

# The personnel management of a hotel

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*Abstract. The hotel complex is an essential element of the social sphere. This paper analyzes the activities of the personnel.*

Key words – hotel, comfort, management, personnel, services.

## I. Introduction

Hotel – is a compan, that provides people outside the house, a range of services, the most important of which (complexing) are equally accommodation and food service.

The content of accommodation services is that, firstly, the use of special facilities available (hotel rooms) , secondly, the services are performed directly the hotel staff porter reception and registration of guests, maids cleaning hotel rooms.

## II. Page Setup

In the hospitality sector, as in any other business, strategy development management company should include three main components:

- consumer demand;
- a resource capabilities that meet the needs of a hotel and related activities;
- obtaining long-term profits of the enterprise.

The aim of any hotel enterprise strategy is to achieve long-term competitive advantages that provide enterprise profitability. Thus, the strategy is a model summarizing the actions necessary to achieve these goals through the coordination and allocation of resources of the enterprise.

The successful operation of hotels most important task is to organize a system of governance where possible innovative approach to the management of both the current period and the strategic perspective. Businesses hotel industry is necessary to form a rational system of enterprise management and selection of specific strategic guidelines.

The analysis shows the following main problems existing in the hotel industry:

- discrepancy with international standards of quality of service at the global level of prices for services;
- Inadequate supply and demand structure, which manifests itself in the underdevelopment of small hotels in the medium price segment, which presented the greatest demand;
- Lack of organizational knowledge in the field of hotel management and marketing, not to effectively manage the hotel companies;
- obsolescence stock room most of the hotels , the need for reconstruction and repair;

- The lack of own financial resources, lack of funding programs;
- lack of a system of licensing and certification of services.

The solution to these problems is seen in the improvement of the organizational conditions of the hotel enterprises through a radical change in the existing control systems.

It becomes apparent that the main potential for the development of modern hotel business is contained in the management level. Experience shows that neither the development nor implementation of an effective strategy, no successful organizational change in the hotel are not possible if it does not control the activities of the working mechanism, and high efficiency control unattainable without centralized control, the formation of a coherent and effective system that meets the highest requirements of modern management.

Hotel companies are classified according to various criteria. The most used among them are the following:

- comfort level and the price level;
- Capacity stock room;
- functionality;
- location;
- the duration of the work;
- the provision of food;
- length of stay.

Mini-hotel "Valencia" - this is a private family mini - hotel, founded in 2004 in a beautifully preserved mansion - built in the early last century. The location of the mini-hotel is ideal for people who went into business as well as a tourist trip.

Nonresident members of exhibitions are happy to use the services of a mini-hotel, providing a steady demand in the "low" season. Place a mini-hotel is a major competitive advantage, which is used to differentiate themselves from competitors hotels.

Create a mini-hotel against a background of rapid growth of hotels of this kind, so after analyzing the price trends of the sector, as well as on the basis of forecasts of the development of these market segment hotel owners have decided to set the target audience of clients' mid-market group.

Mini - hotel renovated in accordance with European standards and has six spacious and comfortable rooms equipped with everything necessary for living (level of services supported by a certificate of conformity category "three stars").

The level of equipment room stock mini-hotel "Valencia", as well as a wide range of additional and related services is consistent with the level of a business hotel, but the price category, which is a mini - hotel, making it accessible to the ordinary business of exhibitions, conferences, symposiums, tourist groups and individual tourists. Thus, according to the founders, managed to reach the planned ratio of "price-quality " that distinguishes a mini- hotel from neighbors and competitors.

Thanks to its small dimensions the bed & breakfast has an opportunity to significantly reduce their operating costs. This applies primarily to the cost of staff salaries.

The entire state of mini-hotel consists of three interchangeable administrators and two maids (in some small hotels administrators perform more functions, and the latter, as well as a night security guard or working around the clock). However, quantitative measure of security personnel on a single number in a mini-hotel is incomparably smaller than the usual hotel (of course, without prejudice to the comfort level of the guests). As such there is no reservation - customer calls and requests for the administrator of the armor, which materially interested in maximizing occupancy rates.

Functions of the sales manager performs a mini-hotels, they are in custody of agency contracts with travel agencies that deal with tourism, and with agencies on booking. These organizations tend to prefer to locate individual customers in small hotels as well as the sales department in large hotels often cannot quickly, and most importantly - with positive results meet the demands of travel agencies, in addition, customers themselves prefer small hotels. Another way to promote services mini-hotel - it is advertising in various print and online - publications [1].

The above features of the functioning suggest that the operating expenses, the bulk of which is staff salaries are extremely low compared to conventional hotels, and therefore beneficial to the development of the business.

Much of the mini-hotel guests - repeats customers or people who have gone to a hotel on the recommendation of friends and acquaintances. These clients have personal discounts. The longer and more successful running the hotel on the market, the greater the percentage of its guests - regular customers. In fact, without resorting to advertising and measures to promote services company in a short period of time is a constant and guaranteed market in the face of regular customers.

Along with the main service in the form of accommodation, bed & breakfast provides additional services: a train station or airport transfers to the airport or railway station and back, visa services, tours, booking rail and air tickets, tickets in theaters, etc., becoming, in effect, a mini-holding company that acts as a hotel and travel agency.

Small staff and modest pace of today allow a mini-run hotel on the simplified system of taxation, which greatly simplifies record keeping and accounting, significantly reduces the tax burden. All documentation and accounting for tax reporting manager. Thus, there is no need to have a staff accountant.

Proper operation of the hotel requires a properly drawn up governing documents. Of course you can shout at employees that things are not as they should, fine, fire and hire new ones, but that they, in turn, - the same will not work representing their exact duties and for which they are fined.

To the staff knew how to work it and what are the responsibilities should be clearly prescribe it all in the regulatory documents that are signed by an employee for a job. Job descriptions for staff must be adapted to the production and not gathering dust in a corner of the library and wait for review by the Director for reporting.

Job descriptions are necessary to clearly define her position, duties, rights, and personal responsibility;

According to the labor law, the administration of the enterprise when applying for a job should define the responsibilities of each employee in accordance with their positions (this can be done in the presence of job descriptions);

Job descriptions provide an opportunity in a very short time to learn their duties and rights of new employees.

Instructions are needed to assess the completeness of the staff performing the duties assigned to them in evaluating. They create normal conditions for the proper organization of work, will avoid conflicts between staff and management.

Without a correct and well-written job description is simply impossible to effective personnel management, and, regardless of the size of the organization.

However, to ensure that job descriptions can effectively perform their tasks, a reality reflected in them, must conform to reality.

Great difficulties arise in small hotels in the personnel area, personnel working here should be "multi" for the hotel to remain profitable.

Hotel management system for small hotels to comply with certain requirements - focus not on the complicated management problems of large hotel complexes, and to take into account the specifics of the hotel with a small capacity and the number of guests. In the mini-hotel usually control in the hands of the owner or manager.

Managing a mini-hotel serves as the sales department, they are made in the conclusion of agency contracts with travel agencies that deal with tourism, and with agencies on booking. All documentation and accounting for tax reporting manager. Thus, there is no need to have a staff accountant.

Auxiliary services (security guards and maids) provide a process of the hotel complex, offering a laundry service, laundry service, room cleaning. From the point of view of a support service is an important and necessary as it is the service staff performs all functions related to their immediate service.

## Conclusion

Management functions are performed in accordance with the position occupied by the labor contract if an employee of the management company incorporated in the State of the personnel. Costs associated with a set of labor to cost of products, works and services.

Setting standards and working standards is quite specific content when it comes to workers whose working results can clearly measure (measure). This is such indicators as the number of output, sales volume, number of clients served, etc.

In this case, it may be established not only the required performance level, but also those for the operational behavior that allow the performer to achieve a high level of efficiency.

## References

- [1] D.A. Ashirov, "Personalnyi menedzhment" ["Personnel management"], Moscow: Publishing «Prospect», 2007. 432 p.