



Significance of Training and Hospitality Skills for Hotel Employees

Pradyuman Singh Rathore

Assistant Professor, Amity School of Hospitality and Tourism, Amity University Rajasthan, INDIA

ABSTRACT

Hospitality Industry plays vital role in the growth of Tourism and its contribution in the world's economic development. Hospitality doesn't only refer to accommodation and food service, It's represents many more then the expectation of the guests. Hotels establish the relationship with the guests through providing services which are undreamed by guests. Guest's expectations have been rising day by day. Guest anticipates luxury and latest technology equipped accommodations, Quality of food and tremendous service, well trained staffs that carry world class hospitality skills. This paper methodically portrays and elucidates an empirical research on this field of Hospitality. It will represent the importance of the training for hotel staff which aids in the growth of the hotel. This will also focus on unawareness of the importance of training for hotel staff which can prevent the monetary expansion of the hotel. Training program allow all employees to strengthen work place skills that each employee needs to improve. A development program brings all employees to higher level so they all have similar skills and knowledge.

Keywords--- Training, Relationship, Satisfaction etc.

pros and cons and effectiveness of each training method. Besides, for evaluating training effectiveness, self analysis should be done according to the models. "Training" refers to a systematic approach to learning and development to improve individual, team, and organizational effectiveness (Goldstein & Ford, 2002).

Today, the service sector is always growing in the developed & developing countries.

Development of service industry has influenced the growth of hotel industry. Hotel industry is becoming more and more competing in regard to quality of service which affects the success of hotels. Regarding the growing quality of service, hotel workers play an important role therefore developing employees by giving them continuous training in relevant fields is necessary. As Mr. J.W. Marriott said " if you take care of your employees and train them in systematic way they will treat your customers well and business will run itself". Employee training helps the organization to achieve its goal while in the same time enables workers to do a better job. According to Amirtharaj, B., Cross, K.R. and Vembar, V., training gives employees new skills or knowledge that will assist in their job performance.

I. INTRODUCTION

Today the highly competitive market, in which business operates, requires a skilful workforce in order to remain a successful player in the competitive game of the industry. One of the main obstacles which occur in the workplace is the lack of training and development. Training is a necessary process which should be carefully designed and implemented within all firms. The overall aim of this research is to examine an importance of training in hospitality industry.

Training is a part of the human resource development, along with the other human resources-activities such as recruitment, selection and development of the employees. The role of human resource department is to improve the organization's efficiency by providing employees with knowledge, skills and attitudes that will improve their current or future job performance. In order to implement the right training methods, the training specialist should be keen to impart the skills and passionate about their job also aware of the

II. PERSONAL TRAINING

Training is systematic planning and alterations of behaviour through training different modules, conducting various activities for employee's development, teaching events, programs and instructions that enable individuals achieve levels of knowledge, skill and necessary competences in order to perform effectively. (Armstrong, 2006, p.535) Training is a process which grants the workers information, skills and enables them to understand the organization and its objectives. In detail, training is designed to help the worker keep giving positive contribution in the form of the best performance. (Ivancevich, 2004, p. 393)

Every organization has need for trained and experienced employees in order to effectively & efficiently perform their activities. Tasks on today's organizations are challenging, and the importance of educating employees has grown. It is estimated, for example, business firms in the United States of America spend billions of dollars every year in formal courses

and training programs for developing employee skills. (Decenzo & Robbins, 2007, p. 209). Personnel trainings are necessary part of the HRM activities and many organizations have understood how important it is to hold training in an ever changing and multifaceted work environment.

Now days, in every hospitality business, it is all about skills in employee, and especially the employee's qualities. Quality of service depends on the qualities of employees and their skills. The qualities are about knowledge, thoughts and interest which lead to a hotel's survival and development. Therefore staff training is essential in many ways which increases productivity while employees are armed with professional knowledge, experienced skills and positive thoughts; staff training also motivates and inspires workers by providing employees all needed information in work as well as help them to recognize how important their jobs are. Training and development can be seen as a key instrument in the implementation of HRM practices and policies. (Nickson, 2007) "Successful hotels always include staff training as their important development strategy". Now days, it is observed Small hotels are less interested in providing training to their employees as result is less successful as comparatively brand and larger hotels.

III. TRAINING METHOD

Training is found as a solution to lots of problems, such as low quality of service as a result of lack of skills and employee circulation who search for more useful jobs. (Geer, 2003, p. 499-500) Due to these deficiencies in employee skills, when there are shortcomings at work, it is necessary for the organization to include employee training.

The systematic model of training is composed by a simple model of four phases, as is illustrated as below: (Armstrong, 2009, p. 677):

1. Identification of needs for training.
2. Deciding what kind of training will be necessary to fulfil these needs.
3. Using experienced trainers & modes for the implementation of the training.
4. Monitoring and assessing training in order to ensure that it is effective.

Trainings can be conducted at the job site and off the job site. Basic Training is organized in hotel premises and is held by each department, monitor, team leader and trainers, experienced workers who are in charge of different trainings. (Dessler, 2006, p. 157)

Meanwhile outside trainings refer to trainings outside of the hotel. The trainees take part in trainings, seminars, organized & attend conferences outside of the hotel or out of the country. Trainings are also conducted in head offices or main branches in the country or outside the country. Trainings are held for different purposes that can be divided according to their content: (Walker, 2007, p. 597-598)

- Training for employees on different levels gain general Knowledge about the hotel and basic needed skills. It aids in establishing relationships between the employees and the managing team.
- Employees after the training get professional certificates after passing theory and practice tests.
- Simulation training is held with the help of Human Resource Department in order to improve work methods and increase Work efficiency by simulating the work environment. This training is applied in everyday jobs, therefore it is long-term.
- On job training – the rules and principles of work are taught, manners, interpersonal relationship treatment techniques. This type of training is aims to train employees to learn the best way to do their job efficiently & effectively.
- Foreign Language training – hotel employees are required to at least learn English which is considered as an international language, in order to be able to communicate with the clients.
- Training for hotel and administration services – aims the improvement of services and administration including telephone techniques, guest relationships, sales skills, public relations, general information etc.

Majorly, two different ways of training methods are used as follows:

1. Off job Training method
2. On Job Training Method

Off Job Training

Training which takes place in environment other than actual workplace is called off-the - job training. Off-the-job training is usually designed to meet the shared learning needs of a group rather than a particular individual's needs. Lectures, computer-based training, games and simulations are the common forms of off-the-job training methods.

The lecture is best used to create a general understanding of a topic or to influence attitudes through education about a topic. Perhaps the most common form of off-the-job training is the oral presentation of information to an audience (Blanchard and Thacker, 1999). By using lecture method, large amount of information can be delivered in a relatively short period of time to a large number of people. A major concern about lecture method is that no allowance is made during the lectures for clarifying the levels of understanding among participants. Trainees do not actively involve training process and they may forget much information when it is presented orally. When the only training objective is to gather specific factual information, learning can be accomplished by putting information into the text material (Drummond, 1999)

On Job Training

The purpose of the on-the-job training session is to provide employee with task-specific knowledge and skills in work area. The knowledge and skills presented during on-the-job are directly related to job requirements. Job instruction technique, job rotation, coaching and apprenticeship training are the common forms of on-the job training methods. Job Instruction Training is a structured approach to training, which requires trainees to proceed through a series of steps in sequential pattern. The technique uses behavioural strategy with a focus on skill development, but there are usually some factual and procedural knowledge objectives as well. This type of training is good for task oriented duties such as operating equipment. The instructor or supervisor prepares a job breakdown on the job, while watching an experienced worker perform each step of the job. Job instruction technique consists of four steps, preparation, present, try out and follow up (Blandchard and Thacker, 1999).

Various modes of trainings are also used in the hospitality sector:

- Lectures
- Computer trainings
- Group Discussion
- Case Studies
- Management Games
- Role Plays
- Team Exercise
- Videos & Movies Presentation
- Activity Based
- Competition Activity etc.

IV. TRAINING SYSTEM IN HOTEL

Hotel is engaged to make sure that clients are offered professional services and that the client is very satisfied with hotel products and services. Trainings that are organized in Hotel have the purpose the betterment of knowledge and skills of employees in a way that they can offer quality and according to the international standards service.

In Hotel training is applied more with new employees who have just been hired, in order to orient them in work by offering them general information about the hotel, client services, duties and responsibilities, etc. Besides all this, trainings are held for other employees and those who work part-time or seasonal employees.

Management of Hotel considers that if the personnel has a low level of education and has no experience in hotel services, it is necessary for them to get trained. Employees who work in the hotel are mainly graduates, but there are some who only finished high school.

Trainings are held three or four times a year as per the policy of the hotel, in order to increase quality of service by including service rules, Standard operating procedures, dressing code, increasing food quality, increasing communication, where mainly waiters, bartenders, chefs and receptionists and other staff of

hotel are trained. Trainings were held for management staff as well, they consider that the training program has resulted successfully since new knowledge and skills have been learned, which have been later applied and had a positive effect in increasing employee performance and taking best decisions by the hotel management.

Training, development, and promotion of employees are a strategy of each & every Hotel. They believe that training will help improving employee performance and they try to train and develop their employees in order to fulfil the employees' goals as much as they can fulfil the hotels goals and reduce the complaints. Hotel generally takes complaints as feedbacks and immediate action is taken against the complaints.

All trainings that have been held are considered important since they had the same purpose, improvement of employee performance and to make sure clients get the best services from the hotel some of the advantages of the training system include development of communication, increase of knowledge and skill scope of employees, increase of performance, increase of motivation and skill scope of employees, increase of performance, increase of motivation and above all, for success of the hotel. Generally, deficiencies are considered the employees who do not consider these trainings as important. Sometimes employee's positions towards trainings are not as serious as expected which affects the results of the training, their improvement and development. Thus management of hotel plans to hold more satisfying and interesting trainings by adding more diversity in order to get cooperation with employees. Also about 60% of the employees do not possess English language skills, in particular they don't speak, write or read it, a language which is considered an international language and is crucial for tourist communication. English language knowledge is vital and future trainings should be intensive in this aspect.

Hotel separates 15-20% of their budget for the implementation of personnel training program. Trainings for employees are usually held by management, monitors, and trainers or hired outside pedagogues. The training program helps employees to improve skills and qualities in a continuous way, by gaining professional knowledge and they get prepared for future challenges.

V. RECOMMENDATION & CONCLUSIONS

Human Resource Management in hotels plays crucial role to develop the skills and overall performance of the employees. Training has been considered as significant tool for hotel personnel. Training benefits include increase of work efficiency, helping employees broadening their knowledge and improve their skills, motivation and preparing employees for self-development, reduces employee circulation for searching for another job, helps employees and the hotel itself compete in a rapid changing environment and also

improves the satisfaction of the customers which enhances the market value among the competitors.

Based on the results gathered by the previous research we know that trainings are very important and they should receive attention and treated carefully by the management and employees, but in few large and small Hotels there are some problems that relate to trainings. Main problems are that some of the employees are not aware about the importance of trainings or benefits that come from participating in them and lack of their interest which occurs working in hotel forcefully for their bread and butter. A large part of employees do not know English language, which today is a primary language to communicate with foreign tourists.

Recommendations which can be considered are as follows:

- Human Resource Department should explain the importance of training to employees, objectives and benefits at the time of joining and on particular period of time.
- Engagement of experts, trainers and external pedagogues for conducting trainings who have experience in hotel industry.
- Emphasizing on intensive English language courses and other language courses in order for the employees to be able to communicate with tourists.
- Authorize to managerial and non-managerial staff to Conferences, seminars out of the country trainings that are related to hospitality and services.
- To instruct employees in increasing knowledge and skills through training, in order to fulfil their needs for, promotion, advancement and development.

Through this way, Employees can make effort to offer services of highest quality of services to our customers.

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