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Influence of Training on Job Performance Amongst Staff of Hospitality Industry in an Era of Emerging Technologies

Gbadebo, Christiana Teniola, Adeniji, Oluwakemi Toyin,
Oyegunwa Oluwatoyin Ruth and
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Abstract
This study examines the influence of training on job performance among staff of hospitality industry in an era of emerging technologies in Ilorin South, Kwara state. Four research questions were raised and two hypotheses formulated and tested at 0.05 level of significance. Survey research design was adopted for the study. The population of the study comprised both junior and senior staff of the Hospitality Industry in Ilorin South Local Government area of Kwara State numbering one hundred and eighty three (183). A total number of 120 employees constituted the study sample. The instrument used is the Performance Rate of Individual Staff Questionnaire (PRISQ). The instrument has reliability index of 0.72. Data collected were analyzed with descriptive statistics, percentages, frequencies and mean. The null hypothesis involved in the study was analyzed using t-test and Pearson Product Moment Correlation (PPMC). The findings revealed that staff training in Hospitality industry is frequent and consistent as 22.5% were trained beginning of work, 10.8% were trained once a year, 11.7% were trained twice a year, 23.3% affirm once a month, 27.5% were trained on daily basis at various capacity. The results further revealed that staff training significantly influenced job performance of hospitality staff positively ($p<0.05$). This is confirmed by 108 (90%) of the staff trained that have high job performance rating. The result revealed no significant difference between male and female regarding influence of training on job performance among hospitality staff ($p>0.05$) The study concludes that training positively influence job performance of staff in hospitality Industry. Based on the findings, it is recommended that, employees should be made aware of the significance of staff training. Hospitality service providers should use technology systems to upgrade in line with the emerging technological landscape.

Keywords: Hospitality Industry, Staff Training, Employee, Job performance, emerging technologies

Introduction

Keeping up with the latest emerging technology trends is essential for those operating in the hospitality industry , because the industry itself is extremely competitive. This means that those who fail to adapt can quickly find that they are being left behind by hotel and travel companies that have implemented new approaches, technologies and ideas. For those in the hospitality industry, training and keeping up with the latest emerging technology trends is of the utmost importance, not only to improve the customer experience , but also to improve internal processes at the same time. On-the-job training is planned, structured, and mostly carried out at the trainee's workplace. It is sometimes carried out in a special on-site training area. In on-the-job training, managers, supervisors, trainers and colleagues spend a large amount of time with trainees to teach previously determined skill sets. (Holden, 2001). Today hotels continue to respond to environmental competitiveness and challenges through

the use of new technology as a form of innovation. New emerging technology has also deepened the relationship between hotels and their customers as data mining of customer databases (Siguaw, Enz, and Namasivayam, 2009) offers hotels the opportunity to develop in depth customer profiles and match service offerings based on the profiles. Future of Hospitality management industry is fashioned by the current explosion in the Internet of things (IoT) technology. Hospitality service providers (HSP) must stay on the leading edge of emerging technology to maintain a competitive edge in the market. The Internet of things is the interconnection of everyday physical devices like sensors, actuators, identiûcation tags and mobile devices, such that they can communicate directly or indirectly with each other via local communication networks or over the Internet (Munir, Kansakar, & .Khan, 2017;Mohanty, Choppali & Kougianos,2016). The IoT paradigm offers Hospitality service providers (HSP) a new means of interacting with guests and collecting their real-time dataHsiao, Chuang & Huang , 2018;Sigala, 2011).

Training is the process of increasing the knowledge and skill of the workforce to enable them to perform their job effectively. It is a process whereby an individual acquires job-related skills and knowledge related to new technology. Commonly, training is required to: support new employees, increase marketing effectiveness and higher quality of the hospitality industries.

Job Performance assesses whether a person performs a job well. In describing the importance of training and staff performance for knowledge and skill acquisition, Nestoroska, and Petrovska (2014) opined that job performance depends on many things including level of capital investment, the technology of production and quality management. The Hospitality industry is focused on the satisfaction of customers and providing specific experiences

Koutroumanis (2011) explained that the first revolutionizing technology implemented by restaurants, was the well-known point of sale (POS) systems. The systems fit into the restaurant industry well by automating the jobs of the service and kitchen staff. The POS system was programmed with menu items corresponding with price, increasing efficiency to new levels. Other most important emerging technology trends in the Hospitality Industry are *Recognition Technology* where biometrics is being used to usher in a new age of seamless authentications for example, finger print or facial recognition technology could be used in hotels to unlock rooms, to check-in and check-out purposes as used in Marriott, China. Also, *Robots use for example at* Henn-na Hotel in Japan has drawn headlines for being the world's first robot-staffed hotel, with robots being used as front desk staff, customer information tools and even as luggage porters. *Chatbots & Artificial Intelligence* are able to understand simple questions and provide answers almost instantaneously to customers.

According to Brewer,Kim,Schrier, Farrish (2008) some of the most significant IT applications involve the use of mobile handheld devices, such as personal digital assistants (PDA), tablet PCs, and cellular phones. Additionally, one of the most common wireless technologies impacting the hotel industry is Wi-Fi. This allows hotel customers to access the Internet from a bar, restaurant, lobby or guest room (Bentley, 2005). *Internet of Things (IoT)* is another device that enabled

thermostats, which are used to automatically adjust room temperatures at check-in and check-out times, or in response to temperature swings caused by the sun, or by windows being opened (Bentley, 2005)

Another emerging technologies is the *Big Data* within the hotel industry, big data allows businesses to identify trends , which can be used for revenue management purposes. It could be used by travel agents to make intelligent destination recommendations, based on age, gender, budget and previous locations visited. Furthermore, v*irtual realities shows* more and more, hotel websites are using 360 degrees imaging technology to allow virtual reality users to experience rooms in their hotel before they book due to its capacity to place customers in computer-generated settings. (Zsarnoczky, M(2018). All of these technologies are emerging in the hospitality industry. According to Dessler (2006), Human performance is the function of many influences which include accountability, skills and knowledge, rewards and recognition.,

The purpose of training on job performance in hospitality industry according to Amirtharaj,Cross and Vembar (2011) is to impact knowledge, skills and attitude to newly recruited and old employees, help improve the efficiency of individual staff and enhance organizational effectiveness. Employees have to receive some form of training in other to avoid errors even a skilled worker does require some refresher training once in a while. Hotels in Nigeria have been observed by Abomeh (2012) to enhance adequate staff training for acquisition of appropriate skills needed for excellent quality service since the delivery of quality service is related with hotel performance. It is therefore crucial to find the level of training given to hospitality industry in Nigeria and a need to establish how effective these initiatives have been. In this study, the research investigated influence of training on job performance amongst staff of hospitality industry in era of emerging technologies.

The findings of the study will be of significance to hospitality industry, Government, consultancy firms, investors, and future searchers. The knowledge will provide guidance for hoteliers in upgrading or implementing new technologies that guests want to use during their hotel stay. This can help the hospitality industry achieve greater differentiation by offering the most important amenities among the latest technologies to guests, enhancing the latter's experience and attracting new customers resulting in increased revenues.

Research Questions

The following questions were raised to guide the study:

1. What types of staff training programs are provided by hospitality industries in Ilorin South Local Government Area Kwara State?
2. How frequent are training programs organized for staff in the hospitality Industry in Kwara State?
3. What is the influence of staff training on job performance of hospitality staff in the Kwara State?
4. Is there any difference between male and female staff on job performance in the hospitality industry

Research Hypotheses

The following hypotheses were formulated for the study:

$H0_1$: Staff Training will not significantly influence job performance of hospitality staff in Kwara State

$H0_2$: There is no significant difference between male and female job performance among among hospitality staff.

Methodology

The study adopted a descriptive survey research design where data was collected from a large population using a representative sample to generalize. The total population for this study comprises of both the senior and junior staff of ten hotels in Ilorin South Local Government Area of Kwara State numbering Five Hundred and Four (504).

Source: (Staff Data: Managers of Hospitality Industries in Ilorin South, 2019)

A total of 120 employees made up the sample for the study. Multistage sampling technique was used to select 120 respondents for the study as follows: The first stage involve stratifying the state into 16 local government areas (LGAs). Second stage involves purposively selecting one LGA which is Ilorin South LGA. Third stage involve using homogenous purposive sampling technique in selecting two (2) Hotels (Kwara hotel and Princess luxury hotel)out of ten hotels in Ilorin South LGA. In the last stage a non-proportionate stratified random sampling technique was adopted to select 120 samples from a population of 504 as follows: Kwara hotels (52) Princess luxury hotel (68), comprising approximately 24% of the population. Researchers adopt 10 - 30% of the total population making up the sample as reasonably adequate and representative of the population (Ali, 2006)

Training and Performance Rate of Individual Staff Questionnaire (TPRISQ) developed by the researcher was used for data collection. The questionnaire was divided into two sections A and B with items on a four point scale of preference scored 1-4. The questionnaire was face validated by three experts in Home Economics. The questionnaires were administered to employees who have undergone training.

Data Analysis

Data collected were analyzed with descriptive statistics such as frequencies, mean and standard deviation. Hypothesis one was tested with Pearson product moment correlation (PPMC) while hypothesis two was tested using two tailed (t-test). All null hypothesis was tested at 0.05 level of significance. The decision rule mean is above 2.50 taken as agreed while less than 2.50 was taken as disagreed.

Results and Discussions

The Biodata information of respondents revealed that 65 (54.2%) were male while 55 (45.8%) were female. Information on total time spent on training shows that 66 (55.0%) of the respondents spent <5 months, 24 (20.0%) spent between 10-12 months, 16 (13.3%) spent between 5-10 months, while 14 (11.7%) spent >12 months. This shows that the majority of respondents spent <5 months in training.

Table 1: Mean Rating and Standard Deviation of Respondents on the Types of Staff Training Programs provided by Hospitality Industries

S/N	Statements	Agree	Disagree	Mean Score	Remarks
1	Customer relations training	102(85)	18(15)	3.23	Agreed
2.	Housekeeping related training	84(70)	36(30)	3.18	Agreed
3.	Occupational Safety & health training	54(45)	24(20)	3.18	Agreed
4.	Team working skill enhancement training	99(82.5)	21(17.5)	3.15	Agreed
5.	Hotel reservation training	93(77.5)	27(22.5)	3.13	Agreed
6.	Quality control training	95(79.2)	25(20.8)	3.13	Agreed
7.	Food & drinks serving related training	90(75)	30(25)	3.12	Agreed
8.	Training on scope & nature of hotel management	95(79.2)	25(20.8)	3.11	Agreed
9.	Hotel hygiene related training	91(75.8)	29(24.2)	2.08	Disagreed
10.	Communication skills & advertising training	84(70)	36(30)	3.03	Agreed
11.	Rooms servicing training	94(88.3)	26(21.6)	3.01	Agreed
12.	Training on commodities & ingredients knowledge	89 (74.2)	31(25.8)	2.97	Agreed
13.	Marketing/ sales training	81(67.5)	39(32.5)	2.93	Agreed
14.	Hotel physical maintenance related training	81(67.5)	39(32.5)	2.93	Agreed
15.	Training on methods of cooking	88(73.3)	32(26.7)	2.91	Agreed
16.	General tourism related training	87(72.5)	33(27.5)	2.88	Agreed

Figures in parentheses are in percentages

Table 1 shows that 15 items on types of staff training programs in hospitality Industry.

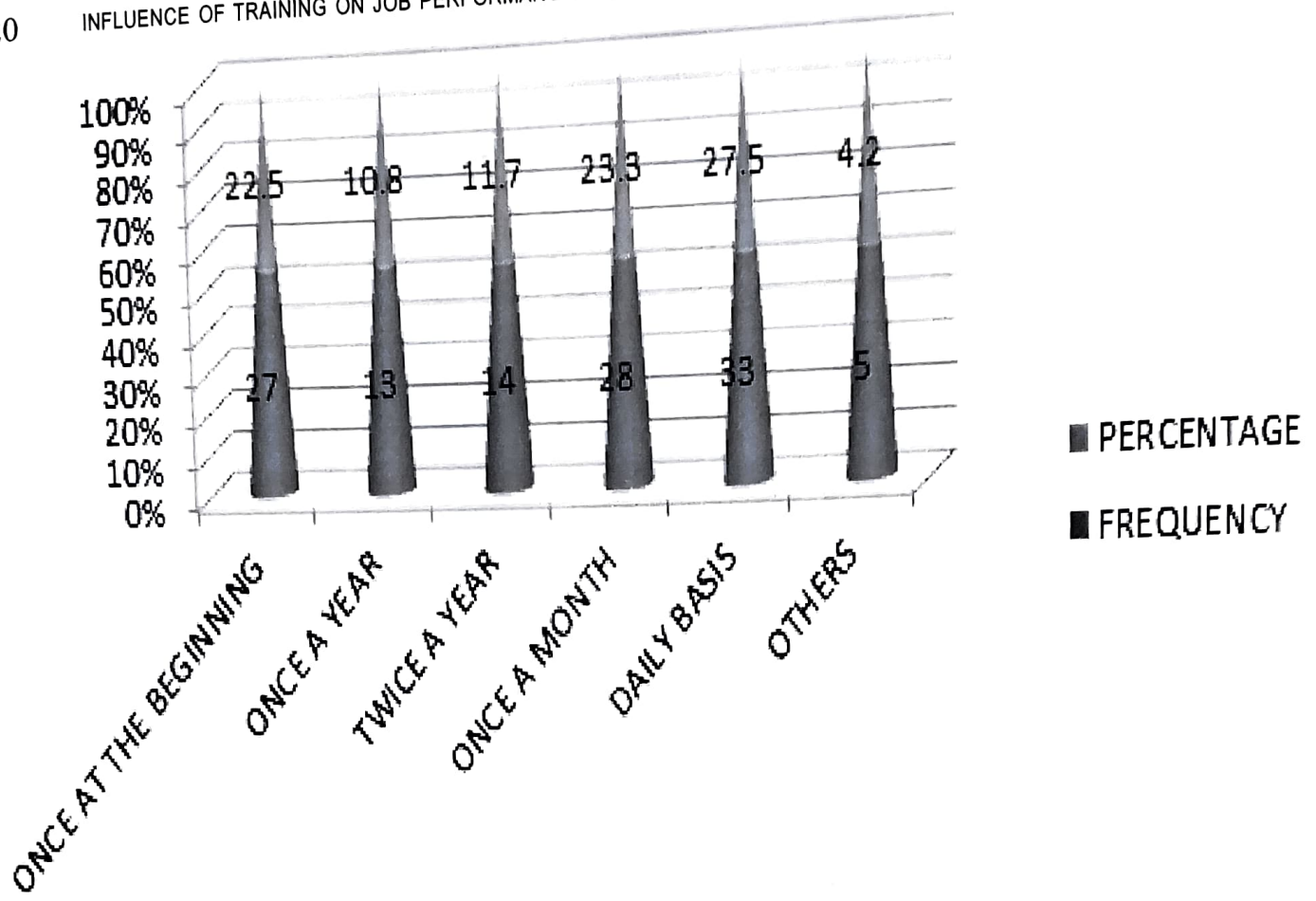


Figure 1: Frequency of Training Programs Organized for Staff in Hospitality Industry

Figure one show 33 (27.5%) training on daily basis, 28 (23.3%) once a month, 27 (22.5%) respondent once in the beginning when work started while 14 (11.7%) twice a year, 13 (10.8%) once a year, while 5 (4.2%) trained at other periods different from those captured in this study.

Table 2: Descriptive statistics on influence of staff training on job performance of hospitality staff

Time Spent on Training	Job Performance		
	Moderate	High	Total
<5months	10(15.2%)	568(4.8%)	66(100.0%)
5-10 months	1(6.2%)	15(93.8%)	16(100.0%)
10-12 months	1(4.2%)	23(95.8%)	24(100.0%)
>12month	0(0.0%)	14(100.0%)	14(100.0%)
Total	**12(10.0%)**	**108(90.0%)**	**120(100.0%)**

Table 2 revealed that 12 (10%) perceived their training to have moderately influence their job performance and 108 (90%) perceived their training to have highly influence their job performance.

Test of Hypotheses

Table 3: Pearson Product Moment Correlation Statistics on the Influence of Staff Training on job performance of hospitality staff

Variables	N	X	SD	R	Sig.p(2tailed)	Remark
Type of Training		48.96	8.747			
	120			.776	.000	Sig.
Job Performance		32.6500	5.00697			

á=0.05

Table 3 shows an r value of .776 and a P value of .000 at an alpha level of 0.05, the p value is less than the alpha level($p<0.05$) therefore, the null hypothesis which states that Staff Training did not significantly influence job performance of hospitality staff in the study area is rejected. This implies that Staff training significantly influenced job performance of hospitality staff.

Table 4: t-test analysis on difference between male and female on Influence of staff Training on Job Performance among Hospitality Staff

Variable	N	Mean	SD	df	Cal. t-value	Crit. T value	P-value
Male	65	37.94	3.657				
				119	0.35	1.98	.73
Female	55	38.18	4.056				

Table 4 presents the calculated t-value of 0.35 which is less than the critical t-value of 1.98 with a corresponding p-value of .73 which is greater than 0.05 alpha level. ($P>0.05$) Hence, the hypothesis which state that 'There is no significant difference between male and female on influence of training on job performance among hospitality staff was accepted. Thus, male and female staff did not differ on the influence of staff training on job performance among hospitality staff.

Discussion

Findings of research question 1 show that hospitality staff engage in different types of staff training especially in the area of customer relations, housekeeping and occupational safety and health training. Milhem, Abushamsieh and Aróstegui (2014) stated that in on-the-job training (OJT), the work itself becomes an integral part of the training provided .70% of Chinese managers receive on-the-job training as compared with under 55% in North America, 45% in Great Britain and 21% in France.

Findings of research question 2 shows that majority 33 (27.5%) were trained on daily basis in hospitality industry. The finding agrees with Wilson, (1999) who states that frequency of organizational training have contributed to the effectiveness of workers.

Findings of research question 3 revealed that training influence job performance of hospitality workers/staff. This agrees with Munir, Kansakar, and .Khan, (2017) who stated that an organization which combines its strategy, training and development is regarded as having a good business sense. Recruiting, retaining, training and developing the right and talented people give an organization a competitive edge over its competitors.

The result of hypothesis one revealed that staff training significantly influence job performance of hospitality staff. The findings agree with UlAfaq, Yusoff, Khan,

Azam, and Kassim Thukiman, (2011) whose study on employees' training and Performance relationship in hospitality sector found a significant relationship between employees' Training and Performance, revealing that the employees who have taken trainings were more capable in performing different tasks.

The result of the hypothesis two revealed that there is no significant difference between male and female on influence of training on job performance among hospitality staff. The findings did not support the study of Mohanty, Choppali and Kougianos (2016) whose findings revealed that there is significant difference in job performance in the Caribbean hotel worker by gender.

Conclusion

It can be concluded from the findings that Hospitality industry engage in different types of training for staff. Training has significant influence on job performance of Hospitality employee in Kwara State.

Recommendations

Based on the finding, the following recommendations are made.

1. Hospitality industry should help employee identify training especially in areas of emerging technologies to broaden the scope of how the hospitality industry can upgrade their operations in a competitive technological landscape.
2. Government should help Hospitality industry in the area of staff training so that more staff can be trained using new innovations as cost of training in emerging technology may hinder hospitality industry from adaptation of new technology.
5. Hospitality service providers (HSP) should be open to technology so that their systems can be easily upgraded in line with the changing emerging technological landscape.

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