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CHAPTER – I

INTRODUCTION

1.1 INTRODUCTION

Hotel and Tourism is not only a rapidly expanding industry world-wide but also a leading contributor to the global economy by generating desired foreign exchange reserves and simultaneously creating employment opportunities. In today's highly competitive and dynamic environment, in which the industry operates, hotels require a skillful workforce in order to remain a successful player in the competitive game of the industry. One of the main obstacles which occur in the workplace is the lack of training and development. Training and Development is the most crucial and significant factor for the success of the Hotel and Tourism industry regardless of the State/Country.

Training and development is a subsystem of an organization which emphasizes on the improvement of the performance of individuals and group. It can be introduced simply as a process of assisting a person for enhancing his efficiency and effectiveness to a particular work area by getting more knowledge and practices. Also training is important to establish specific skills, abilities and knowledge to an employee. For an organization, training and development are important as well as organizational growth, because the organizational growth and profit are also dependent on the training. But the training is not a core of organizational development. It is a function of the organizational development. Most organizations look at training and development as an integral part of the human resource development activity. The most valuable asset any company has is its human resources. Thus when the businesses want to achieve success, training is to be provided to employees. Training enables the employees acquainted with jobs and also to increase their aptitudes and skills and knowledge. Training helps is to constantly remind the employees the value of the company, its goals and achievements. By doing so, employees become loyal and will do their best for the benefit of the business. Training can be introduced simply as a process of assisting a person for enhancing his efficiency and effectiveness to a particular work area by getting more knowledge and

practices. Training and development is one of the key HR functions. Most organizations look at training and development as an integral part of the human resource development activity. The most valuable asset any company has is its human resources. Thus when the businesses want to achieve success, training is to be provided to employees. Training enables the employees acquainted with jobs and also to increase their aptitudes and skills and knowledge. Training helps is to constantly remind the employees the value of the company, its goals and achievements. By doing so, employees become loyal and will do their best for the benefit off the business. Training in an organization can be mainly of two types; Internal an External training sessions. Internal training involves when training is organized in-house by the human resources department or trading department using either a senior staff or any talented staff or any talented staff in the particular department as a resource person. On the other hand external training is normally arranged outside the firm and mostly organized by training institutes or consultants. Whichever training, it is very important for all staff and help in building career positioning or consultants.

Training should be considered as an investment not cost. Training plays a significant role in the hospitality industry. Training is an important HRD activity which reinforces human resource planning in an organization. A part of the need for internal staffing, training enhances job-related skills and also facilitates acquiring new skills required for averting skills obsolescence in an organization. Training programmes increase employee satisfaction. Training and development are inter-related to a Hotel's growth and success. Without training the employee will not fall to help a client the way they should, the client will be left unsatisfied by the Hotel's service and at last, the employee will become frustrated by the company management and his or her service level will drop. In the contemporary scenario organizations would like to showcase themselves in the market, they like to be different and unique from its competitors and to entice the customers with new products and services as a result the organization will have an advantage over its competitors. Innovation is the concept which makes any organisation to stand apart from the group. Innovation helps employees to upsurge their productivity through creating and implementing innovative processes and differentiates the

organization through innovative product and services. Training and development is one of the significant elements which help in making innovation and to create innovative behavior in the workplace. In modern hotel business, it is all about competence in people, and especially the employees' qualities. The level of service quality depends on the qualities of employees. The qualities are about knowledge, skills and thoughts which lead to a hotel's survival and development. Therefore, staff training is essential in many ways; it increases productivity while employees are armed with professional knowledge, experienced skills and valid thoughts; staff training also motivates and inspires workers by providing employees all needed information in work as well as help them to recognize how important their jobs are.

Training and development can be seen as a key instrument in the implementation of HRM practices and policies. Successful hotels always include staff training as their important development strategy. Tourism as an industry has great influence in socio-economic and environmental development of the country. It provides one in every eleven-total employment. The tourism and hospitality industry in general has problems of retention and skills gap among the employees. Training and Development being the most crucial and significant factor for the success of the Hotel and Tourism industry as a strong service-based philosophy, consistently demonstrated by service providers, guides hospitality personnel in their efforts to achieve customer satisfaction, and ultimately, business success.

1.2 STATEMENT OF THE PROBLEM

The philosophy of the hospitality industry is essentially connected to serving people. Hotel and Tourism is not only a rapidly expanding industry worldwide but also a leading contributor to the global economy by generating desired foreign exchange reserves and simultaneously creating employment opportunities. In today's highly competitive and dynamic environment, in which the industry operates, hotels require a skilful workforce in order to remain a successful player in the competitive game of the industry. Guests represent the key component that enables a company to reach its goals. Training and Development is the most crucial and significant factor for the

success of the Hotel and Tourism industry as a strong service-based philosophy, consistently demonstrated by service providers, guides hospitality personnel in their efforts to achieve customer satisfaction, and ultimately, business success.

1.3 OBJECTIVES OF THE STUDY

- To study the factors influencing effectiveness of training and development programs in hospitality industry
- To know the satisfaction level of employees related to training and development.
- To study the importance of training programme in hospitality industry.
- To study the method used in training in hotel Blue Nile
- To analyses what are the barriers of training.

1.3 SCOPE OF STUDY

The scope of training depends upon the categories of employees to be trained. As we all know that training is a continuous process and not only needed for the newly selected personnel but also for the existing personnel at all levels of the organization. To analysis the Training helps to increase employee's productivity in terms of quality and quantity. The present research investigates training system and importance & benefits of training and development in hospitality industry.

1.4 METHODOLOGY OF THE STUDY

Research refers to a search for knowledge. Once can also define research as a scientific and systematic search for pertinent information on a specific topic.

- Research is an art of scientific investigation.
- Systematized effort to gain new knowledge
- It is a voyage of discovery

Research methodology is a systematic way to solve research problems. Researcher has to design his methodology. Research methodology deals with research methods and takes into consideration the logic behind the method. It also deals with objective

of research study, the method of defining the problem, type of data collected, methods used for collecting and analyzing data.

The method is defining the problem, type of data collected and the methods used for collecting the data. The research processes that will be adopted in the present study consist of the following stages. Defining the problem and the research objective

- Developing the research plan
- Collection of data.
- Analyze the collected information
- Report research findings

RESERCH DESIGN

Research designs are important because complete designs tend to produce significant and correct conclusion. They contribute to the systematical observation of the research question or problem. Research design contains.

- A clear statement of the research problem
- Procedure and techniques to be used for gathering information
- The population to be studied
- Methods to be used in processing and analyzing data

Descriptive research design is used for the study. Descriptive study will be carried out to know the actual Training and Development method being followed. The knowledge of actual training and development process is needed to document the process and suggest improvements in the current system to make it more effective.

SAMPLE UNIT

A study was conducted among the employees of Hotel Blue Nile, Kannur

SAMPLING DESIGN

A sample design is the definite plan for obtaining a sample from the sampling; it refers technique or procedures; the researcher would adopt in select some sampling

units from which inference about the population is drawn. In this study simple random sampling is used.

A simple random sample is a subset of a statistical population in which each member of the subset has an equal probability of being chosen. A simple random sample is meant to be an unbiased representation of a group.

SAMPLE SIZE

The population for the study consists of the employees of hospitality sector in Kannur District.

SAMPLE TECHNIQUE

Sampling technique used is simple random sampling. Employees are chosen randomly from the organization.

SOURCE OF DATA COLLECTION

Data collection is a standout amongst the most essential stages in carrying on a research. Data collection begins with figuring out what sort of data is needed, followed by the collection of a sample from a certain section of the population. The study has used both primary and secondary data;

PRIMARY DATA

Primary data is data that is collected by a researcher from first-hand sources, using methods like surveys, interviews, or experiments. It is collected with the research project in mind, directly from primary sources.

SECONDARY DATA

Secondary data refers to the information or facts already collected. It is collected with objective of understanding the part status of any variable or the data collected and reported by some source is accessed and used for the objective of a study.

TOOLS FOR DATA ANALYSIS

Data analysis is a process of inspecting, cleansing, transforming, and modeling data with the goal of discovering useful information, informing conclusions, and supporting decision-making. The different statistical method is used.

- Percentage Analysis

PERCENTAGE ANALYSIS

Percentage analysis is the method to represent raw streams of data as a percentage (a part in 100 - percent) for better understanding of collected data. Percentage Analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding.

1.6 LIMITATIONS OF THE STUDY

- Time was the major limiting factor. An-depth analysis into the study was not possible within the allotted time.
- There may be bias on the part of employees while answering to the questions
- The sample size of the study is limited to 100 not the entire employees of the organization
- The busy schedule of workers remained a major factor on conducting the study