

Research Article

**The Prominence Of Innovative Teaching Learning Practices Of English Language Speaking Among Hoteliers**

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**Abstract**

The Determinant Success Of The Hospitality Business Relies On Many Factors, Most Significant Is Effective Speaking Skills In English Language Since It Is A Universal Medium Of Communication. The Study Is Surveyed To Value The Importance Of English Speaking Skills In The Indian Hotels And The Challenge Exists In The Hotel Industry Due To Ineffective Communication Practice And Has Attempted To Deal With The Issue(S) Faced By The Hoteliers In Handling The Guest. The Primary Data For The Study Was Gathered By Means Of Questionnaires From Hoteliers In Random Sampling Method, Faculties In Cluster Method And Students In Cluster Random Method Of The Hotel Management Department, It Sheds Light On The Necessity Between Existing And Desired Standards Of English Proficiency By Recognizing From All The Three Sources To Overcome The Problem Collectively. It Is Understood That Innovative Teaching Learning Practices And Motivation Develops Speaking Skills Among The Hotel Management Students With Awareness, Self-Initiatives, And Effort With Time Commitment. The Data Collected Are Sorted And Fed Statistically Analyzed With Spss (24) Tool. The Findings Reveal That English Language Speaking Plays A Predominant Role In The Hotel Industry In Rendering Quality Service To The Guest And Smooth Functioning Of The Hotel Operation.

**Keywords:** Importance Of English, Language Proficiency, Speaking Skills, Hospitality Career, Teaching And Learning

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**Introduction**

According To Mahatma Gandhi's Quote "A Customer Is The Most Important Visitor On Our Premises" India Has A Great Heritage In Treating The Customers As Most Important In The Hospitality Industry (Anawade, P. A, 2016). This Is The Reasons Why Indian Hospitality Industry Is Considered The Finest In The World. Thus, The Hotel Industry In India Is Witnessing An Evolution With 1.8 Billion Domestic Travelers And 9-9.5 Foreign Travelers And More That 55% Of Hotels And Resorts Are Higher Star Categorized. Though There Are Differences In The Region Of Hotels, Categories, Types, City And Travelers The Indian Star Hotels Have Their Benchmark In Development Of Hotel And Tourism Industry Around The Globe In The Last Few Decades Which Has Evolved The Industry To The Great Height.

The Hotel Industry In India Has Technically Skilled Employees To Work In This Industry But Are Not Skillful In English Language Speaking Which Is The Main Aim Of This Paper And To Prove The Importance Of Speaking Skill In Hoteliers And The Solutions To Enhance Speaking Skills Among The Hoteliers. Due To The Development Of The Hospitality Industry Migration Emerged And The Number Of Travelers Increased Thus Expectations Towards The Guest Service Required Also Increased Simultaneously, Guests Wanting To Experience A Standardized And Luxurious Services In The Hotels With More Choices, Varieties And Innovations. But, The Hoteliers Play The Most Crucial Parts In Providing Such Experience To The Guest Because Of The Language Barrier.

The Emphasis Is On Recruiting Manpower With Expected Skills To Fulfill The Guest Necessities. It Is Observed That Personality, Attitude And Technical Ethics Are The Key Essentials For The Hoteliers To Perform Their Operation In The Hospitality Industry But The Top Priority Is Given For The Effective English Language Speaking Skills, Without The Required Language Skills In Employees Will Not Be Encouraged To Satisfy The Guest Requirements. Hence English Language Speaking Skills Amongst The Hotelier Is A Crucial Requirement, It Is Indispensable To Assess The Importance Of English Language Proficiency In Speaking Of The Employees In Hospitality Industry And To Identify The Areas That The Hotel Employees Lack In Speaking Skill And Enhance With The Support Of The Department Faculties And Hotel Management Students To Provide The Best Service To The Guest Is The Main Concern Of This Study.

### **Scope**

This Purview Of Research Paper Is Restricted To Department Of Hotel & Catering Management, Vels Institute Of Science Technology & Advanced Studies, Chennai. The University Is One Of The Premier Universities And Hotel Management Is The Oldest Department Which Attracts Students From Various States Of India, Even From Smaller Towns Of Southern Parts Many Students Seek Admissions, But Are Not Well Versed In English Language Communication. It Has Been Observed In Many Incidents That English Communication Is Closely Associated With The Hotel Industry. The Paper Attempts To Address How The Industry, Academia (Teachers And Students) Can Come Together To Address This Issue.

### **Literature Review**

Erazo, Mayra Alexandra Cuenca, Et Al (2019), Observed The Lack Of Professionals In The Tourism And Hotel Sector To Communicate With English Proficiency To Serve The Guest From Abroad Countries. The Author Strongly Mentioned The Requirements Of Employees With Comment Over The Language Will Make The Comfort Zone To The Guest. The Author Summed That Knowing English Will Create A Positive Impact Towards The Hotel Business.

Zahedpisheh, Nahid, Et Al. (2017), Discussed That English Language Is Influenced In Tourism And Hotel Industry And Employees Are Highly Aware Of The Importance Of English Speaking, He Categories English Learning In Tourism And Hotel Sector Should Come Under (Esp) English For Specific Purpose And That Has To Be In Specific Nature And Concepts. The Author Strongly Advocated That The Faculties Should Approach This Teaching-Learning Process In More Practical And It Should Be Goal Oriented. He Added That Faculties Have The Great Responsibility To Develop The Speaking Skill In The Students Of Hotel Management. The Paper Concluded That Esp Concepts And Materials Which Are Used For Teaching English For The Specific Purpose Could Be More Effective To The Learners To Manage Their Workplace Requirement.

Prachanant, (2012), Stated That English Language Is The Important Element Of Hospitality Industry To Have A Good Relationship With People From Different Countries, As A Result Of It English Language Got An International Status, The Author Studied The Role Of English Communication In Hotel And Tourism Industry And His Finding Reveals That Speaking Skill Is The

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Most Important Skill Than Reading, Writing, And Listening. The Research Concluded That English Communication Skills Provide Information, Service And Help To The Guests And Few Problems Faced By The Hoteliers Like Grammar, Vocabulary And Accents.

Prabhu, (2015), Exposed The Heritage Of Hospitality Industry In India, And The Necessity Of Speaking Skills In Terms Of Communication With The Guest For The Quality Services. The Desired Standard Of Proficiency Required By The Students And The Drawback Viewed By The Teachers And Hoteliers Were Addressed In The Paper. The Author Has Studied And Supported The Fact That Students, Teachers And Hoteliers Have To Join Together In Solving This Issue And Prove A Quality Service To The Guest Was The Finding.

Dawson, Mary, Et Al., (2014), Explored The Significance Of Effective English Communication For The Successful Work Outcome, Organizational Practice For Influence Of Communication. It Is Commented That Even Most Of The Employees Struggle To Communicate Well And Rely On Some Online Sources As Per The Study. They Also Accepted That Their Company Provides Language Skills To Improve The Communication Which Encourages Them To Work Better. The Author Analyzed And Suggested That Strong Correlation Must Be There To Address The Barriers In Communication To Be Positively Overcome By The Learners.

Kim, Ellen Eun Kyoo, And Anna S. Mattila (2011), Detailed That Language Barrier Is An Important Issue In The Customer Service Departments Like Hotels And Restaurants. Communication Is The Basic For The Seller And Buyer In The Service Sector, Because Poor Communication Customers May Not Get What They Need And Negative Feedback May Result, He Added.

Kostić-Bobanović, Moira, And Jasmina Gržinić, (2011), Commented That Oral Communication In English Language Is More Important For The Hospitality Students And Practitioners. Owing To The Importance Of The English Language, The Author Stated English Learning Adds Value To The Students As A Strong Foundation Not Only To The Language Competency But Also For Creative Thinking And Problem Solving. It Was Suggested That Language Teaching Programs Should Be Give Higher Priority.

### **Objectives**

1. To Enumerate The Importance Of English Speaking Skill In The Hospitality Industry.
2. To Identify The Solution Measures To Overcome The Problem By Faculties.
3. To Insist Motivation To-Wards Enhancement Of English Language Among The Students.

### **Research Methodology:**

#### **Collection Of Data**

The Primary Data Required For The Research Was Collected Using The Following Technique:

#### **Data Collection Tool: Questionnaires**

As Per The Objectives, Relevant Questionnaires Were Drafted To Make The Study More Effective And Handed Over To The Concerned Sample To Obtain Their Responses. Hoteliers Felt The Questions Were Unique And Happy To Answer, Almost Faculties And Students' Experience Also Reflected The Same.

#### **Date Analyses**

Bobanovic, M. K., & Grzinic, J. (2011). The Statistical Package, Spss (24), Was Used To Analyze The Data Received From The Questionnaire. To Enable Ease Of Data Entry, Questions Were Pre-Coded Beforehand. This Also Confirmed That The Design Of The Questionnaire Was Suitable For Such Analysis. Each Questionnaire Was Individually Numbered, With The First Variable On The Spss Package Reflecting This. This Enabled The Successful Identification Of Errors, Which When They Did Occur, Were Easy To Correct.

**Sample Design**

The Three Distinct Respondent Groups Are More Or Less Homogeneous In Nature Individually.

Three Respondent Groups Were Identified:

Hoteliers (Training Managers, Department Executives And Hr Managers)

Faculties (Vels Institute Of Science Technology & Advanced Studies, Department Of Hotel & Catering Management)

Students (Hotel & Catering Management Department)

**Table -1** Sample Population, Method And Size.

Sample Population	Sample Method	Sample Size
Hoteliers	Random	12
Faculty Members	Census	15
Students	Cluster Random	50

Apart From The Primary Data Collected Through Questionnaire, Relevant Secondary Data Were Collected From Books, Journals, Articles And Internet Sources.

**Data Analysis & Findings**

It Is An Evident Fact That English Speaking Skills Is An Important Pre-Requisite For A Successful Career In The Hotel Industry. This Fact Is Accepted By Hoteliers, Faculties And Students Alike. Since English Language Is An Accepted Language Globally For The Medium Of Communication Formally.

The Study Highlights The Importance Of English Language From The Entry Level To The Entire Career Of Hoteliers. It Also Focused On Certain Gaps Pertaining Guest Service In An Effective Way That Needed To Be Addressed. The Study Also Revealed That Students Are Always Students, Though They Are Aware Of The Importance Of English Speaking Skill And How It Is Going To Be The Bridge For Their Career, The Focus Of Time And Effort Is Not Sufficient For Their Improvement. Finally We Found That English Speaking Skill Will Increase The Confidence Level Of The Students To Shine In Their Chosen Field, This Issue Has To Be Rectified Jointly By The Industry, Academia And Students.

**Table – 2** Hoteliers Level Of Acceptance Towards The Importance Of English Speaking Skill

S. No	Particulars	Agree	Neither Agree Nor Disagree	Disagree
1	Importance Of English Speaking In Hotel Career	98%	2%	0%

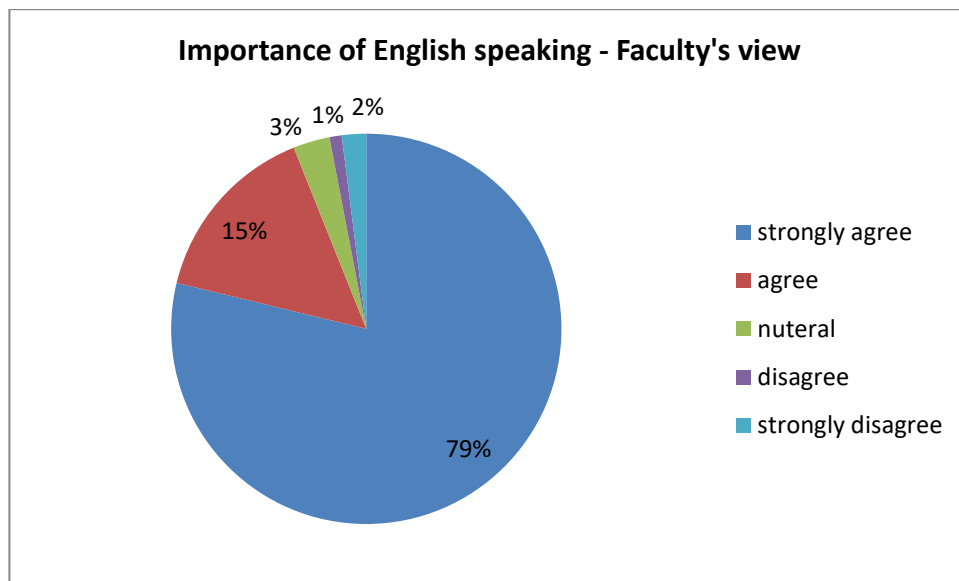
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2	Guest Interaction	95%	3%	2%
3	Interaction With Associates	96%	3%	1%
4	Support To The Trainees To Improve Their Communication Skill	91%	6%	3%
5	Rendering Motivation	98%	0%	2%

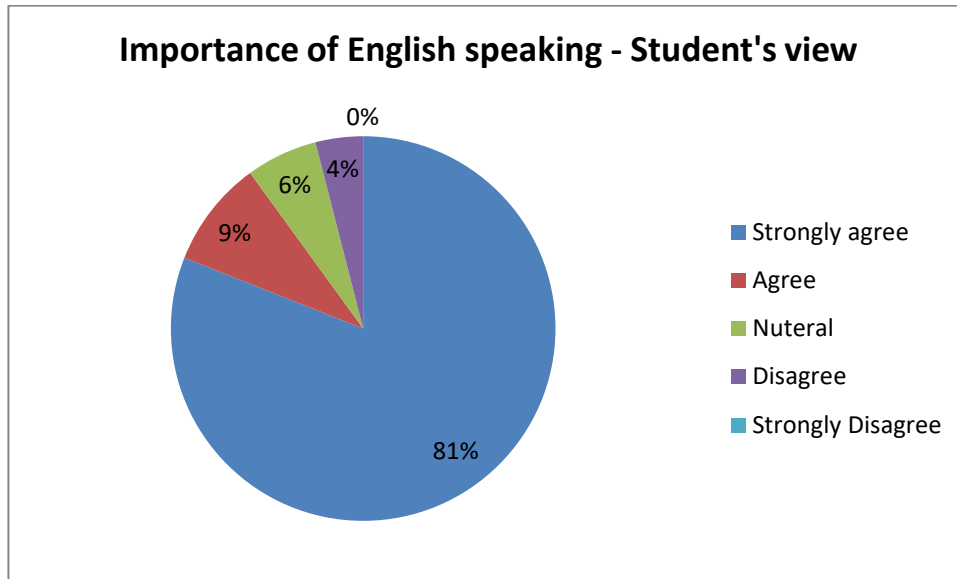
The Hoteliers Surveyed Are Training Managers, Department Executives And Hr Managers Of Star Hotels In Chennai. They All Unanimously Agreed That English Language Communication Is Very Important In A Career In Hospitality. They Were Also Magnanimous In Agreeing To Lend Support To The Trainees To Improve Proficiency In The Language During Their Industrial Exposure Training Periods In Order To Make Students Of Hotel Management More Employable Since Most Of The Trainees Join The Same Hotel For Employment.

Hotel Management Faculty Members And Student's Opinion As Follows About English Communication Is One Of The Critical Prerequisites For Pursuing A Career In Hospitality In Fig. 1 & 2.

**Figure -1**



**Figure -2**



The Faculties At The College Have Worked In The Hospitality Industries In India And Foreign Countries, Marines For An Average Of 6 -25 Years. They Are Well Qualified To Measure The Importance Of English Language. A Staggering Average Of 79.8% Teachers And Students Strongly Agree That The English Language Speaking Has A Very Big Role In The Hotel Industry. Hence, It Is A Clear Fact That English Language Is A Pre-Requisite To A Career In The Hospitality Industry.

#### **Students' Confidence Level In English Language**

(Songsiri 2017) As Close To 80% Of The Students Believe That The English Language Speaking Is Important, It Was Found In The Survey That Only 16% Of The Population Is Highly Confident And 64% Have Moderate Level Of Confidence. Remaining 20% Shared That Their Confidence While Speaking In English Is Low. This Means That Altogether 80% Students, Despite Its Importance, Lack In English Speaking Skills. It Reflects That Faculties Should Focus More On Low Esteemed Students In Improving Their Speaking Ability By Giving Them Practice In A Practical Method In The Class And Encourage Them To Speak Rather Pointing The Common Grammatical Errors Without High Lighting To Improve Their Confidence Levels Shown In Figure -3

**Figure -3**

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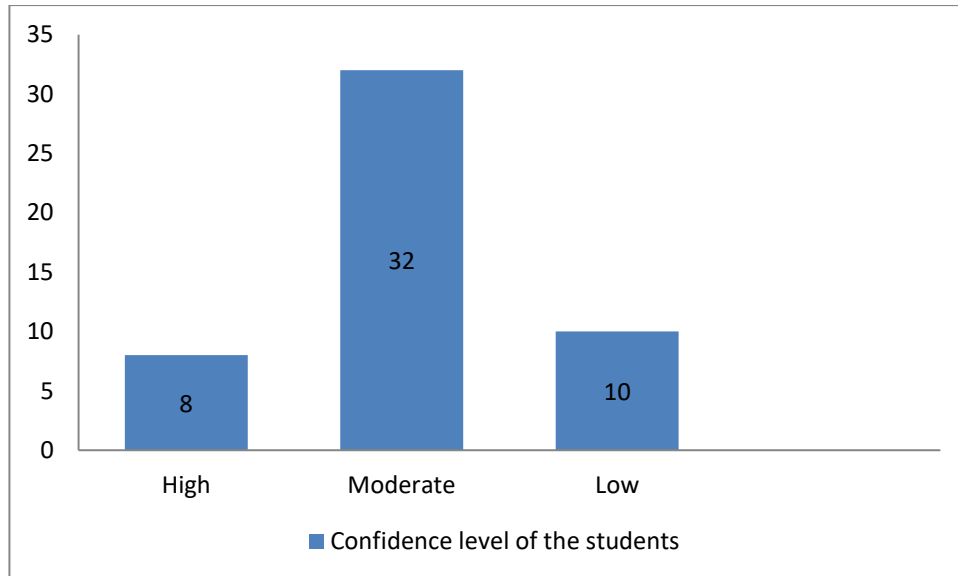
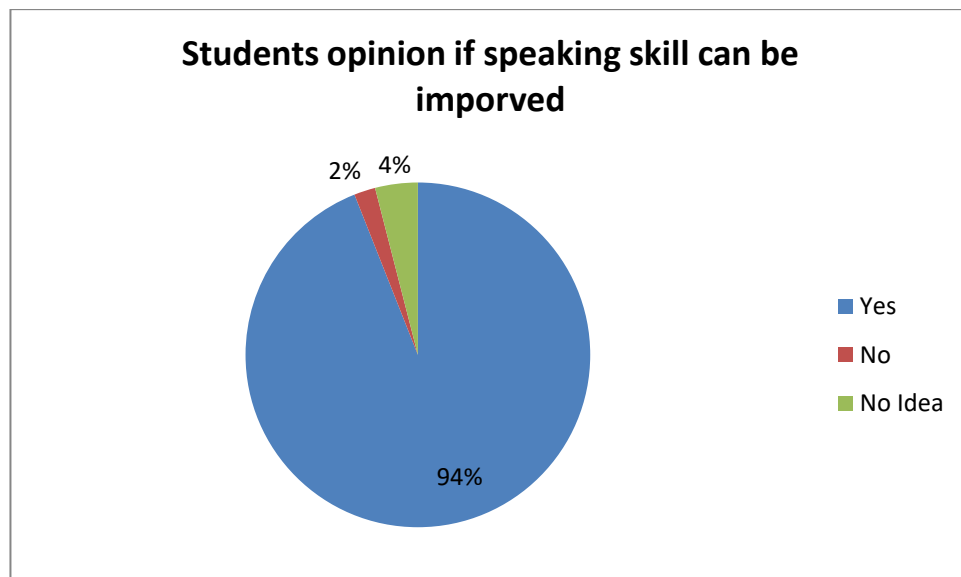
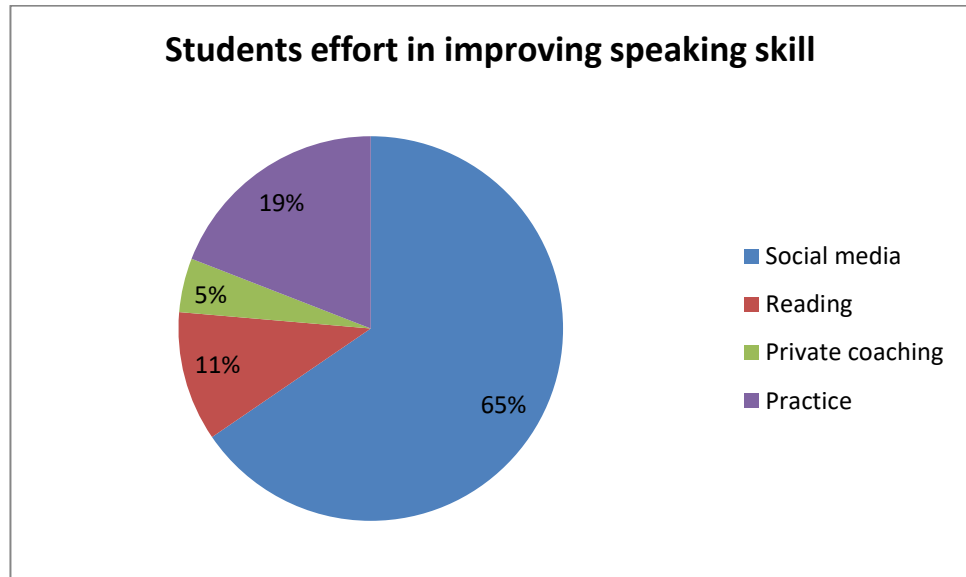


Figure -4 Students' Opinion If English Can Be Improved.



Most Of The Students Believe That English Speaking Skills Can Be Improved. This Is A Positive Response From The Students And Motivation For The Faculties To Inculcate New And Interesting Methods To Teach Them And Improve Their Speaking Skill. Fig. 4

Figure -5



It Is Interesting To Note That Maximum Of 65% Use Social Media Like Whatsapp, Facebook, And Twitter For Improving Speaking Skill, Though They Understand Reading Habit Improves Speaking Skill Only 11% Is Following It, After The Influence Of Social Media And Mobile Learning Applications, Students Enrolling In Private Coaching For Spoken English Has Highly Reduced. Self Practice Is The Most Importance Effort Should Be Offered By The Students To Improve Their English In Hospitality Career Since They Deal With The Real Situations In Fig.5

### **Suggestions & Recommendations**

Based On The Responses Received From The Hotel Industry Hr Managers, Faculties And Students Of Hotel & Catering Management Department, The Following Suggestions Are Made (Pham 2019):

1. The English Speaking Skill Especially In The Indian Hotel Industry Is Decisive. It Is Critical At All Levels That Span The Entire Career.
2. There Is A Gap That Needs To Be Addressed By The Industry And Academia Can Provide Inputs To Plus These Gaps-Namely, English Proficiency, Use Of Body And Tone, Confidence And Personality.
3. Students Need To Be Motivated And Inculcate Activities That Improve Their Speaking Skills.

### **Conclusions**

The Research Findings Have Concluded That Hoteliers From Star Hotels, Faculty Members And Students Of Hotel And Catering Management Fiercely Agree That English Speaking And Language Proficiency Is Mandatory For The Hotel Industry Career. (Sun, Zhong, Et Al.2017)The Graduates Lack In A Few Areas Like Fluency, Pronunciation, Personality And Body Language With Confidence And Industry And Academia Should Work Together To Improve English Speaking Levels Of Hotel And Catering Management Students In Order To Meet The Demands In Hotel Industry Standards. Students' Performance, Guidance And Motivation Is Largely Dependent On English Language Proficiency.

### **Limitations**



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1. This Study Is Purely Based On The Information Collected From The Students And Faculties Of A Particular Hotel Management College, Chennai.
2. The Study Is Conducted Based On The Opinions, Perception And Expectations Of The Respondents Which May Differ In Future.
3. The Sample's Limitations In Terms Of Their Experience, Knowledge, Maturity, Understanding And Exposure May Be Considered In The Study.

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