

技職體系之餐旅管理系學生旅館客務專業能力分析

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摘要

During the last twenty years, hospitality industries have become increasingly important in Taiwan. Hospitality industry is one of the labor intensive industries; the quality of labor has become the key factor of hospitality service quality. The purpose of this study is to analysis the professional competencies required for hotel front office for the students in the hospitality management program. There are three objectives which are 1) establishing the competency self-evaluation form of hotel front office employee; 2) analyzing the professional competencies of hotel front office for the students; 3) determining the students regarding their professional competencies of hotel front office.

The questionnaire was distributed to the hospitality management students in these three schools, which were National Kaohsiung Hospitality College, Chia Nan University of Pharmacy, and Minghsin University of Science and Technology. A total of 186 valid questionnaires were collected in this study. Factor analysis and T Test were employed as statistic methods. Three factors were obtained from the hotel front office for hospitality professional knowledge: Customer Service Skills, Service management and Hotel management. Three factors were obtained from the hotel front office for hospitality professional competence: Customer Service capability, Crisis management capability and Administration operating capability. Four factors were obtained the hotel front office for hospitality work attitude: Team cooperation type, Extrovert adventure type, Diligence circumspect type and Tradition stable type. As for the difference of students. professional competencies of hotel front office, the students who have practice experience would pay much attention in Customer Service Skills than none practice experience students.

關鍵字：Keywords: hotel front office, hospitality, profession competency.