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**THE IMPACT OF MOTIVATIONAL STRATEGIES ON EMPLOYEE
PERFORMANCE IN THE INDIAN HOSPITALITY INDUSTRY**

Abstract

This study delves into how motivational procedures impact the performance of employees inside the hospitality vicinity. By addressing issues like frame of employees shortages and excessive turnover prices it explores how popularity, expert growth possibilities and feedback effect group of workers overall performance. The look at targets to shed moderate on how those motivational strategies can enhance employee satisfaction and normal overall performance thereby enhancing frame of workers manage in the enterprise. This research explores how motivational techniques influence the overall performance of employees, in the hospitality area of India. By adopting a studies philosophy and a deductive method the take a look at makes use of a customized survey dispensed through Google Forms to gather facts from 80 individuals. The analysis of the records the use of SPSS software indicates connections between rewards which includes acknowledgment, profession development and flexible work scheduleand improved employee overall performance. The study's effects underscore the significance of strategies in decreasing team of workers turnover and enhancing consumer delight presenting sensible guidance, for hospitality managers to foster supportive and green work environments. Using anprimary technique and quantitative strategies this have a study examines the results of strategies on employee performance in the Indian hospitality sector. The studies approach includes surveys to accumulate information with the goal of identifying intention connections between incentive schemes and overall performance results. This technique seeks to deepen comprehension and provide insights for reinforcing employee motivation and normal performance in the industry.

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Chapter 1: Introduction

This section of the dissertation outlines the chosen topic and provides the background information and relevance for choosing it. It also assesses the goals and questions of the research as well as the purpose and value of the issue. The hospitality sector in India, a contributor to the country's financial system, is thought for its form of offerings, at the side of highly priced motels and several eating options. This enterprise not only makes an impact on the GDP but additionally performs a crucial feature in creating pastime possibilities. However, it encounters worrying situations like a high group of worker turnover and inconsistent providers that can have an effect on purchaser pride and emblem image. To address those problems effectively, it is essential to implement strategies that can enhance employees' usual overall performance, task pleasure, and retention charges. This observation delves into exploring the processes used inside the Indian hospitality area and the way they have an effect on employee performance. By studying strategies collectively with incentives, reputation schemes, profession boom opportunities, and supportive work environments, the research desires to grow to be aware of the effective techniques to motivate personnel, lessen turnover charges, and improve average carriers satisfactorily. The motivation, at the back of this study lies within the industry necessity to conform to market surroundings where notable service gadgets companies are apart. This research is supposed to offer guidance for managers and policymakers in crafting tailored frameworks that resonate with agency requirements and cultural nuances while fostering an engaged and green staff.

1.1 Background

In order to succeed, businesses that cater to the hotel industry need to have a highly productive workforce, which means that this is one of the industries experiencing a labour shortage and significant employee turnover. As a result, companies must make sure that their employees are

motivated to perform at the desired level, which is an important challenge for the HR and management departments (Ann et al., 2020). The study aims to determine the consequences of motivational techniques on worker efficiency in the Indian hospitality industry. In order to succeed, the hotel industry needs a large number of workers, and any company that caters to this sector must have a highly productive workforce as well. However, this is one of the industries experiencing a persistent labour shortage and significant employee turnover, with the literature analysis suggesting that the main causes of these issues may be a lack of opportunities for skill development, growth, and satisfactory compensation (Phuong al., 2020). As a result, companies must make sure that their employees are motivated to perform at the desired level.

The hospitality place, in India, part of the nation's financial system, is extensively recognized for its array of services, from immoderate give-up hotels to local eating studies, with the industry evolving to fulfil changing client options, making sure the overall performance and contentment of its employees has become an increasingly essential. Challenges particular to this area, which incorporates turnover and differing technique satisfaction degrees among personnel, immediately affect service amazing and consumer happiness (Phuong al., 2020). Motivational strategies like rewards, reputation duties, professional growth opportunities and a supportive administrative centre environment are key in boosting employee average overall performance. These methods no longer spirit but also domesticate a way of existence of strength of will and excellence that is crucial for staying ahead in a competitive market (Phuong al., 2020). This research delves into how numerous motivational techniques impact employees' typical overall performance in Indian hospitality business enterprises with the purpose of pinpointing the techniques for boosting productivity and company Amazon.

1.2 Research Problem

It is crucial for the companies working in the hospitality sector to guarantee their employee perform at the desired level. Businesses must implement certain tactics in order to inspire their employees. The research difficulty stems from the lack of contemporary studies examining the impact of motivating tactics on employee performance in the Indian hospitality industry. Primary research can be used to address the research problem by gathering data from the target audience and producing fresh, updated findings. India's hospitality area is marked by its fiercely aggressive environment wherein workers' usual performance stands as a factor influencing customer contentment and industrial business enterprise prosperity. However, the enterprise grapples with demanding situations together with turnover prices amongst workers with varying stages of technique pleasure and inconsistent provider requirements (Hole et al., 2019). These issues are often tied to strategies that fail to cater effectively to the several goals and goals of personnel. The interest of the research revolves around exploring the outcomes of strategies on workers' ordinary overall performance within this organization. Specifically, its objectives are to determine the impactful strategies – spanning from monetary rewards and acknowledgment projects to profession boom possibilities and a nurturing work atmosphere – in boosting worker involvement, decreasing turnover prices, and enhancing carrier provision. Through tackling this trouble, the research strives to offer views on how hospitality organizations can encourage their personnel predominant to a more inexperienced and dedicated group at the same time as in the long run, elevating the outstanding provider they offer.

1.3 Research Rationale

In addition to being helpful for the academic research community, the research's recommendations can benefit businesses in the hospitality industry by helping them improve employee performance going forward. The study's findings can also provide new avenues for

future research that other scholars can pursue. The research's rationale is to fill in the existing gap in the literature regarding the impact of motivational techniques on employee performance in the Indian hospitality sector. Studying how motivational processes affect workers' usual overall performance in the hospitality area is crucial because of its role within the country's economic system and its dependence on human belongings to deliver top-notch issuers. With turnover costs and disturbing conditions in maintaining provider excellence, it is essential to understand powerful motivational strategies. The aim of this look at is to pinpoint and put into effect practices that could boost worker delight and overall performance in the end, reducing turnover and improving consumer research. By delving into techniques like economic rewards, career boom possibilities, and recognition tasks the studies hobbies to offer sensible insights for hospitality managers and policymakers.

1.4 Research Significance

The hotel industry has shown that worker perception, views, and behaviour can be substantially changed by employee motivation (Hole et al., 2019). Powerful connection motivations in individuals may render them more helpful and effective in preserving relationships. In other research in this domain have also evaluated at worker motivation as a determinant of effectiveness in the hospitality sector. They have uncovered indirect linkages between result indicators and employee motivation, underscoring the requirement of employing an additional mediator in these interactions. By doing this, the organisation should increase employee loyalty, motivate employees to perform better, and increase customers pleasure through greater focused staff interactions. proximal and distal conceptions, which are two different forms of hospitality motivation (Phuong al., 2020). Human characteristics that have an indirect impact on behaviour and attitude include personality, motivations, attitudes, values, and cultural background in addition to knowledge, skills, and capacities. On the other hand, proximal

structures have an impact on motivation because they directly interact with the environment to shape cognitive decisions and meanings.

The value of this research lies in its ability to revolutionize the hospitality enterprise with the useful resource of providing a notion into how motivational techniques have an impact on worker overall performance. In an enterprise wherein service excellence and purchaser contentment are vital, motivating personnel can set agencies apart (Hole et al., 2019). This research now not only showcases the benefits of boosting employee motivation, like decreased turnover charges and higher productivity but additionally underscores the broader effect on corporation achievement, together with stronger client loyalty and a stronger emblem image. By pinpointing the ways to inspire employees, this examination provides sensible advice for key players inside the business enterprise, such as managers and policymakers, to create a more supportive and engaging place of work environment (Hole et al., 2019). This can ultimately result in the development and a resilient body of workers positioning the Indian hospitality sector to deal with the challenges of an increasing number of competitive and worldwide markets successfully.

1.5 Research Relevance

Planning for strategic research is becoming more and more dependent on the relevance of the study (Davie, 2024). By critically assessing this research; the research has been attempting to assess the present research deficit. As a result, this study attempts to explain how motivation has evolved and the significance of motivating appreciation in the hospitality industry. The research has been assessed for its applicability to the evaluation of this industry, and employee performance can be enhanced by the incentive of the advancement and understanding in the hospitality sector. This indicates the need for further research in this area, which has not yet been conducted.

Numerous research endeavors explore the elucidation of motivation within the context of seasonal employment, encompassing the hospitality and tourist sectors (Singh et al., 2024). The study provided pertinent data on the motivational elements that influence temporary employees' performance and job happiness, but it was also essential in developing workforce management methods. Accordingly, a study demonstrates that positive working environments result in high levels of internal motivation and pleasure. As a result, they can raise the productivity of resources allotted and raise the financial results of businesses by evaluating motivational strategies that impact staff performance in the Indian hospitality industry (Singh, 2024).

1.6 Research Structure

The research framework performs a position, in offering an organized technique to analyse the effects of motivational methods on employee basic overall performance inside the Indian hospitality quarter. It establishes a series of data commencing with an advent to the issue and justification found through an assessment of existing literature, method, evaluation and interpretation of outcomes. Each segment builds upon the preceding one, fostering a grasp of the situation. This methodical method assists in structuring data, easing evaluation, and drawing huge conclusions. Moreover, it bolsters the credibility of the look at rendering the outcomes more comprehensible and actionable for activities.

The structure of a dissertation is useful because it offers a path for conducting and presenting the analysis. It ensures that readers will follow along from the outset to the conclusion, guiding them through the assessment of the body of literature, methodology, data analysis, and discussion. Five components are accommodated by the design of the study. An Introduction to the Project of Study provides an overview of the background and significance of the research to get things started. After that, the Literature Review gathers data on the topic. The topic's pertinent and related data is gathered in the forthcoming chapter. The findings and outcomes

of the data analysis are then displayed. The context for these results is given in the Discussion of Results. The project's latter part provides an accurate presentation of the study outcome and conversation value of the topic by thoroughly evaluating the data and findings.

1.7 Research key terms

In the examination, key phrases play a function in shaping the focal point and comprehension of the research. When analysing how motivational techniques have an effect on employee overall performance within the hospitality area, critical terms to recall are:

- **Motivational Strategies-** Various methods employed to inspire and motivate employees for overall performance and determination, including bonuses, recognition schemes, profession boom possibilities, and supportive work environments.
- **Employee Performance-** The expertise displayed by way of personnel in carrying out their task responsibilities, assessed primarily based on productivity stages, issuer great, hobby pleasure and engagement.
- **Hospitality Industry-** An industry zone comprising establishments like hotels, consuming places, and tourism services that cater to vacationers' desires with the useful resource of offering accommodations, food offerings, and one-of-a-kind services.
- **Employee Engagement-** The intellectual attachment that employees feel toward their business enterprise, which affects their willingness to put effort into their work.
- **Turnover Rate-** The tempo at which personnel go far from an organization and are replaced; frequently used as a degree of pleasure and balance.

1.8 Summary

This article is focused on giving a proposal for a study on the impact of motivational strategies on employee performance in the Indian Hotel Industry. The problem linked to the study is

mentioned along with the gap in literature that this study attempts to address. The opening part also includes the justification for carrying out this investigation. Together with the research questions, the study's purpose and objectives are outlined. A review of the current literature is provided in the section that follows. Moreover, the next section offers the approaches that can be employed to conduct the research. A detailed discussion of the available methods for gathering and analysing data will be provided. Furthermore, this section will address the ethical aspects that are included in the research. Finally, a research strategy will be provided. The research delves into how motivational techniques affect workers ordinary performance in the Indian hospitality sector. It sheds light on challenges confronted through manner of this quarter, including turnover prices and inconsistent carrier notable even as underscoring the function powerful motivation plays in boosting worker engagement and standard overall performance. The research is based on investigating motivational strategies, like monetary rewards and possibilities for professional improvement. By pinpointing the tactics, the studies seek to provide actionable advice to commercial business enterprise stakeholders in growing a nurturing place of job environment, ultimately enhancing service and bolstering the industry's long-term viability and aggressive location.

Chapter 2: Literature Review

2.1 Introduction

This literature review focuses on the following question: to what extent do motivational strategies affect employee performance in such context. Prior literature shows that increasing motivation among the staff results in better delivery of services, productivity and attainment of organizational objectives. Moreover, research indicate that works are having decreased rates of employee turnover and improved customer satisfaction since the working conditions become better. It means that if the employees are motivated and delivering excellent services, a growing Indian hospitality industry is inevitable. They include monetary incentives, reward systems and promotions corporate career paths, and promotions. However, it is important to understand that the cultural differences within India should be considered when designing such programs, for example, Indians are expected to respect hierarchy. Lastly, it will examine the work-life balance issue that is prevalent in a competitive industry and how managing this factor will result in additional encouragement for the employees.

2.2 Overview Of Motivational Strategies In The Hospitality Industry

Effective motivating techniques are essential for raising employee performance, satisfaction, and retention in the hospitality sector. The internal motivators that satisfy workers' psychological demands are known as intrinsic motivational elements. Job satisfaction is one of these elements, and it may be attained by fostering a nice work atmosphere, giving people important responsibilities, and appreciating the value of their contributions to the company. With the help of this strategic approach of job satisfaction the employees are well connected and motivated towards the business, and this increases the chance of managing the change in a positive manner too (Ann and Blum, 2020). Employees are also greatly motivated by personal growth chances that help them feel important and invested in their jobs.

There are different advantages can be linked with the concept of motivation. However, extrinsic motivational elements are associated with advantages and rewards from outside sources. as depending on rewarding system, the companies can be responsible for managing the employee needs with accuracy, as financial bonus always motivates the employees in a positive direction. Financial incentives, such as commissions, bonuses, and competitive pay, are effective inducers because they provide a clear relationship between performance and pay, which motivates workers to perform well in their positions. Another important extrinsic motivator is recognition (Ann and Blum, 2020). Recognising the work employees are doing can always make them feel connected and valued towards the work they are doing, and this enhances the performance margin too. Giving employees credit for their efforts and accomplishments via prizes, employee of the month initiatives, and public kudos encourages a feeling of gratitude and drive (Khuong and Linh, 2020). With the help of creating a proper work-life balance strategy the organization has the credibility to manage change in a positive direction also this enhances performance value too.

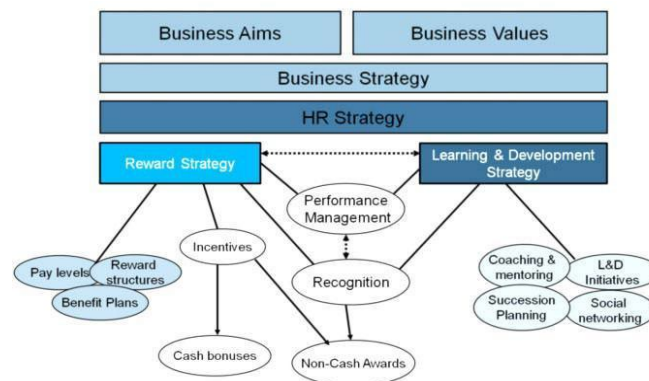


Figure 1: Motivational Strategies In The Hospitality Industry

(Source: Khuong and Linh, 2020)

The figure presents a framework for HR strategy that is in keeping with the goals and values of the company, with a focus on learning and development (L&D) and rewards programmes. Pay scales, benefit packages, and reward systems that provide non-cash prizes and monetary

bonuses are all part of the reward strategy. The succession planning, coaching, mentoring, and personal development efforts are the main components of the L&D strategy. A key component of these tactics is performance management, which connects them to systems of recognition to improve worker motivation and output. This well-rounded strategy blends extrinsic motivators, like money incentives and recognition, with internal motivators, like personal development and job happiness, to increase employee performance in the hospitality sector.

2.3 Impact of Motivational Strategies on Employee Performance

The literature review is a monument documenting the connection between motivational theories and a healthy and productive hospitality workforce. Research has proved that carefully developed and executed motivational plans and schemes are linked to tangible outputs, often relating to employees' satisfaction, performance, and turnover.

Guests got served as much as they expected, and employees got bonus points and public appraises (Kuswati, 2020). The empirical outcomes are a sharp improvement in guests' satisfaction ratings and lesser staff turnover. This is a clear demonstration on how the identification and reinforcement of right conduct positively impact a company.

Motivational strategies affect performance measures in the following ways. For instance, recognition programs enhance the morale of employees as it focuses on the accomplishment of the employees. This follows the fact that the students are able to finish their courses and pass due to the intervention of college tutors. If employees are properly motivated and cared for, they will stay loyal to their employers and won't be actively looking for a better job can come (Parashakti et al., 2020). This not only makes an organization save on the costs of recruitment and training but also secures the institution knowledge in a room hence enhancing service delivery. Research proves that intrinsic incentives such as flexible working hours and other personnel training programs are as efficient too. Employees' level of motivation can be

managed through identifying what drives the employees; it could be growth, recognition, or work-life balance depending on the hospitality business.

The paper concludes that the future of motivation investment in the Indian hospitality industry is mutually beneficial (Paais, and Pattiruhu, 2020). Thus, it is clear that if the companies of this sector focus on a set of financial and non-financial approaches aimed at enhancing the staff satisfaction, the productivity of the employees, and their personal, organizations, and guests' satisfaction, as well as revenues and competitive advantages will increase.

2.4 Theoretical Framework of Employee Motivation

Motivating Employees in the Indian Hospitality Industry: Theory is often defined as a conceptual framework within which knowledge is formulated, applied, and analysed, and has been described as a set of principles that aims at identifying the key relationships of a given phenomenon as well as their nature and relative importance. The following theoretical frameworks are also useful to understand employee motivation and the directions for creating an optimal environment for employees working in the hospitality area.

Maslow's Hierarchy of Needs

Abraham Maslow's Hierarchy of Needs consists of five categories needed by a human; physiological needs are at the low level of needs, for example food and shelter. These needs being fulfilled, the employees escalate to the need to find safety and security in their workplace. After that follows the need for interpersonal relationship and acceptance, the need to gain esteem and respect and then the need for self-actualization related to self-fulfilment and realization of one's potential (Bowen, 2021). In several other countries knowledge of this hierarchy helps proper motivational initiatives to be exercised in the hospitality business. The competitive salaries and benefit satisfy the need, whereas the team events and encouragement make employees feel like they are part of a team. Thus, recognition programmes and promotion

opportunities in the company can cater for esteem needs and lastly, availing of training schemes where one is able to acquire new skills in order to be of value to the organisation can satisfy for self-actualisation.

However, in the case of India, adding a twist to the Maslow's hierarchy can be Suggested. Every basic necessity in the society focuses on meeting the basic needs which includes Roti (food), Kapda (clothing), and makaan (shelter). After contact employees demand permanency, which could be jobs stability due to the essence of family. Thus, belongingness is also high, which means that team-specific events and activities that strengthen the spirit of team togetherness should occur. Esteem is acquired through the recognition within the circle of the company so verbal appreciation may be even more successful than, for example, monetary incentives.

Herzberg's Two-Factor Theory

Another theory closely related to motivation is Herzberg's Two-Factor Theory that describes the existence of two categories of factors influencing job attitude. In terms of US or UK this theory was founded by Frederick Herzberg who divided workplace factors into hygiene factors and motivators (Holston-Okae et al., 2018). These facets include salary, work environment and other conditions that, if poor, will create dissatisfaction, but does not guarantee motivation. On the other hand, the factors such as commitment to the challenging work, and the desire to be recognized are requisites that stimulate the satisfaction as well as motivation of the employees (Koncar et al., 2022). To meet hygiene factors in the hospitality industry it is important to offer competitive wages, safe workplace, productive schedules. Hence, providing chances of development through the mentorship programs, or through giving additional stimulating roles in assignments or making an employee responsible can be encouraging for hospitality staffs.

Herzberg's theory is operational in India as well. These three aspects are a must to prevent workers from getting dissatisfied with their pay, working conditions, and schedule. However, with motivation keep your eyes on growth mentality. All I've got to offer is guidance, stimulating task assignments, and accountability. These will work in line with the desire of employees in acquiring skills and been recognized by the family and friends.

Vroom's Expectancy Theory

Vroom's Expectancy Theory enhances the knowledge of motivation one more level in the international level. Vroom suggests motivation is influenced by three factors: towards work. They include expectancy, which is the expectation that one's effort will result in performance, instrumentality, which is the expectation that performance will result in the attainment of the rewards, and lastly, the perceived value of the anticipated rewards. In the context of the hospitality industry, setting high and realistic standards for teachers and students as well as equipping them with the tools to reach those standards create expectancy (Watters, 2021). Promises of better performance to receive a promotion or bonus also enhance instrumentality. Last of all, when employers learn their subordinates' preferences and may provide more important rewards like flexible working schedules or training sessions, the valence of these incentives rises.

Megan's theory carries credibility in India. Expectancy is high where offers are made and the staff of an organization perceive close relationship between efforts and outcome (for instance, good service delivery results in good tips). Instrumentality is intensified when the reward is promotion, a raise, or similar forms of reward. Last and final, valence also gets boosts when reward is considered by employees off value.

Thus, the strong ethic of collectivism, especially with emphasis on showing respect for the elders and superordinate's, can be integrated by developing such initiatives as the possibility

to implement training with the involvement of leaders and other top officials. Also, the focus on the family and relationships may be met by providing opportunities improving work-life balance as, for instance, a flexible schedule or childcare services. Based on these theoretical perspectives, and considering the Indian culture characteristics, appropriate management of motivation of employees in the sphere of the hospitality business may be designed as multifaceted approach. This will automatically lead towards better and efficient work force as the company will be able to motivate them and push them towards the success in the Indian hospitality industry.

2.5 Challenges In Implementing Motivational Strategies

The following section mentions the issues faced by the motivational strategies implementation within the hospitality business. There are many obstacles to overcome when implementing motivational tactics in the hospitality sector, the main ones being financial limitations, cultural disparities, and resistance from management. The identification of the possible challenge affects the ways motivational aspect is managed (González-González and García-Almeida, 2021). Organisations are forced to use cost-effective alternatives that preserve motivation quality because they are unable to provide comprehensive benefits and competitive financial incentives due to budgetary restrictions. With the issue like cost management employees rewarding system can be hampered.

The issue of managing cost impacts the motivation too. Implementation is made more difficult by management reluctance, as some view motivational programmes as superfluous costs rather than as strategic investments. For example, to implement accurate strategic change needs financial aid and support and gathering them on time and with accuracy might affect the business performance. A common cause of this opposition is a lack of knowledge about the long-term advantages, which include higher retention rates, better service quality, and increased productivity (González-González and García-Almeida, 2021).

Another issue related to the concept is managing work-life balance. Difficulties in the Indian hospitality sector include a young workforce that places a high value on work-life balance and career advancement. The need of creating a balance towards work-life can be tough, as in many times meeting this need can demand work culture change which might impact the brand performance. Furthermore, management receiving cultural competence training guarantees that motivational techniques are suitably customised for the heterogeneous workforce. On the other hand, issue like workforce and its management regarding the change can be difficult to manage and dealing with this aspect impact the performance in a negative way. Overcoming management resistance can be aided by providing facts and success stories that illustrate the observable advantages of these tactics.

Another challenge is retention. Globally, employee retention is still a major problem, and the hospitality sector works hard to keep its workers steady and motivated. Moreover, dealing with the issue of retention can create an impact on the performance margin of the business at the same time this enhances the threat of attaining a specific set of loyal employees too (Ouyang, Liu and Gui, 2021). A more engaged and contented staff can be achieved by identifying important elements that affect job satisfaction and retention, such as accomplishment, acknowledgment, responsibility, growth, and progression.

2.6 Best Practices For Implementing Motivational Strategies

In order to deal with the issue few suggestions can be considered. Effective motivating techniques must be implemented in the hospitality sector using a sophisticated strategy that is adapted to the unique requirements and cultural setting of each organisation. The implementation of the recognition programs within the hospitality industry of India has the credibility to deal with the employee needs and value in a motivational manner (Ouyang, Liu and Gui, 2021). Establishing peer-to-peer recognition programmes, employee of the month

awards, and frequent appreciation events can help to promote an acknowledgment and appreciation culture in the workplace.

Another recommendation is managing training. Offering training, career growth, and mentoring opportunities to staff members not only boosts their motivation but also increases their sense of job satisfaction and commitment to the company. In Indian hospitality culture the companies have started to offer its employees with a plan in which they can attain a balance between their professional and personal life, with the help of this strategy the business will be attaining a positive performance margin too (Waqanimaravu and Arasanmi, 2020). These include remote work choices and flexible scheduling.

At the same time, suggestion like supportive work culture can also be beneficial. The creation of a supportive work atmosphere and giving priority to employee well-being are two recommendations for best practices specific to the Indian hospitality industry. This can include campaigns to support diversity and inclusion as well as wellness and staff support programmes.

Another recommendation regarding collaboration and communication can deal with the performance value of the employees. Based on collaboration and communication the organizations within the hospitality industry have the credibility of managing the employee value in an inspiring and motivating manner (Kim, Koo and Han, 2021). Through the implementation of these best practices and customisation to the requirements of the Indian hospitality industry, organisations may establish an inspiring workplace that fosters employee happiness, productivity, and retention.

2.7 Role of Leadership in Employee Motivation

Based on the analysis of the current literature, it becomes clear that the aspect of leadership is central to the promotion of motivation among employees in the Indian hospitality sector. This shows that the approach to managerial leadership determines how engaged and motivated

employees are. Specific type of leadership such as authoritarianism can actually stop the employees from being creative and innovative thus making them gain disinterest in their work (Kurniawan, Qomariah, and Cahyono, 2021). Unlike transactional leadership which involves clear exchange and is typified by vision/mission, Inspiration, Licence, and Facilitation, transformational leadership empowers the employees to perform to the best of their abilities.

HRM and efficient communication between employees and the management team are the main priorities. When managers are accessible to listen to complaints and issues, provide help and encouragement and to acknowledge successes, then, the organization's staff is likely to feel appreciated and welcome (Shafi et al., 2021). Several examples of the leadership behaviours can be freely observed in the hospitality industry. When a hotel staff member should learn to address guests' complaints without reporting to a manager every time, he creates independence and responsibility. Likewise, the way practices such as the giving of senior staff coaching programs for newcomers fosters positive learning culture as well as encourages the subordinates to perform optimally.

Leadership is the key in shaping the culture at work and impacting how employees behave. Good leaders inspire motivation by outlining a vision fostering an atmosphere and connecting company objectives with goals. They play a role in instilling a sense of purpose in employees, which is essential, for inner drive (Khan et al., 2019). Leadership styles, like servant leadership, have an effect because their attention on private increases recognize individual efforts, and promotes open communiqué (Naile et al., 2014). This creates a cycle where inspired employees are more likely to excel and make contributions to a cooperative and innovative work environment.

Leaders play a function in establishing and maintaining techniques in a corporation. This includes developing and supporting systems presenting possibilities for development and

acknowledging accomplishments. Leaders who recognize the wishes of their group people can personalize those techniques to purpose motivators like career progression, work-life balance or social popularity (Batista-Taran et al., 2019). Leadership is going beyond making policies; it calls for connecting with personnel spotting their limitations and offering the vital help to overcome them. Effective control now not only enhances performance but also nurtures a resilient and adaptable organizational subculture (Naile et al., 2014). In the hospitality agency context in which superb issuer delivery and consumer pleasure are crucial leadership's impact on worker motivation is crucial, for upholding high necessities and achieving long-term success.

Personnel with a positive attitude, who set proper behavioural standards, actively appeal to staff, and are genuinely interested in their subordinates' well-being set a chain reaction. In return, motivated staff provide desirable services to the guests, enhancing customers' satisfaction thus increasing customer loyalty (Khaliq, Usman, and Ahmed, 2021).

2.8 Impact of Organizational Culture on Motivation

Organizational culture which is positive and motivational gives the people at work place a feeling that belong to that institution, a reason to be in that institution and even more importantly values to uphold at work making efficiency to be high (Paais, and Pattiruhu, 2020). On the other hand, a negative environment that entails poor communication and lack of promotion also depletes staff morale within a short interval.

Each of the sources analysed in this research identified a direct link between strong organizational culture and the most important performance indicators such as the level of employees' satisfaction, the turnover rate and customer satisfaction. This portrays that when employees are respected, empowered, and appreciated, then they will be ready to work extra hard for the guests hence improved on service delivery. The following is a list of measures that

should be taken. Firstly, increasing open communication and embracing the culture of openness and honesty motivates the employees and helps them to build trust. Second, offering employment possibilities for advancement, whether through training or other learning and development opportunities arranged by the company, indicates that an employer values the worker's present and future well-being (Jufrizen et al., 2021). Last, scanning for positives encourages and sustains desired behaviours while acknowledging, appreciating and rewarding positive behaviours enhance the workers' contributions.

In terms of the Taj Group of Hotels; this is a reputable Indian chain of hotels. Its organizational culture based on the principles that embrace guest satisfaction, employee engagement, and giving back to the society creates a great sense of belonging within the organization. This translates to excellent and memorable guests and high retain rates for the company's employees. For instance, The Oberoi Group is one of the corporations with major emphasis on the staff's efficiency and work-life balance. Flexible work schedules, good working conditions, and employees' compensation, and employment and respectful treatment to each and every employee are some of the policies they provide. This leads to a compact team of employees with dedication and achievements to the company's reputation for providing services (Jufrizen et al., 2021). Organizational culture in essence is one of the most effective tools that applies to the motivation of the employees within the hospitality industry.

2.9 Findings From The Prior Studies

Numerous studies have shed light on the variables influencing employee engagement and job satisfaction and have made significant contributions to our understanding of employee motivation and performance in the hospitality sector.

An exploratory study on staff motivation strategies in the Indian hotel sector was carried out by Malik and Ranga (2021). The importance of the motivational strategy is well defined in the

study to establish its importance within the industry. According to their research, a great work culture, career development opportunities, and recognition are just a few of the motivational variables that can boost employee performance and motivation. The essentiality of the motivational concept within the work context cannot be denied as it has the credibility to change the way workers perform within their work arena. In order to increase employee well-being and job satisfaction, they recommended that organisations concentrate on creating a supportive work environment. Based on the collaborative and positive work culture the employees can feel valued and this approach has the power of impacting the changing performance consideration too. They also emphasised the importance of intrinsic motivators in boosting employee engagement.

In a similar vein, Bhaswani and Hymavathi (2022) looked into what influences workers' performance in the Indian hospitality sector. Based on this evaluation understanding the ways employees can be associated and motivated towards the working culture becomes accurate. The findings of the study established that self-generated and external stakes influence performance, talking of self-directed work teams, incentives, and climate. At the same time, with the help of this analysis learning about the factors like job satisfaction and others and how it affects the employee performance is well defined here too. They pointed out the need for aligning organisational goals for the job with the needs and wants of the workers so as to enhance performance outcomes.

Barbosa-McCoy (2016) examines the methods employed by managers in the hotel sector in order to increase productivity among employees. By employing this analysis, it is possible to understand the techniques that can be used to motivate managers, and this can improve the performance margin of the organization as well. Based on the survey, managers employed several strategies like establishing an organizational climate, providing conditions for training and growth, and providing incentives and appreciation. Considering these tactics in the

evaluation of the approach of motivating change and value creation the performance impact value orientation for the long term is clearly elucidated. The outcome showed the importance of having powerful leadership to motivate employees and create enviable organizational culture.

Arutchelvi and Tripathi (2016), motivational factors that affect training in the hotel business are based on the accurate motivation aspect the roles and responsibilities of the companies include the formulation of the particular ways of influencing the decision-making skill of the workers accurately. Their research pushed that those when it comes to the general acting that affects employee training excellence and enticement, significant factors include job satisfaction and career advancement opportunities. Besides, based on this analysis the importance of employee training and teaching is well understood which may be held liable for offering the long-term evaluation. They emphasized that it is imperative to understand the motivational needs of employees to establish training programs that effectively increase overall productivity and the proficiency of the staff members.

Also, Ann and Blum (2020) focused on raising awareness of seniority workers in the hospitality industry. Through motivation techniques with the influence of senior workers the juniors can transform the entire outlook of business actions and working culture viewpoint in a very positive way. Their study helped to determine what motivational needs the senior employees possess in order to continue to remain engaged and job happiness. These demands include possibilities for mentorship and ongoing professional growth. Proper and positive mentorship provided by the managers can create a sense of belonging to the employees as well, this increases their work collaboration. They underlined how crucial it is to identify and cater to senior employees' unique demands in order to retain talent and foster organisational success.

Additionally, Holston-Okae and Mushi (2018) used Herzberg's two-factor motivation-hygiene theory to study employee turnover in the hotel sector. Utilization of accurate theory is presenting an idea about the direction in which change can be brought within the business in order to create a work culture which initiates growth and development in a positive way. Their study found that several issues, including inadequate recognition, little possibilities for professional advancement, and unfavourable working circumstances, contribute to employee turnover. The mentioned strategic understanding is also helping the company understand about the ways employees can be well connected to the business for achieving a positive response from the employee section. They underlined that in order to reduce attrition and improve staff retention, it is critical to address both motivational and hygienic issues.

The analysis of the section well evaluates the importance of the previous studies and their impact on the performance margin of the employee growth and development within the hospitality industry keeping motivation aspects in mind. All things considered, these studies highlight how critical it is to comprehend and deal with motivating elements in the hospitality sector in order to maximise worker productivity, engagement, and retention.

2.11 Research Gaps

Although tremendous effort has been made within the field of employee motivation, still there are areas of study which has to be emphasized in relation to Indian context and specialty in the hospitality industry.

One relevant void involves the limited attempt to establish which motivation is most suitable for this sector. However, does the material motivation give a similar value to the appreciation or chances to progress in the Indian cultural framework? These distinctions are helpful to know in developing motivating opportunities that will effectively address the individual targeted and force consistent performance.

Equally important to consider is the fast integration of technologies that define another research gap in the hospitality industry. The modern world lies under the sign of automation and online platforms, and, thus, the influence of these trends on the motivation of employees is an important issue to explore. More research has to be conducted to understand how motivational aspects can be grown to fit in this shifting environment in order to continue to have technology as a motivator not as a demotivator.

Currently, the Indian workforce is also witnessing a shift in the generational demography of employees through the presence of the millennials and the Gen Z employees. However, that is the current state of affairs of the existing body of research: it only touches on their general characteristics but does not delve into their more individualistic tendencies. For one, to incorporate these motivational concepts and apply them in achieving the best results with regard to the younger generations, it is imperative to identify the ways in which the motivational approaches would appeal to their generation and dreams.

Lastly, there is a considerable research gap on the effects of motivational interventions in the long-term fashion, separately. Despite the evidence in relation toward the short-term impact it becomes important to understand long-term effects of different motivational programs on the workers' productivity and turnover. Longitudinal studies may be useful for hospitality organizations as they enable a long-term approach towards creating motivational schemes, the execution of which will lead to the attainment of positive results in terms of strong workforce adoption and engagement in the long run.

2.12 Summary

The present literature review was devoted to analysis of the influence of motivational methods on the results of employees' work in the sphere of hospitality of India. It underlined the role of a motivated staff when it comes to delivering work for service excellence, guest satisfaction

and for a healthy top line. Several theories were considered in the context of the provided case, namely, the Maslow's Hierarchy of Needs Theory, Herzberg's Two Factor Theory, and Vroom's Expectancy Theory. These frameworks offer a lot of usefulness in the way that they can assist in the comprehension of the key aspects that make up the workplace needful for the working employees, their growth and their desire for appreciation.

Chapter 3: Aim And Objectives

3.1 Aim

This research aims to determine the impact of motivational strategies on employee performance in the Indian hospitality Industry.

3.2 Research Questions

- Which motivational strategies are adopted for improving employee performance in the Indian hospitality sector?
- What is the impact of motivational strategies on employee performance in the Indian hospitality Industry?
- Which suggestions can be provided for motivating employees to improve performance in the hospitality sector of India?

3.3 Research Objectives

The following objective can be addressed through this study:

- To recognise the motivational strategies adopted for improving employee performance in the Indian hospitality sector
- To determine the impact of motivational strategies on employee performance in the Indian hospitality Industry
- To provide suggestions for motivating employees to improve performance in the hospitality sector of India

3.3 Hypothesis

- *Null Hypothesis (H₀): There is no significant relationship between motivational strategies and employee performance in the Indian hospitality industry.*

- *Alternative Hypothesis (H₁): There is significant positive relationship between motivational strategies and employee performance in the Indian hospitality industry.*

In the Indian hospitality sector, there is no discernible relationship between employee performance and motivating tactics, according to the null hypothesis (H₀). The null hypothesis describes that there is no impact of motivational aspect. On the other hand, the alternative hypothesis (H₁) suggests that, in this situation, employee performance and motivating tactics have a significant positive association. With the help of the hypothesis description the project is able to present an in-depth idea about the ways motivation and employee performance can be collaborated with one another with hospitality industry in order to attain long term performance value. This formulation of the hypothesis allows researchers to explore whether the application of motivational techniques affects employee performance in the Indian hospitality sector, which is important for management decisions and organisational strategy.

3.4 Conceptual Framework

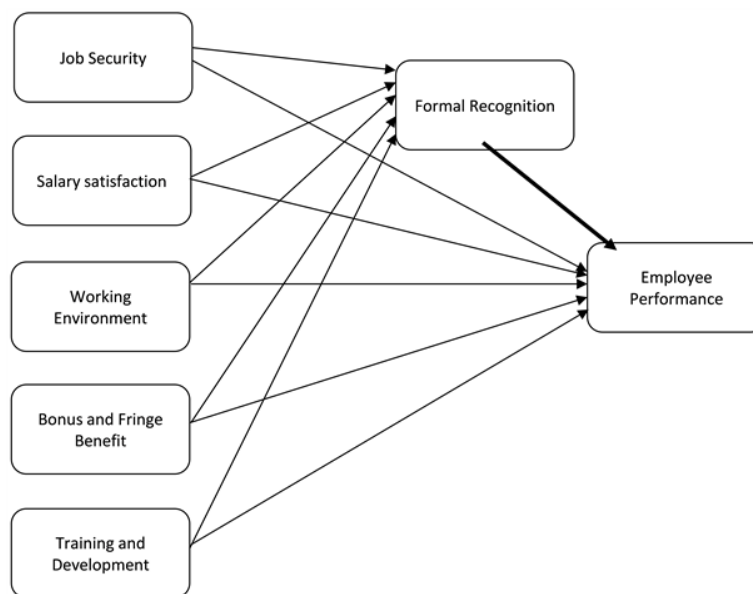


Figure 2: Conceptual Framework

(Source: Created By Author)

The conceptual framework shows how several motivating methods affect employee performance. With the help of this conceptual framework understanding the areas regarding the research topic that needs to be managed. These techniques include training and development, bonus, and fringe benefits, working environment, salary satisfaction, and job security. Based on this conceptual framework the importance of motivational strategy within the hospitality industry is well understood and this can present an in-depth idea about the topic too. By serving as a mediator, formal recognition amplifies the effect of these tactics on workers' performance in the Indian hospitality sector.

Chapter 4: Methodology

4.1 Introduction

This chapter examines a methodological approach to examine the impact of incentive mechanisms on employee performance in the Indian hospitality industry. It will use a quantitative research method, specifically a survey design, to collect data from 80 participants. The random sampling method will be used to select the participants from the workgroup. Data will be collected through surveys conducted in Google Forms and analysed using SPSS software to identify patterns and relationships between motivational strategies and employee performance. Ethical considerations such as informed consent and data confidentiality will be addressed throughout the research process. This study aims to provide valuable insights into the current understanding of employee motivation in the Indian hospitality industry.

4.2 Research Onion

Saunders' research onion draws a picture of the complexity of research right from the definition of the problem to the eventual implementation of the results (Saunders, Lewis, and Thornhill, 2009). It consists of six linked spheres which reflect all the major decisions of the research.

- However, at the centre there is the research philosophy, which forms the general attitude and perception of the researcher regarding knowledge. Positivism, for example presupposed the existence of the reality whereas interpretivism are guided by perception of reality. This layer determines the following decisions.
- Research methodology is the area of enveloping philosophy. Deductive research works from the premise or theory and uses hypotheses while Inductive research builds theory from facts. This layer defines the direction of the research process.

- The last layer, research strategy, indicates the general approach to be taken for the research to be made. These are experimental, survey, case study, action research, among others. This layer identifies the technique for making the collections and analysis of data.
- The fourth layer has to do with research choices which refer to decisions made in the selection of data collection approaches for example interviews, questionnaires or observation. Thus, it includes sampling techniques and data analysis process as well. The former correlates with the research strategy with the following options being applicable.
- The penultimate layer, time horizon, takes into account the time factor of the research endeavour. Cross-sectional surveys are when the phenomenon is sampled at one time only, while longitudinal studies are the ones that are followed over a given period. This layer determines who, what, when, where, how and why of data collection and data analysis.
- Lastly, the outermost layer deals with data gathering approaches and processes. This layer describes operational procedures in data collection and analysis such as; How questions were developed and structured so as to be used in questionnaires or interviews, or how data was coded, etc.

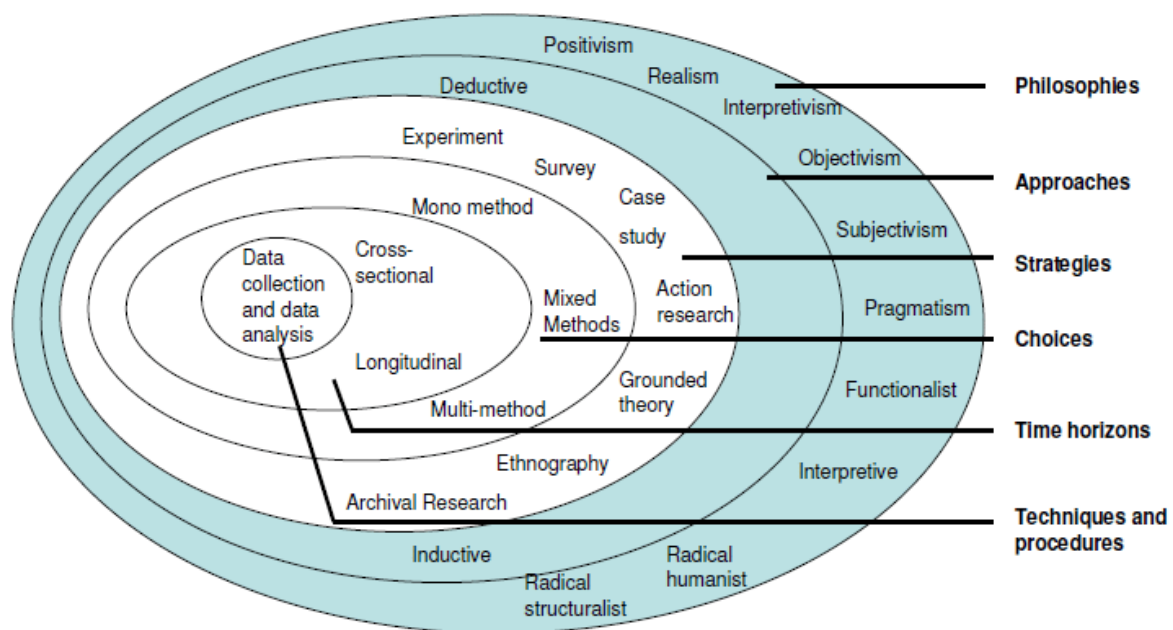


Figure3: Research Onion

(Source: Saunders, Lewis, and Thornhill, 2009)

By taking off these layers, it becomes easier for the researchers to systematically come up with a comprehensive and sensible research framework. The gist of the onion model is that all these components are integrated, and decisions should be conscious at each level. In other words, the research onion is a conceptual map that takes the researcher from the ontological and epistemological perspectives of the phenomenon of interest down to the research data and how it is collected and analysed, sections that prevent researchers from freeing themselves from the phenomenon while carrying out their research.

4.3 Research Philosophy

Research philosophy serves as the framework that directs how researchers approach their work, influencing how knowledge is created and understood. It shapes a researcher's perspective on the arena, how they view know-how (stance) and their understanding of fact (ontological attitude). Common philosophies consist of positivism, which specialises in observation and measurable information, and interpretivism, which facilitates the comprehension of stories and

meanings (Tamminen et al., 2020). Selecting the research philosophy is prime as it dictates the techniques used, information series techniques employed, and the typical credibility of outcomes in any research.

The research analysis adopts positive philosophy, assuming the existence of an objective reality independent of the observer. The scientific method can provide knowledge about the impact of incentive programs on employee performance. The survey uses a custom survey tool administered through Google Forms to collect quantifiable data. These data will be analyzed using SPSS software to identify causal relationships between motivational strategies and performance measures (Samuels, 2020). By isolating variables and using statistical analysis, we aim to discover generalizable truths about the Indian hospitality industry. This study is based on the belief that objective measurement and evaluation can reveal the underlying rules governing employee motivation and performance.

4.4 Research Approach

Research approach refers to the plan or strategy for conducting research that outlines how data may be accumulated, analysed, and interpreted. The preference of technique—whether qualitative or a mixture of each—impacts the findings' depth, breadth, and reliability (Opie al., 2019). It is vital because it ensures that there may be coherence among research goals and the methodologies hired to achieve them, thereby enhancing the study's validity and importance.

This study uses a deductive approach that examines established theories of employee motivation in the Indian hospitality industry. It starts with existing literature and scholarly work to identify pertinent motivational theories. Based on these considerations, we will make specific hypotheses about the relationship between incentive structure and employee performance. The research tool will then be designed to collect enough data to test this hypothesis (Samuels, 2020). Examining the quantitative data collected through Google Forms

will determine whether the data support or refute the proposed hypothesis. This approach allows us to assess the validity of existing incentive theories in the specific context of the Indian hospitality sector.

4.5 Research Strategy

Research strategies outline the plan or framework that steers a researcher's actions in the direction of reaching research objectives. This encompasses tactics to record series sampling techniques used for analysis purposes. Its importance lies in offering a technique to address study inquiries efficiently (Gable et al., 2020). Common techniques encompass case research, experimental study designs, surveys and action-oriented studies. Selecting the strategy is essential for ensuring the studies are methodologically sound, which allows for carrying out investigations and acquiring dependable results.

The research design is in line with a deductive approach, using an analytical approach to examine existing theories on motivational mechanisms and their effects on employee performance in the Indian hospitality industry. The survey method enables the collection of standardized, quantifiable data from a target group of participants. Here, Google Forms will be the place to administer the survey to 80 individuals selected through a random sampling method (Samuels, 2020). The design of the research tool itself will be based on the motivational principles identified, ensuring that the information gathered directly addresses the hypothesized relationship. By using a survey design, we aim to collect objective data that can be statistically analysed using SPSS software. This study will reveal patterns and correlations and will ultimately enable to assess the validity of the selected motivational theories in the context of the Indian hospitality sector.

4.6 Research Design

The study design performs a function as it sets the framework for the study system encompassing facts series, analysis and interpretation. It guarantees the study's accuracy, dependability, and reproducibility. Various sorts of descriptive, correlational, experimental and exploratory designs are available to cater to research queries and ambitions (Dannels al., 2018). By choosing the layout, researchers can methodically explore phenomena, look at hypotheses or look into relationships to reinforce the robustness and trustworthiness of their discoveries across academic disciplines.

The aforementioned method uses elements of a research design, but this study actually uses a descriptive research design in a deductive design. The goal of descriptive research is to explain a phenomenon, in this case a relationship between motivational strategies and professional performance in the Indian hospitality industry. The study will capture information about motivational strategies for employee use and employee performance decisions (Samuels, 2020). By analysing this data using SPSS, it can identify key trends, patterns and trends that determine how incentive programs are currently viewed and implemented within the sector..

4.7 Data Collection Method

In studies information series strategies are central for obtaining proof to cope with inquiries and objectives. These methods may also involve surveys, interviews, observations, or report evaluations, and each is selected based on the study's design and goals. Opting for strategies ensures facts precision, reliability and relevance to the study's difficulty. For instance, qualitative approaches like interviews delve into perspectives even as quantitative techniques such as surveys offer insights. Mixing methods, within mixed methods approaches provides a comprehension.

This study relies on primary data collection to gain further insights into the impact of incentive mechanisms on employee performance in the Indian hospitality industry. A specially designed survey instrument will be developed and implemented through Google Forms to collect key data from 80 participants (Mazhar et al., 2021), which will be distributed with the help of social media platforms. This study enabled to ask questions tailored to the research objectives and to directly collect data on the relationship between motivational strategies and employee experiences. Primary data collection provides a unique perspective on current practices and avoids potential biases or limitations associated with pre-existing data sources by conducting direct surveys among hospitality industry employees, we gain deep understanding about the processes that motivate people and affect employee performance in this particular context.

4.8 Data Analysis

This study uses quantitative data analysis to extract meaningful insights from survey data collected on motivational strategies and employee performance in the Indian hospitality industry. The data collected through Google form will be quantified towards motivational strategies and measurable aspects of employee performance.

When developing a survey, it is critical to consider factors to make sure its fulfilment. This involves making sure the questions are clean and unique to keep away from confusion aligning them with the study's desires and providing response alternatives that cover viewpoints (Nardi al., 2018). It's additionally essential for the survey to strike a balance, between being concise yet thorough to preserve individuals engaged and prevent dropouts. To reach survey members there are techniques primarily based on the target audience. These include sending surveys through email or online platforms leveraging media for broader outreach or engaging in individual interviews for more, intensive insights (Nardi al., 2018). Leveraging present databases or professional connections also can assist get admission to businesses or industry experts related to the studies consciousness.

SPSS software will be used to analyse this quantitative data. Statistical methods will identify patterns, correlations, and basic trends in a data system (Pentang, and Pentang, 2021). For example, we can calculate the average performance scores of employees who participated in various motivational strategies. These quantitative analyses allow us to go beyond simple explanations and identify potential causal relationships between variables. Focusing on statistical data and statistical analysis, this study aims to provide objective and generalizable findings that contribute to a greater understanding of how incentive systems influence employee performance in the hospitality industry.

4.9 Tools, Technologies and Time Horizon

The research design proposed in this paper is a cross-sectional study; this means that it aims to identify and establish correlation between incentive systems and employees' performance at a particular moment in the hospitality industry in India.

Collecting data shall be achieved through Google Forms which creates well-structured questionnaires and has an easy-to-use interface. Upon collection, data will be exported to statistical tool known as Statistical Package for the Social Sciences (SPSS to conduct intensive analysis). This software provides a solid collection of statistical functions that are critical in analysing patterns, associations, and regularities in variables.

4.10 Ethical Considerations

Ethical concerns in this research cover aspects. Firstly, obtaining informed consent from all individuals guarantees that their involvement is voluntary, and their rights are covered. Maintaining confidentiality and anonymity for the duration of data collection, evaluation and reporting stages is essential, for safeguarding privacy (Editage, 2024). The survey will comply with the tips set by the institutional overview boards and regulatory bodies. Moreover, steps can be taken to reduce any damage or soreness, to individuals. Being open, approximately

sharing study results and recognizing any conflicts of interest will help preserve guidelines. Ultimately giving significance to values will guarantee the honesty and trustworthiness of the research tactics.

4.11 Research Limitation

Limitations are acknowledged in this study. The sample size of 80 participants from the Indian hospitality industry may have limited the generalizability. Self-reported survey data may introduce bias, and the cross-sectional design precludes establishment of causality. Focusing on reported motivational mechanisms can actually stop behaviour. These limitations emphasize the need for future research with larger samples, objective measures, and longitudinal designs to gain a more comprehensive understanding of employee motivation and performance in the hospitality industry.

4.12 Sampling Methods

This study uses random sampling method to select 80 participants from the Indian hospitality industry. Random sampling ensures that every individual in the population has an equal chance of being selected. This approach is important for our reductionist analysis aimed at generalizing the findings to the broader industry. To achieve randomness, the application of techniques such as random number generation or lottery systems (Berndt, 2020). This approach helps to avoid selection bias, whereby some groups may or may not be inadvertently overrepresented in the sample. For purposes of random selection, the data are obviously representative of the entire hospitality industry in India. This allows more reliable conclusions to be drawn about the relationship between incentive systems and employee performance within the sector.

4.13 Reliability and Validity

Reliability: We aim to build trustworthiness by using a customized assessment tool on Google Forms. This creates consistent questioning across participants, minimizing the influence of

question definition or formatting on responses. Furthermore, the random sampling method helps to reduce selection bias and promotes the generalizability of the results to the wider Indian hospitality industry (Fuller et al., 2020). Validity: To ensure validity, the survey instrument will be carefully designed based on existing motivational theories of the hospitality industry. This looks at what the study intends to measure - the impact of specific motivational strategies on employee performance. Furthermore, the testing of the survey with a small preliminary sample resolves and identifies any ambiguities that may affect the accuracy of the data Finally; by squaring the survey findings interviewing industry professionals in the future a possibly, we can strengthen the validity of our findings by including a broader perspective.

4.14 Questionnaire design

Questions	Question link to Objective	Link to objective and Literature review
1. What is your age? A) Under 21 B) 21-30 C) 31-40 D) 41-50 E) above 50 2. What is your Gender? A) Male B) Female C) Other D) Prefer not to say	Demographic Questions	

<p>3. What is your (highest) academic qualification?</p> <p>A) High school</p> <p>B) Diploma</p> <p>C) Bachelor's Degree</p> <p>D) Master's Degree</p> <p>E) Doctorate Degree</p> <p>F) Prefer not to say</p> <p>4. Are you currently employed in the hospitality sector?</p> <p>A) Yes</p> <p>B) No</p> <p>5. How many years have you worked in the Hospitality Sector in India?</p> <p>A) 1-3</p> <p>B) 4-7</p> <p>C) 8-10</p> <p>D) 11-14</p> <p>E) 15 or above</p>		
<p>6. Does your company have any recognition packages, like Employee of the Month, to encourage personnel?</p> <p>A) Yes</p> <p>B) No</p> <p>C) Maybe</p> <p>7. Do you think that you can expand professionally and pursue education as an employee?</p>	<p>Objective 1: To recognise the motivational strategies adopted for improving employee performance in the Indian hospitality sector</p>	<p>The questions noted above are linked to Objective 1 with the aid of pinpointing tactics, like acknowledgement programs opportunities for professional</p>

<p>A) Strongly agree</p> <p>B) Agree</p> <p>C) Neutral</p> <p>D) Disagree</p> <p>E) Strongly disagree</p> <p>8. Does your company enterprise offer mentorship programs to help personnel grow and live prompted?</p> <p>A) Always</p> <p>B) Sometimes</p> <p>C) Occasionally</p> <p>D) Never</p> <p>9. Do you agree that crew-based total incentives or institutional rewards can boost employee performance and motivation?</p> <p>A) Strongly agree</p> <p>B) Agree</p> <p>C) Neutral</p> <p>D) Disagree</p> <p>E) Strongly disagree</p>		<p>increase mentorship projects and crew-oriented rewards.</p> <p>Herzberg's Two Factor Theory underscores the significance of popularity and development possibilities in inspiring personnel.</p> <p>These strategies enhance job delight and loyalty to the organisation, aligning without delay with the aim of acknowledging techniques within the hospitality industry.</p>
<p>10. Do you see yourself more driven when you receive rewards or incentives (whether financial or non-financial)?</p> <p>A) Yes</p> <p>B) No</p> <p>C) Maybe</p> <p>11. Do education and improvement projects enhance your job's overall performance?</p>	<p>Objective 2: To determine the impact of motivational strategies on employee</p>	<p>These inquiries relate to Objective 2 by comparing the impact of tactics on workers' overall performance in India's hospitality area. By thinking</p>

<p>A) Always</p> <p>B) Sometimes</p> <p>C) Occasionally</p> <p>D) Never</p> <p>12. Do you agree that regular feedback and acknowledgements affect your performance?</p> <p>A) Strongly agree</p> <p>B) Agree</p> <p>C) Neutral</p> <p>D) Disagree</p> <p>E) Strongly disagree</p> <p>13. Are possibilities for career progression a motivating factor for you?</p> <p>A) Yes</p> <p>B) No</p> <p>C) Maybe</p>	<p>performance in the Indian hospitality Industry</p>	<p>members about their motivation ranges while receiving rewards or incentives, the survey targets the to degree which external motivators have an effect on overall performance. Similarly, questions regarding training projects, comment mechanisms, career development prospects, and their alignment with self-determination theory highlight how feedback and boom opportunities can substantially impact employee performance and engagement inside the hospitality enterprise.</p>
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<p>14. Would you respect the recognition for your accomplishments?</p> <p>A) A Little</p> <p>B) No contribution</p> <p>C) A lot</p> <p>15. Do you agree that extra training packages might help enhance your overall performance at work?</p> <p>A) Strongly agree</p> <p>B) Agree</p> <p>C) Neutral</p> <p>D) Disagree</p> <p>E) Strongly disagree</p> <p>16. Would introducing opportunities for career advancement grow your motivation degrees?</p> <p>A) Strongly agree</p> <p>B) Agree</p> <p>C) Neutral</p> <p>D) Disagree</p> <p>E) Strongly disagree</p> <p>17. Could having flexible work hours enhance your motivation and overall performance?</p> <p>A) Always</p> <p>B) Sometimes</p> <p>C) Occasionally</p> <p>D) Never</p>	<p>Objective 3: To provide suggestions for motivating employees to improve performance in the hospitality sector of India</p>	<p>The questions were designed for 3 purposes: to collect insights into motivation techniques for employees in the Indian hospitality sector. By inquiring about the importance of recognising the consequences of schooling, the fee of career advancement options and the impact of labour schedules on motivation and overall performance ranges this survey seeks to find choices and regions that could be enhanced. Work timetable flexibility and probabilities for professional advancement play a position in boosting employee happiness and productiveness laying the foundation for</p>
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		research into these topics within the hospitality industry.
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4.15 Research Summary

Analysing facts will help perceive patterns, correlations and developments associated with how motivational strategies affect employee overall performance in India's hospitality industry. Results can be interpreted in line with existing literature and theories dropping light on the effectiveness of motivational tactics. A thorough evaluation will make certain that findings are legitimate and reliable contributing to increasing information on this area. Any barriers encountered at some stage in the studies will be discussed openly to keep transparency and accuracy in reporting. This study aims to contribute to knowledge about employee motivation in the hospitality industry.

Chapter 5: Data Analysis And Findings

5.1 Introduction

The analysis purposes to identify the most effective motivational strategies (i.e., financial incentives, recognition programs, career expansion opportunities, and work situation improvements) for improving employee significances by looking at data collected from surveys, interviews, and performance metrics across several hospitality establishments (Michael and Fotiadis, 2022). The research offers practical advice to business executives so they might improve their employee motivation strategies and eventually develop a more motivated and productive staff. The findings will advance information of how customised motivating techniques might spur excellence in the fast-paced, fiercely competitive Indian hospitality marketplace (Singh, 2024). This data analysis will also investigate the demographic and survey question followed by t- test towards the organisational culture and staff retention, adding to our knowledge of the critical role that inspiration plays in attaining long-term accomplishment in the cutthroat Indian hospitality industry.

5.2 Survey Findings

5.2.1 Demographic Results

What is your age?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-30	23	28.7	29.5	29.5
	31-40	16	20.0	20.5	50.0
	41-50	18	22.5	23.1	73.1
	Above 50	13	16.3	16.7	89.7
	Under 21	8	10.0	10.3	100.0

	Total	78	97.5	100.0	
Missing	System	2	2.5		
Total		80	100.0		

Table 1: Age

(Source: Created by Author)

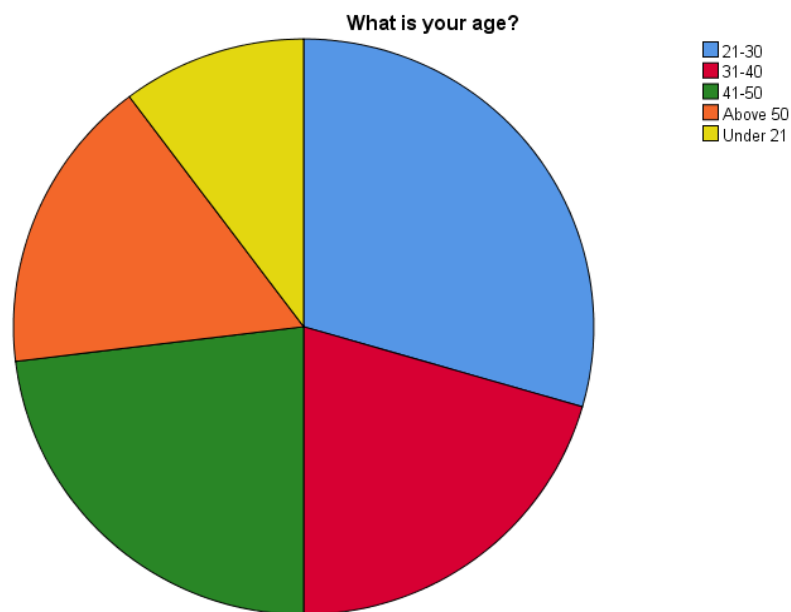


Figure 4: Age

(Source: Created by Author)

The above pie chart illustrates that the bulk of respondents (50%) in the data are between the ages of 31 and 40, suggesting that the Indian hospitality sector is attentive on mid-career development. A generous percentage (29.5%) of the workforce is among the ages of 21 and 30, indicating a youthful workforce. 16.7% of the population is over 50, representing a lower percentage of senior workers in this industry. Adults in their prime employed years make up the majority of employees in this business; very few are under 21. The wide age range highlights the diversity of performance prospects and motivating supplies.

What is your Gender?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	40	50.0	50.6	50.6
	Female	28	35.0	35.4	86.1
	Prefer not to say	11	13.8	13.9	100.0
	Total	79	98.8	100.0	
Missing	System	1	1.3		
Total		80	100.0		

Table 2:**Gender**

(Source: Created by Author)

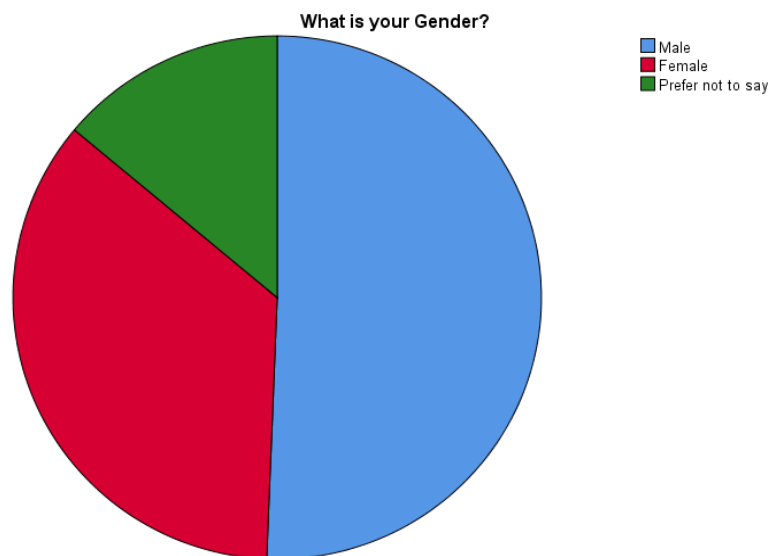


Figure 5:**Gender**

(Source: Created by Author)

The above pie chart outcomes that about 50.6% of respondents are men and 35.4% are women, according to the statistics, indicating a prevalence of men in the Indian hospitality sector. Notably, 13.9% of respondents choose not to disclose their gender. Given the gender gap, this

distribution increases the possibility that motivating methods might be modified to take gender-specific predilections and performance determinants into account. Gaining an understanding of these distinctions is vital to creating approaches that work in improving employee contentment and performance across a range of gender groups.

What is your (highest) academic qualification?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school	8	10.0	10.1	10.1
	Diploma	6	7.5	7.6	17.7
	Bachelor's Degree	33	41.3	41.8	59.5
	Master's Degree	22	27.5	27.8	87.3
	Doctorate Degree	5	6.3	6.3	93.7
	Prefer not to say	5	6.3	6.3	100.0
	Total	79	98.8	100.0	
Missing	System	1	1.3		
Total		80	100.0		

Table 3: What is your (highest) academic qualification?

(Source: Created by Author)

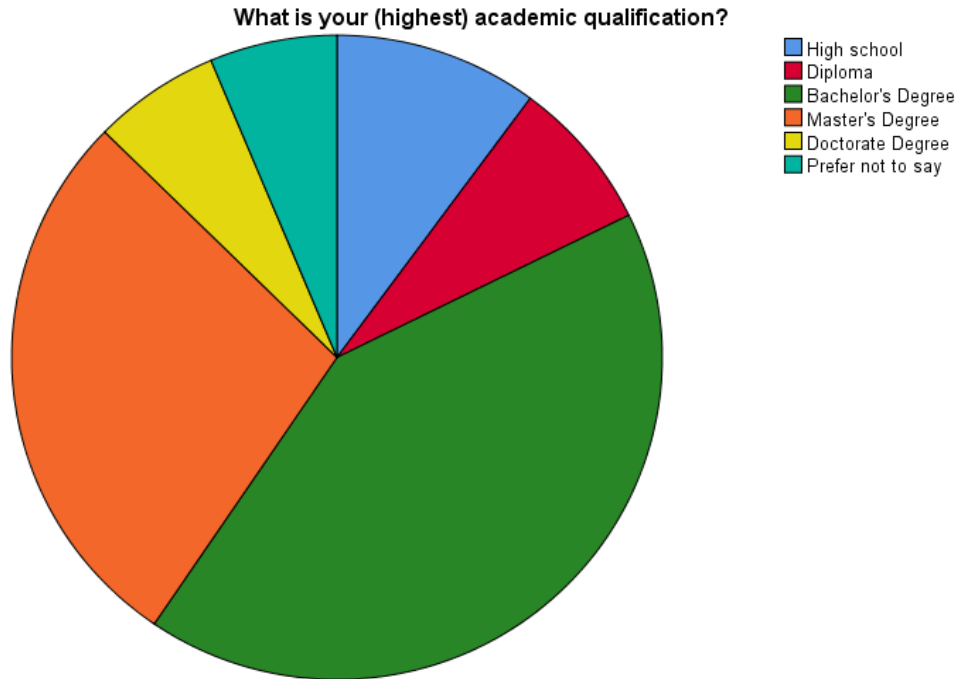


Figure 6: **What is your (highest) academic qualification?**

(Source: Created by Author)

According to the above pie chart the outcome illustrates that 41.8% of the respondents had a bachelor's degree, showing that the labour in the Indian hospitality sector is extremely educated. Doctorate holders make up 6.3 per cent of the population, compared to 27.8% of master's degree holders. Academic backgrounds vary, with 7.6% possessing a diploma and 10.1% simply having finished high school. This difference specifies that to effectively improve employee performance across a range of skill levels, motivating strategies need to be adaptable and lodge a diversity of educational backgrounds.

Are you currently employed in the hospitality industry?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	53	66.3	66.3	66.3
	No	27	33.8	33.8	100.0
	Total	80	100.0	100.0	

Table 4: **Currently employed in the hospitality industry**

(Source: Created by Author)

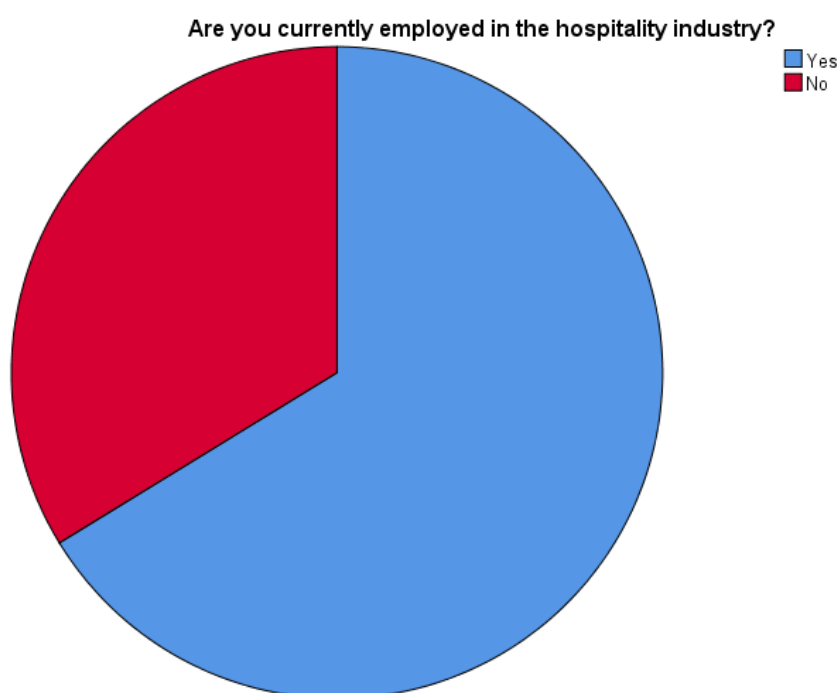


Figure 7: **Currently employed in the hospitality industry**

(Source: Created by Author)

The above pie chart illustrates the outcome that about 66.3% of respondents, conferring to the statistics, are now working in the hospitality sector, signifying a sizable percentage of insiders. Indeed about 33.8% do not work in the industry; these individuals would be previous workers or individuals with other histories in the workplace. Since most of the respondents have firsthand involvement in the hotel sector, their decisions of the efficacy of these approaches are shaped by their experiences, that emphasises the need for inspiring strategies that are specific to the business.

5.2.2 Questions Results

How many years have you worked in the Hospitality Sector in India?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 years	27	33.8	34.2	34.2
	3-4 years	23	28.7	29.1	63.3
	5-8 years	15	18.8	19.0	82.3
	15 or above	14	17.5	17.7	100.0
	Total	79	98.8	100.0	
Missing	System	1	1.3		
Total		80	100.0		

Table 5: How many years have you worked in the Hospitality Sector in India

(Source: Created by Author)

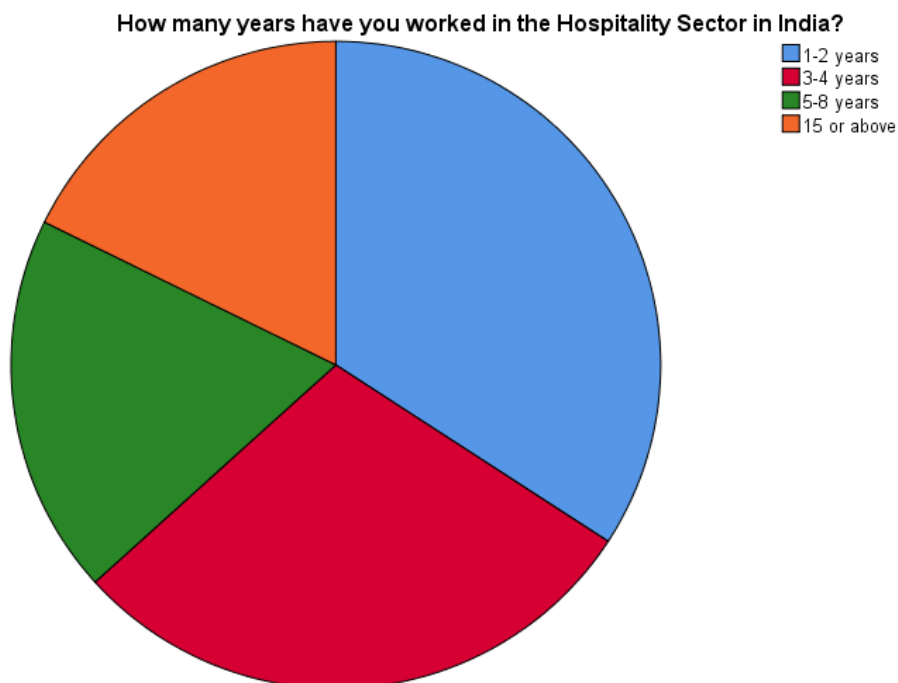


Figure 8: How many years have you worked in the Hospitality Sector in India

(Source: Created by Author)

According to the research, 29.1% of respondents had three to four years of experience, while 34.2% of respondents have worked in the Indian hospitality business for one to two years. 19% of respondents have five to eight years of experience, while 17.7% have fifteen or more years. This distribution shows a mix of more seasoned and comparatively fresh professionals, indicating that to advance overall performance, motivating strategies should consider both the prospects of seasoned personnel and the supplies of newcomers.

Does your company have any recognition packages, like Employee of the Month, to encourage personnel?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	39	48.8	48.8	48.8
	No	29	36.3	36.3	85.0
	3.00	12	15.0	15.0	100.0
	Total	80	100.0	100.0	

Table 6: Does your company have any recognition packages, like Employee of the Month, to encourage personnel

(Source: Created by Author)

Does your company have any recognition packages, like Employee of the Month, to encourage personnel?

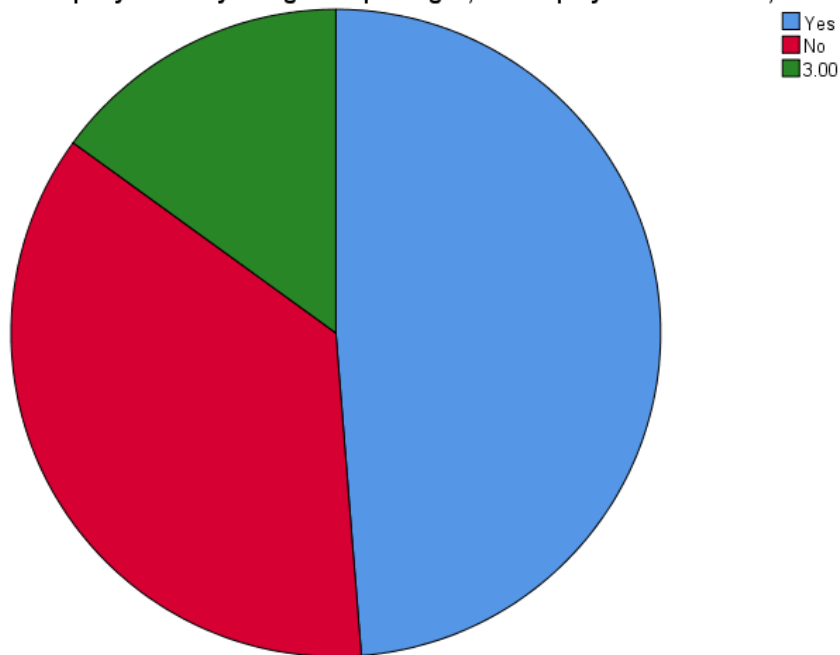


Figure 9: **Does your company have any recognition packages, like Employee of the Month, to encourage personnel**

(Source: Created by Author)

According to the statistics, 48.8% of the respondents' employers provide recognition programs like Employee of the Month, demonstrating an important emphasis on employee rewards. Nevertheless, 15% of respondents did not response, and 36.3% of businesses do not give these incentives. This indicates that although over half of the organisations utilise gratitude as a tool for incentive, a sizable portion do not, signifying that employee engagement and performance methods in the Indian hospitality sector might use some work (Baqir *et al.*, 2020).

Do you think that you can expand professionally and pursue education as an employee?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	19	23.8	23.8	23.8
	Agree	23	28.7	28.7	52.5
	Neutral	23	28.7	28.7	81.3
	Disagree	11	13.8	13.8	95.0
	Strongly disagree	4	5.0	5.0	100.0

	Total	80	100.0	100.0	
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Table 7: Do you think that you can expand professionally and pursue education as an employee

(Source: Created by Author)

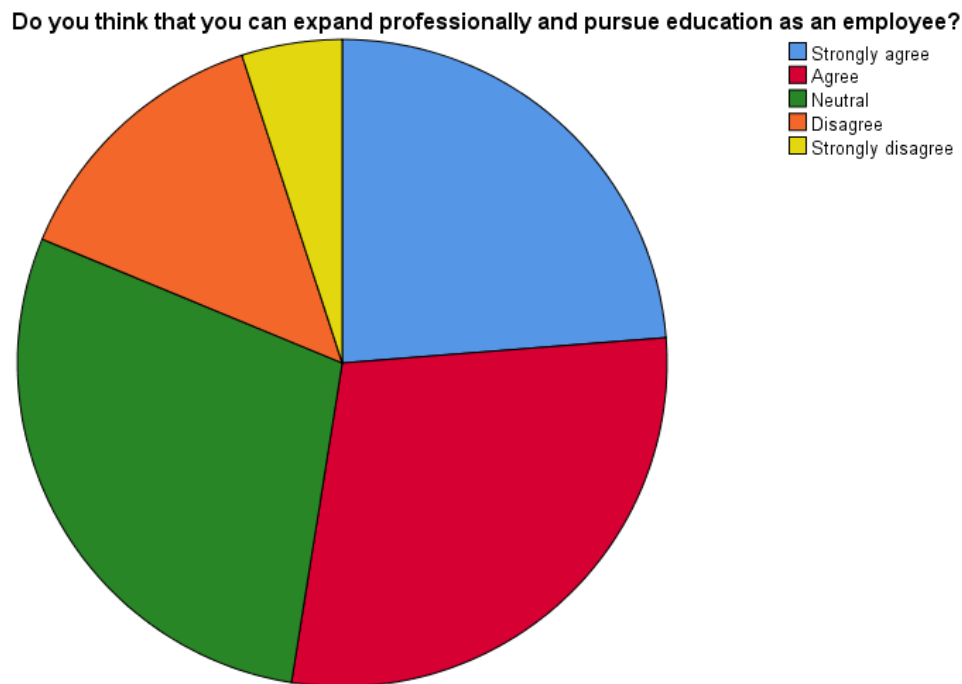


Figure 10: Do you think that you can expand professionally and pursue education as an employee

(Source: Created by Author)

The above pie chart demonstrates towards the outcome that about 52.5% of respondents, with 23.8% strongly agreeing and 28.7% agreeing, feel they can further their studies and careers. On the other hand, 18.8% disagree or strongly disagree, while 28.7% are indifferent on the matter. Though a substantial majority are still unsure or unsatisfied, this recommends that there is a general optimism about specialized advancement and educational projections within the Indian hospitality sector (Walton-Roberts and Rajan, 2020). This proposes that impediments to career development and learning might need to be addressed through inspiring strategies.

Does your company enterprise offer mentorship programs to help personnel grow and live prompted?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	28	35.0	35.4	35.4
	Occasionally	16	20.0	20.3	55.7
	Sometimes	25	31.3	31.6	87.3
	Never	10	12.5	12.7	100.0
	Total	79	98.8	100.0	
Missing	System	1	1.3		
Total		80	100.0		

Table 8: Does your company enterprise offer mentorship programs to help personnel grow and live prompted

(Source: Created by Author)

Does your company enterprise offer mentorship programs to help personnel grow and live prompted?

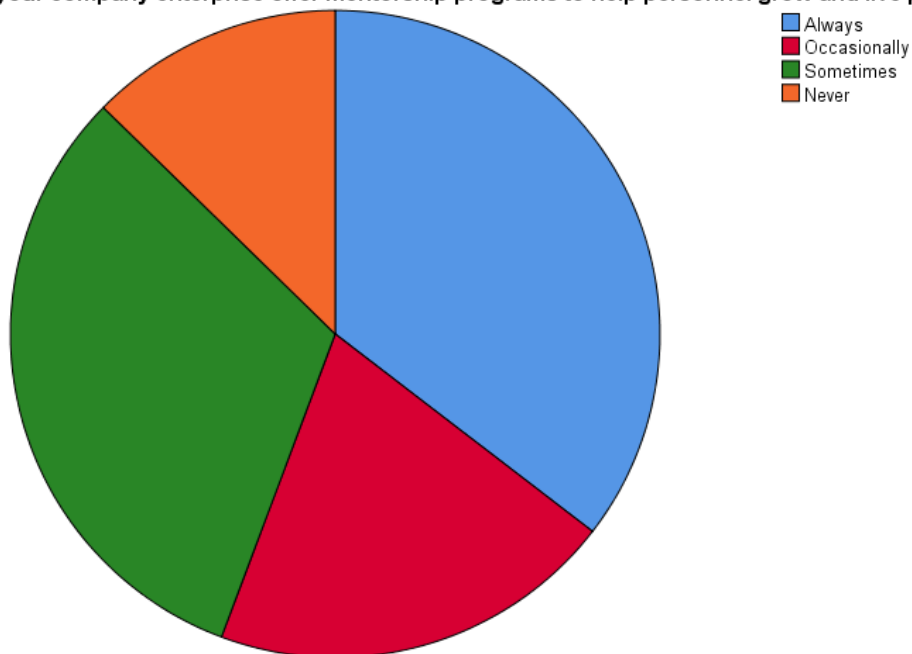


Figure 11: Does your company enterprise offer mentorship programs to help personnel grow and live prompted

(Source: Created by Author)

According to the above pie, mentoring programs are widely available but not always offered in the Indian hospitality sector. While 31.6% of respondents said mentoring programs are occasionally given, the majority of respondents (35.4%) said they are usually offered. 12.7% of respondents, however, stated that no mentorship programs are obtainable. This shows that although while a lot of businesses provide mentorship as a kind of support, constancy and accessibility might be improved throughout the sector.

Do you agree that crew-based total incentives or institutional rewards can boost employee performance and motivation?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	25	31.3	31.6	31.6
	Agree	23	28.7	29.1	60.8
	Neutral	19	23.8	24.1	84.8
	Disagree	11	13.8	13.9	98.7
	Strongly disagree	1	1.3	1.3	100.0
	Total	79	98.8	100.0	
Missing	System	1	1.3		
Total		80	100.0		

Table 9: Do you agree that crew-based total incentives or institutional rewards can boost employee performance and motivation

(Source: Created by Author)

Do you agree that crew-based total incentives or institutional rewards can boost employee performance and motivation?

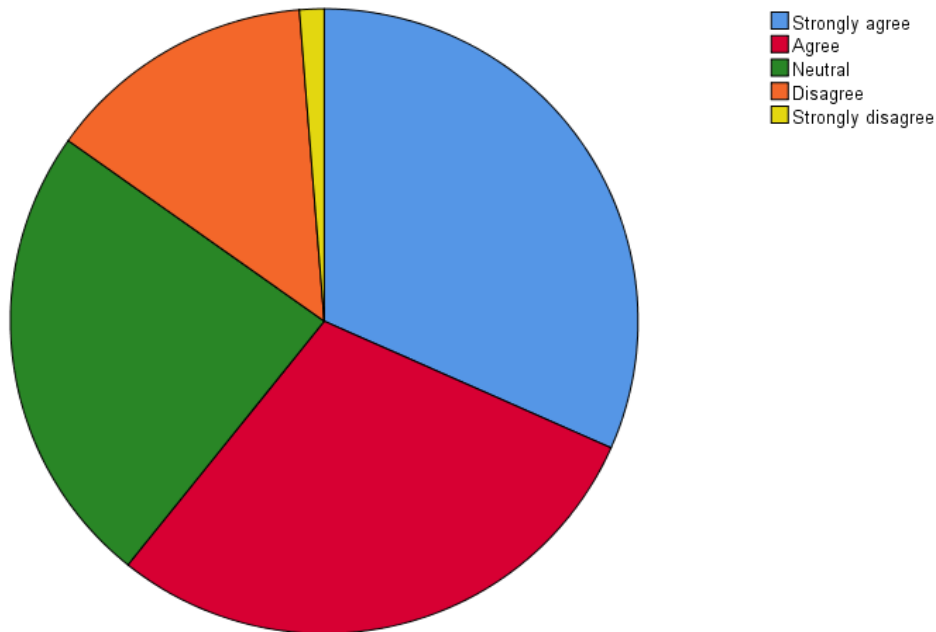


Figure 12: **Do you agree that crew-based total incentives or institutional rewards can boost employee performance and motivation**

(Source: Created by Author)

The above pie chart illustrates that there is broad agreement about the value of established awards and crew-based inducements in rising worker productivity and motivation in the Indian hospitality sector. Collectively, 60.7% of participants expressed agreement or strong agreement that these rewards recover performance. A minority (15.2%) disagree or strongly disagree, while 24.1% are indifferent. This suggests that inspiring rewards are usually well-received, but it also emphasises the need for customised approaches to handle differing belvederes about the efficacy of incentives (Larman, 2023).

Do you see yourself more driven when you receive rewards or incentives (whether financial or non-financial)?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	46	57.5	59.0	59.0
	No	14	17.5	17.9	76.9
	3.00	18	22.5	23.1	100.0
	Total	78	97.5	100.0	

Missing	System	2	2.5		
Total		80	100.0		

Table 10: Do you see yourself more driven when you receive rewards or incentives (whether financial or non-financial)?

(Source: Created by Author)



Figure 13: Do you see yourself more driven when you receive rewards or incentives (whether financial or non-financial)?

(Source: Created by Author)

The above pie chart tends to illustrate that outcome over which the research suggests that in the Indian hospitality sector, incentives and rewards play a major role in motivating employees. While 17.9% do not, the majority (59.0%) believe that incentives increase inspiration. Furthermore, 23.1% had no opinion on the impact. This shows that although incentives are usually valuable for increasing motivation, their impact might differ, and that different employee demands might benefit from a customised approach.

Do education and improvement projects enhance your job's overall performance?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	36	45.0	45.6	45.6
	Occasionally	16	20.0	20.3	65.8
	Sometimes	21	26.3	26.6	92.4
	Never	6	7.5	7.6	100.0
	Total	79	98.8	100.0	
Missing	System	1	1.3		
Total		80	100.0		

Table 11: **Do education and improvement projects enhance your job's overall performance**

(Source: Created by Author)

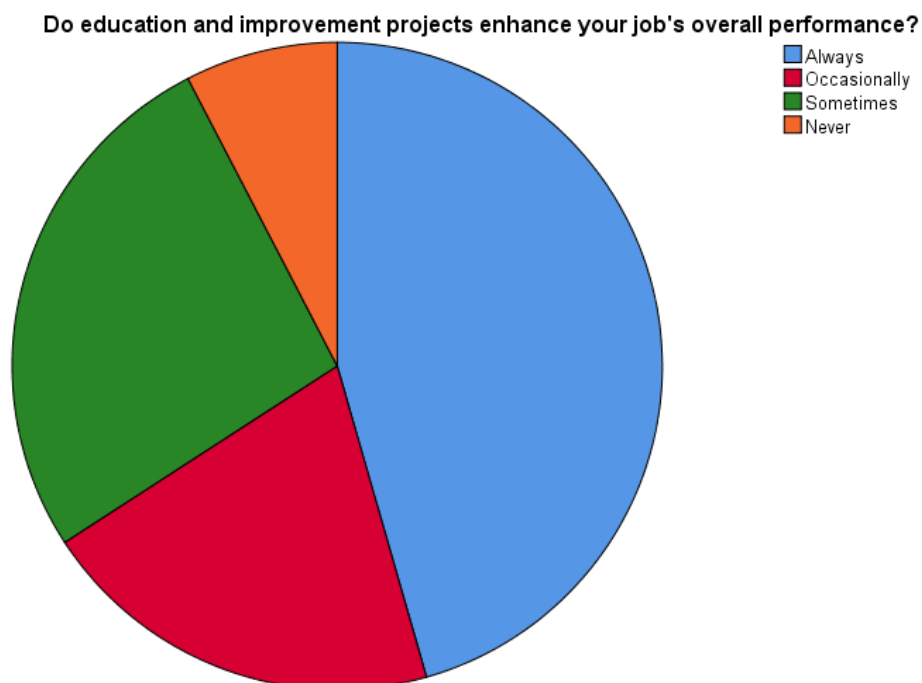


Figure 14: **Do education and improvement projects enhance your job's overall performance**

(Source: Created by Author)

According to the statistics, an important proportion of participants (59.0%) report feeling more motivated in reply to money or non-financial prizes or incentives. This suggests that incentives have a big influence on how motivated numerous workers in the Indian hospitality sector are. On the other hand, 23.1% are indifferent and 17.9% do not think rewards are motivating. These outcomes emphasise the value of comprise rewards in motivational techniques while recognizing that individual differences may exist in their efficacy (Kaydos, 2020).

Do you agree that regular feedbacks and acknowledgements affect your performance?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	26	32.5	32.9	32.9
	Agree	18	22.5	22.8	55.7
	Neutral	18	22.5	22.8	78.5
	Disagree	13	16.3	16.5	94.9
	Strongly disagree	4	5.0	5.1	100.0
	Total	79	98.8	100.0	
Missing	System	1	1.3		
Total		80	100.0		

*Table 12: **Do you agree that regular feedbacks and acknowledgements affect your performance'***

(Source: Created by Author)

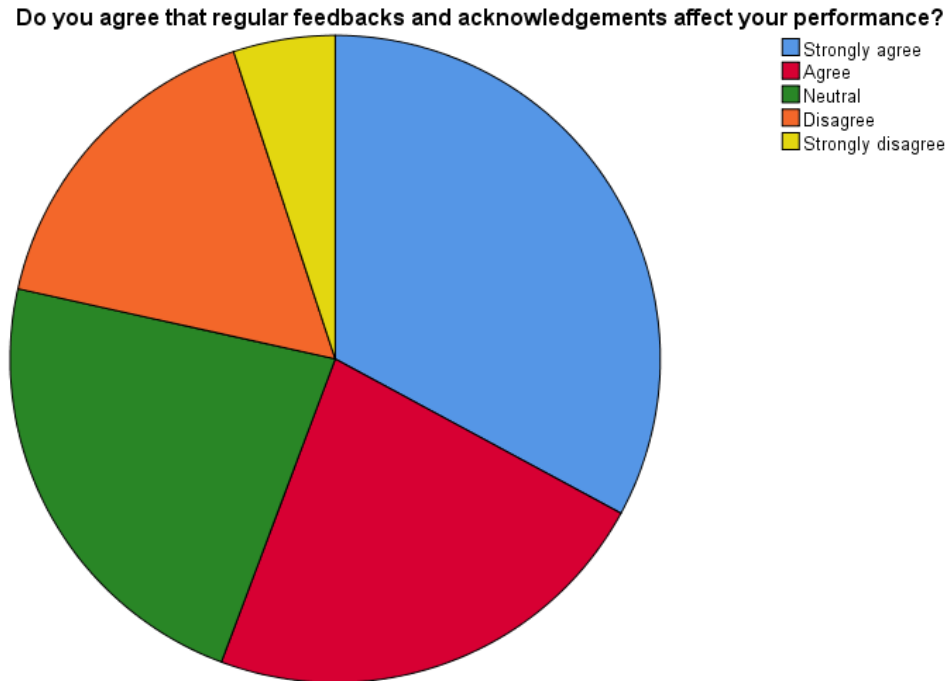


Figure 15: Do you agree that regular feedbacks and acknowledgements affect your performance

(Source: Created by Author)

According to the above pie chart, most respondents think that receiving regular feedback and recognition improves their performance. While 22.8% are indifferent, a total of 55.7% strongly agree or agree that these behaviours have an influence on their job. Nonetheless, 21.5% disagree or strongly disagree, representing that although feedback is widely appreciated, individual differences may exist in its efficacy. This establishes the necessity of customised feedback approaches to continuously improve worker performance in the Indian hospitality sector.

Are possibilities for career progression a motivating factor for you?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	50	62.5	62.5	62.5
	No	12	15.0	15.0	77.5
	Maybe	18	22.5	22.5	100.0
	Total	80	100.0	100.0	

Table 13: **Possibilities for career progression a motivating factor for you**

(Source: Created by Author)

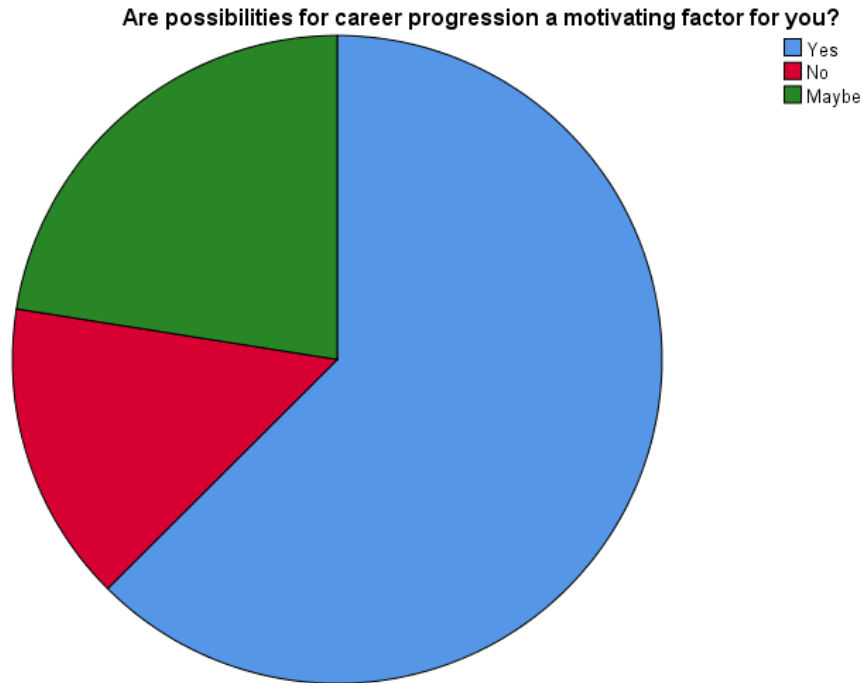


Figure 16: **Possibilities for career progression a motivating factor for you**

(Source: Created by Author)

According to the above pie chart, career advancement chances are a major source of motivation for many workers in the Indian hospitality sector, as indicated by the 62.5% of respondents who said they were motivated by such opportunities. However, 22.5 per cent are unsure and 15% do not regard job advancement to be encouraging. This emphasises how crucial it is to offer clear career progression pathways to improve performance and inspiration while also acknowledging that confident workers might necessitate extra encouragement or assistance to remain involved (Rahaman *et al.*, 2020).

Would you respect the recognition for your accomplishments?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A little	29	36.3	36.7	36.7
	A lot	34	42.5	43.0	79.7
	No contribution	16	20.0	20.3	100.0

	Total	79	98.8	100.0	
Missing	System	1	1.3		
Total		80	100.0		

Table 14: **Respect the recognition for your accomplishments**

(Source: Created by Author)

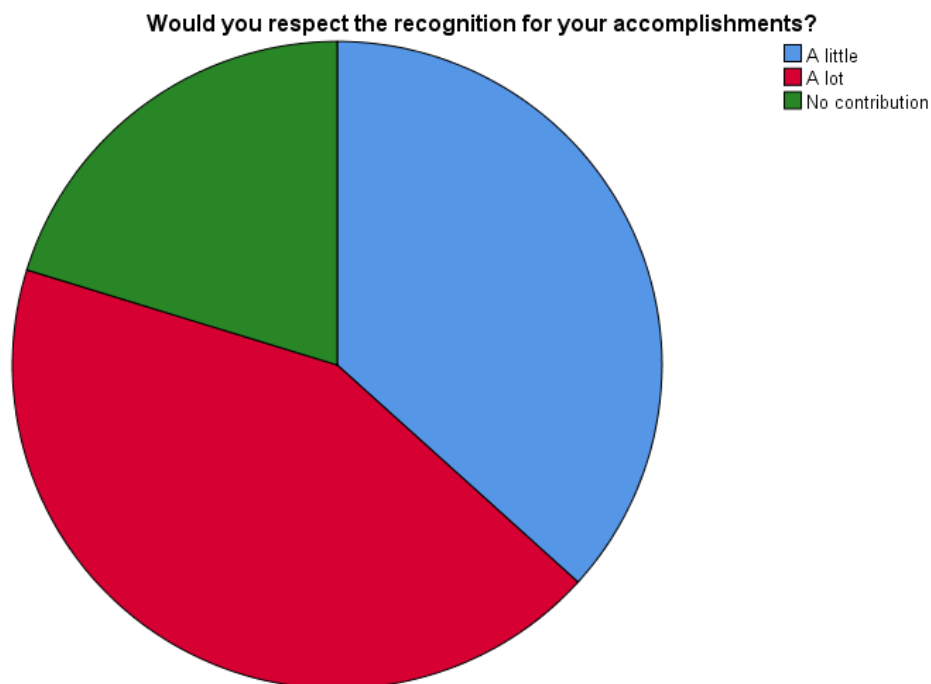


Figure 17: **Respect the recognition for your accomplishments**

(Source: Created by Author)

According to the above pie chart representation, employees in the Indian hospitality business place a high priority on being recognised for their successes. 43.0% of respondents, a sizable fraction, would regard such recognition greatly, and 36.7% would esteem it somewhat. Nevertheless, 20.3% trust it has no bearing on their motive. This suggests that although most workers value recognition, its effects differ, underscoring the need of expressive and efficient recognition proceedings to raise worker gratification and performance.

Do you agree that extra training packages for cross skilling might help enhance your overall performance at work?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	28	35.0	35.4	35.4
	Agree	17	21.3	21.5	57.0
	Neutral	18	22.5	22.8	79.7
	Disagree	13	16.3	16.5	96.2
	Strongly disagree	3	3.8	3.8	100.0
	Total	79	98.8	100.0	
Missing	System	1	1.3		
Total		80	100.0		

Table 15: **Do you agree that extra training packages for cross skilling might help enhance your overall performance at work**

(Source: Created by Author)

Do you agree that extra training packages for cross skilling might help enhance your overall performance at work?

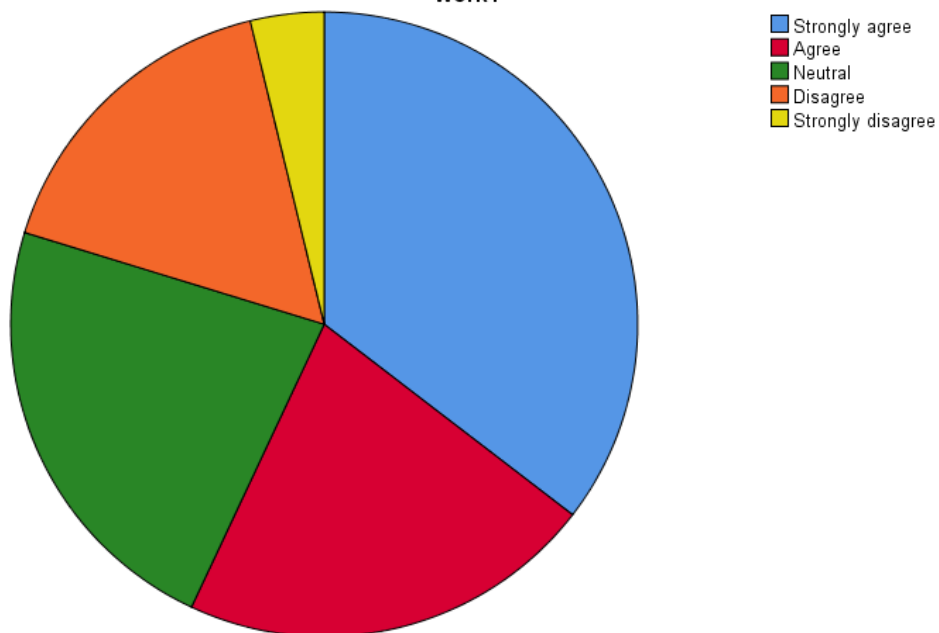


Figure 18: **Do you agree that extra training packages for cross skilling might help enhance your overall performance at work**

(Source: Created by Author)

The above pie chart illustration compelling evidence in favour of additional training programs as a way to recover productivity at work. A total of 56.9% of participants expressed strong agreement or agreement with the idea that cross-skilling training would be advantageous. However, 20.3 per cent disagree or strongly disagree, and 22.8% are indifferent, indicating differing views on the efficacy of this kind of training. This recommends that although many workers find cross-skilling occasions beneficial, customised strategies are required to lodge varying demands and preferences (Kim and Park, 2020).

Would introducing opportunities for career advancement grow your motivation?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	34	42.5	43.0	43.0
	Agree	22	27.5	27.8	70.9
	Neutral	11	13.8	13.9	84.8
	Disagree	7	8.8	8.9	93.7
	Strongly disagree	5	6.3	6.3	100.0
	Total	79	98.8	100.0	
Missing	System	1	1.3		
Total		80	100.0		

*Table 16: **Would introducing opportunities for career advancement grow your motivation***

(Source: Created by Author)

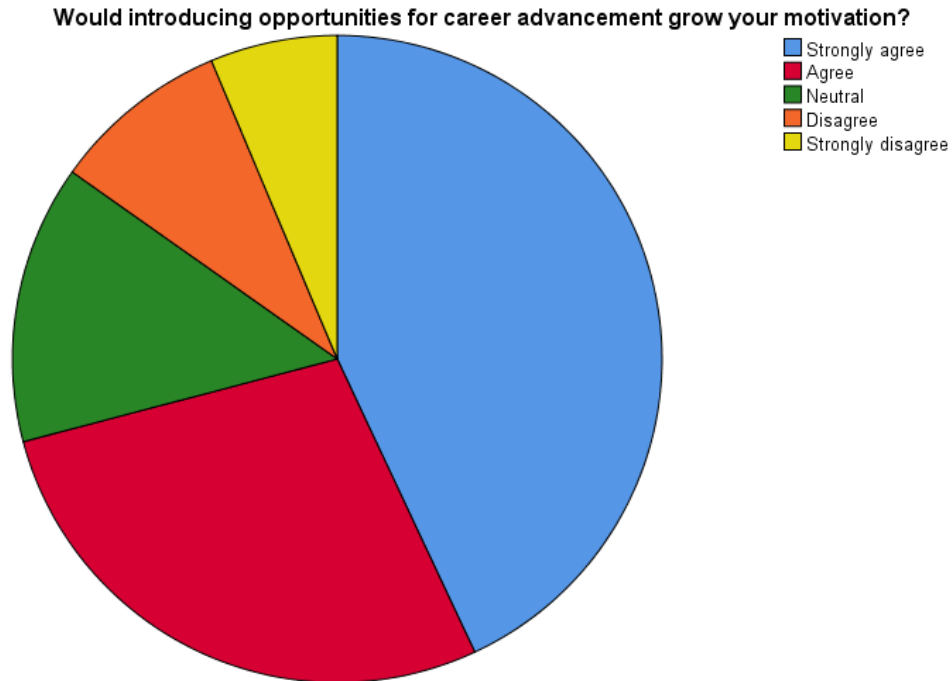


Figure 19: **Would introducing opportunities for career advancement grow your motivation**

(Source: Created by Author)

According to the above pie chart, career progression prospects are a major source of motivation for workers in the Indian hospitality sector. Meaningfully, 70.8% of participants expressed agreement or strong agreement that having these possibilities will increase their motivation. On the other hand, 13.9% are neutral and 15.2% either disagree or strongly disagree. This proves the substantial correlation amongst career development and employee engagement, underlining the need of offering unambiguous pathways for growth to improve overall productivity and work serenity.

Could having flexible work hours enhance your motivation and overall performance?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	42	52.5	52.5	52.5
	Occasionally	10	12.5	12.5	65.0
	Sometimes	23	28.7	28.7	93.8
	Never	5	6.3	6.3	100.0
	Total	80	100.0	100.0	

Table 17: ***Could having flexible work hours enhance your motivation and overall performance***

(Source: Created by Author)

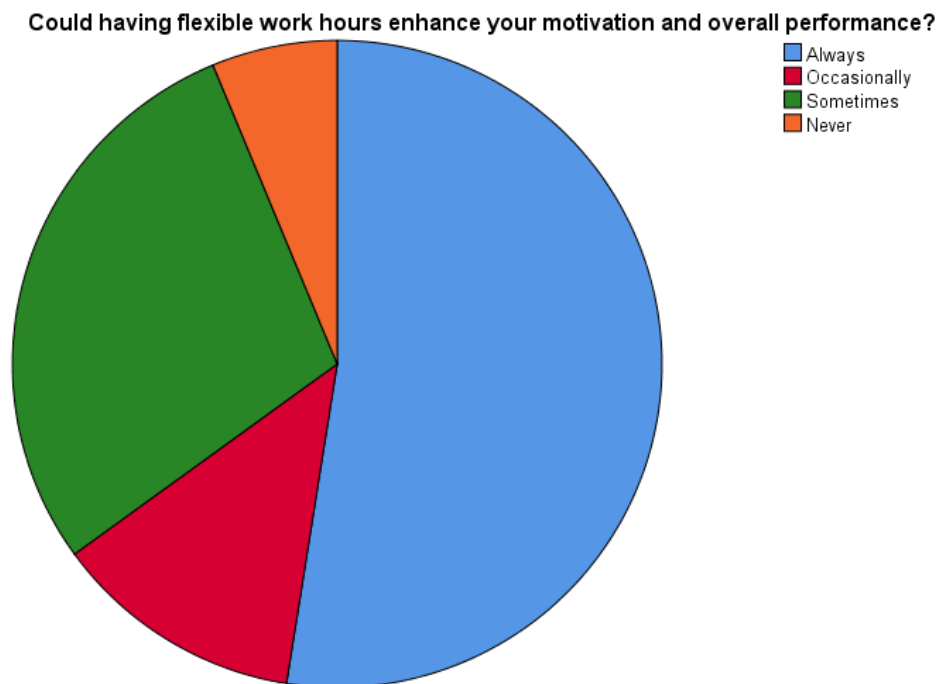


Figure 20: ***Could having flexible work hours enhance your motivation and overall performance***

(Source: Created by Author)

According to the above pie chart, the Indian hospitality sector places a high importance on flexible work hours as a means of improving employee enthusiasm and performance. While 28.7% of respondents think it would infrequently be advantageous, more than half of respondents (52.5%) say that having flexible hours would unceasingly increase their incentive. On the other hand, 18.8% of respondents said that having flexible hours would be either rarely or never useful. This shows that, although their effects might differ, flexible work arrangements might greatly increase employee engagement and performance for numerous (Austin-Egole, Iheriohanma and Nwokorie, 2020).

5.2.3 T-Test Result

The findings from the study about the t-test provide insights into how extraordinary motivational techniques impact worker performance within the hospitality vicinity. Each survey question was analysed using a one-pattern t-test with a check price of zero to determine if the average response notably deviates from 0. Furthermore, the t-test effects emphasize the significance of strategies like recognition applications, mentoring initiatives and everyday feedback. For example, the facts suggest that questions related to reputation applications, including "Employee of the Month", yielding a t-test of 20.421 and a distinction of 1.66250, indicate a remarkable belief among workforce people. The assessment of methods remarks and acknowledgements impact overall performance confirmed a t-test of 17.010 and a distinction of 2.37975, highlighting the significance of feedback in boosting employee motivation and normal performance. The study demonstrates that employees within the hospitality enterprise area emphasise motivational techniques that could significantly decorate their performance and method pride. These findings provide insights, for commercial agency leaders seeking to put in force motivational strategies to increase worker engagement and productivity.

5.2.4 Reliability Test Result

The test on strategies in the hospitality organisation offers reliability information indicating a Cronbach Alpha of .751 for 17 objects. This price shows a constant maximum of the survey objects demonstrating their reliability in assessing motivational techniques and their effect on employees' overall performance. An alpha price exceeding .70 is usually deemed extraordinary signifying that the scale items are properly associated and yield results. Examining the case processing precis that 85% of the times have been legitimate with 15% excluded through deletion. The high proportion of times reinforces the statistic's robustness and representativeness. With measurements of techniques, correct insights into their impact on

employee's regular overall performance may be acquired, ensuring that the look at conclusions are reliable and beneficial for informing employer practices and strategies.

5.3 Findings

By utilizing a t-test, the statistics indicated effects for each survey inquiry, suggesting that the perspectives of members had been significantly usual by way of the use of the motivational strategies carried out. The p values for all variables had been .000, indicating a deviation from 0 in responses. This highlights the importance of techniques like reputation packages, possibilities for growth mentorship tasks and regular comments in boosting workers' overall performance. The amazing t-test implies that the one's approaches are pretty valued by staff contributors and play a role in their task pride and efficiency. The test, for reliability assessed the use of Cronbach Alpha and resulted in a score of .751 for the 17 gadgets in the survey. This score indicates a level of consistency in the survey questions, indicating that they effectively gauge strategies and their impact on employee performance. The summary of case processing exhibits that 80.5% of the times were legitimate, with an exclusion rate of 15%, ensuring sturdy and representative records. This reliability underscores the trustworthiness of the survey outcomes and their ability to provide insights into how motivational strategies affect employee average performance inside the hospitality organisation.

The analysis of the survey furnished views on how employees perceive motivational techniques. For instance, half (48.8%) of respondents referred to having reputation programs, underscoring their prevalence in the area. Additionally, when confused about possibilities for growth and education, a massive element (23.8% strongly agreed and 28.7% agreed) signals a dishonesty toward development opportunities. Mentorship responsibilities had been additionally nicely received, with 35% stating that their corporations consistently supplied packages. The survey additionally found that 31.3% of respondents strongly supported and 28.7% agreed that crew-based incentives might also need to enhance performance and

motivation, highlighting the effectiveness of rewards based totally on teamwork. Furthermore, a sizeable 57.5% of participants expressed multiplied pressure at the same time as rewarded, whether or not via nonfinancial technique.

Education and improvement tasks have been seen without a doubt with 45% of survey individuals stating that those tasks constantly advanced their work performance. Regular feedback and popularity had been additionally deemed important with 32.5% agreeing and 22.5% agreeing that such acknowledgement had an impact, on their overall performance. Advancement possibilities in one's profession had been highlighted as a motivator with 62.5% of respondents acknowledging their importance. These consequences highlight the feature of techniques in cultivating an effective and content material body of workers. The study's consequences can offer steering to leaders inside the hospitality industry on a manner to put in force techniques to decorate employee engagement, standard overall performance and ordinary system satisfaction. By emphasizing factors, like appreciation, professional boom, mentorship, remarks and professional development groups can establish an inspiring workplace that fosters fulfilment.

Key Findings

The findings demonstrated that methods such as growth chances, mentorship assignments, reputation packages, and frequent feedback were highly valued by staff members. The survey's reliability coefficient, which stands at .751, suggests that the questions were quite consistent. Additionally, the poll found that 35% of respondents agreed on mentoring obligations, 48.8% of respondents mentioned reputation initiatives, and 23.8% agreed on development possibilities. Tasks related to education and improvements were deemed crucial, as were frequent praise and acknowledgement. The results of the study can help executives in the

hospitality sector put measures into place that will raise worker satisfaction, performance, and engagement levels.

5.4 Link with Literature

Considering the previously shown literature study, the findings so demonstrate the same thing. The result was recently made clear. The study's goal is to provide business leaders with actionable guidance so they may enhance their approaches to staff motivation and ultimately create a workforce that is more driven and effective. The results will contribute to the understanding of how tailored motivational strategies could promote excellence in the quick-paced, very competitive Indian hospitality industry. To improve employee performance, contentment, and retention in the hospitality industry, motivational tactics are essential (Ann and Blum, 2020). Worker psychological needs are met by intrinsic motivators like job satisfaction and possibilities for personal development, which also strengthen employees' bonds with and motivation for the company.

The literature review illustrates the relationship between healthy and productive workforces in the hospitality industry and motivational philosophies (Paais, and Pattiruhu, 2020). Empirical studies have demonstrated a connection between effective motivating strategies and schemes and observable results like satisfaction with work, efficiency, and turnover. In the Indian hospitality sector, motivation investment has a bright future if businesses concentrate on a range of monetary and non-monetary strategies meant to boost employee happiness, output, and competitive advantages.

5.5 Summary

In summary, this phase delved into how motivational techniques have an impact on worker standard performance, in the hospitality industry. The assessment of the usage of the t-test determined the outcomes of reputation programs, possibilities for boost and mentorship obligations on employees' perceptions with all p values showing importance at .000. The reliability exams indicated a Cronbach's Alpha price of .751, indicating consistency. The survey effects indicated that popularity packages, professional development opportunities and normal comments contribute to motivating personnel and enhancing their universal performance. These findings imply that the effective implementation of techniques can boost employee pride and productivity providing insights, for enterprise leaders aiming to enhance the frame of worker engagement. To the extent that research is the foundation of advancement and improvement. This feeds knowledge about the world, leading to progress in science, technologies, and in the social world organization. In realising its objective, research benefits society through the discovery of new knowledge, negative findings on earlier theories and, more importantly, improving decision-making based on evidence.

Chapter 6: Discussion On The Findings And The Results

6.1 Introduction

This section discusses the impact of motivating tactics on employee performance in a specific situation. Research shows that improved working conditions lead to lower employee turnover and increased customer satisfaction. If personnel are motivated and provide outstanding services, the Indian hospitality industry would undoubtedly thrive. These include financial incentives, reward systems, corporate career routes, and promotions. When constructing such programmes, it is necessary to consider cultural distinctions within India, such as the expectation of respect for hierarchy. Finally, the article will discuss how managing work-life balance in a competitive business can lead to increased employee motivation.

Several results are presented in the descriptive and inferential styles to present the study's outcomes and identify patterns, trends, and the statistical outcomes of the study. Compared to the review and comparison of existing knowledge, it links the research to the existing knowledge, emphasizes the new knowledge it generates and includes self-criticism. Combining these sections allows identifying research gaps in the field and describing how the findings of the work in question can help fill them, thus making it possible to provide guidelines for further research. Finally, the discussion helps shift from the description of the phenomena in quantitative terms to achieve comprehension and insight. According to Shafi et al. (2021), making managers available to listen to grievances, provide support, and celebrate triumphs can make employees feel valued and welcome. Transparent communication fosters trust and a sense of belonging among employees. Employees that understand their company and position are more productive and motivated.

6.2 Comparing Literature Review with Findings

The findings of this research indicate that around half of the staff mentioned that their company have arrangements for recognition for the employees every month. Moreover, half of the hospitality staff also mentioned that they can grow professionally and pursue education as an employee while being part of their organization. There is considerable scope for them to improve as a professional by joining professional or academic courses. Around 55% of the staff who participated in the survey mentioned that their company offers mentorship programs to help them grow. Around 60% of the participants agreed that crew-based total incentives or institutional rewards can boost employee performance and motivation. Moreover, most staff see themselves as more driven when they receive rewards or incentives. It has also been recognized that education and improvement projects enhance the job's overall performance. Around half of the participants think regular feedback and acknowledgements affect their performance. It has also been found that career progression possibilities are a motivating factor for most of India's staff in the hospitality sector. They also think that extra training packages for cross-skilling might help enhance your overall performance at work. It has been recognized that introducing opportunities for career advancement increases their motivation. Furthermore, it can be stated that flexible work hours enhance motivation and the overall performance of the staff in the hospitality sector.

The findings of this study can be compared with the outcome of prior research. As per the study of Ann and Blum (2020), task and acknowledgement were the two elements that had a major beneficial impact on job satisfaction. Work happiness was substantially impacted negatively by success. The four hygiene factors—personal life, status, work safety, and technical supervision—significantly impacted job unhappiness. Herzberg's theory was supported by the fact that job discontent had a considerably positive influence on the variable, and job satisfaction showed a substantially adverse impact. Regular supervisor training may produce

better supervisors since recognition of workers is intimately linked to the supervisor's identification and connection with the staff. Better-trained supervisors who involve staff members in decision-making and engage them may inspire not solely upper management but the entire organization.

Another study by Du Plessis et al. (2016) indicates that Hotel workers' attentiveness, politeness, looks, attitudes, and how they complete their given jobs are all variables that may be used to assess or quantify their performance. Most respondents believe their companies provide an environment that inspires them to put in more effort. The hotel sector understands the value of receiving education in connection with the work they do. Remuneration remains the primary driver of high levels of inspiration and work satisfaction. Hotels may achieve positive and sustainable growth if they closely examine and assess the requirements of their employees and match those requirements with the organization's objectives. According to Hekman and Lashley's (2017) research, the only variables that were related were age, the chance for career growth, and compassionate personal assistance. Additionally, the study discovered that the most significant motivating aspect was recognition for a job excellently performed, whereas the possibility of promotion was identified as the least important motivator. Furthermore, the motivations for every age category, gender, and profession vary. It was noteworthy that the current study and earlier studies revealed parallels. With the help of this study, the XYZ Hotel will be able to understand better the variables that motivate its employees and create motivating techniques that will help it succeed.

The literature review section and the findings section of a research paper are two sections which are closely related, but separate (Bhaswani, and Hymavathi, 2022). The literature review which forms the prior step thus has a significant role of offering an extensive preview of what is known regarding the research subject. It outlines and reveals the strengths and weaknesses of the chosen subject, gaps within the body of knowledge, theoretical backgrounds and methods

used in the prior research. In general, identifying literature enables the researchers to locate their study in the existing scholarship which is helpful in identifying the research gaps. On the other hand, the findings section put forward the current of the research study. It is where results of new knowledge purchased dependant on the data gathered and processed are revealed. The literature review section is somewhat more descriptive and analytically oriented as it is concerned with what other people have done and achieved. The findings section is empirical and herein is where the actual outcomes of the study are presented. The methodology is influenced by the identified research questions, which in turn builds the foundation of this study (Du Plessis, Douangphichit, and Dodd, 2016). On the other hand, the findings supplement the existing knowledge by corroborating the findings, refuting or building on previous works. To some extent, by comparing the findings with the literature, the authors can evaluate to what extent the study is innovative and important for the field, thereby fortifying the overall argument of the research.

6.3 Confirming Existing Theory

According to the study's findings, almost 50% of the employees said their employer arranges monthly employee appreciation events. Additionally, half of the employees in the hotel industry indicated that they may further their education and develop professionally while working for their company. As a result, there is a lot of room for them to advance professionally by enrolling in academic or professional courses. Approval of Maslow's Hierarchy of Needs may be relevant. In several other nations, understanding this hierarchy facilitates the use of appropriate motivating activities in the hospitality industry. While team events and encouragement foster a sense of camaraderie among staff members, competitive pay and benefits meet the demand. Thus, the company's recognition programs, and promotion chances can meet the esteem needs, and finally, participating in training programs that enable one to gain new abilities to contribute to the organization can satisfy the desire for self-actualization.

After contact, employees demand permanency, which could be job stability due to the essence of family. Thus, belongingness is also high, which means that team-specific events and activities that strengthen the spirit of team togetherness should occur.

The correlation of the research findings with the Maslow's needs hierarchy can be effectively used in the understanding of the employee's motivation in the context of hospitality industries. The desire for recognition programs, promotion, and team activities correlates with the concepts associated with the hierarchy of needs introduced by Maslow (Barbosa-McCoy, 2016). According to Maslow's hierarchy of needs, every individual has some basic needs that must be met if they are to compete for higher order needs such as esteem and self-actualization, it follows that organizations should ensure that employees are able to fulfil their lower order needs such as safety needs through job security, and belongingness needs through camaraderie. Nevertheless, compliance with Maslow's theory one needs to recognize that it is a basic framework and perhaps cannot reveal all the aspects of motivation among employees in the hospitality industry (Jaya, 2019). It is also important to stress that owing to variances in personality, culture, and positions, the significance of each need level might vary. For example, population one, while the benefit of job security may be a top concern with most employees, the population two may be motivated by growth and expansion benefits.

6.4 Disproving Existing Theory

Herzberg's Two-Factor hypothesis, which outlines the presence of two factors determining job attitude, is another hypothesis closely tied to motivation. It is critical to provide competitive pay, a safe environment, and efficient scheduling to fulfil hygiene requirements in the hospitality sector. However, extra attention should be given to the following to determine the actual degree of employee motivation. Offering opportunities for growth through mentoring programs, assigning more challenging responsibilities in assignments, or giving an employee more responsibility may motivate those working in the hospitality industry. The findings can

disapprove this theory of this research. The results indicate crew-based total incentives or institutional rewards can boost employee performance and motivation. Moreover, most staff see themselves as more driven when they receive rewards or incentives. It has also been recognized that education and improvement projects enhance the job's overall performance. Around half of the participants think regular feedback and acknowledgements affect their performance. It has also been found that career progression possibilities are a motivating factor for most of India's staff in the hospitality sector. It can be stated that motivation is a vital factor for the staff, and the companies need to focus on enhancing it.

Even though the degree of insight that Herzberg's Two-Factor Theory provides in understanding motivation of employees is considered substantial, the results of this study imply a much deeper situation. Of course, such hygiene factors as wages, safe equipment, etc., can in no way be denied being effective, but it can be stated that they are not the only keys to motivation in the context of the hospitality industry (Ann, and Blum, 2020). Herzberg passed over the principles of extrinsic motivation that also play an important role in the employees' motivation and the study focuses on recognition, career growth opportunities, feedback only.

Moreover, the research is likely to dispute the two-factor model by Herzberg which differentiates between the hygiene factors and motivators. It is argued that specific elements of working conditions so far considered as hygiene factors like reward and extrinsic conditions may play the role of true 'motivators' in case they are viewed as fair or 'organizational endorsers'. This implies that the relations between these aspects and overall job satisfaction may not be that straightforward. This study also showed the relevance of social factors and the empowered employees to motivate the employees (Bagri et al., 2011). The responses gathered when asking about team-based incentives and professional development opportunities emphasize the significance of employee relationships and personal development to the job satisfaction. This indicates that architects of human resource management and staff motivating

strategies in the hospitality industry need to put into consideration a system that addresses both; the motivational theories from this study suggest that there is need to foster a dual consideration of the employee and the organization.

6.5 Contextual Differences and Individual Variances

The contextual factors of research can be crucial for the interpretation of the result of a study. The outcome in a specific context can have different significance from the result of a study conducted in another context. It is vital to understand the context in which a study has been undertaken. The data collected in this research is helpful as primary data was collected from the hospitality sector staff of India. The outcome of this research can be different from studies that are undertaken in another country where the workplace dynamics are different.

The research on motivational factors that have been applied in the context of Indian hospitality industry must pay attention to the contextual variation that is characteristic to the sector. Organization factors such as size, location of the organisation, ownership and type of service may also affect the employees' perception and their reactions to incentives. For example, the motivational issues of a high-end hotel in a big city are likely to be dissimilar from those of a low-cost hotel located in a village (Ohunakin et al., 2020). Another factor that contributes to this is the integrated differences that exist amongst employees regarding motivational factors. Again, factors including age, gender, education, experience, and personality can influence individual's preference and goals. Intrinsic motivation may also differ from one employee to another; something that may motivate one employee may not work on another. Understanding the need to target individuals and their motivators, managers should keep in mind that no system of motivation can be created as a blueprint. In executing and developing the incentive programs to increase the performance of their workforce, organizations have to take these points into consideration so as to counter contextual and individual differences (Jnaneswar, and

Ranjit, 2022). This is due to the fact that there is need to carefully understand the type of workforce that is being dealt with and be in a position to match this with incentives.

6.6 Lessons Learned and Implications

Motivation can significantly impact employee perceptions, views, and behaviour in the hotel sector (Hole et al., 2019). Individuals with strong connection motivations may be more effective at maintaining connections. Previous study has examined how worker motivation impacts effectiveness in the hospitality industry. The study found indirect links between performance indicators and staff motivation, highlighting the need for an extra mediator in these interactions. This approach aims to boost employee loyalty, improve performance, and enhance customer satisfaction through more concentrated interactions. Phuong et al. (2020) identifies two distinct types of hospitality motivation: proximal and distal concepts. Personality, motives, beliefs, and cultural background, together with knowledge, skills, and capacities, all have an indirect impact on conduct and attitudes. In contrast, proximal structures have an impact on motivation. Their direct interaction with the environment influences cognitive judgements and meanings.

The next section discusses the notion of motivational methods. Effective motivators are crucial for improving employee performance, satisfaction, and retention in the hospitality industry. Motivation is crucial for effective performance management. Intrinsic motivation refers to internal motivators that meet workers' psychological needs. Job satisfaction can be achieved by creating a positive work environment, assigning appropriate responsibilities, and recognising employees' contributions to the organisation. With the support of this strategic approach to job happiness, employees are well connected. According to Ann and Blum (2020), employees who are motivated towards the firm are more likely to manage change positively. Employees are driven by opportunities for personal advancement, making them feel valued and invested in their jobs.

It is pertinent to mention that this research on the effect of motivational techniques on employees' productivity in the Indian hospitality industry is quite crucial. As the aspects of organisational recognition, career advancement and work-life balance stand out as the main determinants of motivation, the presented research findings may be useful for improving organisation's success and quality of services provided by the hospitality sector (Jaya, 2019). Perceived autonomy, self-organization, and relatedness: the intricate interaction of both, intrinsic and extrinsic incentives can be applied to design a small security team incentive system to meet identities' heterogeneity needs. In conclusion, this research aims to benefit the work environment, increase employees' satisfaction and productivity as well as increase organizational effectiveness and performance in the highly competitive globe and more specifically, the hospitality field. The findings can contribute to the application of the scientific approach to solve problems by increasing productivity, minimizing employees' turnover, and enhancing the quality of services.

6.7 Practical Implications

The results of this findings offer recommendations, for the hospitality vicinity to enhance worker overall performance and motivation. Introducing popular obligations mentorship packages and avenues for growth can substantially decorate group spirit and efficiency. Offering rewards possibilities for professional development and flexible scheduling also are elements in retaining employees. By tailoring those strategies, the norms of India, such as respecting hospitality businesses can lower staff turnover fees. Elevate consumer satisfaction stages, in the end driving the industry's prosperity. These strategies contribute to fostering a place of business surroundings that nurtures an excessively conducting group of workers.

6.8 Limitations and Suggestions For Future Research

Although this study is extensive, it is vital to acknowledge its limits to properly understand its extent and ramifications. Based on the findings of this research, the following are the implications that have practical relevance to the Indian hospitality industry. Overall, the findings of this study can be utilized to give real insights into how works incentive can positively impact on works performance hence can be used to assist organizations in their efforts to get improved personnel performance and productivity (Kloutsiniotis, and Mihail, 2020). Thus, the results confirm the need for the development of incentive intervention approaches that would be peculiar to the hospitality industry workforce. Moreover, the need for constant monitoring and modification of incentives' frameworks is also underlined by the research. These findings will be beneficial in structuring work, personnel policies, training activities, and organizational culture enhancement measures that would contribute to achieving the improvement in employees' performance and their retention in the hospitality industry.

Limitations

Limitations include sample size and participant demographics, which might impact generalisability. Although attempts were made to create a diverse sample, the findings may not be applicable to all study fields. Including more diverse samples in research can enhance the generalisability of findings.

Using self-reported data from surveys may add response bias and social desirability bias, compromising the accuracy and dependability of the results. The study's sectional design limits its ability to establish causal or temporal correlations among variables.

Contextual elements in the study may include geographic variances in banking systems, cultural standards, and legal environments. While efforts were taken to adjust for these factors, their potential impact on the findings cannot be eliminated.

Future Research:

This study identifies areas for further research to better understand how motivational tactics affect employee performance in the Indian hospitality industry, taking into account its limitations.

Future research could utilise a longitudinal strategy to monitor changes over time. A longitudinal study can discover trends, patterns, and causal links affecting employee performance in the Indian hospitality industry. Comparative studies across areas and demographic groupings might uncover cultural obstacles and factors affecting the adoption of employee performance approaches.

Qualitative research approaches, such as interviews and focus groups, offer greater insights into user experiences and viewpoints, leading to quantifiable conclusions.

To gain a better knowledge of the impact of motivating tactics on employee performance in the Indian hospitality industry, it is important to overcome identified shortcomings and undertake additional research in relevant areas. Expanding research and implementing new approaches can help enhance understanding in this sector.

6.9 Summary

The study data indicates that effective leadership is crucial for motivating employees in the Indian hospitality sector. Research indicates that managerial leadership style impacts employee engagement and motivation. Authoritarian leadership can hinder creativity and innovation, leading to employee disengagement in work (Kurniawan, Qomariah, & Cahyono, 2021). Transformational leadership empowers employees to execute to their full potential, unlike transactional leadership, which focuses on straightforward exchange and includes

vision/mission, inspiration, licence, and facilitation. Quality leaders set demanding goals, provide constructive comments, and reward employee achievements. HRM and effective communication between employees and management are top objectives.

In this section, the research is expanded upon theoretical frameworks by analysing the findings against the context of the motivational theories. Extending the theory to the hospitality industry, Maslow's Hierarchy of Needs is valid to some extent. The analysis proves that belongingness, esteem, and self-actualization needs are essential in the hospitality industry. However, the research also provides an element of criticism to the theory's fixed hierarchy by establishing the interaction between hygiene and motivation factors. This means that Herzberg's Two Factor Theory is partly erroneous as some of the factors emphasized as hygiene motivated the employees as well. The study also shows that there is not a simple way in motivating the employees in the hospitality sector, future studies should consider the relations of person, work context, and the motives of intrinsic and extrinsic rewards.

Chapter 7: Recommendations, Conclusions And Further Research

7.1 Chapter Introduction

The research conclusion evaluates the study's findings and variables from earlier sections of the survey. The study paper evaluates and summarises potential conversation points on the topic. The study's major objective is to evaluate the observed strategic phenomenon. The study provides recommendations and summary conclusions to put light on the research's discoveries.

7.2 Objectives Realization

Meeting the study objectives through extensive analysis enabled the project to deliver a detailed research outcome. Motivation can significantly impact employee perceptions, views, and behaviour in the hotel sector (Hole et al., 2019). Individuals with strong connection incentives may be more adept at preserving relationships. Previous study has examined how worker motivation impacts effectiveness in the hospitality industry.

The study found indirect links between performance indicators and staff motivation, highlighting the need for an extra mediator in these interactions. This approach aims to boost employee loyalty, improve performance, and enhance customer satisfaction through more concentrated interactions. Phuong et al. (2020) identifies two distinct types of hospitality motivation: proximal and distal concepts. Personality, motives, beliefs, and cultural background, together with knowledge, skills, and capacities, all have an indirect impact on conduct and attitudes. In contrast, proximal structures have an impact on motivation. Their direct interaction with the environment influences cognitive judgements and meanings.

7.3 Recommendations

For dealing with the issue, a few suggestions can be considered. To effectively motivate employees in the hospitality industry, a customised plan tailored to each organization's specific needs and culture is necessary. The Recognition programs in India's hotel business are effective

in motivating employees (Ouyang, Liu, & Gui, 2021). Establishing peer-to-peer award programs, employee of the month. Organising awards and appreciation ceremonies helps foster a culture of recognition and gratitude at work. Another recommendation is to manage training. Providing staff with opportunities for training, career progression, and mentoring improves motivation, job satisfaction, and commitment to the organisation. In Indian hospitality, companies are providing employees with a plan to balance their professional and personal lives. This strategy has been shown to improve business performance margins (Waqanimaravu and Arasanmi, 2020). These include remote employment options and flexible schedules.

At the same time, suggestions such as fostering a friendly work environment can be beneficial. In the Indian hospitality business, top practices include fostering a supportive work environment and prioritising employee well-being. Creating a work culture that aligns with employee requirements and values is crucial for efficiently managing corporate value. This can include campaigns for diversity and inclusion, as well as wellness and worker support programs.

Collaboration and communication can enhance employee performance. Encouraging open communication between management and employees, soliciting feedback, and involving them in decision-making can boost motivation and engagement. Hospitality organisations may inspire and motivate employees by effective teamwork and communication (Kim, Koo, & Han, 2021). Through the implementation of these best practices, tailoring to the needs of the Indian hospitality industry, businesses may create an inspirational work environment that promotes employee happiness, productivity, and retention.

It is recommended that hospitality organization based in the Indian environment ensure the execution of a detailed motivational strategy developed in congruence with the need

assessment of the employees and the overall goals of the organizations (V de Souza Meira et al., 2022). This should also comprise of intrinsic and extrinsic motivational factors; promotions, awards and other recognition, growth and development, and wages and salaries among others. Furthermore, feedback and training/mentoring that is provided periodically helps the workers to be motivated towards attaining the organisation's goals as well as improves the results of their performance. Thus, the work and circumstances of incentive initiatives require the ongoing evaluation and adaptation to maintain effectiveness. Further research may examine how various incentive mixes operate over the long turn with an emphasis put on the impact of these incentives on employees' turnover and job satisfaction within the context of the Indian hospitality industry.

7.3.1 Practical recommendations(CIPD)

The hospitality sector needs to develop not only cross training program but also a program which integrates the supervisory skills in order to provide progression in career. For this, the training program must include introduction to skills such as budgeting, purchasing and scheduling of the employees which should be completed by the employees undergoing the training program. The most cost-effective approach to this would be to indulge the employees in one cross skill and one management skill at a particular time in order to ensure an easy learning experience as well as keeping the time for training at lower, which in turn will reduce the cost of training, for example, if an employee working in restaurant service is trained for 1 particular skill required to work in a bar and is trained on budgeting in the restaurant, the employee will not have to spend less time in training in the bar or learning the budgeting of the restaurant but will also be able to relate the learning of the restaurant budgeting to the bar, thus creating a more time and cost efficient training program. Regarding creating the friendly work environment, the most cost effective and time saving way to achieve this is creating an interactive break room, where the employees can not only relax during their break but can also

indulge in recreational activities such as pool table or table tennis, video games and books. This will allow employees to bond over a common hobby or interest, and this will not cost the company on the working hours as they will not have to create bonding exercises during the employee shifts. Regarding the collaboration and communication, this also goes well with the first point of cross skilling and upskilling as when the employees will be cross skilled in other departments, it will promote the collaboration between employees and the departments, and when the employees will be trained in the management skills, they will be able to provide educated and nuanced solutions or suggestions to the management.

7.4 Research Contribution

This study has significant implications for both theoretical and practical understanding of how motivating tactics affect employee performance in the Indian hospitality industry. The study identified several research gaps, such as longitudinal studies, cross-cultural comparisons, and the impact of new technology on the topic. The report's recommendations can benefit both academic research and hospitality firms by improving employee performance in the future. The study's findings potentially open up new research opportunities for experts. The research aims to address a gap in the literature by examining how motivating tactics affect employee performance in the Indian hospitality industry.

7.5 Chapter Conclusion

This chapter examines how motivating tactics impact employee performance in the Indian hospitality industry. Motivated workers play a crucial part in providing exceptional service and ensuring guest happiness. Additionally, there is limited data on the long-term consequences of motivating treatments. Understanding the long-term impact of motivating programs on employee productivity and turnover is crucial, despite evidence of short-term effects.

Longitudinal studies can help hospitality organisations create long-term incentive strategies that result in significant worker uptake and engagement.

Personal learning statement(CIPD)

I joined this course without any prior knowledge or experience in the Human resource department which concerned me a lot. When I started the course and went through the induction. I realised that the National College of Ireland and CIPD have devised such an interactive, inclusive and detailed program which required no previous background, I was amazed. I did not expect such intricacies and explanations. Coming from India, I never had such surreal learning experience. For the first time in my life everything was explained to me in such details, I participated in the classes, had such good conversations with my professors. I not only learned a lot about Human resource management, but also learned about interacting with other people, other cultures and learned a lot about myself. This was not only an educational journey but also self-realization for me, thanks to Professor Phillip McGovern, for he introduced me to the psychological tests and helped me relate them to the management skills. Apart from this course, I got to learn a lot about Human resources from CIPD website, the most valuable source for the updated and relevant knowledge in the field. This was all possible because of the program created by CIPD and National College of Ireland, for which I am highly thankful.

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