

International Journal of Management and Organizational Research

Training and developing human resources for hotels in the context of the hotel and restaurant tourism service ecosystem

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Article Info

ISSN (online): 2583-6641

Volume: 03

Issue: 02

March-April 2024

Received: 15-01-2024;

Accepted: 18-02-2024

Page No: 18-26

Abstract

This article is about human resources related issues in the context of hotel, restaurant and tourism industries regarded as a service ecosystem. More industries could be added to this ecosystem such as entertainment and recreational services. That is why training and development human resources in these expanding industries are critical to integrate all in a one single ecosystem.

Keywords: training and development, human resources, hotel and restaurant management, tourism services

1. Introduction

Human resource management can be understood from many different angles:

- As one of the basic functions of organizational management, human resource management (HRM) includes planning, organizing, commanding and controlling activities to attract, utilize and develop people to achieve organizational goals.
- In terms of content, it can be understood that human resource management is the recruitment, selection, maintenance, development, use, motivation and provision of facilities for human resources through its organization.
- But at any level, HRM is still all the activities of an organization to attract, build and develop, use, evaluate, preserve and preserve a workforce in accordance with requirements. of the organization in terms of quantity and quality.
- The essence of human resources management is the management of people within an organization, and the organization's treatment of employees. In other words, HRM is responsible for bringing people into the organization, helping people do their jobs, compensating them for their labor, and solving problems that arise.

2. Why is there a plan to train hotel human resources

- Have a comprehensive picture of the hotel staff training process.
- Helps deploy training according to the right goals.
- Follow the correct training process.
- Monitor, control and evaluate training effectiveness easily.

3. Forms of training

- Advantage: It saves training costs. Furthermore, the trainers are also people who directly work at that hotel, so they can easily know what real problems exist, and what content their hotel staff needs to be trained on. how.
 - Disadvantages: Managers are often very busy, and training schedules can be pushed around by the trainer's schedule. In addition, because training is internal, it will be difficult for hotels to have new perspectives in the industry.
 - Online training: Online training is a fairly popular training method recently, demonstrating progress in applying technology to the process of developing training plans.
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- Training through intermediaries: Training through intermediaries is a relatively expensive form of training, because businesses will have to spend money on inviting training experts.

4. Develop a human resource training plan

- Determine training objectives, subjects and training time.
- Analyze the current qualifications and skills of hotel staff.
- Estimated budget and training time/Training timeline.
- Develop training materials and content.
- Organize and implement training.
- Post-training assessment.

5. Necessary skills

- Observation skills are the skills to perceive phenomena and things in detail, have the ability to analyze and serve clear goals. This skill requires intention, remembering, thinking, and chaining related events to solve problems quickly and effectively.
- Communication skills in the hotel industry
- Welcoming skills.
- Communication skills between service and customers.
- Skills to see off guests.
- Use body language
- Plan the story in advance.
- Always smile and greet guests.
- Know how to listen to customers.
- Control your emotions when communicating.
- Procedures for handling situations in restaurants and hotels when guests complain.
- Listen and show empathy.
- Apologize to the customer.
- Choose how to solve and explain to customers.
- Thank the customer and save the problem on the system.

6. Professional knowledge that hotel human resources need to have

- Reception staff: need to master basic processes such as: welcoming and seeing off guests, check-in, check-out, conversation, service consultation, answering customer questions over the phone, ...
- Waiter at the table: A waiter at the hotel must be proficient in tasks such as: setting up dining tables and necessary utensils, welcoming and seeing off guests, consulting on menus, taking orders, Check dishes before serving, serve and resolve difficulties at guests' tables, etc.
- Bar staff: Need to be trained in operations related to beverage recipes, use of mixing tools, ingredient preservation procedures, cleaning of mixing service equipment and facilities. Processing.

7. Human resource management in tourism business

Human resource management is both a science and an art. In the tourism business, which is the field of business providing tourism services, the role of people is even more important. To manage human resources effectively, it is first necessary to understand human resources in tourism, its characteristics and needs. Besides, it is also necessary to see the role, characteristics, nature and requirements of human resources in tourism as well as tourism human resource management which comes from the operating points of the tourism industry.

Although the tourism industry is related to many different industries and fields and has different characteristics, its

nature includes a number of certain businesses. Therefore, considering the direct or indirect level of the tourism industry and each business, human resources in the tourism business can be divided into the following three groups:

- Functional labor group for state management of tourism.
- Functional labor group in the tourism industry.
- Group of functional labor in tourism business.

8. Concept of human resource management in tourism business

Human resource management in tourism business is the planning, implementation and assessment of the implementation of policies and tools aimed at the human factors that constitute the efficiency of the business. Aimed at creating working conditions, arranging positions, employing workers, promulgating, organizing implementation and evaluating labor recruitment policies. Enterprises focus on using and exploiting the potential of employees, promulgating and organizing and inspecting policies to foster and develop the enterprise's human resources. At the same time, businesses aim to motivate employees when working, which is policies related to ensuring material benefits and motivating employees.

9. Current status and solutions for human resource development for the tourism and hotel industry

Vietnam is a country with potential for development in the tourism and hotel industry. Before the Covid-19 pandemic, Vietnam was always an attractive destination for many tourists. This creates favorable conditions for restaurant and hotel business services to develop. Currently, central hotels in Ho Chi Minh City lack about 30-40% of the personnel needed to meet business needs and ensure service quality. Most hotels are in a state of "starvation" of human resources, especially operations departments. In many units, one employee may have to hold many different positions, such as a hotel receptionist and customer service staff. Driver cum bell/doorman (luggage staff, serving at the hotel lobby entrance) or increased workload...).

About advantages

□ The number of human resources in the tourism industry tends to increase, reflecting the important role of the industry and the effectiveness of socialization of tourism activities. In general, tourism industry human resources are trained, challenged, and have strong political will; be dynamic, creative, overcome difficulties, strive to implement the Party and State's guidelines and policies on innovation and tourism development; Have a sense of responsibility, enthusiasm and dedication to the profession, and be attached to the agency, unit, industry and country.

□ Tourism industry human resources are also one of the important factors contributing to the achievements of building and developing the industry over the past 50 years; Initially building the Vietnam Tourism brand and tourism products that bring new values to the country and society. The level of knowledge, professional skills and capacity for state management, research, training and business administration is increasingly improving. Most are trained and challenged in practice.

□ In addition to long-time workers with many contributions and scientists, experts, and artisans who, despite their old age, continue their creative and devoted careers, there have been young, well-trained workers appearing. Basic training,

dynamism, confidence, daring to think, daring to do, multi-faceted qualifications and abilities, increasing dedication, trying to find new things, completing tasks well, quickly absorbing knowledge new and have the will to rise up and establish a career.

About limitations

□ Human resources in the tourism industry still have many aspects that cannot meet the task of tourism development as international integration becomes deeper and wider and requires the development of a knowledge economy. The number of human resources is small, the structure is not synchronized and practical capacity is not commensurate with qualifications. There are not many qualified and highly skilled human resources and there is an increasing lack of leading cadres as the core of training young human resources.

□ Integration knowledge, foreign languages, information technology; Creative capacity, leadership, management, administration and practical experience are still limited and do not correspond to the development requirements of the Industry.

□ A small group is not actively self-studying, is still afraid to learn, and their work results are not high. Many specialized fields still lack a lot of human resources. Human resources in the tourism industry currently need to be supplemented in a number of positions such as state management officials, enterprise managers, business administrators, policy making experts, and research on industry development strategies; There is a special lack of leading experts who are good at tourism techniques and operations.

□ Besides the general advantages and limitations mentioned above, human resources in the state management, career and business sectors have their own advantages and limitations. That is: Human resources in the state management and tourism sector have developed their capacity, using the knowledge trained and experience accumulated during the work process to do theoretical research and summarize practical development. develop tourism in the world and in the country to plan policies, build or contribute to building, propagate, guide and organize the implementation of tourism development policies and guidelines of the Party and State; legal documents; strategies and master plans for industry and field development; Regional and central planning, local tourism development planning; Effective plans, projects and national action programs on tourism. Research, discover and make timely proposals to the Party, State, local authorities and political system through scientific research projects and topics at state, ministerial and provincial levels and other measures. solutions to overcome difficulties and promote tourism development, especially in times of need and difficulty.

□ However, the number of officials who are highly effective, passionate, and dedicated to their work is not much, and there is a lack of good civil servants and public employees. Many staff have limited knowledge, leadership and management capacity, and are not able to update theoretical and practical information in a timely manner, so they are not regularly attached to the facility. Some are not bold in social criticism and lack the spirit of cooperation and coordination. Enthusiastic and dynamic human resources in the tourism business sector; Gradually receive training and self-training in professional skills, foreign languages, information technology and international legal knowledge for business and integration; quickly adapt to new mechanisms, promote

initiatives, improve techniques, and improve working efficiency; stick with the business, actively contribute to building image and brand, improving competitiveness and business efficiency, and completing assigned tasks.

□ However, there is still a part of human resources with little experience, limited capacity, and inefficient business; The country's advantages in tourism have not been sustainably exploited to improve competitiveness and build corporate culture;... Tourism human resources in businesses of different economic sectors have The difference in skill levels is quite large. Human resources in foreign-invested joint venture enterprises are often well-trained, and their professional qualifications mostly meet international standards, especially the professional qualifications of human resources in private enterprises. In some places, up to 80% of human resources have not received specialized training in tourism.

Some solutions for developing human resources in the tourism industry:

□ Firstly, continue to innovate thinking and raise awareness throughout the industry about the digital technology revolution in the tourism industry. Accessing and applying technological achievements of the digital technology revolution to the tourism industry is a common trend of global tourism and Vietnam is no exception to that trend. Every worker in the industry needs to actively learn and improve knowledge, professional qualifications, and professional skills - especially knowledge and skills in using technology at work, and be ready to access and use it. New technology to serve your work. Tourism management agencies at all levels and mass media agencies promote communication and raise awareness of workers, tourists and the community about the digital technology revolution in the tourism industry; Strengthening training and refresher courses, organizing conferences and seminars on the digital technology revolution in the tourism industry are also positive measures to raise awareness and innovate thinking for the entire workforce. branch.

□ Second, perfect institutions, mechanisms and policies on human resource development in the tourism industry. Review, amend, supplement and promulgate new legal documents related to the digital technology revolution in the tourism industry in general and develop human resources in the tourism industry in particular to suit the context. new scene, new situation. Have policies to support and improve the training capacity of tourism vocational training establishments throughout the country associated with the application of advanced technology; Ensure harmony between the policy of retrenchment and the policy of recruiting high-quality human resources for state management agencies in tourism at all levels; There is a good remuneration mechanism and a mechanism to attract talented people for the tourism industry. Create favorable working conditions and working environment for highly qualified human resources in technology in the tourism industry. There is a mechanism to promptly encourage and reward workers in the industry with innovative ideas, creativity, research and application of advanced technological achievements to improve productivity, quality and efficiency in work.

□ Third, increase the application of advanced technology in tourism activities. For state management agencies in charge of tourism at all levels, it is necessary to complete and synchronously deploy e-Government, implement electronic administrative procedures, online public services, digitize and technologize activities. professional management

activities; For tourism businesses, it is necessary to actively deploy e-commerce, promote online business types, form and attract the participation of the business community in the system of trading floors. e-tourism; For tourists, encourage the use of online services, use of smart software and utilities on smart mobile devices, and use of electronic payment forms.

□ Fourth, increase training, fostering, training and retraining for tourism human resources to equip knowledge and skills about the digital technology revolution in the tourism industry; Improve the capacity of tourism workers to use information technology in their work; Improve workers' qualifications and understanding of source and core technologies of the digital technology revolution and their application to the tourism industry. Innovate programs, methods and improve training quality at tourism training facilities nationwide to ensure that future human resources (after graduates) can immediately fill positions. jobs with requirements on qualifications and skills to use technology at work.

□ Fifth, promote international cooperation, strengthen interdisciplinary coordination in training and scientific research. Exchange experts and scientists, send students and workers to study, train and improve technology skills abroad, learn from experience in applying advanced technology for development tourism. Linkage and coordination between the Ministry of Culture, Sports and Tourism with the Ministries of Labor, War Invalids and Social Affairs, Education and Training, Science and Technology, and coordination between tourism training establishments schedule with businesses to improve the quality of training, fostering, and developing tourism human resources, ensuring human resources that have both expertise and professional skills in tourism and knowledge.

10. Factors affecting human resource management in tourism business

□ Labor issues of the entire tourism industry: affect the recruitment and recruitment strategies of businesses, thereby directly affecting human resource management issues in businesses

□ State management of tourism: State management agencies from central to local levels such as the General Department of Tourism, Department of Tourism or Department of Trade and Tourism in the province, city, management office tourism management in the districts where that Tourism Enterprise is located in the area. State management agencies in charge of tourism always undertake the following tasks: Tourism promotion, international cooperation in tourism, management organization, inspection, examination and supervision of tourism activities. tourism activities of tourism businesses in the area. It is the activities of state agencies that contribute to influencing the company's development strategy. From there, tourism businesses come up with ways to manage human resources to suit the actual situation in that city or locality.

□ Influencing factors originating from within the company: Vision of enterprise administrators on the role of human resources. Scale and structure of tourism enterprises. Short-term goals, directions, and development plans of tourism businesses.

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