

# *Hotel Human Resource Management From the Perspect of Humanization*

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**Abstract:** The hotel industry is an important standard marking the quality of national life, and its management scale, service quality and cultural system directly affect the impression of national hotel service. The service standard of the hotel not only includes catering, rooms and other hardware facilities, but also includes the service quality and service concept of the hotel staff. Under the background of the new era, traditional human resources have been unable to meet the development needs of modern hotel service management. The hotel should be guided by the humanization theory, through optimizing the talent absorption mechanism, optimizing the hotel management system, strengthening the hotel culture construction and other human resource management means, the individual development of staff as an important part of the long-term development of the hotel, so as to enhance the core market competitiveness of the hotel.

## **1. Introduction**

At present, China's hotel human resource management department is mainly faced with serious brain drain, that is, enterprises still have a large number of staff loss under the premise of optimizing the salary system. Staff is an important part of the hotel management system and service system, and is the basis for the hotel industry to improve service quality and achieve rapid development. If the grass-roots staff turnover is large and the proportion of brain drain is serious, the hotel will not only spend a lot of human costs to supplement the vacancy, but also affect the implementation of the hotel's strategic plan. Therefore, the optimization of human resource management system should be guided by humanized management, and care about the behavior and ideological dynamics of staff, and give staff development motivation from the material, spiritual and management levels, so that they become the backbone of the hotel development.

## **2. Connotation of Humanized Management Theory**

Humanized management mainly refers to the dynamic management mode implemented by enterprise managers in combination with the thought variability and stability of employees. It requires managers to plan the strategic development goals of enterprises with humanistic thought, and give priority to the management means of giving play to and arousing the initiative and enthusiasm of employees in operation and management, so as to create a humanized management atmosphere. In other words, the company should respect talent and humanity, so that employees can feel the experience of being the owner of the hotel.

### **3. The Significance of Humanization to Hotel Development**

#### **3.1 Enhancing the Core Competitiveness of the Hotel**

The essence of the hotel is to provide customers with comfortable, safe short-term rest or sleep space. Its services include food, lodging and entertainment services. Therefore, the competitiveness of the hotel mainly includes service and hardware. Service is the fundamental demand of hotel development, and is the fundamental guarantee to expand market share and win in enterprise competitiveness.

#### **3.2 Improving the Operation Quality of the Hotel**

Hotel management is a complete system of integrated control, organization and planning, which is carried out around staff development and operation links. Therefore, a scientific and effective talent allocation system is an important guarantee for modern hotel management. If the hotel lacks reasonable talent allocation, it will cause the hotel many work can not be effectively realized. For example, the low matching degree of the staff's post and ability will cause the stagnation of the work plan and the construction of the hotel management system, which will affect the orderly operation of the hotel, cause work chaos, limit the enthusiasm, initiative and creativity of the staff. On the other hand, it greatly affects the personal development of hotel staff and the quality of hotel management.

#### **3.3 Ensuring the Achievement of Hotel Management Objects**

Every hotel has a unique structure, goals and rules. The hotel objective constructs the direction for the hotel's modernization development, and the hotel structure provides the effective development platform for the hotel. The hotel system has laid a scientific and reasonable behavior standard for the hotel and staff. As for the personnel allocation is to enrich the hotel management content of the main body. Hotel goals need to be achieved through the staff, the hotel development needs the efforts of the staff, and the hotel system needs to be formulated according to the staff's code of conduct. Therefore, the hotel should allocate the talents with scientific and reasonable optimization, and gives full play to the maximum potential of staff.

#### **3.4 Current Situation of Hotel Human Resource Management**

##### **3.4.1 Insufficient Personnel Supply**

At present, China's hotel industry is facing a serious problem is the serious shortage of employees. In terms of social development, the public in China generally believes that the service industry is not decent enough. The job can neither get rich financial returns nor get enough social respect, so it is difficult to take the initiative to devote to service posts. This traditional concept has deeply affected the career choice of ordinary people, which makes it difficult for the hotel industry to obtain sufficient and high-quality labor force, resulting in a decline in revenue and restricting the long-term development of enterprises.

##### **3.4.2 Unreasonable Job Matching of Employees**

China's hotel industry has set low standards for staff recruitment, which allows many social personnel with lower education and poor quality to enter the service system, thus affecting the overall service quality and service level of the hotel. In terms of human resource management, hotels do not fully understand employees and do not make specific analysis when matching

employees, and randomly assign positions, resulting in serious matching problems between employees and positions. In terms of training, hotel managers ignore the importance of training work due to the lack of attention to the service system, so that employees can not get effective training in the case of high pressure, various tasks in the post work.

### **3.4.3 Serious Brain Drain**

Compared with other traditional industries, China's hotel industry is under great working pressure, and the long hours of work affect many workers' mental and physical health. As a traditional service industry, hotels usually create temporary and short-term business forms that require employees to work overtime, which increases the workload of employees to some extent. On the psychological level, the basic principle of the service industry is to improve customer satisfaction and avoid any form of dispute behavior. This will suppress the psychological development of employees, and then make employees in the long-term physical and psychological pressure under serious damage.

## **4. Human-Based Human Resource Management Strategy**

### **4.1 Optimizing the Talent Absorption Mechanism**

First of all, in view of the low quality of staff in the hotel industry, managers should actively establish contact with the hotel management major in colleges and universities. Managers should adopt reasonable school-enterprise cooperation mode and introduce advanced management means to improve students' operational ability, social adaptability and ability to combine theory with practice from the perspective of post practice. By formulating scientific and reasonable promotion system, enterprises can attract college students to stay in enterprises and serve enterprises. Secondly, in terms of recruitment procedures, the human resources department should strengthen the analysis of the employment experience, education level and personality characteristics of talents, so as to obtain excellent talents suitable for hotel service work. On the one hand, the human resources department needs to analyze the employment background of the talents to know whether there are any major mistakes or problems. On the other hand, enterprises should strengthen job training and provide them with positions that can promote individual development after fully understanding the business characteristics of employees and make full use of their talents. Finally, quality education activities should be carried out to enhance staff's service awareness through hotel culture or rules and regulations. In terms of rules and regulations, the relevant person in charge should improve the learning consciousness of staff by incentive system, avoid the occurrence of bad behavior by punishment system, and improve the overall quality of the hotel service team.

### **4.2 Optimizing the Hotel Management System**

First of all, the hotel should establish a reasonable salary system, reasonable distribution of workload. The person in charge of the hotel should reformulate the salary system, clarify the workload of posts, develop a fair and just salary distribution system, and achieve the purpose of matching the salary level and labor intensity of employees. Secondly, the promotion system should be implemented. It is common in China's hotel industry to ignore the promotion mechanism of hotels. Lobby service staff can only be promoted to lobby manager at the highest, but cannot truly enter the core management team. However, due to the lack of practical experience, the core management team members in the management system and management means, there are many problems out of touch with the reality, which can not provide effective guarantee for the operation and management activities of the hotel, but also greatly reduce the enthusiasm of the staff.

### 4.3 Strengthening Hotel Culture Construction

The basis of humanized management is to attach importance to the development needs of employees and strengthen their sense of trust and belonging to the hotel. Therefore, it is of great practical significance to construct a scientific and reasonable hotel culture. First, encourage staff to participate in the strategic decision-making of the hotel. We can use voting or other democratic ways to enhance staff's understanding of the development of the hotel, so as to enhance staff's sense of belonging in accordance with the collective atmosphere constructed by the hotel. Secondly, the implementation of the employee stock ownership system can be innovative means to distribute the hotel's operating profits to employees in the form of year-end dividends, so that employees can integrate their individual development with the development of the hotel, and truly achieve the goal of employees creating value for the enterprise independently. In the form of system, effective binding force will be formed among employees, thus relieving the pressure of management. Finally, respect employees' wishes, implement humanized leave post, return post system.

### 5. Conclusion

Human resource is the key to promote social development and progress, and its cost and value are the most concern of enterprises. Only by increasing the investment of talent strategy can achieve the scientific and technological progress of enterprises and income, and in this way the hotel can fit in the fierce competition. With the slowdown of China's economic development, the hotel industry has entered the deep water zone of reform after more than 20 years of rapid development. Human resource management is the focus and foundation of hotel service and management work. The person in charge of the hotel should deeply understand the humanized management theory, truly respect the development needs of the staff, clear management objectives, make the individual development of the staff into the long-term development of the hotel to enhance the core market competitiveness of the hotel.

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