

NEW TECHNOLOGIES TO ASSIST TRAINING IN HOSPITALITY SECTOR

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ABSTRACT

Hospitality sector needs new technological training tools, which can assist to improve sector employees' skills and services quality. The sector might be more interactive when these technological training tools used on the job-training program. This study addresses to issue of illumination of new technologic tools that enforce training in which hospitality businesses considered. In addition to suggesting alternate explanations for training needs, technologic implications are also required for hospitality businesses.

Keywords: Hospitality sector, Training needs, New Technologies, Tourism

INTRODUCTION

The hospitality sector is the largest and fastest growing sector in the world. When most people think of the hospitality sector, they usually think of hotels and restaurants. However, the true meaning of hospitality is much broader in scope. According to the *Oxford English Dictionary*, hospitality means "the reception and entertainment of guests, visitors or strangers with liberality and good will." Hospitality, not only includes hotels and restaurants but also refers to other kinds of institutions that offer shelter, food, or both to people away from their homes (Powers and Barrows, 2006). The point is that the hospitality sector is a service industry, and the management of a service institution is vastly different. Five different sectors (*lodging, travel, assembly and event management, restaurant and managed services, recreation*) were analyzed under the umbrella of hospitality and tourism sector (Figure 1).

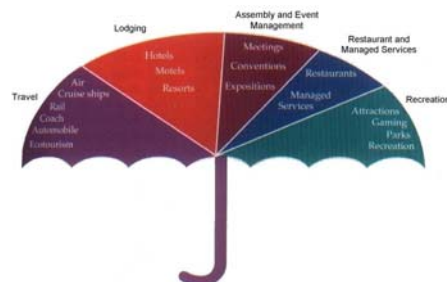


Figure 1: Scope of the Hospitality and Tourism Sector (Walker, 2006)

The hospitality sector has witnessed the computerization of security, reservation, telecommunication, inventory management, financial, and energy management systems (Christen and Maniscalco, 2006). There is little doubt that technologies across wide range of hospitality work, including production, operations and communications technologies, have impacted greatly upon hospitality work (Baum, 2006). In a people-oriented or labor-intensive sector, labor still plays an important part in production procedures. Labor intensity is a widely attributed feature of the hospitality sector, although changes with technology have altered this picture to some degree in recent years (Baum, 2006). The new technologies make the hospitality sector more efficient and response to employment's training needs. The new technology brings out better "tools" for the operation to manage, but not for them to replace entirely routine work. This is a timely volume in that new technology issues in hospitality.

IMPORTANCE OF THE STUDY

Hospitality employment preferences were predicted by a learning preference involving the desire to acquire new approaches in the comprehension of training material and tools at communication (Ross, 2003). The main important of this study is sign that could inform hospitality scholars, and professionals, about current technologic training tools related with regulatory activity.

For the foreseeable future, technology and other management-related training issues are anticipated to remain problems faced by especially hospitality businesses.

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The information-knowledge age is accelerating. More businesses in hospitality are going on-line and state of the art computers will be sitting on every desk. All employees, management, and entry-level workers will need to master this constantly changing training medium (Gee, 1997). New technologies in hospitality contain essential information about business-to-employee's training tools used by various sectors (Zonqing, 2004). For that reason, some training tools and methods support to improve an engaging look at harassment and respect in the workplace (Maryland Hospitality Education Foundation, 2007). The employees from part of hospitality and tourism speak directly to their peers as they lay out the issues of harassment head on.

According the results of an article which focused on the "Hospitality Technology" in 2001; Presentations, panel discussions, Think-Tank workshops that appealed to all level of competence from novice to expert and that offered new educational opportunities for the future of hospitality sector (Sigala and Connolly, 2004).

Hospitality Version - DVD Videos & Internet Tutorial Systems

Many hospitality businesses today have work group information systems. These systems allow groups of associates within a department to share data and information that help manage the department's functions (Walker, 2006). Most emergencies arise with very little warning, and we now know that a terrorist attack can strike in any form. The DVD video highlights important points in maintaining facility security and explains that in an emergency, human intelligence is the critical link.

- Bombs, fire, fraud, chemical and biological weapons
- Security measures and ID checks
- Perimeter security and building access
- Recognizing suspicious activity
- Electronic security and cyber-terrorism
- HazMat safety/transportation

Generation conflict costs billions of dollars in lost productivity to organizations like hospitality businesses- not to mention the incalculable effects on motivation and morale. Now there's help with generational expert new DVD programmes. This program will educate and stimulate positive interaction among business' employees. It will also dramatically reduce workplace conflict and provide managers and supervisors with strategies for dealing with recruiting, retaining, and motivating, using the generational differences in a positive way. Hospitality –DVD videos will help employees learn how to:

- Generational context is not about age, but common experiences.
- Acknowledge your team's expectations, not just your own.
- Generational understanding does not take the place of concern for the individual.
- Different generations care about different approaches to the same problem.
- Technology is not universal - assess your team members' affinity level before making communication assumptions.

With employee turnover rates as high as 60 percent in the hospitality sector your organization may be losing thousands of dollars each year. Whether you work in a hotel, motel, casino, restaurant, food service or retail environment- to name just a few -you need good, quality employees who are a perfect match for their jobs. Show your interviewers how to hire the best candidates for your organization every single time by implementing behavioral-style interviewing, an approach developed by sectorial psychologists. This highly-acclaimed interviewing system has helped thousands of interviewers guide the job applicant in sharing their past experiences. This system is based on the premise that an applicant's past behavior is the best indicator of future performance.

Connecting- DVD video in hospitality business is a fun and motivational training program that will teach your employees how to naturally make a genuine connection with everyone they meet. In business as well as life, the failure to build trust and rapport can be insurmountable, while the rewards of a good first impression are almost immeasurable. The DVD videos can have a life changing impact on customer relationships and sales success as well as every other personal relationship in your employees' lives.

Harassment –DVD represents one of the most destructive hospitality workplace issues faced by public and private employers today. Now more than ever, it's important to train all personnel to recognize the various forms that harassment may take and implement measures to prevent it in your organization. The DVD videos offer realistic scenarios representing many different forms of harassment based on sex, age, race, disability, religion, and sexual orientation. Each harassment situation is presented by an on-camera host who adds additional content and insights to enhance the comprehension and retention of this critical information. Moreover the videos will raise awareness regarding harassment and explain the do's and don'ts of creating a respectful work environment for everyone.

The Guest – DVD / CD-ROM: No matter how large or small a hospitality business is, its success depends on the level of service it delivers to its customers. The guest uses humor to change the way we see our customers and to remind us that everything we need to learn about great customer service, we already know.

The Difficult Guest – DVD / CD-ROM: The difficult guest picks up where the guest, leaves off. Combining outrageous comedy, customer interactions we can all relate to, and a cast of unforgettable characters, this video sets a highly entertaining stage for some solid customer service training on recognizing, understanding and taking care of difficult customers. The

guest DVD videos will help you to solve their problems.

Teamwork – DVD training is an inspirational new program that utilizes riveting footage of hospitality sector in their natural habitat using teamwork and cooperation to ensure their survival. *Teamwork – DVD* videos both train and motivate with its down-to-earth demonstration of important teamwork principles. Hospitality employees will clearly understand the value of team-oriented behaviors as the following training points are highlighted:

- The power of cooperation
- Respecting teammates
- Being accountable
- Communicating
- Learning from each other

The Guide to Facilitation - VCD is a comprehensive resource that will help your team leaders and group facilitators prepare more effectively for meetings, improve their group's processes, and follow up to ensure more productive outcomes from sessions.

This VCD includes a wealth of practical information for inexperienced group leaders as well as new tools for seasoned facilitators- forms, checklists, planning aids, and guides. Selected contents produced in CD-ROM format so that hospitality businesses can customize tools to meet your specific needs.

The Secret: Customer Service Uncovered – DVD: This dramatic video guides the viewer through service challenges honestly and proactively. It also explores language barriers and other obstacles that can test the patience of hospitality service personal. This DVD training will show to employees as following key points:

- How to be honest, tactful and empathetic
- How to build customer relationships
- How to prevent customers from walking away with a problem
- How to make even the most difficult customers feel welcomed and come back
- How to show employees that hospitality service really benefits them fun and exciting new videos - with powerful stories to create a memorable and motivating message for employees of all kinds.

Electronic Mail (e-mail) is a type of work group information system that allows the employees and guests to communicate from different locations. With e-mail, letters and memos that normally would be sent on paper transmitted electronically. Some hospitality businesses use Microsoft Outlook or Lotus Notes for calendaring and scheduling – these are called groupware. Electronic mail work groups can be used for many operations of a hospitality business such as reservation confirmations for guests and inter-organizational messages for associates (Walker, 2006).

High-speed Wireless and Wired Internet service is one form of information technology that these hospitality businesses can use. If sector businesses are to communicate and make transactions effectively, they must be international technologic training programs and systems. Since the growth of internet is rapid and is expected to continue developing as fast in the future, it seems that the use of the high-speed internet constitutes necessary and most important factor for the development of the hospitality sector (Zafiroopoulos, Vrana and Paschaloudis, 2006). As a training tool, the internet is also possible to arrange teleconferences via the internet connection. As a research tool, it can be applied to the management of research and gathering relevant information about hospitality sector (Rimington and Kozak, 1997).

Just as hospitality sector needs some new training tools - those special DVD, VCD programs for them to improve them coming soon. They want and need certain things from these training tools as their guide. Helping message and more memorable hospitality employees can make more interactive. The instructor deluxe CD-ROM features a customizable Microsoft PowerPoint Presentation, which help hospitality sector deliver key concepts in a clear, consistent and compelling way. Plus, the interactive and projectable game creates a fun way to review and reinforce key learning. Empower all hospitality employees with excellent service skills and knowledge about the own topic by bringing the new technologic training tolls to your business. Have a highly qualified professional give your business a competitive edge that will have your employees prepared with the service (Gingrich, 2007). Ensure a DVD to be used by employees, after initial training, to provide ongoing sustainable training program in conjunction with hospitality sector. One of the essential skills for using the DVD videos for training is the ability to critically evaluate information you find internet tutorial – onweb training, as the quality of your information sources will affect the quality of your business.

CONCLUSION

The internet tutorials will be presenting papers, running workshops or be available to discuss the virtual training suite. Hospitality sector has special training needs that businesses would like to have incorporated into one of onweb training programs. More, the hospitality sector would benefit of increasing employee morale and retention, if businesses use new technology for their training needs. Collectively, these factors of competition describe a sector that is on a scale of

competitive to monopolistic, highly competitive.

Every hospitality business (in each size and capacity) can benefit from improved access to new technology, resources, labor, and knowledge (Kandampully, 2006). This is one of the major reasons for the increasing popularity of technologic training tools & programme to assist training in the hospitality and tourism environment. Consequently, the development of new technologies has thus led to considerable changes in hospitality business implications, particularly that relate to training of services.

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