Exploring the Motivators Stimulating Hotel Employees' Innovation

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ABSTRACT
Previous research has examined the influence of organizational factors on individual innovation, environmental stimulants and obstacles to innovation. However, environmental qualities are not sufficient; the abilities and wishes of employees to perform is also a factor. Thus, the link between motivation and individual innovation is seemingly important. This study explores what the job-related motivators are stimulating employees' innovation and how they can be enhanced to help the hoteliers. An questionnaire were developed to conduct this study. The results indicated that ''Training and Development'' was the most important factor that could most motivate staff to be innovative, followed by ''Support and Motivation from the Top'', ''Open Policy'', ''Recognition'' and ''Autonomy and Flexibility''

Keywords: Innovation, Motivators, Hotel

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