



Training for Employee Grooming: Reflections on the Hospitality Industry

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ABSTRACT

Poor grooming skills result in a lack of effect creation, distinctiveness, and confidence to portray oneself in a social and professional arena. One's look, dress code, body language, and the apparel they choose for every social-meeting/social gathering, as well as for a professional setting such as work/business meetings, and for their everyday life at work, can all be used to characterise them. This paper highlights how training for employee grooming is essential. Proper grooming and a professional appearance are essential for gaining respect in the workplace. The way one dresses and carries themselves makes an impact on the people with whom they work. Both men and women must take care of and look after themselves. A clean, collected, and happy attitude is required in the hospitality industry. Always have a pleasant smile on your face. Personal hygiene and grooming are highly important in the hotel sector; it's engaging your visitors, learning what they want, and better involving them to make them happy and comfortable. When interacting with both professional individuals, it is critical to adhere to the hospitality industry's code of conduct in order to ensure a memorable experience for both the guest and the reputable business. This paper will put more emphasis on how important it is to be well groomed in the hospitality industry and how training will help the employees to groom themselves.

KEYWORDS: Training, Training Methods, Employee Grooming, Hospitality Industry, Standard Operating procedure, Personal Hygiene, Code of Conduct, Business Etiquette

INTRODUCTION

While we all know not to judge a book by its cover, there are a few situations and specifically the hospitality industry in which presentation is crucial. A flawless presentation is critical to success in this industry. Guests analyse your entire property through images and reviews. If your rooms are out of date, your lobby is filthy, your hospital, hotel, cruise or your restaurant is cramped, guests will have an unfavourable first impression of your property. The same may be said for the employees in the hospitality industry because they are a vital element of the property, they must appear professional and look attractive. The most crucial aspect of the hospitality industry is grooming. Grooming in the hospitality industry plays quite a crucial role. How you look, dress, and present yourself says a lot about how you treat visitors. Grooming is important because you are the face of your company, and this is regardless of your job title or hierarchy. It makes you and your company presentable both at in house office level as well as at customer level.

Training of any kind or at any industry or to any person or group is essential for the growth and success of any

organization. It benefits both the employers and the employees of a company playing a give and take policy or more to say a cause and effect relationship. If an employee is properly trained, he will become more efficient and productive and vice versa. Employees are given training after they have completed their orientation programme. Employee training is the process of improving their skills, capabilities, and knowledge in order to do a specific job. All these few listed points can further be added to several other aspects and form a holistic approach in this training process. Employees' thinking is shaped by the training process, which leads to high-quality performance.

As a part of the training programme employers should make it clear that men and women have different grooming needs, it is crucial for both to look clean and appealing while on the job in any department of the hospitality industry. Ensuring that when training is given all of the staff are aware of the dress code and that they have a clear understanding of what is expected of them. Providing rules for both men and women regarding hairstyles, accessories, and footwear. You may go as far as defining nail polish colours, the proper quantity of make-up for ladies, or requiring employees to wear



deodorant. Grooming and professional look are vital in the job to gain not only a positive impression but also respect. First impressions are important, and personnel' appearance and demeanour have an impact on consumers and potential clients. Important themes like hygiene and job safety, such as wearing high-visibility clothing, are covered during training. All small intricacies have to be given detailed importance to , only then can one achieve its true meaning of wholesome employee grooming.

There are several training methods in the world today. There are several models of training and even approaches - both practical as well as theoretical. Training can even happen over several platforms. A company first and foremost needs to do a self diagnosis of itself. This diagnosis will help in understanding the organization standards and affordability. Next in line can be the diagnosis of the manpower/employees of the organization.

Training Methods-

Today in most cases, training is delivered in one of two ways: On-the-job training methods are those that are provided to employees while they are working in a company's day-to-day operations. It's a low-cost and easy-to-use training method. Such a training strategy can effectively train both inexperienced and semi-experienced staff. Employees are given hands- on training in a real-world setting. "Learning by doing" is the motto of such instruction. Job rotation, coaching, and interim promotions are examples of on-the-job training approaches.

Off-the-job training refers to techniques of training that take place outside of the workplace. It is commonly used while hiring new personnel. Workshops, seminars, and conferences are examples of off-the-job training approaches. Such an approach is expensive and successful only if a big number of employees must be trained in a short period of time. Vestibule training is a type of off-the-job training in which personnel are trained in a distinct area (such as a hall, entrance, or reception area) where the actual working conditions are mimicked.

Every firm needs qualified and experienced staff in order to carry out their duties effectively and efficiently. Tasks in today's firms are difficult, and the necessity of employee education has expanded. Personnel training is an essential component of HRM operations, and many firms have recognised the value of holding training in an ever-changing and varied work environment. Nowadays, in every hospitality organisation, it is all about the employee's talents and, more importantly, the employee's attributes. The quality of service is determined by the qualities and skills of the staff.

Because hospitality is so deeply entrenched in action management, certain skills must be maintained in the curriculum. Expectations differ depending on the area of the hospitality business respondents work in, but some universal abilities emerge, such as ethics, leadership, preparation for

industry employment, internships/industry experience, and hospitality management organisation.

Hospitality organisations are looking for new methods to diversify their staff. Diversity encompasses more than just diverse cultures, colours, and genders; it also includes people with disabilities. Employing persons with impairments could be a feasible option for managers looking to diversify their workforces. The ADA, which was passed in 1990, altered the way people with disabilities may participate in society and the labour force.

Part-time employees are frequently preferred by hospitality firms, and part-time work schedules promote the inclusion of employees with disabilities. Training is an important part of human resource management and has been shown to improve company performance. To compete, the hotel business needs certified and skilled people. Because of the continual growth in the hotel business and the need for qualified staff, hotel organisations offer an essential labour supply.

The traits are about knowledge, thoughts, and interests that lead to the survival and development of a hotel. As a result, staff training is critical in a variety of ways, including increasing productivity by providing employees with professional knowledge, experience, and positive thoughts; staff training also motivates and inspires workers by providing them with all necessary information at work and assisting them in realising how important their jobs are. Training and development can be viewed as an important tool in implementing HRM practises and policies.

TRENDING EMPLOYEE TRAINING CONCEPTS

The hospitality sector is focused on providing excellent customer service. While your crew should have certain intuition about how to serve customers, they will also require thorough training to ensure that they adhere to the high standards of your hotel or restaurant.



Training in the hospitality sector should be a continual process rather than a one-time event.

1) Orientation: - Training in the hospitality sector, like in most other industries, begins with orientation. An orientation session is essential for introducing new hires to corporate culture and procedures. A thorough orientation will get your hospitality sector training off to a good start.

2) Employee Manual: - During orientation, new team members should be given access to an employee handbook. Include guidelines for every role in the handbook so that employees may cross-train or move into another role if someone is absent. Make the handbook easily accessible to employees because it serves as both an initial training tool and a reference guide. When team members have easy access to the employee handbook, they are more likely to follow corporate policies.

3) Technology: - Technology is a crucial element of the hospitality industry, and it is what keeps operations running smoothly – when employees know how to use it efficiently by incorporating technology training into the onboarding process. Even if they have previous hospitality expertise, new hires may be unfamiliar with cutting-edge hospitality technologies such as touchpad POS systems, app-based team communication platforms, and scheduling tools. Employees that understand how to use hospitality technology effectively will be able to work more efficiently.

4) Shadowing: - Shadowing allows new workers to observe their hospitality training in action in a low-pressure environment. Create shadowing criteria based on the complexity of the skills to be mastered and the employee's experience. Create exams at the conclusion of each shadowing programme so that new hires can demonstrate what they've learned. If they haven't yet acquired all of the skills required for the position, they'll need to spend extra time observing an experienced employee.

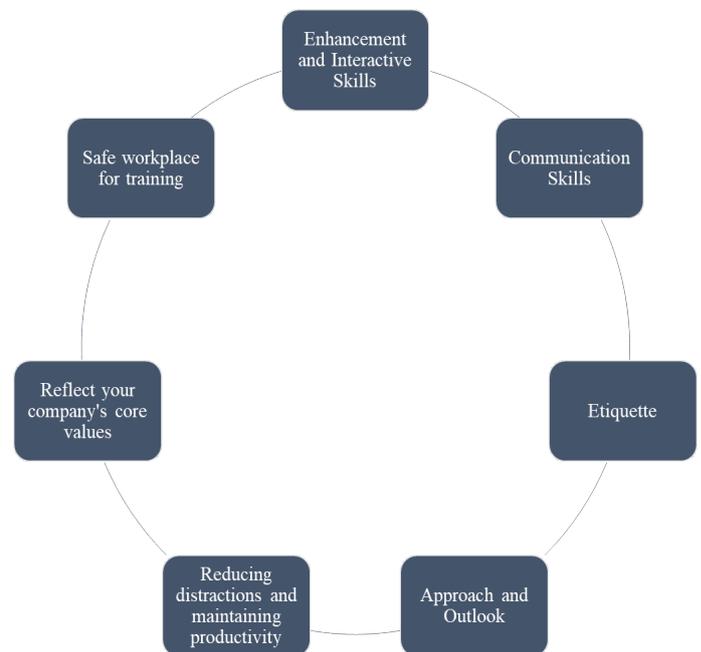
5) Manager Coaching: - The manager as a coach is a novel leadership concept. It is beneficial to establish an environment in which employees regard managers as coaches who observe their performance and assist them develop, rather than as critical, unapproachable bosses. Make minor mental modifications to coach your team if you're a manager. Motivate your colleagues by asking probing questions and delivering feedback. A manager coach, like an athletic coach, observes team members to see how they perform individually and as a team in order to improve outcomes for both.

6) Courses: - Continuing education is essential for keeping hospitality skills up to date. When you invest in the professional development of your employees, you make them feel like valuable members of your team, which reduces employee turnover. Maintain a constant eye on staff performance and advancement to determine who may require more hospitality industry training. Training your employees via an online platform provides immensely important information into who is truly engaged with the topic - and who may want more support or encouragement.

7) Training Hospitality staff on-the-go: - In the hospitality industry, there are extremely few desk jobs. Hospitality employees are constantly on the move, and their training must keep up. Make it simple for employees to access manuals and resources from their smartphones. Ensure that staff continue to learn by giving access to in-person and on-the-go continuing education programmes.

SKILLS- SEVERAL AND SUBSTANTIAL

Professionals, employees, or business owners – particularly customer-facing staff for mostly the hospitality industry – must be extremely skilled and knowledgeable in order to establish and maintain relationships with customers (internal and external), clients, other stakeholders, and other stakeholders, as well as achieve overall career or corporate objectives. The employee training programme is specifically designed to help participants comprehend the value of professional behaviour and social skills in the workplace, as well as how to use proper business etiquette and grooming at work. This programme is aimed to help participants comprehend the value of professional behaviour and social skills in the workplace, as well as how to use proper business etiquette and grooming at work. Understanding of Customs and Code of Conduct because in the hospitality industry employees have to be interacting with both professional and personal people, it's critical to observe the hospitality industry's code of conduct to ensure a positive visitor experience and repeat business.



Enhancement and Interactive Skills are of utmost importance in this industry. Creating effective grooming standards and guidelines can assist you in reinforcing not only employee but also corporate standards. Including a well-crafted grooming policy in your employee handbook, for example, encourages employees to feel inspired and encouraged. Grooming is about the complete behaviour and how the employees carry and behave in public, not just in

clothing sense or physical look. A pleasant demeanour and good communication skills are often helpful.

Communication skills form and leave a lasting impression on a person. This is the most important quality to improve if employees want to work in the hospitality sector. You must be articulate in addition to being nice. Employers should avoid conversing with co-workers in front of visitors in your native tongue. In front of the guests, using a different language may make them feel unwelcome. Communication should always be in a language that the visitor can comprehend and training in communication should be given in that particular language.

Etiquette is an unwritten code of conduct intended to make social interactions in our personal and professional lives easier. Learning and mastering etiquette norms will help you gain confidence, communicate with others, and advance professionally. It is necessary because people value proper etiquette. Through precise training of employees, employers can acquire internationally accepted etiquette. Even after the course is over, training continues to practise to improve employee skills.

Approach and Outlook of the employees should be calm, collected, and cheerful. This attitude is required in the hospitality profession and training of which should be given. It may appear difficult to train employees to maintain a pleasant grin at all times, but it goes a long way toward making visitors feel welcome.

Maintain and ensure that the company's standards are followed if a dress code does not express standards for personal grooming, it will typically fall short. What good does it do an employee to dress appropriately for work if they don't groom themselves properly? Even the most stylish three-piece suit can't compensate for bad hygiene.

Reducing distractions and maintaining productivity while training the employees will help them in enhancing not just concentration but also developing discipline amongst the employees. When you set a standard for employee grooming, it allows your employees to focus on their jobs without being distracted. After instance, an employee who wears too much perfume and causes an allergic reaction in a co-worker can be just as distracting as someone who talks too much or too loudly at work.

Reflect your company's core values when giving training to the employees. Not just hospitality but in every field the employers should ensure that the employees are well aware of the company's profile. Your company's grooming and dress code standards should reflect your basic values and be in accordance with your target market. If your client base is conservative, for example, your dress code and grooming rules may include work wear with well-trimmed beards and no apparent body art. Know who you're dealing with and dress appropriately.

Be it training or even the work environment ensuring a **safe workplace for training** is important. Grooming standards are crucial not only for your company's image, but they can also have an impact on workplace safety. Hair length and personal accessories, for example, might be a safety risk for personnel who operate with or near machines, motors, or other mechanical devices.

Grooming is a lifelong endeavour that can only be refined through time. It helps you engage your guests, understand what they want, and better engage with them to make their stay comfortable and memorable!

Short, 1-hour professional development courses let you provide effective training sessions that get the content across and keep participants engaged. Employee morale is improved as a result of training. Employees have more job security and satisfaction as a result of training. The more satisfied and motivated an employee is, the more he will contribute to the organization's success and the lower employee absenteeism and turnover will be. Less supervision is required since a well-trained individual is familiar with the task and requires less monitoring. As a result, less time and effort will be wasted.

Fewer accidents at the workplace or even minor major errors are more likely to occur when personnel lack the information and abilities needed to complete a task. The less likely an employee is to have an accident on the job, and the more proficient the individual gets, the better. Promotional opportunities during training, which help employees gain skills and efficiency. They grow more qualified for advancement. They become a valuable asset to the company. Employees' efficiency and production improves as a result of training. Employees that have been properly trained perform in both quantity and quality. When personnel are effectively trained, there is less wastage of time, money, and resources.

FINDINGS

The primary goal of the study was to determine the significance of training in the hospitality business. Employee's benefit, job satisfaction rises, and appreciation is essential. Employees will be introduced to what the work is about, how to accomplish it, and what kind of part the job plays in the overall business during the training. This helps them grasp their work better and also appreciate what they do by comprehending the work. Employees will comprehend the importance of their duties after systemized training, and with the information, skills, and experiences gained during the training, they will be more confident in their work, resulting in superior services. Employees benefit from training in order to become more effective problem solvers. Practical experience can be taught and directed in training; employees will learn ways of problem solving and complaint resolution throughout training. It encourages employees to become more productive more rapidly. Employees gain familiarity with their work tasks, advanced information, and

practises through training, which improves their capabilities and enhances productivity.

CONCLUSION

After the outbreak of the COVID-19 pandemic in 2019, it was quite evident to everyone how the revenue graph of the entire hospitality industry dropped massively around the whole world. Meeting all the hardships, hotels finally started operating from 2021, tightening the safety and hygiene norms not only for the employee's grooming but for the overall safety for the employees as well as for the guests. Thus the employee's now not only need to follow the basic personal hygiene and grooming standards but also strictly follow all the safety and hygiene rules related to COVID-19. Thus proper sanitation and cleanliness has become one of the key factors for the guests to build trust ensuring safety standards are met by the hotels. Nowadays guests not only search for a place that will meet their needs but also a place that will make them feel safe. Thus hotels have also started drafting cleanliness policies so that guests do not have a second thought before visiting, for instance Hilton hotels have newly launched a cleanliness policy called "Clean Stay". Apart from this hotel are providing proper training to the employees on how to follow proper safety standards and maintain it during operation. Employees are provided with personal protective equipment which contains, mask, gloves, sanitizer, face shields etc. Hotels train the employees on how to use antiviral cleaning agents and disinfectants, for example Marriott International started using electrostatic sprayers which helps to mist disinfectants uniformly through spaces. Air filtration techniques have been made much more sophisticated and disinfectant wipes are provided in every room and public area for the safety of the employees as well as for the guests. Hand-sanitizer dispensers have been installed in the highly touched areas, in rooms, public areas and food & beverage outlets. Thus this proves how the hospitality industry has taken safety and hygiene as a top priority after the outbreak of pandemic and as a result this resulted in leading the employees to interact with new ways of maintaining safety and grooming standards.

Therefore, we can say that employee grooming and empathy not only represents the appearance of an employee in the hospitality industry but also plays a strategic role at major levels of the operations of the hotel industry. There is a very common saying in hotels, "Guests are God!" Thus it is the

responsibility of the employees to handle customer needs and convey a lasting image of their brand through a standard, consistent and overall presentation. Companies and organizations within the hospitality sector expect that their employees can demonstrate their understanding on "how to maintain a personal look continuously neat and clean". This demonstration shall improve the self-confidence of the employees in addition to the issues on personal cleanliness and hygiene, particularly for food handlers.

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