



Article Title

Hospitality Sales and Marketing Executives: Job Satisfaction

Citation

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Abstract

This research concerns the satisfaction of lodging sales and marketing executives on different job attributes. Respondents were asked about their satisfaction with pay, current position, and their profession. Significant differences were found based on the size of hotel, marital status, personal income, and gender. A comparison of the respondents of this study to financial and technology professionals conducted by DeFranco and Schmidgall (2001) suggests that Sales and Marketing executives are somewhat more satisfied than their counterparts in Accounting/Technology.

Conclusion

Job satisfaction in the lodging industry is extremely important for it not only affects guest satisfaction but impact directly on the bottom line. Investigations of respondent demographics found statistically significant differences in satisfaction with salaries depending on size of the hotel, gender, and personal income.

Satisfaction with position varied by marital status and with career by personal income. Comparisons with lodging financial executives revealed that the marketing and sales executives are slightly more satisfied with their current positions and professional careers than are their financial counterparts. No comparisons were made with salary satisfaction of lodging financial executives.

The findings suggest pursuing future research to determine the reasons that lodging marketing and sales executives seem so satisfied with their salaries, current positions, and careers. Research of various policies and job attributes (for example, job flexibility, opportunities for development and advancement, paid vacations and holidays, medical and dental policies,) might indicate the factors that promote the most job satisfaction. Lodging companies could then focus on the most effective policies and actions to pursue. Lodging marketing and sales executives could be surveyed about their perceptions of various job attributes. Since this research was limited to lodging executives, similar research could be conducted among foodservice and other hospitality marketing and sales executives.

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