

Research on Human Resource Efficiency Improvement Strategy in Modern Hotel Groups

Zhu Hong¹

¹LN International Hospitality Management CO., LTD, Guangzhou, China
719507946@qq.com

Keywords: Hotel Groups; Human Resource Efficiency; Promotion Strategy; Competitiveness

Abstract: With the booming development of global tourism, modern hotel groups are facing fierce market competition and changing customer needs. In this context, as one of the core competitiveness of the hotel industry, the efficiency of human resources is particularly important. This thesis aims to discuss how the modern hotel groups can improve the overall efficiency through the optimization of human resource management strategy, so as to enhance the competitiveness and market position. Through the analysis of the current situation of human resource management in modern hotel groups, combined with the relevant theoretical research, this thesis puts forward a series of targeted strategies and suggestions.

1. Introduction

As an important part of the global economic development, the hotel industry has been increasingly competitive with the economic globalization and the vigorous development of tourism in recent years. Human resources are the first resource of enterprises, especially for hotel groups in labor-intensive industries. The hotel industry is a special and typical service industry. The products it sells are not physical objects, but the experience of customers, and its characteristic is to meet the dynamic needs of customers through employees. So, the contact between the guests and the hotel is also the contact with the hotel staff. This characteristic of the hotel industry determines that employees are the core of the hotel, and human resources are the core competitiveness of the hotel industry.

Human resource efficiency refers to the maximum potential and efficiency that human resource can play in the organization under certain conditions. It is not only related to the service quality of the hotel, but also directly affects the economic benefit and market competitiveness of the hotel. In order to maintain its advantages in the competition, modern hotel groups must pay attention to human resource management and improve the efficiency of human resources.

2. Analysis of the Human Resource Management in Modern Hotel Groups

The current situation of human resource management in modern hotel groups are faced with many challenges, such as large employee mobility, the mismatch between employee skills and job

needs, and low employee satisfaction and loyalty. These challenges not only affect the daily operation of the hotel, but also restrict the long-term development of the hotel.

2.1. High employee mobility

High employee mobility is a common problem in the hotel industry. Because the hotel work often requires employees to stand for a long time, irregular working hours, high work intensity, coupled with the relatively low salary and benefits, resulting in a high staff turnover rate[1]. In addition, the hotel industry is more dependent on the young labor force, and this group tends to seek more career development opportunities and personal life balance, so they are more inclined to change jobs frequently. High employee turnover rate not only increases the labor cost of the hotel, but also affects the service quality and customer satisfaction.

2.2. Employees Skills Do Not Match the Job Requirements

The mismatch between staff skills and job needs is another big challenge for the human resource management of hotel groups. With the improvement of customers requirements for service quality, the hotel has put forward higher requirements for the professional skills and service level of its employees. However, due to the imperfect training system and limited personal development opportunities, many employees cannot acquire skills that match the job requirements. This not only affects the service quality of the hotel, but also limits the career development of employees, which leads to the decline of employee satisfaction and loyalty.

2.3. Low Employee Satisfaction and Loyalty

Low employee satisfaction and loyalty are the problems that cannot be ignored in the human resource management of hotel groups. Low employee satisfaction is usually related to factors such as compensation and benefits, work environment, and career development opportunities. When employees feel that their dedication is not proportional to the return, or that there is no room for growth and promotion, their enthusiasm and loyalty to the work will naturally decrease. The decline of employee loyalty will not only lead to the reduction of work efficiency, but also increase the employee turnover rate, forming a vicious circle[2].

3. Theoretical Basis for Human Resource Efficiency Improvement

3.1. Human Resource Efficiency Theory

The Human Resource efficiency theory was first proposed by Dave Ulrich in 1989, focusing on how to improve organizational performance through effective human resource management. The theory holds that by recruiting, training, motivating and developing good employees, organizations can improve their overall effectiveness. Human resource efficiency theory emphasizes the three core elements of employees ability, motivation and opportunity. Ability refers to the knowledge and skills of the employee to complete the work; the motivation involves the motivation and investment of the employee; the opportunity refers to the environment and conditions in which the employee realizes their potential in the organization. By optimizing these elements, organizations are better able to achieve their strategic objectives[3].

The Human Resource effectiveness theory also emphasizes the importance of performance management, including setting clear goals, providing continuous feedback and recognition, and ensuring that the employee goals are consistent with the organizational goals. In addition, the theory

advocates improving the efficiency and effectiveness of human resource management through tools such as the Human Resource Information System (HRIS). The theory of human resource efficiency provides a systematic method for the organization to improve the overall efficiency of the employees and the organization by optimizing the human resource management practices.

3.2. Employee Satisfaction and Royalty Theory

The definition of employee loyalty was first proposed by the Becker in 1960. According to the theory of employee satisfaction and loyalty, employees satisfaction with their work directly affects their loyalty to the company. Satisfaction includes satisfaction with salary, work environment, promotion opportunities, job content, colleague relationships and management practices. When employees are satisfied with these aspects, they are more likely to devote more enthusiasm and effort to their work, thus improving their work efficiency and quality.

Loyalty is reflected in the degree of trust, commitment and willingness to serve the company for a long time. Employees with high satisfaction usually show higher loyalty, and they prefer to stay in the company and contribute to the development of the company. In addition, loyal employees often show higher enthusiasm and creativity in their work, which helps to form a good corporate culture and attract and retain more excellent talents.

According to this theory, enterprises should pay attention to the improvement of employee satisfaction, and enhance employee satisfaction and loyalty by improving the salary and welfare, optimizing the working environment, providing career development opportunities, strengthening internal communication and management training, so as to promote the long-term and stable development of the enterprise.

3.3. Relationship between Organizational Culture and Human Resource Efficiency

There is a close relationship between organizational culture and human resource efficiency. Organizational culture refers to a set of shared values, beliefs, and codes of conduct formed within the enterprise, which has a profound impact on the behaviors and attitudes of employees. A positive and open organizational culture can stimulate the creativity and enthusiasm of employees, thus improving the efficiency of human resources. For example, when organizational culture encourages innovation and takes risk taking, employees are more willing to propose new ideas and put them into practice, which helps companies to remain competitive and adapt to market changes.

On the other hand, human resource efficiency refers to the ability of enterprises to achieve organizational goals through effective human resource management. This includes recruitment, training, performance evaluation, incentives, and staff development. A strong organizational culture can provide guiding principles and values base for HR management, making HR activities more efficient and consistent. For example, if the organizational culture emphasizes teamwork, then HR departments will focus more on the candidates teamwork ability in recruitment and training to build a collaborative team.

Organizational culture provides the direction and power for human resource management, and efficient human resource management can strengthen and spread the positive organizational culture[4]. The two complement each other and jointly promote the enterprise to achieve its strategic goals.

4. Human Resource Efficiency Improvement Strategy in Modern Hotel Groups

4.1. Optimize the Recruitment and Selection Process

Modern hotel groups should establish a scientific recruitment and selection process to ensure the recruitment of outstanding talents who meet the needs of the job. This includes: first, with a clear job requirements and a detailed job description and qualification criteria. Second, use multiple channels to release recruitment information, including online recruitment platforms, social media and campus recruitment, to attract more candidates. At the same time, can also through the online screening system, automatically screening qualified candidates, improve efficiency. During the interview session, modern hotel groups can use structured interviews and situational simulation tests to ensure the objectivity and accuracy of the assessment. In addition, the introduction of talent assessment tools and psychological tests provide a comprehensive understanding of the candidates ability and personality. Finally, establish a feedback mechanism and continuously improve the recruitment process to ensure that the most suitable employees are recruited. Through these measures, modern hotel groups can effectively optimize the recruitment and selection process and improve the overall quality of human resources.

4.2. Strengthen Staff Training and Development

Staff training and development is an important way to improve the efficiency of human resources. In order to strengthen staff training and development, modern hotel groups should first establish a sound training system, including new employee induction training, on-the-job staff skills improvement and management training. By organizing training courses and inviting industry experts to give lectures, online learning platforms are used to provide flexible learning resources. Secondly, the tutorial system should be implemented to let experienced employees guide new employees and promote the inheritance of knowledge and skills. In addition, employees are encouraged to participate in external training and industry communication activities to broaden their horizons. Modern hotel groups should also set up career development paths to provide promotion opportunities for employees, encourage them to actively participate in training, and improve their personal abilities. Through regular evaluation and feedback, continuously optimize the training content and methods to ensure that the training effect matches the business needs.

4.3. Improve the Performance Management System

Performance management system is an important part of human resource management, which can help modern hotel groups to accurately evaluate the work performance of its employees, find out the existing problems, and provide the basis for improvement.

To improve the staff performance management system, modern hotel groups should start from the following aspects: First, clarify the performance objectives, to ensure that it is consistent with the overall strategy of the hotel, and refine the objectives to all departments and individuals. Secondly, a scientific performance evaluation system can be established, which can combine quantitative indicators and qualitative evaluation to comprehensively reflect the performance of employees. At the same time, regular performance evaluations, including monthly, quarterly and annual evaluations, are implemented to ensure timely feedback and adjustment of performance indicators. In addition, performance improvement programs provide training and development opportunities for the evaluation results. Finally, an incentive mechanism should be established to link the performance results with the salary and promotion to stimulate the enthusiasm of employees. Through these measures, modern hotel groups can effectively improve staff

performance and promote the overall service quality.

4.4. Build a Positive Organizational Culture

A positive organizational culture can enhance employees sense of belonging and teamwork spirit, thus enhancing the efficiency of human resources. Modern hotel groups should attach importance to the construction of organizational culture, and build a positive organizational culture by establishing common values, creating a good working atmosphere, and encouraging employees to participate in decision-making[5].

To build a positive organizational culture, modern hotel groups first need to establish core values, such as service excellence, teamwork and continuous innovation. Through regular training and internal communication, ensure that each employee understands and agrees with these values. Management should set an example and encourage employees to participate in decision-making and enhance their sense of belonging and responsibility. Modern hotel groups should also establish a fair incentive mechanism to commend outstanding employees and stimulate the enthusiasm of the team. In addition, an open communication environment should be created to encourage employees to give their opinions and suggestions and promote innovation and improvement. Finally, through organizing team building activities and social activities, enhance the mutual understanding and trust among employees, so as to build a positive and harmonious working atmosphere.

4.5. Use Information Technology to Improve the Efficiency of Human Resource Management

Modern hotel groups can effectively improve the efficiency of human resource management through the information technology system. First, use online recruitment platforms and social media to quickly attract and select suitable talent and shorten the recruitment cycle. Secondly, the Human Resource Information System (HRIS) is used to centrally manage employee data and simplify the process of induction, training, attendance and compensation. Through the self-service portal, employees can update their personal information, apply for holidays and check payroll to ease the burden on HR management. In addition, data analysis tools can be used to help modern hotel groups analyze employee performance and satisfaction, optimize HR allocation, and enhance employee communication and collaboration through mobile applications and instant messaging tools to improve work efficiency. Finally, cloud computing technology is used to ensure data security and remote access, making human resource management more flexible and efficient. Through the application of these information technologies, the hotel group has realized the automation and intelligence of human resource management, which has significantly improved the overall operational efficiency.

5. Conclusion and Recommendations

Based on the strategy of improving the efficiency in modern hotel groups, the following conclusions are drawn: scientific human resource management can effectively improve the efficiency of human resources and enhance the competitiveness and market position of the hotel. Hotel groups should attach importance to all aspects of human resource management, establish systematic management methods, pay attention to the personal development needs of employees, and provide them with good career development opportunities and growth space.

References

[1] Zhan Dongmei, Meng Xia, Huang Huang. Analysis of human resource management countermeasures to reduce the high turnover rate of hotel staff [J]. *Enterprise Economy*, 2010, (01): 60-62.

- [2] Yang Qiuying. *Research on the development strategies of the hotel industry in the post-epidemic era [J]. Business Modernization*, 2020, (23): 80-82.
- [3] Zeng Guojun, Lin Jiahui. *Resilience construction and high-quality development of the hotel industry in the context of the epidemic [J]. Journal of Tourism*, 2022, 37 (09): 10-12.
- [4] Liao Yanping. *Research on hotel staff turnover and countermeasures from the perspective of HR [J]. Commercial Exhibition Economy*, 2021, (22): 124-126.
- [5] Liu Xu. *Analysis of Efficiency of Human Resource Management Evaluation Model Based on SOM Neural Network [J]. Security and Communication Networks*, 2022(06).