

Научные стремления 2018

УДК 330.341:338.48

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### **HUMAN RESOURCE MANAGEMENT IN LEBANESE HOSPITALITY**

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Human resource management (HRM) is very important field for upgrading in lebanese hospitality because it includes the activity of making employees to achieve desired goals. It is considered to be a vital process in any organization where human beings are hired as workers. The poor conditions of work environments and the lack of comprehensive recruitment and retention processes are some of the major problems facing human resources (HR) in Lebanon. these challenges have led to a rise in staff shortages, attrition together with prevalent cases of early retirement, low staff satisfaction rates, high turnover rates.

We studied factors of success in lebanese hospitality by making a survey.

The results of the study is follow. Nice office buildings, new equipment better rooms and quality of service offered by those people that create differences in corporate value and make one hotel more successful than another [1]. The HR function is critical to a corporation's success. Clearly line managers have an important role in hiring, developing, and motivating the people that can make an organization successful. Perhaps surprisingly it is the role of human resource managers in this process that is less clear. Human resource managers have primarily an administrative role focusing on the processing of transactions and compliance with regulations. Human resource managers should be business partners charged with developing and maintaining a workforce with the specific capabilities required to execute their firm's business strategy. Human resource managers should be true strategic partners participating along with top management, and their counterparts from other functional areas, in the actual development and monitoring of a firm's business strategy.

In many organizations HR departments play only one or two of these three roles. It is a premise that many firms fail to achieve their maximum success because they do not utilize their HR departments optimally. It must be acknowledged, however, that line managers may be underutilizing their HR departments because they are not confident that HR can perform at higher levels.

In our study we will try to focus on the HR department of hotels. We use as the example Chtaura Park Hotel.

In fact, the traditional recruitment process of Park Hotel has completely shifted over the last several years. Today, it is difficult to find Park Hotel's vacant jobs advertised in the classified section of newspapers. Park Hotel is now using colorful full-page ads, job aggregators, and industry specific job boards to attract candidates to appealing "careers" rather than jobs.

Also, every candidate at Park Hotel should do a test and an interview before being hired to ensure that only qualified people will get the job.

Park Hotel Chtaura uses a "best practice" recruitment process in selecting their employees. Those practices contrasts two alternative strategies: a successful holistic strategy based on management of social processes important for selection, and a more conventional bureaucratic strategy. Each strategy depends on a complex interrelationship between business and labor market considerations, the ownership and management

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structure of the hotel, and the tenure and experience of those responsible for selection.

This evidence indicates that, for Park Hotel, the holistic strategy is an alternative to conventional notions and the source of employees depends on their social backgrounds and not only their working history.

Orientation is the pre-job phase of training. It introduces each new employee to the job and workplace as soon as he or she reports for work. It is not uncommon in the hospitality industry for people to be put to work without any orientation. It can reduce employee anxiety and confusion, ease the adjustment, and tip the balance between leaving and staying during the first critical days. In addition, it provides an excellent opportunity to create positive employee attitudes toward the company and the job.

Park Hotel's HR will provide them with all this plus all the rules and regulations they must follow; company policy on holidays, sick days, benefits, uniforms and so on.

HR department at Park Hotel always uses good strategies of problem-solving and obstacles overcoming when it comes to dealing with newly hired employees or candidates for a specific vacant job. They always can reduce fear and anxiety with a positive approach. Employees will learn faster and better by reducing their anxieties and increasing their confidence. Here are some of those strategies

*Conclusion.* Park Hotel considers the employee as one of its first priority. The work environment is quite friendly and hence employees can discuss their problems openly. And now when Lebanon is trying to develop tourism, it has become mandatory for employees to provide hotel services up to international standards and this is possible only when Lebanese hotels are in position to cope with employees. They need to be given proper training and also the career opportunities for their future by using new and best practice in hospitality.

### Reference

1. Anh N.H., Kleiner B.H. Effective human resource management in the hotel Industry. Management Research News, 2005. 28(2/3), pp. 100–107.

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#### **Summary**

Human resource management in hotel industry is the main direction in Lebanese hospitality. The strategy is to combine three roles of human resource managers: an administrative role, a role of business partners and a role of strategic partners. At a time when things are slowly picking up in the hotel industry, employers are becoming increasingly selective to whom they hire. The quality of employees, after-all, reflects the quality of service, which in turn determines whether a hotel is going to be successful or not since experience is a consumer's bottom line. Many hotels have begun treating employee recruitment at the same level as their corporate branding efforts, realizing that the two go hand in hand.

The recruitment, orientation and problem-solving are describing according the Park hotel experience in the paper.