

Improving system of staff motivation at KTDC, Idukki, Kerala

Soy S.*, Dehtjare J.

ISMA University of Applied Sciences, Latvia

**Corresponding author's e-mail: Sharonsoy1998@gmail.com*



Abstract

In recent years, having a motivated workforce provides a variety of benefits, such as decreased absenteeism, employee retention and low staff turnover, better interactions between management and employees, increased worker performance, improved quality and enhanced customer service etc. The department's and even the company's success is directly correlated to the level of motivation of its employees. In order to keep personnel motivated, it is necessary to do so on a regular basis. In this thesis, the authors make a research on the employee motivation in tourism industry Kerala. For the research authors used KTDC, Idukki as the environment for the research.

Keywords: employee, motivation, tourism, hospitality

Introduction

In tourism sector, it is vital to have motivated staff in an organisation. The success of a business is closely related to the motivation of its employees. Motivation is tough to analyse, control, and sustain, but if done effectively, it is relatively easy. In a world where most people work from home, it's all about having the proper attitude, energy, and perseverance. If one person is seen to be cheerful and excited about their motivation, the morale of the motivation will develop. The ability of a corporation to generate new ideas relies heavily on the motivation of its employees. A company's capacity to innovate is vital to its long-term viability, therefore you must guarantee that your employees are both innovative and driven. Employees that are invested in the company's success are more likely to come up with innovative solutions and improve overall performance.

The object of the research is entrepreneurial activity within tourism industry in the Kerala region, India.

The subject of the research is staff motivation system in the tourism and hospitality organisation.

Qualitative and quantitative research methods have been used to conduct the research. Primary data and secondary data will be collected.

Overview

Many people from all over the globe have come to visit the state since it is a lovely site with a diverse range of flora and unique features. Because of the tourism industry, more people are visiting Kerala. Kerala tourism is recognised for being high-end, which is why so many people visit the state. Kerala tourism has never looked back, thanks to its natural beauty, scenic attractiveness, and other attractions.

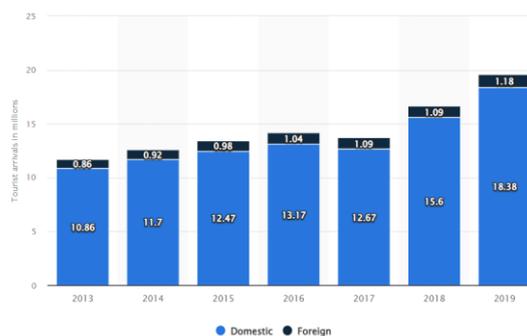


Figure 1.1 Foreign and domestic tourist arrivals across Kerala from 2013 to 2019 (Statista, 2022)

Government-owned, the Kerala Tourism Development Corporation, or KTDC, is in charge of and runs tourism in the state of Kerala. A group called the Kerala Tourism Development Corporation (KTDC) is based in Thiruvananthapuram and has offices all over the state of Kerala. It also runs hotels, resorts, and other places for tourists to stay in different parts of the state. When the Kerala Tourism Development Corporation was set up, it was in 1966[3]

Decision

The authors here make a research based on the employee motivation at KTDC, Idukki. With the help of primary data, (Survey's and interviews) the authors acquire required information's regarding the current employee motivation strategy of the organization and this could help the authors to provide a new action plan for the improvement.

Conclusion

A pleasant work environment is the foundation for a company's success. Motivating employees may be time-consuming and tough. However, in order to boost employee productivity, managers must promote a favourable work atmosphere. Ascertain that workers believe their work and efforts contribute significantly to the company's success.

References

- [1] Elliot, A. J. & Covington, M. 2001. Approach and Avoidance Motivation. *Educational Psychology Review*, 13, 2
- [2] Anderson, R. J. & Adams, W. A. 2015. *Mastering Leadership: An Integrated Framework for Breakthrough Performance and Extraordinary Business Results*. Wiley.
- [3] Kerala Region statistical overview. 2022 www.statista.com/keralatourism 18 Mar 2022
- [4] Kerala Tourism Development Corporation. 2022 www.ktdc.in 6 Mar 2022

Always remember to have a 'open-door' policy and a friendly management staff. Becoming a true and open communicator with your group. Maintaining constant communication helps build professional relationships. Staying optimistic and maintain calm specially under unforeseen events. Providing frequent, positive feedback to workers and team members can and will help the employees to get them motivated.