

Abstract

Topic: Psychological Influences of Organizational Culture on Young Employees at Upscale Hotels

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Course / Year: BBA Tourism and Hospitality Management, Major Hotel 2019

Pages: 92

Content: Organizational culture is represented through visible and invisible matters that are unique signs of an organization. The concept of creating a “healthy” culture encompasses the communication and transmission of common organizational values that members live by to strengthen a culture itself.

However, culture is highly affected by environmental changes and initial values are difficult to sustain.

The purpose of the thesis is to understand the perspective of organizational culture and the generation factor, as an environmental influence that affect culture changes. The several aims defined have the intention to investigate how different organizations within the same industry communicate their values.

Moreover, the aim is to examine the Millennials’ perception of organizational culture by studying three different hospitality brands, namely a conventional hotel, an international chain and a lifestyle hotel.

The mix methods have been applied in the research, considering the secondary and primary data. The primary research has been conducted by administrating the interviews with one representative at the leading position per case study. Additionally, the questionnaires have been conducted with 11 case studies’ employees.

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The results show that although communicating and transmitting a culture is considered very important, even the experts in the field are not completely aware of the visible facts, which psychologically influence society to form a meaning of an organizational integrity. Moreover, it has been concluded that different hospitality organizations can have dissimilar philosophies that significantly influence on defining the core values. Since organizations are given the challenge to adopt to external changes, among which is a generation replacement, the research findings indicate that cultural adjustments occur according to new generational requirements. However, the extent of a culture modification highly depends on the organizational culture strength.

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