



Analysis of Influencing Factors of Hotel Employees' Turnover Intention Based on Web Text

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Abstract. With the development of hotel and catering industry, reducing the turnover tendency of hotel employees has become an important task in the industry. This paper collects a large number of text comments related to the hotel employees' employment or resignation related to hotel employees' emotional attitudes and other comments on many hotel forums and hotel-related websites, as well as organizes the data, and analyzes and processes the collected data, and obtains the data processing result. According to the results of data processing, the influencing factors that affect the turnover intention of hotel employees are obtained, and suggestions for employee turnover are put forward for reference.

Keywords: Hotel staff turnover; Turnover rate; Text analysis.

1 Introduction

The high turnover rate of employees is an important issue facing the hotel industry. Mobley (1977) summarized the process of employee turnover and revealed the challenges and opportunities faced by employees in their career: after experiencing unpleasant emotions, the impulse to leave the original company surged in their hearts [1]. When a person has a certain understanding of a company, they begin to look for opportunities that are suitable for their own development. As his thinking gradually deepened, he began to develop a strong interest in information from other companies and planned to find new partners. In this situation, he will choose to leave the company and seek other ways. In this process, once one discovers their desired new position, they will show strong willingness and inclination to resign, which is an inevitable phenomenon. Resignation tendencies may not necessarily lead to employee turnover. However, how to address the issue of employee turnover tendencies while also addressing the issue of employee turnover is an important task faced by hotels.

At present, there is no use of text analysis to study the issue of hotel employee turnover intention, and scholars' research mainly focuses on hotel satisfaction, online word-of-mouth surveys, hotel service quality, hotel competitiveness, and so on. For example, Li Chaoxi (2022) used web crawlers to capture effective comments from four well-

known domestic tourism OTA platforms, and after processing the data, it was found that the influencing factors of online word-of-mouth communication in Zhongzhou hotels include facilities and equipment, catering quality, service quality, and other aspects [2]. Li Mantian and Zhao Yao (2021) believe that hotel reviews published by customers on online platforms have become important standards for measuring hotel management and service levels. In the field of hotel employee turnover [3]. Griffeth et al. (2000) believe that the influencing factors include salary, job conformity, colleague support, promotion opportunities, role conflicts, etc. [4]. This article will use text analysis to analyze hotel employee turnover intention and provide corresponding strategies to reduce hotel talent turnover rate.

2 Research design

2.1 Research method

The text analysis methods used in this paper include word frequency analysis and sentiment analysis. Word frequency analysis is to count and analyze the frequency of occurrence of important words in the text of the document. Sentiment analysis refers to the use of algorithms to analyze and extract the emotions expressed in text. This topic selects the ROST CM6 software of Professor Shen from the School of Information Management of Wuhan University to analyze word frequency and emotion of network text data.

2.2 Acquisition of research data

This article collects the hotel review data of hotel employees, including former employees, from related websites such as hotel forums and Baidu Tieba, and obtains a total of 404 pieces of data from 2012 to 2023.

3 Data analysis

3.1 High frequency word analysis

Through the analysis of high-frequency words on the text data, colloquial words like "ah" and "oh" were cleaned up, and finally the top 30 words were selected for this project. The relevant data are listed in the table 1.

Table 1. Partial text data.

Words	Occurrence count	Number of related messages	Words frequency
Dimission	61	42	0.011258767
Hotel	208	140	0.03839055
Staff	108	74	0.019933555
Low salary	98	70	0.018087855

Tired of work	83	55	0.015319306
Reception	78	56	0.014396456
Poor dormitory	58	38	0.010705057
Vienna	56	45	0.010335917
Guest	37	32	0.006829088
Poor leadership	34	27	0.006275378
Manager	26	20	0.004798819
Complaint	26	18	0.004798819
Waiter	25	18	0.004614249
Boss	23	19	0.004245109
Hanting hotel	22	17	0.004060539
resignation	22	16	0.004060539
Marriott	19	15	0.003506829
Blue ocean	18	13	0.003322259
Frequent overtime	17	15	0.003137689
Industry	17	14	0.003137689
Practice	17	13	0.003137689
Manage	16	15	0.002953119
Slow promotion	15	12	0.002768549
Night shift	14	11	0.002583979
Exercise	14	14	0.002583979
Pandemic	13	11	0.002399409
Chance	13	9	0.002399409
Poor treatment	12	10	0.002214839
Development	12	10	0.002214839

3.2 Emotion analysis

In this paper, ROST CM6 software is used to analyze the emotive words in the text data. The analysis results are shown in the table 2.

Table 2. High-frequency vocabulary analysis results.

Emotional tendencies	Number of speeches (pieces)	Quantity proportion (%)
Positive emotions	190	47.03%
Neutral emotions	67	16.58%
Negative emotions	147	36.39%
Total	404	100%

3.2.1 Positive Emotional Analysis.

In the text data, words with positive emotions are often positive, and the emotional color is positive. Such as exercise, opportunity, development, etc. Among them, the statistical results of positive emotion segmentation are shown in the table 3 (Positive numbers indicate positive emotions, the larger the number, the more positive).

Table 3. Positive sentiment analysis results.

Positive emotions	Number of comments (pieces)	Quantity proportion (%)
Low degree (0-10)	115	28.47%
Moderate (11-20)	49	12.13%
High degree (over 20)	26	6.44%

3.2.2 Analysis of neutral emotions.

Neutral emotions refer to employees' evaluations of hotels that do not have emotional tendencies, meaning they do not recommend or express dissatisfaction. Such words are defined as comments with neutral sentiment, and thus do not have much relevance to whether one chooses to resign.

3.2.3 Analysis of negative emotions.

Negative emotion means that employees are very dissatisfied with the work or perception of the hotel. According to the COR theory, hotel staff have limited resources. If the hotel requires him to devote a lot of resources to work, then his remaining disposable resources will be reduced accordingly. This can lead to negative emotions among employees. The statistical results of negative emotion segmentation are shown in the table 4. (Negative numbers indicate negative emotions, the lower the number, the higher the level of negativity).

Table 4. Negative sentiment analysis results.

Negative emotions	Number of comments (pieces)	Quantity proportion (%)
Low degree (-10-0)	84	20.79%
Moderate (-20-11)	46	11.39%
High degree (-21 or less)	6	1.49%

4 Data analysis results and related countermeasures

4.1 Data Analysis Results

Through text analysis, this paper investigates the turnover tendency of hotel employees, and finds that the key factors affecting the turnover tendency of hotel employees are concentrated in three dimensions: society, hotel and individual.

First, from the social dimension. There are still deviations in the society's perception of hotel practitioners, and there is no respect and expectation for the hotel industry from a fully formal society. Therefore, this hinders the development of employees who continue to work or want to enter the hotel industry in the hotel, which also affects the problem of hotel employees' turnover tendency.

Second, from the hotel dimension. The turnover tendency of most hotel employees is more concentrated on low salary. At the same time, hotel employees also pay great attention to personal welfare and basic security. In addition, among the hotel factors,

the leadership style of managers also directly affects the turnover intention of hotel employees. Such as a very authoritarian leader with an authoritative management style, who manages employees with a top-down approach of fear or punishment [3]. This kind of management method will reduce the sense of belonging of employees and reduce their enthusiasm for work. In addition, in the process of text data collection, it was found that compared with a stable working environment, the tendency of hotel employees to leave is not only because of low salary, but also pays more attention to on-the-job training opportunities to enhance their professional skills, so as to obtain job promotion opportunities and promote Career Development. Therefore, the hotel should also consider paying attention to the working status of employees at all times and cultivating excellent hotel managers.

Finally, for individual employees. Cultivating a sense of belonging can make employees have a strong sense of responsibility, adjust their own driving force and form self-motivation, which is also the root of enhancing the cohesion and attractiveness of the enterprise [5]. The specific reasons are shown in the table 5.

Table 5. Analysis results of influencing factors.

	Influencing factors	Dimension
1	social cognition	society
2	salary system	hotel
3	manager's leadership style	
4	career development mechanism	
5	employees' sense of belonging	individual

4.2 Proposal of related countermeasures

1. In terms of social cognition, positive guidance and publicity should be strengthened at the social level. The government needs to vigorously publicize that there is no distinction between high and low for all occupations in the society. 2. Regarding the salary system. The hotel needs to establish a fair and reasonable salary benefits and performance appraisal system. 3. Aiming at the leadership style of managers. The hotel should pay attention to the choice of leadership style and build a service-oriented management team. 4. For career development. The hotel should provide professional job training and establish a fair and transparent career development channel. 5. For employees' personal sense of belonging. Communication between hotel employees should be strengthened to enhance employees' personal sense of belonging and enhance corporate cohesion.

5 Conclusion

This paper obtains resignation-related network text data from hotel forums, post bars and other websites, and after data processing and analysis through word frequency analysis and sentiment analysis, we know the main factors affecting the turnover tendency of hotel employees: 1. Social cognitive bias still exists; 2. Incomplete salary system;

3. Traditional leadership style of managers; 4. Career development and promotion mechanism is not clear; 5. Employees have a weak sense of belonging, etc. Finally; On the basis of the analysis. This paper proposes the following countermeasures: 1. Formal social expectations; 2. Establish a fair and reasonable salary and benefits and performance appraisal system; 3. Pay attention to the choice of leadership style and build a service-oriented management team; 4. Provide professional job training and establish a fair and transparent career development channel; 5. Enhance employees' personal sense of belonging and enhance corporate cohesion. It is hoped that this article can improve the problem of hotel employee turnover, reduce the hotel management risks and costs brought about by employee turnover, and achieve sound and sustainable development and operation of the hotel.

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