Research on the Present Situation and Countermeasures of the Training of Common Staff in Star Hotels

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Abstract. The hotel is a typical labor-intensive industry and the service industry, which determines the large proportion of staff in the hotel. The employees who are engaged in front-line service are the most critical resources of the hotel, and the professional ethics and inner qualities of employees play a decisive role in the competitiveness and development prospect of the hotel. Education training of the hotel staff enhances the staff's quality and has great significance for enhancing the hotel's competitiveness. This article from the hotel to the necessity of strengthening the staff training, training content of a single, backward ideas, order and system imperfect such outstanding problems and put forward the training to complete, advanced concepts, perfect system four aspects in this paper, the order specification, Suggestions to training is conducted using variety and small training methods can provide reference for the rapid development of the hotel.

1. Introduction

At present, the state of the hotel industry has entered a rapid development, the hotel can be divided into three logistics department, administration department and service business, and the work in the field of general work is relatively trivial, complex more would be supposed to consider the feelings of customers, to customer thought, the anxious customer anxious. Therefore, improving the quality of the staff is the key to the hotel's survival and development, which are the objective need to promote the hotel economy, secure and efficient development.

2. The Necessity of the Training of the Junior Staff in the Star Hotel

(1) The development of the hotel is not a completely separate system, but a system that combines the progress of the market. In the development of the hotel, the development of various opportunities and conditions given by the external environment to develop itself continuously; And adapt to changing external circumstances by constantly changing your own conditions. The competition of today's hotel industry is the competition of talents. If in an impregnable position in the modern market competition, must strengthen staff training, improve the overall service quality, play to worker creativity, thus shaping the hotel core culture, establish competitive advantage.

(2) The training of employees is the objective requirement of the characteristics of the hotel operation. The hotel is characterized by long and intense work, which is a challenge to the physical and psychological nature of the practitioners. The hotel, the high proportion of the staff is the main force of the hotel service. Most of these workers were exposed to a low level of education and low literacy. The development of the hotel industry is becoming more and more demanding of employees' professional and professional skills. To improve the service quality, improve service levels, we must strengthen vocational training for grassroots employees, to adapt to the development of professional requirements, the hotel also provides the high-quality service.

(3) Training of employees is an important way to realize workers self-worth. Maslow's "hierarchy of needs" points out that the highest level of demand is a realization of self-worth. Workers to strengthen training, on the one hand, can effectively improve the staff's professional skill, avoid unnecessary loss caused by fault, reduce the accident of hotel services, enhance brand influence in the hotel. Can effectively overcome the employees, on the other hand, the lack of self-confidence, enhance employees' confidence, is to talk and to be bold, so as to better finish the
work of a high standard high demand, as to lay a solid foundation for future promotion, better realize personal value.

3. **The problem of the training of junior staff in the star hotel**

   Today, the hotel employee training, nothing more than the external study tours and internal organizational learning, the hotel rules and regulations is the basic training teaching material, but the actual effect of training, guidance for future work value how many, these are the problems to be solved through the author's research development, the hotel staff training exist the following problems:

   3.1 **The training content is simple, lacks pertinence and practicality**

       Star hotel education and common education is training the fundamental difference between hotel training must emphasize the pertinence, practicality and effectiveness, namely hotel development need what training, employees lack what is what [1]. In reality, most of the hotel training hours are concentrated in one or two days, and the most common way is to visit the hotel and study the internal information of the hotel. The information is mainly based on the rules of the hotel and the responsibilities of the employee. This is a far cry from the "customer first" service of most hotels. Hotel training should closely combine with production and management, job knowledge training and skill training as the priority, must be based on principles of seeking truth from facts, to record of formal schooling education, with practical for the purpose, to achieve the effect of their major.

   3.2 **The training concept is backward, lacks systematic and innovative**

       Training concept is the guiding ideology and guidelines of training, which directly affects the training content and training effect. The concept of many star hotel managers still remain in the staff, especially the new staff to understand the basic situation of the hotel can be inadequate training of staff, in this case, the staff was assigned to various departments, ignoring the training system sex, innovation. Because the training is not in place to the hotel caused by the negative impact and economic losses have occurred, it is worth the hotel management to be vigilant, although the factors that affect the training effect is multifaceted, as a hotel manager, should the staff Training is placed in an important position, focusing on the role of training in the inauguration. If the hotel manager is not easily released from the misleading concept of training, the result is that the hotel slowly lost the advance of the stamina, lack of cohesion and centripetal force, which will largely hinder the future development of the hotel [2].

   3.3 **The training process is chaotic, lacking level and vision**

       Due to the hotel system is not perfect lead to the mobility of the larger staff, new staff to add the routine recruitment of the hotel work. Most of the hotel as long as the hotel recently know that the hotel recently to attract new employees, they will be a variety of reasons to report to the personnel department, requiring new employees to be allocated to the need for jobs, whether their new employees see training never ask. However, the personnel department in order not to affect the work, so the first work then arranges time training grounds, this disorderly training in the hotel training department has brought a lot of trouble, virtually increases the workload of the training department. Means that these new employees in the latter part of the training to train them separately, will increase the number of additional training and time costs, if the training department selected training time and staff working time conflict how to deal with, etc., these problems Due to staff training disorder caused by the results of the phenomenon. In addition, the hotel on the staff of the career planning, most hotels are vacant state. Hotel staff should maintain a good attitude; balance the relationship between family and career, to develop their own in different periods of development planning.

   3.4 **The training system is incomplete, lack of incentives and creativity**

       Hotel training is a complete set of systems engineering. There must be a certain constraint mechanism and incentive programs in order to achieve the desired effect of training. Most of the current hotel staff training is extremely irregular, highlight the problem: the hotel training materials are not hand-compiled, basically in the hands of the hotel trainer or mind, if the training manager resignation, that hotel staff training this part will appear Vacancy phenomenon even return to zero.
And the further training manager will be in accordance with their original training concept of training staff kicked off. The training content overlap crosses and on the contrary, which led to the old and new employees in the work will be the concept of confusion, hinder the hotel's sustainable development of the hotel. If the hotel is scheduled to accumulate and organize the fixed training materials, the new trainers can learn from the original information of the training department, in certain circumstances can be amended and added to the information, to avoid training from scratch, that is, to improve hotel management work and save hotel resources. The hotel training should be scientific and standardized management, is the basis for the hotel to improve the training system prerequisites, requiring the hotel to establish training, assessment, promotion of integrated training system at the same time, we must establish an effective incentive mechanism for employees in order to make the hotel good Continuous development[3].

4. The Main Strategy of Education Training for the Junior Hotel Staff

Hotel staff training content is based on forward-looking, reflecting the scientific, highlight the practicality, enhance the targeted, the use of advanced training concepts, is conducive to promoting the enthusiasm of new employees. Improve the training system to ensure that the school has been learned, apply their knowledge. Do "four to four prominent".

4.1 The training content to be complete, highlighting targeted

Hotel staff training content of comprehensive, targeted employees not only expanded the field of vision, in order to improve the staff's service consciousness laid a good foundation, effectively expand the staff's professional knowledge and work area, for the all-round development of employees and work to lay a good foundation for promotion. The content of the training must be starting from the demand of consumer should reflect differences and diversity at the same time, as far as possible with innovation and develops the content of training, the training content should be extended to hotel guests in the hotel all content consumption. Training materials mainly include: "the hotel culture" "local tourism knowledge" "fire safety knowledge" "case study" the actual combat simulation training "social etiquette" "tea art" course, etc. Taking the laundry room as an example, the staff will conduct standard training on how to do laundry, ironing, folding and packing.

4.2 The concept of training to advance, highlight the timeliness

Training concept refers to the right to the work of the professional values and professional values, ethics, morality and so on into specific actions in the work of training activities. Hotel can organize various forms of training for employees to the hotel rules and regulations formulated by the implementation of the way, realize what you what to do and should do, and guide employees to set up the correct occupational morality, make the employees develop good working habits and good working attitude, to unify the thought of the staff to the hotel's decision to deploy the staff full of spirit and attention to completes the labor of duty.

At the same time, put the focus on emotions as the focus, because the staff's service quality is directly related to mood swings, at the same time of influence the guest experience perception, more influence to the whole image of the hotel, it's okay to be so employees have mood swings, the key is the hotel managers must focus on factors that affect employee emotions, clear staff's emotional state, and then targeted to guide and control. The way, before his destiny is closely linked with the future of the hotel, and makes them truly to realize the importance of hotel training, set up the correct occupational morals thought foundation.

4.3 The training order should be standardized and systematic

Hotel training department should be geared to the needs of staff, on the basis of summarizing the previous training experience, master and follow the rule and character of hotel training work, adhere to the "the creative thinking with practice, strengthen the training for pragmatic" principle. The staff must be trained as a key training in the hotel and throughout the training so that the overall quality of the staff will be improved.
4.4 The training system should be improved and humanized

The establishment of a sound hotel training system is a prerequisite for improving the efficiency of worker training. On this foundation, it is necessary to conduct a rigorous examination and improve the evaluation system to ensure the training effect. To effectively improve hotel training, every hotel must have a special person to organize and collect and establish the intramural training archives. Cover the entire training must master the professional knowledge, job skills, and the service concept of all examination, setting specific goals, personal training experience linked to post salary, professional titles and promotion, to further improve the enthusiasm of staff to attend training and autonomy, make the training work with persistence and integrity[4].

5. Star Hotel Staff Education Training Mode

Hotel staff training to carry out the form and training content is complementary, indivisible unity, the same training content, with unique training methods to show the effect is very different. Therefore, hotel training methods to achieve three changes, improve the training of staff results.

5.1 From the "single" to "multi-style" change

With the "Internet +" in the field of extension and integration, the hotel industry is facing new development opportunities and challenges. The hotel in the future training of employees to actively utilize the advantages of the Internet to carry out effective training. The ultimate goal of the hotel training to improve staff efficiency as the main goal, we must take a flexible and diverse training methods, in the Internet era, microbiology, WeChat, WeChat group, friends circle, QQ, QQ group, QQ space has become a hotel training staff The main carrier, with the help of these new training methods, while improving the training effect to enhance the training fun. This kind of learning, in psychology called "radiation effect", this innovative training model will be the overall quality of the staff play a key role in upgrading.

5.2 From "large scale" to "small scale"

Hotel to develop, quality service is the foundation, effective training so that the hotel can be in the incentive market in an invincible position, taking into account the actual situation of the hotel, in the staff training, facing space, time is limited, the actual situation of the family[5]. The hotel training department should take the small training of the staff as the main way of training. For example, the use of staff in the evening to carry out training in the evening, employees should consider the intensity of work during the day and take care of children at night, the training staff, training content, training time and staff fatigue together, training methods can be easy, short time staff Experience sharing form. This kind of small-scale face-to-face communication effectively promotes the exchange of employees, which lead to psychological excitement of the staff from multiple angles, especially the training of the important areas of the hotel and the training of special talents.

6. Conclusion

People as the core factor, hotel management and development reserve force for the sustainable development of the hotel is the need to cultivate a large number of high-quality talent, professional and advanced skilled hotel only constant exploration and practice, according to the latest dynamic of market development, and the development of the hotel's own innovation and improve the education and training for new employees of the steps and strategies, for the long-term development of the hotel provide a more broad platform.

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8. References


