



## **HUMAN RESOURCE PRACTICES IN HOTEL INDUSTRY**

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### **ABSTRACT**

*Human Resource Management, an integral part of an organization, often ensures the success of the shared relationship between employees and an organization by identifying and satisfying the needs of the employees beginning with recruitment and continuing throughout their career. This article aims to analyze the Human Resource Practices carried out in Hotel Industries.*

**Keywords:** - Human Resource, Hotel Industry.

### **INTRODUCTION**

One of the fastest growing sectors of the economy of our time is the hotel industry. The hotel industry alone is a multi-billion dollar and growing enterprise. It is exciting, never boring and offer unlimited opportunities. The hotel industry is diverse enough for people to work in different areas of interest and still be employed within the hotel industry. This trend is not just in India, but also observed globally.

Modern hotels provide refined services to their guests. The customers or guests are always right. This principle necessitated application of management principles in the hotel industry and the hotel professionals realized the instrumentality of marketing principles in managing the hotel industry.

### **Hotel – The Concept**

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At the outset, we go through the concept of hotel. The common law says that hotel is a place where all who conduct themselves properly being able and ready to pay for their entertainment, accommodation and other services including the boarding like a temporary home. It is home away from home where all the modern amenities and facilities are available on a payment basis.

### **Background of Hotel Industry**

Prior to the 1980's, the Indian hotel industry was a nascent and slow growing industry primarily consisting of relatively static, single hotel companies. However, Asian Games in 1982 and the subsequent partial liberalization of the Indian economy generated tourism interest in India with significant benefits accruing to the hotel and tourism sector in terms of improved demand patterns. Fortunes of the hotel industry are tied to the fortunes of tourism and the general business climate in the country, which is why the economic liberalization initiatives implemented since 1991, led to a soaring demand and supply gap in the hotel industry.

### **General Classification of Hotel Industry**

#### **Classification of Hotels**

##### **On the Basis of Standards:**

Like most of the countries in the world, India also has hotels divided in different categories depending on their location, facilities, infrastructure and amenities provided. All the star hotels in India are government approved with continuous control on the quality of services offered.

##### **Five Star Hotels: -**

The most luxurious and conveniently located hotels in India are grouped under Five Star Deluxe Hotel categories.

##### **Four Star Hotels: -**

A rung below five-star hotels are Four Star Hotels, these hotels provide all the modern amenities to the travelers with a limited budget.

##### **Three Star Hotels: -**



These are mainly economy class hotels located in the bigger and smaller cities and catering to the needs of budget travelers.

#### **Two Star Hotels: -**

These hotels are most available in the small cities and in particular areas of larger cities.

#### **One Star Hotels: -**

The hotels with most basic facilities, small number of rooms, locations in the far-flung areas are grouped under One Star Hotel category. In this type of hotel **concept of HR** is alien words.

#### **Different Departments in Hotels**

The departments are classified on accounts of its functions. They are as follows:-

##### **Core Functioning Department**

##### **Food and Beverage (F&D) Department:-**

F & B deals mainly with food and beverage service allied activities.

##### **Front Office Department:-**

The front office is the command post for processing reservations, registering guests, settling guest accounts (cashiering) and checking out guests.

##### **Housekeeping Department: -**

Housekeeping is responsible for cleaning the hotel's guestrooms and public areas.

##### **Food Production Department: -**

Food production deals with the preparations of food items.

##### **Support Departments (Cost Centers)**

##### **Marketing & Selling Department: -**



Sales and marketing have become one of the most vital functions of the hotel business and an integral part of modern hotel management. It includes packaging for selling, sales promotion, advertising and public relations.

**Engineering and Maintenance Department: -**

The energy crisis throughout the world has given a great importance to the engineering department of a hotel.

**Finance, Accounting and Control Department: -**

A hotel's accounting department is responsible for keeping track of the many business transactions that occur in the hotel.

**Safety and Security Department: -**

The security of guests, employees, personal property and the hotel itself is an overriding concern for today's hoteliers.

**Administration Department: -**

Top organizational members usually supervise the Administration Department in a hotel. This department is responsible for all the work connected with administration, personnel, manpower, employee's welfare, medical, health and security.

**Human Resource Development: -**

This department has newly taken steps in hotel industry and within a short span of time it has become a very important part of the organization. It plays the role of facilitator between the bargain able cadre and non-bargain able cadre.

This department is the topic of our discussion. The practice, which this department and their staff perform, is going to be studied in the light of following research.

**Introduction to Human Resource Department of Hotel Industry**

In hotel industry the job of Human Resource Manager can be compared with the job of conductor, whose job is to instruct and direct all of the various musicians so that they can perform well together. But before a conductor can direct a beautiful performance, all of the individual musicians must be able to play their instruments well. What kind of performance one can expect if the violinists did not know how to play their instruments or the flutists could not read music? So it is in the hospitality industry, before a manager can direct and shape employee's individual contributions into an efficient whole, he or she must first turn employees into competent workers who know how to do their jobs. Employees are the

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musicians of the orchestra and the members of the audience are the guests who have come to watch the performance. If employees are not skilled at their jobs, then the performance they give will get bad reviews. Just as an orchestra can have a fine musical score from a great composer and still perform poorly because of incompetent musicians, so a hotel can have a finest standard recipes, service procedures and quality standards and still have dissatisfied guests because of poor employee performance. That is why properly managing human resources is so important. No other industry provides so much contact between employees and customers and so many opportunities to either reinforce a positive experience or create a negative one.

### **Role of Human Resource Department**

The Human Resources Department's role in job design is usually indirect, although job design influences almost every aspect of human resource management. The department diagnoses organizational problems that suggest job redesign, incorporate information on job design in training and management development programs and help plan job redesign programs to ensure that sound human resources policies and practices are developed. Further, the department is needed to prepare to modify job descriptions and job specifications and to modify recruitment, selection, training, compensation and other practices to be consistent with any job redesign program.

### **Types of Recruitment**

In hotel industry, the types of recruitment are:

#### **Internal Recruitment: -**

Internal recruitment seeks applicants for positions from those who are currently employed. Internal sources include present employees, employee's referrals, former employees, and former applicants.

#### **External Recruitment: -**

Finding qualified applicants from outside the organization is the most difficult part of recruitment. The success of an expanding hotel industry or one with many positions demanding specialized skills often depends on the effectiveness of the organization's recruitment program. Specifically, sources external to an organization are professional or trade associations, advertisements, employment exchanges, college/university/institute placement services, consultants, displaced persons, radio and television, acquisitions and mergers and competitors.

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### **Future Role of Human Resource in Hotel Industry**

Service quality and productivity were the most crucial competitive issues facing these firms. When asked to different hotels regarding strengthening competitiveness, 50 percent choose internal management actions, including educating and training employees, with publicly announcing employee policy. And all these procedures of implementing such task is over Human Resource shoulder. To achieve a progressive, innovative culture within the organization and to cope with the critical challenges that the future might bring, human resource professionals are likely to assume certain roles with greater frequency. These roles are as follows:

#### **The Consultant Advisor Role: -**

In particular, the top human resources executive will increasingly play a major role in advising the CEO and the top management team about the human resources implications of broad organizational strategy, both nationally and globally. Further, the human resource department will be called upon more and more advice management at all levels about the motivational, morale and legal implications of various present and proposed practices and policies.

#### **The Catalyst Facilitator Role: -**

The human resource directors have a unique opportunity to serve in a catalyst-facilitator role in stimulating a top management philosophy, leadership style and organizational culture and climate. It is important that management develops a clear view of these interrelated matters and that management is self-conscious about them on an ongoing basis. In addition, the human resource director can serve as a resource person about these concepts and their links to organizational outcomes such as effectiveness, efficiency, development and participant satisfaction.

#### **The Diagnostic Role:-**

By this, they are expected to identify the underlying causes of an organizational problem as distinct from its symptoms and to come up with solutions – or system for solving the problem- that correspond with the diagnosis. All too often, programs of various kinds, like job enrichment, incentives systems, quality circles and so on, are proposed by managers or human resources people. What is usually needed is an accurate description of the problem to be solved, a careful analysis of the dynamics of that problem, and a close look at alternative solutions and their rectifications before the programs are implemented.

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### **The Assessment Role: -**

One of the most difficult roles for human resource professionals is the assessment role, in which they assess the effectiveness of various human resource practices and policies. A comprehensive evaluation of the effectiveness of various human resource policies and practices is called a human resource management audit or personnel audit. These comprehensive human resource audits may be used to analyze a wide array of human resource practices and outcomes.

### **Conclusion**

From the whole project we have seen that in hotel industry the policies and functioning of each hotel is little bit similar to other hotels. Good Human Resource policy would be the policy, which not only considers all Human Resource functions with proper care, but also considers all other factors like culture of the hotel, types of customers it receives, the nature of the business and also the place from where it operates. And the hotels, considering all the above factors to achieve the organizational goal while framing its Human Resource functions is said to have been following good policy.

In small hotels, the Human Resource functions are not that much developed. It needs more attention especially for the hotels aiming to expand their business. The hotels should neglect the fact that the frustration level in this industry is highest of all industries. Now when our country is trying to develop tourism for the development of our economy, it has become mandatory for us to provide hotel-services up to international standards and this is possible only when our hotels are in position to cope with this frustration levels of employees. They need to be given proper training and also the career opportunities for their future.

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