

THE ROLE OF HUMAN RESOURCES IN HOTEL ENTERPRISES*

Assoc. Prof. Dr. Zekeriya NAS
Van Yuzuncu Yil University

Abstract

The main aim of this study is to search the role of human resources in hotel enterprises. The tourism sector is a labor-intensive sector hence the human factor is important in tourism businesses. The reason is that human resources management functions in tourism enterprises are crucial as the role of human resources management parts can solve problems in hotel enterprises. Whichever field of activity, businesses have an important human resource function. Hotel enterprises are undoubtedly influenced positively from technological developments. But technological developments alone are not enough to be successful in hotel enterprises. It is the human resources who use technology in the most efficient way. That is why it is vital to search the role of human resources in hotel enterprises.

It has been found out that hotel enterprises do not give the required importance to human resources. This situation affects the human resources and organizational climate negatively.

Human resources are the most important inputs and outputs of an organization. It is the human resources that benefit the hotel business. Every each thing is done by them; people come to hotel, the registration is done by them. The ground and rooms are cleaned by the housekeepers, the food is prepared by the cooks and the services are done by the service staff. That means every things done and met by hotel enterprises' personnel. Hotel enterprises that attach importance to the human resources they operate should firstly ensure that their employees work in a safe environment. Organizations must absolutely engage people no matter what their activities are. Human resources play an important role in the success of the tourism enterprises. It can be said that the main element in any organization is human resources. Along with the information age, tourism organizations that develop and motivate human power can more easily reach their goals but tourism organizations that have failed to do so cannot continue their activities, no matter how perfect their physical resources and facilities are. Therefore is advised that hotel enterprises should focused on the training and development of qualified staff to work in the tourism sector.

Keywords: Hotel enterprises, human resource management/development, role of human resources.

Note: This abstract was presented in 2nd international congress on culture and civilization, Cairo/Egypt.

Introduction

Background

The aim of this survey is to identify the role, significance and consequences attributed to human resources in hotel enterprises. And this survey desires to examine the role of individual competencies of human resources in the hotel enterprises as well (Salehi; Rudsari & Mohammadi, 2016). Human resources being a field of management sciences have a significant influence on hotel enterprises. That is why the growing importance of human resources is mentioned in the literature. There are various studies which mention the importance of human resources. The role of human resources is an important subject of research in hotel enterprises. One of the roles of human resources is creating innovation in hotel industries. Many researches show that one of the important resources needed in performance processes in hotel enterprises, is human resources. According to the scholars human resources are very important in achieving performance in the hotel enterprises as the assessment of knowledge transfer and knowledge management can be fulfilled by human resources in hotel enterprises. And the main purpose of human resources is to classify the level of utilization of human resources in advanced accomplishments of the investigated hotel enterprises. Hotel enterprises doesn't take in the human resources as a key role in creating innovation in this market. It can be said that the main driver of innovation is the impact of human resources in hotel enterprises. Hence, it would be much better to change the method of human resources of hotel enterprises. For being successful, hotel enterprises need to develop human resources according to their quantity and quality. Hence human resource with a high level of education can create a better environment for tourism sector (Zontek, 2016).

The objectives of the study

The objective of the study is to review the literature that analysed the role of human resources in the hotel enterprises and to examine the level of utilization of human resources in the hotel enterprises as human resources is a vital topic of research in hotel enterprises. The other objective of this survey is to consider human resources in tourism sector. Finally, the objective of this survey is to address matters related to competency gap in human resources in hotel enterprises.

Literature review

Studies show that all types of hotel enterprises, small, medium and big aspire to development their human resource assets. Development can be fulfilled through selection, training and education. And all hotel enterprises aim to have successfully organized initiatives. As it has been said before, it can be with successful human resources though there is vertiginous development of information and communication technologies nowadays. Because there can be the copy of human resources for competition as having very significant role in hotel enterprises. That is human resources improving work efficiency of staffs in strategic, ethical and socially responsible way. Effective human resources can increase of profit, productivity and satisfaction as well (Ceranic & Popovic).

Ismajli; Behluli & Bajrami, (2018) investigated a work which describing and examining the complete level of motivation of the human resources of hotel enterprises in the region of Ferizaj, in the Republic of Kosova. The survey was regarding the factors affecting it. It has been

found out that human resources of hotel enterprises are above average motivated in their work. The furthest significant factor on motivation is salary while the second one is the work-related relationships. But it can be said that motivation of human resources may affect the quality of hotel enterprises. Human relationships can also affect human resources success.

Hotel enterprises should have plans for maximizing their profits. For the hotel enterprises to achieve maximizing their profits, they need to develop the human resources by managing and selecting human resources, developing their skills and motivation (Ismajli, et al, 2018).

Human resources are critical features for hotel enterprises as human resources can be potential resources for competitive advantage while utilizing human resources. That why, there are many hotel enterprises want to be human resources oriented and believing in human resource development. Relying on assets of human resources such as the knowledge, competence and capabilities of employees by hotel enterprises is increasing gradually. They are accepted as sources of competitive advantage. That is why, human resource development can be accepted as the strategic management of some activities such as training, development and of management education involvements. With the full utilization of these activities hotel enterprises can achieve their objectives. Finally, it can be said that effective human resource development depends on the skills, attitudes and experience of one individual (Nolan, 2002).

Human resources are one of the most important parts of hotel enterprises. Competent human resources can play a vital role for the success of hotel enterprises as hotel enterprises have been facing serious problems and constraints because of shortage of skilled, trained, educated and qualified human resources. So hotel enterprises can overcome the challenges with having competent human resources. With utilizing their human resources effectively, hotel enterprises can provide quite high quality services to their customers and can develop productivity and profitability as well. But hotel enterprises have also poor quality human resources. The competency gap causes poor quality human resources. And the poor quality human resources may give deprived image for hotel enterprises (Gupta, 2011).

A study called ‘‘Human Resource Development in the Hotel Industry of Mauritius: Myth or Reality?’’ done with 135 hotel line managers by Prayag and Hosany, (2015) aimed to find out the role, prominence and conclusions attributed to human resources. The results of this study show that there is positive relationships between hotel enterprises’ success, service quality improvements, sharing of knowledge and improvements in operational efficiency and human resources. In this survey four key results of human resources could be identified: improvements in staff attitude, better teamwork, enhanced productivity and better service delivery. As a matter of the fact that success of hotel enterprises is dependent on human resources quality. In contrast, lack of qualified human resources has impacts on the service experience and affects future hotel investment demand as human resources have a significant determining factor of hotel enterprises production and affects, of course, destination competitiveness. That is why it is vital to invest in human resource in order to enhance staff knowledge, learning, performance, change and capabilities.

Methodology

In this study qualitative research method was applied. The scholar presented also his own empirical research with help of detailed literature review.

Conclusion & Recommendations

There is an increased demand for hotel enterprises worldwide. The demand for human resources is also increasing. It is often difficult to find an adequate amount of skilled, competent and experienced human resources for hotel enterprises. The most significant assets of hotel enterprises are human resources as they are generally the first point of contact between hotel enterprises and customers. That is why, the management of human resources effectively is crucial to the success of the hotel enterprises (Ivanović; Ivanović & Blažević, 2016).

This study is an endeavor to investigate and show the role of human resources in hotels enterprises as being a fundamental factor in the success of their business. These contributions can be through satisfaction of human resources, career development of staff; motivation of human resources; a propensity to continuous learning by employees; commitment to the hotel enterprises; innovation and creativity in tourism sector, relationship to work environment; relationship to quality of service of organization and finally the possibility of accepting changes in business. So it can be said that the role of human resources in hotel enterprises are the fundamental elements and key resources so as to straightforwardly affect the achieving growth, competitive positions of hotel enterprises. It has been approved that there is a very positive high correlation between achievements and human resources in hotel enterprises (Dragan, 2017).

There have been occurring various changes in modern hotel enterprises. In global village, organizations need more and more orientation for the development of new resources in hotel enterprises. It is believed that the most crucial and successful implementations of innovations are having very strong human resources as human resources are the most vital resource out of all resources (Zontek, 2016). This survey analyses the role of human resources in hotel enterprises. This survey indicates that the influence of human resources on improvement action in hotel enterprises is quite high. On the other hands, the results of this survey show that human resources should be treated responsibly, in terms of modern progressions. Organizations should have paid more and more significant attention to the quality of human resources. Unfortunately, although human resources are one of the key sources of creating novelties, hotel enterprises do not perceive the human resources crucial role in creating improvement (Zontek, 2016). Organizations may have different strategies to motivate human resource in hotel enterprises such as: many human resources training, rewards, much better working relationships, agreeable pay and better working conditions (Ismajli, et al, 2018).

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