

Inspirations & Influences for Freshers in Hospitality Education

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ABSTRACT

The hospitality industry is one of the most promising sectors and growing at a rapid pace. Every year this sector contributes a lot to the economy of the country. The industry is growing day by day and because of endless opportunities in this Hospitality industry, large numbers of students are choosing this field to build their careers. After pursuing a degree in Hospitality management whole world is the workplace. One can move to any country to find a job and make a career. A career in Hospitality Management will offer endless job opportunities and good growth. This industry has a growth rate of 200% per year. So, making a career in this field can be a lucrative affair and the right choice. This topic has been chosen as an effort to emphasize and understand the requirements and qualities to be present in the young and budding aspirants who wish to opt hospitality industry as a career.

Key Words: Hospitality Industry, Skills, Competency, Professionals, Fresher

I. INTRODUCTION

Each one of us develops some qualities by birth that make us very special and unique. For example, some of us are very good dancers, while others can't even move their feet on music, while others can be very good painters. But ultimately without any doubt each one of us has got a common feature rather we should say that we have expertise in it and that is the quality of copycat. In other words, it can also be said that it is the human tendency to get inspired and influenced by somebody senior, experienced, qualified, and more influential than us. This truth is very much applicable in our industry which is the 'Hospitality Industry. As a fresher, there are countless things, events, and situations as well as individuals from whom one gets the inspiration and finally gets influenced in some way or the other. And

unknowingly that thing becomes the ideal situation or role model for him.

Aspects To Consider In The Industry

For a successful Hospitality professional, one must develop the quality to understand and take a genuine interest in the person in front of him. By doing this one will inculcate the habits which will finally help him when he becomes a part of the industry. Because ultimately, he has to face and deal with the guest, make the guest comfortable and feel at home with complete satisfaction. This will not only create positive impressions on the guest's mind but also will build up the image of that person and the organization at the same time.

So, the first rule for a fresher to make him a true hospitality professional is to 'take a genuine interest in anyone and everyone in front of him.

The second rule for a fresher to make him a true hospitality professional is to "Smile".

According to the professor of psychology at Michigan University Dr. James V. Mackonell "People who smile can teach and sell as well as can take care of their kids in a better manner. Smiling has more power than anger. So, teaching Inspiration is always a better option than punishment. It costs nothing to smile but it gives many things. No one is that rich who can live without it and no one is that poor who cannot take the benefit of it." So have a true smile.

The third rule for a fresher to make him a true hospitality professional is to "Always remember that the name of a person is the most important and sweet word for him so try to remember the names of people." According to the 32nd President of the United States of America Franklin Delano Roosevelt "one of the best ways to earn Goodwill from people is to remember their name and make them feel important". So always try to remember the names of the people you meet.

The fourth rule for a fresher to make him a true hospitality professional is to “Be a good listener”

According to Ex Harvard President Charles.W. Eliot “There is no secret to a successful business meeting- just pay full attention to the person who is talking to you.”

According to the Ex-president of Columbia University, Dr. Nicolas Murray Butley “Those who think and talk only about themselves are the biggest Illiterates no matter how many degrees they have”. So be a good listener.

The fifth rule for a fresher to make him a true hospitality professional is to “Talk according to the interest and liking of the person in front of you.”

As per the employee relation specialist Havard. Z. Harzig “If the conversation or talking is done according to the interest and liking of the person in front, then both the parties are benefitted which also helps in relation building and increases the social contacts.” So, talk according to the interest and liking of the person in front of you.

The sixth rule for a fresher to make him a true hospitality professional is to “make the person feel important with an honest effort.”

Assessment for the 'Right' Hospitality Management Fresher

The following table illustrates how various skills and personality traits map to assessments required for various departments where a Hospitality Management Fresher works:

Profile	Competency Required	Competency Mapping to Hospitality
Front Office	Ability to Sell Problem Solving Service Orientation Ability to Handle Pressure	English: High Logical Ability: Medium Customer Orientation, Interpersonal Relations: High Sales Orientation, Self Discipline: Medium
Food & Beverage	Service Excellence Ability to Manage and coordinate Interpersonal Skills	English: High Customer Orientation, Managerial Ability: High Interpersonal Skills, Quality Orientation: Medium to High
Housekeeping	Consistency Service Excellence Disciplined, Organized Good Team player	English: Medium Attention to Detail: High Comfort with Repetitive Work, Quality Orientation: High Ability to handle pressure, Customer Orientation: Medium to Low
Food production	Creative Quality Excellence Good team player Adaptable	Openness to experience: Medium to High Creativity: High Quality Orientation: High Teamwork & co-operation, Ability to handle pressure: Medium to High
Sales	Ability to Sell Result Oriented Service Orientation Ability to Handle Pressure	English: High Logical, Quant: Medium to High Sales Orientation, Interpersonal Relations: High Ability to handle Pressure, Performance Focus: Medium to High

Good hospitality professionals have a combination of practical experience, excellent communication skills, and a positive customer service attitude.

SKILLS

In addition to formal training and practical experience, hospitality fresher should have strong writing and editing skills. They must have strong presentation skills and understand learning techniques to deliver effective training programs.

They must be able to work with all levels of an organization. The ability to inspire, motivate and demonstrate excellent customer skills and the value of the customer are all valuable qualities of a hospitality fresher.

COMPUTER SKILLS

Training relates to industry requirements, certifications, employee performance goals, and action plans. Hospitality freshers must be proficient

in word processing, spreadsheets, and data analysis to input data, track employee training, and produce training reports. Depending on the organization, trainers may need to be comfortable delivering training through video conferencing, webinars, and other online methods using software and electronic hardware.

COURSE DESIGN

Hospitality professionals often design new training programs. They need excellent observation and listening skills to determine gaps in service or job performance to design an effective training program that results in improvement. These qualities will help them complete a job analysis and create job descriptions that detail necessary job duties and responsibilities and the skills, education, and experience to perform these duties.

SOME PERSONAL QUALITIES INCLUDE

- **Commitment**

To be successful in the hospitality industry, you must be committed to ensuring customer satisfaction. You must do whatever it takes to keep customers happy and also create repeat business.

- **Communication Skills**

The most successful in the hospitality business are those with excellent communication skills. They can communicate effectively both orally and in writing

- **Enthusiasm**

Great employees of the hospitality industry are enthusiastic about their jobs and strive to do the best work possible. They want to give their customers the best experience available.

- **Interpersonal Skills**

To be successful in hospitality, one must have top-notch interpersonal skills, as the very nature of the business is to provide spectacular customer service.

- **Leadership**

Great hospitality employees have strong leadership skills and can command projects and make significant contributions to an organization's overall success.

- **Organized**

To stay on top of the multitude of tasks you'll face as a hospitality employee, you have to be organized and multitask without difficulty

- **Knowledge of Safety/Hygiene Issues**

Successful hospitality employees are familiar with rules of safety and hygiene as they apply to food serving places, Hospitality, and other places where people spend time.

- **Teamwork**

Successful members of the hospitality industry work well with others and can be productive members of a team. They value the contributions of everyone.

- **Thorough**

Great hospitality employees are very thorough in their work and realize that any oversight could result in customer dissatisfaction.

II. CONCLUSION: -

Everything starts and ends with a right and positive attitude in the hospitality industry. With formal education, theoretical and practical experience the professional approach towards the events and activities performed are the key factors to success. An aim should always be there to compete with oneself if not others and set the standards high in whatever is done keeping the benchmark of international standard as the industry has no boundaries and the whole world is a workplace, the basics remain the same.

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