The impact of E-Learning in the development of training effectiveness on hospitality sector in Tamil Nadu

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Abstract
Training is the process of increase the knowledge and skill for doing a particular job. It is an organized procedure by which people learn knowledge and skill for definite purpose of training is basically to bridge the gap between job requirements and present competence of an employee training is aimed at improving the behaviour and performance of a person. It is never ending or continuous process. Training is closely related with education and development but need to be differentiated from these terms. Training helps to improve the level of performance. Trained employees perform better by using better method of work. Improvements in manpower productivity in developed nation can be attributed in no small measure to their educational and industrial training programme. The need for E-learning becomes indeed in hospitality industry as the industry grows to virtual leadership environment where the learning takes place virtually. The sample size has been taken and it has been decided to restrict the sample size to 220. A convenient sampling method has been adopted. The study reveals that the E-learning are really effective and directed towards the objectives. Emphasize is given to needs assessment at all levels the training should be given, non-executive and number of programme and their duration will be effective if it is increased.

Keywords: E-Learning, Training Effectiveness, Hospitality Sector

Introduction
Training is the process of increase the knowledge and skill for doing a particular job. It is an organized procedure by which people learn knowledge and skill for definite purpose of training is basically to bridge the gap between job requirements and present competence of an employee training is aimed at improving the behaviour and performance of a person. It is never ending or continuous process. Training is closely related with education and development but need to be differentiated from these terms.

Fast changing trends in industry, peer support and sharing of knowledge within groups leads to well-developed core competencies by training change in work hours during E-Learning process and reliability. The combination of usability and career development convenient time duration whereas the variable of flexible training time active participation of employee in course design and development, age and educational level respectively are the determining factors of E learning effectiveness. Many organisations are involving in developing this learning environment especially in hospitality industry. The researcher would like to aspire this notion as it attracts the contemporary training environments. This study was initiated to understand the significance of E-learning in Hospitality industry.

Research Question and Objective
What is the impact of e-learning in the development of training effectiveness on hospitality sector in Tamilnadu?
To explore the factors e-learning in the development of training effectiveness on hospitality sector in Tamilnadu.

Statement of Problem
Training becomes necessary when an employee move from one job to another due to promotion and transfer. Employee chosen for higher level jobs need to be trained before they are asked to perform the higher responsibilities. Training is widely used to prepare employees for higher level jobs. Instruction can help employees increase their level of performance on their present assignment. Increasing human performance often directly leads to increase operational product and increase company profit.

Training helps to improve the level of performance. Trained employees perform better by using better method of work. Improvements in manpower productivity in developed nation can be attributed in no small measure to their educational and industrial training programme. The need for E-learning becomes indeed in hospitality industry as the industry grows to virtual leadership environment where the learning takes place virtually.

Literature Review
A review of related research led to identification of five dimensions which affect efficacy of online training: the trainee, training content, level of communication between trainer and trainee, ease of use of online website resources, and the organizational environment. These dimensions are based on motivation theory (Compeau & Higgins, 1995; Hicks & Klimoski, 1987) [3, 8], media richness theory (Daft & Lengel, 1986), technology acceptance theory (Davis, 1989), and institutional theory (Orlikowski, 1992). In a training environment, motivation is defined as ''the degree to which the learner is willing to make efforts to improve his or her performance of training and work'' (Robinson, 1985) or the ''special desire of participants to learn the contents of the training program'' (Noe & Schmitt, 1986).

In the study by Mathieu, Tannenbaum, and Salas (1992), trainees showed more positive emotional responses when they had higher motivation. This was found to be proportionately related to improvement of work performance after the training. Another factor is appropriate selection and enabling of trainee's participation. In other words, allowing those who will be trained to select and participate in proper training

programs. Trainability is determined by the trainees' level of ability and motivation for learning (DeSimone & Harris, 1998) [5]. The importance of learning motivation is expected to be the same in online education situations as well.

Computer self-efficacy is an important trainee characteristic for e-training situations (Chau & Wang, 2000). Compeau and Higgins (1995) [3] indicated that a person's self-efficacy regarding computers significantly affects the user's expectations and performance. Hill, Smith, and Mann (1987) [9] found that college students' computer self-efficacy affects their decision to use computers. Other research has dealt with how self-efficacy affects training effectiveness under various circumstances such as computer software learning (Gist, Shwoerer, & Rosen, 1989), interpersonal skills training (Gist, Stevens, & Bavetta, 1991) [7], military training program (Eden & Ravid, 1982), and homepage design training course (Chau & Wang, 2000). Based on previous research, interactions between the trainer and trainee can be viewed from a customer service context. In a service environment, the media by which the interaction takes place will influence the outcome or effectiveness of the communication. Fig. 1 depicts a continuum of communication media where conventional media is one extreme, and electronic media is the other. The differences in the relative strengths of the media make the choice of medium important in a customer service environment (King & Xia, 1997; Kodama, 2001).

Research Methodology

Research design is "The arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure".

The type of research design used was descriptive research design which is concerned with describing the characteristics of a particular individual or a group. It includes surveys and fact finding enquiries of different kind. The respondents for this study spread throughout the area or market, which is very difficult for the researcher to contact all the respondents. Hence sampling techniques has been used to select the respondents the sample universe the sample size has been taken and it has been decided to restrict the sample size to 220. A convenient sampling method has been adopted.

Findings and Discussions
Impact of E-Learning on Training

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.829[a]	.688	.677	1.6383

From above table, the value of R-Square is .688, which means that about 68 per cent variation in the dependent variable- E-Learning impact on training is explained by the independent variables Departmental training needs, Training resources, Training environment, Training support.

ANOVA[a]					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	686.601	4	171.650	63.949	.000[b]
Residual	311.366	116	2.684		
Total	997.967	120			
a. Dependent Variable: E-Learning impact on training					
b. Predictors: (Constant), Departmental training needs, Training resources, Training environment, Training support					

The F-value is the Mean Square regression dived by the Mean Square Residual, yielding F=63.949. The p-value associated with the F value is very small (.000). These values are used to understand the relationship between the dependent variable and the predictor variables. Here the significant value (.000) is less than the standard value of 0.05 that statistically establish the relationship between Independent variable (departmental training, training resources, training environment and training support) and the dependent variable (e-learning impact on training). The significant value also indicate that the model is good fit for the data.

Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.085	1.181		1.766	.080
Training environment	.372	.028	.790	13.362	.000
Training resources	.004	.029	.007	.139	.890
Training support	.135	.056	.154	2.419	.017
Departmental training needs	-.078	.077	-.065	-1.018	.311

From above table, Beta coefficients show each predictor's significant value individually that establishes the regression equation. Based on this table, the equation forthe regression line is:

Y= 2.085 + .372(Training environment) + .135 (Training support) + .004 (Training resources) - .078 (Departmental training needs)

Using this equation, given values for Training environment, Training resources, Training support, Departmental training needs establish a prediction for the impact of e-learning on training.

Conclusion

The study reveals that the E-learning are really effective and directed towards the objectives. Emphasize is given to needs assessment at all levels the training should be given, non-executive and number of programme and their duration will be effective if it is increased. The analysis the fact that the employees of hospitality industry in Tamilnadu, have been exposed to the E-learning have attended. They are also being introduced to training, which develops their moral vitality and attitudinal conversation.

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