

A STUDY ON SOCIO-ECONOMIC IMPACT OF MOTIVATION PRACTICES AMONG THE EMPLOYEES OF TOURISM INDUSTRY IN KOTTAYAM DISTRICT

Mr.Sreejith Nair , Research Scholar, Research Department of Business Administration, Government Arts College Paramakudi E-Mail: itsreeher.nair@gmail.com

Dr.B.Selvaveera Kumar, Assistant Professor& Research Supervisor in PG Department of Business Administration, Sri Meenakshi Government Arts College for Women Madurai,E-Mail: selvaa_mba@yahoo.com.

Dr. S. Dhinesh Babu Co- guide and Head Department of Business Administration, Government Arts College Paramakudi

ABSTRACT

The current study focuses on India's developing and economically significant tourism industry. The World Travel & Tourism Council estimated that in 2016, tourism provided 40.343 million jobs, or 9.3% of the country's total employment, and generated 14.02 lakh crore (US\$180 billion), or 9.6% of the GDP. By 2027, the industry is expected to grow by 6.8% annually to 28.49 lakh crore (US\$360 billion), or 10% of GDP. The cultural diversity of India's states and union territories is a major draw for tourists from around the world. The major goal is to motivate the employees indulged in tourism industry. Appropriate motivation technique is essential for creating a motivated work force and overall development of tourism industry.

KEY WORDS: Tourism, Travel, Employment, Motivation and Practices.

1.1 INTRODUCTION OF THE STUDY

Currently, tourism is acknowledged as a major global industry that is expanding quickly. The core of tourism is having access to pertinent and reliable information. The proposed tourism management system development here aims to by taking note of what a tourist deems important, you can close the gap. Thus, the purpose of the goal of this plan is to create and implement a platform that will help gaining access to diverse tourism destinations for travellers. The endeavour also aided in educating about the most recent technologies used in web development client-server technology and enabled applications that will be in high demand in future. It is important to note that this project work is capable of being improved further, using a belief that it will.

A social unit known as an organisation is connected to the outside world and has a common objective. The HR department plays a critical role for employers all over the world in assisting businesses in achieving their strategic objectives. Effectively utilising human, technological, financial, and physical resources is the primary responsibility of management. Resources for achieving the goals of the organisation. Employee motivation is crucial for A key factor in an organization's long-term growth is human resource management. Motivation is crucial for developing a relationship that works between the employer and the employees. Well-

motivated Employees are an asset to the company and are responsible for its success. The contemporary many motivational techniques into management system.

1.2 SCOPE OF THE STUDY

As a result, this study also focuses on the employees' motivation at tourism industry in Kottayam. Motivating reasons for employees are important to the business. A motivated employee sticks with the company through good times and bad. Setting up a successful partnership requires motivation and that which exists between an employer and employees. Employee motivation is characterised as the dedication and the vigour levels, as well as the creativity each person brings to the workplace. Despite the fact that employee motivation doesn't because a lack of motivation among employees has a direct impact on an organization's growth, their performance may suffer as a result of the personnel. In addition to different motivational techniques, several acknowledged motives, including work design, employment stability, nature of the position, and the system, incentives and rewards, performance appraisal system etc for the employees that play a decisive role in ensuring employees productivity and efficiency.

1.3 OBJECTIVES OF THE STUDY

- To study the motivational factors that affects the work environment of the employees and the effect of monetary and non-monetary benefits of employees in the study areas.

1.3.1 HYPOTHESIS

- ✓ H0: The motivating elements of the workplace and incentives do not significantly interact.
- ✓ H1: The working environment's motivational elements and incentives have a substantial relationship.

1.4 RESEARCH METHODOLOGY

Once the problem has been carefully defined, the researcher needs to establish the plan that will outline the investigation to be carried out. The research design indicates the steps that have been taken and in what sequence they occurred. It is a systematic and purposive Investigation of facts with an objective of understanding the motivation factors of employees of tourism industry.. The methodology that will be applied by the study has been chosen in order to acquire information and deduce conclusions about employees motivation in Tourism industry. The main purpose of this study is to obtain an insight into the problems faced by the employees in order to propose further recommendations for better employee satisfaction.

1.5 SOURCES OF DATA

The major data gathering strategy was a straightforward random and convince sample one. The fundamental sampling method involves choosing a sample of people (subjects) from a larger group at random (a population). Every person is randomly selected,

and each person in the population has an equal probability of being in the sample. Every potential sample of a given size has an equal chance of being chosen, meaning that every member of the population has an equal chance of being picked at each stage of the sampling process.

1.6 SAMPLE SIZE

The sample size has been conveniently selected 200 respondents for the study purpose only.

1.7 SAMPLING TECHNIQUE

The data have been collected from selected respondents in Kottayam. Information obtained from the original source by research is called Primary Data. They offer much greater accuracy and reliability. The data was collected from the respondents through the questionnaire. In means data that are already available i.e. it refers to the data which have already been collected and the secondary data was collected from journals, magazines, books of different authors and electronic media..

1.8 STATISTICAL TOOLS USED

Non-probability sampling procedure, which does not afford any basis for estimating the probability that each item in the population has been include in the sample. The researcher has adopted convenience sampling method for this study.

1.9 LIMITATION OF THE STUDY

The following are the limitations of the study

- ❖ Because the study is based on sampling, it contains all of the limitations associated with that methodology.
- ❖ In-depth research was not possible due to a lack of time.
- ❖ Many responders are hesitant to provide accurate information as a result of the lack of collaboration.
- ❖ There are only 200 participants allowed in the study.
- ❖ The Kottayam region was the sole location of the study.

2.1 REVIEW OF LITERATURE

According to Susan Saurel's essay from 2019 titled "How Flexible Schedule Influences on Work Productivity," Both companies and employees can profit greatly from a flexible schedule. The greatest employees on the market are a company's best bet for boosting earnings rapidly. Professionals believe that having a flexible job would reduce stress, and 97% believe that having a flexible job would improve their overall quality of life. If you are carrying work home with you and your weekend is becoming less about you and more about your work, you may be a workaholic, according to Maria Diana's essay from 2018 titled "Guide to avoiding workaholic". Working too much can be unfulfilling, unhealthy, and counterproductive. This can be accomplished by coming up with shorter workdays, better time management, and optimistic attitudes. According to Aaron Peter's post from 2009, "Importance of Maintaining a Positive Attitude in the Workplace," the actual struggle at work is handling and overcoming challenges and learning from difficult experiences. Only someone with a positive outlook, a narrow focus, and the will to get things done can take on issues. A

person with an optimistic outlook can live through many difficult events in life with ease. Having a positive outlook makes one more resilient to stress, more self-assured and confident, and more active or productive.

3.1 ANALYSIS AND DISCUSSION

For evaluating the quality of employee satisfaction and their motivation level in Tourism sectors of Kottayam district., a number of critical variables are selected for conducting an in depth analysis. The results of the analysis are presented in the following sections.

Table: 1.2

EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

S.no	Education	Frequency	Percentage
1	School Level	68	34
2	Under Graduate Level	100	50
3	Post Graduate Level	28	14
4	Others	4	2
	Total	200	100

Source: Computed Primary survey 2021

From the above table, it shows that, 50% of the respondents were under graduates, 34% of the respondents studied up to school level, 14% of the respondents were post graduates and 2% were included in others. It inferred that majority (50%) of the respondents were under graduates.

Table: 1.3

AGE OF THE RESPONDENTS

S.no	Age	Frequency	Percentage
1	Below 25	76	38
2	26 – 35	84	42
3	35 – 45	28	14
4	Above 45	12	6
	Total	200	100

Source: Computed Primary survey 2021

From the above table, it shows that, 42% of the respondents belong to the age group 26 -35, 38% of them were below 25, 14% belong to the age group 35-45, only 6% of the respondents were above 45. It is inferred that, (42%) Majority of the respondents belong to the age group 26-35.

Table: 1.4

GENDER OF THE RESPONDENTS

S.no	Gender	No of respondents	Percentage
1	Male	167	83.5

2	Female	33	16.5
Total		200	100

Source: Computed Primary survey 2021

The analysis shows that, 83% of the respondents were Male and 16.5% of the respondents were Female.

**Table: 1.5
YEARS OF EXPERIANCE**

Sl. No	Years	Frequency	Percentage
1	0>5	132	66
2	6>10	40	20
3	11>20	8	4
4	20<above	20	10
Total		200	100

Source: Computed Primary survey 2021

The above table shows that, 66% of the respondents for below 5 years. 20% of them 6>10 years, 10% of the respondents 20 years and above.

**Table: 1.6
AFFORDABILITY OF MOTIVATION**

S.no	Affordable	Frequency	Percentage
1	Strongly Agree	64	32
2	Agree	112	56
3	Disagree	12	6
4	Strongly Disagree	12	6
Total		200	100

Source: Computed Primary survey 2021

From the above table shows that, 56% of the respondents agreed that motivation are affordable. 32% of them strongly agreed it. Only 6% of them disagreed and strongly disagreed it.

**Table: 1.7
MOTIVATION FACTORS**

Response	Frequency	Percentage
Salary	96	48

Promotion	56	28
Holidays	14	7
Recognition	10	5
All of the above	24	12
Total	200	100

Source: Computed Primary survey 2021

The above table show the factors motivate most. From the study it could be noted that out of the total sample the majority 48% of them give preference to salary, 28% of them consider promotion, 12% of them consider all of the factors, 7% of them consider holidays, 5% of them consider recognition.

Table: 1.8
INCENTIVES INFLUENCED

Response	Frequency	Percentage
Strongly agree	84	42
Somewhat agree	24	12
Disagree	64	32
Strongly disagree	10	5
Neutral	18	9
TOTAL	200	100

Source: Computed Primary survey 2021

It can be seen from the above table that 42% strongly agrees that the incentives influenced, 21% of the respondents somewhat agrees that it was good. While 32% of them disagrees and according to them it was not good, only 5% of the respondents strongly disagrees this incentives.

STATISTICAL STUDY

TESTING OF HYPOTHESIS

The statistical test, in which the test statistics follow a chi-square distribution, is called the chi-square test. Therefore chi-square test is a statistical test, which tests the significance of difference between observed frequencies and the corresponding theoretical frequencies of a distribution, without any assumption about the distribution of the population. Chi-square test is one of the simplest and most widely used non-parametric test in statistical work. This test was developed by Prof. Karl Pearson in 1900.

HYPOTHESIS

- ✓ H0: The motivating elements of the workplace and incentives do not significantly interact.
- ✓ H1: The working environment's motivational elements and incentives have a substantial relationship.

The results of correlation analysis between the variables. There is a strong positive correlation between the variables (0.813). The value 0.000 is less than 0.5 and therefore the null hypothesis is rejected and the alternate hypothesis is accepted. This shows the correlation is significant. So there is a linear relationship between motivational factors and working environment.

The results of correlation analysis between the variables. There is a strong positive correlation between the variables (0.797). The value 0.000 is less than 0.5 and therefore the null hypothesis is rejected and the alternate hypothesis is accepted. This shows the correlation is significant. So there is a linear relationship between motivational factors and incentives.

4.1 FINDINGS

- ❖ It shows that, 50% of the respondents were under graduates, 34% of the respondents studied up to school level, 14% of the respondents were post graduates and 2% were included in others. It inferred that majority (50%) of the respondents were under graduates.
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- ❖ The analysis shows that, 83% of the respondents were Male and 16.5% of the respondents were Female.
- ❖ The above table shows that, 66% of the respondents for below 5 years. 20% of them 6>10 years, 10% of the respondents 20 years and above.
- ❖ 56% of the respondents agreed that motivation are affordable. 32% of them strongly agreed it. Only 6% of them disagreed and strongly disagreed it.
- ❖ The majority 48% of them give preference to salary, 28% of them consider promotion, 12% of them consider all of the factors, 7% of them consider holidays, 5% of them consider recognition.
- ❖ 42% strongly agrees that the incentives influenced, 21% of the respondents somewhat agrees that it was good. While 32% of them disagrees and according to them it was not good, only 5% of the respondents strongly disagrees this incentives.

4.2 SUGGESTIONS

- The majority of employees concur that a motivating work environment is important, thus the company should work to keep those conditions in place so that employees may perform better.
- The implementation of non-financial incentive strategies is also recommended because they can raise an employee's level of productivity.
- Employee skill sets should be valued.
- For the benefit of the employees' improvement, better career development opportunities should be provided.
- Because the financial benefits are better, the employees will be more motivated.

CONCLUSION

The study's findings support the effectiveness of motivational variables. The study focused specifically on the workforce in the Kottayam district and examined the idea of employee motivational elements and their effectiveness in organisations. The study on employee motivation brought up a lot of different aspects that can inspire workers. Employees are the company's most precious and crucial resource, and their success is largely attributable to them. The organization's staffs are greatly motivated by the excellent environment conditions. It significantly raises an employee's sense of satisfaction. Only if employees are adequately motivated will they perform well at work, and only if they perform well will the organisation gain from it.

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