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STUDIES

EMPLOYEE DIVERSITY AND EMPLOYEE PERFORMANCE

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## ABSTRACT

Diversity is increasingly recognized and utilized as an important organizational resource in regards to whether the goal is to be an employer of choice, to provide excellent customer service, or to maintain a competitive edge. Workplace diversity is a multi-faceted concept that will continue to evolve as more industries move toward a global marketplace. It also has proven to have led to a perception of being fundamental for employee performance. This fundamental belief forces managers to embrace and comprehend the concept of workplace diversity, its barriers and benefits. The purpose of this research is to investigate the effect of work force diversify towards employee performance in an organization which focus on tourism sector. The research also focuses on workforce diversity which includes the gender, age, ethnic and education background of the employees which is the most critical variables among all the others. The investigation was done by distributing 100 questionnaires to the selected tourism sector. The questionnaire results show that there is a significant impact on employee performance when different workforce is working in the tourism sector.

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# CHAPTER 1

## INTRODUCTION

### 1.0 Introduction

This chapter provides background of the study, problem statement, research objectives and also the scope of the study which will be further explain on each sub-topic.

### 1.1 Background of Study

Sabah is significantly well known by its beautiful nature and breathtaking islands, resorts and diversity of races. Tourists come to Sabah because they are attracted by some of the most beautiful resorts and islands. What contributes to Sabah economy is the tourism sector whereby it covers most of the income of Sabah state government. Eco-tourism is a major contributor to the economy of the state. Whether its white sandy beaches, lush green forest, exotic wildlife, adventure, fun, delicious cuisine, or the rich culture, Sabah always has something for everyone. Sabah was also host to one of the popular dive sites in the world, Sipadan Island, and also the World Heritage Site of Kota Kinabalu Park because of the rich ecosystem or marine life and wildlife habitat. *(Sabah Government Official Website)*

or gender differences, and linked to the laws providing protected status to certain groups.

## **1.2 Problem Statement**

Today, workforce diversity is a global workplace and marketplace topic. Any business or organizations that wish to be successful must have a borderless view and an underlying commitment to ensuring that workforce diversity is a part of its day to day business conduct (Childs, 2005). Besides, understanding the impacts of diversity on organizations performance, employee satisfaction and turnover has become essential.

The Star Online reported that CIMB Group's Chief Executive Officer Datuk Nazir Razak stated that Malaysia needs to build on its diversity and its strength and review affirmative action policy created under the new economic policy. However, most Malaysian companies are not doing enough in retaining women professionals by creating a conducive working environment (Lee, 2011).

Since employee diversity exists among the resorts in Kota Kinabalu, there will be conflict, dissatisfaction and high turnover situations occur. If the management of the resorts does not know how to effectively practice workforce diversity, it will create problems such as conflicts and