

A Study on Importance of Attitudes and Values among the Employees of the Hospitality Industry

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Abstract: "It's not Yours customers job to remember you it's your obligation and responsibility to make sure they don't have the chance to forget you"-Patricia Fripp. In hospitality sector the most important thing that is always noticed is Attitude. Employers need to be sober and decent irrespective of any serious issue it shows a positive, enthusiastic and generous atmosphere in the organization. Calm and composed minds always lead to the milestones in this sector as employers' attitude is the main key to success. Employees discipline and employees' manners will be representing a particular brand and because of his attitude only the rating of the particular organization depends. Well in this paper we seek to analyze the importance of employees with the proper attitudes and having quality skills. Well in this research paper we will deal with attitude and values of employees in restaurant. We will be covering this survey in the area of Nagpur Maharashtra where we are going to deal with 5 restaurants and their employees and customers about the attitude and value of employers

Keywords: Hospitality, Attitude, Employee discipline, Employee manners Organization, Success, Restaurants

1. Objective

- To understand the behaviour of the individual in the industry.
- To investigate the responsibility of the employees.
- Examine the influence of errors during Observations.
- Illustration of Attitudes and Values in Organizational Development.

2. Introduction

Attitude and Values of amongst employees of hospitality industry

Attitudes: An Attitude is a mental process learned through experiences attitudes helps employees to adjust in their work environment.

Formation of Attitudes in hospitality industry: An employee (individual) acquire attitude from various things like from family, co-workers, positions, communication. Attitude develops from personal experiences. Example like waiter earns average Rs 500 daily as a tip in a restaurant an individual likely to believe that he/she will also receive that much of tip. Attitude formed on experiences are difficult to change. If once formed attitude is positive in the organisation it will benefits an individual and as well as organisation in the hospitality industry.

Examples like

- 1) Increase in productivity.
- 2) Good teamwork.
- 3) Loyalty between employee and organisation.
- 4) Increase of profit.
- 5) Reduces stress.

Functions of attitudes in hospitality industry: Attitude helps employees to adjust their work environment when an employee is well treated. He/she likely to develop and positive attitudes towards an organisation. But when an employee is not treated well and get paid poorly. He/she

develops a negative attitude towards an organisation and it is not a good thing in a hospitality industry.

Factors that effects attitudes are

- 1) Adjustment
- 2) Ego
- 3) Knowledge

Changing in attitudes in hospitality industry: When an employee is negative its need to be change. Changes of attitudes of an employee in hospitality industry is done in two ways (Changing self-attitude or Changing of attitude change by the organisation)

Examples of changing self-attitude in hospitality industry

- 1) Be aware of your attitude.
- 2) By understanding that negative attitude has no benefits.
- 3) Keep an open mind to accept changes.
- 4) Stay away from negative influences.
- 5) Build positive self.

Examples of attitude change by the organisation

- 1) Giving feedback
- 2) Create positive conditions
- 3) Positive role model
- 4) Use of fear
- 5) Provide new information
- 6) Discussions

Values: Values are different from attitudes values is something an individual grow up with values are general belief of life. The organisational values are focused on the individual values an employee values are either be Wright or either be wrong in the hospitality industry the job involvement is totally depends on the values of an employee. Values is a foundation of attitude and behaviour of employees. There are two types of values.

Terminal Values in hospitality industry: Terminal values are desired state of existence.

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Instrumental Values in hospitality industry: Industrial values are desirable modes of behaviour which includes.

- 1) Being polite
- 2) Logical
- 3) Self-controlled
- 4) Courageous

Difference between attitudes and values: values are general belief of life where attitudes are experiences from a particular event or people.

Similarities between attitudes and values: There are two similarities between attitudes and values. Both are from the same source and both are resistance to change.

So, in this paper we seek the attitude and values of an individual in hospitality industry that how an employee response and do work in the hospitality industry (RESTAURANTS) on the basis of their attitudes and values. We are covering a survey in the areas of Nagpur Maharashtra where we are going to collect the information from 5 different restaurants about employees Attitudes and Values like their commitment voice responsibility loyalty behaviour mindset in the organisation (RESTAURANTS).

3. Literature Review

1) Dennis Nickson & Chriswarhust (April 2005)

Journal of service theory and practice.

This paper aims to show how the front-line hospitality members are dealing with the customer. It also reflects the importance of customer for the organization. The main focus of this paper is right kind of the attitude of the employees and utilization of their aesthetic skills in the organization. Better the aesthetic skills more requirement of skilled labors. Customer always desire to see the employee in the perfect look and he should always sound like a gentleman. Well, it's obvious from this paper that hospitality sectors aren't looking for hard working labor instead they are mainly focusing on the soft skilled employee which is the need of the hour.

2) Huang, Chu Ju & Robert C. Lo, (August 2014)

Perceptions, Attitudes, and Needs of Undergraduate Student towards Career in the Hospitality Industry. In this research paper there is a complete focus of under graduate student on their future in hospitality sector. Students are dealing in the role play of how will the sector work and what will be there future challenges. The most important factors covered is the attitude of these young guns how they will be dealing with their attitude problems. In what way they will change the irnegative mindset into positive one. These students believe the practical knowledge is more important in this sector and they want maximum lecture to be in practical mood only.

3) Icek Ajzen (November 2012)

Values attitude and behavior.

In this paper there is a broad perspective of attitude. As on one side the physical objects are being covered like social, racial or any other ethnic issue and on the different side general values are being checked out like hedonism, achievement and power. Generally good attitude like donation of blood, utilizing public transport instead of

private are sign of better attitude. It also portrays one's behavior towards the society and future generation

4) K Aswathappa Twelfth Revised Edition 2016

Organisational Behaviour reference page: 224-228

In this book we got the basic concept of attitudes and values and it covers vast content on this topic

4. Research Methodology

Sample

It is next to impossible to survey the whole working population of India. Hence a sample is drawn as a way to gather data. The sample consisted of people having different views and mindset, working mainly Restaurants in Nagpur region. A sample size of minimum 30 employees is considered for this research. People involved in this research are Waiters and Managers of the restaurants

Descriptive Survey

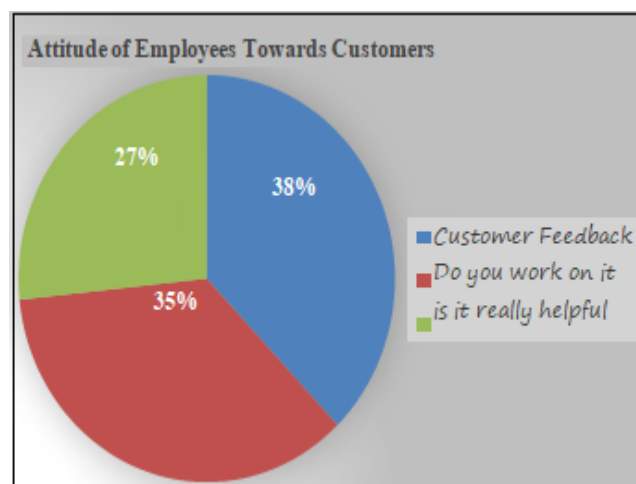
The survey will include survey research which will produce a quantitative outcome. The output will be analysed statistically to achieve the desired outcome.

Mode of Survey

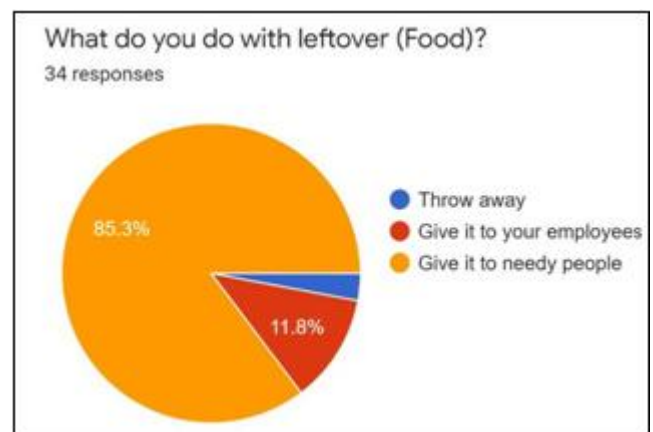
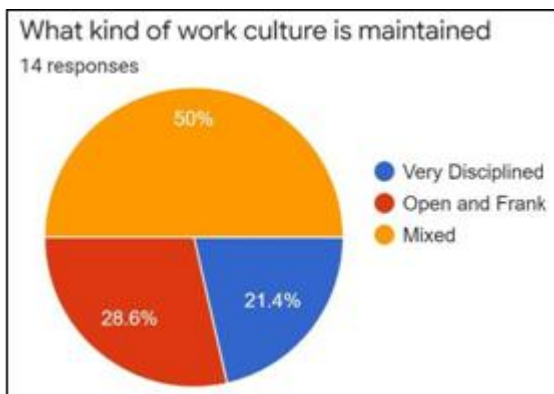
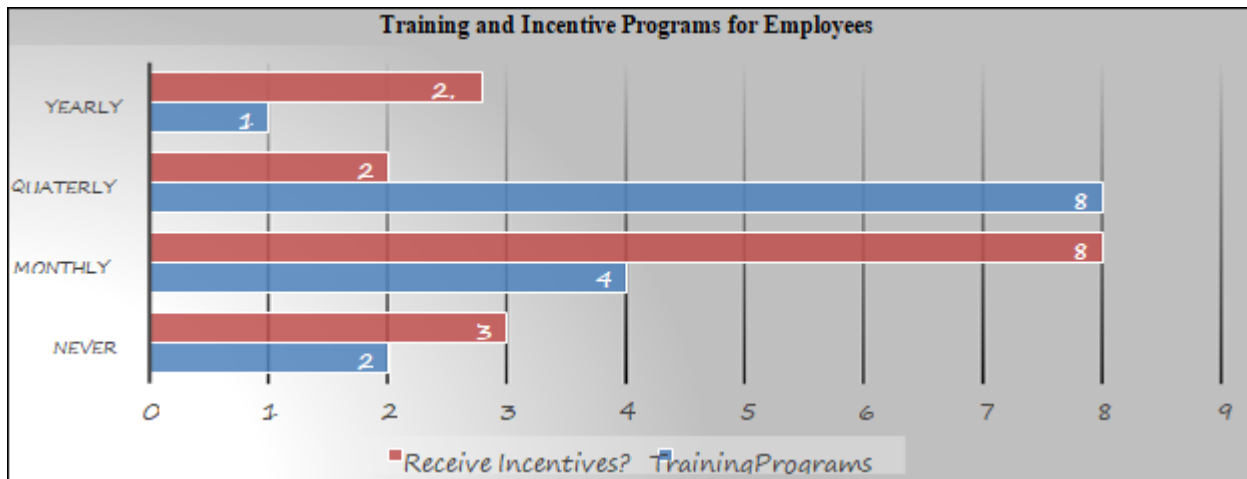
Due to pandemic, it is not possible to conduct a field survey. So, Google forms were used as a medium to conduct the survey. The answers and the view from the employees for the questionnaire will be evaluated further.

5. Analysis

The data received from the survey is analysed statistically. It is later categorized into categories like attitude of employees towards customers, training programs and incentives for employees, work culture.

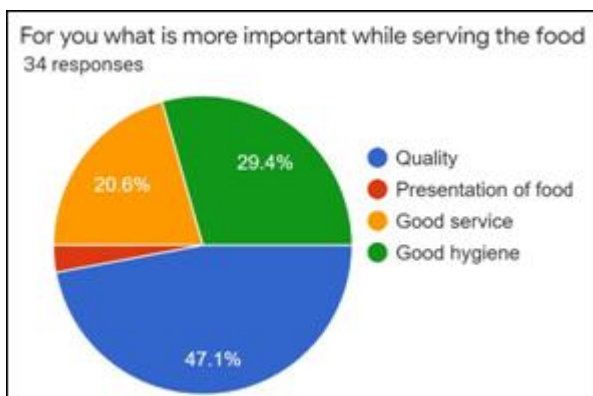


During the course of the research, it was noticed that in the hospitality industry customer satisfaction and well being is given the utmost importance. Even during the times when a customer may be a bit arrogant or hard to please their feedbacks are taken positively and the management tries to work on it and provide the best experience.



This survey also brought to the notice that in the hospitality industry most of the places make it a point to maintain a healthy work culture for their employees. Time to time training programmes is arranged to keep the employees up to date with the dynamic and ever- changing needs of the industry and the evolving technology. Various incentives are provided from time to time to keep the employees motivated

This survey also highlighted the new practice of not throwing away the leftover food and thus reducing the food wastage. A lot of restaurants now a days, rather than throwing away the leftover food, prefer to give it away to the needy or their employees also fulfilling their social responsibility of helping the less privileged in the society.



Along with the quality of the food, most of these restaurants give a lot of important to the service they provide to their customers and make sure they take care of the hygiene and the cleanliness of the place along with making their food aesthetically appealing.

6. Conclusion

- With the help of this survey, it can be concluded that in a hospitality industry the customers are the most important factors and how the employees of any restaurant treat their customers have a huge impact on their overall business and credibility.
- Not just the customers but the satisfaction and well being of the employees holds a lot of value. How the employers and managers treat their employees in the restaurants determines the entire base of the environment the restaurant will be providing
- It can be noted that the training programs and incentives for the employees are arranged timely by the managers to make sure that all the employees are working efficiently and to the best of their ability.
- It can also be noted that most of these restaurants now a days focus on promoting a healthy, inclusive and socially responsible/sustainable environment around their workplace.

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