

The Impact of Effective Employee Retention Strategies to the Success of the Hotel Industry of Rwanda

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Abstract : Retention of employees in the hospitality industry is a recurrent agenda in the organization involving all the combined efforts to maintain the best available laborer. The general objective of this research is to assess the impact of effective employee retention strategies on the success of the hotel industry at Galileo Hotel, Huye District in Rwanda, for the period of 2019-2021. Herzberg Two Factor Theory and Equity Theory were used. The study adopted a descriptive research design. Descriptive research design allowed us to study the elements in their natural form without making any alterations to them. Secondary data and primary data and the data collected were sorted and entered into the statistical packages for social sciences for analysis (SPSS) version 26. Frequencies, descriptive statistics and percentages were used to analyze and establish extent to which employee retention strategies impact the success of the hotel industry of Rwanda and this was analyzed using regression and correlation analysis. The results revealed that employee training and development had an influence of 24.8% on the success of the hotel industry in Rwanda. According to the results of our study, the employee reward system contributes 20.7% to the success of the hotel industry in Rwanda, the value of t is 3.475 and this is greater than the standard t value score of 1.96, p -value is 0.002. Therefore the employee reward system has a great positive impact on the success of the hotel industry in Rwanda. The results also show that 15.7% of the success of the hospitality industry in Rwanda is due to the work environment of employees. With a t -value of 4.384 and a p -value of 0.000, the above statistics show a positive impact of the employees' working environment on success of the hospitality industry in Rwanda. A priority to the retention of their employees should be given by the hotel industry and its managers because it has already been proven that it is an effective approach to offering good customer service. In addition, employee retention reduces expenses associated with employee recruitment and turnover.

Keywords : success, hotel industry, training and development, employee reward system, employee work environment

Conference Title : ICEMIT 2023 : International Conference on Event Management and International Tourism

Conference Location : Sydney, Australia

Conference Dates : August 24-25, 2023