

Topic:

Motivation and Gender: A case study in the luxury hotel sector

Aim:

To understand the influence of gender on motivation within the luxury hospitality workplaces.



Literature Review:

Gender and Motivation:

Judith I. Meece and etal stated in 2006 many different gender motivational theories starting from gender differences in achievement goal orientations to parental influences on children and concluded that there is still a gap with gender differences in achievement motivation

Luxury hotel sector:

Having the luxury standard to hotels gives the employees a certain motivation to work for such a brand that is seen as a top luxury brand. (Lenoidas Maooudas, etal, 2008)

Anticipated Findings:

- *Quantitative research
- *Questionnaires
- *Post online and email

Objective 1

- To critically review secondary literature on motivation and gender within the hospitality industry in order to establish a framework for the primary research

Objective 2

- To investigate current levels of motivation within the luxury hotel sector based on demographic factors

Objective 3

- To provide recommendations to managers on potential strategies to improve talent development within their workplaces