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“Micro Learning: An Emerging training & development tool in the Hospitality sector.”

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Abstract:

The idea of Micro learning provides quick and fast training to the hospitality sector employees, while saving tons of money, time and resources.

Although, it is a modern approach to use this new methods of training into hotels in India. This paper will highlight about micro learning and about the micro-content, advantages and the limitation of its uses in the hotel industry. The study will reflect the views of different users, authors and professionals. It will analyze the collected primary and secondary data on micro learning. The Micro learning solution breaks down the traditional long training and development practices into easily understandable pieces of information by breaking it up. The micro learning solution enables learners to be nimble in their approach towards training and learning and development without compromising on their working duties. The training landscape is changing. Hospitality industry is making their training in to digital format suitable to eLearning in an effort to engage, empower and retain today's workforce.

Micro-learning is a new take in training and delivering content to learners in small, very specific bursts. The micro-learning system can come in various forms; games, videos and even quizzes. It's effective, efficient and focused and exactly what workforce desires. The hotel industry globally, looking at micro learning as solution to their daily customer issues. Microlearning does work for hotels in the service related problem solving tool.

Key words: Micro-Learning, Training, Hospitality industry

1. INTRODUCTION:

Definition: Micro-learning (from the Greek word “micro” meaning small) is all about getting your ELearning in small doses, as tiny bursts of training material that you can comprehend in a short time(<http://www.efrontlearning.net> dated on 10/10/2015).

Instructional design techniques are used to acquire knowledge, skills, and abilities which happen on a daily basis. Micro learning is an upcoming model of learning that utilizes web content, with activities of short duration. The new methods of planning, designing and organizing training, like learning in small steps and small units of content, with structure and classification created by the learner. Precisely, it is a comprehensive definition has not been given yet. There are many dimensions and perspectives of the term are continually added (Kamilali and Sofianopoulou, 2013). Micro learning is the short term efforts and less degrees of time consumption. It deals with very small content units, rather narrow topics (Hug, T. and Friesen 2009). The prime motive and focus of Micro learning is not in hierarchical classification and sequence of courses and modules but to encourage learners to become active co-producers of content through active social participation (Kerri's, 2007).

Micro learning consists of Micro content and Micro learning Activities. Micro content is information published in short form. It may be an article on a blog, a post on Facebook or Twitter. Micro learning activities are short learning experiences for learners while they are working on micro content. Micro learning activities need to plan as to be driven by learners or created by them (Kerrey, 2007). Micro learning may vary according to the pedagogies and media involved. It can be utilized with a range of pedagogies, including, reflective, pragmatist, conventionalist, constructivist, connectivist, or behaviorist learning, or action-, task-, exercise-, goal- or problem-oriented learning. It can be suggested for classroom as well as for corporate or continuing education, entailing processes that may be separate or concurrent, situated or integrated into other activities. It may follow the patterns or certain modes of attention management entailing different degrees of awareness (Hug, T. and Friesen 2009). Despite its potential to impact learning environment, m-learning is still in early development stages with both technological and pedagogical limitations (Agha & Ayşe, 2011; Motiwalla, 2007)

Gamification is the use of game thinking and game mechanics to engage students, motivate action, promote learning and solve problems.

Personalized Learning is the tailoring of curriculum and learning environments to meet the needs and aspirations of individual learners. Personalization is broader than just individualization or differentiation in that it affords the learner a degree of choice about what is learned, when it is learned and how it is learned. The behavioral intention coupled with facilitating conditions determines actual usage of technology.

Objectives

The objectives of the present study are as follows:

- To study the importance of the Micro learning in the Hotel Sector.
- To study the emerging trends in the Micro Learning and training.

2. LITERATURE REVIEW:

Micro-learning focuses on the design of micro-learning activities through micro-steps in digital media environments, which already is a daily reality for today's knowledge workers. These activities can be incorporated into a learner's daily routines. Unlike "traditional" e-learning approaches, micro-learning often tends towards push technology through push media, which reduces the cognitive load on the learners. Therefore, the selection of micro-learning objects and also pace and timing of micro-learning activities are of importance for didactical designs. Micro-learning is an important paradigm shift that avoids the need to have separate learning sessions since the learning process is embedded in the daily routine of the end-user. It is also perfectly suited for mobile devices where long courses can be overkill. (Athanasios Papagelis 2013)

Analysis of Micro Learning

Micro-learning gives students and employees the ability to gather information in "bite-sized" forms, which can help them to absorb it much more effectively. It is an ideal solution for those who may not have the time to devote to a lengthy course, given that you can learn at your own pace and avoid the risk of becoming overwhelmed by too much data at once.

Micro-learning can also be done on-the-go, which means that you can receive smaller lessons that help you advance toward your educational goal, even when you are waiting for a bus or sitting in traffic. Micro-learning can be carried out in a variety of ways. Emails, online posts, short multimedia videos, and even short chat sessions can give e-learning students the small building blocks that are necessary for them to achieve their educational goals and broaden their overall knowledge base. By using e-learning methods companies are 34% more likely to be able to respond successfully to the needs of its customers. Businesses also increase the chances of being an industry leader by 46% and 17% of those businesses are likely to become the market share leader (E-learning Statistics 2014).

Micro learning processes often derive from interaction with micro content which takes place either in designed (media) settings (e-learning) or in emergent micro content structures like weblog postings or social bookmark managers on the www (Mosel 2005).

Micro learning can be an assumption about the time needed to solve a learning task, for example answering a question, memorizing an information item, or finding a needed resource (Masie 2006). Learning processes that have been called "Micro learning" can cover a span from few seconds (e.g. in mobile learning) up to 15 minutes or more. There is some relation to the term Micro learning which an established practice in teacher education is. Put simply micro learning deals "with relatively small learning units and short-term-focused activities." (Hug 2005)

Micro Learning into Hotel Workforce:

In the hotel industry, we have witnessed tremendous reforms in service of hotels also into customer expectations. Recent training and learning is an integral part of the day to day job. Digital technology learning really taking place into training and learning arena. It is a welcome sign for the hotel industry to make employee quick and fast ready to serve with the new age learning technology and devices. Micro learning also applied to the hotels for the day to day activities, services to the guest and customers. A multinational hotel chains are already poised to use of e learning along with micro and mobile learnings. Training and development is no longer only a class room activity but it is on the fingertips of the employees to perform days to day activities and learn from the same through the micro learning modules prescribed for them as per the area of work.

A typical hotel is divided into many internal sections such as front and back department. A guest area i.e. front of the hotel, where guest are welcome to the hotels. Now we observed, it is fully functional with all new technology and instant services. Role of micro learning comes in the place to handle daily check in and out of hotel customer while handling this process, practices, employee always gets different experience from variety of customer globally.

Micro learning modules are helpful to hotel workforce as following areas:

- i) Front office and reception area where customer comes in and out of the hotel for stay or eating purposes. Every day new issues comes into picture to tackle to the employees. Micro learning modules about customer handling with quick action helps to solve the problems of the customers.
- ii) Food service area which the most volatile and vibrant department into hotels where customer spends more time on food and beverage restaurant or bar for the eating and drinking purposes. Customer from various part of the world finds difficulties into food and its appetite. So the stewards serving the food and drinks need to be alert with easy and quick solution with micro learning module-how to tackle a drunken customer or food spillage issues.
- iii) Room service area where customer comes to hotel to stay for few days. This is the most sensitive area as far customer services in to hotels. Any emergency, customer may get hyper or out of control due to inconveniences in to room. So room server and housekeeping personnel need to be on toes to learn the micro modules to tackle such issues.
- iv) There are many other customer areas into a hotel such as laundry, food, books area, swimming pool, saloon, and gym and entertainment zones etc. where customer expects value for money they spend. Micro learning enable staff and employee to be alert for possible problems and its solution for the customers. One can say that micro learning surely helpful into all types of hotels with minimum training to maximum benefits to employee, customer and the hotels.

3.4 Importance of Micro Learning

- Micro-learning is performed in short time bursts;
- Micro-learning requires little effort from individual sessions;
- Micro-learning involves simple and narrow topics;
- It's fun and engaging. It makes the user always be updated;
- It's quick and informal delivery of topic.
- Micro learning is a system to solve the problems that educators and trainers of today deal with

3.1.3 Uses of Micro learning

The knowledge reduces mental effort and allows people to solve problems efficiently. How well-designed macrolearning typically builds on what people know, helps people remember what needs to be remembered to perform, includes practice over time to gain skill, and provides feedback to focus next steps.

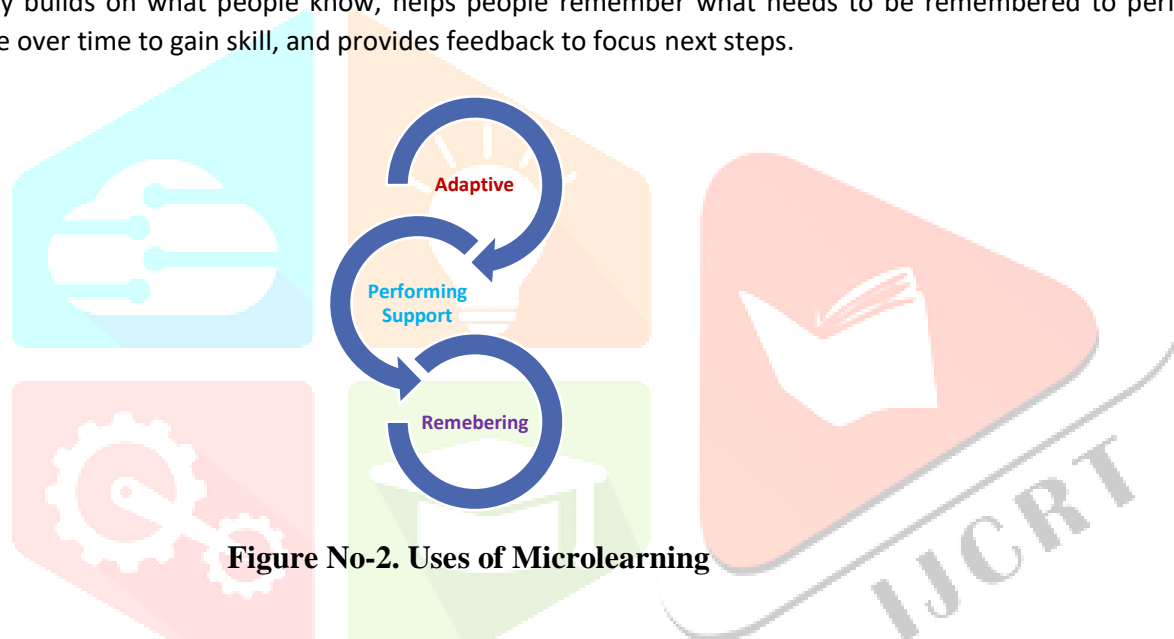


Figure No-2. Uses of Microlearning

- **Adaptive learning (AI)** –It finds and sets needed chunks to meet personalized learning needs and deliver short after-course or within-course interactions to reinforce and deepen learning.
- **Course augmentation –Remembering** – It supports remembering and ability to use with spacing and practice elements.
- **Performance Support** – It supplies information when needed to perform a task, support tasks-

3.2 Micro learning Method:

These are the methods of micro learning are in line with the way that the learner's brain naturally takes in information, so that the body does not get stressed-out. The features of micro learning is that it allows the user to find exactly what he or she is looking for. When the mind focuses on particular question, it is the most open to receiving that answer. It allows the learner's brain to explore its own curiosity and its own patterns.



Figure 3. Versions of Micro learning (Hug, 2005)

(source-www.digitalpromise.org/micro credentials).

4. RESEARCH METHODOLOGY:

The aim of this research is to create a universal awareness among the learners, to know the necessity of micro learning, and to increase the usability of learning through electronic devices in the hotel industry. The importance of micro learning on daily basis should be understood and increased, which is also one of our goal.

Secondary data: These is the main source of data to be obtain from the research papers, journals, articles and books. Relatively micro learning concept is new in the hotel sector domain, we have very less literature available on this topic.

5. DATA ANALYSIS:

The understudy emphasis on the microlearning aspect into the hotels. For this purposes, the researcher has used structured questionnaire and personal interview with hotel employees. It includes human resource managers, training managers, and departmental managers. It also approached to the supervisory and attendant level staff. The respondent were from 18 years to 60 years of age group.

6. RESULT AND DISCUSSION

- a) Time is relatively short efforts and low degrees of time taken and content, deals with small or very small units and rather narrow topics, so fits to mobile learning limitations.
- b) Encourage learners to work on micro content with individual and social activities, so fits to the social character of mobile learning.
- c) Peripherous and casual feeling, for being usable in a state of “Discontinuous Partial Attention”. The benefits of this new training approach might be the development of innovative short in time learning activities, enabling anytime - anywhere learning, like small particles.

- d) Just in time and just deliver system helps to boost the confidence in hotel employees.
- e) It helps in customer problem solving and complaint handling.
- f) Micro learning helps in employee retention and development.

7. THE FUTURE OF MOBILE LEARNING

With the tremendous development of new Information and Communication Technologies, hotel industry employer and employee will have better access to micro learning concepts with new mobile technology. This 'smart' mobile devices and cloud-based services with advanced functionalities will open up a world of new possibilities for micro learning solutions allowing the types of initiatives that are presently observed to be replicated on a large scale. The day will not be very far when every learner in the world will have access to a powerful touch-screen tablet device and be able to afford both the hardware and the connectivity that enables fast and seamless access to the internet and other networks. More than six billion mobile phone subscriptions worldwide, mobile devices have transformed the way people live. The next decade and beyond could be transformational in incorporating mobile based micro learning technologies to meet the needs of the learners in to training and education. The growing demand of hotel, hospitality and tourism industry, this micro learning solutions provides quick short and fast on the job learning bursts and ready to work employee skills. This will further enable new opportunities in areas such as learning skills.

8. CONCLUSION:

This is the future of the training and development in all the service industry including hotels, hospitality and tourism sector globally. There is huge scope for micro learning in future. Although, it will take some times in India to understand this micro learning system in actual implementation into hotel industry. The researcher is very much sure about feasibility and usability of micro learning into hotels training and development practices.

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