



## STUDY ON BARRIERS FOR EMPLOYEE TRAINING & DEVELOPMENT IN HOSPITALITY INDUSTRY AT GOA

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### **Abstract**

One of the rapidly emerging sectors not only in India, but worldwide is the Hospitality industry. The increasing traffic of tourists in the state of Goa has led to an increase in the emergence of hotels in North Goa, thereby increasing competition. Hence a conscious effort needs to be done by every hotel to distinguish itself from its rivals by ensuring the best service to its customers. Hospitality industry is labour intensive industry, and hence well trained and skilled human resource is a pre-requisite to satisfied customer service. The average age of employees in Hospitality industry is around 30 years. The employees are young and ambitious. Adding to this aspect are growth opportunities for talented employees both in the country and abroad. It is this context, this study assumes importance the study has covered 350 employees across 35 properties located in North Goa. The objective of the study is to identify and analyse the barriers to employee training & development.

**Keywords:** *Employee Training, Types of Training, Employee Performance, Barriers to Training.*

### **Scope of the Study**

Training employees is an important component for the success of every competitive business. Employees feel it easy to face competition if they are trained adequately. The study aimed to identify and analyse the problems and barriers faced in the training & development. The universe of the present study consists of 35 hotels, in the North Goa District.

### **Literature Review**

**(Chand & Ambardar, 2010)** The study conducted in 435 hotels in India contributed to the knowledge of 31 practices regarding training and development to find if these practices were dependent on any 5 characteristics of hotels and studied the factors that affect the choice of best training practices. The findings of the study shows fragmented and low priority to development and training practices in hotel organizations in India thus research proved among the hotels a significant difference in the usage of training practices. It also indicates that human resource development is influenced by training and development practices. Thus employee development is highly dependent on adoption of training and development practices.

Hospitality and Tourism are the major lifestyle components and hence every hotel must know the importance of skills, abilities and knowledge development of an employee (Morgan,1991). To achieve this serious importance should be given to HRD. Generally HRD includes activities of education, learning, training and development. This study reveals problems and challenges faced by the employees with regards to training practices. The hotel industry likes to train part time employees, link training programs with business plans and strategies. Since there is an increase in sophisticated and experienced tourists, this paper tells that training professionals should tackle these challenges so that right skills are provided to the employees and they in turn provide quality service which in turn will achieve hotel goals and objectives. **(Jassel)**

**(Afaq, Khan, Md. Yusoff, Azam, & Thukiman, 2011)** Training has significant relationship with the employees' performance. This paper proves that the employees who have undergone training courses are more capable in performing task efficiently. Training is behavior modification in a formal & systematic way achieved by education, instruction & planned experience. Employee training is crucial to achieve cost effective performance. Good performance has greater impact on quality, increase and improvement in quality leads to lower cost and high market share. In modern businesses, managers should be aware of the relationship of training of employees and their performance as current businesses expect accuracy with efficiency.

**(BRUM, 2007)** Committed employees remain in the organization and express less desire to leave the organization. They are happy working with positive attitude and desire to work. Steers (1977: 54) concluded that "Employee turnover and employee commitment are inversely related. Hotels adopt training practices to use it as an advantage over the competitors. The study concludes that organization involved in training have higher employee commitment. Organization should develop and participate in human resource activities which increase the commitment of employees. This is the reason hotels adopt for specific training as they can recover their investment through employee commitment. Employees think that they are part of the organization and insiders into the company thus training is one kind of investment considered as 'gift'. Thus Training helps organizations to build a more committed and high productive workforce.



**(Yang, 2010)** Humans are the most important Resources in the hotel industry, they should be handled with proper care and management should maintain good relationship with the employees. Thus Human Resource Management is a must in hotels, because smaller the gap between the actual standard of business and actual performance, higher is the success in achieving high organizational effectiveness. Training shortens the study time, helps to deal with dynamic environment, leads to more work effectiveness, less wastages and reduce damages thus it motivate employees to increase their knowledge, improve their skills and leads them to self-development.

**(Iftikhar Ahmed 2012)** In any industry, customer is the king. Thus, hotel industry too is customer oriented and equals success in the hotel industry. 'Moment of truth' is a necessary ingredient for fellow service and personalized service to the guest. For any hotel to achieve its goals and objectives and in turn to be successful need to satisfy their customers with quality goods and services for which train employees and manpower is a must. Customer satisfaction and delight should be achieved by training tool. Not all hotels in the industry use six sigma as a method of training however those hotel using have achieved good and positive results thus customers are satisfied, loyal and return with a friend as compared to non satisfied customers.

**(Li Mei, 2008)** Training – organization's can have best investment through talent cultivation. Labor is corporate asset and quality of staff plays as a major factor for corporate competitiveness therefore Employees should improve their skills and innovating qualifications. Because of the competitive and changing environment, there is a problem for organizations in searching for talent and to retain them.

**(Sarah Peterhans, 2010)** Essential, expected, and optional are 3 types of expectations. The expectations met to maintain a business are essential expectation; just beyond them are the expected expectations, which are necessary to provide customers with good service. The extras and the service which is unexpected are the optional expectations that the luxury hotels provide (Wuest, 2001).Hotels should be aware about this expectation so the guests are satisfied. Guests' Experiences

This experience has no set beginning or end. Training is very important luxury hotels. Training motivates employees, helps them to work better with reduced wastages and accidents .Service standards can also be introduced trough training. Finally, training can also solve any problems that occur in service delivery process.

**(Khan, Khan, & Khan, 2011)** This research concludes that organizational performance is affected by training design, delivery style, on the job and also training and employee performance are correlated. Time and cost is saved through on the job training and thus increases the overall organizational performance.

### **Objectives of the Study**

The primary objective of this study is to identify and analyse problems and barriers faced by the organization in the training process.

### **Research Methodology**

The sample selection for the study was based on the following criteria:

- The sample selected belongs to the North District of Goa State.
- 35 hotels situated in North Goa District across various demographical characteristics were selected based on convenience sampling.
- Willingness of employees and Human Resource Managers to disclose the required information.
- Respondents, including Human Resource Manager, from each hotel were selected based on random sampling method.

For conducting the required analyses the primary data has been used. This data was obtained through questionnaires and semi structured interviews with the Human Resource managers as well as employees of the hotels. The secondary information with regards to the hotel industry was obtained from various books from college library; newspapers and internet. The data regarding the statistics of tourist movement to Goa was obtained from the Department of Tourism, Government of Goa.

### **Limitations of Study**

- Due to time constraint the study is restricted to 35 hotels only.
- Most of the respondents took a long time to respond as they were very suspicious and skeptical as to why the information was being procured.



- Selection of the place for research was chosen as per my convenience of contact. As it was not possible for me to reach out to other employees and hotels.

### Hospitality Industry

In Goa, Tourism Sector is a major contributor to the livelihood of people. Tourism sector boosts the Goan Economy by providing employment opportunities, which encourages inflow of money in the economy to ensure a better and raised standard of living for its residents.

**Table 2.1: Tourists Arrivals (Year Wise) to Goa**

	Tourist Arrivals (Year Wise)			
	Domestic	Foreign	Total	% Change
2005	1965343	336803	2302146	-6.0
2006	2098654	380414	2479068	7.7
2007	2208986	388457	2597443	4.6
2008	2020416	351123	2371539	-9.5
2009	2127063	376640	2503703	5.5
2010	2201752	441053	2644805	5.6
2011	2225002	445935	2670937	0.98
2012	2337499	450530	2788029	4.20
2013	2629151	492322	3121473	10.68
2014	3544634	513592	4058226	30.01
2015	4756422 (P)	541480 (P)	5297902	30.54
2016	2585092 (P)	342033 (P)	2927125	--

Source: Department of Tourism, Govt. of Goa

The number of tourists to arrive in Goa for the year 2015 amounted to **52,97,902 (Department of Tourism, Government of Goa)**. The hotels have to ensure the supply of accommodation to these visitors. Mere supply of the services demanded is not enough, but delivering the service at least at par with the competitors via quality in the delivery process is of vital essence. To make this happen it is required that the hotels invest in development and training activities to empower and enrich the human resources to provide satisfying service to the customers.

Unlike the machinery used in product manufacturing concerns, service concerns require the timely sharpening of skills of its human resources to ensure better performance. The dynamic nature of the business environment necessitates training the staff with the latest technology and skills. Thus systematic, planned and regular training and also development programs should be devised by the management of the hotels. Keeping this need in mind, this research is an attempt to study the practices of training and development programs in the hotels in the District of North Goa.

### Features and Components of Hospitality Industry

- **Inseparability:** The services cannot be separated from the service providers.
- **Perishability:** If the services are not consumed immediately after they are produced then they perish.
- **Labor-Intensive:** Human resource are the main elements in the delivery of the services in the hospitality services. Without the people the services cannot be delivered.
- **Repetitive:** The service product requires the repetitive provision of more or less the same quality service to be provided.
- **Intangibility:** The services provided cannot be touched, nor seen, nor felt, tasted. They can only be experienced.

### Components

- Lodging Operations such as hotels, resorts, motels etc.
- Transportation services such as taxi, train, cruise ships, etc.
- Food and Beverage Operations such as restaurants, bars, etc.
- Retail Stores such as souvenir shops, etc.



### Star Classification of Hotels

Organization which make available the services of food, accommodation and other related services to people who are away from home for money are termed as hotels.

- **1 Star Hotel:** One star Hotels is of family atmosphere mostly small and independently owned. Services are provided on an informal basis by the owner or family. There is limited range of facilities with simple meals. Some bedrooms may not provide facility of shower rooms.
- **2 Star Hotel:** Include Small to medium size hotels. The two star hotels provide comfortable, well equipped, quality accommodation to their guest. More professional presentation by reception and other staff of the hotel.
- **3 Star Hotel:** Hotels which provide spacious receptions and other public rooms with greater quality.
- **4 Star Hotel:** High luxury, 24-hour room service, laundry facilities are provided. Restaurant demonstrates a serious attention to its cuisine.
- **5 Star Hotel:** Matching the international standards spacious and luxurious accommodation throughout the hotel, provides quality, Interior design comfort and elegance. Services are formal, well supervised and in attention to guests' needs. High level of technical skills in restaurant to produce dishes to suit the best international standards. Staff are courteous, helpful knowledgeable and well known in all aspects of customer care.

### Hotel Departments

1. Rooms Department : i) Reservation ii) Housekeeping, iii) Uniformed Services & iv) Telephone
2. Food & Beverage Department
3. Marketing and sales Department
4. Accounting Department
5. Engineering & Maintenance Department
6. Security
7. Human Resources

### Training

It is a learning process that helps to acquire knowledge, sharpen skills, rules and Concepts that helps in change of attitude and behavior. Most of the time there is confusion among people and employees about the understanding of training and development. The difference is that training is provided by hotels for short period and it is for specific skills, it improves the current job performance of staff. But development is a long term process where in growth of employees is of the essence. It trains employees for future performance and helps employees for better career.

Training plays a very important role in organizations it helps organizations as well as employees in job security and career advancement. It sharpens the skills of people working in the hotel which act as an asset to the employees as well as the organization. The following are the reasons for training.

- **Increased Productivity:** Helps employee's job assignments and also prepares them for future projects.
- **Lesser Need for Supervision:** For Training need for detailed supervision is not a need.
- **Higher Morale:** Training helps employees to learn and thus it increases the morale of employees.
- **Confidence:** Training helps to learn new thing, which helps to deal with challenges thus improve confidence.
- **Creation of New Skills:** Skills act as important asset to the employee.
- **Earnings:** Trained employee can help employees to earn high salary in the job market.
- **Safety:** Machines can be handled safely by trained employees.

The steps involved in the training process are:

**Step 1: Objectives and Strategies of Organization:** Training process starts with accessing the organizational objectives and strategies. The organization should discuss its present situation and conditions and decide what the hotel want to achieve in future. All the strength and weakness of hotel should be accessed.

**Step 2: Assessment of the needs:** Training involves huge investment therefore present and the future problems need to be assessed in this step.

**Step 3: Establishment of Training Objectives:** Proper objectives should be established so that good training design can be developed.

**Step 4: Designing the Training Programme:** Certain vital issues should be decided well in advance like the participants, techniques, level and programs of training.

### Step 5: Methods and Techniques of training

1. **Induction Training:** Training helps in understanding of the hotel and also help to develop them to the behaviors that may be required for working. It helps employees to work with others. It provides many opportunities to learn about and explore four core competencies:
2. **On-the Job Training:** Training is provided to employees while at the work place.



3. **Off-the Job Training:** Training away from the workplace.
4. **Cultural Training:** Training is provided on cultures, their understanding, values, beliefs and norms. This helps employees to other others culture and avoid intercultural conflicts.
5. **Spiritual Training:** Spiritual training helps employees to find deep inner peace, meaning and purpose in life and thus the employee is better in position to do his work effectively and hotels objectives and goals can be achieved. Spiritual training requires great application and personal commitment. Spiritual develop over a lifetime. However for those who bring sincerity, resolve and energy to their work, change or transformations are inevitable.

**Step 6: Planning Training Evaluation:** Last step in training process, There is needed to evaluate training to check and maintain the quality of training. It also helps in getting feedback and evaluating learning experiences of employees.

#### Data Analysis

**Objective:** To study the problems/barriers faced by the organization and the employees in the Training process.

**Technique Used:** Multi response and Chi-Square technique. Multiple Responses analysis is used when a respondent has more than one response.

**Variables Used:** Time, non-availability skilled trainer, Lack of interest by staff, Up gradation and improvement of work place, Training and developing budget, Training part time employees, Changing customer demand and needs, Evaluate the effectiveness of training and development, Linking training and development programs with the business strategies and demographic factors (Age, category of hotel, capital and number of employees).

**Ho:** There is no significant relationship between training barriers and age of hotel.

**Ho:** There is no significant relationship between training barriers and category of hotel Ho- There is no significant relationship between training barriers and capital of hotel.

**Ho:** There is no significant relationship between training barriers and number of employees in a hotel.

**Table 6.1: Multi Response with Chi Square**

	Time	Non-availability of staff	Lack of interest by staff	Up gradation and improvement of workforce	Training and Development budget	Training part time employees	Changing Customer Demands and needs	Evaluate the effectiveness of training and development	Linking training & development programs with the business strategies	Chi-Square	P Value
<b>Age</b>											
Below 5	4	2	5	3	2	4	1	1	3	24.51	.602
5-15	1	4	7	2	4	2	3	3	6		
15-25	2	1	2	4	1	0	2	1	2		
Above 25	2	3	1	3	1	1	1	0	1		
<b>Category of hotel</b>											
One star	0	0	0	0	0	0	0	0	0	33.07	.608
Two star	0	1	1	2	0	1	0	1	2		
Three star	7	3	5	6	2	1	2	2	5		
Four star	4	3	6	3	3	4	3	1	2		
Five star	3	1	1	0	2	0	1	0	2		
Five star deluxe	4	2	2	1	1	1	1	1	1		
<b>Operating Capital</b>											
Upto 1 lakh	0	0	0	0	0	0	0	0	0	30.23	.304
1-5 lakh	2	2	1	1	0	1	0	0	2		
6-10 lakhs	4	2	5	3	2	0	0	2	4		
11-15 lakhs	4	3	4	3	3	5	1	1	1		
Above 15 lakhs	8	3	5	5	3	1	6	2	5		
<b>No of employee</b>											
Upto 10	0	1	0	1	0	0	0	0	1	39.72	.00*
10-20	0	0	0	0	0	0	0	0	0		
20-30	0	0	1	0	0	0	0	1	2		
30-40	1	3	5	5	3	2	3	2	2		
Above 40	1	6	9	6	5	5	4	2	7		



In the above table 6.1, the sample frequency distribution of training barriers are studied across the age (below 5, 5-15, 15-25, above 25yrs) of hotel. Time is the biggest barrier for training and development programs for hotels with an age of five to fifteen years. Non availability also acts a barrier for hotels of the same age. Hotels which are of age group of 15-25 have the barrier of up gradation and improvement of workforce .5-15 yr hotel also face problems regarding the training and development budget. Training part time employees have been a major barrier of training in below 5 yr old hotel. Changing customer needs and evaluating training effectiveness of training and linking training and developments programs with business strategies have also been a barrier to training and development in 5-15 yr old hotel. In the above table, the chi-square obtained is 24.517. With 27 degree of freedom and a significance level of .602, which falls well above the .05. Hence there is No significant relationship between training barriers and age of hotel and hence accept the null hypothesis.

The above output shows the barrier faced in training and development programs across category of hotel. Hotels are categorized into 1, 2, 3, 4, 5 star and 5 star deluxe. It is observed that time is a barrier to training and development programs in 3 star hotels compared to other categories of hotels. Three and four star hotel has non availability of skilled trainers to train their employees. Up gradation and improvement of workforce, evaluating and linking training and development programs with the business strategies have also been major obstacles in three star hotels which make their training processes ineffective. In case of four star hotels, training and development budget, training part time employees and changing customer needs are the biggest barriers to training and development programs. In the above table, the chi-square obtained is 33.074. With 36 degree of freedom and a significance level of .608, it falls well above the .05. **Hence, there is no significant relationship between training barriers and category of hotel. Thus accept the null hypothesis.**

The above table also shows the training barrier faced in training and development programs across hotels with varying operating capital. Operating capital is divided into 4 categories . Time acts as a barrier to most of hotels having operating capital above 15 lakhs 8 counts out of 18 counts. Non - availability of skilled trainers is major barrier to training and development in hotels having operating capital of 11-15 lakhs and above 15 lakhs. Hotels having operating capital upto 1 lakh have problem of up grading and improvement of work force as a barrier to training and development programs. Training budget and training part time employees a major training barriers in hotels having operating capital having upto 1 lakh and 6-10 lakhs. Changing customer demands and needs and evaluating training effectiveness is a major challenge to hotels having operating capital above 15 lakhs. Hotels having operating capital of 6-10 lakhs and above 15 lakhs cannot link training and development programs with business strategies which acts as a barrier to training and development activities in the hotel. The chi-square obtained is 30.233. With 27 degree of freedom and a significance level of .304, it falls well above the .05. Hence, we can conclude that there is **no significant relationship between training barriers and operating capital and thus accepts the null hypothesis.**

The table also the training barrier faced in training and development programs across number of employees in hotel. Number of employees is divided into 4 categories i.e., upto ten, ten to twenty employees, twenty to thirty employees, thirty to forty employees and above 40 employees. Time and Non availability of skilled trainers and up gradation and improvement of work, acts as training barrier to hotels having employees above 40. Training budget, changing customer demands and needs and training part time employees major training barriers to only those hotels having employees more than 40. Evaluating training effectiveness a major challenge to hotels having 20-30, 30-40 and above 40 employees. Hotels having above 40 employees cannot link training and development programs with business strategies which act as a barrier to training and development activities in the hotel. The chi-square obtained is 39.729. With 27 degree of freedom and a significance level of .000, it falls well below the .05. **Hence there is no significant relationship between training barriers and number of employees. Thus we accept the null hypothesis.**

### Findings

Hospitality industry is a multifaceted industry as it provides lot of job opportunities to skilled as well non skilled workers. It benefits tourist, businessmen as well as common people. Training is very important to employees in hospitality industry as it enhances their competency and leads to better performance. However there are barriers that are hindering the offering training interventions to the employees. The key factors identified through this research are a) Lack of Time for employees to attend the training b) Non-availability of effective trainers in Goa c) lack of skills among HR/training professionals to establish the interlink age between employee training and performance d) lack of training budgets for small to medium hotels and e ) Changing customer needs. All the above factors collective are acting as barriers in design & deployment of training interventions to employees.



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