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GENERATION Y AT WORK: INSIGHT FROM EXPERIENCES IN THE HOTEL SECTOR

Abstract:

'Generation Y,' according to recent literature, refers to people born between 1980 and 1990. Participants in the study used for this paper (aged between 23 and 33) fit into this category at the time of data collection (in 2013). The literature suggests that generation Y is reliant on feedback at work, a need for immediate results and a desire for personal satisfaction from work. From a managerial standpoint, the literature indicates that generation Y seeks high levels of communication at work and perceives lower hierarchical barriers. This study explores the perceptions of generation Y working in the hotel industry within these dimensions. 80 generation Y university students volunteered to answer open-ended questions in questionnaires. Participants had at least six months' work experience in hotels as part of their curriculum. Open-coding was used to extract key quotes from raw data. Findings reveal that the group studied emphasised the importance of self-achievement, congruence of work with personal values and open communication. The conceptualisation of generation Y's perceptions of work in the hotel sector reveals a more fragmented understanding of time and unconventional views of careers.

Keywords:

Generation Y, Hotels

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