AN EMPIRICAL STUDY ON PRACTICE OF EMPLOYEE ENGAGEMENT ACTIVITIES IN HOSPITALITY INDUSTRY

DIPTI KANWAR¹ & JYOTI JAIN²

¹Research Scholar, JECRC University, Jaipur, Rajasthan, India
²Assistant Professor, School of Management, JECRC University, Jaipur, Rajasthan, India

ABSTRACT

Purpose

The paper is regarding “Employee Engagement”, the most broadening and spreading topic in Human Resource today. The late management guru, Peter Drucker said that the most influential word in any organization is People. It is the people/employees who play an important role in success of any organization where hospitality industry is no exception. When the employees are engaged thoroughly in their jobs, an organization experiences enhanced employee performance, higher rates of employee retention and better financial gains. Engaging and retaining employees is a tough and challenging task in today's aggressive job scenario. The paper helps to understand the importance of practicing employee engagement activities, also, highlights the benefits reaped after implementation of such activities.

KEYWORDS: Employee Engagement, Employee Engagement in Hospitality Industry, Human Resource Management, Engaging Employees & Engagement and Business Success

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