A study on organisational commitment among executives in hospitality industry

V. VELMURUGAN AND M. SYED ZAFAR

ABSTRACT

Organizational commitment means individuals' loyalty towards their organization, which is mainly influenced by individuals' personal characteristics and their emotional intelligence. Emotional intelligence refers the ability to perceive, express and regulate emotion in the self. The study was conducted to explore the influence of demographic factors of executives working in Hospitality Industry and their emotional intelligence on organisational commitment at Trichy Town, Tamil Nadu state of India. A well-designed and pre-tested tool was used to collect responses from the respondents and the data were analysed using appropriate statistical methods. Results implied that there was positive and significant correlation between demographic factors and emotional intelligence on organisational commitment. This study suggests to the hospitality industry to establish the suitable working conditions in order to improve the organizational commitment among the executives.

Organizational commitment means individuals' loyalty towards their organization, which is mainly influenced by individuals' personal characteristics (age, gender, marital status, years of experience etc.) and their emotional intelligence. According to Mayer and Allen (1997), organisational commitment is a psychological state that characterizes the employee's relationship with the organization with its implications for the decision to continue membership in the organization. Such that Mayer *et al.* (2000) also defined for emotional intelligence as, the ability to perceive and express emotion, assimilate emotion in thought, understand and reason with emotion and regulate emotion in the self and others. The organizational commitment and emotional intelligence have been driven by the people's demographical factors. Whereas, hotel is a place for boarding and lodging, a place for the entertainment of travelers, large city house of distinction and a public building. Hotels are the backbone of tourism industry. Hotel industry is a major segment of tourism industry that fetches huge foreign exchange and is bestowed with vast employment opportunities. With the increase in their importance, many hotels are facing major challenges resulting in restructuring, system redesigning. Any developmental activity precedes with the changes, changes in the environment force the employees to adapt

the new climate, in general which develops the employees' ambivalence, shock and negative attitudes. It results the changes in the employees emotions and commitments towards their job in the organization. Many researchers (Morrow, 1993; Meyer and Allen 1997; Adebayo, 2006) have experienced and pointed out about it. .

Hotel industry needs committed workers in order to face the worldwide economic competition. Besides, linking situational factors such as job characteristics and organisational characteristics to organisational commitment, research efforts are needed in linking personal and psychological characteristics of workers to organisational commitment. In this context, the present study was conducted to explore the influence of demographic factors of executives working in hospitality industry and their emotional intelligence on organisational commitment at Trichy Town, Tamil Nadu state of India.

Organisational commitment has been extensively researched and different researchers have identified its antecedents and outcomes. Relating to commitment with turnover, Steers (1977) conducted a comprehensive study developing a model to find out antecedents and outcomes of organisational commitment. Antecedents of organisational commitment are quite diverse in nature and origin.

Opportunities to leave have a more important effect on turnover than any changes over time in one's commitment to organization (Marsh and Mannari, 1977). Mowday *et al.* (1982) saw organisational commitment as a strong belief in an organization's goals and values, a willingness to exert considerable effort on behalf of an organization and strong desire to remain a member of the organization. Mowday *et al.* (1979) suggested that

Correspondence to:
M. SYED ZAFAR, Department of Business Administration, DDE, Annamalai University, ANNAMALAI NAGAR (T.N.) INDIA
Authors' affiliations:
V. VELMURUGAN, Department of Business Administration, DDE, Annamalai University, ANNAMALAI NAGAR (T.N.) INDIA