

# **The Impact of Generational Diversity on Organizational Culture within the Hotel Industry**

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## **Abstract**

This thesis aims to expand the knowledge with respect to the influence that diversity has on organizational culture and how the overall performance of the hotel industry is affected. Within my research, I analyze the roles and the responsibilities which managers and employees hold and how they impact the overall business. I investigate how companies operated in the past and compare how they do nowadays, along with analyzing both the disadvantages and the advantages that arise. I also go into brief detail of the different types of diversity which include: gender, level of formality, communication channels, and age. In order to adequately achieve information concerning this topic and address the research questions, I have chosen to take on a quantitative and qualitative research approach. I have formulated a questionnaire where I collected primary data from hotel managers and employees from varying sectors in order to gain firsthand information regarding the topic. The overall aim of my bachelor thesis is to gain further insight on how the hotel industry business practices are impacted by generational age differences.