

# “INDUSTRY EXPECTATIONS RELATING TO COMMUNICATION OF TOURISM & HOSPITALITY MANAGEMENT STUDENTS”

**\*Aashish  
Research Scholar  
Pacific University, Udaipur**

**\*\* Dr. Parul Mathur  
Director  
Pacific Institute of Hotel Management  
Pacific University, Udaipur.**

## ABSTRACT

There has been a significant impact of tourism management education that has been recognised globally that provides skilled and efficient human resources. Popular tourism destination countries develop the tourism & hospitality management education systems in order to meet the expectations of tourism and hospitality industry for the survival and growth. The development and success of the industry is highly linked with the provision of quality hospitality & tourism management education at the initial stage. The present study is done to identify the importance of the verbal communication in the tourism industry while making the selection of the front office managers. 60 managers of the hotels (3 stars and 5 stars) of Haryana including the general and HR managers were interviewed and were asked regarding the essential communication skills. 30 managers of 3 star hotels and 30 managers of 5 star hotels were interviewed. Two skills: politeness in voice and fluency were taken into consideration. Z-test was applied to test the significance.

**Key words:** Hospitality & Tourism management, Front office managers, Politeness in voice, Fluency.

## INTRODUCTION:

Due to stress, pressure in life and an increasingly complex, interconnected world, people need places to relax and feel comfortable by staying away from the stress of the day to day activities. It was observed that contemporary travellers get bored by the sedentary lifestyle and work pressure thus, eagerly wait in having new and unique experiences. Travellers utilize their vacations to rejuvenate themselves. Thus, by keeping this in mind hotels provides a soothing and friendly environment along with the various facilities.

## REVIEW OF LITERATURE:

Tas (1988) identified the management competencies required for graduate trainees in the hotel industry by collecting and knowing the views of the general managers of top American hotels. He defined competencies and skills that are essential to perform the duties for a specific position. It was concluded that competencies required in the hospitality industry are practically different from those learnt in the educational institutions. As per the study he analysed the important competencies in hospitality industry were managing the guest problems with understanding and sensitivity, maintaining professional and ethical standards in the work environment, presenting in poise & professional appearance and written & oral communication.

Wexley and Latham (1991) defined training and development as a planned effort by an organization to facilitate the learning of job-related behaviour on the part of its employees. Thus, training includes all formal learning actions, which may or may not be related to qualifications and is particularly obtained while working.

Srinivas Subbarao (2008) revealed in his study that in tourism industry efficient management and successful operation depends largely on the quality of manpower. In India, the shortage of skilled manpower is the major constraint for the overall development of tourism. However, the rapid expansion and development of hotels of international standards in India is leading to a high level demand for skilled and experienced staff.

Nurhazani Mohd Shariff, Kalsom Kayat and Azlan Zainol Abidin (2014) revealed that organizations preferred in hiring the graduates having special skills and talents in order to fulfil the requirement depending on the country's cultural values and beliefs as the differences in culture had a great influence on the management practices and work-related values in the workplace. The perceptions of graduate competencies from the human resource managers of 4-star and 5-star lodging properties in Peninsular Malaysia were taken into consideration. It was found that the industry perceived "the ability to work in teamwork and ability to use technology" as a crucial competency to survive in the industry.

#### **RESEARCH METHODOLOGY:**

This paper is a study on the importance of the verbal communication required in the tourism & hospitality industry of Haryana. Its main purpose was to examine the perceptions of managers regarding the essential competencies required by the industry. The chosen managers were those of 3 stars and 5 stars hotel in Haryana. They were approached through e-mail and telephonic contact. Overall 75 managers were approached and out of this only 60 responded (30 of 3 star and 30 of 5 star).

#### **OBJECTIVES:**

- To identify the importance of the politeness in the voice for the aspiring front office managers.
- To identify the importance of fluency for the aspiring front office managers.

#### **HYPOTHESIS:**

1. Politeness in the voice is not considered important while selecting the front office managers.
2. Fluency is not considered important while selecting the front office managers.
3. There is no significant difference between the requirement of politeness in voice and fluency.

#### **SAMPLE:**

60 managers of the 3 stars and 5 stars hotels of Haryana were interviewed. Respondents were the general and HR managers among them 30 were from 3 star hotels and 30 from 5 star hotels.

#### **Data Analysis and Interpretation:**

The data collected relating to the opinion of the respondents towards competencies required for the front office managers were tabulated as below.

**Table 1**

**Opinion regarding the importance of the voice politeness in the hospitality industry**

Category	Highly Important	Important	Less Important
Managers of 3 Star Hotels	23	5	2
managers of 5 Star Hotels	24	5	1
Total	47	10	3

**Chart 1**

**Importance of voice politeness**

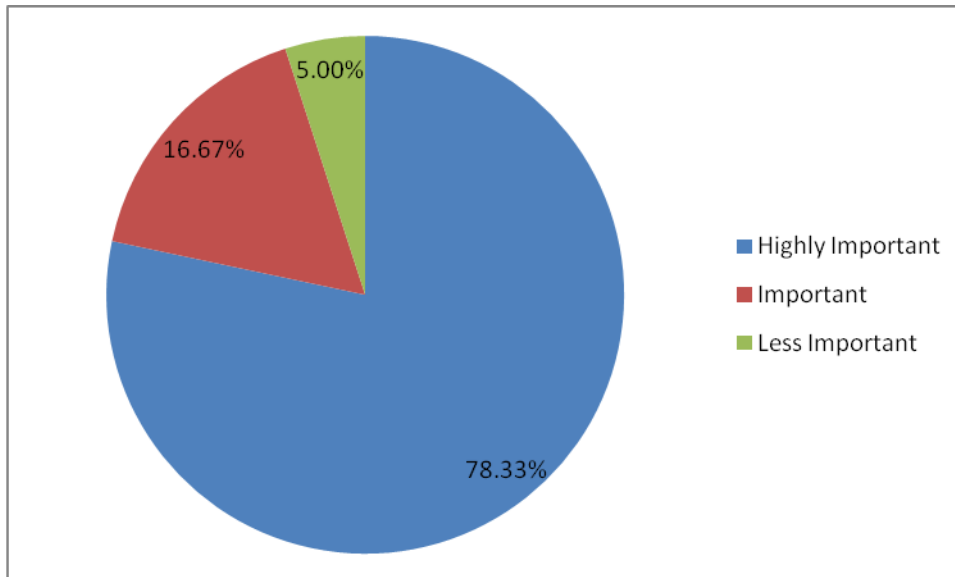


Table 1 and Chart 1 denote that as per the respondents score regarding importance of the politeness is 78.33%. This means that politeness in the voice is highly important for the front office managers as only 5% of the managers say that it do not have a major role while communicating with the people. Thus, the first hypothesis “Politeness is not considered important while selecting the front office managers.” is rejected.

**Table 2**

**Opinion regarding the importance of the fluency in communication at hospitality industry**

Category	Highly Important	Important	Less Important
Managers of 3 Star Hotels	24	4	2
managers of 5 Star Hotels	26	3	1
Total	50	7	3

**Chart 2**  
**Importance of the fluency in communication**

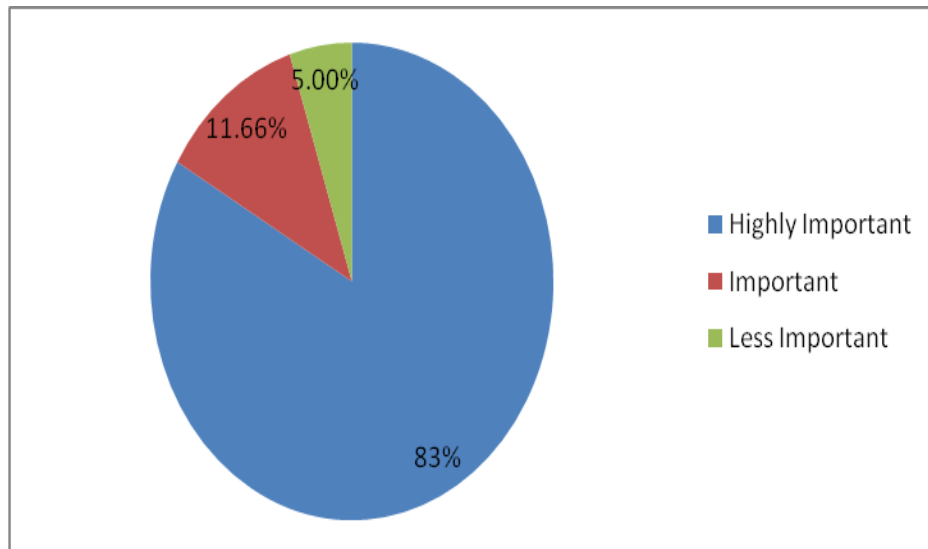


Table 2 and Chart 2 denote that as per the respondents score regarding importance of the fluency is 83%. This means that fluency is also important for the front office managers as only 5% of the managers denied that it do not affect the communication. Thus, the second hypothesis “Fluency is not considered important while selecting the front office managers” is rejected.

To ascertain the significant difference between the importance of the politeness and fluency, Z test was conducted.

$$|Z| = \frac{P1 - P2}{\sqrt{P0q0(\frac{1}{n1} + \frac{1}{n2})}} \quad |Z| = \frac{0.83 - 0.7833}{\sqrt{0.80665 \times 0.19335 (\frac{1}{60} + \frac{1}{60})}}$$

$$|Z| = 0.32$$

Since the computed value of Z= 0.32 is less than critical value of Z = 1.96 at 5% level of significance. It lies in the acceptance region at 5% level of significance. Thus, we can say that there is no significant difference between the requirement of politeness in voice and fluency in the tourism & hospitality industry while communicating, hence third hypothesis is accepted.

**CONCLUSION:**

It is concluded that in the verbal communication, politeness and fluency are vital and equally important for the front office managers in the tourism & hospitality industry for their growth and survival. They have a significant impact on the customers while communicating and making them understand. As per the data analysis it is revealed that around 78.33 % of the managers of the Haryana states that politeness in voice is highly important and 83% denotes that fluency is highly important.

**SUGGESTIONS:**

For understanding the problems of guest, the managers need to be effective enough while communicating to make them satisfy and for this fluency is highly essential. For the successful and long term development of the tourist places, there is a need to allocate the skilled and trained manpower. This will certainly help in providing efficient, high-quality service to visitors, which is a direct and visible element of a successful tourism product. High standards of service are highly important for the sustainability in the long run, as a tourist destination is

determined not only by price competitiveness or the range of attractive things, but also by the quality of the services provided, that makes the people highly satisfied and comfortable. Command over the language with the politeness must be inbuilt so that in any situation the customers do not feel low or do not bring any wrong image in their mindset. Colleges need to organize frequent sessions on development of soft skills among tourism & hotel management graduates as merely domain knowledge is not sufficient to fulfil industry demands.

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