

A STUDY ON IMPACT OF WORK STRESS IN TOURISM BUSINESS

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Abstract

Stress is a serious and enduring problem in the workplace. Employee stress is a significant issue in the tourism and hospitality industry, and it is costly for employers and employees alike. The last few decades it has brought about dramatic changes in the nature of work in tourism industry. Stress at work is a ubiquitous and multifaceted phenomenon that is costly for organizations because it contributes to expensive voluntary turnover. Work stress can be a particular problem in customer-oriented fields like tourism and hospitality industry. Major objective of study is to find the sources of stress among employees and to study psychological and behavioral consequences of stress on the respondents (employees). The study was conducted in the five star hotels in Coimbatore which is related to tourism industry. The respondents were employees working in five star hotels in Coimbatore. The data was collected through structured questionnaires. Simple sampling technique was accustomed to collect the information. Analysis was done using the software SPSS (20). After analysis it was found that to improve the stress levels of employees in hotels the management should strongly focus on employee's health and overall well-being, lifestyle assessment checks, life-skill workshops, stress management through yoga, meditation, and panic healings should be undertaken to resolve the work place stress.

Introduction

Stress could be a motivating until it is within a controllable limit. Within the tourism and hospitality industry, work stress has been regarded as one of the most important issues facing managers because, among other things, it affects the performance of all levels of employees, including both managers and hourly employees (Ross, 1995). Recent research has found that employee stress in the tourism industry is important because it can result in workers becoming exhausted and cynical (Kim, 2008) which can have negative effects on service delivery. Stress within the industry has been qualitatively and moderately correlated with employee physiological symptoms, including headaches, fatigue, indigestion, ulcers, blood pressure, heart attacks, and strokes (Krone, Tabacchi, & Farber, 1989), and thus may result in decreased productivity and increased health care costs for the hospitality employer.

The introduction of new technology, particularly personal devices, into the working environment has increased the pressure for a greater output with an equally great immediacy. The e-mail revolution led to instant messaging on smart phones, which in turn has resulted in increased stress levels for employees. People live in a global world where technology, especially information and communication technology is changing the manner in which tourism business creates and capture value, how and where we work, and how we interact and communicate. As Murray (2015, p. 6) contends, "Together these innovations are hurtling us toward a new industrial revolution. Savvy corporate leaders know they have to either figure out how these technologies will transform tourism business or face disruption by others who figure it out first."

Work within the tourism industry and for that matter, hotel, is highly labour intensive and has increasingly harsh environmental demands imposed upon it. The nature of work within hotels, according to Kristensen et al. [1] include hard deadlines, unexpected interactions with guests, long working hours, night and evening work, repetitive work, high emotional demands, low influence (control), shift work, high work space and problems with coordination of work. In their work, Lo and Lamm [2] reported that working in the tourism industry can be stressful and that many workers are vulnerable in terms of their poor working conditions and low wages. The above assertions give credence to the incidence

of Work-Related Stress (WRS) among those who work within the hotel environment. WRS can be defined as ‘a pattern of emotional, cognitive, behavioural and physiological reactions to adverse and noxious aspects of work content, work organisation and work environment. It is a state characterized by high levels of arousal and distress and often by feelings of not coping’ (The European Commission, 2002) [5]. This has resulted in high labour turnover and absenteeism [6] and headaches, gastrointestinal problems, sleep disturbances and depressions.

Statement of the problem

Whatever be the nature of the job, stress is inevitable in today’s fast paced world. Some level of stress is acceptable rather necessary to bring out of the best in a worker, but when the stress level exceeds the limits then problems set in while stress is common for all types of the jobs, it is important to see that stress levels are extremely high in some categories of jobs. The study is about impact of work stress in tourism business. The main objective of the study is to define how the tourism industry should work in terms of managing stress identifying where tourism business is lacking for doing the same. Based on these questions the underlying research problem could be divided into two major areas, namely causes and consequences of stress in the workplace.

The tourism business is involved in connection with various industries. This study focus mainly by concentrating on hotels and the stress levels of employees working in the hotel in Coimbatore. According to the statistics, by World Travel and Tourism Council (WTTC, 2016) global impact of Hospitality, Travel and Tourism to Gross Domestic Products is significant and it is wealth investing in the said industry. Malawi in specific accounted for over 7.3 percent or over K170 billion to the economy in 2016.

Need for the study

Stress plays a vital role in the life of a human being and ignoring this factor life would be monotonous task and uninspiring. Employee stress is a significant issue in the tourism industry, and it is costly for employers and employees alike. Although addressing and reducing stress is both a noble goal and is capable of resulting in expense reductions for employers, the nature and quantity of hospitality and tourism employee stress is not fully understood. An unbearable load of stress in the life span of a human being becomes extremely unpleasant. It will certainly have an adverse impact on productivity. Finding a solution for stress management is to adhere oneself at a level of motivation that keeps one physically fit and hilarious. Stress as it is worldly known is an authenticated health and safety issue at work. The important phenomenon of stress management will enable individual to react to stress and minimize stress at work place. To sum up a matriculate study contributing the stress factor causing to the employee is necessary.

Objective of the study

Stress at work is a ubiquitous and multifaceted phenomenon that is costly for organizations because it contributes to expensive voluntary turnover. Work stress can be a particular problem in customer-oriented fields like tourism and hospitality industry. Does the level of stress generated by technology-mediated interruptions vary with adult age, and if so, how and why does this occur? Precious little work has been conducted on the role of age in the formation of techno stress and results have been inconclusive. For instance, Ragu-Nathan et al. (2008) found that techno stress decreases as age increases, while To et al. (2005) concluded that the opposite is true. These conflicting findings are largely a function of our immaturity in this topic (Huber, 1983). For example, age has been superficially “thrown in” as a variable with little understanding of the theoretical nature of the concept. No theory of aging has been applied to predict age effects in the techno stress context and understand the findings. Not surprisingly, recent research has called for an examination of the role of age in techno stress (Trader et al., 2007).

1. To study the sources of stress among employees.
2. To study on the psychological and behavioral consequences of stress on the respondents.
3. To study the consequences of stress on the health of employees
4. To study on the coping strategies to manage stress among employees.
5. To study effectiveness of stress management program organized by the company.
6. To identify the impact of technology on work stress.

Limitation of the study

A review of the scientific literature suggests that there are a number of problem with research into the management of work-related stress.

- The study is only conducted in hotels in Coimbatore.
- Some of the replies of the respondents may be biased.
- The survey was done in working hours.

Research Methodology

The sampling design used in this research study is simple random sampling technique. This method of sampling that involves the division of a population into smaller groups known as them. Survey was done by simple random sampling method. The Simple Random Sampling is a sampling technique wherein every item of the population has an equal and likely chance of being selected in the sample. Here, the selection of the item solely depends on the chance and therefore, this method is also called as a Method of chance Selection.

The Population size of the hotels in Coimbatore was chosen and the employees were treated as respondents the total number of employees working in 5 star hotels of Coimbatore are 260 employees. Sample size is a term used in market research for defining the number of subjects included in a sample. Sample, a group of subjects that is selected from the general population and is considered a representative of the true population for that specific study. The sample size of the study is 70.

The Research Instrument

“The questionnaire is the data collection instruments used to gather data in all interview situations”. A questionnaire as a general term to include all techniques of data collection in which each person (responds) is asked to responds to the same set of questions in a predetermined order. The research instrument that we used in this study is a survey questionnaire that gathered primary data from the target populations. This data involved work stress of employees using a self-administrated, closed-response questionnaire that was designed around the core research objectives.

Primary data

The data that is collected first hand by someone specifically for the purpose of facilitating the study is known as primary data. The data required for the study has been collected from Questionnaires survey among the employees of five star hotels in Coimbatore

Analysis Using Anova

The one-way analysis of variance (ANOVA) is used to determine whether there is any difference between the means of three or more independent (unrelated) groups.

Gender * Work Related Stress**Table -1: Gender * Work Related Stress Anova**

Particulars		Sum of Squares	df	Mean Square	F	Sig.
Work-place demand	Between Groups	.319	1	.319	1.268	.264
	Within Groups	17.124	68	.252		
	Total	17.443	69			
Haveyou coveredjob description	Between Groups	5.572	1	5.572	8.964	.004
	Within Groups	42.271	68	.622		
	Total	47.843	69			
feel aboutyour job in general	Between Groups	.102	1	.102	.100	.753
	Within Groups	68.984	68	1.014		
	Total	69.086	69			
Stress influencejob performance	Between Groups	.825	1	.825	3.389	.070
	Within Groups	16.547	68	.243		
	Total	17.371	69			
encouragement offline manager	Between Groups	.046	1	.046	.064	.801
	Within Groups	49.040	68	.721		
	Total	49.086	69			

Sources: primary data

Hypothesis

Null hypothesis (Ho) =There is no significant difference between age and work related stress.

Interpretation

According to the above results of independent sample t test, it clearly indicates that the workplace demand, feel about job in general, stress influence job performance, and encouragement of line manager don't have any significant difference between the male and female. It means the male and female didn't perceive any difference with respect to the above mentioned factors. In contrary, the have you covered job description have a significant difference between male and female, it means the male and female perceive some difference with respect to the question "have you covered job description"

Age*causes of stress**Table No - 2: Age*Causes Of Stress Anova**

Particulars		Sum of Squares	df	Mean Square	F	Sig.
How you informed about employee assistance programme	Between Groups	.077	1	.077	.161	.690
	Within Groups	32.495	68	.478		
	Total	32.571	69			
Have you come from professional life by counseling process	Between Groups	.222	1	.222	.972	.328
	Within Groups	15.549	68	.229		
	Total	15.771	69			
Feel about discriminated against	Between Groups	1.177	1	1.177	1.423	.237
	Within Groups	56.266	68	.827		
	Total	57.443	69			
Flexibility of time	Between Groups	1.177	1	1.177	1.592	.211
	Within Groups	50.266	68	.739		
	Total	51.443	69			
Have you find way about job easier	Between Groups	.368	1	.368	1.460	.231
	Within Groups	17.132	68	.252		
	Total	17.500	69			

Sources: primary data

Hypothesis

Null hypothesis (Ho) = There is no significant difference between age and causes of stress.

Interpretation

The table depicts that significant value is less than 5% level of significance, accept the null hypothesis. Hence there is no significant relationship between age and causes of stress.

According to the above results of ANOVA'S, it clearly indicates that the how you informed about employee assistance programme, have you come from professional life by counseling process, feel about discriminated against, flexibility Of time and have you find way about job easier don't have any significant difference with respect to the age of the employee. It means employees with different age didn't perceive any difference with respect to the above mentioned factors of causes of age stress.

Remuneration * symptoms of stress**Table No- 3: Remuneration *Symptoms of Stress Anova**

Particulars		Sum of Squares	df	Mean Square	F	Sig.
Performance while under work load pressure	Between Groups	.221	2	.110	.434	.650
	Within Groups	17.051	67	.254		
	Total	17.271	69			
Cause's of problem	Between Groups	.848	2	.424	.363	.697
	Within Groups	78.238	67	1.168		
	Total	79.086	69			
Causes at work place	Between Groups	1.455	2	.727	1.095	.340
	Within Groups	44.488	67	.664		
	Total	45.943	69			
Feel about Contributory factors	Between Groups	.212	2	.106	.416	.661
	Within Groups	17.060	67	.255		
	Total	17.271	69			
Stress in work place	Between Groups	1.967	2	.983	.649	.526
	Within Groups	101.476	67	1.515		
	Total	103.443	69			

Sources: primary data

Hypothesis

Null hypothesis (Ho) = There is no significant difference between age and symptoms of stress.

Interpretation

The table depicts that significant value is less than 5% level of significance, so accept the null hypothesis. Hence there is no significant relationship between remuneration and symptoms of stress.

According to the above results of Anova, it clearly indicates that the How you informed about employee assistance programme, Have you come from professional life by counseling process, Feel about discriminated against, Flexibility of time and Have you find way about job easier don't have any significant difference with respect to the age of the employee. It means employees with different age didn't perceive any difference with respect to the above mentioned factors of causes of age stress

Gender * Technical at work**Table No- 4: Gender * Technology At Work Anova**

Particulars		Sum of Squares	df	Mean Square	F	Sig.
Impact of technology has affected the work-life balance	Between Groups	1.583	1	1.583	5.126	.027
	Within Groups	21.003	68	.309		
	Total	22.586	69			
Feel about the use of technology purpose of work hours	Between Groups	.969	1	.969	.584	.447
	Within Groups	112.802	68	1.659		
	Total	113.771	69			
Negative impact of working hours connected with technology	Between Groups	.438	1	.438	.892	.348
	Within Groups	33.405	68	.491		
	Total	33.843	69			

Sources: primary data

Hypothesis

Null hypothesis (Ho) = There is no significant difference between age and Technical at work.

Interpretation

The table depicts that significant value is less than 5% level of significance so accept the null hypothesis. Hence there is no significant relationship between Gender and Technology at work.

According to the above results of Anova, it clearly indicates that the Feel about the use of technology purpose of work hours and Negative impact of working hours connected with technology; don't have any significant difference with respect to the age of the employee. It means employees with different age didn't perceive any difference with respect to the above mentioned factors of causes of age stress. But the factor Impact of technology has affected the work-life balance have a significant difference between different age groups, it means peoples with different age group perceive differently about the Impact of technology has affected the work- life balance.

Age * Job Satisfaction**Table No- 5: Age * Job Satisfaction Anova**

Particulars		Sum of Squares	df	Mean Square	F	Sig.
Utilization of stress management strategy in work place	Between Groups	2.305	1	2.305	7.440	.008
	Within Groups	21.066	68	.310		
	Total	23.371	69			
Stress relief method in hotels	Between Groups	1.185	1	1.185	1.215	.274
	Within Groups	66.301	68	.975		
	Total	67.486	69			
Overcome stress using stress management strategy	Between Groups	.812	1	.812	1.650	.203
	Within Groups	33.474	68	.492		
	Total	34.286	69			
Utilization of stress management	Between Groups	.143	1	.143	.109	.742
	Within Groups	89.129	68	1.311		
	Total	89.271	69			

Sources: primary data

Hypothesis

Null hypothesis (Ho) = There is no significant difference between age and job satisfaction.

Interpretation

The table depicts that significant value is less than 5% level of significance so accept the null hypothesis. Hence there is no significant relationship between age and Job satisfactions.

According to the above results of Anova, it clearly indicates that the Stress relief method in hotels, Stress relief method in hotels and Negative impact of working hours connected with technology, Overcome stress using stress management strategy, Utilization of stress management don't have any significant difference with respect to the age of the employee. It means employees with different age didn't perceive any difference with respect to the above mentioned factors of causes of age stress. But the Utilization of stress management strategy in work place balance have a significant difference between different age groups, it means peoples with different age group perceive differently about the Utilization of stress management strategy in work place

Findings

The employees working in hotel whose age was not considered as a factor that affects the work related stress and cause of stress. Remuneration was also considered as a factor which did not affect due to the symptoms of stress. The

significant was not applicable to the gender when it was compared with impact of technology at work place. Finally it was found that there was no variation due to age group when compared with job satisfaction.

Suggestions

Supervisor has to guide their subordinates with advices and assistance which motivate the employees. The company should put the policies into practices so that the employees should not feel any inconveniences. Organization has to provide provision for the growth and development of their employees. The Company should accept the employees' suggestion for the organizational growth and benefit. Cause has to be taken in allotment of shifts. Supervisors should take efforts to familiarize the same among workers. Cause should be taken while delegating the work to the hotel staff. Work life imbalance should be addressed. The mutual cooperation between employees at work place is very important to carry out the work at right time, so the organization could take care of providing scope for communicating with other departments. Overtime allowances are sometimes resourceful factors for organizational value and its factors.

Conclusion

Work within the tourism and hospitality industry and for that matter, hotel, is highly labour intensive and has increasingly harsh environmental demands imposed upon it. The nature of work within hotels, according to Kristensen et al. include hard deadlines, unexpected interactions with guests, long working hours, night and evening work, repetitive work, high emotional demands, low influence (control), shift work, high work space and problems with coordination of work.

From the analysis, it is concluded that the organization should involve in various reward and recognition programs to ensure that innovation, creativity, leadership and team work is rewarded along with individual contributions. And the organizations' fast track growth paths are created for high performers. Parenting, relationship counseling, workshops help build a bond with employees. With a strong focus on employee's health and overall well-being, lifestyle assessment checks, life-skill workshops, stress management through yoga, meditation, panic healings should be undertaken to resolve the work place stress. This will invariably increase the effectiveness and efficiency of work of the employees.

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