


# Chapter 14

## Virtual Reality as a Tool for Enhancing Employee Training and Development in the Hotel Industry

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### ABSTRACT

*This study evaluates Virtual Reality (VR) as a tool for enhancing hotel industry employee training. Using a mixed-methods approach, it compares VR-based training with traditional methods through both quantitative and qualitative analyses. Findings indicate VR training significantly surpasses traditional methods in knowledge retention, skill development, and employee satisfaction. VR participants exhibited notable improvements in customer service, crisis management, and job performance. The study underscores VR's capability to deliver immersive simulations that better prepare employees for real-world scenarios in hospitality. It also considers VR's long-term effects on performance and guest satisfaction, and its integration with emerging technologies, advocating for VR as a forward-thinking training tool for HR professionals.*

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## INTRODUCTION

A cutting-edge method for staff skill development and training is provided by virtual reality (VR) training in hospitality settings. Conventional immersive technology can improve training in a manner that traditional approaches cannot since it produces interactive, realistic simulations. This paper aims to investigate the future of virtual reality training (VRT)(Abdelbasir et al., 2024). Employee performance and engagement are directly correlated with the caliber of customer service provided and the financial success of the business in the labor-intensive hospitality sector(Leung et al., 2022). Logic programming and connecting peripheral devices were the first steps in digitizing the laboratory to create the VR system(Zawadzki et al., 2020). Depending on the domain, VR could drastically reduce the cost of training while increasing the number of training scenarios. As VR training scenarios mainly involve computer-generated 3D graphics, VR developers can easily create a variety of scenarios from existing 3D assets, which can be repeatedly applied for training different people. Delivered through the internet, the scenarios are also convenient and inexpensive to access. Although VR training does not guarantee a lower cost, the advantages that those systems bring to the training audience could justify the investment costs(Xie et al., 2021). By submerging people in a virtual environment, virtual reality (VR) offers the potential to teach people how to handle difficult circumstances. Numerous fields have employed VR-based training; nevertheless, for the program to be successful, it must be customized to the needs, performance, and capabilities of the user(Zahabi & Abdul Razak, 2020). Virtual reality (VR) was acknowledged as a novel approach to workplace social skills training, and it could establish a company as a leader in digital transformation. The potential for VR to generate interest and offer insights into HR-related issues is concluded, but more research is required to demonstrate the full extent of VR's application in HR-related issues(Nordin Forsberg et al., 2023). Businesses are looking into potential applications in a number of management domains as a result of the increasing interest in virtual and augmented reality used in business. Human resources management and development are also utilizing virtual and augmented reality. Not much information about what is being done, how it is being done, or the outcomes is supported by science, despite this growing trend(-Ferreira et al., 2021). Human resource management is one of the most significant duties of a production manager, and digital transformation has affected every aspect of production management. Production management is responsible for organizing and supervising the workforce in addition to designing processes and products and handling planning, capacity, and quality control issues(Lalić et al., 2020). There are a lot of technological advancements occurring in human resource management (HR) these days. The process of managing human resources gets extremely busy every day. As a result, HR managers are constantly searching for technologies that

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