

Preferred Essential Entrepreneurial Skills of Employees in the Hospitality Industry

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Abstract— *This research study aimed to establish and discover the various entrepreneurial skills of an employee preferred in the hospitality industry. Through this evaluation, the researchers would become more aware of the necessary traits an employee should possess, hence preferred by employers. Entrepreneurial skills as used in this study were associated with the variables: personal characteristics, interpersonal skills, critical and creative thinking skills, and practical skills. The researchers used the descriptive method of research through a survey questionnaire administered to the heads in the hospitality industry. Based on the findings, the preferred entrepreneurial skills desired in an employee were being hospitable, ethical, knowledgeable, and pro-activeness in work.*

Keywords— *Ethical, entrepreneurial skills, hospitable, hospitality industry, preferred employee traits.*

I. INTRODUCTION

Business is a major contributor to the world economy. It is the most important in capitalist economies. All business entities are formed to earn a profit that will increase the asset of its owners and the business itself. As the basic needs and wants of the people increases, the number of people who are eager to gain profit also increases thus leads to the existence of the business. At present, a lot of business ventures can be found in the country and one of the most common forms of this profit-oriented activity is the management of hotels and restaurants, which satisfies the needs of guests and diners.

As the hospitality and tourism industry moves into the next century, its future success depends on whether each country can upgrade the level of training for those already engaged in this field, and design new training approaches for those entering this employment sector. Education has become more highly valued. Therefore, hospitality and tourism programs throughout the world are racing to keep pace with the demands of a rapidly changing and highly dynamic industry.

Entrepreneurial skills encompass skills that target personal, interpersonal, creative, and practical aspects. It

seeks out change, it embraces development and innovation and continuously pursues improvement and opportunities. Entrepreneurial activities are immensely significant for economic growth and national development in both formal and informal sectors (Al-Mamun et al., 2016). Having the right set of skills and characteristics can greatly contribute to the efficiency and effectiveness of an organization or enterprise. Personal characteristics, interpersonal skills, critical and creative thinking skills, and practical skills all have their own bearing on individual success. An individual's capabilities can boost one's personal strength in efficiently managing an enterprise (Man et al., 2002). Gerli et al. (2011) emphasized that it is important for entrepreneurs to hone certain competencies to enable firm performance. This is also particularly true for employees as they are the greatest asset of an organization. Mitchelmore and Rowley claimed that entrepreneurial competencies can advance enterprise performance, growth, and economic development.

Good management is a result of a smooth operation. The flow of management starts with the people who have the skills and capabilities of running the operations. People associate requiring entrepreneurial skills with those who only intend to set up their own

business. However, employers nowadays look for an entrepreneurial mindset in their employees. The European Council (2006) labeled entrepreneurship as one of the eight key competencies that all individuals should have in order to facilitate business creation and innovation (Landström et al., 2012) and to have a successful professional life (Daniel et al., 2017); the entrepreneur is seen not only as a person who is capable of assuming risks and starting a business but also as an individual who uses his/her skills and characteristics in order to create value in a company (Gundry, Ofstein & Kickul, 2014).

The researchers chose to explore this kind of study to determine the entrepreneurial skills of an employee most desired in the hospitality industry. This research study sought to describe the entrepreneurial skills of employees preferred (Subia, Mones & Alfonso, 2017) in the hospitality industry, and recommend a plan for human resource management and development.

II. METHODOLOGY

The study used the descriptive research design. The process of descriptive research goes beyond mere gathering and tabulation of data. It involves the understanding of the meaning or significance of what is described. Thus, the description is often a combination with comparison- and-contrast that comprise organizations, classifications, measurements, interpretation, and evaluation.

This study consisted of 6 hotels with 6 immediate supervisors as respondents situated within the city using purposive sampling in data gathering. A 5-point Likert scale was used in the responses of the informants to allow their level of preference; agreement or disagreement on the matter being described where 5 has an equivalent verbal analogy of Highly Preferred to be the highest and 1 as the lowest denoted by Least Preferred, hence

Table 1. The point, Range and Verbal Analogy on the Preference of the Respondents

Point	Range	Verbal Analogy
5	4.21 – 5.00	Highly Preferred
4	3.41 – 4.20	Preferred
3	2.61 – 3.40	Moderately Preferred
2	1.81 – 2.60	Less Preferred
1	1.00 – 1.80	Least Preferred

III. RESULTS AND DISCUSSION

Entrepreneurial skills of an employee preferred in the hospitality industry as rated by their immediate supervisor. This was rated from the numerical value of 5 as being Highly Preferred to 1 being Not Preferred.

The succeeding tables would show the entrepreneurial skills considered in this study labeled as Table 2. Personal Characteristics, Table 3. Interpersonal Skills, Table 4. Critical and Creative Thinking Skills, and Table 5. Practical Skills.

Shown in Table 2 are the results of the survey in the Item Personal Characteristics. This trait as a whole makes up one's personality so that employers will try to be assertive to look for these qualities in an employee; hence

Table 2. Personal Characteristics

Personal characteristics	Weighted Mean	Verbal Description	Rank
Optimism	4.13	Preferred	7
Initiative	4.43	Highly Preferred	5.5
Resilience	4.43	Highly Preferred	5.5
Adaptability	4.47	Highly Preferred	4
Cooperation	4.63	Highly Preferred	2
Efficiency	4.53	Highly Preferred	3
Hospitable	4.80	Highly Preferred	1
Overall Weighted Mean	4.49	Highly Preferred	

It can be noted that being hospitable the highest weighted mean of 4.80. It is followed by cooperation with a weighted mean of 4.63, then by the efficiency with a weighted mean of 4.53, adaptability with the weighted mean of 4.47, initiative and resilience with both having a weighted mean of 4.43, and lastly by optimism with a weighted average of 4.13. While the respondents agree that their employees should possess all these characteristics, being hospitable is of significant importance to them as this should be portrayed by most, if not all, hospitality industry members. Being hospitable to others, and particularly outsiders requires both certain skills and certain mindsets. Without the proper mindsets, one will be unable to give off the friendly vibe that hospitality requires. And without the right skills, one will also struggle to provide the proper help. It takes some practice to develop, but being hospitable to other people is a valuable character trait.

Table 3 tackled interpersonal skills as a necessary trait in the hospitality industry as it helps to develop

relationships with people. It is also known as social skills or an individual's capacity or tolerance in interacting with others.

Table 3. Interpersonal Skills

Interpersonal Skills	Weighted Mean	Verbal Description	Rank
Leadership	4.43	Highly Preferred	6
Motivation	4.47	Highly Preferred	2.5
Communication Skills	4.37	Highly Preferred	4.5
Listening Capabilities	4.37	Highly Preferred	4.5
Personal Relations	4.47	Highly Preferred	2.5
Negotiation	4.33	Highly Preferred	7
Ethics	4.63	Highly Preferred	1
Overall Weighted Mean	4.44	Highly Preferred	

The data suggest that ethics has the highest weighted mean of 4.63 followed by personal relations and motivation where both got a weighted mean of 4.47, then by leadership (Ramos, et al, 2019) with a weighted mean of 4.43, and by communication skills and listening capabilities with a weighted mean of 4.37, and lastly by negotiation with a weighted mean of 4.33. The respondents believe that when their employees possess the traits of being highly ethical, the rest of the cited characteristics will follow. If their employees possess the right moral values, they will most likely be effective and efficient in whatever undertaking they make. Establishing a healthy organizational environment is by fostering ethical awareness, practices, and behavior enhances employee satisfaction, reduces employee turnover intentions, improves visitor experience, and increases the organization's profit (Cheng et al., 2013).

Table 4 covers the area of an employee's critical and creative thinking skills as they evaluate knowledge in the workplace, interpret ideas, seek possibilities, consider alternatives, being resourceful, and solve problems in a logical manner.

Table 4. Critical and Creative Thinking Skills

Critical and Creative Thinking Skills	Weighted Mean	Verbal Description	Rank
Goal Setting	4.47	Highly Preferred	2
Planning	4.43	Highly Preferred	3
Organizing	4.30	Highly Preferred	4
Decision Making	4.20	Preferred	5
Knowledge	4.63	Highly Preferred	1
Overall Weighted Mean	4.41	Highly Preferred	

Critical thinking involves logical thinking (Subia, 2020; Subia, et al, 2020) and reasoning. It encompasses generating something new to the point of being innovative. This is what the respondents need in their employees. The highest weighted mean falls under the Item knowledge with 4.63, followed by goal setting with a weighted average of 4.47, then by planning with a weighted average of 4.43, and organizing with a weighted mean of 4.30, respectively, and lastly in decision making with a weighted average of 4.20. 'Knowledge is power' may sound like an over-used cliché, but it really is true when it comes to staying relevant in the extremely competitive hospitality industry. The respondents agree that when their employees are knowledgeable, they will be able to do anything to succeed and excel in their work. They further opined that an employee should have the ability and knowledge in order to have skill.

Table 5 is the fourth domain considered in this study that includes the employee's ability to analyze and creatively solve practical problems while integrating skills learned from previous experiences, which can also be a window to excel while advancing career opportunities.

Table 5. Practical Skills

Practical Skills	Weighted Mean	Verbal Description	Rank
Knowledgeable	4.47	Highly Preferred	2
Manual dexterity	4.00	Preferred	5
Flexibility and modularity	4.40	Highly Preferred	3
Mobility	4.30	Highly	4

		Preferred	
Proactiveness	4.60	Highly Preferred	1
Overall Weighted Mean	4.35	Highly Preferred	

It can be noted that being proactive has the highest weighted mean of 4.60 followed by knowledgeable with a weighted mean of 4.47, then by flexibility and modularity with a weighted mean of 4.40, and mobility with a weighted mean of 4.30, and lastly by manual dexterity with a weighted mean of 4.00. Being proactive is somewhat different than being prepared. The respondents know that being prepared in any task or endeavor is important, it is knowing what to do when the customers or the guests need something. Being proactive is knowing the needs of the customers or guests before they even have to ask, and this is what the respondents want to instill in their employees. This is a desirable trait because this is overcoming any obstacles while being in control of the situation.

Proactivity is not only conducive to the personal development of employees such as improving employee performance, promoting career success, obtaining clear role positioning, better job satisfaction, and enhancing employee creativity (Parker & Collins, 2010; Saks, Gruman, & Cooper-Thomas, 2011; Kim, Hon, & Crant, 2009; Kim, Hon, & Lee, 2010) and also key factors that determine the success of an organization and its competitive advantage (Crant, 2000; Grif-fin, Neal, & Parker, 2007, Frese, Kring, Soose, & Zempel, 1996; Parker, 2000).

IV. CONCLUSION AND RECOMMENDATIONS

This study was conducted to explore the various entrepreneurial skills in an employee preferred in the hospitality industry. This consisted of personal characteristics, interpersonal skills, critical and creative thinking skills, and practical skills.

Based on the researchers' findings, the following conclusions were drawn:

1. Most of the respondents were in their productive age and experienced in the field of hospitality management, female, college graduates, and holding supervisory positions.
2. In terms of personal characteristics, it can be noted that being hospitable is the highest.
3. As to interpersonal skills, it can be seen that ethics is the highest.
4. As to critical and creative thinking skills, the highest belongs to the variable knowledge.

5. As to practical skills, it can be noted that being proactive is the highest.

Based on the findings and conclusion, the following are recommended:

1. Since an employee's entrepreneurial skills can be honed over time, interaction with people can improve a person's values and attitudes.
2. More personality development subjects should be offered in the school's curriculum.
3. The organization's Human Resource Office can initiate a plan for employee development for their personal and professional growth.
4. An organization may institutionalize a system in developing employee competencies, recruitment, performance management, and rewards and recognition.

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