



WORK LIFE BALANCE IN INDIAN HOTEL INDUSTRY – A STUDY

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ABSTRACT

The wellbeing of employees is a priority for modern businesses, who are attempting to provide work-life balance so that employees can balance their lives between work and home. There is a negative impact on employee welfare if there is an imbalance between personal and professional life. Unlike other industries, hotels are known for their in- depth service delivery which can lead to long working hours and over straining of employees. Hotel industry is packed with uncompromising professionalism, ambiguous daily roasters along with sudden work pressure which can lead to physical as well as mental stress. This can lead to acclimatization of your daily life and adjustments psychologically. The study included quantitative research techniques, and a simple random sampling technique was used whereby the participants were 81 working professionals who were single and, in a relationship, male and female, with and without children. According to our findings, women in the hotel industry are the most affected among the population.

KEYWORDS; - work-life balance, hotel industry, employee satisfaction, women in hotel industry, hospitality sector.

1. INTRODUCTION

The work/life balance is becoming a major issue of concern among companies and employees. Work-family was a word that was used more frequently in the past than it is now. The phrase "work-life" is increasingly being used in titles, either to relate to specific support areas or to give the phrase a more general. An individual can demonstrate effective practices in both his personal and professional life, when they can balance work and life. The major goal of any HR manager is to boost his/her employees happiness, knowledge and adoptability to cope up with industry demands. Is this true for hotel sector?

The hotel industry has a high turnover rate because it is a seasonal business which leads to acute shortage of labour.

Employees, particularly women, play two roles in their daily lives, one at work and the other at home, as noted by Tiwari (2017). The hotel industry has a high turnover rate because it is a seasonal business, which contributes to its acute labour shortages. Employees, particularly women, play two roles in their daily lives, one at work and the other at home, as noted by Tiwari (2017). Although it may be a lucrative career option, hotel management does not come without its difficulties. The staff of the hotel units spread throughout India are the subjects of the current study. Several items like work life balance, family life aspects, regions where they work as well as demographic data are employed.

2. REVIEW OF LITERATURE

a. Work Family Balance

AUTHOR	YEAR	FINDINGS
K. Santhana et al	2013	Work-life balance is distorted by four factors: relationship status, work schedules, the demand for agility, additional hours worked, and over time. This is particularly true for women who are committed/married, who lose out on time needed to support the family and other obligations if they take on more work at the company level. The elements mentioned above alone have an impact on more than 38% of the components that make up balance between work and life.
S. Padma et al	2013	The importance of family aid in juggling personal and professional obligations, and the present research reveals that this assistance will be crucial in juggling personal and professional obligations. Compared to workers with younger children, individuals with grown children can balance their lives better. The



		work-life balance of employees who are in charge of looking after their aging parents or in-laws is less favourable than that of their peers. The research came to the conclusion that an unbalanced work environment can increase staff turnover rate, truancy and decrease job fulfilment.
Albertsen et al.	2008	There is a direct correlation between higher work hours and lower levels of work-life balance among women, according to research on the subject. For men, the results were less clear, although in gender-mixed groups, a relationship between overtime work and lower levels of work-life balance was firmly supported. Nonstandard work hours were found to negatively affect work-life balance, and some data even claimed that they negatively affected marital satisfaction and the wellbeing of the children.
Yadav et al.	2013	The respondents' work-life balance was on the average level, and they were generally happy with their jobs. Finding a work-life balance has an effect on job success, according to the study's findings. Because they hinder workers from striking a good work-life balance, managers are considered to be a major factor in predicting the inherent qualities of job satisfaction. The majority of employees claim to enjoy and feel comfortable in their jobs. According to studies, it's critical for employees to strike a healthy balance between their personal and professional life.
V. Madhusudhan et al.	2013	Reliance, adaptability with time, role ambiguity, support from peers, social customs, hours worked, and leadership support are all characteristics that contribute to work-life balance, according to an analysis of these aspects. Management must put a strong emphasis on these factors while maintaining work-life balance.

b. Employee Satisfaction

Zheng Gu, Ricardo Chi Sen Siu (2009), analysed factors evident for job satisfaction in hotels at Macao and pinpointed ways to raise job satisfaction in order to raise output. The study pinpoints issues with work performance that are connected to job satisfaction and suggests remedies. Significant factors influencing job satisfaction included salary and perks, access to training, and encouragement from co-workers and supervisors.

Eva Gallardo, et. al (2010) examined the disparities in job satisfaction across workers in the hotel businesses of two different locations. According to their findings, hotel managers should concentrate on their compensation plans, opportunities for growth/promotions, and the impression of the job status to boost employee satisfaction. It is also beneficial to design retention methods for diligent and productive individuals, particularly in specific areas.

A study was undertaken in 2013 by Asad Mohsin, Jorge Lengler, and Bhupesh Kumar to determine the causes of employee intents to leave their positions at hotels in India.

The following factors were considered

- Employees’ commitment for their work and organisation
- Nature of their employment
- How it affects their community and personal life
- How satisfied they are with their degree of job satisfaction in related to organizational commitment
- Rapport with superiors
- Job stability

- Pay and extra benefits.

As per the findings, there is an unfavourable relationship between workplace ardour and views of the job as challenging when contemplating plans to quit the job.

3. RESEARCH METHODOLOGY

The descriptive research approach was employed in this study to identify the influential elements affecting total work-life balance across. A structured questionnaire with 18 questions was administered. Out of 81 respondents, 56 of them were males and 24 of them were females. The sample was chosen using a simple random sampling technique. 70.5% of the respondents came from the southern part of India (primarily Kerala, Tamil Nadu, and Hyderabad), while 29.5% came from the northern part of India (Like Kolkata, Delhi, Chhattisgarh etc.). A large percentage of the sample, 68%, belonged to the age group 22-25 years, with the remaining 19.5% belonging to the age group 18-21 years and 12.1% belonging to the age group 26-29 years. 78% of respondents were single, while 22% were married (Married or in a relationship). The majority of the sample, 41.5%, worked in the food production department, 24.4% in the front office or reception, 19.5% in the food and beverage service department, and others in HR, IT, and other departments. In terms of working hours, 43.9% of the sample works 10-12 hours per day, 19.5% works 12-15 hours per day, and 9.8% works more than 15 hours per day. 46.3% earn between \$10,000 and 20,000 per month, 26.8% earn less than \$10,000 per month, and the remaining earn between 20,000 and 30,000.



The data was gathered using the primary method, and the questionnaire was distributed via social media channels and email. Secondary information was collected from a variety of studies, publications, and websites. The data

was analysed using the statistical method chi square. All of the questions were graded on a Likert five-point scale ranging from Strongly Disagree to 2-Disagree, 3-Neutral, 4-Agree, and 5-Strongly Agree.

4. ANALYSIS AND INTERPRETATION

The collected data was edited, coded, tabulated and interpreted using chi square as the statistical method.

Table 1; - Gender of the respondents

S. No	Gender	No.	Percentage
1	Male	56	69.13%
2	Female	24	29.62%
3	Others	1	1.23%
Total		81	100 %

There are a total of 81 respondents out of which 56 are males, 24 are females and 1 from other category where the respondent does not wish to reveal the gender.

Table 2; - Table showing the respondents opinion on the statement “I am able to give priority to my job even after 8 hours of work.”

S. No	Opinion	No.	Percentage
1	Strongly Agree	16	19.75%
2	Agree	20	24.69%
3	Neutral	22	27.16%
4	Disagree	14	17.28%
5	Strongly Disagree	9	11.11%

Out of the respondents, 14 respondents disagree and 9 strongly disagree with the statement that they can prioritise their jobs after 8 hours of work. In contrast, 20 respondents agree, with 16 strongly agreeing, that they can prioritise their jobs even after 8 hours of work.

Considering the Null and Alternative Hypothesis,
 H0; - There is no relationship between the gender of the respondents and the priority given to jobs.
 H1; - There is a relationship between the gender of the respondents and priority given to jobs.

Table 3; - χ^2 (Chi square) Table showing the relationship between dependant and independent variable.

Opinion / Gender	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Male	16	20	12	8	0	56
Female	0	0	10	6	8	24
Others	0	0	0	0	1	1
Total	16	20	22	14	9	81

According to the table, 8 of the 9 respondents who strongly disagreed are females, and 1 is from another category. We can also see that 8 of the 14 respondents who disagreed were men, while 6 were women. All 16 and 20 of the participants who strongly agreed and agreed to the statement were men. No females agreed with the statement that they can prioritise their job after 8 hours of work.

The calculated Σ value is 37.93. Since the degree of freedom is 8, the table value of χ^2 becomes 15.507.

Hence, Calculated value 37.93 > Tabular Value 15.507.

We reject the null hypothesis and accept the alternative hypothesis since the calculated value exceeds the χ^2 critical value at the 5% level of significance. So, we can infer that there is an association between the gender of the respondents and their opinion on giving priority to their jobs even after 8 hours of work.

Table 4; - Table showing the respondents opinion on the question ‘Do you firmly believe that you can maintain a balance between your personal and professional lives.’

S. No	Opinion	No. of Respondents	Percentage
1	Strongly Agree	12	14.81%
2	Agree	23	28.39%
3	Neutral	19	23.45%
4	Disagree	15	18.51%
5	Strongly Disagree	12	14.81%



Out of the respondents, 15 respondents disagree and 12 strongly disagree with the question that they are able to maintain a balance between their professional and personal lives. In contrast, 23 respondents agree, with 12 strongly agreeing, that they can maintain a balance between their professional and personal lives.
 Considering the Null and Alternative Hypothesis,

H0; - There is no relationship between gender of the participants and their ability to balance work and personal lives.

H1; - There is a relationship between gender of the participants and their ability to balance work and personal lives.

Table 5; - χ^2 (Chi square) Table showing the relationship between dependant and independent variable.

Opinion / Gender	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Male	12	21	17	3	3	56
Female	0	2	1	12	9	24
Others	0	0	1	0	0	1
Total	12	23	19	15	12	81

The table shows that 9 of the 12 respondents who strongly disagreed are females. We can also see that 12 of the 15 disagrees were women, while 3 were men. All 12 men strongly agreed whereas 21 of the 23 respondents agreed are men. There are no women who strongly agrees that they are able to maintain a balance between their personal and professional lives.

The calculated Σ value here is 48.11. As the degree of freedom is 8, the table value of χ^2 becomes 15.507.

Hence, Calculated value 48.11 > Tabular Value 15.507.

We accept the alternative hypothesis and reject the null hypothesis as the calculated value is above the χ^2 critical value at 5% level of significance. Therefore, it follows that the respondents' capacity to balance their personal and professional lives and their gender are related.

5. FINDINGS

- The findings of this study shows that women in the Indian hotel business have the hardest time juggling their personal and work life.
- Women account for all 9 of the respondents who strongly disagree that they cannot prioritise their job after 8 hours of work. Men, on the other hand, can prioritise them better. 9 of the 12 respondents are women who believe they are unable to balance their work and personal lives.
- When a woman begins to take on multiple roles, such as mother, wife, working woman, and so on, her outlook and value improve. Women who play multiple roles tend to feel quite cherished about themselves.
- The hotel industry can be unpredictable at times, requiring employees to work double shifts during peak seasons. Such situations may be difficult for a woman who performs numerous responsibilities.
- Extensive workload can also end up causing physical stress in female employees, impacting their professional and personal lives as well.

- Hotel employees face work-life balance issues as a result of their extensive work overload, long hours of work and unrealistic standards.

6. RECOMMENDATIONS & CONCLUSION

There is a need for zesty human capital with a vibrant personality in industries with a strong correlation with customers, which generally belongs to the group of service-oriented businesses, such as the hotel industry. Though some issues at work and in life are inevitable, they must be fair and bearable; or else, they can cause tension and confusion, hindering employees' Work-Life Balance. It typically occurs as a result of heavy workload, prolonged working hours, exhaustion, or even personal responsibilities such as childcare, family, adult care, and so on. Along with work, love and humanity are essential for happiness. Companies are introducing new policies and practices to help employees balance life and work. The Human Resources Department must devise new strategies to address the existing situation of women in the hotel business. Like women in other industries, hotel employees need flexible shift arrangements. Women may also be given less strenuous physical work than men, who may be physiologically stronger, reducing physical tension in female employees. Therefore, this paper aims to address the significance of having a work-life harmony, particularly for women employees.

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