

Need & Importance of Soft Skill in Hospitality Industry

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ABSTRACT

Background & Purpose: This paper try to investigate the role of soft skills in hospitality industry as hospitality industry have seen enormous amount of growth in recent year. Over the year many international hotel brand have started operation in India which have resulted in movement of guest from various countries, hence to strengthen effective communication with the guest soft skills of the employee plays a very important role. Soft skills are not only confined to spoken or oral skills but also include problem solving, professional writing team work etc.

Experimental Approach: Primary and secondary data for the research have been used. Primary data was collected with the help of questionnaire which was circulated to employees of renowned hotels of Dehradun, Uttarakhand using likert 5- point scale.

Conclusion and Implication: With the help of study, it can be concluded that soft skills plays an important role in hospitality industry and organization should make sincere efforts to develop soft skills of employee.

Keywords: Hospitality, Soft skills, Organization

INTRODUCTION

Soft skills are very important to modern day organization these skills are neither very specific nor these are generalized and covers various skills such as leadership skills, critical thinking, job attitude, social intelligence, people management etc. Soft skills are actually people skills which help them to work in organization more effectively.

According to Sean (2008) soft skills can be identified personality specific skills which are intangible and non technical at the same time these skills identify individual as good listener, leader and perfect negotiator, these skills also helps individual in managing various sorts of conflicts which an individual comes across. Soft skills are not directly related to technical terms or knowledge but are rather skills which focuses on individual ability to handle situation at their respective work place (Tobin, 2006).

Hard skills are often misunderstood as soft skills but these both are different in their concept and

nature, hard skills include hard talents which actually appear on the resumes of an individual while soft skills are the combination optimism, social grace and personal qualities (Carole,2008).

Soft skills should not be taken as replacement of hard skills but should always be considered as complimentary factor which will assist in working more effectively.soft skills with the combination of hard skills make the work easier in modern day organization as the customer is much more aware about the procedure and operation today as comparision with with earlier decade . with th advent of technology and internet the procedure of operation are easier to understand by the customer. Hospitality industry caters to the customer who travel from different countries and are actually aware about the procedures , hence the hospitality industry requires work force which is very professional in nature at the same time is very well equipped with both soft skills and hard skills which will result in better guest management practices. Work force of hospitality industry takes soft skills as the area of concern because it is an industry which requires continuous guest interaction and takes soft skill domain as area of importance and is rated equally important as technical skills (Watkins,2004).

REVIEW OF LITERATURE

- Kumar (2020) – recognized the role of effective communication in organization which would assist organization to grow better in near future and achieve their objectives. People participation and management policies play crucial role in overall development of employee.
- Alexandra (2019) – stated that communication plays an important role in hospitality and tourism industry as the employee of hospitality industry are frequently interacting with the guest, hence their oral communication skills especially English language skills should be excellent as during interaction they would be understanding guest requirement and will be able to communicate effectively.
- Kacelt (2018) – identified the need of language classes for future work force especially for the domain of hospitality and tourism industry which would assist them in enhancing their skills in the form of oration and effective learning.
- Mathur (2017) – stated relevance and importance of hard and soft skills which are required in industry . In his work he stated that for getting job individual should work on this technical skills while for having career he should also emphasize on soft skills
- Mansura Nusrat (2016)- Stated that soft skill is a comprehensive term which should be segregated properly in following seven factors management skills, team work, leadership ,critical thinking, entrepreneurship skills, communication skills and problem solving skills
- Ngang et.al (2015)- Studies issues related to soft skill development for organization and classified soft skills in three broad categories for organization problem solving skill, individual skill and inter personal skill which can benefit organization in longer run.
- Kumar (2014)- Stated that communication skills are important part of employability skill and

institutes and organization should take efforts to strengthen this to have better employment opportunities.

- Nadiya Shuatya (2013)- suggested that organization and academic institutes should make efforts to strengthen soft skills of individual

RESEARCH METHODOLOGY

➤ **OBJECTIVE OF THE STUDY**

- To investigate importance of soft skills in the Hospitality Industry.
- To suggest various measure for implementing these soft skills in hospitality industry.

➤ **RESEARCH DESIGN**

A research design is purely and simply the framework for a study's strategy, which include data collecting and analysis from primary and secondary sources. The study's goal is to analyze importance of soft skills in hospitality industry of Dehradun .

➤ **SOURCE OF INFORMATION**

Primary Data- Collected through structured questionnaire with the help of response gathered from 100 respondents.

Secondary Data – Reputed Journal

➤ **DATA ANALYSIS TOOLS**

Relevant data for this study was collected from 100 respondents which were analyzed using a Likert 5 points scale arranging strongly disagreed-1, strongly Agreed-5.

➤ **DATA ANALYSIS AND INTERPRETATION**

As per the result obtained from the response, various means scores were calculated respond majorly stated that Soft skill has a major role in the hospitality

Chart 1 Data Analysis and Interpretation

Particulars	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total	Mean	Deviation	CV
Soft Skills are useful for Hotel Industry	10	6	9	51	24	100	3.73	3.402939905	0.9123163
Situation handling is required for Hotel Professionals	5	7	9	45	34	100	3.96	3.588871689	0.9062807
Managers should have good leadership qualities	11	5	15	40	29	100	3.71	3.405877273	0.9180262
Critical thinking is required for good hospitality professional	7	10	13	40	30	100	3.76	3.43220046	0.9128193
Leadership qualities are developed in my hotel	55	25	5	10	5	100	1.85	1.732050808	0.9362437
My hotel perform workshop for Soft skills	16	8	12	28	36	100	3.6	3.382306905	0.9395297
Training session are conducted to improvise communication skills	9	2	15	44	30	100	3.84	3.495711659	0.9103416
Problem solving attitude is developed through effective soft skills	4	2	26	43	25	100	3.83	3.42928564	0.8953748
Entrepreneur should have good soft skills	15	5	9	56	15	100	3.51	3.218695388	0.9170072
My Hotel have reward system for soft skill development	40	20	15	10	15	100	2.4	2.34520788	0.9771699

Mean interpretation 0.8-1.8 = Strongly disagree, 1.8-2.6 = Disagree, 2.6-3.4 = Neutral, 3.4-4.2 = Agree, 4.2-5 = Strongly agree

CONCLUSION & SUGGESTION

Effort should be made by Hospitality employees and stakeholders who could enhance the effective soft skills of employee.

1. Soft skill are important aspect hospitality organization.
2. Hotel emphasize on soft skill development of their employees.
3. Hotel should conduct workshop on development of soft skill development
4. Hotel should incorporated reward system for employees who have developed soft skills post conduction of workshop.

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