



Effectiveness of training and development in hotel industry

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Abstract

This abstract examines the effectiveness of training and development programs in the hotel industry in India. The study aims to analyze the impact of such programs on employee performance, job satisfaction, and customer satisfaction. The research methodology includes a qualitative approach, involving interviews and surveys with hotel staff and management. The findings suggest that training and development initiatives have a positive influence, leading to improved employee skills, motivation, and job performance. Furthermore, these programs contribute to enhanced customer satisfaction and overall organizational success. The study concludes that investing in training and development is crucial for the growth and competitiveness of hotels in India. In this abstract, the effectiveness of training and development programs in the hotel industry in India is explored. The research focuses on understanding the influence of such programs on employee performance, job satisfaction, and customer satisfaction. The study utilizes qualitative methods including interviews and surveys conducted with hotel staff and management. The results indicate that training and development initiatives have a significant positive impact, leading to the enhancement of employee skills, motivation, and job performance. Additionally, these programs contribute to higher levels of customer satisfaction and overall organizational success. The findings highlight the importance of investing in training and development for the growth and competitiveness of hotels in India.

Keywords: Training, development, hotel, effectiveness, employees

Introduction

Skilled staffs are necessary in today's intensely competitive market for business in order to stay a successful player in the industry's competitive game. Lack of training and growth is one of the major issues that workers face. Training is a crucial activity that should be carefully planned out and implemented in all businesses. Along with other human resources activities including recruitment, selection, and pay, training is a component of human resource development. Knowledge, skills, and attitude are the three key things a person needs in order to perform a job effectively. Effective training can help build or enhance each of these elements. However, there are various training methods needed for each component.

For instance, knowledge can be conveyed through conversations, lectures, and movies but is ineffective for skill development. The only way to acquire or enhance a skill is via practise. Even with extensive training, attitudes are the hardest to teach or modify. It necessitates that individuals in charge of training have a thorough understanding of human behaviour.

Training and development are integral to a hotel's growth and success. Studies have demonstrated that training programmes lower turnover and recruiting rates while raising employee morale, satisfaction, and retention. Training has been proved to boost knowledge, and knowledge improves how activities relevant to the hospitality industry are delivered. Staff retention rates, customer satisfaction, and innovation for new product ideas should all improve as a result of staff training investments. In the long term, effective training saves money by developing a better workforce and labour by decreasing the amount of time spent on problem-solving.

Literature review

Prof. Manjiri Joshi and Prof. Sandeep Narayan Naik

The hotel industry uses a diverse workforce, which includes a variety of positions that may or may not have a strong educational component. Training is crucial for organizational development and success. It is fruitful to both employers and employees of an organization. An employee will become more efficient and productive if he is trained well. Employees are major assets of any organization. The active role they play towards a company's success cannot be underestimated. As a result, equipping these unique assets through effective training becomes imperative in order to maximize the job performance. The main objective of the study is to measure the effectiveness of the training in the organization and its impact on employee's performance in the organisation. This research paper is a descriptive study based on secondary data regarding training programs within the hotel industry. Andalso, critically examines the importance of training and its impact on employee performance.

S. Prasanth: It is an exploratory study based on literature review, on training programs within the hotel industry. The information gathered and discerned in this paper will explore the training needs of the employees in hotel industry and will give an insight on effectiveness of training and development in hotel industry. Since all employees need training and development no matter what industry they are in, other industries' insights may offer new perspectives to the hotel industry. Another constraint in this paper is the term training to encompass both training and development. Training is the activities that are designed to provide learners with the knowledge and skills needed for their present jobs whereas development is the learning that goes beyond today's job and has a more long-term focus. Although training and development usually go hand in hand,

they differ in that training can be done by all staff, whereas development is usually undertaken by the trainee’s supervisors or managers. Training also tends to be more specific while development looks more at the long-term professional goals. The trainer will teach specific skills and knowledge to the trainee in order to obtain specific goals for their present position. During the development process, staff will meet with their supervisor and or manager to discuss their strengths and weaknesses, and how to improve work performances to help expand and broaden their current career path.

Research Objectives

- To know ideal training period.
- To explore factors affecting training program.
- To know most effective method of training.

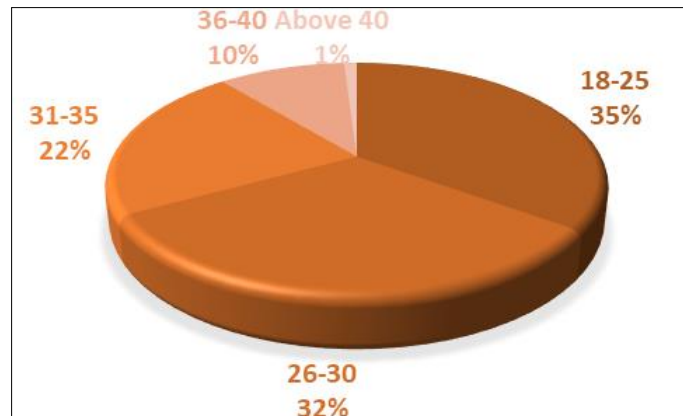
- Impact of training of employee’s personal and corporate group.

Research Methodology

- Research Design: In this research I used exploratory research design.
- Source of Data: In this research I used primary data. I collected information directly from the population in form of questionnaire.
- Data collection method: I have used questionnaire method for collection of data about effect of training and development on employee’s performance.
- Sampling Method: I have used non-random/convenient way for sample’s collection.

Data Analysis

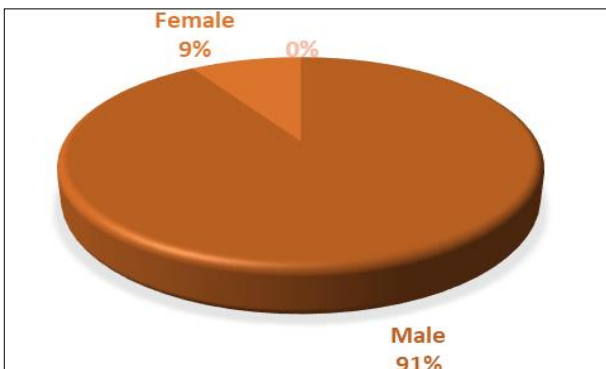
1. Age



Sr. No.	Age	Percentage
1	18-25	35
2	26-30	32
3	31-35	22
4	36-40	10
5	Above 40	01
Total		100

Interpretation: Most of respondents' age is between 18-25 i.e 35%. 32% respondents age is between 26-30 only 1% is above 40.

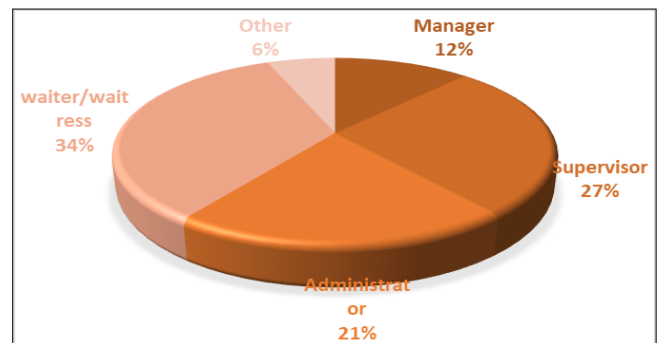
2. Gender



Sr. No.	Gender	Percentage
1	Male	91
2	Female	09
Total		100

Interpretation: Most of the respondents are male i.e 91%

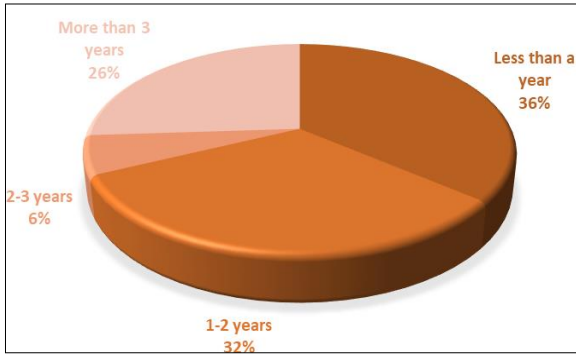
3. Designation



Sr. No.	Designation	Percentage
1	Manager	12
2	Supervisor	27
3	Administrator	21
4	Waiter/Waitress	34
5	Other	06
Total		100

Interpretation: Training is given to different designated people there could be managerial level development program or waiter level training program so our respondents are manager, supervisor, administrator, waiter/waitress etc. Percentage of the same is respectively 12%, 27%,21%,34% and 6%

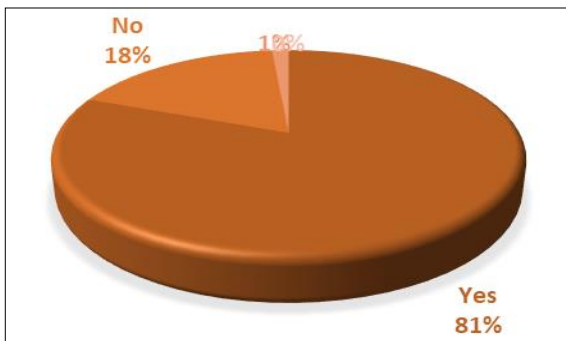
4. From how many years you are a part of this organisation?



Sr. No.	Particulars	Percentage
1	Less than a year	36
2	1-2 years	32
3	2-3 years	06
4	More than 3 years	26
Total		100

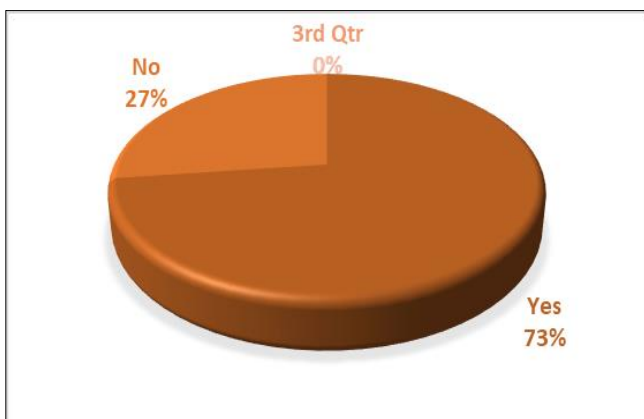
Interpretation: 36% respondents are connected with their organisation for less than one year and same as 36% are connected with their respective organisation for more than 3 years

5. Does your hotel consider training as a part of organisation strategy?



Interpretation: 82 out of 100 respondents says that their hotel considers training as a part of their organisational strategy.

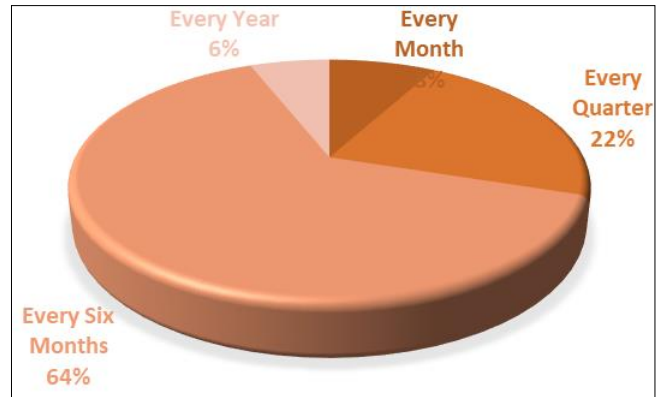
6. Is training program held by your hotel, helpful in your personal growth?



Sr. No.	Particulars	Percentage
1	Yes	73
2	No	27
Total		100

Interpretation: 73% respondents believes that training given to them helps in their personal growth too but 27% denies to this statement.

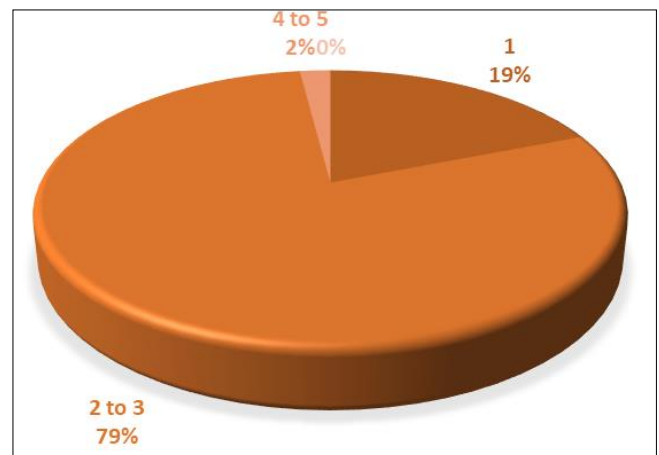
7. According to you what is appropriate time for training?



Sr. No.	Particulars	Percentage
1	Every month	08
2	Every quarter	22
3	Every six months	64
4	Every year	06
Total		100

Interpretation: 63 out of 100 respondents said that appropriate time for training program is every six months and 22 out of 100 says that it would be every quarter. 8% says that training should be given every month and 6% says that it should be given once in a year.

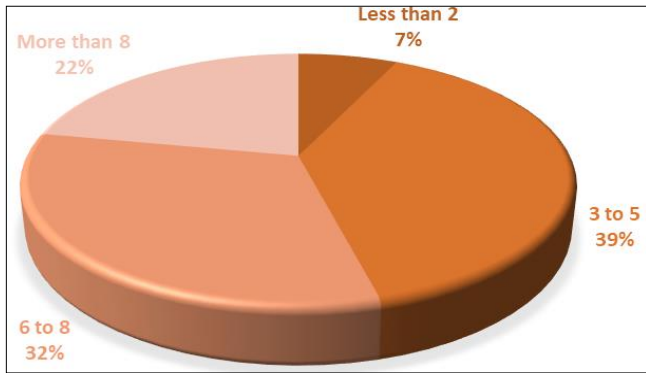
8. How many trainings arranged by your hotel in one year?



Sr. No.	Particulars	Percentage
1	Approximately 1	19
2	2-3	79
3	4-5	02
Total		100

Interpretation: Majority of the respondents i.e. 79% says that 2-3 training session is arranged by their hotel in one year. 19% voted one session in one year only 2% voted for 4-5 session.

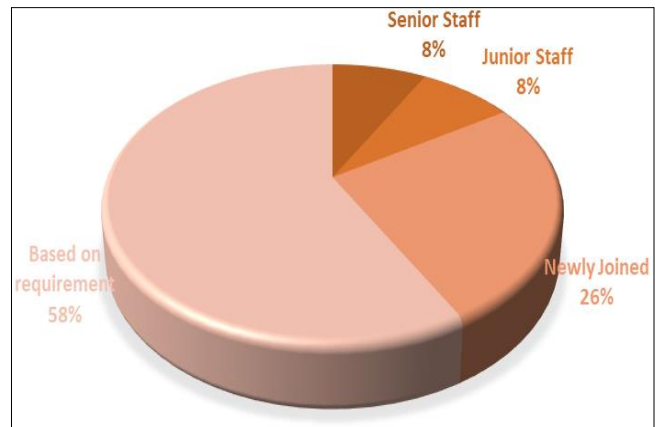
9. How many training sessions attended by you till date?



Sr. No.	Particular	Percentage
1	Less than 2	7
2	3-5	39
3	6-8	32
4	More than 8	22
Total		100

Interpretation: Majority of the respondents attended 3-5 sessions till date. 22% respondents attended more than 8 sessions. 32% attended 6-8 session and only 7% attended less than 2 sessions till date.

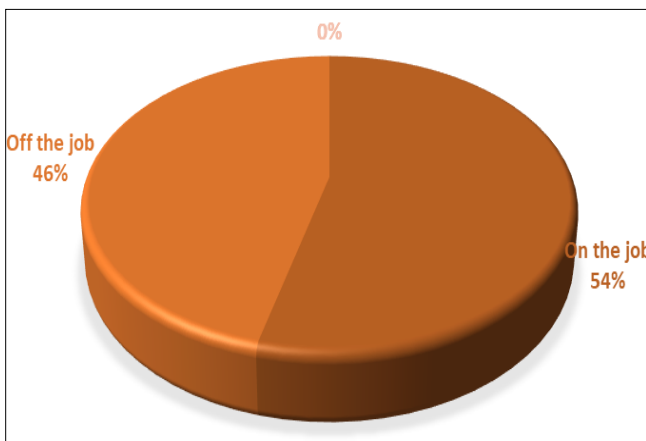
10. To whom the training is given more in your hotel?



Sr. No.	Particulars	Percentage
1	Senior staff	8
2	Junior staff	8
3	Newly joined	26
4	Based on requirements	58
Total		100

Interpretation: Generally, hotels arranging training program based on requirements and 58% voted in favour of the same but some prefer training for only newly joined staff 26% voted in favour of that.

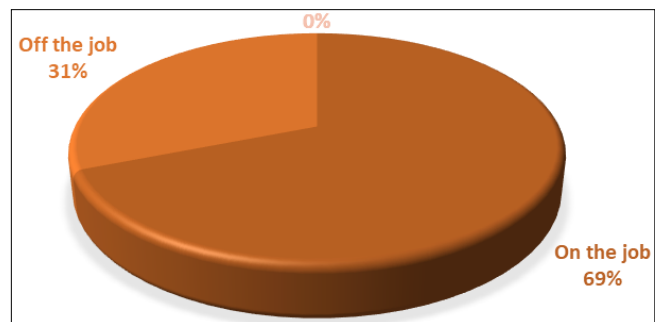
11. Which type of training method is used by your organization?



Sr. No.	Particulars	Percentage
1	On the job	54
2	Off the job	46
Total		100

Interpretation: 54% respondents says that their hotel prefer on the job and 46% says that their hotel prefer off the job training program.

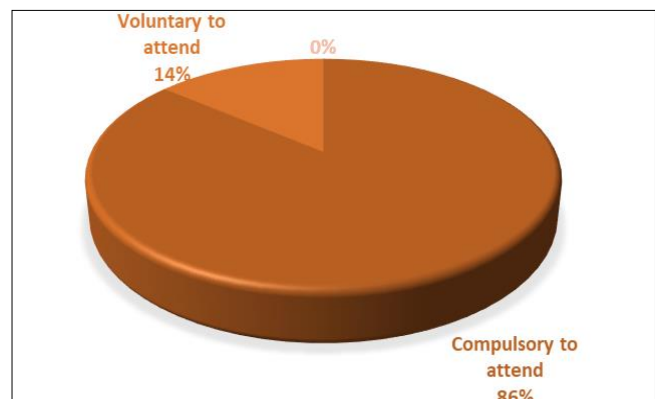
12. Which type of training method is more effective – give your genuine opinion.



Sr. No.	Particulars	Percentage
1	On the job	69
2	Off the job	31
Total		100

Interpretation: Considering respondents genuine opinion, they said that on the job would be more effective and 31% believes that off the job would be more effective.

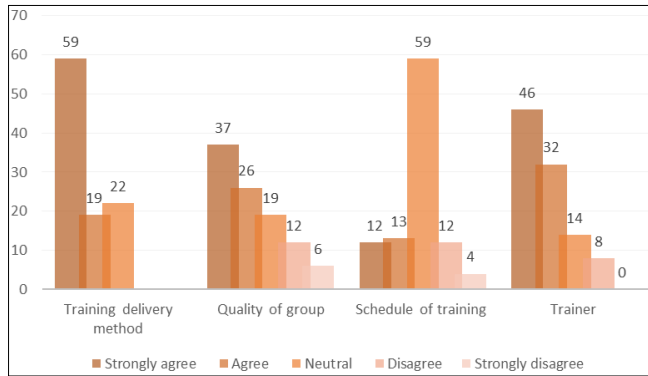
13. For you training programs are



Sr. No.	Particulars	Percentage
1	Compulsory to attend	86
2	Voluntary to attend	14
Total		100

Interpretation: 86% respondents believes that training should be compulsory to attend

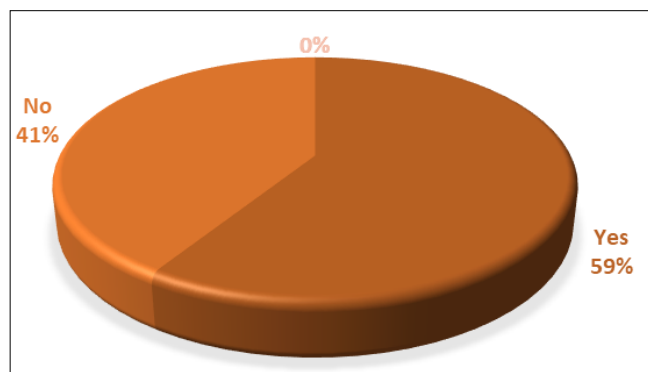
14. Training effectiveness is depending on



Sr. No.	Particulars	Percentage
1	Training delivery method	59/19/22/0/0
2	Quality group	37/26/19/12/6
3	Schedule of training	12/13/59/12/4
4	Trainer	46/32/14/8/0
Total		100

Interpretation: Effectiveness of training is differed from person to person because every person has their own choices and different mind-set but considering respondents opinion training delivery method and trainer affect effectiveness the most

15. Is the training given to you increases your productivity?



Sr. No.	Particulars	Percentage
1	Yes	59
2	No	41
Total		100

Interpretation: 59% respondents agree that training given to them increases their productivity and 41 denies that.

Findings

This research was about effectiveness of training in hotel industry. For the same we made a relatable questionnaire and asked some questions to some different hotels. In hotel there are many categories of people working over there,

which are; managers/head of department, waiter/waitresses, supervisors, administrators etc. We gave this questionnaire to every category’s person because we wanted to everyone’s perception for training and its effectiveness.

Here, majority people believe that training should be given every six months, to whom who requires it not unnecessarily to the senior or junior staff. More people believe that training given to them is increase their productivity. According to this research we can say that training effectiveness is based more on schedule of training and training delivery method. For majority of them attending training sessions are compulsory. People believe that on the job training is more effective rather than off the training. Many hotels consider training as a part of organisation strategy.

Conclusion

The whole research was about effectiveness of training and development. we all know that training and development programs are important for an organization to develop the employee. The purpose of training is to help employees continue to develop personally. In an organisation, employees are expected to continuously grow. An organisation will undoubtedly reach greater heights if their staff is regularly trained with all the most recent information. Better training can make an organization more competitive in business market. Trained employees become efficient. Efficient employees contribute to the organization. Finally, training and development can bring a lot of benefits to both of organization and employees.

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