

## A STUDY ON THE ROLE OF HR AT RKN BEACH RESORT POORANANKUPPAM PUDUCHERRY

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### ABSTRACT

The research paper describes the role of human resource with regard to hotel industry in at RKN Beach Resort Puducherry. It also highlights various factors affecting the role of HR inside the resort in order to enhance the effectiveness of employees motivation. In the current scenario a study is conducted to find the effectiveness of the role of HR inside the resort with regards to the employees motivation. It is important to check how the role of HR plays a major role in the motivation of the employees. It has become the need of the hour for the resort to adopt various strategies pertaining to employee motivation. Effective employees motivation inside the resort will result in increase in the overall performance of the employees as well as the management. The factors affecting the role of HR have been compiled by carrying out a rigorous survey across the employees inside the resort. This survey was specifically carried out to evaluate the mind-set of the employee working in the resort and understand their preferences on how the role of HR can be made effective. Thus the basic objective of this study was to find the factors affecting the role of HR at RKN Beach Resort and to find the association between the employees motivation and the role of HR.

**Key Words :Role of HR, Employees Motivation, Effectiveness, Employees Performance.**

### I INTRODUCTION

Human resources (HR) encompasses so many things. It is the transmission of your organization , it is what keeps things moving. HR is responsible for your employee lifecycle, which includes (but is not limited to) talent management, benefits administration, risk management, compensation and compliance. All in all, HR is responsible for your organization's most important assets: people.

Human resources (HR) is the division of a business that is charged with finding, recruiting, screening, and training job applicants. It also administers employee benefit programs. HR plays a key role in helping companies deal with a fast-changing business environment and a greater demand for quality employees in the 21st century.

**John R. Commons**, an American institutional economist, first coined the term "human resource" in his book *The Distribution of Wealth*, published in 1893. However, it was not until the 20th century that HR departments were formally developed and tasked with addressing misunderstandings between employees and their employers.

Human resources (HR) is a department in a workplace that focuses on a company's most important asset its employees to ensure they're satisfied, engaged and have all the resources they require to perform as expected. HR is the department responsible for maintaining a company's personnel, employee relations and workplace culture. These team manages recruiting, hiring, firing, training, skills development, policy implementation, benefits, payroll, government regulation, legal compliance and safety and often moderates and helps resolve conflicts and concerns between employees.

### II REVIEW OF LITERATURE

[1] **Dr.Jameender Ritesh (2014)** studied the importance and impact of Human Resource Planning in Effectiveness and Competitiveness of an Organization and felt that HRP is essential in order to Prevent shortage of human resource and skill Satisfy future staffing needs.

[2] **Prof. Archana Suryawanshi (2013)**In the Article "HR Challenges in MSME" states that today's managers are having many challenges in the competitive world due to globalization privatization.

[3] **Vinisha Panwar (2015)**the article "Role of Human Resources In MSME" states that attract best talents and retain it. Dynamic challenges of the emerging companies have been changed. The newly emerging companies cannot try to compete with already established companies.

[4] **Hemant Rao (2007)** emphasized the changing role of HR. There was dramatic change in HR during past five years. This study shows the significant role of human resource managers in various areas like Empowerment of workers, Business process Reenergizing, Total Quality management, Humanization of work, and Quality of work life.

[5] **Sharma and Jyoti (2006)** in an article on "job satisfaction" concluded that job satisfaction is an effective reaction to an individual's work situation, and has been described as a positive emotional response resulting from appraisal of one's job.

[6] **McGinley, Hanks & Line (2017)** the study had discovered that Indian tourism and hospitality industry is not only loaded with high turnover rates but also may soon be in a situation of labor shortage.

[7] **Becker Frederick & Tews Michael (2016):** The study had examined the impact of fun activities among entry-level employees in the hospitality industry.

[8] **Sandra Watson (2008)** the study explored the range of research that had been published in the field of hospitality management and had also discussed the implications of the same in the field of talent management.

[9] **Hanif & Yun Fei (2013)** the research was conducted to highlight the role of talent management with HR generic strategies to retain talent and reduce employee turnover.

[10] **Van Dyke, Tom and Strick, Sandra (1990):** The major procedures of HR, which includes recruitment, selection, training and retention of the employees has been the foundation stone of any upcoming organization.

### III OBJECTIVES OF THE STUDY

1. To find the factors affecting the role of HR at RKN Beach Resort.
2. To find the association between the employees' motivation and role of HR at RKN Beach Resort.

### IV HYPOTHESIS OF THE STUDY

**H0:** There is no association between the employees' motivation and role of HR.

**H1:** There is association between employees' motivation and role of HR.

### V RESEARCH METHODOLOGY

Research is the careful consideration of study regarding particular concern or research problem using scientific method According to the American sociologist Earl Robert Babbie, "Research is a systematic inquiry to describe, explain, predict, and control the observed phenomenon. It involves inductive and deductive methods."

Research design refers to the overall plan, structure or strategy that guides a research project, from its conception to the final data analysis. A good research design serves as the blueprint for how you, as the researcher, will collect and analyse data while ensuring consistency, reliability, and validity throughout the study.

### V ANALYSIS AND INTERPRETATION

#### CHI SQUARE ANALYSIS

A chi-squared test is a statistical hypothesis test used in the analysis of contingency tables when the sample sizes are large. In simpler terms, this test is primarily used to examine whether two categorical variables are independent in influencing the test statistic.

$$\chi^2 = \sum (O_i - E_i)^2 / E_i$$

where

- $O_i$  = observed value (actual value)
- $E_i$  = expected value.

| <b>Role of HR * Employees Motivation</b> |                |                     |          |         |       |                |       |
|--|----------------|---------------------|----------|---------|-------|----------------|-------|
|  |                | Employee Motivation |          |         |       |                | Total |
|  |                | Strongly Disagree   | Disagree | Neutral | Agree | Strongly Agree |       |
| Role of HR                               | Agree          | 2                   | 3        | 2       | 3     | 4              | 14    |
|  | Strongly Agree | 0                   | 0        | 3       | 7     | 6              | 16    |
| Total                                    |                | 2                   | 3        | 5       | 10    | 10             | 30    |

| <b>Chi-Square Tests</b>      |                    |    |                       |
|------------------------------|--------------------|----|-----------------------|
|                              | Value              | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square           | 7.098 <sup>a</sup> | 4  | .131                  |
| Likelihood Ratio             | 9.048              | 4  | .060                  |
| Linear-by-Linear Association | 4.060              | 1  | .044                  |
| N of Valid Cases             | 30                 |    |                       |

a. 8 cells (80.0%) have expected count less than 5. The minimum expected count is .93.

## INFERENCE

By using CHI SQUARE test it was found that there is no significant association between the employees motivation and the role of HR . Since, the p value is 0.131 which is greater than the significant level 0.05. Hence the null hypothesis (H0) is accepted.

## VI DISCUSSION AND CONCLUSION

The role of HR is defined as an all managerial actions carried out at any level inside an organisation. This study is to find the factors affecting the role of HR at RKN Beach Resort and to find the association between the employees motivation and the role of HR a study is conducted. By using CHI SQUARE analysis, it is inferred that the p value is greater than 0.05 so the null hypothesis is accepted (H0), therefore there is no association between the employees motivation and the role of HR. From the findings, it is suggested to the company to upgrade its bonus policies and to improve the grievance redressal. Hence the role of HR is having good influence on employees at RKN Beach Resort.

## VII. REFERENCES

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