

**MOTIVATION AND SERVICE DELIVERY IN HOTEL INDUSTRY**

**A CASE OF BUKUSU CROSS ROADS HOTEL**

**PALLISA DISTRICT.**

**BY**

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**BU/UP/2019/1402**

**A RESEARCH PROPOSAL SUBMITTED TO THE DEPARTMENT OF TOURISM AND**

**HOSPITALITY MANAGEMENT IN PARTIAL FULFILMENT OF THE**

**REQUIREMENTS FOR THE A WARD OF A DIPLOMA IN**

**TOURISM AND TRAVEL MANAGEMENT OF**

**BUSITEMA UNIVERSITY.**

**APRIL, 2022**

## DECLARATION

I Nabirye Judith, hereby declare that the work submitted in this report is the result of my own investigation and writing. I confess that it has not been accepted for any other business, and is also not being concurrently submitted for any other diploma in any university or institution.

.....

Date.....

NABIRYE JUDITH

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## **APPROVAL**

This research has been done under my supervision and it is now ready for submission for examination to Faculty of management sciences, Department of Tourism and Hospitality management, Busitema University.

SIGNATURE.....

DATE.....

MR. EMUSUGUT DESTERIO  
SUPERVISOR.

## **DEDICATION**

With at most gratitude, I would like to dedicate this research proposal to all the entire staff of Bukusu cross-roads hotel for the excellent information.

I dedicate it to my family most especially my beloved mum and dad Nambi Deborah and Ituuma George, my sisters, brothers, in- laws, niece and nephews for their support in terms of finance, encouragement and among others.

I also dedicate it to my lecturers of Busitema University who have imparted the best of their knowledge in me to complete my diploma in tourism and travel management option.

I dedicate it to my friends especially Kiirya amitwa for being supportive and tolerant during my studies. It is not just what you have done that makes me love you, but it is all the joy of who you are, encouragement and all your smiles to me.

Lastly, I dedicate it to my fellow and beloved academic colleagues for always being there for me.

## **ACKNOWLEDGEMENT**

For a lot of advisories, I have gone through, I thank ALMIGHTY GOD for his merciful hand that has enabled me finally to come to completion of my research and here having my research proposal fully completed.

I would like to extend my appreciation to everyone who enabled me either directly or indirectly to successfully complete this research proposal especially the employees and clients of Bukusu cross-roads for the effort they put in to ensure that I get best of their knowledge.

I would like also to extend my sincere gratitude and thanks to my supervisor, Mr. Emusugut Desterio for his constructive hand, priceless time, lucrative information and kind guidance extended to me in the process of doing my research. For this, without his support, this proposal would be really difficult for me. I thank you my supervisor for parental love and support.

My appreciation goes to my father and mother Mr. & Mrs. Ituuma George and Nambi Deborah, who have been there for me, have given me time and knowledge. Additionally, I extend my sincere acknowledgement to my sisters and brothers most especially Mbeiza Immaculate for the financial support has offered to me. Dear may the almighty God reward abundantly and give you what your heart desires.

I wish to extend my sincere gratitude to course mates and friends especially Kiirya amitwa for the assistance and care that she availed with because you have been ever there with both in times of trouble and happiness

Finally, I am extremely happy for the opportunity rendered to me by the management of Bukusu cross-roads hotel for the support in terms of information that has been a pivotal input in coming up with this proposal. I thank you for your openness and cordial welcome in my field period in your hotel

## **LIST OF ACRONYMS**

DP.....	Dependent Variable
F&B.....	Food and Beverages
FRM.....	Financial Reward Motivation
ILO.....	International Labor's Organization
IV.....	Independent Variable
MTW.....	Ministry of Tourism and Wildlife
NFRM.....	Non-Financial Reward Motivation
SD.....	Service Delivery
USA.....	United States of America

## **ABSTRACT**

The aim of the study is to examine the effect of motivation on service delivery in hotel industry, a case of Bukusu cross roads hotel in Pallisa district. Hotel industry should offer employees with training, promotions, allowances, and favorable working conditions in order to retain quality staff and delivery of quality services to customers which results into customer satisfaction and revisit intentions to the hotel. The study will benefit the organization on how to address and manage problems of poor service delivery and the research findings will be used for further research in the field of employee motivation and service delivery.

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# CHAPTER ONE

## INTRODUCTION

### 1.0 Introduction

This chapter consists of the back ground of the study, statement of the problem, purpose of the study, research objectives, research questions, and scope of the study, conceptual framework and the significance of the study.

### 1.1 Back ground of the Study.

Motivation of employees, whether professional, skilled, or unskilled, is a major issue in all service organizations because it helps in retaining quality staff and delivery of quality services. However, it is now a challenge to the management of the hotel industry to motivate employees such that they stay on job and offer efficient and good services which customers expect (cheng, 1995).

Globally, in USA, most of the hotels are faced with poor service delivery due to high rate of employee turnover. This has resulted into high rates of customer turnover and dissatisfaction since every ten hotel rooms, six of them remain empty hence leading to losses (Davahli et Al., 2020). Similarly, according to Zhang et Al... (2020), China's overall level of occupancy by customers in hotels dropped by 89% in 2019 and stayed around 10% until 2020. This is due to poor customer care and service delivery provided to customers by the hotel attendants.

Also, in Malaysia, the management of sutera lodges has expressed a dissatisfaction in customer service delivery by the front office department as it lost about 64791 customers in the year 2013/2014 (kalasa and Christopher,2014).

In Africa, according to Nigeria, there are complaints on the levels of services rendered that are not satisfactory and charges that are not commensurate to value of products and services obtained by customers. And this started with a slight decrease in the number of customers since 2015 and rapidly in 2020, that is, 49.8%,44.7%,43.6%,42.6%,42.4 and then 5% in 2015,2016,2017,2018,2019 and2020 respectively (Busayo, Ojo,2020). This has been caused due to an increased rate of employee turnover of more than 60% (report by ILO, 2020). Furthermore, in South Africa, Employees work under difficult situations, for long and odd hours and face unpleasant experiences during the service delivery process to customers. This has resulted into low occupancy rates of about 30% and below by the customers (Pillay et al., 2021).

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