

4. A STUDY OF EMPLOYABILITY SKILLS OF WORKER WORKING IN HOTEL INDUSTRY IN AMRAVATI CITY

Miss.Snehal Kedar and Prof.Ashish V. Deshmukh

ABSTRACT

Human Resource are the most important assets of any organization .With machine, material and even the money, nothing gets done by the man power. The effective functioning of any organization requires that employees learn to perform their jobs at a satisfactory level of proficiency. Here there is role of employability skills .To improve the employability skill of employees proper training is necessary. Training is help to employee to improve from their existing position to the expected position .Employability skills are very essential for the worker who is working in service sector it may be hotel industry or any other. Growth of any organization is depends on the employees of that organization. So while recruitment select skillful candidate and give them required skill training .In this research We wanted to identify that what are the existing skills set of employees working in hotels and what are required and also importance of employability skills so that in future any one can refer this research. A group of essential abilities which involves the development of knowledge base, expertise level, mindset that increasingly necessary for success in modern workplace. Employability skills are typically considered essential qualifications for many job positions and hence have become necessary for an individual's employment at just about any level within a business environment. Employability depends on your knowledge, skills and attitudes, how you use those assets, and how you present them to employers.

KEYWORDS: Employability skills, Hotels, knowledge, attitude, etc.

Introduction

Employability skill is an umbrella term for a set of highly desirable, transferable skills that turn you into a very attractive

candidate or employee. This can be defined as a set of skills employers want from a potential employee. A group of essential abilities that involve the development of a knowledge base,

expertise level and mindset that increasingly necessary for success in modern workplace. Employability skills are typically considered essential qualifications for many job positions and hence have become necessary for an individual's employment at just about any level within a business environment. Employability depends on your knowledge, skills and attitudes, how you use those assets, and how you present them to employers.

I. Importance of Employability Skill in Present Era

From the human resource development perspective, it is important for employees to maintain their employability so that they can remain competitive in the labor market. This is because the old psychological contract of security in exchange for loyalty has been replaced by a new contract in which provides employability in exchange for flexibility. This has resulted in a change to employees' attitudes regarding their career development and prospects under any given employer or organization. For example, hotel check-in systems have

evolved from being online computer-driven applications to freestanding kiosks, and they are now accessible with a portable or mobile device. Unless they are able to learn and adapt to changes in the economic environment, the productivity and service quality of hotels cannot be sustained. Therefore, this research examines the important area of labor capabilities and their relationship with employment in the hotel industry.

2. Essential Employability Skills

- Communication
- Team Work
- Problem Solving
- Initiative and enterprise
- Planning and Organizing
- Self-Management
- Lecture
- Technology

2.1 Communication

Interacting with customers in a polite and friendly manner, asking questions and actively listening to customers to determine their needs; providing clear and accurate information to customers

and colleagues to ensure a positive hospitality experience; interpreting verbal and written information on hospitality products, services and operational procedures; discussing operational and service difficulties with colleagues and supervisors.

2.2 Teamwork

Working as a team member, taking instructions from others and understanding own role in servicing the needs of the hospitality customer; supporting other team members to coordinate hospitality operational and service activities to achieve quality service delivery of the hospitality product; respecting the cultural diversity of team members and seeking their assistance to service the culturally diverse needs of hospitality customers.

2.3 Problem Solving

Thinking about problems that relate to own role in hospitality operational and service activities; avoiding deadline problems by planning own day-to-day operational activities; identifying and resolving routine customer or

operational problems using predetermined policies and procedures to guide solutions; clarifying the extent of problems and requesting assistance from team members and supervisors to solve operational and service issues.

2.4 Initiative and Enterprise

Identifying and discussing with supervisors better ways to organize hospitality operational and service activities; seeking information on new technologies and suggesting their use to supervisors, providing suggestions for better customer service provision.

2.5 Planning and Organizing

Collecting and organizing customer, product and procedural information to efficiently coordinate hospitality operational and service activities; planning both operational and daily activities to ensure a smooth workflow which delivers a positive service outcome for hospitality customers.

2.6 Self-Management

Following policies and procedures for legal compliance; taking responsibility for

servicing the hospitality customer and knowing when to refer difficulties to supervisors; seeking feedback and guidance from supervisors on success in hospitality operational and service activities.

2.7 Learning

Participating in activities to learn new things about the hospitality industry, new operational tasks and better ways of providing hospitality service; seeking and sharing information with colleagues on new hospitality products and services.

2.8 Technology

Understanding the operating capability of tools and equipment and selecting and safely using them; selecting and using the right personal protective equipment to manage personal safety in the workplace.

3. Importance Of Skill For Improving Efficiency And Effectiveness

3.1 Conduct Staff Training

Arrange for a communication skills program that will be helpful for your

employees to communicate effectively with the guests in crucial circumstances like dealing with complaints, coordinating between departments, attending to guests at the front desk and helping in documentation like menus, bills, reports and other hotel procedures. The training should be conducted once a month so that they get a chance to improve their communication skills. Also, encourage your hotel staff to communicate with each other in English.

3.2 Listen to your Employees

Successful communication is a two-way process which requires the management to periodically listen to their staff member's views and ideas. If the management head does all the talking, employees tend to become lethargic. You need to listen to your employees as they are the ones dealing with the guests on a direct, day-to-day basis. For all you know, they might have ideas to better customer service or improvising of hotel functions if they encounter problems. The best way to listen to your employees is to hold feedback sessions on a weekly

basis, take their inputs seriously and reward them. Motivate your hotel staff to help you in taking the hotel business forward.

3.3 Train your Staff on Attending to Guests

Your employees should know how to communicate well with your guests. There may be instances where your hotel might receive a complaint from guests in verbal or written form through reviews. The person in-charge to solve these matters must be well-trained in order to handle the issue wisely and subtly rather than ignoring it or dismissing it. Urgent matters can be handled with ease if your staff has good communication and behavioral skills.

3.4 Results of Great Communication Skills

- Improved customer service
- Better understanding of the instructions from supervisors among the staff members
- Great understanding of the latest technology used by hotels

- Boosted confidence to approach guests
- Positive attitude towards the workplace and higher level of understanding between the department heads

4. Hotel Industry

Hotel industry being an important constituent of the tourism sector, offers customer services by means of a well-organized system. Hotel industry is growing at a very fast pace in the recent years, especially in developing countries like India its growth is significant. Increase in the income of middle class Indian plays a significant role in this. Nowadays a lot of Indian families go for lunch, dinner and also for refreshments to the hotels and the most significant part is the increase in number of holiday's package taken by the Indian families. This leads to the increase in number of hotels in India .A hotel is an establishment that provides paid lodging on a short-term basis. Facilities provided may range from a modest-quality mattress in a small room to large suites with bigger, higher-quality beds, a dresser, a refrigerator and

other kitchen facilities, upholstered chairs, a flat screen television, and en-suite bathrooms. Small, lower-priced hotels may offer only the most basic guest services and facilities. Larger, higher-priced hotels may provide additional guest facilities such as a swimming pool, business center (with computers, printers, and other office equipment), childcare, conference and event facilities, tennis or basketball courts, gymnasium, restaurants, day spa, and social function services. Hotel rooms are usually numbered (or named in some smaller hotels and B&Bs) to allow guests to identify their room. Some boutique, high-end hotels have custom decorated rooms. Some hotels offer meals as part of a room and board arrangement. In the United Kingdom, a hotel is required by law to serve food and drinks to all guests within certain stated hours. In Japan, capsule hotels provide a tiny room suitable only for sleeping and shared bathroom facilities.

5. Present Status of Hotel Industry in India

The hotel industry in India thrives largely due to the growth in tourism and travel. Due to the increase in tourism with rising foreign and domestic tourists, hotel sector is bound to grow. There is an emergence of budget hotels in India to cater to much of the population who seek affordable stay. International companies are also increasingly looking at setting up such hotels. Imbalance in increase in tourists both domestic and foreign not been supported with equal number of rooms is a latent source of opportunity for growth. The impressive overall growth resulted in massive investment in the Hotel sector and new Indian and foreign Hotel Chains made their presence on Indian landscape. The growth of Hotels in India is propelled by the increase in the tourism. The continued “Incredible India” campaign launched by Government of India has had a strong impact on the tourist arrivals in India (Thadani2005). Crisil research Annual Review 2013 highlighted the following interesting facts about the Indian Hotel Industry. The size of the Hotel Industry is USD 3.8 Billion, and is growing at average rate of 12%. The

current supply of hotel rooms is about 110,000 hotel rooms and current demand is about 150,000 hotels rooms.

6. Present Status of Hotel Industry in Amravati City

Now a day in Amravati city Industrial Area is growing very fast, number of textile and manufacturing industries are established in Nandgao Peth MIDC and Amravati MIDC . Again there is large clothing business growing very fast like City Land , Busy Land and Dreamzland.

Due to that more employment get generated in Amravati city and people are migrated from their home town to Amravati, and due to that more hotels are open in this City. In Amravati, there are no 3 star or 5 star hotels, but there are some brand hotel like Hotel Grand Mehfil inn, Hotel Gauri inn, Rangoli Pearl, Hotel Grace inn etc. But in future there will 3 star or 5 star hotel in Amravati City.

7. Present scenario of service industry

Service industry, an industry in that part of the economy that creates

services rather than tangible objects. Economists divide all economic activity into two broad categories, goods and services. Goods-producing industries are agriculture, mining, manufacturing, and construction; each of them creates some kind of tangible object. Service industries include everything else: banking, communications, wholesale and retail trade, all professional services such as engineering, computer software development, and medicine, nonprofit economic activity, all consumer services, and all government services, including defense and administration of justice. A services-dominated economy is characteristic of developed countries. In less-developed countries most people are employed in primary activities such as agriculture and mining.

8. Objective of Research:

- To study the work profile of employees working in hotel Industry.
- To study required employability skills for the employees working in hotel industry.
- To assess the existing skill set of employees working in hotel industry.

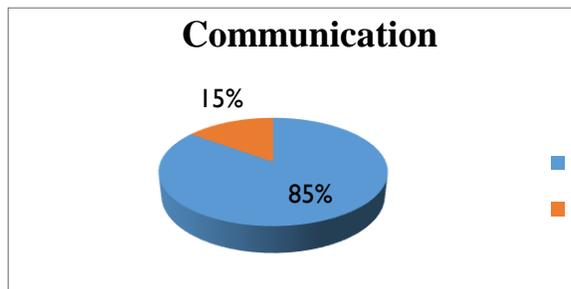
- To measure the gap between required and existing skill set of employees.
- To provide suggestion for the skill development of employees.

9. Data Analysis & Interpretation

I. COMMUNICATION

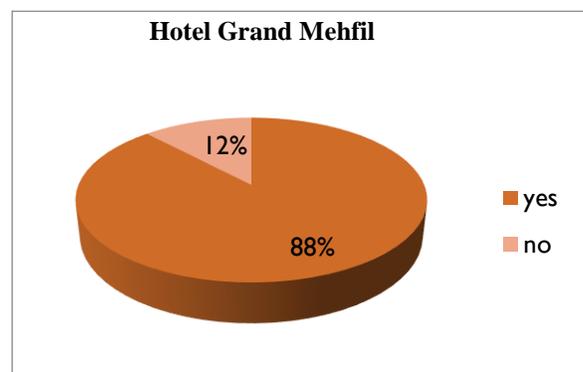
Main Group

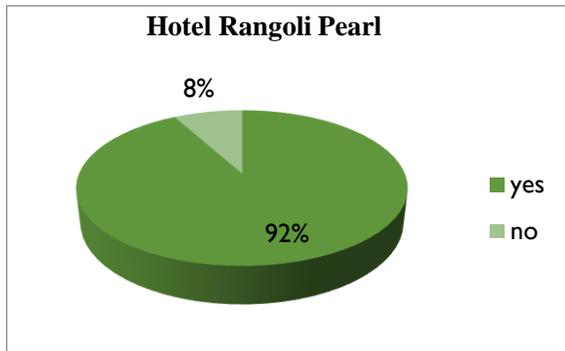
Particular	Respondent	Particular
Yes	85	Yes
No	15	No



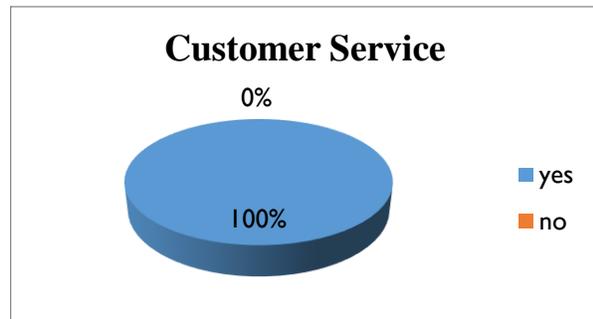
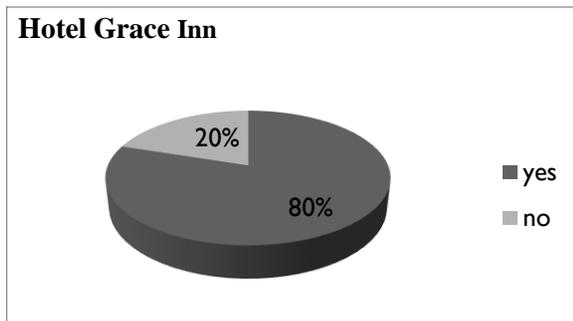
Sub Group:

Hotel Grand Mehfil		Hotel Gouri Inn		Hotel Rangoli Pearl		Hotel Grace Inn	
Yes	22	Yes	20	Yes	23	Yes	20
No	3	No	5	No	2	No	5





Particular	Respondent	Particular
yes	100	yes
no	0	no



Interpretation:

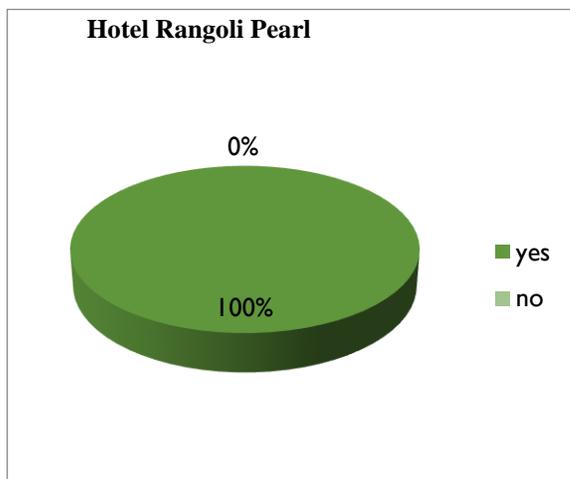
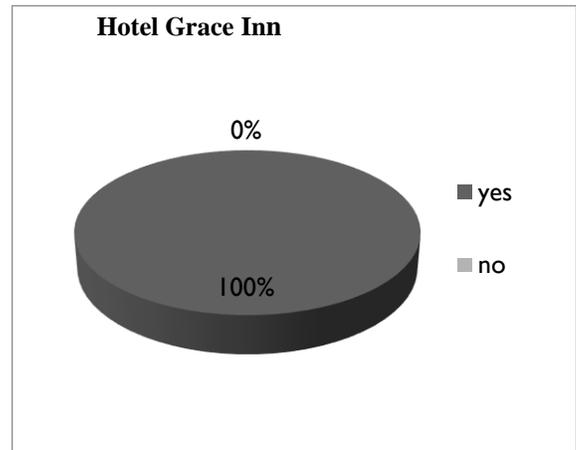
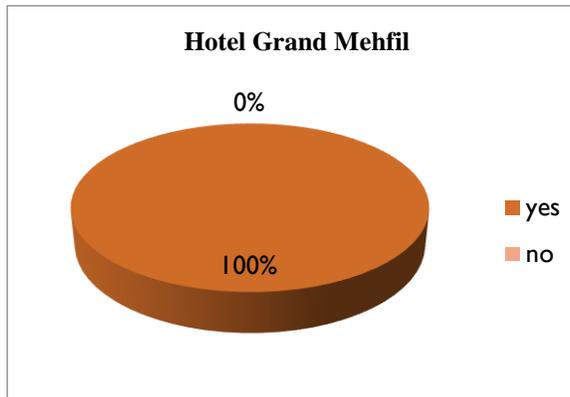
In above graph and chart it shows that in main group 85% respondent said yes and 15% respondent said no for this question, so from this graph it is interpreted that 85% employees have a proper communication with the guest and they understand the problems of customer and try to solve their problem in their language and very less employees are not able to communicate properly so they required proper training.

Sub Group

Hotel Grand Mehfil		Hotel Gouri Inn		Hotel Rangoli Pearl		Hotel Grace Inn	
Yes	25	Yes	25	Yes	25	Yes	25
No	0	No	0	No	0	No	0

2. CUSTOMER SERVICE

Main Group:



Interpretation:-

In above graph and chart it shows that in main group 100% respondent said yes and 0% respondent said no for this question so from this graph it is interpreted that every employee in hotel provide good services to their customer and talk friendly with the customer. This skill is required in every employee because the performance of hotels is depends on employee like how they talk, how they deal and how they behave with customer.

10. Findings, Suggestions, Conclusion:

- Employability skills are very important for the employees working in Hotel industry and in service sector.

- Image of hotel is create in the mind of customer when their employees are skillful.
- There are many job profile
 - General Manager
 - Account Manager
 - HR Manager
 - Front Office Manager
 - Supervisor
 - Steward
 - Chef
 - Housekeeper
 - Bell boy
 - Watchman
- From the data interpretation I conclude that more number of people are not ready to do work in a team because everyone have different mentality.
- Again more number of employee are not try to learn new things because they are hesitate to open up and they have fear of loss of job.
- Also I conclude every employee are better in providing service to customer because customer service is a prime duty of employee working in hotel.
- Some employee have need of communication skills training so that this employee can able to speak in English with other state.
- For improving Employability skills training is much needful whenever necessary.
- Effective training builds more resourceful manpower in hotel industry.
- Training is very essential to improve the skill , knowledge and attitude of employee.

Suggestion

- Effective employability skill is an important part of any service sector especially in hotel industry. Therefore to improve employability skills training is very important.
- Training should be taken properly and periodically.
- Proper and immediate feedback should be taken so as to clarify the difficulties of the trainees.
- A bit of change in the existing culture of training needs to be done for enhancing the required skills of the employees.

- The employees of Hotel industry are of favor that, employees soft skills are more important that technical skills. Therefore the trainer should possess adequate amount of soft skills and two way communications during the training session should be adopted.

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Name of First Author: Miss.Snehal Kedar
Designation of first author: MBA Student
Email address of first author: kedarsnehal8@gmail.com
Contact Number of first author: 8600706834

Name of Second Author: Prof.Ashish V. Deshmukh
Designation of Second Author: HOD
Email address of Second Author: avdeshmukh@mitra.ac.in

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