

The Impact of Gamification Techniques on Employee Productivity in Hospitality Industry: Special Reference to Four and Five Star Hotels in Colombo District

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Although gamification is a modern concept that can be applied in any industry, the hospitality industry is not much applying these techniques to the operations. On-the-job training is one of the most effective types of training which directs to employee productivity in the organization. The main objective of this study is to identify the relationship between gamification techniques used in the hospitality industry to improve employee productivity through on-the-job training. In addition, the paper examines the mediatory impact of on-the-job training on gamification techniques and employee productivity by analysing the collected data from two of the main stakeholders in the hospitality industry: hotel employees and employers. One hundred and fifty operational level employees and fifty executive-level managers who are working at above four-star hotels in Colombo district were selected using convenient sampling technique and two self-administered questionnaires were fielded to collect primary data from selected samples. Six underlying factors were analysed under gamification techniques used in hotels: achievements; collecting; challenge; competition; cooperation; and rules. Based on the analysed data collected from two parties, gamification can be used to act as an interface between employees and hotels, to leverage responsible and ethical working behaviour. Apart from the employee productivity gamification techniques positively contribute on effective communication, social interaction, better informed and more skilled personnel, increased job satisfaction, strategic thinking, positive attitudes toward the employment and lead to a satisfied client. Together with better-qualified employees, gamification contributes to improving the overall image of the hotel, a development of the cooperation between employees and hotels that can have a positive impact on the well-being of the entire hospitality industry.

Keywords: Gamification techniques, Hospitality, On the job training, Employee productivity