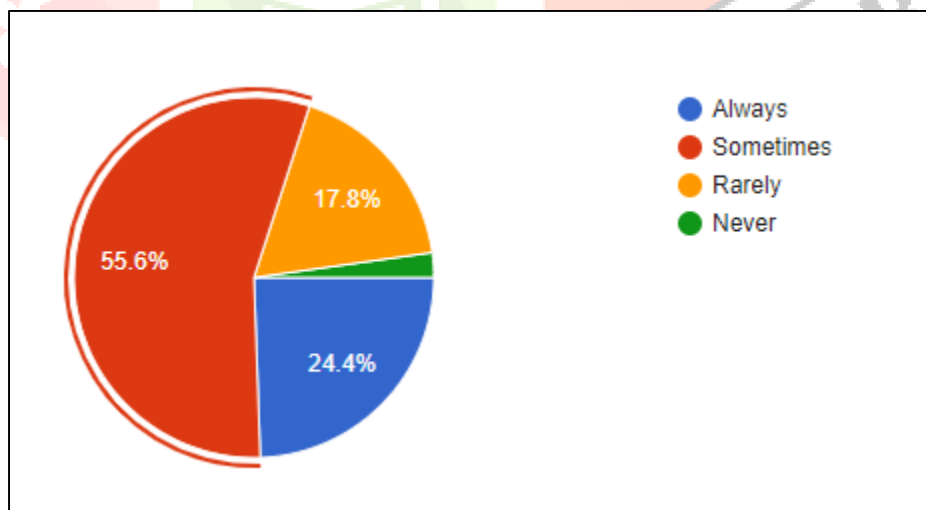❖ **Views and opinions are taken into account when decisions/strategies are made.**



**Figure: 8**
**(Views & Opinions taken into account while planning of strategies)**

The above pie chart **(Figure: 8)** concede that

- Maximum number of the respondent 55.6% believes that their views and opinions are taken into account while decisions are being made.
- 2.2% of the respondent, views and opinion are never taken into account.

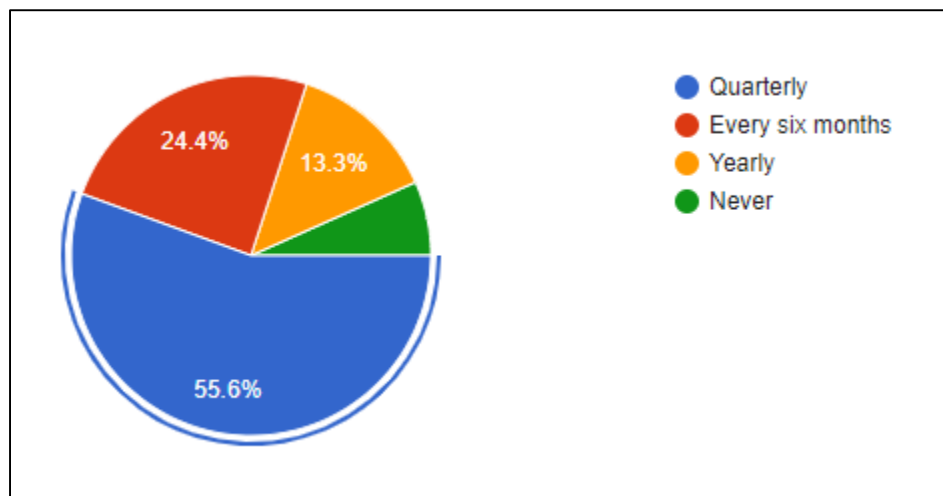❖ **How often their hotel organize Town-Hall meet.**



**Figure: 9**
**(Frequency of Town-Hall)**

The above pie chart (**Figure: 9**) expose that

- 55.6% are those respondents, to which their company organized town hall at every quarterly
- 6.7% respondents never have the opportunity to attend the town hall meet in their complete career.

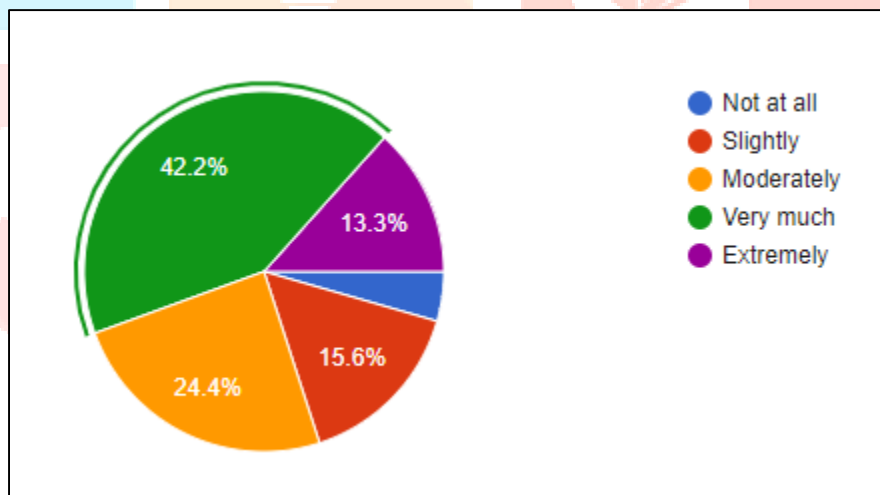❖ **Are employees able to manage their workload effectively.**



**Figure: 10**
**(Workload Management by the Employees)**

In the above pie chart (**Figure: 10**) reveal that

- Maximum respondent (42.2%) are very much efficient in managing their workload.
- Only (13.3%) respondents, who can extremely able to manage their work

Minimum responses (4.5%) are not able to manage their workload effectively.

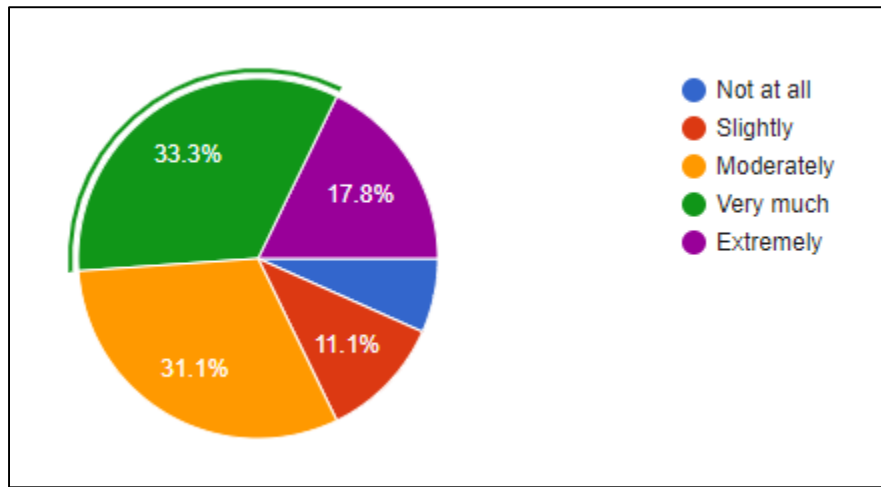❖ **Feeling secure at current job in term of future.**



**Figure: 11**
**(Job Security)**

The above pie chart **(Figure: 11)** shows that

- The 33.3% respondents feel very much secure at their job in terms of future.
- 6.7% respondents feel that their job is not secure in terms of future.

Note: Thus from the above pie chart one can conclude maximum number of respondents feel that they have secured job.

❖ **Are employees satisfied with the training system of their organization to increase the skills and knowledge.**
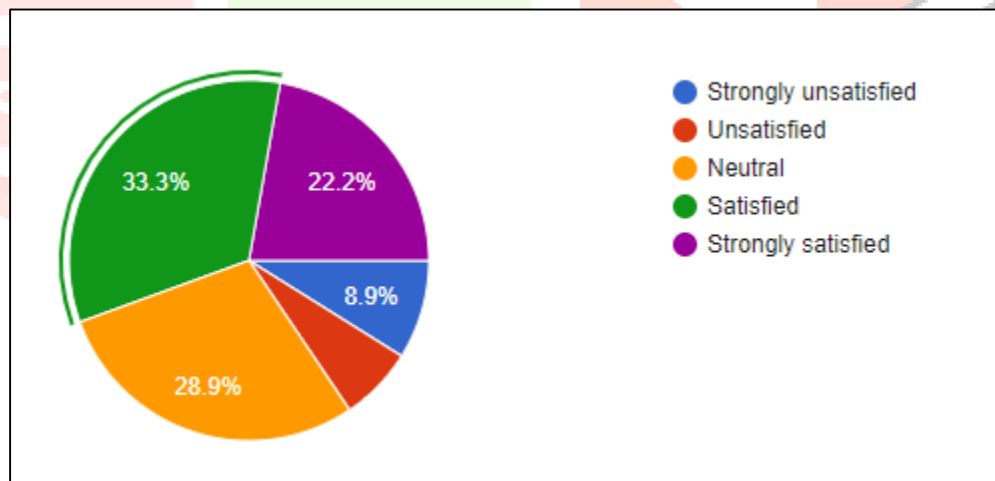


**Figure: 12**
**(Satisfaction Level of Employees with the Training Systems)**

From the above pie chart **(Figure: 12)** one get to know that

- 33.3% of the respondents are satisfied with the training system in their organization to enhance their skills and knowledge.
- 6.7% of the respondents are unsatisfied with the training system in their organization to enhance their skills and knowledge.

Thus, from the above pie chart it is clear that 55.5% of the respondents are satisfied with the training system in their organization to enhance their skills and knowledge.

❖ **On a scale of ten, how much will employees give to indicate their motivation at their workplace. (1: Least Motivated, 10: Highly Motivated)**
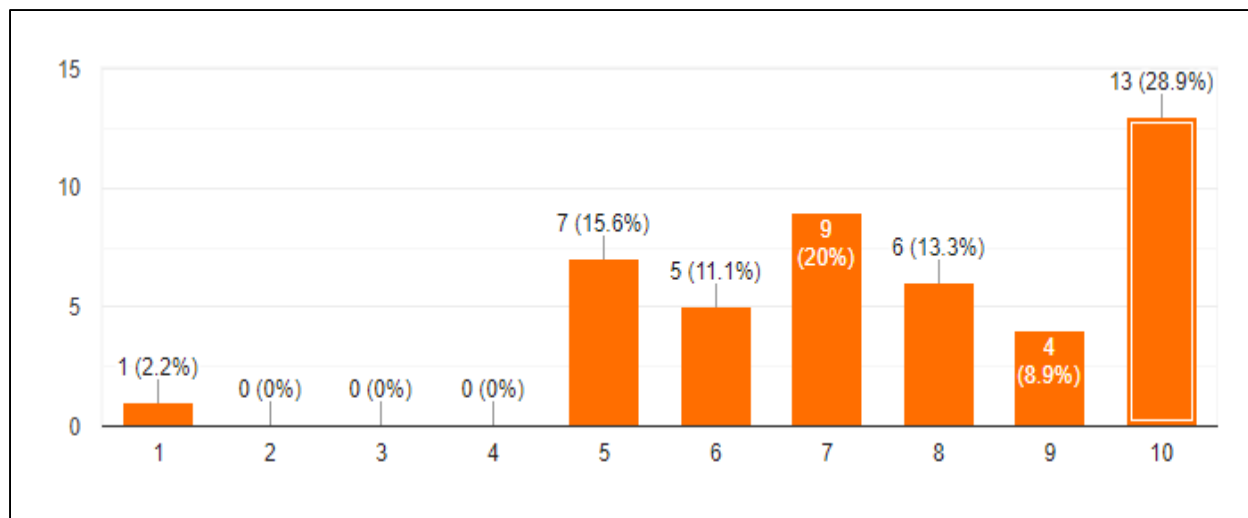


**Figure: 13**
**(Motivation Level of the Employees)**

| Level of Motivation (f₁) | Frequency (x₁) | f₁x₁ |
|---|---|---|
| 1 | 1 | 1 |
| 2 | 0 | 0 |
| 3 | 0 | 0 |
| 4 | 0 | 0 |
| 5 | 7 | 35 |
| 6 | 5 | 30 |
| 7 | 9 | 63 |
| 8 | 6 | 48 |
| 9 | 4 | 36 |
| 10 | 13 | 130 |
| Total | $\sum x_1 = 45$ | $\sum f_1 x_1 = 343$ |

**Table: 1**
**(Weight mean of Motivation Level of the Employees)**

From the above table (Table: 1) the weighted mean is

$$X = \frac{\sum f1x1}{\sum x1} \quad : \quad X = 343/45 = 7.6$$

**This weighted mean shows that the level of the motivation among the employees as an average is 7.6**

From the above bar graph **(Figure: 13)**

- 28.9% of the respondents who are highly motivated at their work place.
- 2.2% of the respondents are those who feel that they are least motivated at their work place.

Note: The maximum number of respondents feels highly motivated at their work place.

❖ **Which of the following factors motivates the employees most**
- o **Salary Increase**
- o **Promotion**
- o **Leave**
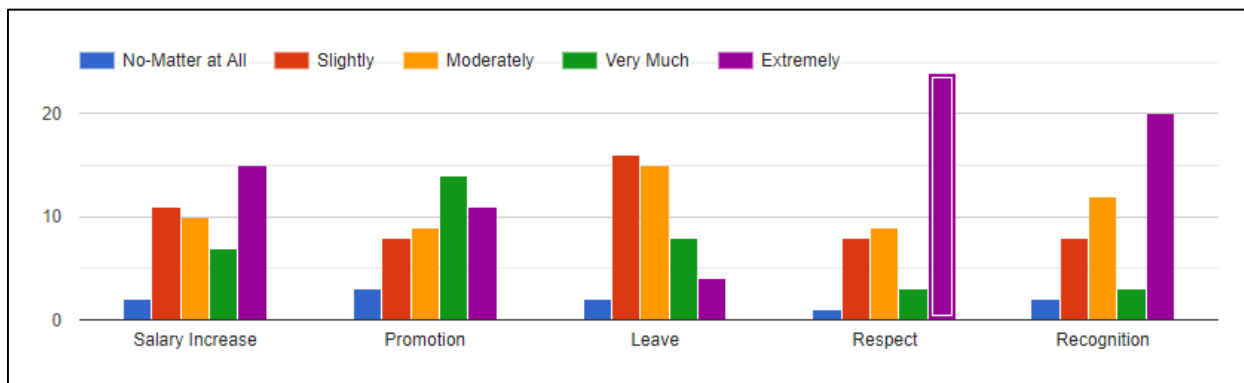- o **Respect**
- o **Recognition**



**Figure: 14**
**(Factors Affecting Employees to keep them motivated)**

From the above bar graph **(Figure: 14)**

**Salary Increase**

- 4.4% of the respondents believe that salary doesn't matter to keep them motivated.
- 33.4% of the respondents believe that salary is extremely important for them to keep motivated.

**Promotion**

- 6.7% of the respondents believe that promotion doesn't motivate them.
- 31.1% of the respondents believe that they are mostly motivated by the criteria of promotions.

**Leave**

- 4.4% of the respondents believe that leaves for them are not a motivational technique.
- 35.5% of the respondents slightly feel that leaves play important role in motivating up the employee.

**Respect**

- 4.4% of the respondents believe that respect is not required in their workplace.
- 53.3% of the respondents believe that respect in their workplace is extremely necessary to keep them motivated.

**Recognition**

- 4.4% of the respondents believe that no recognition in their organisation is needed.
- 44.4% of the respondents believe that recognition in their organisation is extremely important for them, to keep themselves motivated throughout.

Overall, all the employees are motivated and on behalf of various definitions but here respect plays a vital role to keep an employee motivated, when a person is motivated and satisfied, his morale is also at high level.

**Note:** All of the above data analyzed is purely based on the responses of the employees of the five star hotels in NCR region.

## 5. Conclusion

In this analysis, study incontestable that everyone the staff area unit motivated and happy within the geographic point, however in several ways in which. supported their responses, On average, all the staff area unit motivated by flexibility within the geographic point, autonomy at work, smart social relationships within the geographic point, the chance of performing at their own pace, respect among workers, equal treatment of workers by age, sex, experience, compliments from the immediate supervisor permanently work, intergenerational cooperation, thereby reducing burdens on the geographic point, cooperation with different workers, and therefore the allocation of labor by higher remuneration. The on top of psychological feature techniques that area unit mentioned within the chapter literature review area unit the techniques that almost all of them area unit being enforced and additionally the worker of the organization are happy with their organization's psychological feature techniques. Most of the staff at their work place feel that they need secured job in terms of future. They get the chance to undertake out their own concepts, opinions, innovations and creative thinking.

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