

## **CHALLENGE OF EMPLOYEE TURNOVER: THE CRITICAL ISSUE FACED BY THE UNORGANIZED HOSPITALITY SECTOR IN KERALA**

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### **ABSTRACT**

Hospitality organisations in the unorganised sector make huge investments in human resources concerning the efforts of hiring, training, development and retention of employees with them. Therefore, employee turnover is critical for any organisation in the industry as it is a common phenomenon in recent times. It bears lots of negative impacts on the productivity and consistency of the organisations, in providing proposed product and services. The frequent change in the workforce will change the quality of output as well as the work culture of the organization. It is exorbitant to any service organization. An efficient Human Resource Department is indispensable in this concern to recognize the mess timely and to do accordingly to get a committed and satisfied workforce. The article focuses on the reasons for high turnover and employee satisfaction on job, company and superior related matters.

**KEYWORDS:** Employee Turnover, Employee Satisfaction, Hospitality Industry, Kerala Tourism