

## Analysis on the Training Status of Chinese Hotel Staff

Renping Zhang

School of Economics and Management, LeShan Normal University, Leshan 614000, China;

Center for Trans-Himalaya Studies, LeShan Normal University, Leshan 614000, China.

### Abstract

**The competition of enterprises, in the final analysis, is the competition of talents. As the service industry of China's tertiary industry, it plays a very important role in driving the development of national economy.**

### Keywords

**Hotel training status; Problems; Training recommendations.**

### 1. Introduction

With the advent of the era of knowledge economy and the accelerating pace of globalization, the rational development of human resources has increasingly shown a vital strategic role for the development of modern enterprises, especially the service industry as the tertiary industry. Hotel industry as an important pillar industry of tourism, with the prosperity of tourism and rapid development. The hotel industry sells services, and its products have the characteristics of non-physical, non-storage and simultaneous production and consumption. China's hotel industry hardware facilities can be said to have caught up with the world's advanced level, but the hotel software level including the quality of hotel practitioners, hotel management level and service quality can be said to be world-class hotels still have a certain gap.

### 2. Present Situation and Existing Problems of Hotel Training in China

For the rapid development of modern hotel enterprises, improving the quality of service is one of the most important things that hotel managers should pay attention to. To improve the quality of service, we must improve the quality of employees, and to improve the quality of employees, we must strengthen staff training. Hotel staff training is a long-term, systematic and dynamic work, because staff training is an effective way to train, retain, attract and increase hotel efficiency.

Whether we can get enough training in the enterprise, so as to keep our own continuous growth, become an important factor for knowledge employees to choose the enterprise. However, because some enterprise managers in our country have not formed a systematic concept of training, so there are some cognitive deviations, which leads to some problems in training in China.

#### 2.1 The concept of training is backward.

Hotel leaders are more concerned about whether the training can bring better economic benefits than the improvement of staff skills, personal development and interest development, and the increasing turnover rate of employees makes them more suspicious of the need for their training investment, because some hotel managers believe that the training of employees in enterprises is to make wedding clothes for others, because now the employees of enterprises are moving quickly, if they are trained will cause losses to enterprises. At the same time, they think that training is only for employees, for themselves do not need training, this idea in the face of increasingly fierce market competition has fallen behind. In fact, hotel managers need more training than their subordinates. Because their role and position in the hotel determine their level of knowledge, skills, attitude and so on have a greater influence on the fate of the hotel.

## **2.2 Not fully mobilize the enthusiasm of the staff.**

It is understood that most hotel staff training passive participation more, active participation in learning less, most employees are coping, the real desire to learn knowledge less, because of the lack of a reasonable and scientific evaluation and assessment system, hotel training does not have enough influence, and because of the lack of effective incentive mechanism, staff lack of learning pressure and motivation in training, so hotel needs and staff personal development requirements can not be well combined, so it is difficult to mobilize the enthusiasm of employees.

## **2.3 Training costs are insufficient.**

The training investment of employees in Chinese enterprises is seriously insufficient. Taking state-owned enterprises as an example, more than 30% of enterprises only allocate a little education training fee symbolically, the per capita training cost is less than 10 yuan, and about 20% of enterprises' education and training expenses are between 10 and 30 yuan. Foreign training investment is part of the enterprise strategy, with special funds, the cost of training is 1% to 3% or more of operating income. Hotel Shangri La Santa Monica Group, for example, invests at least 2% of its employees' total salaries annually for training and development. According to a foreign statistics, enterprises invest \$1 in employee training, which can generate \$50 income, with an input-output ratio of 1:50. Of course, this refers to the comprehensive economic benefits that training ultimately produces. Training fees for most hotels in our country can be saved, only when the hotel opens or when there is a problem with the quality of service, and in the event of hotel funding constraints, the first reduction is training funds.

## **2.4 Lack of long-term effective human resource development training program.**

Hotel training is usually the responsibility of human resources department, many hotel training still stay in simple skills training, do not take into account the overall development of employees, and most hotels only train new employees and front-line staff, ignoring the training needs of senior management. At the beginning of the new staff into the hotel to explain the basic situation of the hotel, but there is little assessment; for the middle-level staff to conduct more appropriate business training, training evaluation is only for the training courses awarded knowledge and skills to assess, not deep into the behavior of employees, attitude changes and so on.

## **2.5 The training method is not scientific.**

Most hotel staff training is carried out "teacher with apprentice ", new employees after entering the hotel with the old staff to learn, mainly to learn their operational skills at work, and then smoothly into the service site, as early as possible to play the ability to work independently. However, some hotels hesitate to place too much emphasis on the prompt and independent work of new employees, which is often assigned by the training department to the various departments, resulting in a tendency to rely on the on-site job training of the department, and also contributed to the unplanned phenomenon of job training and finally have to let the new employees follow the crowd, with the master, naturally understand that the role of training is not played at all.

## **3. Suggestions on the Rationality of the Present Situation of Hotel Training in China**

In order to keep the advantage of human resources in the fierce market competition at home and abroad, we must attach great importance to the use of new ideas and ways to train hotel staff. This is a fundamental strategic task related to the survival and development of hotels. Staff training and development is an important aspect of human resource development and management. From the point of view of hotel's own development needs, how to bring up talents consistent with corporate culture and values, how to avoid organizing staff to change jobs frequently and how to retain the backbone staff who have been trained for many years has become one of the core contents of hotel human resource management. How to carry out targeted training, motivate employees to participate in learning interest and transfer training knowledge to work efficiency and so on are the main managers need to consider.

### 3.1 Change your mind.

Hotels in new era should be fully aware of the importance of training. Effective training can not only reduce waste, improve the quality of employees, enhance corporate image, but also improve the main means of economic benefits of hotels. Training can reduce waste by 73%, according to the new york state hotel industry, according to the american hotel industry association, especially in departments such as housekeeping and catering. Some studies in the industry have found that untrained employees cause three times as many accidents as trained employees. Hotel managers should fully realize that training is the source of hotel survival and the lifeblood of development, hotels without learning enthusiasm and learning ability will be difficult to adapt to the situation of future competition, and the lack of innovative training will also be eliminated.

Change training is a waste of money idea. From the point of view of employees themselves, through systematic and gradual training, it can help employees to fully explore and exert their human resource potential and realize their own value to a greater extent, at the same time, it can improve their job satisfaction and enhance their sense of belonging and responsibility to hotel organizations. For hotels, a set of scientific and effective training system is an important factor for the hotel to be full of fresh vitality, through training can reduce costs, improve work efficiency and finally obtain better economic benefits. Through effective training can make the hotel and staff to achieve a win-win situation.

The president of rosen brussen, a us company, published a book called customer second, which has attracted wide attention in the tourism industry. he new idea of "employee first, customer second" in this book. All along, our hotel industry pursues the concept of "customer first, customer first ", which does not fully take into account the importance of employees. The managers of modern hotels should attach importance to employees, put employees in the core position of management, meet the basic needs of employees, set up employee-centered management ideas, constantly train and educate employees, stimulate their potential, train their abilities and improve their quality, so as to improve the quality of service and ultimately achieve the goal of enterprise development, because only satisfied employees will have satisfied customers.

Training methods from passive listening to active participation.

The former trainer or supervisor said above, the simple demonstration into staff participation, active interaction with trainers to enhance the actual ability of the staff to achieve the desired training results. The content of the training was changed from management decision to employee decision. That is to say, we should take the staff demand as the direction, combine the hotel development to make the training plan.

### 3.2 Develop a scientific and standardized training system.

Hotel training should be a full-staff training, from the general manager down to the front-line staff. The training target should include all departments of the hotel, all employees in each position, and should adopt appropriate training methods according to the actual situation when arranging the training. A reasonable and scientific training system includes the analysis of training needs, the formulation of training plans, the determination of training objects and training content, the arrangement of training time, the implementation of training, training assessment and other aspects.

Training needs can be analyzed from three levels: hotel, job and employee. At the overall development strategy level of the hotel, we should determine the training needs of the whole hotel to ensure that the training plan meets the overall development requirements of the hotel; the work level analysis, mainly analyzes the various abilities that employees must master to achieve the desired job performance, including job skills, management skills and interpersonal relationship training needs. The personal level analysis is to compare the employee's current work performance with the hotel's employee performance standard, to find the deficiency, and to prepare the training plan according to the above analysis.

The content of training from a single skills training to comprehensive training. Many hotels only simply train the staff's operational skills and the relevant job knowledge of the position, but also some

hotels also train some simple hotel English, but also only daily greeting service terms, not deep into the more professional field. Modern hotel development requires all-talented staff, to master their own job skills to understand a variety of knowledge. For example, room attendants, in addition to the professional knowledge of room service to master service skills, but also must have more such as local tourist attractions scenic spots, shopping, catering, entertainment, communications, transportation and other related edge knowledge; such as restaurant attendants, if you can master some cooking allusions, food nutrition, food reasonable collocation and other knowledge, can better provide personalized services for guests. The hotel should pay attention to the detail specification of the staff, start from each service procedure, study the training subject with a positive and serious attitude, insight into the training needs of the staff, and persevere in doing this seemingly ordinary work.

The quality of teacher training should be improved. Many hotels are trained by in-house managers, and others hire out-of-site hotel trainers for training and lectures. Some large hotels will also organize hotel staff to visit and study more famous hotels in a year, and then come back to communicate with everyone. Hotels should continue to train the staff, often from the outside to hire some excellent trainers, can be college teachers, but also professional hotel trainers. A good hotel trainer should not only have deep professional knowledge, but also have rich practical operation skills, but also be able to track the development of hotels in the world in time, and integrate the latest service and management ideas and methods into the training process organically.

Strengthen the development and training of employees' mental health. According to a mental health survey of employees, with the increase of work pressure ,25% of employees have psychological problems, which not only affect the healthy growth of employees, but also reduce the enthusiasm of work, thus affecting the realization of organizational goals, so hotel managers should pay attention to the development of employees' mental health. More training and education for employees, enhance their self-confidence, improve their ability to cope with social pressure. Training is the core content of human resource development and the "top priority" of human resource management. The hotel can create a learning atmosphere among the hotel staff through various ways, advocate the idea of lifelong education, and advocate the individual to take the initiative to carry out self-development, dedication and love, and constantly improve their own quality.

### **3.3 Establish a trinity incentive system.**

during the training process, the hotel needs to appoint a special person to follow the whole process of the training to ensure that every link of the training is in place; at the same time, the training effect is temporarily checked to ensure that the staff participating in the training can concentrate on the training.

Evaluation an interactive assessment after the training. The so-called interactive evaluation refers to the combination of employee participation in the assessment of training projects, the evaluation of training projects by employees and the evaluation of whether the training projects achieve the desired objectives by trainers. This method can arouse the enthusiasm of all parties and feedback the information to the hotel, so that the hotel can improve the training system and better train the staff.

Use training results as a basis for staff promotion and rewards. Combine the training and assessment results, reward the staff properly, and take the results of the training as one of the year-end evaluation contents to stimulate the positive attitude of the staff. To the year-end appraisal achievement outstanding employee gives the position promotion or the material reward. Therefore, the hotel should establish a training, assessment, reward trinity incentive system.

## **4. Conclusion**

In order to develop the hotel, we must strengthen the development of human resources. The key to the development is to train the staff in all directions, so that it can bring fresh and practical impetus to the development of the hotel while improving its own skill level, and make the hotel in a strong position in the social development. Summing up the business experience of some more successful hotel enterprises, it is not difficult to find that the most important one is the human factor, that is, the

person is the most important resource of the enterprise. As a labor-intensive industry, the hotel industry needs a group of trained and modern enterprise management and management professionals. Only with such talent can the hotel industry meet the needs of the booming tourism industry. Establishing and perfecting the hotel training system and training a high-level and high-quality hotel management and service personnel is the urgent task facing the hotel industry.

### Acknowledgements

This paper has received financial support from Hotel staff training analysis (Project No:801/208000381, Guiyang loft space hotel staff training research matching). The author hereby express many thanks.

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