



FINAL INTERIM **INTERNSHIP REPORT**

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OVERVIEW OF THE INDUSTRY

Hospitality is the act of kindness in welcoming and looking after the basic needs of customers. The hospitality industry is a large group of businesses that provide services to customers. Accommodations, food and beverage, and travel and tourism are the three basic areas in which industry is mainly classified. Hospitality is actually one face of the service industry. It basically involves addressing customer satisfaction and catering to the needs of guest.

In last few decades hospitality Industry has grown vastly with more private players entering this sector indicating the ever-increasing scope for the diverse hospitality services and the employment of different professionals & personnel. As the employment prospects are diverse and extensive, in almost every kind of hospitality service, there is rapid career- growth with abundant money and freedom.

The hospitality industry support cultural amenities that other businesses find attractive. The hospitality industry plays a significant and supporting role in these business dealings.

About IHCL

IHCL is South Asia's largest and finest Indian hospitality companies founded by Jamsetji Tata in 1868; the Tata group is a global enterprise, comprising over 100 independently operating companies. It opened its first property – now called The Taj Mahal Palace – in Mumbai in 1903. The group operates in more than 6 continents with a mission to improve the quality of life of the communities it serves globally. Through long-term stakeholder value creation based on 'Leadership with Trust', the Tata brand stands as a lasting promise behind its businesses, many of which are industry leaders. IHCL is honoured to be one of the first of those timeless and tireless initiatives.

The Indian Hotels Company Limited (IHCL) and its subsidiaries bring together a group of brands and businesses that offer a fusion of warm Indian hospitality and world-class service. These include Taj – the hallmark of iconic hospitality, SeleQtions, a named collection of hotels, Vivanta, sophisticated upscale hotels and Ginger which is revolutionizing the lean luxe segment.

Incorporated by the founder of the Tata Group, Jamsetji Tata, the Company opened its first hotel - The Taj Mahal Palace, in Bombay in 1903. IHCL has a portfolio of 196 hotels including 40 under development globally across 4 continents, 12 countries and in over 80 locations.

The Indian Hotels Company Limited (IHCL) is South Asia's largest hospitality company by market capitalization. It is primarily listed on the BSE and NSE.

IHCL is reimagining itself by leveraging its strong brand equity to multiply its portfolio while aligning to high-growth segments. This includes manoeuvring excellence and reinvigorating the portfolio across all brands. With a legacy of over 122 years, IHCL has built a reputation of unrivalled leadership in the Indian hospitality industry. The Company has been a pioneer in transforming cities and towns into holiday destinations and has created history by putting Goa, Kerala, Rajasthan and the Andaman's as leisure hotspots on the world map. IHCL operates with the distinct advantage of having the largest system-wide revenue. It is one of the leading networks of properties that span classic landmark hotels, historic palaces and the highest number of leisure hotels.

From starting a century ago with a single property to being South Asia's largest hospitality group with over 200+ properties of diverse significance and calibres, IHCL has brought the essence and warmth of Indian culture together with its top-notch services and facilities.

IHCL offers perfectly curated options for every stratum of the economy, such as SeleQtions – a handpicked portfolio of aesthetically pleasing hotels and resorts with a distinct character, especially for experiential travellers. The Vivanta brand, on the other hand, is a sophisticated yet competitively priced

upscale Indian hotel chain for business and leisure. Similarly, Taj's Ginger Hotels aim to serve clients in the affordable luxury segment.

Taj and its vivid brands have always been the epitome of Indian luxury and have set every possible benchmark in the hospitality industry ever since its inception. With 86 luxurious hotels in 54 locations and 12000+ lavish rooms and suites, every Taj Hotel is an icon in Indian culture. Taj's brand name and iconic logo are enough to distinguish it from its contemporaries and reflect the status it has earned over the past century.

Offering exquisite fine-dining experiences, impeccable service and hospitality along with larger than life heritage and vintage properties taken over from the Royals and Nizams of the country, IHCL allows its guests to relive the history and experience the royal culture of India.

Following the footsteps of Mr. Tata, IHCL looks after every part and aspect of the company. It has been actively taking part in corporate social responsibility (CSR), as well as the welfare of the employees and associated agencies.

IHCL, through its CSR activities, enables its stakeholders to follow sustainable business practices, and optimize the use of resources including energy, water, plastics, and other biodegradables.

Additionally, to let guests experience the best of nature and luxury, IHCL focuses on reducing carbon footprint through its afforestation programs, coral reef restoration programme, and the use of eco-friendly indigenous materials.

IHCL is also among the leaders in corporate social responsibility. With over 4000 volunteers contributing over 10,000 hours in social activities, IHCL is pioneering the concept of CSR in the hospitality industry. It has been taking up several noble initiatives, such as skilling India's less privileged youth for the betterment of society and spreading awareness among the general public on social and economic issues. It also undertakes training sessions, besides carrying out various community welfare and development programs.

ABOUT TAJ RESORT AND CONVENTION CENTRE GOA

Taj Resort and Convention Centre (TRCC) was started in the year 2019. Before it was known as Taj hotel and Convention Centre. TRCC is own by Fomento Group, and it's owned by the Timblo's Family. The managing Director And CEO is Mrs. Anju Timblo and Chairman in Avdut Timblo. FomentoGroup is engaged in multiple business like Hospitality, mining and media. Also Fomento Group is a key player of the Goan economy since 1957.

With a forested hillside perch and gorgeous Sea Views, the 299-room Taj Resort & Convention Centre, is 5 star businesses Resort in Goa. It is 10 minutes from Panjim and neighbouring the Cidade de Goa, it stands tall, bold and generous. Much like the spirit of Goa.

Taj Resort and Convention Centre is a cocktail of enviable spaces and modern design. After being greeted on arrival by vertical gardens and an elegant fountain, step into the views, starting with the lobby that sweeps in the Arabian Sea. On the left lies the BLD, this is a multi-cuisine restaurant that's open for breakfast, lunch and dinner. The extended alfresco terrace is a great spot to park yourself for the sun and sea. It has a formidable neighbour in the form of The Banyan, the resort's "Eat-Bar", which takes its name from a 200 year old Banyan tree that is a landmark in the resort. The speciality restaurant C2C offers coastal cuisine from around the world and sweeping views of the waters. A 25m Lap pool, on the lower ground floor adjacent to the Gym and Kids Club, near the stilted roots of the Banyan tree, keeps the vibe easy and the views spectacular.

The convention centre is the centre piece lorded over by a 1200 sq. metres pillarless hall, 6 breakaway spaces, an exclusive entrance and ample recreational options, scale here is inevitable. 282 rooms & 17 themed suites, play perfect accessories, with more than half of them facing the sea. Suites and Club Rooms top up the experience with the 24x7 Club Lounge.

For the best high in Goa however, head up to the instagrammable rooftop, suitably landscaped with a large infinity pool along the sea-facing edge and boasting a sunken bar. The Vainguinim beach, the Zuari bay and the sea beyond all appear within reach. Pause for the sunsets and the light illuminating statues of Dona Paula. Also there is the Jiva spa and the 40-seater cinema that the resort offers cinephiles.

To cut a tall story short, there is plenty here to make your moments larger than life at the 5 star hotel near Dona Paula in Goa.

Firm Level Analysis

I. SWOT Analysis

1. Strength

Amenities: The Taj Resort & Convention Centre (TRCC) has a host of facilities for guests like rooms, spas, Jacuzzi, multi-cuisine restaurants, swimming pools, fitness centres and banquet hall. Also TRCC have mega convention centres with facilities to host conferences for a huge gathering.

Customer Loyalty programs: Quite unlike other hotel chains who look at loyalty programs in the Taj Group the customer is given a chance to earn points from all stays in all properties of the group. The key feature of their loyalty program is the automatic upgrade to a higher class hotel within the group. For example, a customer who has been frequently staying in a Ginger Hotel may get an upgrade to the Taj Vivanta or Taj if they have sufficient loyalty points.

Employee retention due to good brand image: Employees of IHCL or Tata Company can avail a lot of benefits like u can have any meal in any of the Taj hotels in any restaurant with a 50% discount (only on food and non-alcoholic beverages). You can enjoy a 10 days complimentary stay in 1 year in any of the Taj hotel around the world with your family and friends. Only 9 hours shift per day, 6 off in months and all national holidays.

Top of the Mind Brand Recall: As being an IHCL or Tata company there is always an advantage of being the first preference of any tourist because people are aware about the standards, experience they will get when they choose to stay in the property.

The locational advantage: TRCC is located 10 minutes from Panjim and neighbouring the Cidade de Goa which is located in Donapaula which is one of the famous movie destination which is well known for the Singham movie, also people who choose to stay gets to see the scenic beauty The Vainguinim beach, the Zuari bay and the sea beyond all appear within reach.

Well Trained employees: Competent and committed human capital can act as a powerful source of competitive advantage, particularly when business is service oriented in nature. Also every month each department have to conduct different training session like on safety, grooming, Hygiene, Food handling, security and so on.

2. Weaknesses

The high cost of maintenance: The maintenance costs of hotel are growing day by day. In order to ensure a hotel building functions and operates properly, it must be maintained to a satisfactory

standard. Hence, the maintenance costs embrace all money consumed on a building to keep it up to an acceptable standard. Also there are certain parameters that IHCL have, that need to be followed by all the hotels.

The poor customer service: TRCC was started in the year 2019 after which due to lockdown hotel was closed due to which some of the work is still pending, so sometimes there are complaints regarding Air Conditioning. So inefficient customer complaint handling can trigger the negative word of mouth about the business and affect business growth.

Strict norms Laid by TATA: Every company who comes under TATA or IHCL have to follow all the rules and regulations, there is Tata Code of Conduct which guides all the companies, employees and other stakeholders.

Too Strict: Although strictness is vital for success, breathing down the neck of employees is a sure way to bring down morale, productivity, and efficiency. Taj requires employees to follow the code of conduct to the letter and fired an Engineering Executive because he was demanding bribe from the contractors.

3. Opportunities

Diversify Offerings: Satisfying customers of the digital age goes beyond offering basic services. They demand personalized services. Following are some initiative which is helping IHCL companies to differentiate itself from competitors by offering customized services that cater to the specific needs of customers. Soto Cater to Different Needs of Customers IHCL have also started Amma stays which are Bungalows which are owned and managed by them, also during lockdown they have started delivery services where customer can enjoy the cuisine at their door step.

Consistently growing middle class Economy: The rise in disposable income has enabled people to spend on touring and traveling to various places, which have transformed the market for hotels in the global scenario.

4. Threats

Competition: The hospitality industry is highly competitive, the main competitors of TRCC are the Marriott, Grand Hyatt, AlilaDiwa Goa and The Lila Goa. The renowned hotel chains can reduce TRCC market share drastically if they get a chance.

Competitors offering better salary or benefits: when competitors offer better benefits or salary it might catch the attention of the employees, which can make them quit their current job and take

the offer from them. This not only increase employee turnover but also company losses its valuable talents.

Global Pandemic: It has been a difficult time for most industries since the outbreak of the pandemic. Businesses across various sectors have been struggling to survive and the second and the third wave only added to its woes, both economically as well as emotionally for workers and owners. The hospitality industry in particular has been hit hardest hit by the pandemic. However, it has learnt some valuable lessons and is transforming itself to survive but you never know the hidden surprises this pandemic can come with.

Negative Publicity: During the time of Pandemic Cidade de Goa undertook repair work at beach and built a linear wall on the beach-front in an intertidal “no Development zone”. This was opposed by many locals and was stopped.

II. VRIN ANALYSIS

Resources/ Capabilities	Value	Rarity	Inimitability	Non- Substitutable	Competitive Implication
Excellent with Suppliers	Yes	NO	NO	NO	Parity Advantage
Customer Service	YES	NO	NO	NO	Parity Advantage
Concept and Innovation	YES	YES	YES	YES	Sustained Advantage
Managerial Knowledge and skills	YES	YES	YES	YES	Sustained Advantage
Production process efficiency	YES	YES	YES	YES	Sustained Advantage
Quality and wide range of products and services	YES	YES	YES	YES	Sustained Advantage
Financial Capacity	YES	YES	YES	YES	Sustained Advantage
Brand Loyalty	YES	YES	NO	NO	Temporary Advantage

Industry Analysis

I. PORTER'S FIVE FORCES

Porter's Five Forces is a model that identifies and analyses five competitive forces that shape every industry and helps determine an industry's weaknesses and strengths. Five Forces analysis is frequently used to identify an industry's structure to determine corporate strategy. Porter's model can be applied to any segment of the economy to understand the level of competition within the industry and enhance a company's long-term profitability. The Five Forces model is named after Harvard Business School professor, Michael E. Porter. Porter's Five Forces is a business analysis model that helps to explain why various industries are able to sustain different levels of profitability. The model was published in Michael E. Porter's book, "Competitive Strategy: Techniques for Analyzing Industries and Competitors" in 1980. The Five Forces model is widely used to analyze the industry structure of a company as well as its corporate strategy. Porter identified five undeniable forces that play a part in shaping every market and industry in the world, with some caveats. The five forces are frequently used to measure competition intensity, attractiveness, and profitability of an industry or market.

Porter's five forces are:

1. Threats of New Entrants

New entrants in Accommodation brings innovation, new ways of doing things and put pressure on the current hotels, through lower pricing strategy, reducing costs, and providing new value propositions to the customers. So the existing hotels have to manage all these challenges and build effective barriers to safeguard its competitive edge. Example: there are flying talks about Marriott that they are planning to open its new property in Goa. As Marriott is a big organisation it has the potential to come up with new idea which may hamper the profits of the Taj Resort and Convention Centre.

2. Bargaining Power of Suppliers

All most all the companies in the Lodging industry buy their raw material from numerous suppliers. Suppliers in dominant position can decrease the margins Taj Resort and Convention Centre can earn in the market. Powerful suppliers in Services sector use their negotiating power to extract higher prices from the firms in lodging field. The overall impact of higher supplier bargaining power is that it lowers the overall profitability of the hotel.

3. Bargaining Power of the Buyer

Buyers are often a demanding lot. They want to buy the best offerings available by paying the minimum price as possible. This put pressure on Taj Resort and Convention Centre's profitability in the long run. The smaller and more powerful the customer base is the higher the bargaining

power of the customers and higher their ability to seek increasing discounts and offers. As TRCC have a large base of customers. It helps to reduce the bargaining power of the buyers plus it provides an opportunity to the firm to streamline its sales and production process.

4. Threats of Substitute Products or Services

When a new product or service meets a similar customer needs in different ways, industry profitability suffers. As belonging to the same industry all hotels have their most product identical. The threat of a substitute product or service is high if it offers a value proposition that is uniquely different from present offerings of the industry.

5. Rivalry among the Existing Competitors

If the rivalry among the existing players in an industry is intense then it will drive down prices and decrease the overall profitability of the industry. Taj Resort and Convention Centre operates in a very competitive Service industry. This competition does take toll on the overall long term profitability of the organization.

II. PESTLE ANALYSIS

PESTLE analysis, which is sometimes referred to as PEST analysis, is a concept in marketing principles. Moreover, this concept is used as a tool by companies to track the environment they're operating in or are planning to launch a new project/product/service, etc.

PESTLE is a mnemonic which in its expanded form denotes P for Political, E for Economic, S for Social, T for Technological, L for Legal and E for Environmental. It gives a bird's eye view of the whole environment from many different angles that one wants to check and keep a track of while contemplating a certain idea/plan. PESTLE analysis is a strategic framework used to evaluate the external environment of a business by breaking down the opportunities and risks into Political, Economic, Social, Technological, Environmental, and Legal factors.

PESTEL Analysis can be an effective framework to use in Corporate Strategy Planning and for identifying the pros and cons of a Business Strategy. The PESTEL framework is an extension of the PEST strategic framework, one that includes additional assessment of the Environmental and Legal factors that can impact a business.

The 6 Factors of the PESTEL framework:

- 1. Political:** When looking at political factors, you are looking at how government policy and actions intervene in the economy and other factors that can affect hospitality or hotel industry. These include the following:

Travel bans can kill the hotel and tourism industry.

The government has a stronghold over the hotel industry. For instance, if the political party in power sets a travel ban, it could hurt the tourism and hotel industry immediately. All it takes is one

decision and a country loses the vast majority of its economy.

Hotel owners would enjoy tax reform.

Another thing the government controls are taxes. The countries, should there be a tax reform in which hotel owners pay lower taxes, it could improve the industry as a whole. Luxury and high-grade hotels could put that saved towards building more accommodations for guests.

Fear during presidential elections.

Since the government affects this industry so intensely, many hotel owners are on edge during election time, as a new Prime Minister with new ideals can swiftly impact the hotel industry, and overthrow the previous laws.

2. **Economic:** Economic Factors take into account the various aspects of the economy, and how the outlook on each area could impact hotel industry. These economic indicators are usually measured and reported by different Government Agencies. They include the following:

The strength of currency can bolster the industry.

The strength and weakness of currency can affect the attractiveness of a vacation spot. For example, if international currencies are stronger than the Indian Rupees, people outside of the India will want to visit.

Tailoring to patrons in varying locations.

Hotel chains are improving profits and revenue by acquiring worldwide resorts, like how the IHCL acquires Cidade De Goa. Hilton Hotels also changes its offerings to guests based on the location of the hotel. Guests will appreciate offers tailored to them, which will encourage them to come back again in the future.

A big investment expected to grow.

Hospitality is one of the biggest investment sectors for global investors, especially within the Indian. Continued growth is expected into 2020 and beyond.

3. **Social:** PESTEL analysis also takes into consideration social factors, which are related to the cultural and demographic trends of society. Social norms and pressures are key to determining consumer behaviour. Factors to be considered are the following :

Customer wants Cheaper Hotels with better facilities

Now a day's people like to travel but when it comes to spending on accommodation or the stay, people always want to spend less and want more facilities where they are staying. That the reason

having good rooms are not enough, with good rooms additional facilities should also be provided like Gym, Swimming pool, Spa and Parlour, so that customer feel that the money they are spending on accommodation is worthwhile.

Age

When it comes to serving customer hoteliers must keep in mind the age factor as there are this group of people who also travel and spends a lot so, hotels should be on their toes every time so that they caters all type of customers.

4. **Technological:** Technological factors are linked to innovation in the industry, as well as innovation in the overall economy. Not being up to date with the latest trends can be extremely harmful to operations as in this modern Century everything available on just one tap. This is only possible because of internet.

Easily and fast news updates because of internet

Because of social media, the news is available and updated 24/7. Any incidents close to the hotel can be reported within minutes, shared online by thousands, and have articles written up by media outlets in seconds. It's so quick that hotel owners can't do much to stop it. This can be beneficial for the hotel owners but negative news about your hotel can harm your business too.

New technology to be wary about.

Before internet hotel industry used only traditional media (print and broadcast), but now there are new media came into picture. Social media, like Facebook, Instagram and mobile apps are the most prominent tools hotel owners can use, but must also be wary of.

5. **Environmental:** Environmental factors concern the ecological impacts on business. As weather extremes become more common, businesses need to plan how to adapt to these changes. Key environmental factors include the following:

Favorable Climate for Vacation

Hotel guests stays in hotels for a variety of reasons, such and when visiting friends, family, business or on vacation. When vacationing customer wants to stay somewhere warm and relaxing. One won't choose a place where the weather is not favourable.

Reducing Carbon Footprint

Hotels are now being put under a lot of pressure by both governments and environmental activists to ensure a minimal carbon footprint. Since this industry uses a massive amount of disposable items it can be the cause of serious environmental concerns. Various international hotel chains are shifting towards more biodegradable items to counter the climate crisis. Hotels that are still continuing to use environmentally harmful materials are facing a downfall in demand.

6. **Legal:** There is often uncertainty regarding the difference between political and legal factors in the context of a PESTEL analysis. The legal factors of a country are extremely crucial to the growth of the hotel industry. Political factors involve the relationship between business and the government. Political and legal factors can intersect when governmental bodies introduce legislature and policies that affect how businesses operate.

Legal factors include the following:

Innkeeper Laws

Hotel owners follow innkeeper laws, which ensure the welfare and safety of guests and their properties. In some locations, the innkeeper law must be posted inside the door of every guest room of the hotel. In most cases, the innkeeper law will state how much compensation the innkeeper will pay guests if their property is stolen or damaged.

Crime Rates

Everyone wants to stay somewhere safe. If a hotel is near an area with high crime rates, it'll struggle to survive. Choosing a spot with low crime is crucial for all hotel owners, otherwise, customers won't stay at their locations.

CONCLUSION

Hotel industry is one of the most important sectors of Hospitality, and it's vital for every countries economic growth. As IHCI operates in different part of the world but the Culture and the Values are same for allits chain companies and it is guided by Tata Code of Conduct (TCOC). As Taj Resort and Convention Centre is new Organisation Company is under development stage only, thus facing many internal as well external threats from competitors. TRCC has its location advantage but side by side there are multiple small and big hotels from which customers can choose where they want to stay. Also competitors are coming up with new ideas to boost their profits. In order to match them TRCC should always be on toes and get prepare for everything.

Overview of the Topic Selected

In this era of globalization and industrialization, where there is large scale competition in the corporate world at domestic as well as global level, new human resource practices has become very essential for the survival of business. Employee engagement is the latest human resource practice which has been implemented by each and every organization of the world. By engaging employees toward the jobs; organization increases their productivity as well as profitability also. Hospitality Industry is, one of the oldest trade endeavours in the world. Now a day Indian hospitality industry growing very rapidly and generates employment for the local peoples at large scale. The hospitality industry is an inclusive term for Hotels and food establishments.

Employee engagement is an emerging topic and one of the important practices made by the HR managers. In Indian hospitality industry there is need of engaged workforce for the better hospitality and services, so that the guest may visit again and again for the getting the taste of that hospitality. An engage employee is fully dedicated toward their work and work with enthusiasm. Thus it may be conclude that the employee engagement is very important for the survival of Indian hospitality industry and without engagement better hospitality cannot be provided at any cost.

Literature Review

The concept of employee engagement was first proposed by Kahn (1990) as the harnessing of organization members' selves to their work roles; self-employment and self-expression of people physically, cognitively, and emotionally in their work lives. Since Kahn proposed this concept, researchers have proposed different definitions which reflect different understanding of employee engagement in each study, but this caused confusion for business management whether the efforts which improve employee engagement are working in all organizations. There is a general belief about the positive relationship between employee engagement and business Researchers (e.g., Hemsley, 2008; Smith & Markwick, performance (Harter, Schmidt, & Hayes, 2002). Many have found that engagement affects employees' attitudes, absence, turnover, individual, group and organizational performance, quality of customer experience and customer loyalty. Similarly, Maynard (2016) stated that employee engagement is one of the key priorities in businesses since an engaged employee is productive by two times than a disengaged employee and they provide better customer service which leads high profits and returns. Gallup researchers have mentioned that truly engaged workplaces are rare today and show that it is just 13% (O'Boyle & Harter, 2015). The remaining 87% of employees are either not engaged or indifferent or even worse, actively disengaged and potentially hostile to their organization.

May et al. (2004) stated that employee engagement included not only cognition, but also the flexible application of emotions and behaviours. Wellins and Concelman (2005) stated that engagement is a mixture of commitment, loyalty, productivity, and ownership. Saks (2006) defined employee engagement as a —different and unique conceptl which is composed of knowledge, emotion and behaviour. Cha (2007) defined employee engagement as the employee’s active involvement in work and the state of full physiology, cognition, and emotion that accompanies the work engagement, including three dimensions: work engagement, organizational recognition, and sense of work value. Macey and Schneider (2008) suggested to regard employee engagement as a wide-ranging term which contains different types of engagement (traits engagement, psychological state engagement, behavioral engagement), and each one needs different conceptualizations, such as proactive personality (traits engagement), involvement (psychological state engagement) and organizational citizenship behavior (behavioral engagement). Bakker (2011) summed the engagement as a positive, highly awakened emotional state with two features: energy, and involvement. Soane et al. (2012) developed a model of employee engagement that has three requirements: a work-role focus, activation and positive affect. Xu et al. (2013) divided employee engagement into four dimensions: organizational identity, work attitude, mental state, and responsibility effectiveness. Xiao and Duan (2014) stated that employee engagement was a conceptualization including five dimensions: initiative, loyalty, effectiveness, identity and commitment. Liu (2016) stated that employee engagement of knowledge worker was composed of five dimensions: organizational identity, dedication, absorption, vigor, pleasant harmony.

Need of the study

- To find out why complains were coming on we connect regarding employee engagement activity not happening from employees.
- To determine the need and requirement of employee engagement
- To ascertain and list factors affecting employee retention.
- To know that whether engagement activities play a vital role on the working of the employees, and to know whether the Employees which are dissatisfied with the engagement activities will help them to get motivated.

Project Question

- What is the effectiveness of employee engagement activities?

- What are the practical difficulties involved in employee engagement activities?
- What is the solution for the problem faced by the employees availing the welfare measures?
- What are the satisfaction level of employee engagement activities and its area of improvement?

Research Methodology

Data required

- Primary data
- Secondary data
 - a) Primary data

Questionnaire method is used to elicit information from employees of various hierarchy departments.

Primary data are those which are gathered especially for the project at hand is directly through questionnaire and personal interaction. Primary data is collected by administering the questionnaire and personal interaction.

b) Secondary data

The secondary data has been collected from different books and company files and website.

The secondary data has been collected by the individual from different sources:

- Textbook
- Internet

Research tool

For the data collection questionnaire was used where in there were opening ended as well as close ended questions.

Sampling

Sample size: the number of employees working at Taj Resort and Convention Centre is 270+ employees including Apprentice. Out of which I selected 105 employees to be interviewed from all department.

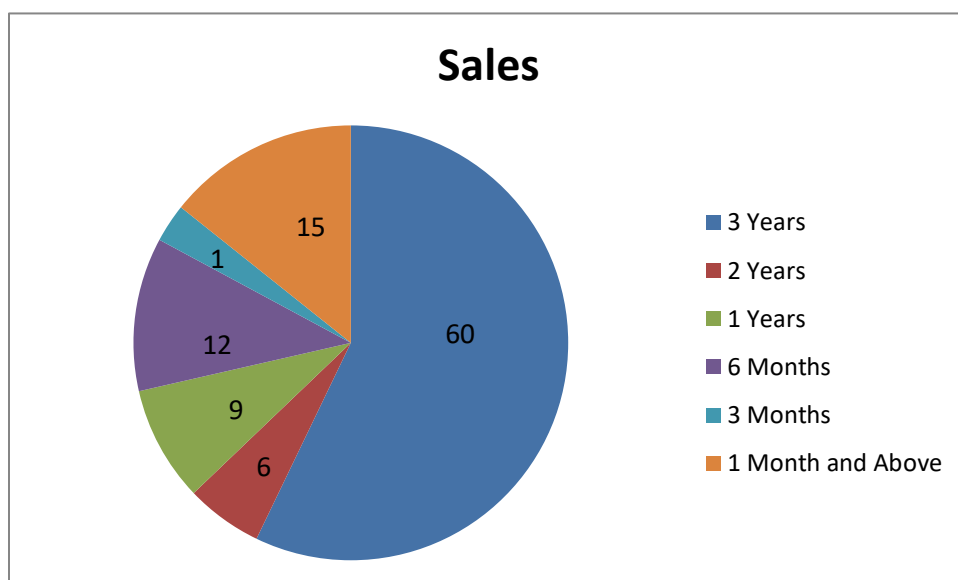
Project Aims and objectives

- To study factors affecting employee retention with respect to current retention strategies.
- If need be to suggest and improve on existing employee retention.
- To study the existing engagement activities provided to the employees
- To know the employee opinion about the present engagement activities.
- To study the satisfaction of the employees towards the current engagement activities.

1) For how long have you been working for this company?

Questionnaire and the Responses with it's Analysis

Years/ Months	3Years	2 Years	1 Years	6 Months	3 Months	1Month and above
No of employees	60	6	9	12	3	15

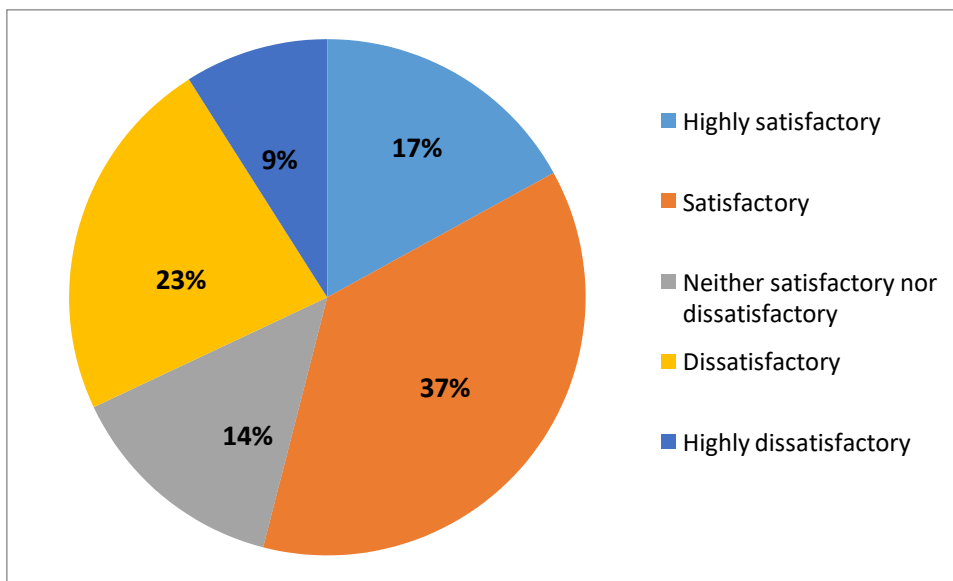


Analysis:

The above pie chart shows how long the employees have been working in the company.

2) Rate the canteen services provided by the organization.

Highly satisfactory	17%
Satisfactory	37%
Neither satisfactory nor dissatisfactory	14%
Dissatisfactory	23%
Highly dissatisfactory	9%

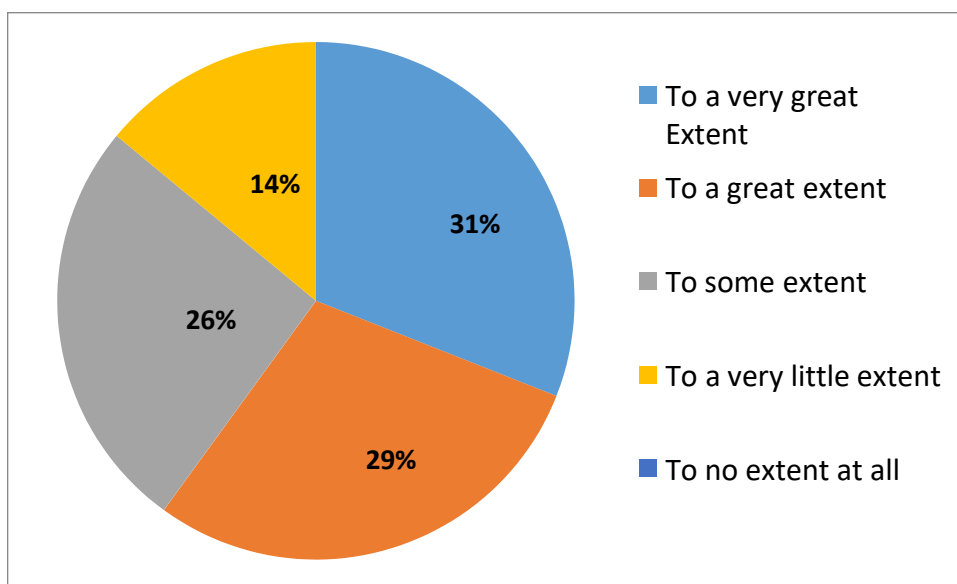


Analysis

Around 37% of people working in the company are satisfied with the canteen services provided by the company while 9% of the people are highly dissatisfied. Only 17% of the people are highly satisfied and 23% are dissatisfied. The remaining 14% are neither satisfied nor dissatisfied.

3) Do you participate actively in sport activities?

To a very great extent	31%
To a great extent	29%
To some extent	26%
To a very little extent	14%
To no extent at all	0%

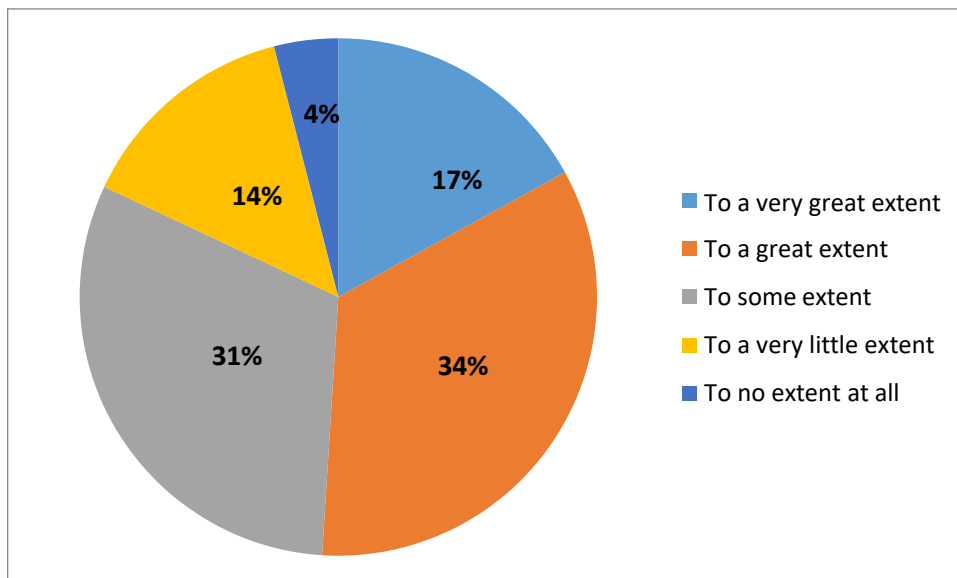


Analysis:

31% of the employees to a very great extent participate in sport activities along with a 29% and 26% who participate in sport activities. Around 14% participate to a very little extent.

4) Do you participate actively in cultural activities?

To a very great extent	17%
To a great extent	34%
To some extent	31%
To a very little extent	14%
To no extent at all	4%

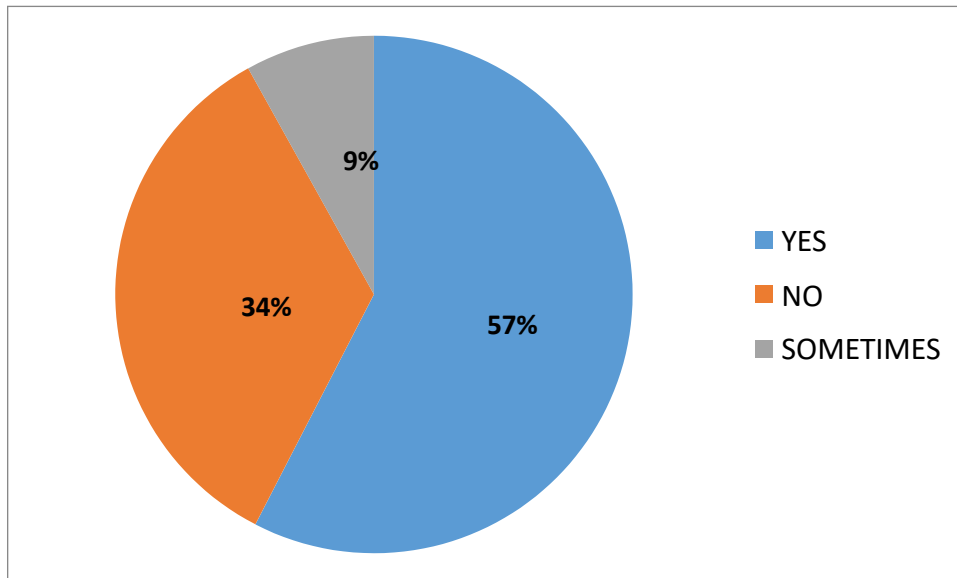


Analysis:

34% of the people participate in cultural activities to a great extent whereas only 4 % people do not participate in cultural activities. There are 17% who take part in cultural activities to a very great extent.

5) Do you come across stress at your work place?

Yes	No	Sometimes
57%	34%	9%

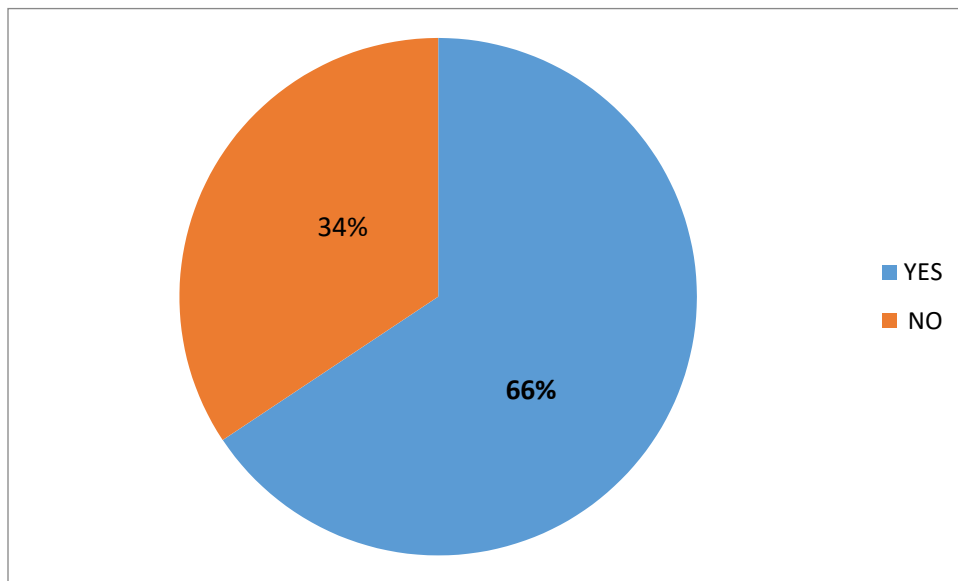


Analysis:

57% surveyed employees come across stress at work whereas 34% are not stressed at work. The remaining 9% sometimes get stressed at work

6) Are you satisfied with the current recreation room?

Yes	No
66%	34%



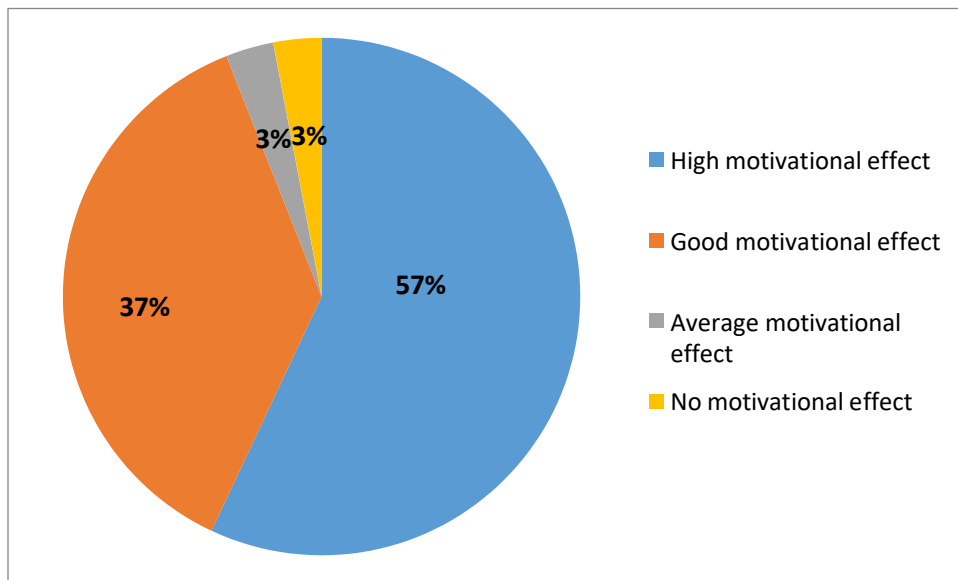
Analysis:

34% of the employees are not satisfied with current recreation room while the remaining 66% of the employees find the current recreation room satisfactory.

7) Will the following motivate you?

a) Picnic

High motivational effect	57%
Good motivational effect	37%
Average motivational effect	3%
Low motivational effect	-
No motivational effect	3%

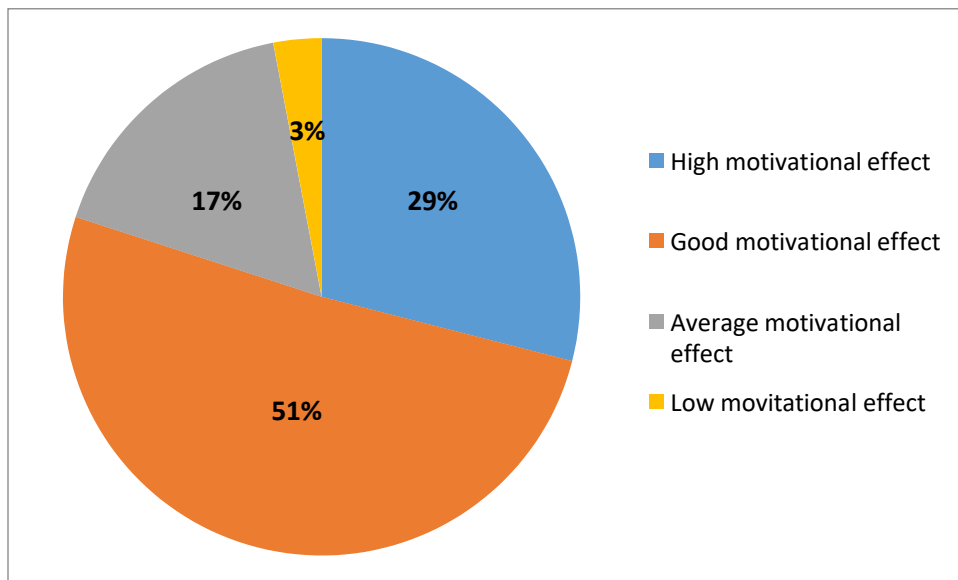


Analysis:

57% of the employees feel that the management should have picnics. Whereas only 3% surveyed think picnics won't motivate. Picnics will be a good motivator for the 37% surveyed. 3% of them think picnic will be an okay motivation.

b) Cultural events

High motivational effect	29%
Good motivational effect	51%
Average motivational effect	17%
Low motivational effect	3%
No motivational effect	-

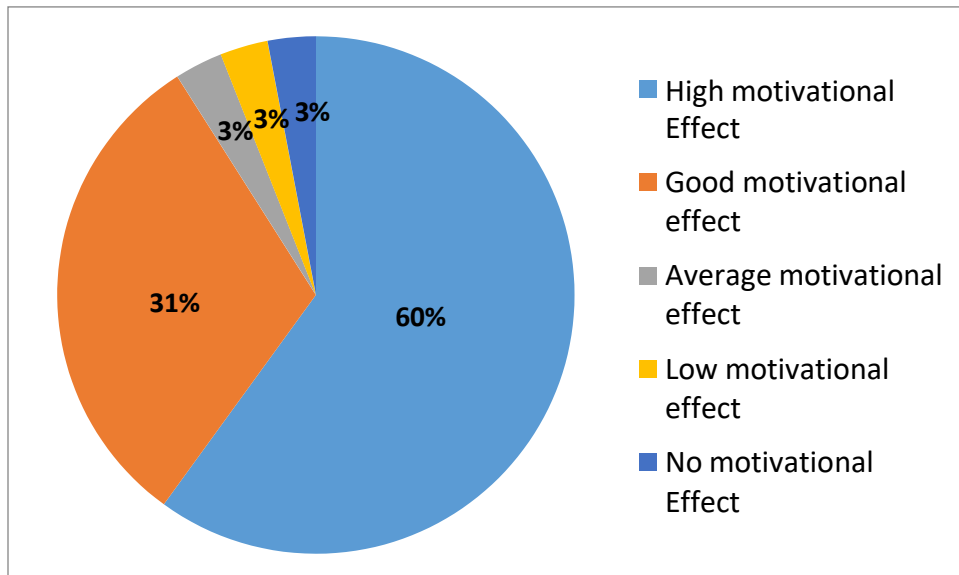


Analysis:

A big number of 51% of the employees are interested in cultural activities and feel that it will be a good motivation. Only 3% feel it will be a little motivation. 17% feel that it will be a somewhat motivation and the remaining 29% feel it has high motivation.

c) Sports activities

High motivational effect	60%
Good motivational effect	31%
Average motivational effect	3%
Low motivational effect	3%
No motivational effect	3%

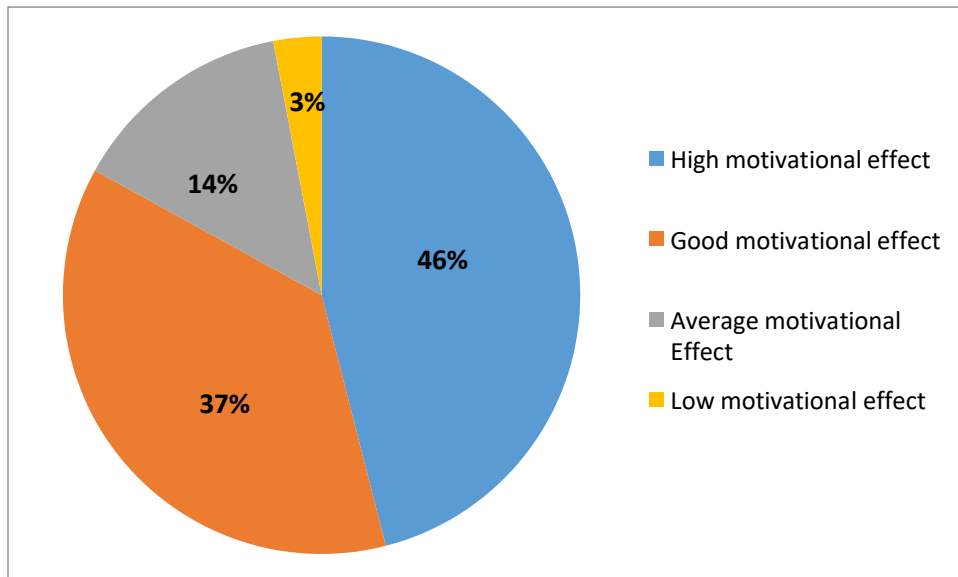


Analysis:

60% of the employees believe that sports will highly motivate them along with a 31% who also feel that it is a good motivation. A very little of 3% each consider that sport activities will be a somewhat, low and no motivation.

d) Festival celebration

High motivational effect	46%
Good motivational effect	37%
Average motivational effect	14%
Low motivational effect	3%
No motivational effect	-

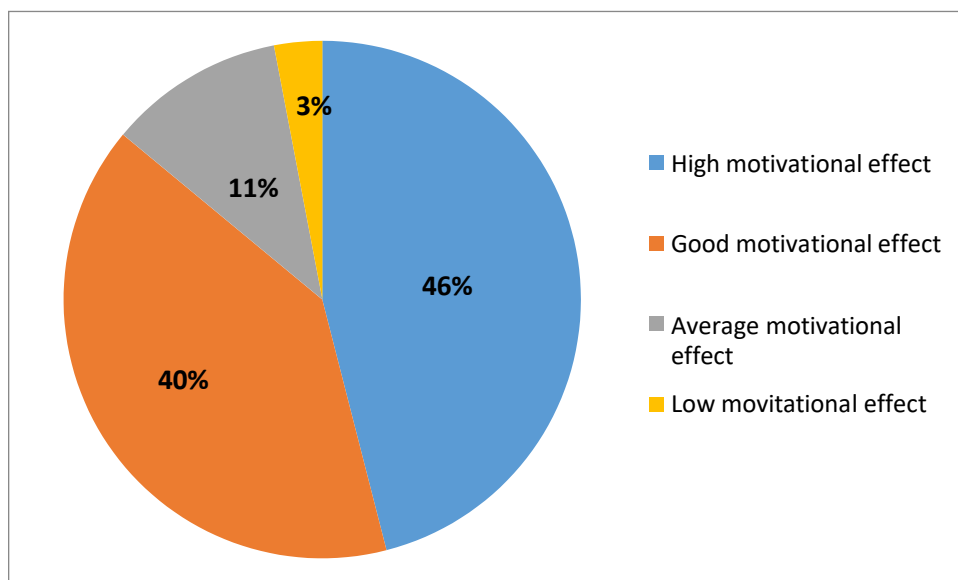


Analysis:

3% of the people disagree that celebrating festivals will motivate them but a huge 46% of them agree that festival celebrations will motivate them. 37% surveyed consider festival celebration a good motivational effect and 14% think its average.

e) Birthday celebration

High motivational effect	46%
Good motivational effect	40%
Average motivational effect	11%
Low motivational effect	3%
No motivational effect	-

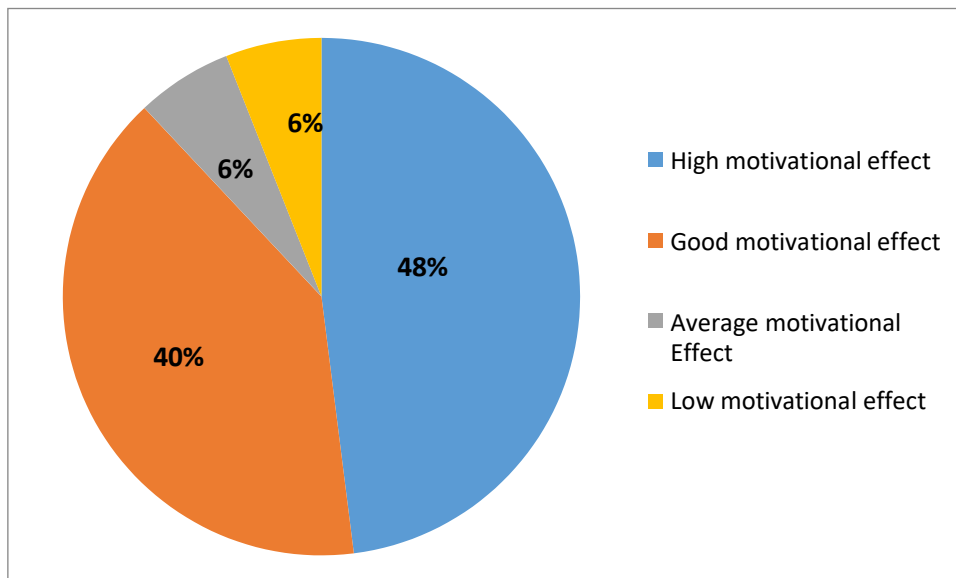


Analysis:

46% of them agree that celebrating birthdays would be highly motivational along with 40% who think it is good motivator. 11% surveyed think birthday celebration is an average motivation effect and only 3% think it will be a low motivation.

f) Stars for the employee

High motivational effect	48%
Good motivational effect	40%
Average motivational effect	6%
Low motivational effect	6%
No motivational effect	-

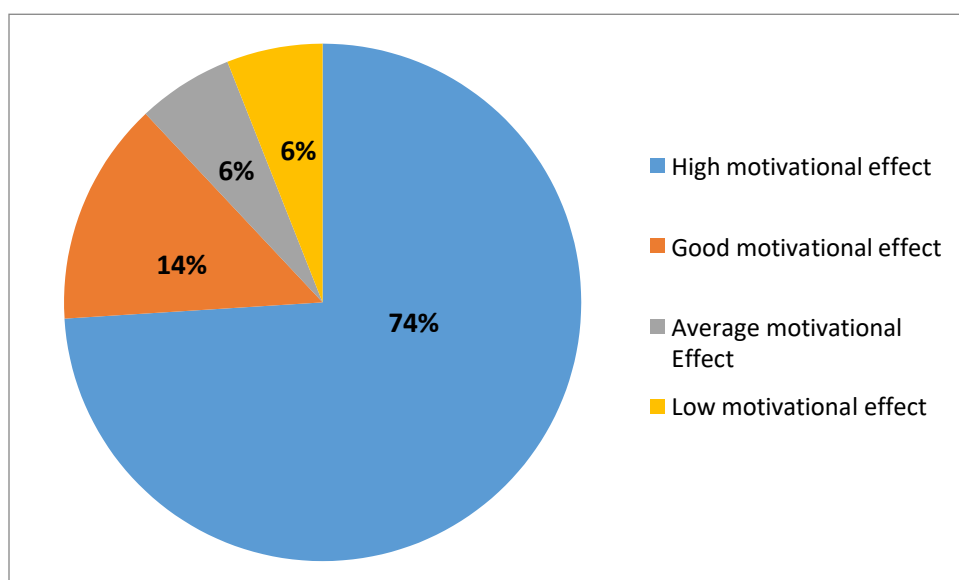


Analysis:

48% of the surveyed agree that stars for the employees will be highly motivational along with 40% of them who believe the it will be a good motivational effect.6% of each feel that stars for employees will be average and low motivational effect.

g) Annual awards

High motivational effect	74%
Good motivational effect	14%
Average motivational effect	6%
Low motivational effect	6%
No motivational effect	-

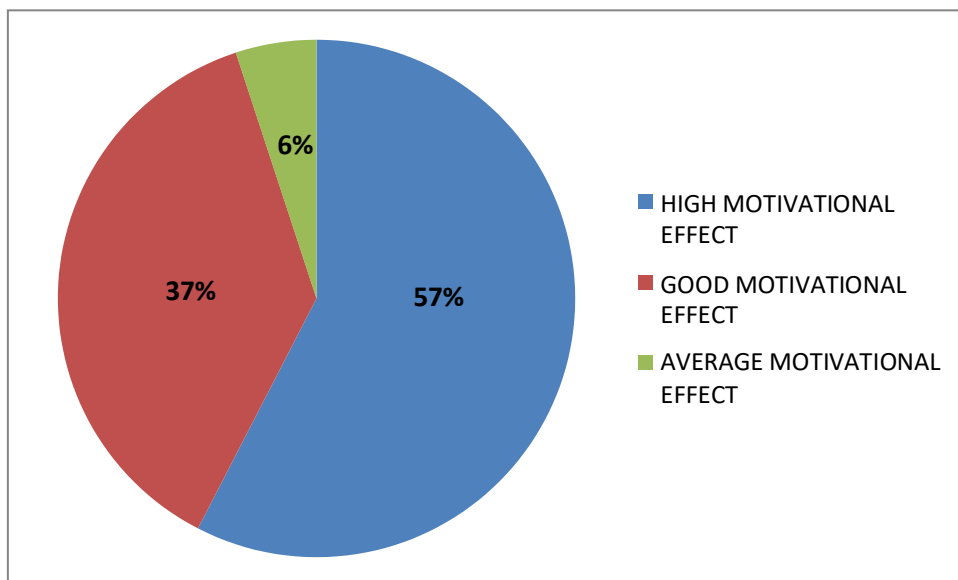


Analysis:

74% surveyed feel that annual awards would be highly motivational along with 14% who also believe that it will be a good motivation. 6% think that annual awards will be a normal motivation and the other 6% say it will have a very low motivation.

h) Team building activities

High motivational effect	57%
Good motivational effect	37%
Average motivational effect	6%
Low motivational effect	-
No motivational effect	-

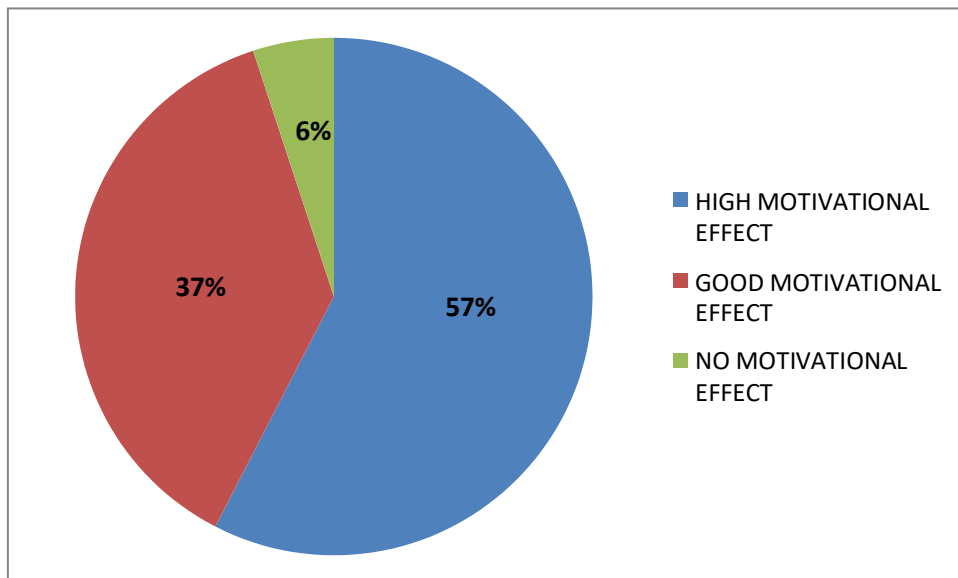


Analysis:

All employees disagrees that team building activities will be low motivation and 57% of them agree that it will be highly motivational long with 37% who think it will be a good motivation. Whereas only 6% feel that it will be somewhat motivation.

i) Employee wellness activities

High motivational effect	57%
Good motivational effect	37%
Average motivational effect	-
Low motivational effect	-
No motivational effect	6%

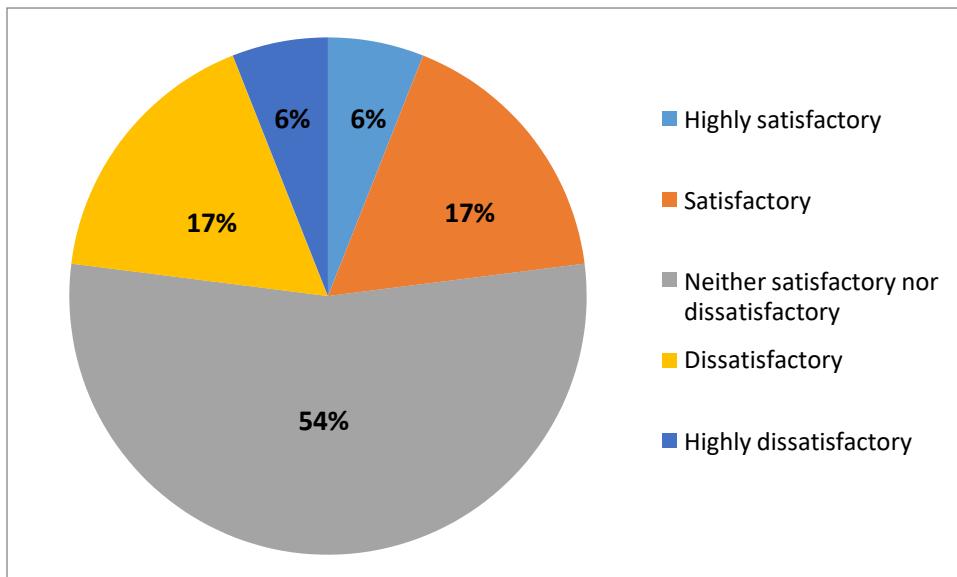


Analysis:

Only a 6% of the employees feel employee wellness activities are not motivational at all. 57% surveyed think that it will be highly motivational along with 37% who feel that it will be a good motivational effect.

8) How would you rate your overall satisfaction with the current employee engagement activities?

Highly satisfactory	6%
Satisfactory	17%
Neither satisfactory nor dissatisfactory	54%
Dissatisfactory	17%
Highly dissatisfactory	6%



Analysis:

Only 17% of the employees working in the company are satisfied with the overall employee engagement activities along with 6% who are highly satisfied. 54% of them are neither satisfied nor dissatisfied and the remaining 17% are dissatisfied and 6% are highly dissatisfied.

9. What kind of activities would you like to have in your organization?

CURRENT EMPLOYEE ENGAGEMENT ACTIVITIES

Town hall

This happens on the first week of every month wherein all the employees from different department's month's revenue is discussed. After which any one of the department has to put up a show for the staff be it a game, dance, musical performance.

Employees are recognized as well by awarding EMPLOYEE OF THE MONTH which inspires the rest of the staff to perform well. The show is put to an end with the cutting of the cake by the staff who celebrated their birthdays in the previous month.

Bienvenue

This is a facility for all the Taj Resort and Convention Centre staff to enjoy delicious delights from the hotel restaurant for half rate and they can also stay at any IHCL property.

Recreation room

The hotel has recently opened a recreation room for all the staff which they can avail of during their leisure hours. It consists of a carom board and chess.

Team building activities

In the month of December they conducted Carol Singing Competition where in the HR team was the winner.

LIMITATIONS

- Since the data was collected during the working hours, the employees of the organization were busy in their routine work and were less responsive.
- In adequacy of time was another limiting factor.
- Employees may not have disclosed certain information fearing that the researcher might exploit it.
- The sample size is small as many employees were busy or on leave.

FINDINGS

- From the study it is noticed that 54% of the employees are neither satisfied nor dissatisfied with the current employee activities the organization has to offer to them,

this implies that the company can improve the employee engagement activities in order to satisfy the remaining 23% employees.

- 32% of the employees are not satisfied with the canteen services the company provides.
- Most of the employees love to participate actively in sports activities excluding 14% of them as well as in cultural activities
- A majority of 54% of the employees come across stress at their workplace and therefore need to overcome it.
- 66% of them are satisfied with the current recreation room. The rest 34% want to see some improvements in the recreation room.
- 57% of them think that picnics will boost them and will have a high motivational effect.
- 51% believe that showcasing their talents will be a good motivation.
- 60% of them think sports should be conducted and will be a very high motivation.
- 46% are certain that festival and birthday celebration have a high motivation effect.
- 48% say that stars for employees must be introduced as it will be a high motivation for them.
- 74% of them feel that annual award ceremony must be conducted.
- 57% think team building and employee wellness activities will be a high motivation.

RECOMMENDATIONS

- Employee are not satisfied with the quality of food which is provided by the cafeteria, so quality of the food has to be increased to keep the health of the employees good, I suggest that the company should take suggestions from each department and food should be prepared accordingly.
- In my opinion over night stay facilities needs to be provided for the staff for e.g. night stay for the women of the company at night as the coaches which are there go to nearby distance only.
- They can have festival celebrations. Fore.g. during Christmas season they could have a few Christmas dishes on the cafeteria menu, distribute Easter eggs during Easter

Some of the employee Engagement programs which are recommended by employees:

1. Outings for employees

Organize departmental wise and annual picnics

- Annual hikes
- Fishing
- Field trips and
- Study tours (such as visiting places of worship, places of historical significance, wildlife sanctuaries, spice plantations etc.)

2. Sport activities

- Since many of the employees participate actively in sport activities, the company can organize sports tournaments like football and cricket inter department competition, beach volley ball.
- The company should also improvise on the recreation room with a pool table, foosball, table tennis etc.
- A fitness centre for the staff which will have yoga facility as well as employees need to have a calm mind.

3. Cultural events

An annual day can be organized which will include:

- Show case employee talent: where in the employee can put a dance performance, act, sing a song, walk the ramp etc.
- Employee recognition: this is an important part of a company's overall employee engagement program where in money itself is not a motivating factor but appreciating employee is an important aspect. Therefore employees need to be recognized for the efforts put by them.
- Annual awards: these are random and surprise mock awards that can make an employee feel special .E.g. best smile, best dressed person, best curly hair/ lengthy hair, the muscleman etc.

4. Team building activities

- **Creativity contest**

This is a game wherein some weird items are put in a bag like straws, glittering paper, sponge, plastic rings; matchstick, dry leaves, stones or whatever comes to your etc. It is a creativity day where employees as a team should design and create a final product out of the items in the bag, they must name it and then narrate a story related it to their creation. This is a team building event and can be used massively among employees department wide.

- **Treasure hunt**

This is where in each team has to go on a journey. They will have to work to get her to find different things before they reach the final destination and complete the quest.

5. Taj Resort and Convention Centre happy hours

- **Guess how many**

Guess the number of jellybeans, candies or other items in ajar. Buy chances to guess.

Closest guess receives a prize.

- **Quiz**

Entertainment, sports, general knowledge or any other quiz can be conducted. The highest score wins a prize. .

- **Walk the ramp**

A fashion show can be held. For e.g. wealth out of waste where the employees will have to wear designs made from wealth out waste.

- **Karaoke contest**

Hold a contest to determine who has the best and worst karaoke talent.

CONCLUSIONS

Human resource plays an important role in any organization. Employee engagement programs are concern to this department, if the employee is happy with the engagement activities then only the productivity of the organization can be increased.

Based on the study we can see that Taj Resort and Convention Centre being a new company in the market is doing a good job so far. It is clear that the company is very keen on promoting all engagement activities provided. They have come up with a number of activities such as employee of the month, birthday celebrations etc., for their staff which will encourage them and improve their output, but the company has yet to improve on their engagement programs as many employees have to face a lot of stress during working hours and hence to retain employee.

Employee engagement activities are advocated to maintain a strengthen manpower both physically and mentally. The study of various engagement programs brings in to light that the present measures taken by the company. The improvement in engagement programs are suggested to improve effectiveness of the employee like better canteen facility, picnics, cultural events, stars for the employees etc. This in turn would build the morale and increase the productivity of the employees

