

Motivation as a Source of Human Resource Risk in Hospitality Enterprises. Theoretical Approach

TOKARZ-KOCIK, Anna, University of Szczecin (POLAND), Email:
anna.tokarz@wzieu.pl

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Abstract

The aim of the article is to present opportunities and threats resulting from motivating personnel for the operation of hotel enterprises. During the scientific process, the following research hypothesis was adopted in the study: enhancing the process of human capital management in terms of motivation enables reducing the human resource risk level in hotel enterprises, that is contributes to minimizing its negative effects (e.g. excessive employee turnover) and, simultaneously, generates more positive effects such as an increase of loyalty and commitment of the employed personnel. In order to verify the theses formulated in the study, the following research methods were applied: a critical analysis of literature, an analysis of source documents (i.e. statistical studies, research agencies' reports), observation, interviews, survey research, and techniques of visual presentation of findings.

Keywords: Motivation, human resource risk, hospitality enterprises