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A Study on the Soft Skill Training Effectiveness

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ABSTRACT

This study examines the effectiveness of soft skills training programs at Hotel Industry in Chennai, focusing on their comprehensiveness, relevance to roles, alignment with industry demands, and impact on employee performance and satisfaction. Through survey data collected from employees across various age groups and experience levels, key findings reveal both positive perceptions and areas for improvement. While a significant proportion of respondents acknowledge the comprehensiveness of the training programs, concerns arise regarding their relevance to individual roles and the evolving demands of the luxury hospitality sector. Despite recognizing the importance of soft skills in enhancing customer satisfaction and maintaining competitiveness, there is a need for greater adaptability to industry trends and technological advancements. Additionally, the study highlights the importance of managerial support, constructive feedback mechanisms, and customization of training content to address the diverse needs and career goals of employees. Addressing these areas of improvement can enhance the effectiveness of soft skills training programs at Hotel Industry, contributing to improved employee performance, customer satisfaction, and organizational success in the luxury hospitality industry.

Keywords: soft skills training, hospitality industry, employee performance, industry demands.

Introduction

A human resources strategy allows you to maximize the potential of your employees while aligning all HR activities so that they coincide with your organizational objectives. Learning how to analyze the skills of your workforce and forecast your company's needs will help you create an effective HR strategy and better reach your company's goals. A human resource strategy is the plan that a business creates to manage its human capital in a way that aligns with the company's overall mission, goals and future aspirations. It addresses all essential areas of human resources (HR), including searching for and training employees, organizing benefits, appraising performance and providing development opportunities. An effective human resources policy can help maintain high levels of employee satisfaction and encourage referrals from happy team members as well as interest new recruits. Human resource strategies are designed to improve transparency and govern workplace behaviours. When a standard is created that employees can easily access and compare their performance to, accountability is raised and overall productivity improves. In addition to ensuring a safe and positive work environment, HR policies help a company confirm it's compliant with local and federal regulations concerning employee treatment.

Statement of the Problem

In the fast-paced and customer-centric environment of the hotel industry, the ability to communicate effectively, demonstrate empathy, and manage conflicts is paramount. However, many hospitality professionals lack adequate training in these essential soft skills. As a result, guests may experience dissatisfaction due to poor service interactions, staff turnover rates may rise, and the hotel's reputation may suffer. Additionally, without proper soft skills training, employees may struggle to collaborate effectively, leading to inefficiencies in operations and decreased productivity. Thus, the need for comprehensive soft skills training programs in the hotel industry is critical to address these challenges and ensure the delivery of exceptional guest experiences while fostering a positive work environment for employees.

Objectives of the study

- To study the soft skill training effectiveness in Hotel Industry.
- To analyze relationship between designation and the effectiveness of soft skill training in Hotel Industry.
- To analyze the relationship between experience and the effectiveness of soft skill training in Hotel Industry.
- To analyze the relationship between age and the belief in the importance of soft skills training in achieving organizational goals.

Review of Literature

Bin Atan et al, (2015) examined the impact of training on employee job performance. The study was carried at a Malaysian small and medium enterprise (SME). The study examined the training factor that affected the job performance of employees of the company. The functional area which is associated with the effective human resource management practices of the company selected for the study has been examined comprising of training and employees' job performance. 85 employees from the respective production units of the company voluntarily participated in the survey using questionnaire. Findings of the study indicated that there is a significant relationship between effective training and employees' job performance.

Paat and Rumokoy (2015) - Concerning the differences in employee performance before and after training several variables which have been used in this research include quality/quantity of work, planning/ organizing, initiative/ commitment, teamwork/ cooperation and communication. The results of their study showed that quality/ quantity of work, planning/ organizing, initiative/ commitment, teamwork/ cooperation and communication have a significant difference in employee performance before and after training.

Research Methodology

This study has used deductive design. The total population is 130 in the study area. The Convenience Sampling Method is used for the survey. This study considers the respondents working in Hotel Industry. The online websites, journals and books are referred for secondary data collection. The questionnaire consists of twenty five questions.

Results and Discussion

There are demographic analysis, and relationship between two variable analyses.

Findings of the study

- 34% of respondents were below 25 years old, 24% were between 26 and 35 years old, 25% were aged 36 to 45 and 17% were above 45 years old.
- Among the respondents, 9% have less than 1 year of experience, 22% have 1-5 years, 37% have 6-10 years, and 32% have more than 10 years of experience.
- 27% strongly agree, 26% agree, 39% are neutral, 4% disagree, and 4% strongly disagree regarding that the current soft skill training programs at Hotel Industry are comprehensive.
- 23% strongly agree, 13% agree, 39% are neutral, 15% disagree, and 10% strongly disagree that the soft skill training programs are relevant to their role and responsibilities.
- 39% strongly agree, 26% agree, 29% are neutral, 2% disagree, and 4% strongly disagree that the soft skill training programs adequately prepared them for the operational demands of the luxury hospitality sector.
- 39% strongly agree, 23% agree, 15% are neutral, 13% disagree, and 10% strongly disagree that the Soft skills Training has positively influenced their individual performance.
- 27% strongly agree, 39% agree, 26% are neutral, 4% disagree, and 4% strongly disagree that the skills acquired through training align well with the operational requirements of Hotel Industry.
- 28% strongly agree, 45% agree, 20% are neutral, 5% disagree, and 2% strongly disagree that the Soft skills Training has contributed to their overall satisfaction as an employee.
- 39% strongly agree, 30% agree, 22% are neutral, 5% disagree, and 4% strongly disagree that they believe Soft skills training plays a significant role in customer satisfaction at Hotel Industry.
- 26% strongly agree, 39% agree, 27% are neutral, 4% disagree, and 4% strongly disagree that soft skills training is crucial for Hotel Industry to remain competitive in the luxury hospitality sector.
- 32% strongly agree, 36% agree, 25% are neutral, 4% disagree, and 3% strongly disagree regarding management emphasizes on the importance of Soft skills training in achieving organizational goals.
- 39% strongly agree, 30% agree, 22% are neutral, 5% disagree, and 4% strongly disagree regarding whether the soft skill training programs adequately adapt to industry trends and technological advancements.
- 39% strongly agree, 30% agree, 22% are neutral, 5% disagree, and 4% strongly disagree regarding whether they feel adequately informed about new industry trends and technologies through the soft skill training programs.

- 15% strongly agree, 39% agree, 23% are neutral, 13% disagree, and 10% strongly disagree regarding whether the soft skill training programs at Hotel Industry are regularly updated to reflect changes in the luxury hospitality industry.
- 36% strongly agree, 25% agree, 32% are neutral, 3% disagree, and 4% strongly disagree regarding whether the managers actively encourage and support employees to participate in soft skill training programs.
- 15% strongly agree, 23% agree, 39% are neutral, 13% disagree, and 9% strongly disagree on receiving constructive feedback from their manager regarding the application of soft skill training in their role.
- 36% strongly agree, 32% agree, 25% are neutral, 3% disagree, and 4% strongly disagree regarding whether their feedback on soft skill training programs is taken into consideration for future improvements.
- 26% strongly agree, 39% agree, 27% are neutral, 4% disagree, and 4% strongly disagree that Hotel Industry has an effective system for collecting feedback on soft skill training programs.
- 22% strongly agree, 30% agree, 39% are neutral, 4% disagree, and 5% strongly disagree regarding whether they are satisfied with the soft skill training programs at Hotel Industry.
- 29% strongly agree, 39% agree, 26% are neutral, 4% disagree, and 2% strongly disagree regarding whether they feel motivated to apply the skills acquired through soft skill training in their daily tasks.
- 30% strongly agree, 22% agree, 39% are neutral, 5% disagree, and 4% strongly disagree regarding whether they believe improvements in the soft skill training programs could enhance their overall work experience.
- 20% strongly agree, 28% agree, 45% are neutral, 5% disagree, and 2% strongly disagree regarding whether they feel that the skills acquired through soft skill training align with their long-term career goals.

ANOVA: RELATIONSHIP BETWEEN AGE AND THE BELIEF IN THE IMPORTANCE OF SOFT SKILLS TRAINING IN ACHIEVING ORGANIZATIONAL GOALS

Null Hypothesis (H0): There is no relationship between age and the effectiveness of soft skill training in Hotel Industry

Alternative Hypothesis (H1): There is a relationship between age and the effectiveness of soft skill training in Hotel Industry

Table 01: Relationship between age and the effectiveness of soft skill training in Hotel Industry

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Taj club	Between Groups	20.251	3	6.750	7.836	.000
	Within Groups	108.549	126	.862		
	Total	128.800	129			
Soft skill training	Between Groups	2.674	3	.891	.893	.447
	Within Groups	125.818	126	.999		
	Total	128.492	129			
Adapt to Industry	Between Groups	11.134	3	3.711	3.397	.020
	Within Groups	137.674	126	1.093		
	Total	148.808	129			

Interpretation:

From the above of table is inferred that the significance value is not greater than 0.05 for the null hypothesis is rejected. There is a relationship between age and the effectiveness of soft skill training in Hotel Industry

ANOVA: RELATIONSHIP BETWEEN DESIGNATION AND THE EFFECTIVENESS OF SOFT SKILL TRAINING IN Hotel Industry

Null Hypothesis (H0): There is no relationship between designation and the effectiveness of soft skill training in Hotel Industry

Alternative Hypothesis (H1): There is a relationship between designation and the effectiveness of soft skill training in Hotel Industry

Table 02: Relationship between designation and the effectiveness of soft skill training in Hotel Industry

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Taj club	Between Groups	26.873	4	6.718	8.239	.000
	Within Groups	101.927	125	.815		
	Total	128.800	129			
Soft skill training	Between Groups	17.802	4	4.451	5.026	.001
	Within Groups	110.690	125	.886		
	Total	128.492	129			
Adapt to Industry	Between Groups	53.124	4	13.281	17.350	.000
	Within Groups	95.683	125	.765		
	Total	148.808	129			

Interpretation:

From the above of table is inferred that the significance value is not greater than 0.05 for the null hypothesis is accepted. There is a relationship between designation and the effectiveness of soft skill training in Hotel Industry

T TEST: RELATIONSHIP BETWEEN EXPERIENCE AND THE EFFECTIVENESS OF SOFT SKILL TRAINING IN Hotel Industry

Null Hypothesis (H0): There is no relationship between experience and the effectiveness of soft skill training in Hotel Industry

Alternative Hypothesis (H1): There is a relationship between experience and the effectiveness of soft skill training in Hotel Industry

Table 03: Relationship between experience and the effectiveness of soft skill training in Hotel Industry

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Taj club	130	2.20	.999	.088
Soft skill training	130	2.11	.998	.088
Adapt to Industry	130	2.04	1.074	.094
Experience	130	2.92	.953	.084

One-Sample Test						
	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Taj club	25.103	129	.000	2.200	2.03	2.37
Soft skill training	24.079	129	.000	2.108	1.93	2.28
Adapt to Industry	21.640	129	.000	2.038	1.85	2.22
Experience	34.961	129	.000	2.923	2.76	3.09

Interpretation:

From the above of table is inferred that the significance value is not greater than 0.05 for the null hypothesis is rejected. There is a relationship between experience and the effectiveness of soft skill training in Hotel Industry

Conclusion

The study on the effectiveness of soft skills training programs at Hotel Industry in Chennai reveals several key insights. It illustrates that while a significant portion of employees across different age groups and experience levels find the current training programs to be comprehensive, there is room for improvement in relevance to individual roles, alignment with industry demands, and impact on performance. Although there is a notable acknowledgment of the importance of soft skills in enhancing customer satisfaction and maintaining competitiveness in the luxury hospitality sector, there are concerns regarding the adaptability of training programs to industry trends and technological advancements. Additionally, while there is general satisfaction with the training programs, there is a need for greater managerial support, constructive feedback mechanisms, and customization of training content to cater to the diverse needs and career goals of employees. In conclusion, addressing these areas of improvement through tailored training initiatives, enhanced managerial involvement, and robust feedback mechanisms can contribute to maximizing the effectiveness of soft skills training programs at Hotel Industry, ultimately leading to improved employee performance, customer satisfaction, and organizational success in the luxury hospitality industry.

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