

The Impact of the English Language Training Strategy on the Performance of Workers in Five-Star Hotels in Aqaba Special Economic City

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Abstracts: English is important in all economic sectors, especially the tourism sector. Most tourists speak English, and for this matter workers in the tourism sector, especially hotels, must be trained to use the English language in their dealings with tourists from all over the world. Therefore, this study aims to demonstrate the impact of the English language training strategy on the performance of workers in five-star hotels in Aqaba Special Economic City. To achieve the results of the study, the researchers used quantitative study methods through a questionnaire on guests in hotels. Also, a qualitative study was used to clarify how the impact of training hotel workers on the English language on the performance of employees. The results of the study show that English language training has positive effects on the number of visitors to hotels. The study shows that there are differences between both sexes in the impact of training on workers in five-star hotels. This study gives the researchers opportunities to know that the English language has an effective contribution in communicating with foreign tourists who are fluent in using the English language. If tourists or guests in hotels find people who speak English, this creates comfort for them in staying in hotels, because they will find someone who can understand them when speaking English in hotels.

Keywords: Tourism Sector, Five- Star Hotel, Tourist, Training, Performance.

1. INTRODUCTION

Tourism industry is considered one of the largest and most important industries in growth and progress in our current era. The demand for tourism services has increased dramatically, especially in hotel accommodation services, as there is no tourism without hotels and no hotels without tourism, which required an increase in the number of hotel rooms and attention to facilities. Tourism services and their availability along the attractive tourist areas, and due to the massive and rapid technological development, movement and travel between countries in the world has become easy and smooth, without any delay or obstacles, which was reflected in the level of travel and movement positively and significantly.

The Kingdom of Jordan has recently witnessed a remarkable development in the tourism and hotel sector, especially in recent years. Providing services, and thus achieving the desired profits. From here, the role of human development emerged by focusing on all human resource strategies, the most important of which is the training strategy by developing and using all modern scientific methods and procedures in the availability of qualified workers to work in the hotel and tourism sector, where the focus is on using the English language in all aspects of theoretical and practical training due to the importance of this language the language of practical has become the language of the world through which the service is delivered as quickly as possible, taking into consideration the psychological needs of the guest in terms of the art of hospitality and the use of special standards roles and policy which set by the hotel in English so that it has an effect to add a unique and comfortable experience, so in this way the rate of guests' satisfying will increase at the all-time of during their staying in the pre-selected hostels (Blažević, 2007).

2. BACKGROUND

The demand for hotel services has increased at remarkable rates in the five-star hotels in the Aqaba Special Economic City, as it has a specificity in the south of Jordan in terms of the number of visitors of all types. Therefore, there has become an urgent need to focus on the training strategy among the human resource management and training strategies, so that it has an effective role in providing high-end and sustainable services, especially for workers in the front offices through the use of modern programs and strategies in the appropriate language, so that it is the basic language in training and then used in dealing with guests and hotel staff. Hence the idea of focusing on the use of the English Language extensively in all departments of the hotel, especially in the Human Resources Department training.

In this context, this research will clarify the negative impact in the event that Five-Star Hotels do not use the English language in their training programs in the city of Aqaba.

This problem will be addressed by answering the following basic questions:

A- Do the five-star hotels in the city of Aqaba have a special training strategy for the English Language capable of rehabilitating and activating the role of employees in services? And how effective is it, if any?

B - What are the main factors that ensure the achievement of the necessary qualifications for workers in five-star hotels in Aqaba Special Economic City?

C- Is there an impact relationship between the English language training strategy and the employees' performance?

The importance of the study stems from showing the importance of using the English language in the human resources departments of the five-star hotels in the city of Aqaba, and its impact on the performance of workers in the service departments, and the extent of its impact on the satisfaction of guests and the pursuit of maximum satisfaction from them.

2.1. Objectives of the study

The current study aims to achieve the following goals.

- I. The importance of the hotels sector in increasing the national income of countries.
- II. The importance of the role of Human Resources Management in the development and training of employees.
- III. The importance of using the English Language Training Strategy for workers in the services sector in five-star hotels in the city of Aqaba.

3. METHODOLOGY

The study population consists of all five-star hotels in Aqaba Special Economic City.

Study sample: The study sample consists of (128) managers and employees from all departments in five-star hotels in the city of Aqaba. Divided into (8) five-star hotels, as well as a random sample of (300) five-star hotel guests who live in the hotel for three days or more.

The researchers design a questionnaire to find out the importance of training hotel workers in the English language. After distributing the questionnaire, the researchers analyze the results of the questionnaire. It is worth noting that the questionnaire was conducted on all five-star hotels in Aqaba Special Economic City. The participants in the study are employees, managers and heads of departments in the five-star hotel sector. Using the quantitative study, the results of the study are analyzed to reach real results that show the importance of training hotel workers to use the English language.

There are no statistically significant differences at the level ($0.05 \geq \alpha$) of the impact of the success of training strategies in developing human resources in the English language due to the variables (Gender, Age, Educational Qualification, Number of years of experience).

There is no statistically significant relationship at the level ($0.05 \geq \alpha$) between trainers and qualification of human resources in English in the five-star hotels of Aqaba in the city of Aqaba.

There is no statistically significant relationship at the level ($0.05 \geq \alpha$) between the methods of training programs and human resource development in English in the five-star hotels of Aqaba in the city of Aqaba.

There is no statistically significant relationship at the level ($0.05 \geq \alpha$) between the trainees' desire to be trained in English in five-star hotels in the city of Aqaba.

4. LITERATURE REVIEW

Kostic Bobanovic, M., (2011), pointed out that communication is an essential element of hospitality industry. This indicates that mastering good oral and written communication skills are the highly rated skills crucial for hospitality practitioners at different levels.

Suzana Ab. Rahim, (2011), claimed the real need of learners to hospitality real-place requirements in terms of communication skills. It is pertinent that employees (existing and potential), employers and educators have a consensus of what are the competencies that are required to be instilled in learners to prepare them for the hospitality industry. The writer explained and provided the issue that learners that are likely to seek to find a job in Tourism and Hospitality work force must realize that communication skills are seen important to the work force. "Soft" skills, particularly communication skills in English will make students more employable. She concluded that a mismatch exists between the required skills as against the ability. It is imperative to identify and bridge the gap.

Antje Lumma-Sellenthin, (2012), explained the relation of learner's behavior towards learning communication skills and customer care performance. The writer focused in the learners in hotels and their attitude towards patients' care effectiveness based on their proficiency in communication competency. The significance of communication competence in the selected field of work in the service industry is deliberated upon by means of the research. It is commented that the students do not recognize communication skills as a vital part of academic education and do not perceive a need to improve their communication skills. It was identified that learning strategies are preferred in a group setting that involve practical training and critical reflection. It was found that female students were more receptive to learning communication skills.

They were noticed to be keener and faster in grasp. Also, students exposed to traditional teaching showed less interest in furthering their communication skills, than those exposed to modern teaching-learning process. The author analyzed and suggested that positive learning attitude is largely dependent on the students' good self-regulatory skills. It is a process of selecting and developing the needs of the hotel in terms of current and future employees. Çetinel, F., Yolal, M., & Emeksiz, M. (2008) it also includes the processes of evaluating these jobs, recruitment, selection and guidance.

5. DISCUSSION AND ANALYSIS

Where the human resources department is responsible for preparing and qualifying workers in terms of capabilities in the facility, and in turn it greatly affects performance and increases the creation of a healthy work environment aimed at joint cooperation between colleagues at work and at the same time reducing monitoring and follow-up operations at the same time an increase in raising the level of trust among colleagues at work.

5.1. The importance of human resources in hotels:

Strategic management is one of the basic tasks of human resource managers in hotels, as strategic

management enables the organization to reach its goals, as this includes contributing to the institutional decision-making process, by evaluating the performance of current employees, and planning for the future based on work requirements,

It is noteworthy that human resource managers are interested in analyzing the benefits and reducing costs by managing recruitment, conducting effective negotiations with potential and current employees, in addition to knowing the distinctive employee benefits that the company needs in the event it decides to hire more employees or retain its employees according to Betts, B. S. H. (2020).

Objectives of the hotel training strategy:

The training strategy aims at the goal that the hotel seeks to reach.

In general, the training objectives have been classified into three groups, namely:

- Routine Training Objectives: They mean the objectives that the hotel seeks in training and the possibility of achieving them, which use effective procedures during repeated work situations, whether on a daily or weekly basis or even during one month.

- Training objectives to reduce challenges and find practical solutions: They revolve around creating effective solutions for each challenge facing the individual worker in the hotel organization, with a focus on each challenge separately and on the condition that permanent solutions are found for these challenges with the aim of identifying and clarifying whether there are obstacles affecting the workflow.

Table 1 - Reliability Statistics

	Cronbach's Alpha	N of Items
Training	.770	5
Staff	.858	5
Guests	.733	6

As the above table 1 shows, The Alpha Cronbach indicators on the suitability of the above study tool is generally high by a factor of stability and thus achieves the purposes of the study.

Hypotheses of the study

H₀: There is no statistically significant effect of independent variables (gender, age, qualification, and experience) on dependent variable at a level of significance of 0.05.

Table 2. The results of multiple regression contrasts the impact of (independent variables (gender, age, qualification, and experience) on dependent variable(training).

Table 2

Dependent	Predictors	R	R Square	F	Sig.	t	Sig.
Training	gender	.171	.029	1.174	.325	-.513	.609
	age					.545	.587
	qualification					1.997	.048
	experience					-.281	.779

The results of this Table show the value of the coefficient of determination to be $R^2 = 0.029$. This means that the independent variable (gender, age, qualification, and experience) explains what percentage of discrepancy (2.9%) is in the dependent variable (training). Because the value of F is 1.174 at the significance level of > 0.05 , we accept the hypothesis that there is no statistically significant effect ($0.05 \leq \alpha$) of independent variable on dependent variable(training).

H_{a1}: There is no statistically significant effect of independent variables (gender, age, qualification, and experience) on dependent variable at a level of significance of 0.05.

Table 3. The results of multiple regression contrasts the impact of (independent variables (gender, age, qualification, and experience) on dependent variable(staff).

Table 3

Dependent	Predictors	R	R Square	F	Sig.	t	Sig.
Staff	gender	.069	.005	.184	.947	.126	.900
	age					-.409	.683
	qualification					-.161	.873
	experience					.643	.521

The results of this Table show the value of the coefficient of determination to be $R^2 = 0.014$. This means that the independent variable (gender, age, qualification, and experience) explains what percentage of discrepancy (1.4%) is in the dependent variable (Guests). Because the value of F is 0.533 at the significance level of > 0.05 , we accept the hypothesis that there is no statistically significant effect ($0.05 \leq \alpha$) of independent variable on dependent variable(Guests).

CONCLUSIONS

The current-voltage curves were obtained from the chronopotentiograms and the values of the limiting current density of the membrane-solution systems were determined. Also, the difference between the transport number of the counterion in the membrane and in solution were studied. The apparent fraction of conductive area of the CEM was determined. ($\epsilon = 0.7955$) in 0.01 M NaCl solution using chronopotentiometry, confirming that not all of the MIC surface participates in counterion transport. Finally, for the CaCl₂ 0.02 M - CEM (MK-40) system, the limiting current density was determined. (1.42 mA/cm²) and the transport numbers of Ca²⁺ in the solution ($t_s^{2+} = 0.437$) and in the membrane ($t_m^{2+} = 0.976$). It is concluded that the fraction of electric current density carried by Ca²⁺ in solution is lower than that carried by Cl⁻, but it is much higher in MIC. According to Sarapulova et. al. [22] the transport number for a CaCl₂ 0.02 M - CEM (MK-40) system is close to 0.98 which is in agreement with the present study.

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