

Evaluate the Training System of Sheraton Zibo Hotel

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Abstract: This report focuses on the training system of Sheraton Hotel Zibo. The report analyzes Sheraton Hotel's training system through customer satisfaction, two-factor theory, and SWOT. The hotel has invested a lot of resources in staff training and development so that the employees are highly skilled and motivated to achieve more. Sheraton Hotel uses motivational factors to increase the satisfaction and loyalty of the hotel staff. A good training system at Sheraton Hotel can increase customer satisfaction and bring better revenue to the hotel.

1 INTRODUCTION

Sheraton is one of Marriott's better-known hotel chains brand. The Sheraton brand has always attempted to maintain a high-quality image, and most Sheraton hotels in the world have been selected by local authorities as five-star hotels⁴. Sheraton hotels have a wide range of services, distinctive designs, and creative and flexible event programs. They also commit to service excellence and a comprehensive training system. Sheraton Hotels consistently places customer satisfaction at the core of their business thinking. Therefore, "employee satisfaction" and "guest satisfaction" are the basic starting point of Sheraton's guiding principles.

2 HOW THE ISSUES AFFECT ORGANISATION

2.1 Benefits effect

The company's employee training system affects the interests. Corporate interest is the interest of all relevant parties included at the same time to achieve the corporate purpose. It is an expression of collective interest. The benefits to the company include earnings, reputation and employee loyalty². The training system bring many benefits to the company, three of which are mentioned here. A training system improved employees' skills and loyalty, customer satisfaction, and corporate performance.

Employee training helped improve employee loyalty and reduce the tendency of employees to leave. According to the two-factor theory of Managing Human and Organisation, the hotel uses motivational factors to improve employee satisfaction and loyalty. By interviewing the manager of the Sheraton Zibo Hotel, hotel has some existing training courses on how employees go about serving guests, and every employee is required to receive this training. The hotel also gives them regular reinforcement and updates the employees'

skills. After the employees have mastered these skills, it helps them serve the customers better. After the customers get very satisfied with the service, they will rate the hotel highly. The high level of customer satisfaction has led to a continuous improvement in the performance of Sheraton Zibo Hotel. Corporate training directly affects the performance of employees. The improvement of employee performance directly drives the improvement of corporate performance. So the company's training system indirectly affects the company's revenue. By the information of questionnaire, most customers are satisfied with the service attitude of Sheraton Hotel's staff. This shows that Sheraton Zibo Hotel's training effectively satisfies customers and gains revenue. At the same time, the excellent staff training system is also influential in the society, which improved the company's reputation and attract more customers. Because of the excellent service attitude of Sheraton Zibo Hotel, the hotel's has a high reputation in Zibo, which also brings a lot of revenue to the hotel.

2.2 Cost effect

The company's training system affects costs. The cost of employee training is defined as the cost of developing human resources. It refers to all costs incurred by a company in education and training to familiarize newly hired personnel with the company, achieve the business level required for a specific position, or improve the quality of the personnel on board¹. Factors that affect the company's costs include training, recruitment, salary, etc.

Sheraton Zibo Hotel has a well-developed training system, and the training given by the hotel to its employees on the job is relatively complete. By interviewing the manager of the Sheraton Zibo Hotel, the hotel has induction training and regular updates on skills training, enabling the employees to do their job better. Because the Sheraton Zibo Hotel has a good training system, employees want to stay in the business and the

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business has a low turnover rate. A low turnover rate in a hotel may eliminate the need for frequent hiring, so the cost of hiring may come down. On the contrary, the training cost may be high because the training system is better and more competitive. To face the competitiveness in the market, the hotel invested high training costs to improve customer satisfaction and reputation. On the other hand, the maintenance cost of the training system is also high because of the low turnover of staff. But the overall cost of really investing in other aspects of each person will go down. The hotel also uses the two-factor theory of incentives to provide accommodation, meals and bonuses to employees to motivate them to work hard⁵. All of these can have a big impact on the company's costs.

2.3 Operation effect

The training system will affect the operation of the organization. Operation is the planning, organization, implementation and control of the operation process. The general name of various management work is closely related to product production and service creation³. The company's training system will affect the company's daily operation, because training affects employees' work attitude and efficiency. Employees' work attitude and efficiency will affect the company's sales, service, products and customer satisfaction.

When companies develop training systems, they utilize the motivational elements of the two-factor theory as an aid, as described by Managing Human and Organisation. The integrity of a company's training system affects the company's smooth operation. Training is a company's need for human resources in accordance with its growth strategy. It transfers technology, skills, work methods, and corporate philosophy and culture to employees. It also enables employees to improve their performance through skill enhancement and mindset change. Only when employees are well trained the company can develop and operate well, for example, in marketing. Sheraton Hotel has a complete training system so that the company will run smoothly. By interviewing the manager of the Sheraton Zibo Hotel, the training starts from the day the employees join the hotel, and there is also language training and promotion training. This training system made the staff receive some fresh content when they are on duty, ensuring that the staff can complete their work smoothly. The hotel can only operate well if the employees can do their job successfully. Sheraton Zibo hotel has a high reputation in Zibo because of its employees' good working attitude.

3 ANALYSIS OF SECONDARY SOURCES OF INFORMATION AND DATA COLLECTED

3.1 Analysis of information collected from annual report

Sheraton Hotel's training system relies on its excellent and large hotel trainers. It uses Sheraton Hotel's scale to develop a systematic career development plan for employees in induction training, performance appraisal, and job promotion. Sheraton Hotels has realized the idea of combining internal and external strengths in training, allowing internal strengths to be combined with external strengths to maximize the use of its resources. In addition, Sheraton Hotel has established a training base of excellence to provide professional training for senior management and fully develop its talent. Over the years, with its practical experience in hotel management and significant capital investment, it has expanded rapidly and replicated its effective management experience worldwide, which has led to the rapid development of the hotel industry.

3.2 Analysis of information collected from website

Sheraton Hotel also has a continuous breakthrough in the development of the country. The Sheraton Hotel's good training system makes the Sheraton Hotel reputation greatly improved. At the same time, the number of Sheraton hotels in China is also gradually increasing. Sheraton has become an iconic brand in China. With its leading strength as a market pioneer, Sheraton has become a household name in China as an international high-end hotel brand. Sheraton has always been at the forefront of innovation, constantly innovating to create the best stay experience for its guests.

4 AN ASSESSMENT OF THE IMPLICATIONS

4.1 Assess to SWOT

For strengths, Sheraton Zibo Hotel has developed expertise in entering and succeeding in new markets. The expansion helped the hotel build new revenue streams and diversify its exposure to the economic cycles of the markets in which it operates. Sheraton Zibo Hotel used the funds to build a better training system. Through a successful training and learning program, the hotel has a highly skilled workforce. Sheraton Zibo Hotel offers language, management, and customer service courses to enhance staff skills. The hotel invests a lot of resources in staff training and development so that the staff is highly skilled and motivated to achieve more. This gives Sheraton Zibo Hotel a complete training system.

For weakness, the vitality of tourism depends largely on the technological content of tourism and the quality of

services. And these ultimately rely on the talent. Now Sheraton Zibo Hotel is still in the early stage of entering Zibo, and professional talents are still in a certain lack of state. In addition, the Sheraton Zibo Hotel staff turnover rate has become high because of the epidemic's impact. The traffic during the epidemic will become low, making the Sheraton Zibo Hotel's income low. This led to a reduction in the employees' salaries, which led to the loss of many employees. During this period, the Sheraton Zibo Hotel's training system became unstable due to the lack of funds. The hotel was not able to offer more courses for its employees to learn and could not provide generous benefits to its employees. This led to a decrease in employee satisfaction and loyalty.

For the opportunity, society is now more and more economically and technologically advanced. Over the past few years, Sheraton Zibo Hotel has invested heavily in online platforms. This investment has opened up new training channels and recruitment channels for Sheraton Zibo Hotel. In recent years, Sheraton Zibo Hotel has used this online technology to enhance staff training and better understand customers. Sheraton Zibo Hotel has enhanced its staff training in web technology to become proficient in technology and serve customers better. They use extensive data analysis to serve their needs. In addition, because of the economic development, high-end hotels are getting more and more attention from customers. As one of the representatives of high-end hotels, Sheraton Zibo Hotel has a relatively complete training system. This is because the hotel keep updating the skills of its staff with the changing times and society.

For the threat, now there are more and more high-end hotel brands in China, Sheraton Zibo Hotel has a strong competitive edge. The hotel that wants to develop in the fiercely competitive environment must constantly improve the quality. The simple and effective way is to improve the hotel staff's service level continuously. To improve the training system, hotels are always spending a lot of money on staff training. The hotel regularly updates the training content to satisfy customers and attract more customers. Sheraton Zibo Hotel will develop different training programs with the current preferences of the public. In addition, different regions have different liability laws. Given these changes in market policies, Sheraton may be exposed to various liability claims.

4.2 Assess to Two-Factor Theory

Two-factor theory is also called "hygiene-motivational factors". There are two types of factors in a company, they are satisfaction factors and dissatisfaction factors. Satisfaction factors are factors that can make people satisfied and motivated. Dissatisfaction factors are factors that tend to generate opinions and negative behaviours. These two factors are the main factors that affect employee performance.

Sheraton Zibo Hotel uses the motivational factors of the two-factor theory to enhance employee satisfaction and loyalty. The hotel has done quite a lot of work in employee care. The hotel has monthly meetings where employees and managers communicate directly, giving

feedback and ideas. Our hotel also organises staff reunions, trips, dinners, and other activities during special holidays. Sheraton Zibo Hotel spends a lot of time and effort organising rich staff activities to give them, and their families care from the company. In terms of motivation, the period of three to five years after employees officially join the hotel is a stable career development period, which is a key stage for employee loyalty development. Sheraton Zibo Hotel focuses on improving employees' identification and satisfaction with the hotel, thus enhancing their loyalty. The hotel provides challenging work and a comfortable working environment for them to motivate employees. It has also established a good salary system and a fair and transparent promotion system. The hotel provides various enriching training courses for its employees to enhance their skills. These motivating factors of Sheraton Zibo Hotel reflect their well-developed and effective training system. This leads to a high level of employee satisfaction and loyalty to Sheraton Zibo Hotel, allowing employees to serve customers better.

4.3 Assess to Customer Satisfaction

Customer satisfaction is the feedback of customer, which evaluates the product or service performance and the product or service itself. Customer satisfaction depends on the customer's perception of the product or service compared to the customer's expectation before receiving it. According to the survey questionnaire, 53.33% of Sheraton Zibo Hotel customers chose Highly Satisfaction with the overall service quality of the hotel. This shows that a good training system at Sheraton Zibo Hotel can improve customer satisfaction and bring better revenue to the hotel. Training staff skills and satisfying customers are the main purposes of staff training. Training has a positive impact on productivity, thereby improving brand value and reputation. Sheraton Zibo Hotel has created a customer service training program to improve customer satisfaction. The employees can provide the best service to the customers when their competencies and skills are improved. Therefore, the integrity and effectiveness of the hotel's training system can increase customer satisfaction and bring benefits. In the future, the hotel will tailor career development plans for employees who perform well and have growth potential. This will enable them to improve their skills and help the hotel accomplish its goals. The hotel will also follow the changes of the moment to provide customers with more specific and personalized services. The human resources planning strategy for the next few years is to develop the international perspective of local staff and gradually train local professional managers. To improve customer satisfaction, Sheraton Zibo Hotel is constantly enhancing its policy of training staff to provide customer satisfaction.

5 CONCLUSIONS

In summary, the training system affects the benefits, costs, and operations of the Sheraton Hotel. This report

used a questionnaire to collect customer satisfaction from Sheraton Hotel's customers. In general, the customers rated the service of Sheraton Hotel staff very high. The report also used the interview collection method to interview the manager of Sheraton Zibo Hotel about the hotel's training system. The survey of primary and secondary data found that Sheraton Hotel has a more complete and effective training system. This enhances the satisfaction and loyalty of the staff and the satisfaction of the customers.

6 RECOMMENDATIONS

First, for the training measures of Sheraton's new employees, they should strengthen the training management and improve the training content. The training department should strengthen the guidance for good managers to meet the basic requirements of professional trainers. The next step is about the change of training content direction. In addition to introducing the basic business and operation of the hotel to the new employees, they should also show the new employees the working culture and spirit of the hotel. This enables new employees to have a strong sense of belonging to the hotel and actively contribute to the development of the hotel.

Second, the results of employee training evaluation should be combined with incentive mechanisms. In a way, training benefits are the first issue to be faced squarely. Training departments should not exaggerate the benefits of training, but equally, they should not ignore the benefits of training either. They should use the evaluation to validate the benefits of training, and they should pay more attention to the use of the evaluation results to make a positive impact. And HR can facilitate the integration of training evaluation results with incentives. Employees who perform well in training can be used as a strategic reserve for future hotel management.

Third, optimize training methods and establish an evaluation system. Sheraton hotels can use diversified training methods to improve the level and efficiency of training. They can use new training methods such as Internet training, experiential training, and situational simulation to improve new employees' abilities in all aspects, especially in interpersonal relationship handling and learning and understanding. And by establishing a reasonable evaluation system, they can test whether the training results meet the expected goals. With the help of scientific theories and methods, training feedback is analyzed to assess the final effect of new employee training. This helps hotel managers to grasp the quality of training more comprehensively.

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