## EMPLOYEE RELATIONSHIP IN HOTEL INDUSTRY WITH SPECIAL REFERENCE TO MADURAI

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*Abstract*
*Employee Relationship is a much broader concept. It involves maintaining a work environment that satisfies the needs of individual employees and management also improving employee morale, building company culture, conveying expectations. A manager communicates with employees, develops a connection with them and helps them perform their jobs and understand workplace requirements. Managers have many different types of relationships with employees, depending on culture and the current school of management thought. The project facilitate in understanding the way to communicate with employees, giving importance to their views, motivating them, and improving their professional abilities in order to increase the performance of the employees accordingly based on the organization's requirement.*

*Key Words: Employee Relationship, Relationship Management, Relationship Development.*

### Introduction
"Employee relationship management" is a term that refers to relationship development and management between employers and their employees. There are a lot of different issues that can affect employee satisfaction, which has a direct result on employee productivity and overall corporate culture. Employee relationship management refers to managing the relation between the various employees in an organization. Employee relationship are one of the major sources of stress, due this both the quality and quantity of their output will suffer among various levels of employees about their intuition.'Hotel Industry in India is gaining its competitiveness as a cost effective destination. The 'Hotel Industry' is likely to add about 60,000 quality rooms, currently in different stages of planning and development which would be ready by 2012. MNC Hotel Industry giants are initiating for Joint Ventures to earn their share of pie in the race. The Indian Government has approved 300 hotel projects, where half are for the luxury range. India's increasing stock market and new business opportunities are always been attractive foreign investors and corporate travelers to look for business opportunities in the country. From 167 countries, today India has finally made its mark on the world travel map.

### Hotel Industry
'Hotel Industry in India' success story is only second to China in Asia Pacific. The World Travel and Tourism Council, says that India ranks 18th in business travel and will be among the top 5 very soon. India's big success stories includes the new model for development and growth; a model that is uniquely made.Indian Hotel Industry has supply of 110,000 rooms. According to the analysis of tourism ministry, 4.4 million tourists visited India last year and has risen to 10 million in 2010 - to accommodate 350 million domestic travelers. The Hotel Industry in India is at the verge of making 150,000 rooms fueling hotel room rates across India. There is tremendous opportunity for India as a destination for hotel chains looking for growth.

One of the major reasons for the increase in demand for hotel rooms in the country is due to the boom of information technology, telecom, retail and real estate. Heritage Hotels, Luxury Hotels, Budget Hotels, Resorts are the basic division in India according to the location.Radisson Hotels India, Taj Group of Hotels, Park Group of Hotels and ITC Hotels are some of the known hotels in the hotel industry that are famous for unique amenities and superb accommodation arrangements. Career's diversity of experience in hotel management is greater than in any other profession. The Hotel industry involves combination of various skills sets like management, food and beverage service, housekeeping, front office operation, sales and marketing, accounting. The rise in corporate activity today like travelling for business and even a holiday has made the hotel industry a very competitive one.
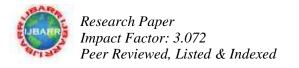
### Need for the Study
Employee relationship are one of the major sources of stress, due this both the quality and quantity of their services will suffer among various levels of employees about their intuition. The poor interpersonal relationship in the work place makes depression and its undesirable correlates towards employee career.

### Scope of the Study
This study is mainly concentrate on Employee Relationship in Hotel Industry with special reference to Madurai District. The capability of any employee can be utilized only when they are committed to the organization they work. Hence the study gives an insight regarding these aspects.

### Statement of the Problem
The important issue analysed is identifying the employee relationship prevailing in Hotel Industry.

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**Objectives of the Study:**To study Employee Relationship in Hotels in Madurai

**Research Methodology**
Research is an art of scientific investigation. Research is an academic activity and as such the term should be used in a technical sense. This research is Descriptive in nature; it describes Data and Characteristics about the population or phenomenon being studied. There are 56 star hotels in and around Madurai and hence the major six were taken into consideration based on the number of employees working and the service rendered by them. The sample size was 267 respondents. The sampling method adopted for the research was Stratified Random Sampling Stratification is the process of dividing members of the population into homogeneous subgroups before sampling.

**Sample Size**
**Total: 267 Respondents**
- Heritage Hotel          -          55 respondents
- The Gateway Hotel          -          52 respondents
- Sangam Hotel          -          47 respondents
- GRT Regency          -          44 respondents
- Fortune Pandian Hotel          -          36 respondents
- Hotel Germanus          -          33 respondents

**Tools used for the Analysis**
**Chi Square Analysis**
The $x^2$ test (pronounced as chi – square test) is one of the simplest and most widely used non parametric test in statistical work. The symbol $x^2$ is the Greek letters chi. The $x^2$ test was first used by Karl Pearson in the year 1990. The quantity $x^2$ describes the magnitude of the discrepancy between theory and observation.

Chi – square test is applied in statistics to test the goodness of fit to verity the distribution of observed data with assumed theoretical distribution. Therefore, it is a measure to study the divergence between the actual and expected frequencies $x^2$ is zero. Thus, the chi – square test describes the discrepancy between theory and observation.
The procedure followed
1. Formulate the null hypothesis
2. Fix the level of significance
3. Calculate the test statistic

$$f^2 = \sum \frac{(O-E)^2}{E}$$

Degrees of freedom    =    (R-1)(C-1)

Where,
O = Observed Frequency
E = Expected Frequency
R = Number of Rows
C = No of Columns

The expected frequency is calculated by using the following formula

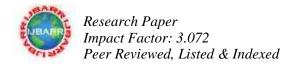$$E = \frac{Row\ Total\ \times Column\ Total}{Grand\ Total}$$

**Review of Literature**
**Stefan Strohmeier, (2013)[1],** in his article on "Employee relationship management – Realizing competitive advantage through information technology?" attempts to clarify the concept and derive research implications and aimed at the reduction of ambiguity by elaborating a basic outline of the concept by deriving major implications for future research. Also clarifies that ERM is a response to increased labour market pressures and increased in information technology potentials.

**AysitTansel&SaziyeGazioglu, (2013)[2]**in their study on "Management - Employee Relations, Firm Size and Job

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[1]*Stefan Strohmeier, - "Employee relationship management – Realizing competitive advantage through information technology?"Emerging Issues in Theory and Research on Electronic Human Resource Management (eHRM) Volume 23, Issue 1, March 2013, Pages 93–104*
[2]*AysitTansel&SaziyeGazioglu, - "Management-employee relations, firm size and job satisfaction", International Journal of Manpower, Volume 35, Issue: 8, pg.1260 – 127*

Satisfaction"highlights in improving the management – employee relations in large firms will increase employee satisfaction in many respects as well as increase productivity and reduce turnover.

**Milk Leat, (2011)[3]**in his article on "Employee Relations" he explains the module "Employee relations and the employment relationship" highlights that "Employment Relations" is a term that has become commonly used only in relatively recent years to indicate a particular area of subject matter. He introduces the notion of an industrial relations system and its limitation as a theory of industrial relations and, in this context, outline a frame work that centers upon the employment relationship.

**Measurement of Variables**
Analysis and interpretations are central steps in the research process. The aim of the analysis is to organize, classify and summarize the collected data so that they can be better comprehended and interrupted to give answers to the questions that triggered the research. Interpretations are the search for the broader meaning of findings. In this chapter a detailed analysis of the collected data is attempted as per the objectives stated earlier.Descriptive statistics includes statistical procedures that we use to describe the population under study.

**Employee Relationship**
The relationship can be between employee and the employer as well as between employees at the same level. This table details about the aggregate view of employee relationships and its understanding among the respondents of the hotel industry. There are three categories like good, better and best to differentiate the respondents view.

**Table No 1: Employee Relationship**

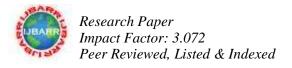| Particulars | Frequency | % |
|---|---|---|
| Good | 64 | 24 |
| Better | 129 | 48.3 |
| Best | 74 | 27.7 |
| **Total** | **267** | **100.0** |

Source: Primary Data

**Inference**
The table showing the employee relationship reveals that the maximum of respondents' views that are that the relationships are better [48%], the respondents' states that the relationship is at its best [28%] and the respondents' falls under good are [24%].

**Table No: 2 Relationship between Age and Employee Relations By Using Chi– Square**

| Age | | | |
|---|---|---|---|
| | Observed N | Expected N | Residual |
| Below 20 | 18 | 53.4 | -35.4 |
| 21 to 25 | 39 | 53.4 | -14.4 |
| 26 to 30 | 65 | 53.4 | 11.6 |
| 31 to 35 | 76 | 53.4 | 22.6 |
| Above 35 | 69 | 53.4 | 15.6 |
| **Total** | **267** | | |

| ERM | | | |
|---|---|---|---|
| | Observed N | Expected N | Residual |
| Good | 64 | 89.0 | -25.0 |
| Better | 129 | 89.0 | 40.0 |
| Best | 74 | 89.0 | -15.0 |
| **Total** | **267** | | |

| Test Statistics | | |
|---|---|---|
| | AGE | ERM |
| Chi – Square | 43.993[a] | 27.528[b] |
| Df | 4 | 2 |

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[3]*Milk Leat, (2011)[3] in his article on "Employee Relations" he explains the module "Employee relations and the employment relationship"*
*Milk Leat, (2011) - "Employee Relations"Book - First Published in Great Britain in 2008*

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| Asymp. Sig | .000 | .000 |
|---|---|---|
| a.  The minimum expected cell frequency is 53.4 | | |
| b.  The minimum expected cell frequency is 89.0 | | |

| RM | | | |
|---|---|---|---|
| | Observed N | Expected | Residual |
| Good | 64 | 89.0 | -25.0 |
| Better | 129 | 89.0 | 40.0 |
| Best | 74 | 89.0 | -15.0 |
| | | | |

**Inference**
The expected cell frequency is greater than the calculated frequencies for the factors and hence the null hypothesis is accepted. Therefore the age of the respondents' didn't stands as a distressing factor for their relationship.

**Table No:  3 Educational Qualificationand Employee Relations**

| Educational Qualification | | | |
|---|---|---|---|
| | Observed N | Expected N | Residual |
| SSLC | 35 | 53.4 | -18.4 |
| HSLC | 25 | 53.4 | -28.4 |
| Diploma | 63 | 53.4 | 9.6 |
| UG | 77 | 53.4 | 23.6 |
| PG | 67 | 53.4 | 13.6 |
| **Total** | **267** | | |

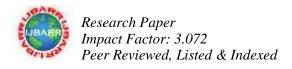| ERM | | | |
|---|---|---|---|
| | Observed N | Expected N | Residual |
| Good | 64 | 89.0 | -25.0 |
| Better | 129 | 89.0 | 40.0 |
| Best | 74 | 89.0 | -15.0 |
| **Total** | **267** | | |
| **Test Statistics** | | | |
| | **Educational Qualification** | | **ERM** |
| Chi – Square | 37.064[a] | | 27.528[b] |
| Df | 4 | | 2 |
| Asymp. Sig | .000 | | .000 |
| a.  The minimum expected cell frequency is 53.4 | | | |
| b.  The minimum expected cell frequency is 89.0 | | | |

**Inference**
The expected cell frequency is greater than the calculated frequencies for the factors and hence the null hypothesis is accepted. Therefore the educational qualification of the respondents' didn't stands as a hurdle for their relationship.

**Table No: 4 Monthly Incomes and Employee Relations**

| Monthly Income | | | |
|---|---|---|---|
| | Observed N | Expected N | Residual |
| Below 10k | 8 | 53.4 | -45.4 |
| 11k – 20k | 21 | 53.4 | -32.4 |
| 21k – 30k | 109 | 53.4 | 55.6 |
| 31k – 40k | 75 | 53.4 | 21.6 |
| Above 40k | 54 | 53.4 | .6 |
| **Total** | **267** | | |

| Test Statistics | | |
|---|---|---|
| | **Monthly Income** | **ERM** |
| Chi – Square | 124.891[a] | 27.528[b] |
| Df | 4 | 2 |

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| Asymp. Sig | .000 | .000 |
|---|---|---|
| a. The minimum expected cell frequency is 53.4 | | |
| b. The minimum expected cell frequency is 89.0 | | |

**Inference**

The expected cell frequency is greater than the calculated frequencies for the factors and hence the null hypothesis is accepted. Therefore the monthly income of the respondents' was not a distressing factor for employee relationship in the organisation they work.

**Table No: 5 Experience in the Industry and Employee Relations**

| Experience in the Industry | | | |
|---|---|---|---|
| | **Observed N** | **Expected N** | **Residual** |
| Below 6 yrs | 9 | 53.4 | -44.4 |
| 6 yrs – 10 yrs | 42 | 53.4 | -11.4 |
| 11 yrs – 14 yrs | 52 | 53.4 | -1.4 |
| 15 yrs – 18 yrs | 96 | 53.4 | 42..6 |
| Above 18 years | 68 | 53.4 | 14.6 |
| **Total** | **267** | | |

| ERM | | | |
|---|---|---|---|
| | **Observed N** | **Expected N** | **Residual** |
| Good | 64 | 89.0 | -25.0 |
| Better | 129 | 89.0 | 40.0 |
| Best | 74 | 89.0 | -15.0 |
| **Total** | **267** | | |

| Test Statistics | | |
|---|---|---|
| | **Experience in the Industry** | **ERM** |
| Chi – Square | 77.363[a] | 27.528[b] |
| Df | 4 | 2 |
| Asymp. Sig | .000 | .000 |
| a. The minimum expected cell frequency is 53.4 | | |
| b. The minimum expected cell frequency is 89.0 | | |

**Inference**

The expected cell frequency is greater than the calculated frequencies for the factors and hence the null hypothesis is accepted. Therefore the experience of the respondents' in the job was not a hurdle for their relationship.

**Suggestions**

Building the supervisor and subordinates relationship the management possibly can give attentions towards improving to increase the level of employees' commitment towards the organization. Employees ideas and views can be given due respect by the management in order to increase their commitment and relationship towards the organization they work.

**Conclusion**

The employees in the service sector are the most important phenomenon for the development of the sector as whole. This research helped us in analyzing the interpersonal relationship aspects in relation with their performance which denotes the ability of an employee to fulfill the stated goals. The interpersonal relationship of hotel industry in Madurai is very hopeful and also has a demanding future in the journey of service to the society, as the employees in the industry towards success.

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1. www.managementstudyguide.com.
2. www.smallbusiness.chron.com.
3. www.it.toolbox.com.
4. www.projects4mba.com.