

# Work Life Balance in Hotel Industry- Issues and Challenges

Ravish Kukreti<sup>1</sup>, Rakesh Dani<sup>2</sup>, Akash Rawat<sup>3</sup>, Mohsin Khan<sup>4</sup>, Gauri R Papade<sup>5</sup>

<sup>1, 2, 3, 4</sup> Graphic Era Deemed to be University, Dehradun, Uttarakhand 248002

<sup>5</sup> Graphic Era Hill University

---

## ABSTRACT

**Background & Purpose:** Work life balance is an important term which is of utmost requirement in present scenario, this term means to have a equal balance in professional and personal life. Concept of work life balance is beneficial for both organization and employee as organization can retain their quality employee and employee can work with full dedication.

**Experimental Approach:** Primary and secondary data for the research have been used. Primary data was collected with the help of questionnaire which was distributed to employees of renowned hotels of Dehradun, Uttarakhand. Response was analyzed using mean, standard deviation.

**Conclusion and Implication:** With the help of study it can be concluded that work life balance plays an important role in hospitality and is beneficial for both organization and employee.

**Keywords:** Work Life Balance, Organization, Employee.

---

## INTRODUCTION

Work life balance is the need of an hour as immense amount of competition has taken place for modern day organization today as the organization today are much more focused in achieving their goals and objective. Hotel industry is also running in a similar note which has resulted work life balance as the area of concern. Work life balance is the perfect balance between the professional and personal life of the employee , work life balance states that the employee are able of give equal amount of time along with efforts in both professional and personal ( Arslaner & Boylu, 2017).

Hotel industry is having increasing amount of competition and this sector is customer is oriented which operates 24 hour round the clock and require energetic employees to fulfill the customer satisfaction ( Hsieh.et.all,2017). Work life balance act as an effective management of various responsibilities , this concept is essential for employee and organization as it helps in retaining the employees as it reduces the negative consequences of work ( Harvey and Stalker, 2007). Today organization are working intensively as organization are expected to enhance their productivity level which require higher commitment from the employees.

The concept of work life balance gained importance as organization realized that for achieving their goals they need to invest on human capital ( Ireland, 2005). Employee working in hotel require long working hour with great amount of stress and achieving satisfaction of customeract as major obstacle for effective work life balance .

Major challenge for the employees who are working in hotel is to maintain quality work life balance between their professional and personal life as they are interacting with the customer and should not reflect any sort of discomfort while conversation with the guest . Any sort of absence of quality work life balance will surely affect the professional as well as personal life of the employee, which will surely affect the productivity of employee with regard to various operational and management task which that employee will be doing in his work area, hence to strengthen the results of organization with regard to productivity of the organization quality work life balance is very essential ( Struges & Guest, 2004).

## **REVIEW OF LITERATURE**

- **Wolfe & Kim (2013)** – Conducted study on hotels of mid west in United States and investigated role of work life balance and emotional intelligence on job satisfaction. Author concluded that these factors have direct relation with the job satisfaction of the employees who are working in the organization.
- **Kanten (2014)** – conducted his research on 218 employee of the organization in Istanbul. Data was analyzed using structural equation modeling and concluded that work life balance affect organization behavior . Behavior of employee is very essential for modern day organization.
- **Bande et.al (2015)** – highlighted importance of emotional skills in managing quality work life. This skill helps employer behavior to reduce work related stress and they can focus more on operational skill.
- **Rathi & Lee (2016)** – conducted his study on 204 front line staff who are in direct contact with guest and stated that strong development of staff is required to handle various difficult situations as the staff working in service related sector need to deal with various odd situations.
- **Gautam & Khurana (2017)** - In his work emphasized the role of emotional intelligence in handling various odd situation during the operations. Tact of handling situations is need of an hour.
- **Khalid (2019)**- investigated role of work life balance over employee performance with the help of 289 respondents from Jordon. The result of research stated that work life balance positively affect employee performance. Work life balnce increases the productivity of employee.
- **Aziz Minshah (2020)** study determine limitation of work on family and their social life .Study also stated that prolonged working hour results in conflict which reduces their efficiency of working.

## **RESEARCH METHODOLOGY**

➤ **OBJECTIVE OF THE STUDY**

- To investigate importance of work life balance in the Hospitality Industry.
- To suggest various measure for implementing enhanced work life balance.

➤ **RESEARCH DESIGN**

A research design is simply and merely frame work of how research is being conducted , which consists of collection and analysis of data from primary and secondary sources. The study's goal is to suggest importance of work life balance in hotel industry and at the same time suggest some measures for implementing effective work life balance.

➤ **SOURCE OF INFORMATION**

Primary Data- gathered with the help of structured questionnaire response gathered from 100 respondents.

Secondary Data – Reputed Journal

➤ **DATA ANALYSIS TOOLS**

Collected data of the study of 100 respondents was analyzed using a Likert 5 points scale arranging strongly DisAgree-1, Strongly Agree-5.

➤ **DATA ANALYSIS AND INTERPRETATION**

As per the result obtained from the response, various means scores were calculated respond majorly stated that work life balance has a major role in the hotel industry of Dehradun, Uttarakhand

Chart 1 Data Analysis and Interpretation

Particulars	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total	Mean	Deviation	CV
Work Life balance is Essential For Employees of Hotel Industry	10	6	9	51	24	100	3.73	3.40293991	0.91231633
My prolonged working shift hamper work life balance	5	7	9	45	34	100	3.96	3.58887169	0.90628073
I Often think to quit industry because of lack of work life balance	11	5	15	40	29	100	3.71	3.40587727	0.91802620
Organizational environment helps in developing my professional skills	7	10	13	40	30	100	3.76	3.43220046	0.91281927
My hotel have fixed shift timings'	55	25	5	10	5	100	1.85	1.73205081	0.93624368
My salary is less as compared to my work	16	8	12	28	36	100	3.6	3.38230691	0.9395297
I get call related to my job after my shift is over	9	2	15	44	30	100	3.84	3.49571166	0.91034158
My Hotel does not provide over time	4	2	26	43	25	100	3.83	3.42928564	0.89537484
I have work related pressure which affects my personal life	15	5	9	56	15	100	3.51	3.21869539	0.91700723
I am responsible for my work station	40	20	15	10	15	100	2.4	2.34520788	0.97716995

Mean interpretation 0.8-1.8 = Strongly disagree, 1.8-2.6 = Disagree, 2.6-3.4 = Neutral, 3.4-4.2 = Agree, 4.2-5 = Strongly agree

### CONCLUSION & SUGGESTION

Effort should be made by Hospitality employees and stakeholders who could enhance the effective work life balance of employee .

1. Work life Balance is important for hotel industry.
2. Employee often undergo work related work related pressure which affect their personal life .
3. Hotel should take necessary steps to incorporate work life balance.
4. Hotel should have fixed working hours .
5. Hotel should increase the salary structure of staff, provision of overtime should be incorporated .

### REFERENCES

1. Arslaner, E., & Boylu, Y. (2017). Perceived organizational support, work-family/family-work conflict and presenteeism in hotel industry. *Tourism Review*.
2. Hsieh, Y. C. J., Sönmez, S., Apostolopoulos, Y., & Lemke, M. K. (2017). Perceived workplace mistreatment: Case of Latina hotel housekeepers. *Work*, 56(1), 55-65.
3. Harvey, C., & Stalker, C. A. (2007). Understanding and preventing burnout and employee turnover. Moving toward positive systems of child and family welfare: Current issues and future directions, 273-320.
4. Sirmon, D. G., Hitt, M. A., & Ireland, R. D. (2007). Managing firm resources in dynamic environments to create value: Looking inside the black box. *Academy of management review*, 32(1), 273-292.
5. Sturges, J., & Guest, D. (2004). Working to live or living to work? Work/life balance early in the career. *Human Resource Management Journal*, 14(4), 5-20.
6. Wolfe, K., & Kim, H. J. (2013). Emotional intelligence, job satisfaction, and job tenure among hotel managers. *Journal of Human Resources in Hospitality & Tourism*, 12(2), 175-191.
7. Kantan, P. (2014). EFFECT OF QUALITY OF WORK LIFE (QWL) ON PROACTIVE AND PROSOCIAL ORGANIZATIONAL BEHAVIORS: A RESEARCH ON HEALTH SECTOR EMPLOYEES. *Suleyman Demirel University Journal of Faculty of Economics & Administrative Sciences*, 19(1).
8. Bande, B., Fernández-Ferrín, P., Varela, J. A., & Jaramillo, F. (2015). Emotions and salesperson propensity to leave: The effects of emotional intelligence and resilience. *Industrial Marketing Management*, 44, 142-153.
9. Rathi, N., & Lee, K. (2016). Emotional exhaustion and work attitudes: Moderating effect of personality among frontline hospitality employees. *Journal of Human Resources in Hospitality & Tourism*, 15(3), 231-251.
10. Gautam, A., & Khurana, C. (2019). Demographic variables as indicators of emotional intelligence: A study of selected enterprises of Uttarakhand. *Journal of Management*, 6(1), 11-20.
11. Drus, Z., Nadarajah, D., & Khalid, H. (2019). Quality of Work Life and Job Satisfaction Among Employees at Fitness Center in Klang Valley. *Open International Journal of Informatics*, 7(2), 14-21.
12. Purba, F. D., Hunfeld, J. A., Fitriana, T. S., Iskandarsyah, A., Sadarjoen, S. S., Busschbach, J. J., & Passchier, J. (2018). Living in uncertainty due to floods and pollution: the health status and quality of life of people living on an unhealthy riverbank. *BMC public health*, 18(1), 1-11.