



RESEARCH ARTICLE
Vol.5.Issue.1.2018
Jan-Mar



INTERNATIONAL JOURNAL OF BUSINESS, MANAGEMENT AND ALLIED SCIENCES (IJBMAS)

A Peer Reviewed International Research Journal

Stakeholders Perspective on Key Aspect as Perceived Important for Gaining Initial Employment in Hotel Industry

Dr.HARDAMAN SINGH BHINDER

Assistant Professor, Department of Tourism, Hospitality & Hotel Management
Punjabi University, Patiala, Punjab
Hardaman.bhinder@pbi.ac.in



ABSTRACT

Due to significant changes occur in the competitive hotel business environment pointed out the need for curriculum restructuring in Tourism & Hotel education. Knowledge of the key aspect as perceived important for the purpose of getting successfully placed in the hotel industry is essential. Knowing the key aspect can enhance student's career progression and helps the organisation in getting focused young workforce. Survey method was adopted for data collection. Three types of respondents were surveyed for the present study that is Faculty members, Industry Professionals and Students (Final Year). A total of 114 respondents marked their key aspect as perceived important for gaining initial employment. Present study results revealed that there is a significant difference exists among stakeholders in terms of important aspects required in a job prospect for gaining initial employment in the hospitality sector. Respondents have different viewpoints on aspects; it was observed that majority of students have marked communication skills as an important aspect, where as Industry professionals given importance to personality. Majority of faculty members have weighted Knowledge as an important component. There is a need for coordination among stakeholders for producing highly employable young. Stakeholders must value the essential requirements of each other's and devise certain practices for enhancing knowledge, communication skills and personality of the students in their academic and industry environments.

Key Words: Curriculum, Aspect, Career Progression, Initial Employment, Stakeholders

Introduction

Recruitment and selection of the right prospect employees is considered to be a critical for the overall success of any hospitality venture. In hospitality sector employees who are dealing directly with the guest must hold certain professional skills. Employees guest dealing and their behaviour affects guest perspective about service quality and satisfaction level. While hiring employees hoteliers look for essential attributes to select best employees in order to fulfill the needs of their guests and how they can make efforts to delight them. Finding out the essential qualities needed in hotel

industry prospective employees is prerequisite for both industry professionals as well as hospitality educator. Understanding job competency expectations that practicing hospitality managers have for hospitality graduates could be useful for business and hospitality educators. Due to significant changes occur in the competitive hotel business environment pointed out the need for curriculum restructuring in Tourism & Hotel education. Knowledge of the key aspect as perceived important for the purpose of getting successfully placed in the hotel industry is essential. Knowing the key aspect can enhance student's career progression and helps the organization in getting focused young workforce.

Review of Literature

Tesone and Ricci (2006) identified the necessary knowledge, skills, and abilities (KSAs) as well as attitudes of hospitality students as entry-level workers by examining hospitality managers' expectations.

Tracey et al (2007) in their study pointed out that for entry level employees, GMA is particularly important for entry-level hospitality employees during their initial period of employment when they are being trained and mastering the content of their jobs, while conscientiousness is particularly important afterwards once employees need to focus more on implementing performance standards.

Tews et al (2011) attempted to examine the relative importance manager's place on general mental ability (GMA) as compared to the personality dimensions while determining employment suitability for servers for potential guest contact employees in an organizations that owns and operates approximately 120 casual theme restaurants in the United States.. Study used five big dimensions such as agreeableness, conscientiousness, emotional stability, extraversion, and openness to experience for examining the effect of personality on job performance. Sample of the study was comprises of 104 managers and all managers had employee hiring responsibilities. For the overall sample, the most emphasis was placed on agreeableness followed by conscientiousness, emotional stability, GMA, and extraversion. The emphasis placed on GMA was not significantly different from that placed on extraversion, and the emphasis placed on conscientiousness was not significantly different from that placed on emotional stability. In the intelligence subsample, the pattern of results was the same as with the overall sample. Three of the personality dimensions were consistently emphasized more—agreeableness, conscientiousness, and emotional stability. Of the personality dimensions, conscientiousness is the strongest predictor of performance, but the managers more highly valued agreeableness.

Tesone, V. & Ricci, Peter (2012) in their research article highlighted that in practice, hospitality managers hire primarily for attitude and secondarily for specific knowledge and skills. This statement has been the anecdotal mantra of hospitality managers for over a decade. It is clear that these hiring executives prefer interpersonal interactive abilities over productivity and concrete work processing skills. These findings suggest that educators should include affective learning outcomes in educational programs designed to fulfill the requirements and preferences for employment in the hospitality and tourism industry.

Robles (2012). Conduct a study to find out the essential soft skills that employers want from their employees so that business schools educators can work on these skills in order to improve the employability of graduating business student. Findings revealed that executives overwhelmingly indicated that integrity and communication were the top two soft skills needed by employees in today's workplace. Results of the study suggested that soft skills are just as good an indicator of job performance as traditional job qualifications (hard skills). Soft skills are important to recognize and improve, hard skills are critical on the job as well. While employers exceedingly want new employees to possess strong soft skills, the hard and soft skills must complement one another

Tews et al (2011) in their research paper contend reasons why managers in the hospitality industry place more weight on personality than on GMA. As nature of work is interpersonal and performance of employees may be more a function of individuals habit and skills rooted in personality

(Motowidlo, Borman, and Schmit 1997).Managers incorrectly underestimate the importance of cognitive knowledge and skills that are required for successful performance, especially for entry-level positions (Schmidt 2002).GMA or raw intelligence is not particularly important in the hospitality industry. This negative disposition toward intelligence may provide an additional explanation of the preference for personality (Rynes, Brown, and Colbert 2002).

Objective: To study stakeholder's perspective on key aspect as perceived important for gaining initial employment in Hotel Industry.

Hypothesis: There is no significant difference exist among stakeholders viewpoint on key aspect as perceived important for gaining initial employment in Hotel Industry.

Research Methodology

Survey method was adopted for data collection. Three types of respondents were surveyed for the present study that is Faculty members, Industry Professionals and Students (Final Year).A total of 114 respondents marked their key aspect as perceived important for gaining initial employment in hotel industry. Respondents were asked to mark the most essential aspect out of 7 aspects that is Knowledge, Personality, Communication skills, Customer Care, Academic Marks, Experience and Attitude.

Table 1 shows responses on Key Aspects		Respondent					
		Faculty		Student		Industry	
		Count		Count		Count	
Key Aspects		f	%	f	%	f	%
1.	Knowledge	11	32	4	10	3	8
2.	Personality	9	27	3	7	14	37
3.	Communication Skills	9	26	24	57	0	0
4.	Customer Care	3	9	6	14	11	28
5.	Academic Marks	2	6	2	5	0	0
6.	Experience	0	0	3	7	0	0
7.	Attitude	0	0	0	0	10	27
Total		34	100	42	100	38	100

Pearson Chi-Square Tests		
		Respondents
Aspects	Chi-square	70.814
	df	12
	Sig.	.000*

Findings & Conclusion

Present study results revealed that there is a significant difference exists among stakeholders in terms of important aspects required in a job prospect for gaining initial employment in the hospitality sector. Respondents have different viewpoints on aspects; it was observed that majority of students have marked communication skills as an important aspect, where as Industry professionals given importance to personality .Majority of faculty members have weighted Knowledge as an important component. There is a need for coordination among stakeholders for producing highly employable young. Stakeholders must value the essential requirements of each other's and devise certain practices for enhancing knowledge ,communication skills and personality of the students in their academic and industry environments. Tews et al (2011) in their research paper contend reasons why managers in the hospitality industry place more weight on personality than on GMA.As nature of work is interpersonal and performance of employees may be more a function of individuals habit and skills rooted in personality (Motowidlo, Borman, and Schmit 1997).Managers incorrectly

underestimate the importance of cognitive knowledge and skills that are required for successful performance, especially for entry-level positions (Schmidt 2002).GMA or raw intelligence is not particularly important in the hospitality industry. This negative disposition toward intelligence may provide an additional explanation of the preference for personality (Rynes, Brown, and Colbert 2002).

References

- [1]. Costa, P. T., & R. R. McCrae. (1992). Revised NEO personality inventory (NEO PI-R) and NEO five-factor inventory (NEOFFI) professional manual. Lutz, FL: Psychological Assessment Resources, Inc.
 - [2]. Hurtz, G. M., and J. J. Donovan., (2000). Personality and job-performance: The Big Five revisited. *Journal of Applied Psychology* 85:869-79.
 - [3]. Motowidlo, S. J., W. C. Borman, and M. J. Schmit., (1997). A theory of individual differences in task and contextual performance. *Human Performance* 10:71-83.
 - [4]. Robles, M.(2012). Executive Perceptions of the Top 10 Soft Skills Needed in Today's Workplace. *Business Communication Quarterly* 75(4) 453-465.
 - [5]. Rynes, S. L., K. G. Brown, and A. F. Colbert. 2002. Seven common misconceptions about human resource practices: Research findings versus practitioner beliefs. *Academy of Management Executive* 16:92-103.
 - [6]. Schmidt, F. L. 2002. The role of general cognitive ability and job performance: Why there cannot be a debate. *Human Performance* 15:187-210.
 - [7]. Tesone , V. & Ricci, Peter.,(2012) Hospitality Industry Expectations of Entry-Level College Graduates: Attitude over Aptitude. *European Journal of Business and Social Sciences*, 1(6), 140 - 149.
 - [8]. Tesone, D., & Ricci, P. (2006). Toward a definition of entry-level job competencies: Hospitality manager perspectives. *International Journal of Hospitality & Tourism Administration*, 7, 65-80.
 - [9]. Tews, J., Stafford, Kathryn., & Tracey, J.,(2011). What Matters Most? .The Perceived Importance of Ability and Personality for Hiring Decisions. *Cornell Hospitality Quarterly*.52 (2,) 94-101
 - [10]. Tews, M. J., K. Stafford, and J. Zhu. 2009. Beauty revisited: The impact of attractiveness, ability, and personality in the assessment of employment suitability. *International Journal of Selection and Assessment* 17:92-100.
 - [11]. Tracey, J. B., M. C. Sturman, and M. J. Tews. (2007). Ability versus personality: Factors that predict employee job performance. *Cornell Hotel and Restaurant Administration Quarterly* 48:313-22.
-