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“Human Resources Management in the Hotel Industry”

Filippou Asimina

Supervisor: Chytiri Alexandra-Paraskevi

Patras, Greece, January 2024

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Filippou Asimina

Supervising Committee

Supervisor:

Chytiri Alexandra-Paraskevi

Assistant Professor in Human Resources
and Tourism Management, Department of
Tourism Studies, University of Piraeus

Co-Supervisor:

Kazantzi Vasiliki

Professor at the Department of Business
Administration in the University of
Thessaly

Patras, Greece, January 2024

Abstract

In the hospitality and tourism industry, human resource management (HRM) assumes a pivotal role in determining the success and long-term growth of these sectors. This investigation delves into the various strategies and challenges associated with managing employees, with a particular emphasis on selecting, training, developing, and retaining high-performing staff. By examining these aspects, this study sheds light on the essential nature of HRM in fostering sustainable development within the hotel and tourism industry. To begin with, the selection of suitable candidates is of paramount importance in the hotel and tourism industry, where customer service and satisfaction are paramount. HRM strategies must prioritize the identification and recruitment of employees who possess the necessary skills, knowledge, and attitudes to provide exceptional service to guests. This involves implementing rigorous selection processes, such as thorough background checks, skills assessments, and personality tests, to ensure that only the most qualified candidates are selected for employment. The impact of cultural diversity on work performance is also examined, as well as the role of technology and digital transformation in modern management practices. This research highlights the need for flexible practices and approaches adapted to the unique needs and challenges of the tourism industry, with the aim of improving job satisfaction and efficiency.

Methodology: The research sample consists of 16 people, 7 men and 9 women aged between 20 and over 50 years. The questionnaire was distributed to the staff of the MELIDONIA SUIT hotel in Santorini.

Conclusions: Strategies that focus on employee empowerment and training are positively associated with job satisfaction. Digital transformation increases the demand for advanced technological and analytical skills among workers. Advanced practices in human resource management contribute to the sustainability of the tourism industry by enhancing corporate social responsibility and ecological awareness.

Keywords

Human resources management, Hotel Industry, Job Satisfaction, Human Resource Strategies, Training and Development, Work Flexibility.

“Διοίκηση Ανθρώπινου Δυναμικού στην Ξενοδοχειακή Βιομηχανία”

Φιλίππου Ασημίνα

Περίληψη

Στον κλάδο της φιλοξενίας και του τουρισμού, η διαχείριση ανθρώπινου δυναμικού (HRM) διαδραματίζει καθοριστικό ρόλο στον καθορισμό της επιτυχίας και της μακροπρόθεσμης ανάπτυξης αυτών των τομέων. Αυτή η έρευνα εμβαθύνει στις διάφορες στρατηγικές και προκλήσεις που σχετίζονται με τη διαχείριση των εργαζομένων, με ιδιαίτερη έμφαση στην επιλογή, την εκπαίδευση, την ανάπτυξη και τη διατήρηση προσωπικού υψηλής απόδοσης. Εξετάζοντας αυτές τις πτυχές, αυτή η μελέτη ρίχνει φως στην ουσιαστική φύση του HRM για την προώθηση της βιώσιμης ανάπτυξης στον ξενοδοχειακό και τουριστικό κλάδο. Αρχικά, η επιλογή των κατάλληλων υποψηφίων είναι υψίστης σημασίας στον ξενοδοχειακό και τουριστικό κλάδο, όπου η εξυπηρέτηση και η ικανοποίηση των πελατών είναι πρωταρχικής σημασίας. Οι στρατηγικές ανθρώπινου δυναμικού πρέπει να δίνουν προτεραιότητα στον εντοπισμό και την πρόσληψη υπαλλήλων που διαθέτουν τις απαραίτητες δεξιότητες, γνώσεις και συμπεριφορές για την παροχή εξαιρετικών υπηρεσιών στους επισκέπτες. Αυτό περιλαμβάνει την εφαρμογή αυστηρών διαδικασιών επιλογής, όπως ενδελεχείς ελέγχους ιστορικού, αξιολογήσεις δεξιοτήτων και τεστ προσωπικότητας, για να διασφαλιστεί ότι επιλέγονται για απασχόληση μόνο οι πιο κατάλληλοι υποψήφιοι. Εξετάζεται επίσης ο αντίκτυπος της πολιτισμικής ποικιλομορφίας στην απόδοση της εργασίας, καθώς και ο ρόλος της τεχνολογίας και του ψηφιακού μετασχηματισμού στις σύγχρονες πρακτικές διαχείρισης. Αυτή η έρευνα υπογραμμίζει την ανάγκη για ευέλικτες πρακτικές και προσαρμοσμένες στις μοναδικές ανάγκες και προκλήσεις της τουριστικής βιομηχανίας, με στόχο τη βελτίωση της εργασιακής ικανοποίησης και αποτελεσματικότητας.

Μεθοδολογία: Το δείγμα της έρευνας αποτελείται από 16 άτομα, 7 άνδρες και 9 γυναίκες ηλικίας μεταξύ 20 και άνω των 50 ετών. Το ερωτηματολόγιο διανεμήθηκε στο προσωπικό του ξενοδοχείου MELIDONIA SUIT στη Σαντορίνη.

Συμπεράσματα: Οι στρατηγικές που εστιάζουν στην ενδυνάμωση και την εκπαίδευση των εργαζομένων συνδέονται θετικά με την εργασιακή ικανοποίηση. Ο ψηφιακός μετασχηματισμός αυξάνει τη ζήτηση για προηγμένες τεχνολογικές και αναλυτικές δεξιότητες μεταξύ των εργαζομένων. Οι προηγμένες πρακτικές στη διαχείριση ανθρώπινου δυναμικού συμβάλλουν στη βιωσιμότητα της τουριστικής βιομηχανίας ενισχύοντας την εταιρική κοινωνική ευθύνη και την οικολογική συνείδηση.

Λέξεις – Κλειδιά

Διαχείριση Ανθρώπινου Δυναμικού, Ξενοδοχειακή Βιομηχανία, Ικανοποίηση από την εργασία, Στρατηγικές Ανθρώπινου Δυναμικού, Εκπαίδευση και Ανάπτυξη, Ευελιξία Εργασίας.

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INTRODUCTION

Human Resource Management (HRM) in the hospitality industry is a critical component in determining the sector's success and resilience, as it directly impacts the quality-of-service delivery and the overall customer experience. In an industry characterized by a heightened focus on customer satisfaction, the effective management of employees is paramount. A comprehensive HR strategy that encompasses both individual development and team performance is essential for creating a dynamic and engaged workforce (Armstrong, M. 2019).

In addition to individual employee development, HRM in the hospitality industry must also prioritize the creation of a safe and healthy work environment. This includes fostering a culture of engagement, empowerment, and continuous growth, as well as implementing robust health, safety, and environmental (HSE) practices. The ability of hoteliers to maintain a motivated and skilled workforce is crucial for upholding high quality standards in service delivery and creating a positive corporate image (Bratton, J., 2017).

Effective leadership and management in the hospitality industry require adaptability and a flexible mindset, as leaders must be able to respond to shifting trends in consumer preferences, cultural changes, and technological advancements. To ensure that leaders possess the necessary skills and knowledge, a commitment to personal and professional development is essential. This includes ongoing training and development programs, as well as opportunities for mentorship and skill-building (DeCenzo, D. A., 2018).

HRM in the hospitality industry plays a vital role in determining the sector's success and resilience. By prioritizing both individual employee development and HSE practices, hoteliers can create a dynamic and engaged workforce that is well-equipped to meet the challenges of a rapidly evolving industry. Effective leadership and management require adaptability, a flexible mindset, and a commitment to personal and professional development. In the hospitality industry, effective communication and teamwork are indispensable for the successful management of organizations. Leaders must establish an environment of mutual respect, trust, and open communication between management and staff to facilitate collaborative problem-solving and promote a shared sense of purpose. Regular interaction and active listening are crucial for

addressing employee concerns and communicating business goals and objectives (Ineson, E. M., 2017).

Moreover, as the hospitality industry continues to evolve, sustainability and social responsibility have become increasingly important considerations for leaders and managers. Hotels and other hospitality businesses must incorporate these values into their operations and strategies to ensure that they not only achieve financial success but also contribute to the well-being of society and the environment.

In light of these developments, human resource management (HRM) in the hospitality industry has become a critical component of sector success. By prioritizing both individual employee development and team performance, fostering a culture of engagement and empowerment, and incorporating sustainability and social responsibility into their operations, hoteliers and other hospitality professionals can create a competitive advantage for their organizations (Lashley, C 2020).

In conclusion, HRM in the hospitality industry is essential for the sector's success, and its importance will only continue to grow in the face of changing social, economic, and environmental factors. By prioritizing the development of their employees and fostering a culture of engagement and empowerment, hospitality leaders can create a workplace that is not only productive and efficient but also socially and environmentally responsible.

Human resource management (HRM) is a vital component of the hospitality industry's overall success and resilience, as the quality of employees directly impacts the customer experience and ultimately, the organization's financial performance. In a highly service-oriented industry, the effective management of human resources is crucial to ensure that service quality is maintained, competitiveness is fostered, and sustainability is achieved.

HRM in the hospitality industry is a strategic investment in human capital, as it directly influences the quality-of-service delivery and, subsequently, the organization's financial performance. By prioritizing the development and well-being of employees, HRM can lead to increased customer satisfaction, which can result in increased loyalty, repeat business, and long-term success.

Moreover, effective HRM can enable the hospitality industry to adapt to changing market conditions and technological advancements. By fostering a culture of

continuous learning and development, organizations can ensure that their employees are equipped with the necessary skills and knowledge to meet the evolving needs of customers. This can enable the industry to stay ahead of the competition and maintain its position as a leader in the global economy.

RESEARCH QUESTIONS

1. How do human resource management strategies affect job satisfaction in the hotel industry?
2. What is the impact of cultural diversity on the effectiveness of work teams in the tourism industry?
3. How does digital transformation affect training and development needs in the tourism industry?
4. What is the effect of working time flexibility on employee performance and satisfaction in the tourism industry?
5. How does strategic human resource management contribute to the sustainability of the tourism industry?

RESEARCH AFFAIRS

1. Strategies that focus on employee empowerment and training are positively associated with job satisfaction.
2. Cultural diversity in work teams improves creativity and innovation, leading to increased efficiency.
3. Digital transformation increases the demand for advanced technological and analytical skills among workers.
4. Flexibility in work hours is positively associated with increased work performance and satisfaction, due to improved work-life balance.
5. Advanced practices in human resource management contribute to the sustainability of the tourism industry by enhancing corporate social responsibility and ecological awareness.

Chapter 1, entitled "Theoretical Framework," deals with the theoretical background concerning the hotel industry and hospitality. In this chapter, an analysis of the role of HR in these industries is made, examining the importance of employees in service

delivery and customer experience. In addition, human resource management practices in these industries and the role of training and skill development in improving service quality and achieving success in the hotel and hospitality industry are discussed.

Chapter 2, titled "Education and Skills Development," examines how education plays a role in the hospitality industry. First, it deals with the design and implementation of training programs aimed at improving the skills of workers in the hospitality sector. It then analyzes the specific skills required to perform in the hospitality industry, such as customer service, communication, crisis management and industry knowledge.

Chapter 3, entitled "Management and Leadership," examines issues related to management and leadership in the hospitality industry. First, it probably analyzes the challenges facing leaders in the hospitality industry, including challenges related to human resource management, customer service, and crisis management.

It then examines various leadership styles and theories that can be applied to the hotel sector, as well as ethics, culture and diversity in the hospitality industry, highlighting the importance of understanding and managing these factors in the successful operation of hotels.

Then follows the methodology with the statistical analysis and the conclusions of the research. This is followed by a comparison of the literature with the findings of the results and recommendations for improving human resource management.

CHAPTER 1 THEORETICAL FRAMEWORK

1.1 Human Resources in the Tourism and Hospitality Industry

Human resources in the hotel and hospitality industry play a crucial role in the quality of service and the success of businesses in this industry. The employees in hotels and places of hospitality are the face of the business, and they are the ones who come into contact with the customers, offering the services and creating the experiences that will form the customers' perception of the business (Morrison, A. M. 2013).

In this industry, education and training of workers is vital. Employees need to acquire the necessary skills and knowledge to meet the demands of their job, such as customer service, effective communication, crisis management and industry knowledge. Also, managers and leaders in the industry must have leadership skills to manage and direct staff (Pizam, A., 2018).

Employees in the hospitality industry are expected to be highly communicative and effectively manage the expectations and needs of customers, regardless of their nationality and culture. Therefore, managing different cultures and being aware of diversity are important aspects of day-to-day operations.

In this industry, conflict management is common, as employees come into contact with many different people. The ability to deal effectively with differences and conflicts is essential to maintaining harmony in the workplace (Rutherford, D. G., 2011).

Finally, continuous training and skill development is essential for workers in this industry due to constant changes in customer needs and technological innovations. The business must be flexible and adaptable to respond to changing buying trends and customer needs.

1.2 Human Resource Management Practices

Human resource management is an essential component of success in the hotel and hospitality industry, as it encompasses a range of practices and procedures aimed at effectively managing, training, and developing personnel. The recruitment and selection of suitable employees is a critical initial step, as the hiring of unsuitable staff

can have detrimental effects on business performance. A thorough and specialized hiring process is necessary to ensure the right candidates are selected, involving careful evaluation of skills, experience, and personality.

Once employees are on board, they require training in various aspects of their work, including communication skills, customer service, safety and health protocols, as well as specialized skills specific to the industry, such as cooking or waitressing. Training not only enhances employee skills and knowledge but also improves performance and customer satisfaction, contributing to the overall success of the business.

Evaluating employee performance and developing improvement plans are essential practices that facilitate continuous professional development and growth. By providing employees with opportunities for growth and advancement, businesses can maintain a competitive edge and ensure long-term success in the highly competitive hospitality industry.

Moreover, human resource management must be adaptable and responsive to changing market trends and customer needs. To remain competitive, businesses must be prepared to offer additional training and educational programs to their staff, enabling them to meet new demands and challenges as they arise in the constantly evolving hospitality market.

In conclusion, effective human resource management practices are crucial for creating successful hotel businesses that provide high-quality services to their customers. By prioritizing employee recruitment, training, performance evaluation, and adaptability, businesses can establish a strong foundation for long-term success in the hospitality industry.

1.3 Theories of Learning and Education in the Tourism Sector

The hotel industry, a dynamic and customer-oriented sector, greatly benefits from the application of various theories of learning and education. These theories offer insights into how employees acquire skills and knowledge, and how they can be effectively trained to enhance service quality and operational efficiency.

Behaviorism and On-the-Job Training

Behaviorism, a theory that focuses on observable behaviors and disregards mental activities, is particularly relevant in the hotel industry. The principle that behavior can be learned and unlearned through conditioning is crucial for employee training. On-the-job training in hotels often employs behaviorist techniques where employees learn through repetition and reinforcement. For instance, a front desk employee might be trained to greet guests in a specific manner, with positive feedback reinforcing this behavior. Behaviorism supports the idea that skills and attitudes required in the hospitality sector can be systematically taught and ingrained through practice and feedback (Luthans, F. 2011).

Behaviorism, as applied to on-the-job training in the hotel industry, plays a pivotal role in shaping employee behavior and enhancing service delivery. Founded on the principles of classical and operant conditioning, behaviorism posits that learning is a change in observable behavior caused by external stimuli rather than internal thought processes. This theory has significant implications for training methods and employee development in the highly interactive and customer-focused hotel sector.

Classical conditioning, a concept introduced by Ivan Pavlov, involves learning through association. In the hotel industry, this aspect of behaviorism can be particularly effective in training employees for standard customer service protocols. For example, staff members can be conditioned to associate the presence of a guest with immediate, friendly engagement. Through repeated exposure to this scenario, coupled with positive reinforcement from supervisors (such as praise for prompt and courteous service), employees can develop an almost reflexive approach to customer interaction. This conditioning ensures that high service standards become second nature to the staff, leading to a consistently positive customer experience (Colquitt, J. A., 2018).

Operant conditioning, championed by B.F. Skinner, revolves around the idea of reinforcement and punishment to modify behavior. In the context of the hotel industry, this can be a powerful tool for skill enhancement. For instance, when a hotel employee successfully resolves a guest complaint or performs exceptionally in managing a busy

reception, they may receive a reward such as a bonus, recognition, or even a promotion. These positive reinforcements motivate employees to repeat and maintain these desirable behaviors. Conversely, negative behaviors, such as tardiness or subpar guest interaction, can be discouraged through constructive feedback or other corrective measures. This aspect of behaviorism ensures that employees are consistently motivated to improve their skills and service quality.

The concept of reinforcement schedules is another critical element of behaviorism relevant to on-the-job training. Varying the timing and frequency of rewards can have different effects on learning and behavior retention. For example, variable-ratio schedules, where rewards are given after an unpredictable number of responses, can be highly effective in maintaining consistent performance levels among hotel staff. This approach keeps employees motivated over longer periods, as they are unsure when the next reinforcement (reward) will come, leading to consistently high levels of performance (Colquitt, J. A., 2018).

In addition to conditioning, behaviorism also emphasizes the importance of learning through observation. In the hotel industry, behavioral modeling is a key training tool. Experienced staff members, exhibiting model behaviors in customer service, can be observed by trainees. This observational learning is often combined with role-playing exercises where trainees actively practice and replicate these behaviors. Such exercises not only help in understanding the practical aspects of the job but also instill confidence in handling real-life situations.

While behaviorism has shown significant success in on-the-job training, it's important to note that this approach primarily focuses on observable behaviors, often neglecting the internal cognitive processes involved in learning. To address this, many hotel training programs integrate behaviorism with other learning theories, such as cognitivism, to create a more holistic training experience. This blended approach recognizes the importance of external reinforcement while also acknowledging the role of mental processes in learning (Luthans, F. 2011).

Cognitivist and Problem-Solving Skills

Cognitivist, which focuses on the inner mental activities of the learner, is essential for developing problem-solving skills in hotel employees. This theory argues that learning

involves the use of memory, motivation, and thinking, and is not just a product of the environment. In the hotel industry, where employees frequently encounter unique guest requests and operational challenges, cognitivist's emphasis on understanding how people process and store information is invaluable. Training programs that develop cognitive skills, such as decision-making and analytical thinking, empower employees to handle complex situations, such as resolving guest complaints or managing booking errors (Ertmer, P. A. 2013).

Cognitivist focuses on the 'black box' of the human mind, particularly on how information is received, processed, stored, and retrieved. In the hotel industry, employees are constantly receiving and processing a plethora of information – from guest requests to operational challenges. Effective training programs based on cognitivist principles help employees learn how to organize this information, make sense of it, and apply it in decision-making processes. For instance, when a front desk employee is faced with an overbooking situation, their ability to recall similar past experiences, process the current information (guest details, room availability, etc.), and apply learned problem-solving strategies is crucial (Mayer, R. E. 2014).

Cognitivist is particularly effective in developing problem-solving skills. It encourages employees to use their existing knowledge as a foundation for creating new understanding. This approach is crucial in the hotel industry, where each problem might have multiple solutions. Training programs can use case studies, simulations, and situational analysis to encourage employees to think critically and creatively. For example, presenting employees with a scenario where they must handle a difficult guest complaint encourages them to use cognitive skills like analysis, evaluation, and synthesis to come up with viable solutions.

Schema theory, a key concept within cognitivist, explains how people categorize information and experiences into mental constructs or 'schemas'. In a hotel setting, employees develop schemas for different operational procedures and guest interactions. Effective training can help in refining these schemas, making it easier for employees to retrieve and apply relevant information when faced with problems. For instance, a schema for handling emergency situations can enable staff to act quickly and efficiently without needing to process each step consciously (Gagné, R. M 1985).

Cognitivist principles also emphasize the importance of managing cognitive load – the amount of mental effort being used in the working memory. In the hotel industry,

employees often juggle multiple tasks simultaneously. Training programs designed with an understanding of cognitive load can help employees learn how to prioritize tasks and process information more efficiently. This is particularly important in high-pressure situations where too much information can overwhelm and impede decision-making.

Another significant aspect of cognitivist is the concept of transfer of learning – the ability to apply learned knowledge and skills to new situations. In the hotel industry, where no two situations are exactly alike, the ability to transfer learning is invaluable. Training should focus not only on specific skills and knowledge but also on how to adapt and apply these in varying contexts. For example, skills learned in handling guest services at the front desk can be transferred to dealing with inquiries in the concierge or customer service sections (Mayer, R. E. 2014).

In summary, cognitivist offers a comprehensive framework for understanding and improving problem-solving skills in the hotel industry. By focusing on the internal mental processes involved in learning, cognitivist-based training can equip employees with the cognitive tools they need to handle the complex, varied challenges they face daily. This approach fosters a workforce that is not only skilled in routine tasks but also adept in thinking critically and creatively, adapting to new situations, and continuously improving their performance.

Constructivism and Experiential Learning

Constructivism posits that learners construct their own understanding and knowledge of the world, through experiencing things and reflecting on those experiences. In the context of the hotel industry, this theory underscores the importance of experiential learning. Employees learn best when they actively participate in the learning process, often through real-life scenarios and role-playing exercises. For example, a training session where employees simulate handling a busy check-in process allows them to actively construct their understanding of effective customer service practices (Duffy, T. M., 2013).

Constructivism emphasizes that learning is an active, contextualized process of constructing knowledge rather than acquiring it. This approach is particularly pertinent

in the hotel sector, where employees encounter diverse situations that require more than textbook knowledge. Constructivist training encourages staff to draw on their experiences, interpret situations based on their understanding, and adapt their responses accordingly. For instance, dealing with a variety of guest queries and complaints is not just about applying a standard protocol but involves understanding the specific context, guest expectations, and finding a solution that aligns with the hotel's values and guest satisfaction.

Experiential learning, a key aspect of constructivism, involves learning through doing and reflecting on those actions. In the hotel industry, this often translates into immersive training methods such as simulations, role-playing, and on-the-job training. For example, a mock setup where employees handle a full-scale event from start to finish provides a realistic platform for them to apply their skills, make decisions, and learn from the outcomes. This hands-on approach not only enhances skill acquisition but also aids in developing critical thinking and adaptability (Siemens, G. 2005).

A critical component of constructivist and experiential learning is reflection. In the hotel industry, encouraging employees to reflect on their experiences helps them make sense of what they have learned and how it applies to their work. Reflective practices can be incorporated into training sessions through group discussions, journals, or feedback sessions. This reflective process ensures that learning is internalized, leading to deeper understanding and better application of knowledge in real-world scenarios.

Constructivism also emphasizes the social aspect of learning. Collaborative learning environments, where employees learn from and with each other, are vital in the hotel industry. Peer learning, team-based problem-solving, and mentoring programs can facilitate the sharing of experiences and knowledge, leading to a more cohesive and informed workforce. For instance, a junior staff member learning from a senior colleague's experience in handling a crisis situation can be more effective than traditional classroom-based learning (Ertmer, P. A., 2013).

The hotel industry, with its diverse roles and responsibilities, demands customized learning experiences. Constructivist approaches allow training to be tailored to the individual's learning style and pace. For example, a housekeeping staff member might benefit more from visual and hands-on training, while a front office executive might require more in-depth role-play exercises and customer interaction simulations. This

personalized approach ensures that each employee's learning needs and preferences are addressed, leading to more effective training outcomes (Kolb, D. A., 2000).

While constructivism offers significant benefits, it also presents challenges, such as requiring a high level of learner motivation and self-direction. Moreover, constructivist methods may need to be blended with other learning theories to address the varied learning styles and needs of a diverse workforce. For example, combining constructivist approaches with behaviorist techniques (like reinforcement and feedback) can create a more comprehensive training program that caters to a broader range of learning preferences (Ertmer, P. A., 2013).

In conclusion, constructivism and experiential learning theories provide a robust framework for employee training and development in the hotel industry. By focusing on active participation, reflection, and personalized learning experiences, these approaches equip employees with the skills, knowledge, and adaptability they need to excel in their roles. As the hotel industry continues to evolve, leveraging constructivist and experiential learning principles will be key to fostering a capable, responsive, and innovative workforce.

Social Learning Theory and Collaborative Learning

Social Learning Theory, proposed by Albert Bandura, emphasizes the importance of observing, modeling, and imitating others. In the hotel environment, this theory manifests in collaborative learning and mentoring. New employees often learn by observing experienced staff, understanding the nuances of guest interaction, and internalizing the standards of service. Collaborative learning environments, where employees share knowledge and skills, foster a culture of continuous learning and improvement.

Observational learning, a key component of Social Learning Theory, is especially relevant in the hotel industry. Employees often learn by observing their peers and managers handling various situations, such as guest interactions, conflict resolution, and operational tasks. This vicarious learning is not passive; it involves attention, retention, reproduction, and motivation. For instance, a new employee might observe a seasoned colleague expertly managing a difficult guest complaint and then mimic similar strategies in future interactions. This process of observation and imitation helps

in the rapid acquisition of practical skills and behavioral norms within the hotel environment (Bandura, A. 2001).

Modeling is a powerful tool within Social Learning Theory. In the hotel industry, experienced staff can act as role models, demonstrating effective communication, problem-solving, and customer service skills. Implementing mentorship programs, where new or less experienced employees are paired with seasoned staff, can facilitate this modeling process. Through regular interactions, observation, and feedback, mentees can learn the nuances of their role and the broader expectations of the hotel's service standards. This approach not only aids in skill development but also helps inculcate the hotel's culture and values in new employees.

Collaborative learning is another aspect where Social Learning Theory finds application in the hotel industry. Employees working in teams can learn from each other's experiences, insights, and problem-solving approaches. For instance, during staff meetings or training sessions, group discussions, case study analyses, and team-based problem-solving exercises can encourage knowledge sharing and collective learning. This collaborative environment fosters a sense of community, improves communication skills, and leads to innovative solutions to workplace challenges (Jonassen, D. H., 2012).

The advent of technology has also influenced social learning in the hotel industry. Online platforms, social media, and e-learning tools enable employees to engage in learning communities beyond the physical workplace. For example, online forums and virtual training sessions allow staff to observe, interact, and learn from colleagues across different locations. This digital extension of social learning expands the scope and reach of collaborative learning, making it more accessible and diverse.

Feedback is an essential component of Social Learning Theory, especially in a service-oriented industry like hospitality. Constructive feedback, whether from supervisors, peers, or guests, plays a crucial role in the learning process. It helps employees understand the impact of their actions and how they can improve. Regular performance reviews, guest feedback analysis, and peer evaluations can provide valuable insights and reinforce desirable behaviors and skills (Dillenbourg, P. 2013).

While Social Learning Theory offers significant advantages, it's important to recognize its limitations and complement it with other learning theories for a holistic approach. For instance, combining social learning with behaviorist approaches (such as reinforcement) or cognitivist strategies (emphasizing internal mental processes) can create a more comprehensive and effective training program.

In conclusion, Social Learning Theory and its emphasis on observational learning, modeling, and collaborative learning are highly beneficial in the hotel industry. These principles support the development of a skilled, adaptable, and cohesive workforce, capable of delivering exceptional service. By fostering an environment where employees can learn from each other, share experiences, and receive constructive feedback, hotels can continually enhance their service standards and operational efficiency.

Humanistic Approach and Employee Development

The humanistic approach to learning, which focuses on personal growth and self-fulfillment, is particularly relevant for employee development in the hotel industry. This theory suggests that learning is self-directed and aligns with the individual's needs and goals. In the hospitality sector, where employee satisfaction directly impacts guest satisfaction, aligning training with personal development goals can be highly effective. Programs that offer career advancement opportunities, skill diversification, and personal development workshops can motivate employees to learn and excel in their roles.

One of the core concepts of the Humanistic Approach is self-actualization, which refers to the realization of one's potential and the development of personal capacities and talents. In the hotel industry, this translates into providing opportunities for employees to not only excel in their current roles but also to explore and develop other areas of interest and expertise. For example, an employee working in housekeeping might have a keen interest in guest relations. A humanistic approach to employee development would encourage and facilitate the exploration and development of these interests, leading to a more versatile and engaged employee (Deci, E. L., 2018).

Humanistic learning theory emphasizes the importance of an employee-centered approach, recognizing that each individual has unique needs, experiences, and

perspectives. In the hotel industry, this means tailoring training and development programs to fit individual learning styles and career aspirations. Instead of a one-size-fits-all training program, a humanistic approach might include a variety of learning methods such as mentoring, coaching, workshops, and online courses, allowing employees to choose paths that best fit their personal learning styles and career goals.

The Humanistic Approach also stresses the development of emotional intelligence and interpersonal skills, which are crucial in the hospitality industry. Training programs that focus on empathy, communication skills, conflict resolution, and customer service not only improve the quality of service but also contribute to the personal growth of employees. For instance, workshops on emotional intelligence can help front-line staff better understand and respond to the emotional needs of guests, leading to enhanced guest satisfaction (Skaalvik, E. M., 2017).

A key aspect of the Humanistic Approach is creating a work environment that supports personal growth and self-esteem. In the hotel industry, this can be achieved through positive reinforcement, recognition of achievements, and providing a supportive and respectful work culture. Regular feedback sessions, employee recognition programs, and a culture that values and respects each employee's contributions can foster a positive work environment conducive to personal and professional growth.

While the Humanistic Approach has many benefits, implementing it in the hotel industry can be challenging. It requires a significant commitment of time and resources to develop personalized training and development programs. Additionally, it requires a management culture that genuinely values and supports employee growth and well-being, which can be a significant shift for some organizations (Reeve, J. 2018).

In conclusion, the Humanistic Approach to learning and employee development in the hotel industry offers a framework for nurturing a more engaged, versatile, and satisfied workforce. By focusing on the personal growth and self-actualization of employees, hotels can not only improve the quality of their service but also foster a positive and supportive work environment. This approach, while challenging to implement, can lead to significant benefits in terms of employee retention, guest satisfaction, and overall organizational success.

Consequently, the application of various theories of learning and education plays a critical role in the hospitality industry. From behaviorism's emphasis on preparation and skill acquisition to the humanistic approach's focus on personal development, these theories provide a framework for effective employee training and development. As the hospitality industry continues to evolve, understanding and leveraging these learning theories will be critical to maintaining high standards of service and operational excellence. The ultimate goal is to create a learning environment that not only imparts the necessary skills but also promotes personal and professional growth, leading to a more motivated and capable workforce (Eraut, M. 2018).

1.4 Importance of Training and Skills Development

Training and skills development are essential components in any organization's strategy, playing a critical role in boosting productivity, efficiency, and competitiveness. In today's fast-paced and ever-evolving business environment, the importance of continual learning and development cannot be overstated (Noe, R. A. 2016).

Adapting to Technological Advancements:

In the era of rapid technological change, staying updated with the latest advancements is vital. Training programs help employees acquire new skills and knowledge necessary to operate new technologies and adapt to digital transformations in the workplace. For example, training in new software, data analysis tools, or digital communication platforms ensures that the workforce is not only adept at using these tools but can also leverage them to increase productivity and innovation.

Hotel workers must understand and use technology tools to provide top-notch customer service. Skills in the use of technology, such as mobile check-in/check-out or online reservation management, are essential to improve the customer experience.

Data security training is vital in the hospitality industry as customer information must be protected. Employees must be educated on security best practices and the risk of data leakage (Goldstein, I. L., 2002).

Skills in using reservation management software, automating inventory control processes, and analyzing data help increase the efficiency of hotel operations.

The hotel industry is going through a period of constant change and innovation. Workers must be ready to acquire new skills and adopt new technologies quickly. This requires constant training.

Workers who develop skills in technology have better options in the labor market and can advance to higher jobs.

Overall, training and skill development in the hospitality industry is essential to meet the challenges and opportunities presented by technological developments. Continuous training and skills development help ensure hotel competitiveness, improve the customer experience and develop opportunities for workers in the sector.

Enhancing Employee Performance and Productivity:

Effective training programs directly contribute to enhancing employee performance. Well-trained employees are more proficient and efficient in their job roles, leading to increased productivity. For instance, sales training improves the skills of sales representatives, enabling them to better understand customer needs and close deals more effectively. Similarly, leadership training equips managers with the skills to lead teams effectively, thereby enhancing overall team performance (Kraiger, K., 2018).

Fostering Employee Satisfaction and Retention:

Investing in training and skills development is also a key factor in employee satisfaction and retention. Employees who receive regular training feel valued and supported by their organization, leading to higher job satisfaction. This, in turn, reduces turnover rates, as employees are more likely to remain with an employer that invests in their professional development. Moreover, a robust training program can be a strong selling point in attracting top talent.

Ensuring Compliance and Reducing Risk:

In many industries, ongoing training is essential for compliance with legal and regulatory requirements. Regular training ensures that employees are aware of and adhere to industry regulations, thereby reducing the risk of non-compliance and potential legal issues. For instance, in the healthcare sector, continuous training on patient privacy and data security is crucial to comply with regulations like HIPAA (Health Insurance Portability and Accountability Act) (Phillips, J. J., 2015).

Promoting Innovation and Competitive Advantage:

Training and skills development are also key drivers of innovation and competitive advantage. A skilled workforce is more adept at identifying areas for improvement, suggesting innovative solutions, and implementing changes that can drive business growth. Companies that prioritize training are often at the forefront of their industries, as they can quickly adapt to market changes and capitalize on new opportunities.

Enhancing Team Cohesion and Collaboration:

Training programs, especially those that focus on soft skills like communication, teamwork, and problem-solving, can greatly enhance team cohesion and collaboration. When employees are trained in these areas, they are better equipped to work effectively in teams, understand each other's strengths and weaknesses, and collaborate towards common goals (Cascio, W. F. 2018).

In conclusion, training and skills development are indispensable for the growth and success of any organization. By keeping employees skilled and knowledgeable, organizations not only enhance their productivity and efficiency but also foster a culture of continuous improvement and innovation. In the long term, this investment in human capital pays off through increased employee satisfaction, better retention rates, and a stronger competitive position in the market. As the business landscape continues to evolve, the emphasis on training and development becomes increasingly crucial for organizational resilience and success.

CHAPTER 2 TRAINING AND SKILL DEVELOPMENT

2.1 Design and Implementation of Educational Programs

Designing and implementing HRM training programs in the hospitality industry is a critical part of being successful in this competitive industry. The hotel industry is characterized by constant changes and increased demands on customer service, and staff are the core of success.

The design of a training program for human resources in hotels must take into account the special needs and wishes of the staff. This means that educational designs must be individualized and provide opportunities for the development of professional skills and staff development (Dessler, G. 2019).

An important objective of planning is to develop skills that meet the synchronized needs of industry. Technological developments, such as the use of booking management software, data analysis and data security management, require staff to develop relevant skills. Training programs must incorporate learning new technologies and prepare staff for changes in the digital world.

In addition, human quality management usually requires developing skills in time management, communication, and conflict resolution. Training programs should focus on these skills to improve performance and effectiveness (Armstrong, M. 2019).

The key to the success of designing and implementing HRM training programs in the hospitality industry is to continuously evaluate and adapt the programs to the needs of the staff and the industry. This ensures that staff are equipped with the necessary skills and knowledge to meet the demands of the competitive hotel market.

In addition, the implementation of training programs must be accompanied by systematic monitoring and evaluation of staff performance. This helps identify successes and areas that need improvement. Continuous assessment-based upgrading of training programs is essential to adapt to the ever-changing needs of the industry (Noe, R. A., 2020).

Finally, continuous investment in the training and development of human resources is a necessity for the success of the hotel industry. Creating a common training and development program that promotes the development of skills and the development of

employees is the key to competitiveness and high quality of service in the hospitality industry.

2.2 Analysis of Skills Required in the Hotel Industry

Analyzing the skills required in the hospitality industry is a critical process in developing a competitive and successful hospitality business environment. The skills required in this industry are complex and varied, as the hotel industry serves various functions and customer requirements.

First, communication skills are a pillar foundation in the hospitality industry. Employees must be excellent in communicating with customers, be courteous, helpful and able to deal with various challenges.

Hotel workers must always be polite and helpful to customers. This includes greeting with a smile, being courteous and willing to help with any customer need. Discrimination based on nationality, gender, age or other factors must always be avoided (Baker, S., 2015).

The ability to listen carefully to customers is important to understand their needs and requirements. Employees must be committed to responding to customer questions, comments and concerns.

Employees must be able to clearly express information and instructions to customers. Dealing with problems or difficulties requires clear and effective communication skills. The hotel industry can cause various types of conflicts, such as incidents of conflict with customers or colleagues. Employees must be able to manage these conflicts in a professional manner and find solutions that will satisfy all parties.

In the hotel industry, customers may come from different countries and speak different languages. Employees must be familiar with managing the diverse linguistic and cultural needs of customers and be able to communicate effectively.

Overall, communication skills are essential to ensure a positive customer experience and the success of a hotel. Employees must train and develop these skills at all levels of the hotel hierarchy in order to provide high quality service and maintain a position in this competitive industry.

In addition, time management skills are critical to effectively managing tasks in a hotel. The ability to plan, prioritize and execute tasks in an efficient manner is essential for smooth operations. Management skills are critical to success in the hospitality industry, as these skills affect organization, performance and customer satisfaction.

Managers in hotels must have strong communication and leadership skills. They must be able to communicate effectively with their staff, guide and encourage them. Human resource management is critical to creating a positive work environment.

Time management is a key skill for hotel managers. They must be able to plan and prioritize tasks and manage their time effectively, especially in high-logged situations. Managers must be able to make quick and sound decisions, especially in emergency situations or in situations where a quick reaction is required to satisfy customers.

Managers must be able to manage the financial, human and material resources of the hotel. This includes budget, staff and facility maintenance (Johns, N., 2017).

Problem management is inevitable in the hospitality industry. Managers must be able to identify problems and implement effective solutions that will ensure customer satisfaction.

Managers need to be aware of market trends and their competitors. They must be able to adapt their strategies according to changes in customer demand and market needs.

Managers must maintain high professional standards and promote a professional spirit in their staff. They must set a good example and follow hotel rules and procedures.

The above skills are just a few of the many required to effectively manage a hotel. Managers must continue to develop these skills and adapt to industry changes to ensure hotel success and customer satisfaction.

In addition, technological dexterity is an important asset in the modern hospitality industry. The ability to use reservation management software, data analytics and data security management is required to remain competitive.

Technological dexterity is a critical element in the modern hotel industry, as technological developments affect every aspect of hotel business. Emerging technologies such as cloud computing, artificial intelligence, automation and data management require workers in the field to become familiar with many different technology platforms and software (Pizam, A., 2018).

The hotel industry is heavily dependent on reservation management systems. Employees need to know how to use these systems to manage and communicate with customers in real time.

RFID technology and other security systems enable efficient management of room keys, ensuring customer safety.

Systems like Chabot and mobile apps can help automate common customer questions and provide quick service.

Employees must be familiar with customer data management and analytics techniques to provide personalized service.

Protecting customers' personal data is critical. Employees must understand basic security principles and protect customer data.

Employees must be familiar with social networks and managing the hotel's online communities, promoting communication with customers.

The training process for the use of new technologies must be continuous. Employees must be trained to develop the necessary skills (Pizam, A., 2018).

Acquiring technological proficiency in the hospitality industry helps employees provide high-quality service, increase the efficiency of their operations, and deliver a personalized customer experience. In addition, it helps hotels stay competitive in the market and attract customers through the use of technological innovations.

In addition, availability for continuous training and development is necessary to adapt to an ever-changing industry. Employees must be willing to learn new skills and evolve to stay competitive.

Collaboration and relationship management skills are critical to success in the hospitality industry. In an industry where customer service and teamwork are essential, the ability to collaborate and manage human relationships is a prerequisite for providing high quality service and achieving customer satisfaction (Hayes, D. K., 2019).

The skill of effective communication is fundamental. Employees must be able to communicate with each other, listen and understand the needs and expectations of customers. This includes both verbal and written communication, as well as the ability to effectively manage difficult customer situations (Lashley, C., 2015).

In the hotel industry, collaboration is essential. Employees must be able to work effectively as a team, collaborate to solve problems and deliver cohesive services.

In an environment where customers may have different needs and requirements, managing differences is important. Employees must be familiar with dispute resolution techniques and be able to handle difficult customer situations with professionalism.

Employees must be trained to provide high quality customer service. This includes the ability to respond to customer needs, provide information and provide personalized service.

In the hotel industry, conflicts can arise between employees or with customers. Employees must be able to manage these conflicts skillfully and find common solutions.

Continuing education is essential. Employees must be updated on new trends and practices in the industry, as well as trained in new technologies and skills (Hayes, D. K., 2019).

The above skills are crucial for employees in the hotel industry, as they contribute to the development of a satisfying and efficient work environment. Managing relationships between employees and customers is essential to maintaining high quality service and achieving success in the competitive world of the hotel industry.

2.3 Training Methods and Techniques

Training methods and techniques in the hotel industry are critical in preparing staff and ensuring high quality customer service. Here we will analyze in detail various training methods and techniques applied in this field:

This method involves training employees during their daily work. Young workers watch and learn from the more experienced, performing practical tasks.

In On-the-Job training, new employees enter their daily work, but at the same time receive training from more experienced colleagues or trainers. This allows them to immediately apply what they learn and improve their skills (Hassanien, A., 2009).

Trainers or supervisors can monitor employee progress during On-the-Job training. This includes evaluations of their performance and feedback for improvement. Employees gain hands-on experience by directly applying what they learn in their work environment. This practical application often results in faster and more sustainable understanding and skill development.

As On-the-Job training goes hand in hand with actual work, it is easier for employees to adapt to the pace and needs of training, ensuring effectiveness. While facing real challenges during On-the-Job training, employees learn to solve problems and adapt to work conditions. On-the-Job training is often cost-effective, as employees remain in full-time employment during the training (Hassanien, A., 2009).

Combining On-the-Job training with other training methods, such as off-the-job training and online training, can result in comprehensive training programs that empower employees and contribute to the success of the hospitality industry.

Simulation Training (Simulations): This technique involves employees in simulated situations, such as simulating reception or customer service. This allows them to practice in real situations without any real danger.

Simulation training allows employees to participate in real-life scenarios that they may encounter on the job. For example, a hotel can use simulations to train staff in emergency situations, such as evacuating a building or dealing with emergency situations (Pizam, A. 2010).

Simulations allow employees to practice and improve skills required on the job, such as customer service, booking management, and troubleshooting. Simulation provides a safe environment for training where employees can make mistakes without causing real consequences. This allows them to learn from their mistakes and develop confidence. Simulations can include scenarios that require collaboration and communication between employees. This helps improve collaboration and communication skills. Simulation training can save time and resources as it does not require interrupting normal hotel operations for training. Simulations can be tailored to the needs of employees and the hotel, providing tailored training for various positions and skill levels. Simulation training is an effective tool for training staff in the hotel industry and helps increase efficiency, service quality and customer satisfaction (Pizam, A. 2010).

Online Education (e-Learning): E-learning is popular for staff management on various educational platforms. Employees can access courses and resources online, tailoring their training at their own pace.

Online training offers staff flexibility by allowing employees to take courses anytime and from anywhere. This is especially useful for traveling staff and those who cannot attend traditional classes. It also provides a variety of learning resources such as videos,

interactive lessons, real-time meetings and more. This allows training to be adapted to the needs and level of each employee.

The hotel industry often uses new technologies, such as online reservations, electronic management systems, and customer service applications. Online training can train staff to use these tools. Online training platforms can provide personalized training by tracking employee progress and tailoring content to their needs (Lucas, R., 2013).

Online training platforms can provide means to assess employee progress and performance. This allows managers to monitor performance and identify any weaknesses that need improvement. Online education reduces costs associated with traditional education, such as travel and accommodation for staff who need to attend courses. Online training also allows staff to be immediately informed about new practices, policies and trends in the industry. This is critical in an ever-evolving space. Ideally, it offers employees the opportunity to develop their skills, which can enhance their satisfaction and make them more engaged in their work. Online education is often combined with digital resources and materials. This helps reduce paper use and energy consumption, promoting sustainability. Hotels that invest in online training can gain a competitive advantage by having well-trained staff who provide high-quality service (Lucas, R., 2013).

Overall, online education is an essential tool for the hotel industry, as it contributes to the development of staff skills, the provision of high-quality services and the maintenance of hotel competitiveness.

Group Training: In this method, employees are trained as groups. This promotes cooperation and the development of skills required for working in groups.

The hotel industry requires staff to work together harmoniously to provide high quality service. Team training helps enhance employees' ability to work effectively as a team, understand their roles, and interact positively with one another. During group training, employees learn to communicate effectively with each other and with customers. This helps improve the quality of customer service and increase customer satisfaction (Mokhtar, S. S. M., 2013).

Also, problem situations or role plays can be used to practice solving problems they may encounter in their work. This approach helps employees develop problem-solving skills and gain confidence.

Group training strengthens the social cohesion of the staff. During meetings, employees develop relationships of trust and solidarity, which enhances team performance. During team training, employees can develop decision-making skills under pressure. This is especially important in situations where a quick reaction is required.

Group training can encourage the exchange of ideas and the creation of new approaches to work. Employees can be more willing to contribute to innovation and work improvement. Employees who are trained as a team can more effectively deal with the stress and pressures that commonly occur in the hospitality industry (Mokhtar, S. S. M., 2013).

Participating in team trainings can increase employees' self-confidence as they recognize the importance of their contribution to the team. Group training can help employees to take on and adopt company values and values, creating a shared spirit and attitude towards their work.

External Training (External Training): Employees are sent outside the company for training in specialized centers or seminars to develop specific skills, such as management, communication or service techniques.

External training providers often offer specialized programs that meet specific hotel needs. This can include training to use specific software, manage specific services, or even certifications in specific areas such as food safety.

External trainers are usually up-to-date on the latest trends and developments in the industry. They can transfer this knowledge to trainees, helping them stay current and competitive.

Participating in external training programs gives employees the opportunity to meet and network with professionals from other businesses and hotels, creating opportunities for future collaboration and exchange of ideas.

Outsourcing training can save time as trainers have the experience and tools to deliver training on specific topics without the need to develop internal resources and training programs.

Exposure to external trainers and seminars can help the company refresh its ideas and implement new approaches to management and service delivery (Stipanuk, D. M., 2014).

Overall, external training is an effective tool for training and developing employees in the hotel industry. It helps to increase skills, improve performance and keep the hotel competitive in the market. It is important for companies to invest in this form of training to ensure their success and sustainability.

Self-Development: Employees are encouraged to educate themselves independently by reading books, attending lectures, and developing their personal skills.

Workers in the hospitality industry must have excellent communication skills. This means being able to communicate effectively with customers, colleagues and management. Employees must be polite, friendly, and able to handle difficult situations with professionalism.

The ability to understand and satisfy customer needs is crucial. This means being flexible and offering personalized service. In the hospitality industry, time management is critical. Employees must be organized and able to manage multiple tasks and tasks simultaneously.

The hospitality industry can be demanding and stressful. Employees must have the ability to manage stress and maintain their psychological well-being. The distinction is based on the ability to treat each customer with respect, regardless of gender, nationality, age, and other parameters. This is critical to creating a positive image for the hotel (Nankervis, A., 2006).

Personal development is often associated with ongoing education and training. Employees must be willing to learn new skills and grow in the hospitality industry.

Employees in the industry must maintain high professional standards and respect hotel rules and procedures. Personal development in the hotel industry ensures not only professional advancement but also the provision of high-quality customer service. In addition, it helps hotels stay competitive and stand out in the market by attracting and retaining great employees.

Systematic Assessment (Assessment): The assessment of employees during and after completion of training helps to determine the skills achieved and the quality of the training. The assessment begins with the collection of data on various aspects of the business, such as customer satisfaction, service quality, financial performance, consumption rate, and more. This data can come from customer surveys, customer reviews, internal analyzes and other sources.

When collecting data, hoteliers must set clear goals and evaluation criteria. These goals should be Specific, Measurable, Achievable, Related and Timed (SMART). The quality of service is critical to the hotel's success. The assessment includes monitoring compliance with quality standards, such as ISO, and detecting service quality issues.

Assessment involves analyzing data to identify trends, priorities and areas for improvement. Hoteliers often use techniques such as SWOT analysis and Pareto analysis. Based on the assessment results, hotels implement improvement measures to strengthen weaknesses and improve performance. These measures may include staff training, process changes, technology investments, and more (Nickson, D., 2005).

Assessment is not a one-dimensional process. It is necessary to maintain a continuous monitoring and evaluation of performance to ensure the successful implementation of improvement measures and the maintenance of high-quality services. Systematic evaluation should be combined with reward systems for excellence. Employees who contribute to improved performance should be rewarded and recognized for their efforts. Overall, systematic evaluation is critical to the success of the hotel industry. It helps maintain competitiveness, improve customer service and achieve high quality standards.

Continuous Training: Since the industry is constantly evolving, training must be continuous. Employees must be willing to learn new technologies and techniques to stay current and efficient.

In the hotel industry, competition is high, and customers demand high quality services. Continuous training allows staff to constantly improve their skills, learn new trends and offer even better service (Smith, A. J., 2004).

Technology plays an essential role in the way services are delivered in the hotel industry. Employees must be up-to-date on the latest technological developments and be able to use booking systems, information management software and other digital tools to improve work processes and serve customers effectively. Training focuses on improving customer communication skills, managing customer expectations, and handling customer issues and complaints. Hospitality workers can experience high levels of stress and anxiety due to the nature of their work. Education can teach them how to cope with stress, maintain their mental health and remain effective at work. Continuous training encourages the personal development and advancement of the

employee. It may include opportunities for promotion, recognition of achievements and development of new skills.

A continuing education program can make the hotel establishment more attractive to potential employees and retain existing staff.

Overall, continuous training is essential for the hotel industry as it contributes to the improvement of service quality, the personal development of employees and the competitiveness of the business (Woods, R. H., 2016).

Choosing the right method or combination of methods depends on the training objectives, the needs of the staff and the challenges of each business in the hotel industry. Continuous monitoring and evaluation of results is essential to ensure training effectiveness and responsiveness to market needs.

CHAPTER 3 ADMINISTRATION AND LEADERSHIP

3.1 Leadership Challenges in the Hotel Industry

Leadership in the hospitality industry is faced with many challenges due to the nature of the industry and the need to consistently provide high quality service in a competitive environment. Some of the key leadership challenges in the hospitality industry include:

Personnel: Personnel management is a constant challenge in the industry. Hotels face challenges in identifying, recruiting, training and retaining good staff. High staff turnover and difficulty finding suitable candidates are common challenges. Leadership must be able to identify and hire suitable candidates to fill vacancies. This includes assessing skills and selecting employees who fit the hotel's culture and values (Parasuraman, A., 1985).

Management must invest in the training and development of staff to ensure they have the necessary skills and knowledge to provide high quality services. This requires constant education and training. Staff in the hospitality industry must be trained to deal with various challenges, such as customers reacting unfavorably, emergencies or security issues. This requires training in simulations and proper procedures. Leaders in the hospitality industry must manage human relations among staff and create a good work environment that promotes cooperation and employee satisfaction. Management must reward staff and provide them with incentives for performance. This helps retain good employees and increase productivity. Addressing all these challenges requires the ability of leadership to be flexible, well organized and able to create a positive work culture. In addition, it must have the necessary skills in human resource management and be willing to invest in staff training and development (Parasuraman, A., 1985).

Seasonality: The hotel industry often experiences periods of increased demand throughout the year, such as tourist peaks. This requires leadership to effectively manage hotel resources and staff in order to respond to fluctuations in demand (Bitner, M. J., 1990).

During the peak season, hotel units need more employees to cope with the increased demand. This means that leadership must be able to hire and train new employees quickly and manage staff turnover effectively. During peak season, hotels face pressure

to offer high quality services at very close prices. This requires management to manage hotel resources wisely and identify the best strategies to reduce operating expenses. During peak season, hotel workers need to be professional and provide high quality service. This requires continuous training and development of employees to meet the increased demands of customers. During the peak season, the quality of service may decline due to increased pressure and excessive workload. The leadership must ensure the continuous delivery of quality services and manage any problems immediately. Hotel establishments have to handle high volumes of customers during the peak season. This requires leadership to be highly organized and communicate effectively with customers to ensure their needs are met. To meet these challenges, leadership must be proactive and invest in technology, training and staff development. It also needs to develop effective strategies to manage seasonality, such as coordinating hiring and seasonally adjusting prices. Overall, management must be ready to face seasonality as a challenge and develop solutions that will ensure the success of their hotel (Bitner, M. J., 1990).

Competition: The hotel industry is a highly competitive sector. Leadership must face competition from other hotels and accommodations by offering unique services and experiences to customers. One of the key ways to deal with competition is to develop a pricing strategy. This means that prices must be set so that they are competitive, but also cover costs and ensure profits. Competition can strain the hotel if it does not provide unique services that set it apart. Leadership must focus on creating personalized experiences for customers, offering them customized services and pleasant surprises (Kandampully, J., 2000).

Technology can help increase efficiency, performance and quality of services. Leadership must invest in modern reservation systems, customer management and digital presence to attract customers and keep them satisfied.

Continuous analysis of competitive forces and market needs is critical. This means that leadership must conduct market research, monitor trends, and adjust their strategy accordingly.

Leadership must drive innovation in service delivery and look for ways to differentiate from competitors. This may include introducing new features, experiences or decorations (Kandampully, J., 2000).

Overall, dealing with the competition requires strategic thinking, differentiation and constant monitoring of the market. Leadership must be flexible and proactive in order to ensure the success of their hotel in a competitive industry.

Technology: The leadership must constantly monitor new technological developments and integrate them into the operation of the hotel. This includes managing booking systems, protecting customer data and using new tools to enhance customer service. Online presence is critical to the success of hotels. Managers must continuously manage and upgrade their websites, mobile apps and booking platforms to attract and retain customers. Technological advances in reservation management allow hotels to offer fast and efficient services to customers. Leadership must ensure that bookings are made accurately and without errors. Using technology to provide automated services, such as mobile check-in and check-out or using robots to deliver products to rooms, also requires expert management. Leaders in the hospitality industry must be aware of their customers' security requirements and invest in data protection systems (Heskett, J. L. 1994).

Management must ensure that employees are trained to use new technologies and applications. Leadership must constantly monitor technological developments in the industry and adjust their strategy accordingly. Leaders must be able to leverage customer data to tailor services and improve the customer experience.

Overall, technology requires hospitality leadership to be aware, flexible and able to constantly adapt to developments. Leaders must ensure that technology investments and practices deliver value to both customers and hotel competitiveness (Heskett, J. L. 1994).

Problem Solving: Leadership must be able to deal with unforeseen problems and crises, such as natural disasters, customer safety and health, and provide quick solutions that ensure customer safety and comfort. Hotel establishments are vulnerable to crises such as natural disasters, pandemics, terrorist attacks and other extraordinary events. Leadership must be prepared for these events and effectively manage the response and recovery. Managing seasonality is usually difficult, as hotels must deal with increases and decreases in demand during different times of the year. Leadership must develop strategies to effectively manage seasonality, such as special pricing, promotions, and advertising. Competition is a constant problem in the hotel industry. Leadership must

develop strategies to attract customers, retain them, and provide unique services to stand out from competitors (Gronroos, C. 2007).

Leaders must be aware of technological changes in the industry and ensure that the hotel is equipped with the latest technologies to provide efficient services. Leadership must deal with personnel-related problems such as recruiting, training, retaining, and developing employees.

Customers expect hotels to be socially responsible, and leadership must address environmental and social issues transparently and effectively. Management should conduct systematic reviews to identify problems and improve hotel processes and services (Gronroos, C. 2007).

To meet these challenges, leadership must be dynamic, creative and ready to adapt to new situations. It is necessary to develop strategies to prevent and deal with problems, as well as to maintain competitiveness and provide high quality services to customers.

Quality control: Maintaining high quality standards in all aspects of the hotel is vital. Management must constantly oversee service, cleaning, decor, safety and food quality. Hotel establishments must consistently provide high quality service to attract and retain customers. Supervision is essential to ensure that customer specifications and expectations are met at every stage of their visit (Gronroos, C. 2007).

Customer safety is a priority for every hotel. Supervision includes implementing safeguards and ensuring compliance with safety and health regulations. The leadership must oversee the various operational processes of the hotel, such as cleaning, maintenance, inventory management and service delivery, to ensure smooth operations. Personnel management requires careful supervision. Leadership must ensure that employees are trained, motivated and meet the demands of their jobs. Sustainability and environmental protection are important concerns. Supervision includes monitoring the hotel's environmental practices. Hotel businesses must comply with various legal regulations and rules, and oversight is essential to ensure compliance. Supervision includes ensuring that clients receive the necessary information and that their needs are met appropriately.

To meet this challenge, leadership must be well organized, communicate well with staff, and use modern tools and technology to track and analyze data. Continuous staff training is also important to ensure effective supervision and to meet new challenges (Gronroos, C. 2007).

Communication: Communication between the various departments of the hotel is critical for proper operation. Leadership must ensure that information and instructions are communicated effectively and that communication between staff is effective.

One of the main challenges is effective communication between the various departments and staff within the hotel. Leadership must ensure that everyone understands the hotel's goals, policies and procedures. Leadership must manage a large number of employees with various educational and work needs. Clear and effective communication is essential to managing human resources and promoting employee satisfaction. Customers expect hotel staff to be courteous, helpful and friendly. Communication with customers must be flawless, regardless of the nature of the challenges the service may present (Kandampully, J., 2000).

In crisis situations, such as natural disasters, safety and health, communication is vital. Leadership must be able to keep staff and customers informed and manage crises effectively. In the hotel industry, cooperation with other companies and suppliers is common. Communication with partners must be effective to ensure predictable transactions and cooperation. To address these challenges, leadership must invest in training staff in effective communication skills, use modern technologies to track and manage data, and foster an open communication culture where employees feel comfortable voicing concerns and their ideas. Only through effective communication can leadership address the challenges facing the hospitality industry and ensure customer satisfaction and efficient business operations (Kandampully, J., 2000).

Sustainability: Sustainability in the hotel industry requires managing the environmental and social impacts of hotel operations. This includes implementing sustainable tourism practices and complying with laws and regulatory standards.

The hotel industry must manage its environmental impacts, such as energy, water and waste consumption. Leaders must develop green practices and invest in technologies that reduce the impact on the environment. Leadership must be responsible for the community in which the hotel operates. This means contributing to local employment, education and promoting the local economy.

Leaders must ensure the sustainability of hotel businesses, both financially and socially. This includes managing financial resources, reducing fixed costs and creating strategies that will increase efficiency and competitiveness (Kandampully, J., 2000).

Leaders must address the issue of cultural awareness and multiculturalism in staff and customer service. This includes training staff to deal with different cultures and recognized discrimination. Leaders must invest in new technologies that will help reduce energy consumption and waste, as well as develop their digital presence for increased efficiency and quality of customer service.

Leaders in the hotel industry must address these challenges with strategies that combine sustainability with competitiveness and high service quality. Only through a comprehensive and coherent approach can long-term business success and customer satisfaction be ensured.

Leadership in the hotel industry must be flexible, innovative and ready to face these challenges in order to ensure hotel success and customer satisfaction.

3.2 Leadership styles and theories

In the hospitality industry, leadership styles and their theories are critical elements in the successful management and operation of facilities. Effective leadership in the hospitality industry requires a blended approach that incorporates various styles and theories, tailored to the unique environment and needs of each business.

Democratic/Participative Leadership Style: In the hotel industry, democratic or participative leadership is particularly effective as it encourages employee involvement in decision-making. This style helps develop strong work teams and increases morale, which is fundamental in a service-focused industry.

Transformational Leadership: Transformational leadership is valuable in the hospitality industry as it recognizes and harnesses the passion and commitment of employees. Transformational leaders inspire and motivate their staff, creating a strong vision for the future of the hotel.

Servant Leadership: This approach focuses on helping and supporting employees. Leaders who adopt this style see themselves as servants of their team, striving to develop employees' skills and create a positive work environment.

Consensus and Collaborative Leadership: This style is essential in the hospitality industry, where cooperation and teamwork are critical. Leaders who adopt this approach work to build consensus within the group, promoting harmony and avoiding conflict.

****Theories X:** Theory X suggests that workers have a natural aversion to work and should be closely supervised. This theory is less popular in the modern hotel industry, as employee trust and autonomy are recognized as more effective.

Theories Y: In contrast to Theory X, Theory Y posits that employees find satisfaction in their work and can be self-directed. This theory is more compatible with the modern practices of the hotel industry, where creativity and innovation are valued.

3.3 Communication and Conflict Management

Communication and conflict management are critical aspects of hotel management. In an industry that is heavily dependent on service delivery and excellent customer service, effective communication and conflict management skills are essential tools for any industry professional.

To begin with, communication in the hospitality industry must be clear, consistent and effective. It is important that staff are well trained in communication techniques, both verbal and written. Communication is not only limited to interacting with customers, but also extends to internal communication between employees and various departments. Transparency, timely and clear transmission of information, as well as an open line of communication can significantly improve efficiency and employee satisfaction.

When it comes to conflict management, this is an unavoidable aspect in the hotel industry. Conflicts can arise both between employees and between customers and staff. It is critical that staff are trained to recognize and resolve conflict in a manner that maintains calm and professional conduct. Applying techniques such as active listening,

empathy and mediation can help prevent conflicts from escalating and create solutions that satisfy all parties.

In addition, cultural sensitivity is another important factor in communication and conflict management in the hospitality sector. As hotels host guests from various countries and cultures, it is important that staff have sensitivity and understanding of cultural differences. Adapting communication methods and recognizing different cultural needs can help avoid misunderstandings and conflicts.

Finally, ongoing training and development of communication and conflict management skills is vital. Seminars, lab exercises and supervision sessions can provide staff with the necessary knowledge and tools to respond effectively to a variety of situations.

3.4 Ethics, Culture and Diversity

Ethics, culture and diversity are critical aspects in the hotel industry, as it serves an international audience and combines a variety of workers from different cultures and backgrounds. Ethics in hospitality is about a conscious approach to issues such as fair treatment of customers and employees, transparency in business practices and respect for the environment.

The culture in a hotel is not limited only to the traditions and values promoted by the company, but also to the way these are reflected in the relationships between employees and customers. Creating a positive and inclusive work culture improves employee satisfaction and performance while enhancing the customer experience.

Managing diversity is another fundamental pillar. In an environment where employees and customers come from different cultural and social backgrounds, the ability to understand and appreciate these differences is essential. Integrating diversity into corporate strategy can help attract a wider range of customers and foster a more creative and innovative work environment.

To achieve these goals, it is important that hotels develop ethical codes and policies that support diversity and cultural sensitivity. Additionally, training employees in cultural sensitivity and ethics is critical to fostering understanding and respect for differences. Ultimately, creating a positive environment that encourages tolerance and mutual respect is essential to success in the modern, multicultural hospitality industry.

CHAPTER 4 METHODOLOGY

4.1 Sample

The sample consists of 16 people, of which 7 are men and 9 are women. Sample size refers to the number of participants in the study.

The sample includes 7 men and 9 women. This characteristic of the sample participants is important for analyzing your data and assessing any gender differences. The individuals who make up the sample cover an age range from 20 years and above, with the highest age group being over 50 years. This allows results to be analyzed across age groups and potential differences in staff attitudes and behaviors across age groups to be detected. This sample can be used to analyze the behavior, opinions or characteristics of hotel staff in Santorini. Analysis of data from this sample will require appropriate statistical and analytical methods to draw conclusions and assess the significance of findings.

4.2 Research method

The choice of quantitative research to conduct a research can be due to various reasons and factors that make the quantitative method preferable in certain cases. Quantitative research focuses on gathering numerical data and treats the researcher's subject with objectivity. It is suitable when specific measurements, comparison and analysis of numerical data are required, and when objective conclusions must be drawn from the results.

4.3 Tool questionnaire design

Questionnaire is a powerful research tool that is widely used in many fields to gather data and assess people's opinions, preferences, and behaviors. Depending on the application, the questionnaire can have different objectives and be used with different methods. Questionnaire is used to collect information from people about various topics. This information may include opinions, preferences, beliefs, behaviors and research-related information.

With the questionnaire, you compare responses from different individuals or groups to identify patterns and differences. This can be useful for comparison between different demographic groups or other variables.

Also the questionnaire can help in decision-making, such as analyzing the acceptance of a product or service by consumers (Ian Brace 2008).

The questionnaire is a useful tool for collecting and analyzing data in various fields, including hotel industry research.

4.4 Process

First, the questionnaire must be designed carefully, including questions related to the topics we want to examine. Informing staff about the questionnaire distribution process. The necessary explanations were given to the employees to participate. Distribute a copy of the questionnaire to each staff member. Indicate the date and time by which completed questionnaires must be returned. Monitor progress of questionnaire collection to ensure all staff have returned completed forms.

Once all completed questionnaires have been collected, the results must be analyzed and interpreted.

It is important to ensure that the process is transparent, anonymous and that staff feel comfortable sharing their views. The results can be used to improve the working environment and the quality of services provided in the hotel.

4.5 Ethical Issues

Ethical issues surrounding research are important and must be observed in order to ensure honesty, transparency and compliance with ethical standards. Participants in a survey must give informed consent to their participation and be aware of the nature of the survey. Also, personal data and any sensitive information must be protected and kept confidential. The researcher must avoid exploiting participants and providing deliberately inadequate, misleading information.

It must provide clear and objective information about the research, its purposes and the use of the data. Participants must be informed of the results and how their data will be used.

The publication of research results must be done with transparency and scientific accuracy, avoiding misinformation and the exploitation of results for personal gain.

4.6 Validity - Reliability

Validity and reliability are two important characteristics concerning the quality of a research. These two elements are crucial for the evaluation of the research project and the reliability of its results. Reliability concerns the stability and consistency of the research results. If a survey is reliable, measurements will be consistent and repeatable regardless of time and conditions.

Reliability is achieved through the application of consistent methods and measurement, as well as through the performance of repeatability and consistency checks. Both validity and reliability are critical to ensuring the scientific accuracy and reliability of a study. Without these two elements, the research results cannot be considered reliable or representative of reality, and the value of the research is greatly reduced.

CHAPTER 5: ANALYSIS OF RESULTS

This chapter presents the statistical analysis of the data obtained from the answers of the respondents working in the Hotel or Tourism Industry branch.

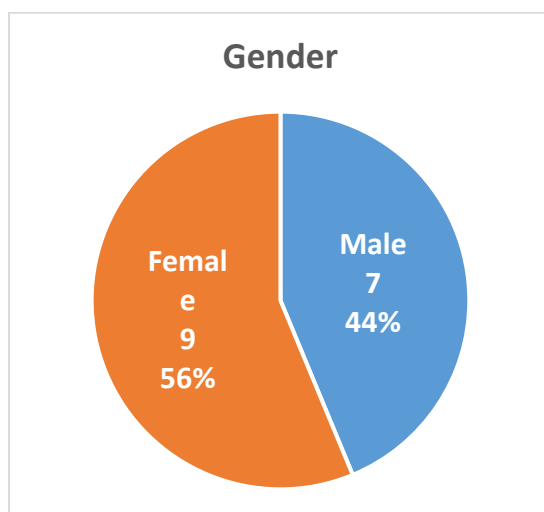
For each and every question, a table is listed, followed by the relevant graph and a small descriptive comment.

Demographics:

Table A: Gender

Gender	Count	Percentage
Male	7	44%
Female	9	56%
Other	0	0%

Graph A: Gender

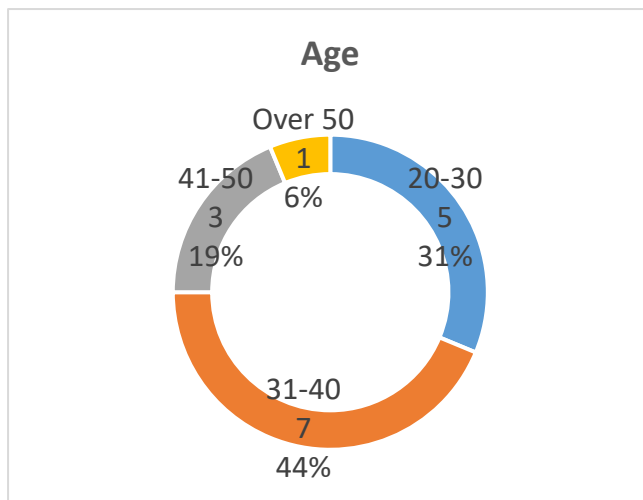


Of all the employees surveyed, the largest percentage were women, with a percentage of 56%, while men represent 44%.

Table B: Age

Age	Count	Percentage
20-30	5	31%
31-40	7	44%
41-50	3	19%
Over 50	1	6%

Graph B: Age



The largest crowd of employees surveyed were between 31-40 years old, at 44%.

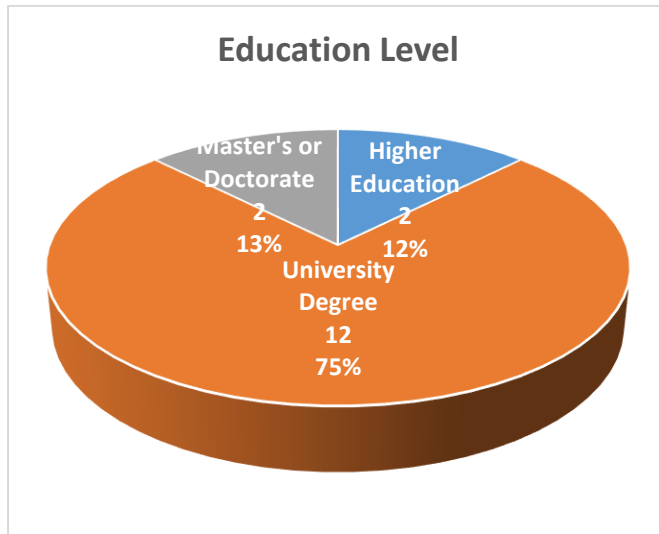
Followed by those aged 20-30 with a percentage 31% and then the ages 41-50 with 19%.

Only one employee is over 50 years old, with a percentage of 6%.

Table C: Education Level

Education Level	Count	Percentage
Primary	0	0%
Secondary Education	0	0%
Higher Education	2	13%
University Degree	12	75%
Master's or Doctorate	2	13%

Graph C: Education Level



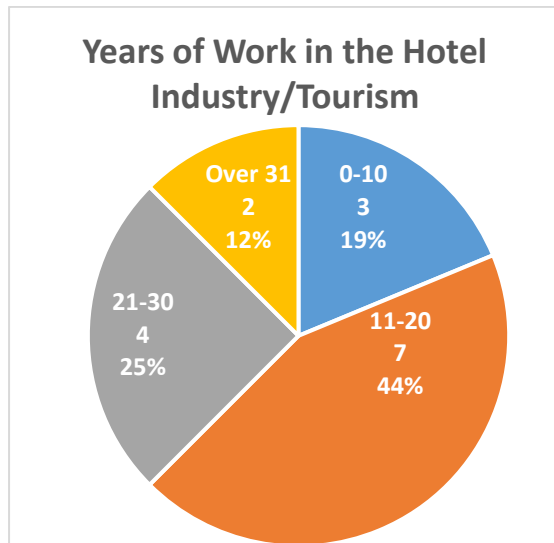
In terms of educational level, the majority of 75% are university graduates and 13% hold a master's or doctoral degree.

The remaining 12% are high school graduates.

Table D: Years of Work in the Hotel Industry/Tourism

Years of Work in the Hotel Industry/Tourism	Count	Percentage
0-10	3	19%
11-20	7	44%
21-30	4	25%
Over 31	2	13%

Graph D: Years of Work in the Hotel Industry/Tourism



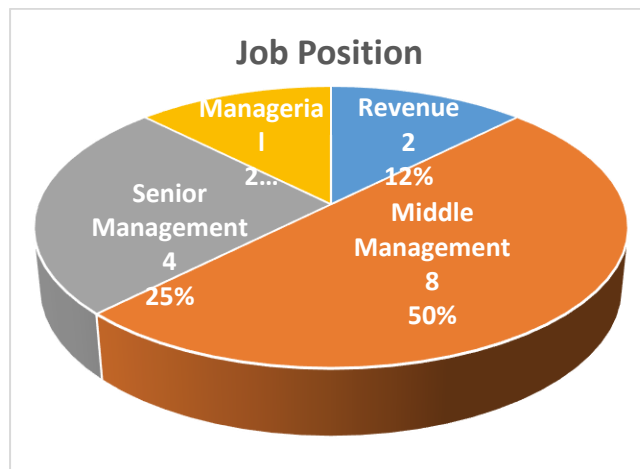
As can be seen from the above, 44% of the research participants have been working in the Hotel Industry/Tourism sector for 11-20 years and 25% for 21-30 years.

19% have been working for a decade or less and the fewest of them, 13% have been working in the Hotel Industry/Tourism sector for more than 31 years.

Table E: Job Position

Job Position	Count	Percentage
Revenue	2	13%
Middle Management	8	50%
Senior Management	4	25%
Managerial	2	13%

Graph E: Job Position



Half of the respondents, with a percentage of 50% work in Middle Management, followed by those who work in Senior Management with a percentage of 25%.

In addition, 12% is positioned in the revenue and another 12% works in a managerial post.

Table F: The company you work for is under

The company you work for is under	Count	Percentage
Greek Ownership	16	100%
Foreign Ownership	0	0%
Mixed Ownershi	0	0%

Graph F: The company you work for is under

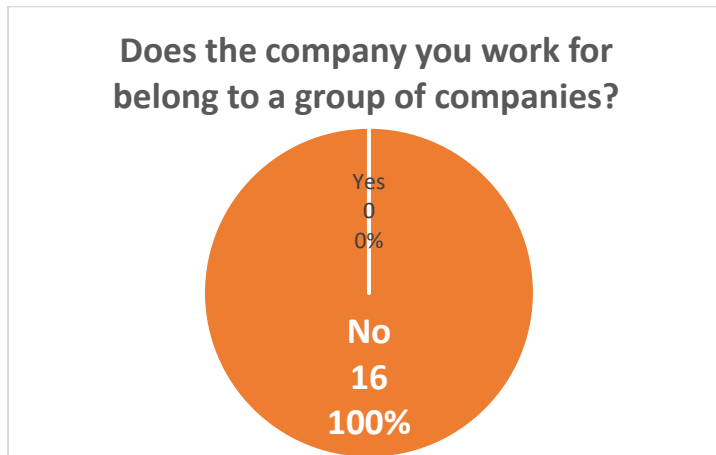


As seen above, the company that the surveyed staff work for is under Greek Ownership.

Table G: Does the company you work for belong to a group of companies?

Does the company you work for belong to a group of companies?	Count	Percentage
Yes	0	0%
No	16	100%

Graph G: Does the company you work for belong to a group of companies?



The hotel the surveyed staff work for does not belong to a group of companies.

Table J: Is the company you work for multinational?

Is the company you work for multinational?	Count	Percentage
Yes	0	0%
No	16	100%

Graph J: Is the company you work for multinational?

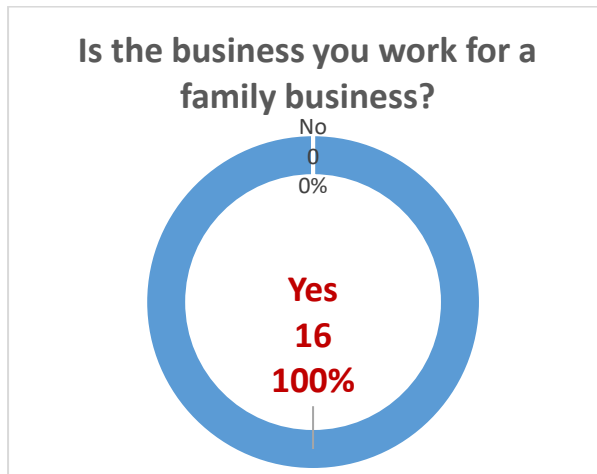


The hotel the surveyed staff work for is not a multinational company.

Table I: Is the business you work for a family business?

Is the business you work for a family business?	Count	Percentage
Yes	16	100%
No	0	0%

Graph I: Is the business you work for a family business?



The hotel the surveyed staff work for is a family business.

Table K: Does the company you work for have an HR department?

Does the company you work for have an HR department?	Count	Percentage
Yes	0	0%
No	16	100%

Graph K: Does the company you work for have an HR department?

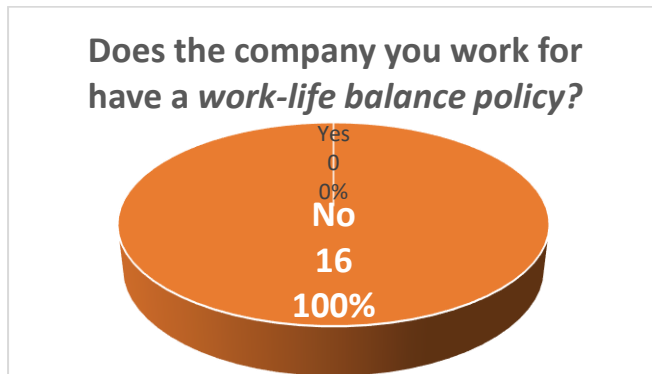


The hotel the surveyed staff work for does not operate an HR department.

Table L: Does the company you work for have a *work-life balance policy*?

Does the company you work for have a <i>work-life balance policy</i> ?	Count	Percentage
Yes	0	0%
No	16	100%

Graph L: Does the company you work for have a *work-life balance policy*?

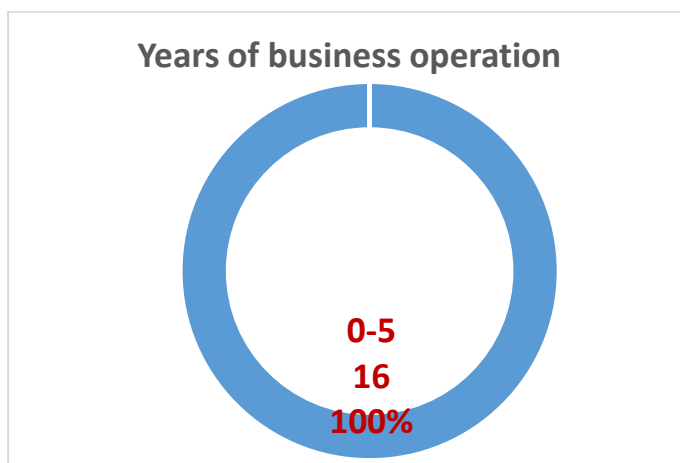


The hotel the surveyed staff work for does not have a work-life balance policy.

Table M: Years of business operation

Years of business operation	Count	Percentage
0-5	16	100%
6-10	0	0%
11-15	0	0%
16-20	0	0%
> 20	0	0%

Graph M: Years of business operation



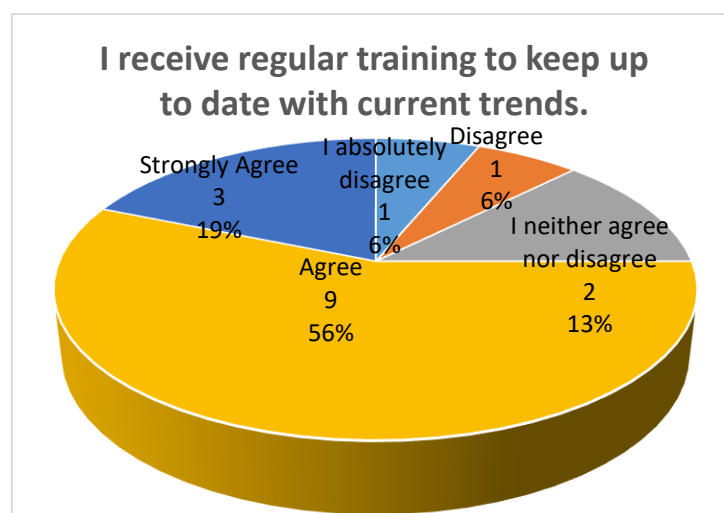
The hotel the surveyed staff work for does not operate for more than 5 years.

Training and job satisfaction

Table 1: I receive regular training to keep up to date with current trends.

I receive regular training to keep up to date with current trends.	Count	Percentage
I absolutely disagree	1	6%
Disagree	1	6%
I neither agree nor disagree	2	13%
Agree	9	56%
Strongly Agree	3	19%

Graph 1: I receive regular training to keep up to date with current trends.



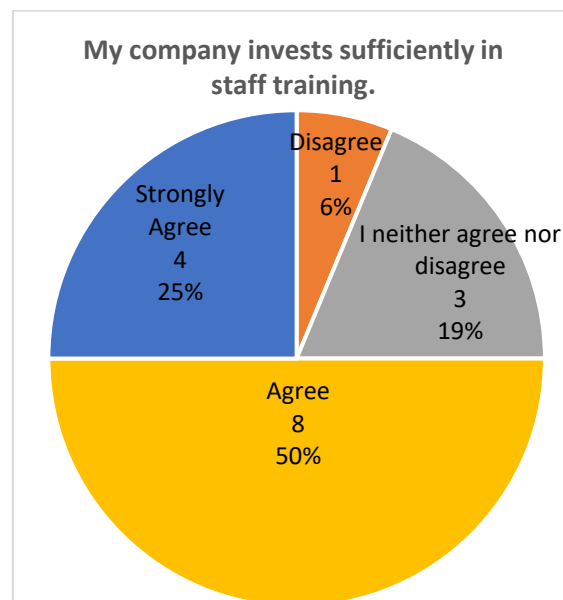
56% of the employees agree and 19% strongly agree that they receive regular training to keep up to date with current trends. 13% of the remaining employees neither agree nor disagree

6% disagree and another 6% absolutely disagree.

Table 2: My company invests sufficiently in staff training.

My company invests sufficiently in staff training.	Count	Percentage
I absolutely disagree	0	0%
Disagree	1	6%
I neither agree nor disagree	3	19%
Agree	8	50%
Strongly Agree	4	25%

Graph 2: My company invests sufficiently in staff training.

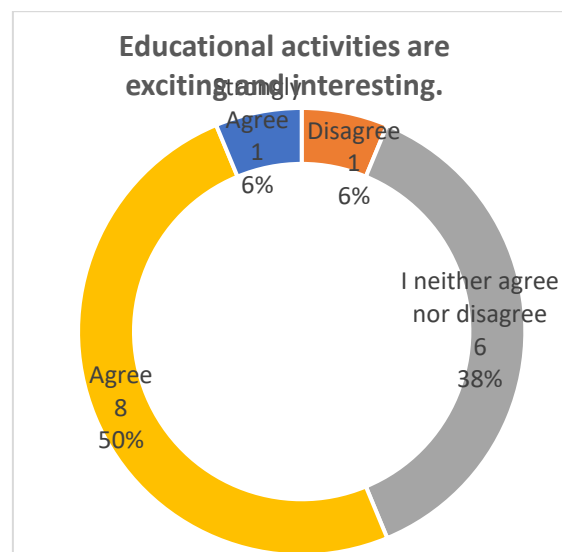


50% of the respondents agree, while 25% strongly agree that the company invests sufficiently in staff training. 19% neither agree nor disagree, whereas only 1 research participant, representing 6%, disagrees.

Table 3: Educational activities are exciting and interesting.

Educational activities are exciting and interesting.	Count	Percentage
I absolutely disagree	0	0%
Disagree	1	6%
I neither agree nor disagree	6	38%
Agree	8	50%
Strongly Agree	1	6%

Graph 3: Educational activities are exciting and interesting.



50% of the research participants agree that educational activities are exciting and interesting and 6% strongly agree. 38% of them neither agree nor disagree, whereas 6% disagree.

Table 4: The training I receive helps to develop my personal skills.

The training I receive helps to develop my personal skills.	Count	Percentage
I absolutely disagree	0	0%
Disagree	0	0%
I neither agree nor disagree	0	0%
Agree	6	38%
Strongly Agree	10	63%

Graph 4: The training I receive helps to develop my personal skills.

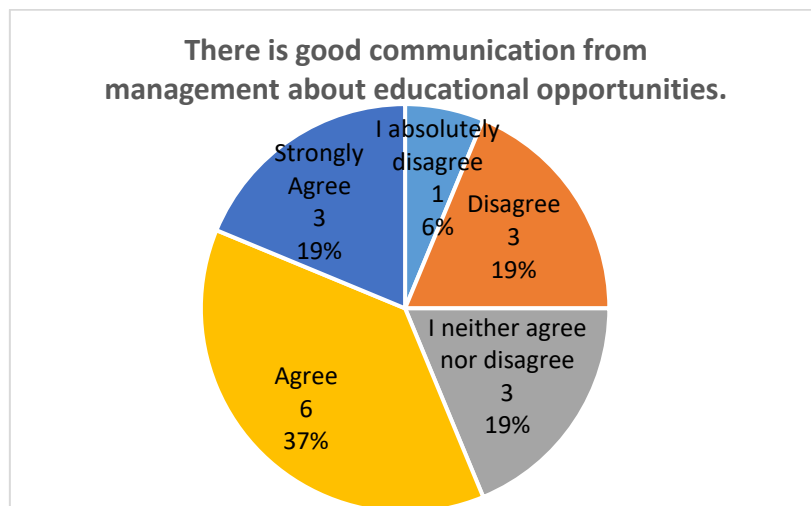


63% of the research participants strongly agree and 37% agree that the training they receive helps to develop their personal skills.

Table 5: There is good communication from management about educational opportunities.

There is good communication from management about educational opportunities.	Count	Percentage
I absolutely disagree	1	6%
Disagree	3	19%
I neither agree nor disagree	3	19%
Agree	6	38%
Strongly Agree	3	19%

Graph 5: There is good communication from management about educational opportunities.

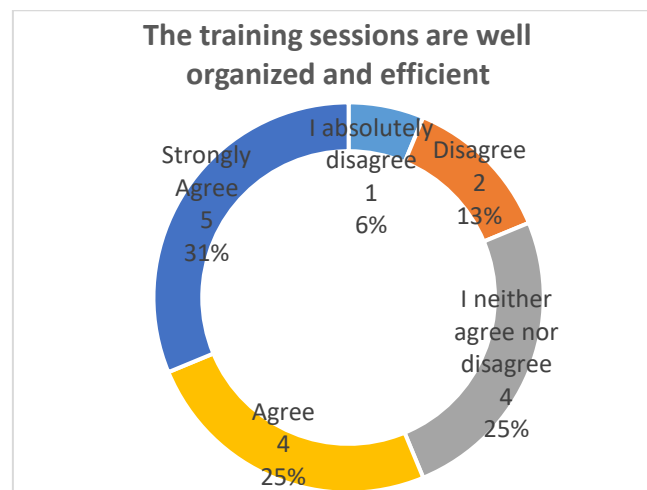


37% of the respondents agree and 19% strongly agree that there is good communication from management about educational opportunities, whereas 19% disagree and 6% absolutely disagree. 19% of the respondents neither agree nor disagree.

Table 6: The training sessions are well organized and efficient

The training sessions are well organized and efficient	Count	Percentage
I absolutely disagree	1	6%
Disagree	2	13%
I neither agree nor disagree	4	25%
Agree	4	25%
Strongly Agree	5	31%

Graph 6: The training sessions are well organized and efficient

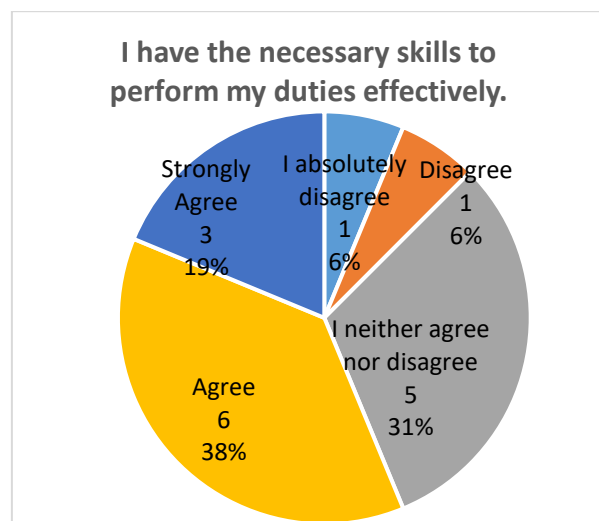


31% of the respondents strongly agree and 25% agree that the training sessions are well organized and efficient, whereas 6% disagree and another 6% absolutely disagree. 25% of the respondents neither agree nor disagree.

Table 7: I have the necessary skills to perform my duties effectively.

I have the necessary skills to perform my duties effectively.	Count	Percentage
I absolutely disagree	0	0%
Disagree	1	6%
I neither agree nor disagree	7	44%
Agree	6	38%
Strongly Agree	2	13%

Graph 7: I have the necessary skills to perform my duties effectively.

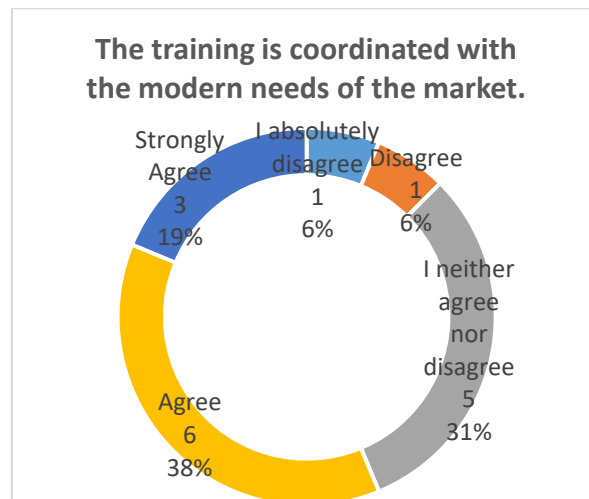


38% of the respondents agree and 19% strongly agree that they have the necessary skills to perform their duties effectively, whereas 6% disagree and another 6% absolutely disagree. 31% of the respondents neither agree nor disagree.

Table 8: The training is coordinated with the modern needs of the market.

The training is coordinated with the modern needs of the market.	Count	Percentage
I absolutely disagree	1	6%
Disagree	1	6%
I neither agree nor disagree	5	31%
Agree	6	38%
Strongly Agree	3	19%

Graph 8: The training is coordinated with the modern needs of the market.

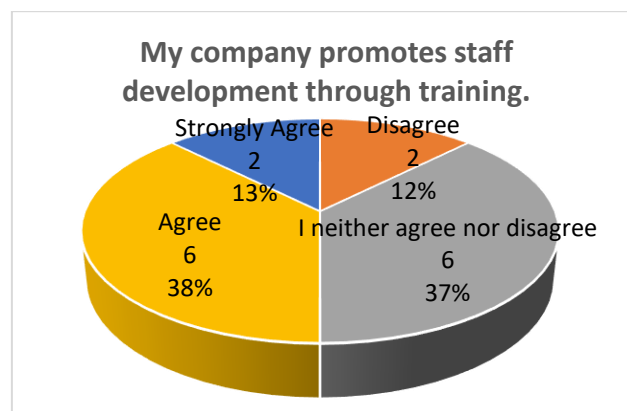


38% of the research participants agree that the training is coordinated with the modern needs of the market and 19% strongly agree. 38% of the respondents neither agree nor disagree, whereas 6% disagree and another 6% strongly disagree.

Table 9: My company promotes staff development through training.

My company promotes staff development through training.	Count	Percentage
I absolutely disagree	0	0%
Disagree	2	13%
I neither agree nor disagree	6	38%
Agree	6	38%
Strongly Agree	2	13%

Graph 9: My company promotes staff development through training.

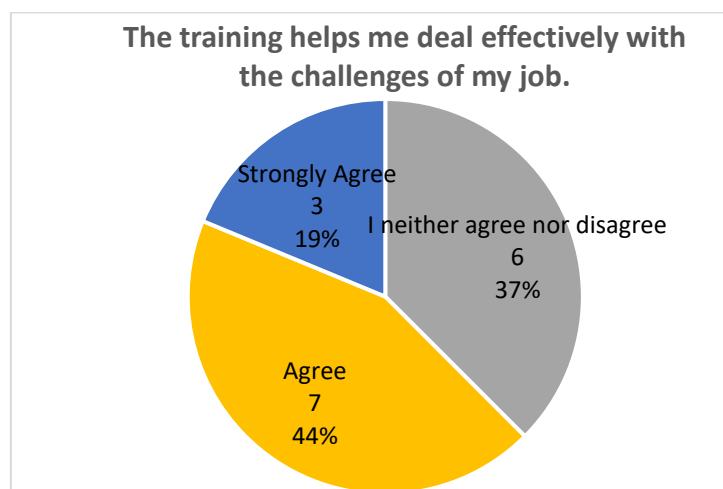


38% of the respondents agree and 13% strongly agree that their company promotes staff development through training, whereas 12% disagree. 37% of the respondents neither agree nor disagree.

Table 10: The training helps me deal effectively with the challenges of my job.

The training helps me deal effectively with the challenges of my job.	Count	Percentage
I absolutely disagree	0	0%
Disagree	0	0%
I neither agree nor disagree	6	38%
Agree	7	44%
Strongly Agree	3	19%

Graph 10: The training helps me deal effectively with the challenges of my job.

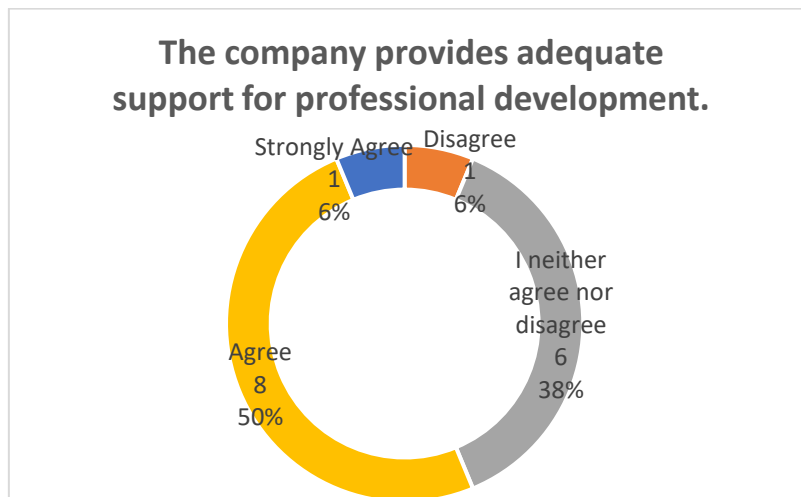


44% of the research participants agree and 19% strongly agree that the training helps them deal effectively with the challenges of their job. 37% of the respondents neither agree nor disagree.

Table 11: The company provides adequate support for professional development.

The company provides adequate support for professional development.	Count	Percentage
I absolutely disagree	0	0%
Disagree	1	6%
I neither agree nor disagree	6	38%
Agree	8	50%
Strongly Agree	1	6%

Graph 11: The company provides adequate support for professional development.

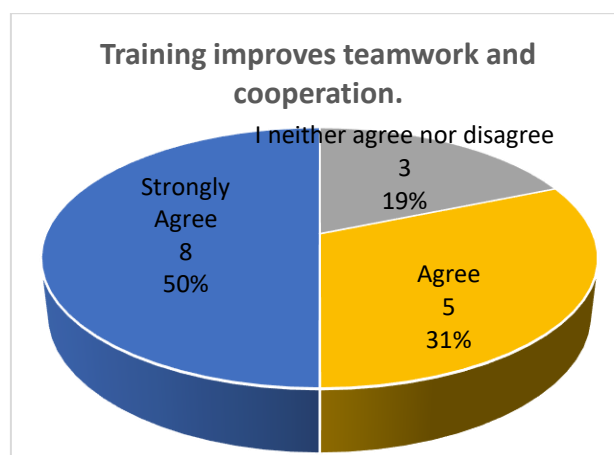


50% of the research participants agree that the company provides adequate support for professional development and 6% strongly agree. 38% neither agree nor disagree, whereas 6% disagree.

Table 12: Training improves teamwork and cooperation.

Training improves teamwork and cooperation.	Count	Percentage
I absolutely disagree	0	0%
Disagree	0	0%
I neither agree nor disagree	3	19%
Agree	5	31%
Strongly Agree	8	50%

Graph 12: Training improves teamwork and cooperation.

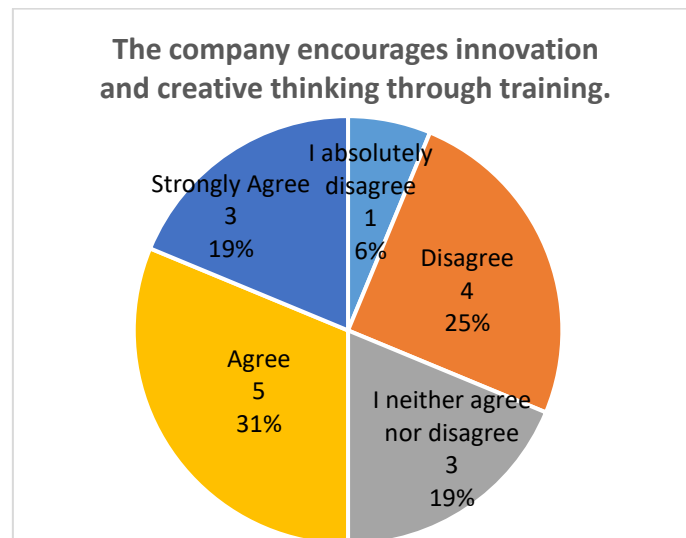


50% of the research participants strongly agree and 31% agree that the training improves teamwork and cooperation. 19% of the respondents neither agree nor disagree.

Table 13: The company encourages innovation and creative thinking through training.

The company encourages innovation and creative thinking through training.	Count	Percentage
I absolutely disagree	1	6%
Disagree	4	25%
I neither agree nor disagree	3	19%
Agree	5	31%
Strongly Agree	3	19%

Graph 13: The company encourages innovation and creative thinking through training.

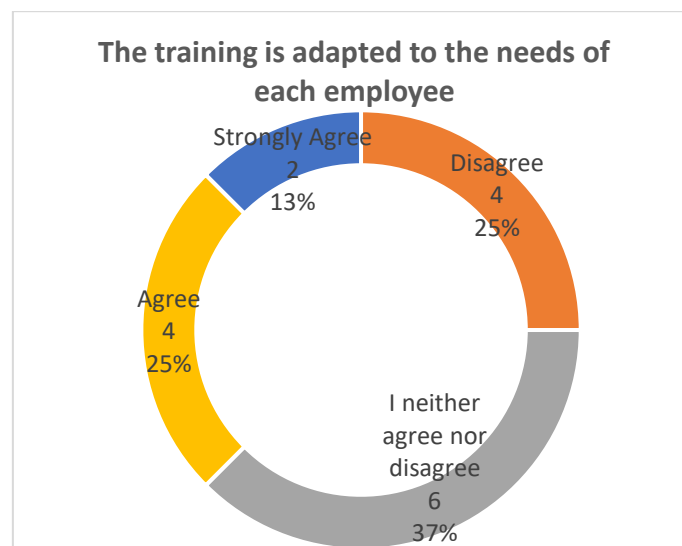


31% of the respondents agree and 19% strongly agree that the company encourages innovation and creative thinking through training, whereas 25% disagree and 6% absolutely disagree. 19% of the respondents neither agree nor disagree.

Table 14: The training is adapted to the needs of each employee

The training is adapted to the needs of each employee	Count	Percentage
I absolutely disagree	0	0%
Disagree	4	25%
I neither agree nor disagree	6	38%
Agree	4	25%
Strongly Agree	2	13%

Graph 14: The training is adapted to the needs of each employee

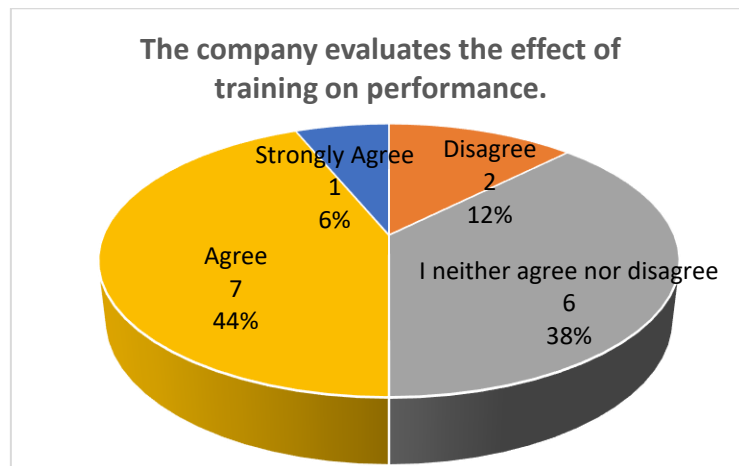


25% of the respondents agree and 13% strongly agree that the training is adapted to the needs of each employee, whereas 25% disagree. 37% of the respondents neither agree nor disagree.

Table 15: The company evaluates the effect of training on performance.

The company evaluates the effect of training on performance.	Count	Percentage
I absolutely disagree	0	0%
Disagree	2	13%
I neither agree nor disagree	6	38%
Agree	7	44%
Strongly Agree	1	6%

Graph 15: The company evaluates the effect of training on performance.

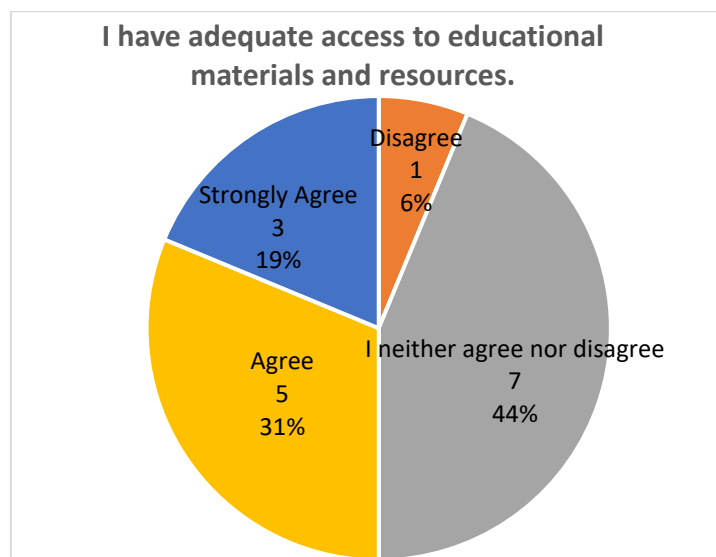


44% of the research participants agree that the company evaluates the effect of training on performance and 6% strongly agree. 38% of the respondents neither agree nor disagree, whereas 12% disagree.

Table 16: I have adequate access to educational materials and resources.

I have adequate access to educational materials and resources.	Count	Percentage
I absolutely disagree	0	0%
Disagree	1	6%
I neither agree nor disagree	7	44%
Agree	5	31%
Strongly Agree	3	19%

Graph 16: I have adequate access to educational materials and resources.

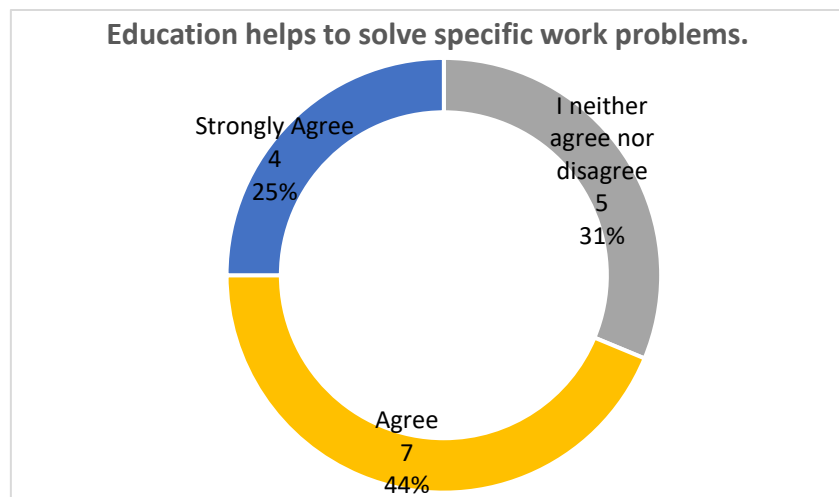


31% of the research participants agree that they have adequate access to educational materials and resources and 19% strongly agree. 44% neither agree nor disagree, whereas 6% disagree.

Table 17: Education helps to solve specific work problems.

Education helps to solve specific work problems.	Count	Percentage
I absolutely disagree	0	0%
Disagree	0	0%
I neither agree nor disagree	5	31%
Agree	7	44%
Strongly Agree	4	25%

Graph 17: Education helps to solve specific work problems.

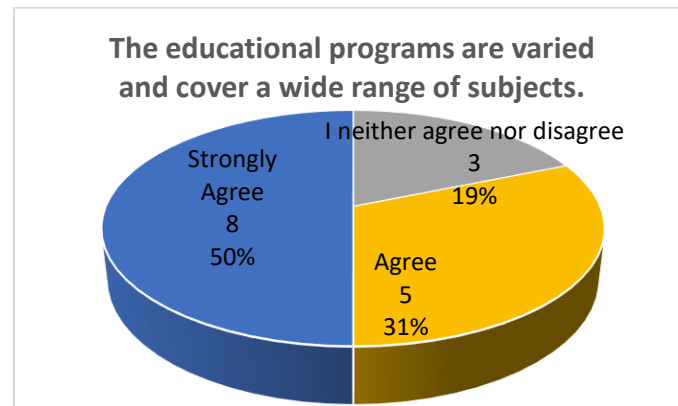


44% of the research participants agree and 25% strongly agree that the training they receive helps to develop their personal skills, whereas 31% neither agree nor disagree

Table 18: The educational programs are varied and cover a wide range of subjects.

The educational programs are varied and cover a wide range of subjects.	Count	Percentage
I absolutely disagree	0	0%
Disagree	0	0%
I neither agree nor disagree	3	19%
Agree	5	31%
Strongly Agree	8	50%

Graph 18: The educational programs are varied and cover a wide range of subjects.

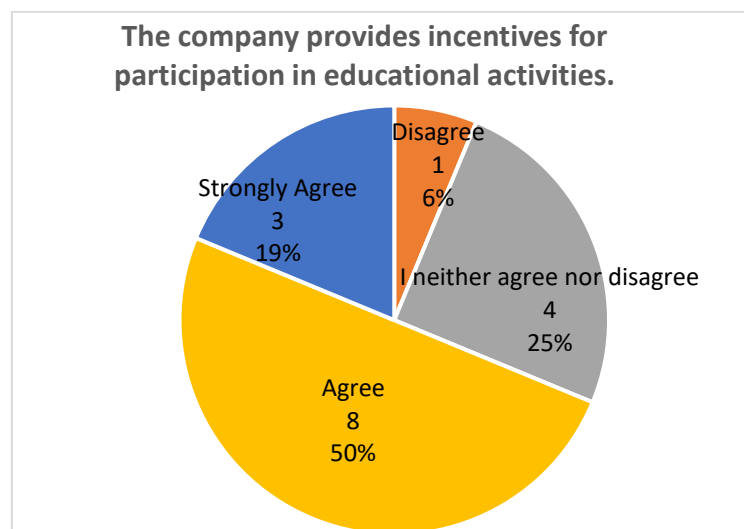


50% of the research participants strongly agree and 31% agree that the educational programs are varied and cover a wide range of subjects, whereas 19% of the respondents neither agree nor disagree.

Table 19: The company provides incentives for participation in educational activities.

The company provides incentives for participation in educational activities.	Count	Percentage
I absolutely disagree	0	0%
Disagree	1	6%
I neither agree nor disagree	4	25%
Agree	8	50%
Strongly Agree	3	19%

Graph 19: The company provides incentives for participation in educational activities.

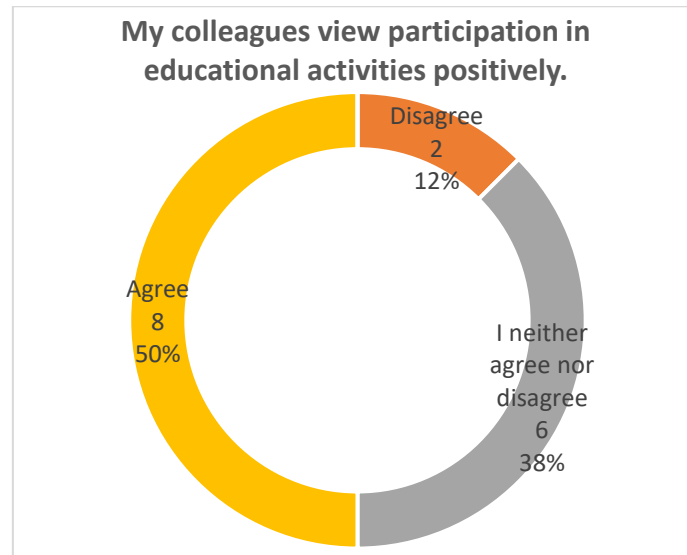


50% of the research participants agree and 19% strongly agree that the company provides incentives for participation in educational activities. On the other hand, 6% of the respondents disagree, whereas 25% neither agree nor disagree.

Table 20: My colleagues view participation in educational activities positively.

My colleagues view participation in educational activities positively.	Count	Percentage
I absolutely disagree	0	0%
Disagree	2	13%
I neither agree nor disagree	6	38%
Agree	8	50%
Strongly Agree	0	0%

Graph 20: My colleagues view participation in educational activities positively.

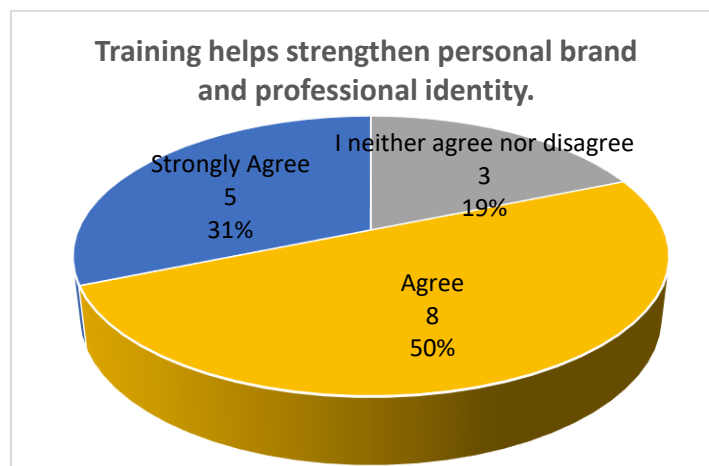


50% of the research participants agree that their colleagues view participation in educational activities positively, whereas 12% disagree. 38% of the respondents neither agree nor disagree.

Table 21: Training helps strengthen personal brand and professional identity.

Training helps strengthen personal brand and professional identity.	Count	Percentage
I absolutely disagree	0	0%
Disagree	0	0%
I neither agree nor disagree	3	19%
Agree	8	50%
Strongly Agree	5	31%

Graph 21: Training helps strengthen personal brand and professional identity.

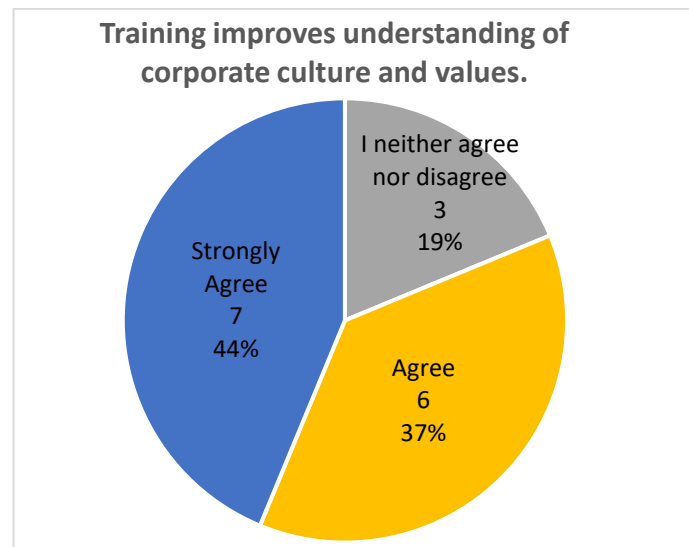


50% of the research participants agree and 31% strongly agree that training helps strengthen personal brand and professional identity. 19% of the respondents neither agree nor disagree.

Table 22: Training improves understanding of corporate culture and values.

Training improves understanding of corporate culture and values.	Count	Percentage
I absolutely disagree	0	0%
Disagree	0	0%
I neither agree nor disagree	3	19%
Agree	6	38%
Strongly Agree	7	44%

Graph 22: Training improves understanding of corporate culture and values.

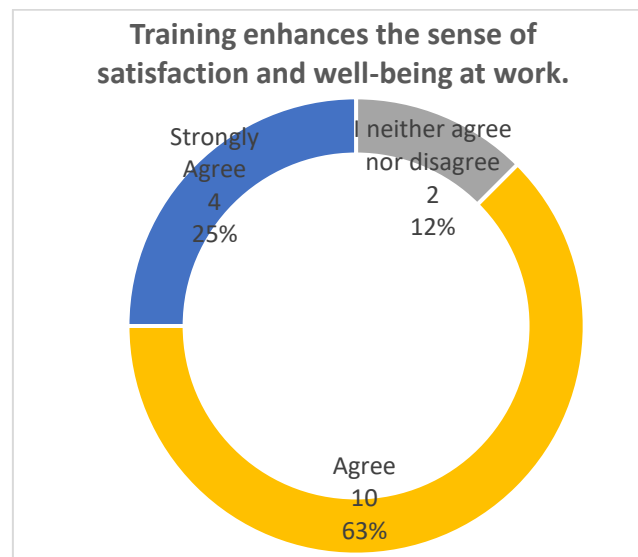


44% of the research participants strongly agree and 37% agree that training improves understanding of corporate culture and values. 19% of the respondents neither agree nor disagree.

Table 23: Training enhances the sense of satisfaction and well-being at work.

Training enhances the sense of satisfaction and well-being at work.	Count	Percentage
I absolutely disagree	0	0%
Disagree	0	0%
I neither agree nor disagree	2	13%
Agree	10	63%
Strongly Agree	4	25%

Graph 23: Training enhances the sense of satisfaction and well-being at work.



63% of the research participants agree and 25% strongly agree that training enhances the sense of satisfaction and well-being at work. 12% of the respondents neither agree nor disagree.

VALIDITY AND RELIABILITY OF THE QUESTIONNAIRE

Anova: Two-Factor Without Replication

SUMMARY	Count	Sum	Average	Variance
Row 1	28	57	2,035714	0,776455
Row 2	28	68	2,428571	0,624339
Row 3	28	76	2,714286	0,656085
Row 4	28	82	2,928571	0,73545
Row 5	28	86	3,071429	0,73545
Row 6	28	90	3,214286	0,619048
Row 7	28	92	3,285714	0,730159
Row 8	28	98	3,5	0,62963
Row 9	28	106	3,785714	0,693122
Row 10	28	107	3,821429	0,744709
Row 11	28	110	3,928571	0,513228
Row 12	28	112	4	0,592593
Row 13	28	116	4,142857	0,571429
Row 14	28	123	4,392857	0,691799
Row 15	28	129	4,607143	0,543651
Row 16	28	133	4,75	0,416667
SUMMARY	Count	Sum	Average	Variance
Column 1	16	25	1,5625	0,2625
Column 2	16	32	2	0,8
Column 3	16	64	4	0,266667
Column 4	16	37	2,3125	0,895833
Column 5	16	38	2,375	0,783333
Column 6	16	60	3,75	1,133333
Column 7	16	63	3,9375	0,729167
Column 8	16	57	3,5625	0,529167
Column 9	16	74	4,625	0,25
Column 10	16	55	3,4375	1,4625
Column 11	16	58	3,625	1,583333
Column 12	16	57	3,5625	0,6625
Column 13	16	57	3,5625	1,195833
Column 14	16	56	3,5	0,8
Column 15	16	61	3,8125	0,5625
Column 16	16	57	3,5625	0,529167
Column 17	16	69	4,3125	0,629167
Column 18	16	53	3,3125	1,5625
Column 19	16	52	3,25	1
Column 20	16	55	3,4375	0,6625
Column 21	16	58	3,625	0,783333
Column 22	16	63	3,9375	0,595833
Column 23	16	69	4,3125	0,629167

Column 24	16	61	3,8125	0,695833
Column 25	16	54	3,375	0,516667
Column 26	16	66	4,125	0,516667
Column 27	16	68	4,25	0,6
Column 28	16	66	4,125	0,383333

ANOVA						
<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Rows	255,9621	15	17,06414	116,4435	2E-136	1,691134
Columns	218,0424	27	8,075645	55,10719	7,4E-118	1,513358
Error	59,35045	405	0,146544			
Total	533,3549	447				

Cronbach's alpha = $1 - (\text{MS Error} / \text{MS Rows}) = 1 - (0,146544 / 17,06414) = 0,991412$

If Cronbach's alpha is equal or higher than 0.9 = excellent.

DISCUSSION

Human Resource Management (HRM) in the hotel industry is a critical factor for the success and competitiveness of hotel units. The importance of HR in this industry lies in the fact that employees are the face and heart of customer service, which is the key to hotel success.

Human resource management in hotels involves many aspects, such as hiring and training staff, managing performance, developing professional skills, encouraging collaboration and internal communication, and creating a good work environment.

One of the main challenges of HRM in the hospitality industry is the recruited and trained team. Finding and hiring suitable employees with the necessary skills and abilities is a difficult process as the industry faces a high rate of labor turnover.

Performance management requires managers to monitor employee performance, promote their development, and provide rewards and incentives to achieve hotel goals.

In addition, communication and collaboration between staff is essential to providing high quality customer service. Human resource management should encourage teamwork and create a climate of cooperation.

In summary, HRM in the hotel industry faces challenges in recruiting, training, managing performance and encouraging collaboration. Successful efforts in this area enhance competitiveness and improve the customer experience in the hospitality industry.

COMPARISON OF BIBLIOGRAPHY AND STUDY RESULTS

The comparison of the study findings with the literature reveals the importance and consistency of the research findings in the field of human resource management in the tourism and hotel industry. Below, the study findings are compared to the existing literature:

Training and Empowering Employees: The study findings highlight the positive relationship between training and job satisfaction. This is consistent with the extensive literature that highlights the need for continuous training and development of staff in the tourism industry.

Technology Skills: The study's findings point to an increased demand for technology skills. The literature argues that digital transformation requires employees to be technologically competent and responsive.

Human Resource Management and Sustainability: Advanced practices in human resource management, such as corporate social responsibility and ecological awareness, correspond to the confirmation of the importance of sustainability in the tourism industry.

The findings of the study offer further insight and evidence of the importance of these aspects for competitiveness and sustainability in the hospitality and tourism sector. This comparison highlights the continuation of research and practices that enhance education, technological skills and sustainability in the tourism industry.

CONCLUSIONS

The analysis of the study findings highlights three important aspects related to the management of human resources in the tourism and hotel industry:

Empowering and Training Employees: A strategy that focuses on empowering and training employees is closely related to job satisfaction. Training gives employees the skills they need to meet the demands of modern work, while empowerment gives them a sense of influence and autonomy in their work. Employees who feel empowered and well trained are more likely to be satisfied with their work.

Digital Transformation and Technological Skills: Digital transformation in the tourism sector requires high technological and analytical skills from employees. This means that they must be able to handle and exploit modern technologies and tools. Therefore, education and skill development in the field of technology are essential to meet modern job demands.

Advanced Practices in Human Resource Management: Advanced practices in the field of human resource management, such as promoting corporate social responsibility and ecological awareness, contribute to the sustainability of the tourism industry. Management focused on responsibility and ecological sustainability enhances social hospitality and industry awareness of environmental issues.

Overall, this analysis highlights the importance of human resource management and investment in training and technological adaptation for the successful operation of hotels and tourism, alongside their commitment to social and environmental awareness.

Summary of Findings

A strategy that focuses on empowering and training employees is closely related to job satisfaction. Training gives employees the skills they need to meet the demands of modern work, while empowerment gives them a sense of influence and autonomy in

their work. Employees who feel empowered and well trained are more likely to be satisfied with their work.

Digital transformation in the tourism sector requires high technological and analytical skills from employees. This means they must be able to manage and exploit modern technologies and tools. Therefore, education and skill development in the field of technology are essential to meet the modern demands of work.

Advanced practices in the field of human resource management, such as the promotion of corporate social responsibility and environmental sensitivity, contribute to the sustainability of the tourism industry. Management focused on responsibility and environmental sustainability improves social hospitality and industry environmental awareness.

Overall, this analysis highlights the importance of human resource management and investment in training and technological adaptation for the successful operation of hotels and tourism, combined with their commitment to social and environmental awareness.

Limitations of the study include:

Small Sample Size: The sample consists of only 16 people, which may not fully represent the wider population sample of tourism and hotel workers in Santorini.

Gender: The sample is divided into men and women, but does not take into account other possible variables that may influence the behavior and opinions of staff, such as education, experience and position in the company.

Limited Age Coverage: Although the sample covers a wide age range, the highest age group consists of people over 50 years of age. This may limit the ability to detect differences in younger age groups.

Opting for Quantitative Research: Using exclusively quantitative data can limit the understanding of deeper aspects of human behavior and exclude the analysis of qualitative aspects of human resource management.

Limited Geographic Coverage: The study is limited to Santorini, which does not allow generalizing the results to other regions of the world or even to other Greek islands.

Focus on Technology: The priorities of the study are mainly focused on technology and the digital transformation process, leaving aside other possible influences on human resource management in the tourism and hotel industry.

Future Directions

Future studies can examine how continuous developments in technologies such as Artificial Intelligence, Big Data and Augmented Reality affect HRM practices in the hotel sector. Future research can focus on how HRM practices relate to social responsibility and hotel sustainability.

They can also examine the role of managing multicultural staff groups in hotels and how this affects performance and impact on customers.

Future studies can investigate how HRM practices relate to innovative marketing and promotion strategies in the hospitality industry.

They can also focus on how HRM practices affect the psychological well-being of employees and their impact on the quality of customer service.

Future research can examine how HRM practices contribute to managing crises, such as the pandemic, and improving customer communication.

Future studies can focus on how hotel businesses use social networks and online presence to advertise and interact with customers.

These propositions pave the way for future research that will delve into the investigation of Transformational HRM in the hotel industry and its impact on performance and customer experience.

Theoretical Contribution and Extensions

Strengthening Transformational Theory: Research can deepen the application of transformational theory in the field of HRM and examine how transformational practices can affect the performance and satisfaction of hotel staff.

Improved Understanding of HRM's Impact on Customer Experience: Research can examine how transformational HRM practices impact customer service quality, customer satisfaction, and customer satisfaction by developing a new theoretical approach.

Integrating Digital Transformation: Research can examine how digital transformation in relation to technology and data affects HRM in the hospitality industry, creating a new theoretical platform.

Social Impact of Hospitality: Research can examine how transformative HRM practices influence the social impact of hospitality, contributing to social well-being and strengthening the local community.

Collaboration and Social Networking: Research can examine the importance of staff collaboration and networking in achieving the transformational goals of HRM.

Application to Other Industries: Research can examine how transformative HRM practices in the hospitality sector can be applied and impact other industries.

These theoretical contributions and implications can enhance the understanding of how transformational HRM affects the hospitality industry and how it can enhance performance, sustainability and success in the hospitality industry.

Practical Consequences

Improved Impact on Customer Experience: Transformational HRM practices can improve customer service, as staff who feel empowered and well-trained are more likely to provide high-quality service and improve the customer experience.

Increase Productivity: Training and empowering employees can lead to increased productivity and efficiency as employees acquire the necessary skills to perform their duties.

Increase Staff Satisfaction: Empowering and training employees can improve their job satisfaction as they feel empowered to influence their work environment and develop their own capabilities.

Sustainability and Social Awareness: Transformative HRM practices that focus on social responsibility and ecological sustainability can lead to an improved company image and attract more customers.

Developing an International Presence: Expanding the global presence of the hotel business can be achieved through transformational HRM, attracting customers from different countries and markets.

Networking with Influencers: Working with influencers and social media stars can improve business visibility and increase audience impact, creating new promotional and marketing opportunities.

The above practical implications can contribute to the development of a sustainable and successful hotel business, improving customer experience, staff performance and social and ecological awareness.

RECOMMENDATIONS FOR IMPROVING HUMAN RESOURCE MANAGEMENT

Human resource management is a critical area for any business, as employees are its most valuable resource. A strategy that focuses on the improvement and development of human resources can lead to increased productivity, better morale and greater commitment to the company's goals. Below are some recommendations for improving human resource management: Transparent and regular communication helps create a positive work environment. Encourage open discussion and exchange of ideas between employees and management.

Provide employees with regular training opportunities and development programs. This can include seminars, workshops, online courses and conferences.

Recognizing hard work and rewarding successes can boost morale and promote positive behavior. Consider implementing a reward system that reflects individual and team performance.

Ensuring that employees have access to resources and support to fulfill their duties. This may include technical support, guidance and consulting services.

Encourage flexibility in the workplace by allowing flexible work hours, telecommuting and other accommodations that help workers balance their work and personal lives.

Developing strategies to effectively manage conflict and reduce stress in the workplace. This may include stress management workshops and mediation techniques.

Encourage teamwork and collaboration through group projects and activities. This helps develop cooperation skills and team spirit.

Creating a work environment that supports cultural diversity and promotes equality.

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ANNEX

Demographics:

Gender: [Male/Female/Other/]

Age: [...]

Education Level: [Primary/Secondary Education/Higher Education/University Degree/Master's or Doctorate]

Years of Work in the Hotel Industry/Tourism: [...]

Job Position: [Revenue/Middle Management/Senior Management/Managerial]

The company you work for is *

Mark only one omission.

Greek Property

Foreign Ownership

Mixed Ownership

2. Does the company you work for belong to a group of companies? (If * you work in a group company for the purposes of the questionnaire we would like you to refer to the company and not the group).

Mark only one omission.

Yes

No

3. The company you work for is multinational *

Mark only one omission.

Yes

No

4. The business you work for is a family business *

Mark only one omission.

Yes

No

5. Does the company you work for have a Human Resources Management department?

Mark only one omission.

Yes

No

6. Does the company you work for have a * work-life balance policy? Mark only one omission.

Yes

No

7. Years of business operation *

Mark only one omission.

0-5

6-10

11-15

16-20

> 20

number	questions	I absolutely disagree	Disagree	I neither agree nor disagree	agree	Strongly Agree
1	I receive regular training to keep up to date with current trends.					
2	My company invests sufficiently in staff training for time.					
3	Educational activities are exciting and interesting.					
4	The training I receive helps to develop my personal skills.					
5	There is good communication from management about educational opportunities.					

6	The training sessions are well organized and efficient					
7	I have the necessary skills to perform my duties effectively.					
8	The training is coordinated with the modern needs of the market.					
9	My company promotes staff development through training.					
10	The training helps me deal effectively with the challenges of my job.					
11	The company provides adequate support for professional development.					
12	Training improves teamwork and cooperation.					
13	The company encourages innovation and creative thinking through training.					
14	The training is adapted to the needs of each employee					
15	The company evaluates the effect of training on performance.					
16	I have adequate access to educational materials and resources.					

17	Education helps to solve specific work problems.					
18	The educational programs are varied and cover a wide range of subjects.					
19	The company provides incentives for participation in educational activities.					
20	My colleagues view participation in educational activities positively.					
21	Training helps strengthen personal brand and professional identity.					
22	Training improves understanding of corporate culture and values.					
23	Training enhances the sense of satisfaction and well-being at work.					

Author's Statement:

I hereby expressly declare that, according to the article 8 of Law 1559/1986, this dissertation is solely the product of my personal work, does not infringe any intellectual property, personality and personal data rights of third parties, does not contain works/contributions from third parties for which the permission of the authors/beneficiaries is required, is not the product of partial or total plagiarism, and that the sources used are limited to the literature references alone and meet the rules of scientific citations.