

Qualitative Research: SBD7002

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AN ANALYSIS OF THE FACTORS OF EMPLOYEES' DISSATISFACTION IN HOSPITALITY INDUSTRY

(A case study of London based Euro Queens hotel)



Background

- The hospitality industry is growing at a faster pace and it is offering huge success and growth opportunities for the organizations' staff who are working in the hospitality sector (Deery and Jago, 2015)
- There is a lack of studies which have focused on 18-35 age bracket of employees in context of dissatisfaction (Azic, 2016)
- Majority of studies have focused on satisfaction sectors instead of dissatisfaction and also they did not focus just on generation Y (Azic, 2016)
- The Euro queen hotel was founded in the year 1937 and it is headquartered in London. The main focus of the euro queen hotel is to understand the requirement of customers and in delivering them services accordingly (*Euro Queens Hotel, London, United Kingdom, 2015*)
- Hotel aims are delivering their customers with high quality services and food. Presently there are about 112 employees working and consist of 263 rooms.

Background

- **Employees are the most significant assets of any organization that supports for performing the necessary functions in effective way (AlBattat and Som, 2013)**
- **In 21st century factors such as globalization and increase competition have created huge work load on the employees which have resulted in dissatisfaction in the hospitability sector (Huang and Raundle-Thiele, 2014)**
- **Since employees are the most important asset in the hospitality sector, their causes of employee dissatisfaction should be constantly identified and monitored (McPhail and et.al. 2015)**
- **Problem statement in this research study is to evaluate the causes of dissatisfaction of the employees**
- **The hotel amenities includes Wi-Fi, gym and 24-Hour business centre. More specifically, the euro queen hotel is located at 122 Church Rd, London SE19 2UG, UK (*Euro Queens Hotel, London, United Kingdom*, 2015).**

Research Aim

The purpose of this paper is to analyse the factors behind employee dissatisfaction in the hospitality industry. The paper aim to examine the factors which are accountable for employee dissatisfaction at the euro queens hotel.

Objectives

- **To analyse the importance of employee satisfaction of the euro queens hotel**
- **To study the reasons behind employee dissatisfaction in the hospitality industry**
- **To evaluate the ways through which issues of employee dissatisfaction can be overcome**

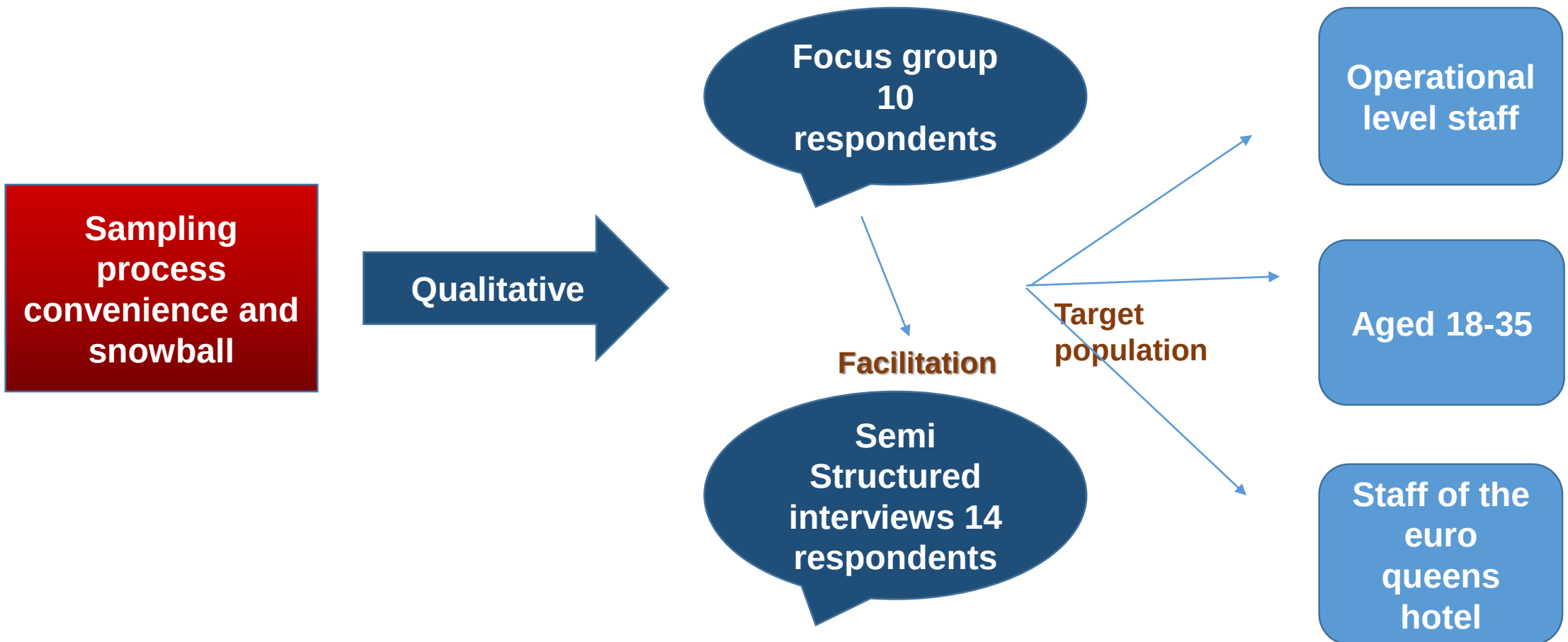
Literature Review

- According to Huang and Rundle-Thiele, (2014) the hospitality industry can be defined as a group of organizations working for delivering better and effective values to the clients of the hotel.
- Bustamam, Teng and Abdullah, (2014) has described, it is vital that hotel staff should work in enthusiastic manner so that all the required practices and procedures in the hotel should be completed in effective manner.
- Brandon-Jones, (2016) has suggested that the employee satisfaction is necessary in the success of hospitality sector.
- Brien, Thomas and Brown, (2017) focus that the hospitality sector is fastest growing sector and it offers enormous success and growth opportunity for organisation that are working in this sector.
- Townsend, Wilkinson and Burgess, (2014) has stated that Employees working in this sector needs to work for longer hours and due to that personal life gets affected.
- The delay in promotions or not beneficial growth in hotel employees' career will make them distracted to

Literature Review

- **Rahimi and et.al, (2016) has defined that the employees are to be appreciated with their work and they should be rewarded with the benefits like bonus and increase in their salary as according to their work performance.**
- **Kara, Uysal and Magnini, (2012) has stated that by providing motivational courses and unique training to staff make them more confident and satisfied to play their roles.**
- **The regular feedbacks from employees will help to assess their weakness in specific performing areas of the hotels and by taking initiatives to implement on staff could be improve their practices to reduce the work pressure(Zopiatis, Constanti and Theocharous, 2014).**
- **The employee loyalty schemes could be introduced in the hotel so that points can be given to staff members based on their work performance could be help in to get their satisfaction(Kara and et.al. 2013).**

Summary of Methods



Methodology

Interpretivist Philosophy: Employees are different and unique and in order to understand them Interpretivism philosophy used.

Qualitative: To understand the employees semi structured interviews will be used therefore qualitative research will be appropriate

Inductive Approach: The research approach will be inductive because it is not testing any theory and it is starting with the problem

Exploratory Studies: Dissatisfaction of employees at the euro queens hotel are widely unexplored, that's why we need to ask them what and why

Data Analysis

- In this study the thematic analysis will be used in which themes will be prepared based on generated response from the interviews and analyse them (Lushey and Munro, 2015).
- Data is not theoretically bounded which permits to complicated and detailed description of data – refers to suitability of topics like people's experiences, views and sensing (Psych n.d.)
- The purpose behind selecting thematic analysis for the present study is it's extremely inductive in nature, there is no pre-set themes concerning in current study.

Ethical issues

- **Employee dissatisfaction is a delicate subject which can make staff pressurized being a fact they are representative of an organizational culture or speaking for many.**
- **All the personal information of employees is protected to make them confident about their interviews as dissatisfaction misunderstanding could take place as well between interviewee and interviewer.**
- **Job security could be an ethical issue due to which employees feel hesitant to talk freely during interviews which could be effect their work life by management.**

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