



Journal of Recreation and Tourism Research

Journal home page: www.jrtr.org

ISSN:2148-5321

EVALUATION OF EFFECTIVE SPEAKING SKILLS OF FRONT OFFICE AND SERVICE DEPARTMENT STAFF BY THEIR ADMINISTRATORS: THE EXAMPLE OF ADIYAMAN AND ŞANLIURFA

Derya YILDIZ^a

Atınç OLCAY^b

Güray KARACIL^c

Osman DEMİR^d

^aNecmettin Erbakan Üniversitesi, Ahmet Keleşoğlu Eğitim Fakültesi, Konya, Türkiye (dcyildiz@konya.edu.tr)

^bGaziantep Üniversitesi, Turizm Fakültesi, Gaziantep, Türkiye (olcay@gantep.edu.tr)

^cGaziantep Üniversitesi, Sosyal Bilimler Enstitüsü, Gaziantep, Türkiye (guraykaracil@gmail.com)

^dGaziantep Üniversitesi, Sosyal Bilimler Enstitüsü, Gaziantep, Türkiye (osman_demir@hotmail.com)

EXTENSIVE SUMMARY

The communication between front office and service department begins with writing demanded food and drinks down on a reservation form in the process of reservation before customers check in a hotel and reporting these demands to the service department. Positive relationship between these departments plays a significant role in both developing labor relations and customer satisfaction. Even though an establishment sells very good products, if effective speaking skills are not included among the qualities that the staff must have, the service does not meet expectations.

One of those basic qualities which enable staff working in accommodation establishments to do their jobs well is the effectiveness of their speaking skills. In this context, performance of the staff working in front office and service departments will increase when they communicate by making clear and understandable sentences considering diction rules such as friendliness, kindness, sincerity, vocal harmony, tone, intonation, gestures and mimics. At this point, it is likely to say that the role of having effective speaking skills for the staff working in front office and service departments is great in performing hotel operations effectively.

In this research, the purpose is to determine effective speaking skills of the staff working in the front office and service departments of 3, 4 and 5-star hotels operating in Adıyaman and Şanlıurfa provinces by their unit supervisors. It is believed that determining effective speaking skills of staff working in front office and service departments will provide considerable data for educators and employers within this scope.

The purpose of this research is to determine effective speaking skills of the staff working in front office and service departments of hotels operating in Adıyaman and Şanlıurfa provinces by their unit supervisors. It is a descriptive research in survey model. The sample of the research consists of administrators and staff working in front office and service departments of 3, 4 and 5-star hotels operating in Adıyaman and Şanlıurfa provinces. In this regard, the number of 3, 4 and 5-star hotels operating in Adıyaman and Şanlıurfa was determined from websites belonging to Provincial Directorates of Culture and Tourism. It was detected that the number of hotels

having business certificate by The Ministry of Culture and Tourism and operating in Adıyaman was 4, and the number of hotels having investment certificate was 9. According to the data obtained from Şanlıurfa Province Introduction Portal, it was determined that the number of establishments having Tourism Establishment Certificate was 10. In this regard, the number of establishments consisting of our research scope was determined as 23. The sample of this research consists of 23 administrators of sixteen 3,4 and 5-star hotels operating in Adıyaman and Şanlıurfa provinces and 196 employees who were working in front office and service departments of these administrators in June, July, August months in 2016. In order to determine effective speaking skills of the front office and service staff who deliver a personal touch with customers by their administrators, data were obtained using Effective Speaking Scale developed by ÇintaşYıldız and Yavuz in 2012. At the beginning of the scale, 8 questions which determine demographic characteristics of the administrators participating in the research, 5 questions determining demographic characteristics of the staff who are evaluated by the administrators are involved. In the scale, there are 24 questions including sub-dimensions of “presentation”, “voice”, “manner and expression”, “considering listeners”. According to the data collected through “The Effective Speaking Scale”, it was determined that the opinions of unit supervisors on effective speaking skills of their staff in the sub-dimensions of “presentation”, “voice”, “manner and expression” and “considering listeners” were positive, but their opinions were negative for the sub-dimension of “focusing on the speech”. It was observed that unit supervisors generally gave high mark to employees who worked in the establishments for 1-5, 6-10 and 16-20 years, but the marks given to employees who worked in the establishments for 11-15, 21 and more years were not high. When the findings including differences related to the ages of the staff are taken into considerations, it is seen that the highest average in effective speaking skills belongs to the staff in the 36-45 age range, the lowest average belongs to the staff in 16-25 age range. When effective speaking expressions including differences related to the departments where the staff work are examined, it is observed that the highest average belongs to the receptionist staff working in the front office department, whereas the lowest average belongs to the assistant service staff working in the service department. Based on these results, it is possible to suggest that front office and service staff should receive training on effective speaking skills and it is necessary to conduct studies on effective speaking skills of staff working in front office and other departments in municipality certified hotels or hotels having private certificates.