FACULTY ENHANCEMENT PROGRAMME

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Date of Event: 16 October, 2025

Faculty-in-Charge: Ms. Gigy Johnson

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REPORT

As part of the Faculty Enhancement Programme, a presentation was held on 16 October 2025 at the Seminar Hall, Main Block, from 03:15 p.m. to 04:00 p.m., by Mr. Prathyush V. P., Assistant Professor, Department of HM, on the topic "A Study on the Effectiveness of Training Offered by Hotels to Employees in Rural Towns". The presentation examined the effectiveness of hotel training programmes in rural towns, highlighting their role in improving employee skills, performance, and service quality while also addressing existing challenges in implementation. The session had the participation of 40 faculty members from various departments, who actively engaged through questions and discussion, making it informative and insightful.

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Prepared by:	Verified by:	Approved by:
Ms. Gigy Johnson	Dr. Sabu Varghese	Rev. Fr. Dr. Paulachan K.J.
FEP Coordinator	Director IT/ HRD Cell	Principal

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BROCHURE

FACULTY ENHANCEMENT PROGRAMME



Mr. Prathyush V.P.
Asst. Professor
Department of HM

Topic : A Study on Effectiveness of Training Offered by Hotels to Employees in Rural Towns

DATE : 16 OCTOBER, 2025
TIME : 03.15-04.00 PM
VENUE : MAIN BLOCK,
SEMINAR HALL

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PHOTOGRAPHS









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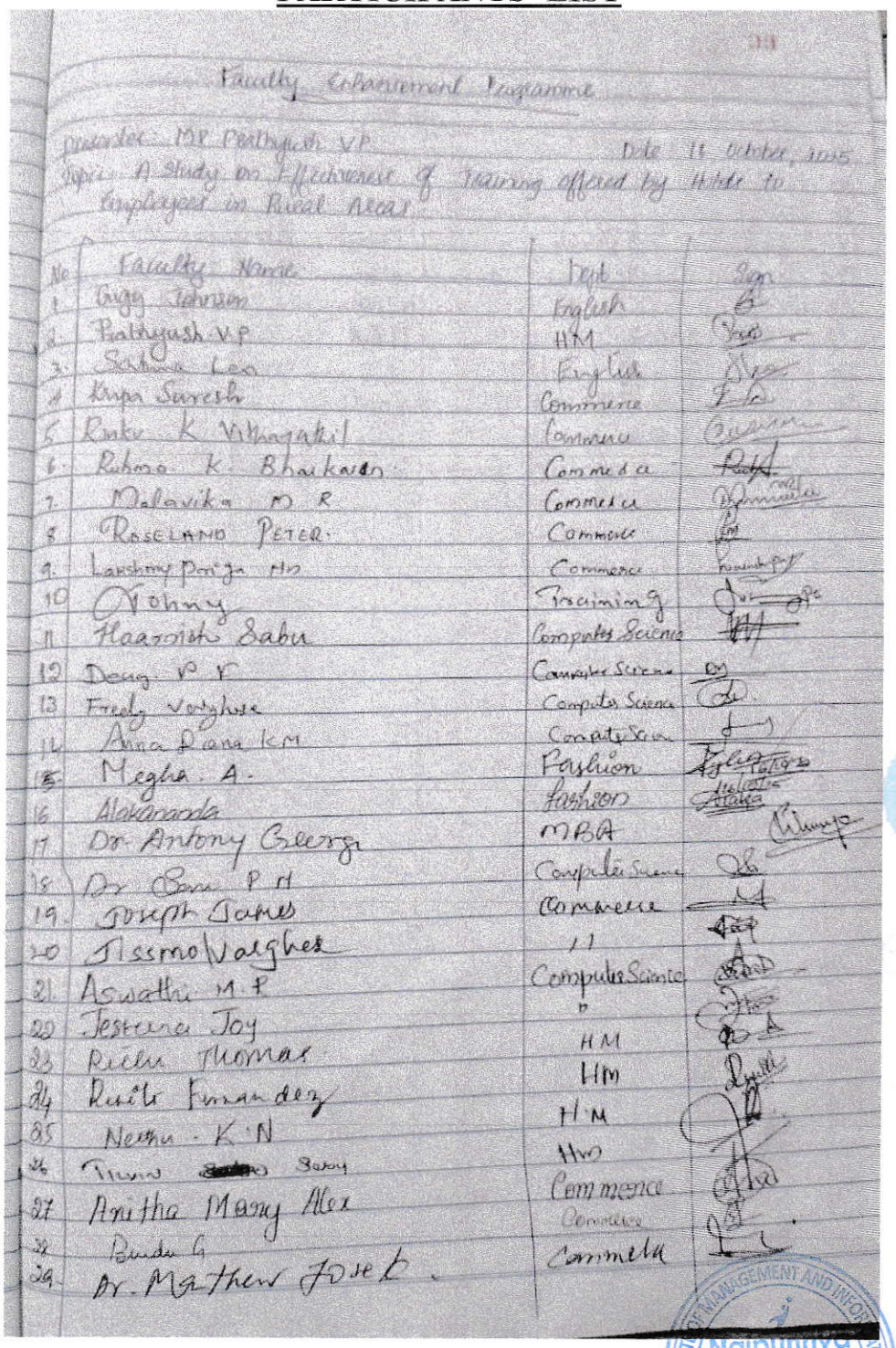
PARTICIPANTS' LIST



Faculty Enhancement Programme

Presenter: MR Prathyush V.P Date 11 October, 2025

Topic: A Study on Effectiveness of Training offered by Hotels to Employees in Rural Areas

No	Faculty Name	Dept	Sign
1	Gigy Johnson	English	
2	Prathyush V.P	HM	
3	Sathina Leo	English	
4	Kripa Suresh	Commerce	
5	Rinku K Vithayathil	Commerce	
6	Rahma K Bhaskaran	Commerce	
7	Malavika M R	Commerce	
8	Roseland Peter	Commerce	
9	Lakshmy Priya HD	Commerce	
10	Johny	Training	
11	Haarish Sabu	Computer Science	
12	Deny P F	Computer Science	
13	Freely Varghese	Computer Science	
14	Anna Diana KM	Computer Science	
15	Megha A	Fashion	
16	Alakananda	Fashion	
17	Dr. Antony George	MBA	
18	Dr Sam P H	Computer Science	
19	Joseph James	Commerce	
20	Jissmo Varghese	"	
21	Aswathi M R	Computer Science	
22	Jesteena Joy	"	
23	Richu Thomas	HM	
24	Rinita Fernandez	HM	
25	Neethu K N	HM	
26	Tiwin [redacted] Sabu	Commerce	
27	Anitha Mary Alex	Commerce	
28	Bindu G	Commerce	
29	Dr. Mathew Josek		

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100

No.	Faculty Name	Dept	Sig
30	MARY T ROSE	Additional Language	[signature]
31	REJITHA K RAVI	"	[signature]
32	NEETHU VALSAN	"	[signature]
33	Dr SONIA S	"	[signature]
34	Gutbio T. James	Commerce	[signature]
35	Mini Joshy	Commerce	[signature]
36	Harisree N kumar	MBA	[signature]
37	Teena Antony	MBA	[signature]
38	Neena Thomas	CS	[signature]
39	Anne Sebastian	English	[signature]
40	[illegible]	[illegible]	[illegible]

Verified

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Effectiveness of Training Offered by Hotels to Employees in Rural Cities and Towns

Mr. Prathyush V.P.
Assistant Professor
Department of Hotel Management
Naipunnya Institute of Management and Information Technology

Abstract

The hospitality industry depends heavily on skilled employees to provide quality service and ensure customer satisfaction. Training and development programs are therefore essential for improving employee competence and organizational performance. This study examines the effectiveness of training programs offered by hotels to employees working in rural towns. The research adopts a descriptive research design and uses a structured questionnaire to collect primary data from hotel employees. The study evaluates training effectiveness in terms of skill improvement, job performance, employee satisfaction, and service quality. Findings reveal that training programs significantly enhance employees' technical skills, interpersonal abilities, and service delivery. However, challenges such as limited resources, lack of systematic evaluation, and insufficient follow-up training remain significant issues in rural hospitality establishments. The study concludes that structured training programs combined with continuous monitoring and employee feedback can greatly enhance workforce efficiency and service quality in rural hotels.

1. Introduction

The hospitality industry is one of the fastest growing sectors globally and plays a crucial role in tourism development and economic growth. In this industry, service quality largely depends on the competence and behavior of employees. Hotels therefore invest in training programs to enhance employees' knowledge, skills, and attitudes.

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Training helps employees perform their duties efficiently and adapt to changes in technology, customer expectations, and organizational procedures. It is especially important in rural towns where employees often have limited prior exposure to professional hospitality practices. Training programs such as orientation programs, skill-development workshops, customer service training, and leadership development initiatives are commonly used to improve employees' performance.

Studies show that effective training programs improve employee satisfaction, productivity, and service quality in hotels. For example, research conducted among hotel employees in Kerala found that technical, leadership, and soft-skill training programs significantly increased employee satisfaction and work performance.

Despite the importance of training, rural hotels often face challenges such as limited training resources, lack of professional trainers, and inadequate evaluation mechanisms. Therefore, it becomes necessary to assess whether the training programs implemented by rural hotels are actually effective.

This study aims to evaluate the effectiveness of training offered by hotels to employees in rural towns and identify areas for improvement.

2. Review of Literature

Training and development play a vital role in improving organizational performance in the hospitality sector. Training enables employees to acquire the skills necessary to deliver high-quality services to customers.

Research indicates that employee training has a significant positive relationship with service quality in the hospitality industry. Employees who perceive greater support for training and recognize its benefits tend to deliver better customer service.

Another study examining hospitality organizations found that systematic training programs significantly enhance employees' work safety, motivation, interpersonal relationships, and overall job effectiveness.

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Training also contributes to organizational commitment and employee retention. Studies have shown that well-structured training programs can improve employee satisfaction and reduce turnover rates in hotels.

Furthermore, training satisfaction and skill development influence employees' commitment and service quality, especially in labor-intensive sectors such as hospitality.

These studies highlight the importance of training programs in improving employee competence and organizational performance. However, limited research has focused specifically on training effectiveness in rural hotel settings, which forms the basis of the present study.

3. Objectives of the Study

The main objectives of the study are:

1. To examine the types of training programs offered by hotels in rural towns.
2. To evaluate the effectiveness of these training programs on employee performance.
3. To analyze employees' perceptions of training programs.
4. To identify challenges faced by rural hotels in implementing training programs.
5. To suggest measures for improving training effectiveness in rural hospitality establishments.

4. Research Methodology

4.1 Research Design

The study adopts a **descriptive research design** to analyze the effectiveness of training programs provided by hotels in Rural areas of Palakkad

4.2 Data Collection

Both **primary and secondary data** were used in the study.



Primary Data

- Collected through a structured questionnaire
- A survey was conducted among hotel employees in 10 hotels in Palakkad.

Secondary Data

- Collected from research journals, books, and hospitality management reports.

4.3 Sample Size

A total of **100 employees** working in various departments such as front office, housekeeping, food and beverage, and management participated in the study.

4.4 Sampling Technique

Convenience sampling method was used to select respondents.

4.5 Tools for Data Analysis

- Percentage analysis
- Mean score analysis
- Charts and tables

5. Data Analysis and Interpretation

Table 1: Distribution of Employees by Department

Department	Number of Employees	Percentage
Front Office	20	20%
Housekeeping	25	25%

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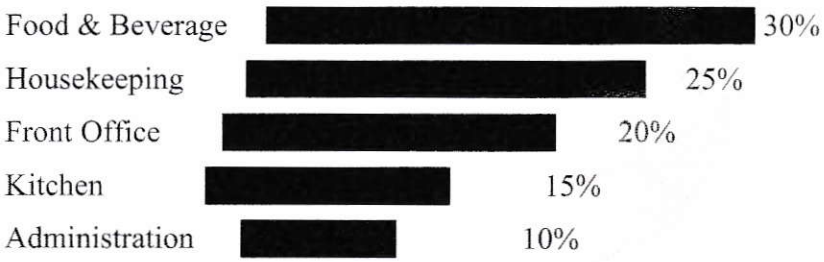
Department	Number of Employees	Percentage
Food & Beverage	30	30%
Kitchen	15	15%
Administration	10	10%
Total	**100**	**100%**

Chart 1: Department-wise Distribution



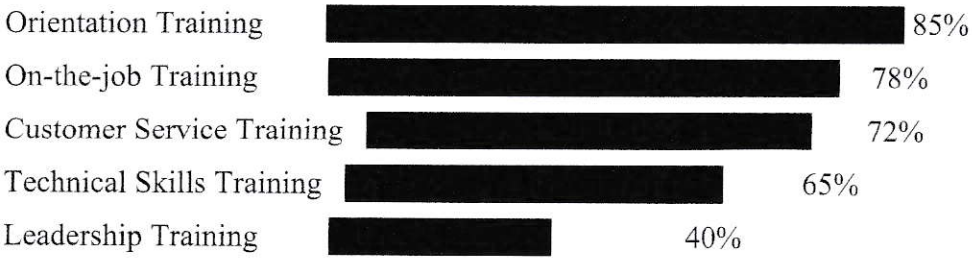
5. Analysis and Interpretation

5.1 Types of Training Programs Offered

Training Type	Percentage of Employees
Orientation Training	85%
On-the-job Training	78%
Customer Service Training	72%
Technical Skills Training	65%
Leadership Training	40%

The data indicates that **orientation and on-the-job training** are the most common forms of training in rural hotels.

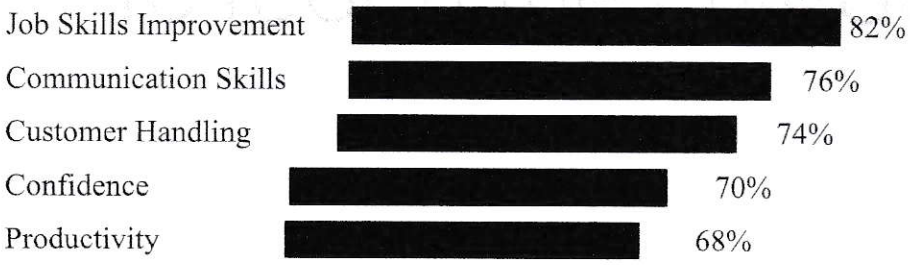
Chart 2: Training Programs in Rural Hotels



5.2 Impact of Training on Employee Performance

Impact Factor	Percentage Agreement
Improvement in job skills	82%
Better communication skills	76%
Increased confidence	70%
Better customer handling	74%
Increased productivity	68%

The results show that most employees believe that training programs significantly improve their job skills and service performance.



Interpretation:

Training programs significantly improve employees' job skills and communication abilities.

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5.3 Employee Satisfaction with Training Programs

Satisfaction Level	Percentage
Highly satisfied	32%
Satisfied	45%
Neutral	15%
Dissatisfied	8%

A majority of employees reported being satisfied with the training programs provided by their hotels.

6. Findings

1. Most rural hotels provide basic training programs such as orientation and on-the-job training.
2. Training programs significantly improve employees' technical and interpersonal skills.
3. Employees believe that training enhances their confidence and service quality.
4. Some hotels lack systematic evaluation methods to measure training outcomes.
5. Limited financial resources and lack of professional trainers are major challenges in rural hotels.

7. Suggestions

1. Hotels should implement structured training programs with clear objectives.
2. Regular evaluation of training effectiveness should be conducted.
3. Collaboration with hospitality training institutes can improve training quality.
4. Technology-based training methods such as online learning modules should be introduced.
5. Continuous skill development programs should be provided to employees.

8. Conclusion

Training and development play a crucial role in enhancing employee performance and service quality in the hospitality industry. The findings of this study reveal that training programs offered by rural hotels positively influence employees' skills, confidence, and job satisfaction. However, the effectiveness of these programs can be further improved through systematic planning, proper evaluation, and continuous learning opportunities.

As rural tourism continues to grow, hotels must invest in employee training to maintain service standards and remain competitive in the hospitality sector.

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