

# Spiritual Hr Practices And Organizational Effectiveness For Hospitality Industry Entrepreneurs- A Case Of Oberoi Hotels

**VeenuArora**

Research scholar -MEWAR UNIVERSITY GANGRAR  
CHHITTOGARH (RAJASTHAN)  
E-mail: veenu\_arora2001@yahoo.com

## Abstract

The purpose of this paper is to review and explore how spirituality enhances employees' performances and organizational effectiveness. The Oberoi Group, India's leading chain of 5 star and luxury hotels and resorts, has been ranked 13th among India's Top 100 Companies to Work for and year 2nd in the Hospitality Industry for the 2013 according to the "India's Best Companies To Work For" .

*Global Investments in hospitality Sector has shown an increasing trends overlast few years. Asia is Viewed as Top Global Prospect for Hospitality Investment. According to the latest Tourism Satellite Accounting (TSA) research, released by the World Travel and Tourism Council (WTTC), the demand for travel and tourism in India is expected to grow by 8.2 % by 2019. As a result, the hotel business is going through major changes in the country, which with the entry of many international chains has led to a severe competitive era.*

*The challenging factor in the hotel industry is to engage a diverse group of employees through specific initiatives and participative efforts constantly . The Oberoi Group has based its HR practices on its core values of spirituality, which it refers to as its Dharma. This article will revolve around the Dharma-based people practices that the Oberoi Group uses to nurture and retain its talented workforce. The core values which were translated by the founding chairman are applied to all aspects of the Group's business. These practices act as guide for every decision taken by the organization . These core values in all hotels in every locations are the pillars of guidance. It has established its own customer satisfaction standard in India and abroad.*

## About the company

Oberoi Hotels and Resorts, a leading player in Asia's hospitality sector, was founded in 1934. A part of The Oberoi group, Oberoi Hotels and Resorts are ranked amongst the top 10 players in the global hospitality industry. The Oberoi group now has 13,280 employees worldwide working across 32 hotels in five countries under the two brands of Oberoi Hotels and Resorts and Trident Hilton. Oberoi Hotels and Resorts are known for its services, luxury and services throughout the world and enjoys the loyalty of its customers. In 1934, Mr. Oberoi bought his first property, The

Clarkes Hotel, from his mentor by mortgaging his wife's jewellery and all his assets. In 1943, Mr. Oberoi acquired controlling interest in AHI. He thus became the first Indian to run the country's largest and finest hotel chain. This achievement was enhanced with the opening of the 35-storey Oberoi Sheraton in Bombay, in 1973. Mr. Oberoi was the first Indian to work in association with international chains to encourage international travellers to India. This resulted in a heavy inflow of international travellers and foreign occupancy . Another important landmark was the establishment in 1966 of the prestigious Oberoi School of Hotel Management, recognised by the International Hotel Association in Paris.