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The empirical study on the quality education and training of hotel staff in five star hotels of Punjab

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Abstract---The profoundly cutthroat environment where organizations work today requires a skilled labour force in each organization to stay a successful player in the competitive round of the business. For a long time now, human resources have been viewed as indispensable for the effective working of an organization in light of its commitment in further developing efficiency, business execution and economic development. Thus, this study intends to empirically examine the role and impact of quality education and training pertaining to knowledge, skills, attitude, work-behaviour and approach of the hotel staff in the ten five-star hotels of Punjab. Also, this study laid an emphasis on assessing the significance of education and training in the hospitality industry and posing the recommendations on the basis of the examination. It has been found from the results of the analysis that education significantly impacts the training and both altogether significantly affects the performance of the hotels.

Keywords---hospitality, work behaviour, quality education, training, skills.

Introduction

The field of education and approach of dealing in hospitality industry has been a matter of core discussion among the professionals of that industry. The progressions that the pandemic has presented, close by technical developments, have made a world for travel and vacationers that appears to be extremely unique from the one we saw only a couple of years prior. Understanding how to instruct the present students related to hospitality, with the goal that they are ready and prepared to flourish as pioneers in the area tomorrow has turned into a squeezing concern. The services that can be offered to customers can be backed by the training process pertaining to the emotional intelligence as people across the world want to be treated with care emotionally. No matter the experience of the leisure of the tour fades with the time, however the care and consideration a traveller got from the people he interacted while on trip remains forever in their conscience. The dynamism is required in the students in terms of creativity, liveliness and potential to cater the needs of the transformed circumstances. The industry like hospitality on planning for the future need to have compliant skills to learn and meet the needs of the future situations. One of the core competency in training is soft skills which assist the students to convert their learning into the full-fledged career. The potential of great soft skills assists people in gaining advantage over the other companies across the industry and it is a core competency and requirement of industry like hospitality.

With an emergence of digital education in the light of transformation due to pandemic, it is significant to ensure that trainers and experts are familiar and trained themselves with the digital platform so that knowledge can be imparted flexibly and lucidly. This calls for training teachers and experts' way before their interaction with students begin, in order to ensure the hassle-free learning even if future sees such shutdowns or constraints. Infact, the professionals, teachers, experts and students have responded well on digital education and learning, where the whole process has run smoothly and easily, while in some cases due to lack of technical knowledge and friendliness, instructors themselves were required to learn regarding the usage and viability of various platforms, which made their work bit more perplexing. It is evident that there will be difference in the world of travel in forthcoming future as compared to today. In spite of this, digital education will pave the way for bringing education and training in hospitality industry at par against all the odds and restrictions in future, thus it is substantial to emphasize on the development of such facilities. Moreover, developing students in terms of their soft skills would serve their purpose of grabbing better opportunities that future holds and assist the industry in context of adaptation with the modern and diversified clients of the hospitality area. Hence, this paper intends to investigate the impact of quality education and training on the hotels of Punjab.

Review of literature

The competitiveness of any destination depends on the various attributes which significantly differs from one location to another identified by product mix and segments of target market in the multi-faceted industry like tourism and hospitality. Moreover, the level of competitiveness along with approval of the

clusters and building infrastructure can be augmented by raising the quality of services and tourist institutions (Tsai, Song and Wong, 2009). The level of satisfaction of employees resulting in reduced employee turnover rate gets positively and highly affected by the enriched quality and precision of the training process of the companies. Also, the reduced turnover of employees assists in offsetting the cost of training for the companies (Choi and Dickson, 2009). The management realizes the importance of training and believes that hotel companies will be in encouraging position if the staff would adhere to the proper training. However, the employees are far away from this awareness and often take process of training lightly (Gazija, 2011). Most of the employees find training relevant, that too they prefer to have on-the-job training as it provide more practical learning to deal with operations. Although, employees are on the opinion that process of training consumes their lot of time, as a result of which they are obliged to do overtime and often the content of training gets repeated (Ahammad, 2013). The hospitality and tourism industry faces lot of obstacles such as dispersal of resources, non-qualified educationists, unnecessary expansion etc.

Thus, it is relevant to keep a check on curriculum of hospitality and tourism programmes, enhancing support and communication within the industry and to set minimum eligibility for admitting students into the institute (Shen, Luo and Lam, 2015). However, the efficient training impacts the morale of employees, productivity, gratification and preservation, alongwith the uniformity in services and fulfilment if guests. The budget fir training should be reviewed for enhanced effectiveness by emphasizing the necessary training and revitalizing the existing material of training (Morsy et al., 2016). The human resource planning gets reinforced by the process of training in human resource development. The training helps the employee to assist the client the way they should, if that doesn't fall into place, it leads to client dissatisfaction by the services of Hotels which results in employees' dissatisfaction with the management of the company and the level of service of employee falls (Hazra, Ghosh and Sengupta, 2017).

Infact, the performance of organization is being positively impacted by training and hotels are required to frame their training programme with well-defined purpose and objectives on card, considering the requirements of both individual and organization simultaneously. It acts as a stimulant that employees need to progress their performance, consequently leading to enhanced productivity of the organization (Joshi and Naik, 2018). It is significant to sign up the experts, trainers and external educators to render training who have an extensive experience and knowledge pertaining to training and should emphasize on expertizing employees on English language and other courses on foreign language so that they would not find any difficulty in interacting with diversified tourists (Agarwal and Naidu, 2021). On the basis of the studies reviewed, it has been found that no study has been carried out on the staff training in the region of Punjab in contemporary times. Also, the variables taken for study has been compiled diversely on the grounds of the study reviewed to generate the extensive results. Thus, in order to fill in the research gap, the study entitled *The Empirical Study on the Quality Education and Training of Hotel Staff in Five Star Hotels of Punjab* has been carried out and findings has been illustrated thereon.

Methodology

The study is based upon the survey carried out through questionnaire for which the responses have been collected from front house executives. The questionnaire has been designed considering the aspects of knowledge, skills, attitude, work-behaviour and approach of hotel staff the role and impact of quality education and training in hospitality industry. The data have been gathered from 160 front house executives classified in front desk executives (85), reservations executives (47) and front house manager (28) of ten five-star hotels of Punjab. The data has been analysed using MS Excel and Smart_PLS tool.

Table 1
Summary of sample

Respondents (N) = 160	Percentage (%)
Front Desk Executives	85
Reservations Executives	47
Front House Manager	28

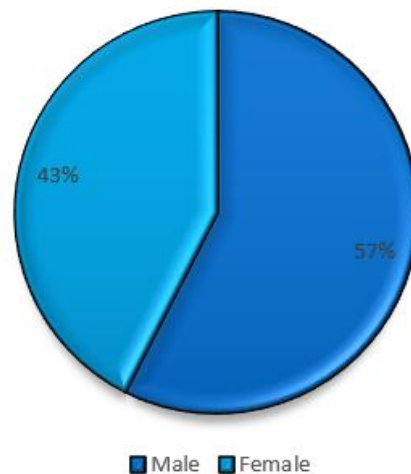


Figure 1. Gender

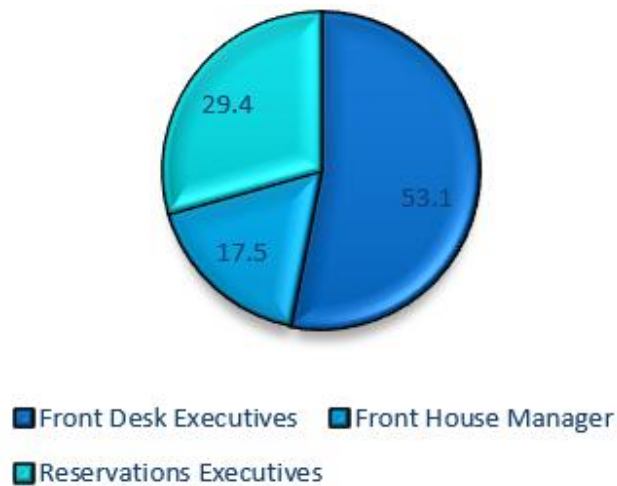


Figure 2. Front House Executives

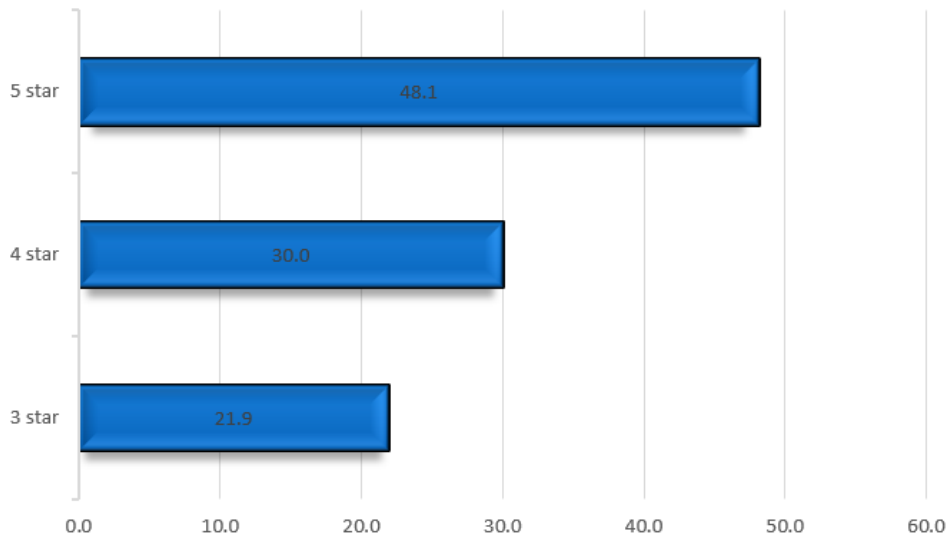


Figure 3. Type of Training Hotels

Analysis and Findings

SEM, a composition of Factor Analysis and Path Analysis employed and the model is implemented through a multistage procedure that includes three key steps: model specification, inner model assessment, and outer model valuation Hair, et al., (2014). Measurement model is assessed through the reliability and validity of the constructs. Table: shows the value of Cronbach alfa which is above 0.7 (minimum threshold) Nunnally (1978) and convergent validity measured through Average Variance Extracted (AVE), Hair, et al., (2014) which is above 0.5 according to Fornell & Larcker (1981). Output from HTMT table: depicts the discriminant validity, which refers to the construct that evaluates exactly what it purports to measure that is lower than 0.9. The current model's HTMT value is varying between 0.79 to 0.85.

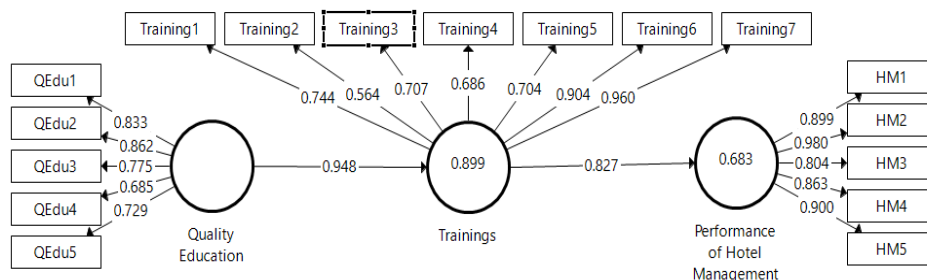


Figure 4. Conceptual Model of the current study

Table 2
Reliability & Discriminant Validity

Latent Variables	Cronbach's Alpha	Average Variance Extracted (AVE)
Performance of Hotel Management	0.951	0.794
Quality Education	0.885	0.607
Trainings	0.91	0.582

After the validity of model recognized, structural model (inner model) establishing the association among the variables using the path coefficients, coefficient of determinants (r^2) and latent variables. The current model pertains to have the r^2 for training being the dependent variable (89.9%) and performance for hotel management (68.3%). Table: depicts the individual contribution of each variable in the model along with the t-statistics and their significance level. It is seen that Quality education and trainings has contributed good enough in the model which is above 80% of variance. The hypothesis formulated that there is a significant influence of quality education on trainings provided to the trainee as t-statistics is 48.81 and p value is less than 5%, hence H_a is accepted. There is also a significant influence of trainings on the performance of hotel management (t-statistics=29.89; p-value=0.00). hence, H_{a1} is accepted.

Table 3
Structural model hypothesis Testing

Latent Variables	Path Coeff	T Statistics	P Values
Quality Education -> Trainings	0.948	48.814	0.00
Trainings -> Performance of Hotel Management	0.827	29.898	0.00

Conclusion

The aspect of training and education is supposed to be a crucial element in the field of hospitality and hotel management due to its relevance in upgrading the skills and quality of staff and employees providing their services. In this light, the study has been carried out to determine the impact of quality education and

training on the staff of five star hotels in Punjab. The findings of the analysis depicted the significant effect of training and education on the trainee as well as the performance of the hotel. This can be explained by its intervention in enhancing the skills of the trainee, assisting them on working on diversified base of clients, improving their behavioural approach and boosting their base of knowledge. Thus, it is significant to embrace the concept of imparting quality education in the hotel industry and should work upon deciding an eligibility criterion to work in this industry. Also, the process of training should be taken into account on the continuous basis, considering the changing environment and transforming client base.

But, it is important to consider the factor, that the process of training itself should not devour the time and energy of the employees to the extent that they burnout for the real operations and services. Moreover, the digitalization in education and training has embarked a novelty in learning in hospitality industry making its learning more approachable and feasible. Thus, it is relevant to consider that hotel management institutes should maintain its technological viability and should design their curriculum in such a manner that it should inculcate the learning that would ensure the dynamism, adaptability and enhanced knowledge-base in the students. This study is being limited to the five star hotels of Punjab. It can be expanded by taking the other rated hotels of Punjab region to engender more generalized results on Punjab region. In order to make study more exhaustive, such impact can be determined in the hotels of other regions and the performance can be compared amongst the regions to examine the quantum of such impact in the differentiated arenas. The quality of education and training can be adjudged by considering and analysing the educational and training techniques across the institutes of same or different states or nation as a whole.

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