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To Study the Innovative Techniques & Role of Human Resource Management in Hospitality Industry

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Abstract: ***The purposeofstudying innovative techniques andthe role ofHumanResource Management in the hospitality industry is to understand how HR practices can contribute to the success of hotels, restaurants, and other hospitality businesses. It's allabout finding new ways to attract, train, and retain talented employees while also ensuring that they deliver exceptional guest experiences. It's a fascinating area to explore!***
Keywords: Human resource, management, innovation, challenges, hospitality.

I. INTRODUCTION

Human Resource Management is the process of recruiting, selecting, inducting employees, providing orientation, imparting training and development, appraising the performance of employees, deciding compensation and providing benefits, motivating employees, maintaining proper relations with employees and their trade. Human resource management (HRM) in the hospitality industry plays a critical role in ensuring the success of businesses within this sector. The hospitality industry, encompassing hotels, restaurants, event planning, and tourism, relies heavily on the effective management of its human capital to deliver exceptional customer experiences and maintain a competitive edge.

Humanresource management inthe hospitalityindustryinvolvesvariousfunctions, including recruitment, training and development, performance management, employee engagement,and labourrelations.Thisdynamicenvironment presentsanopportunityto exploreinnovative techniques and best practices in HRM that can enhance organizational performance,employee satisfaction, and ultimately, customer experience. By examining these innovative approaches, we can gain valuable insights into the evolving landscape of human resource management within the hospitality industry.

The hospitality industry is known for its dynamic and customer-centric nature, making it crucial for organizations within this sector to adapt and innovate inorder to staycompetitive. Human Resource Management (HRM) plays a pivotal role in supporting and driving innovation within the hospitality industry. Here are some innovative techniques and the role of HRM in the hospitality industry:

1) TalentAcquisitionandManagement:

- HRMcan useinnovativerecruitmenttechniquessuch associalmediarecruiting,talent analytics, and Notification to attract and retain top talent.
- Implementing talent management strategies that focus on identifying and nurturing high- potential employees to fill leadership roles and drive innovation within the organization.

2) TrainingandDevelopment:

- Utilizing technology-driven training methods such as e-learning platforms, virtual reality training, and mobile learning apps to enhance the skills and knowledge of hospitality employees.
- Developing specialized training programs that focus on creativity, problem-solving, and customer experience enhancement to foster innovation among employees.

3) EmployeeEngagementandEmpowerment:

- Implementing innovative employee engagement strategies such as flexible work arrangements, wellness programs, and recognition platforms to create a positive work environment that encourages creativity and innovation.

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- Empoweringemployeesbyinvolvingthemindecision-makingprocesses, encouraging idea generation, and providing resources for innovation initiatives.

4) TechnologyIntegration:

- Leveraging HR technology solutions such as advanced workforce management systems, artificial intelligence for talent acquisition, and data analytics for workforce planning and performance management.
- Collaborating with IT departments to ensure that hospitality employees have access to innovative tools and systems that enhance their productivity and efficiency.

5) Diversityand Inclusion:

- Developing innovative diversity and inclusion initiatives that promote a multicultural workforce, encourage diverse perspectives, and drive innovation through varied experiences and ideas.
- TheroleofHRM inthe hospitalityindustryistoleadandsupportthese innovativetechniques by:
- IdentifyingemergingtrendsandtechnologiesthatcanbeleveragedtoenhanceHR practices.
- Creatingacultureofcontinuouslearninganddevelopmenttofosterinnovationamong employees.
- Facilitatingcross-functionalcollaborationandknowledgesharingtodriveinnovationthroughout the organization.
- Ensuring that HR policies and practices alignwiththe organization's innovationgoals while maintaining compliance with industry regulations.

II. OBJECTIVES

1) To explore the role of human resource management in driving organizational success and competitive advantage within thehospitality industry

2) To analyze the impactof innovative HR practices on employee satisfaction ,retention and overall organizational performance in the hospitality industry

3) ToidentifythechallengesandopportunitiesfacedbyHRmanagers

III. REVIEW OF LITERATURE

In Hospitality industry, human resource is considered as one ofthe most valuable assets, and their effective utilization is closely linked to the performance of the organization. A human resource systemis a set ofdistinct but interrelatedactivities, functions, and processes that are directed at attracting developing and maintaining, or disposing of a firm's human resources . Although the role of human resource management believes to be more critical for industries and organizations working in services rather than the manufacturing sector but for effective management HRM is equally important for both organizations. Use of new technologies and new manufacturing setup can't be utilized to full strength without required human resource management (HRM) practices. To ensure this, organizations are required to carefullyevaluate their practices of HRM and to change them if needed to, ensure the improvement in the performance of employees.

A. Human Resource Management

An enterprises human assets or, put more conventionally, its human resources tend to be one the most significant costs for most hospitality enterprises. In most hotels the payroll is the single biggest cost item, whilst in restaurants and bars it is usually second only to material costs. Virtually every management decision affects, to a greater or lesser extent, the people working inthe organization. Most decisions are made withinanorg.(Tourismand hospitality management,Vol.15 ,issue1,pg-19-43)

B. Human Resource Management In As Personnel Management

Personnelmanagement is anadministrative functionwithinanorganizationthat oversees the hiring, organization and support of employee positions. A branch of human resources, personnel management focuses on recruiting the right individuals to fit a position and supporting those already working for the company. This area also functions as a tool for evaluating the hiring process and gaining insight into employee satisfaction. Personnel management professionals work to provide the resources and tools staff members need to thrive in their work environment every day.

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C. *Humanre Source Policies*

Human resource policies are formal rules and guidelines that businesses put in place to managetheiremployees.HRprocedures, ontheotherhand,arestep-by-stepinstructionsthat specify what actions should be taken to comply with these policies. Defining these policies and procedures is one of the core functions of human resource management.

HR procedures often take the formofstandard operating procedure (SOP) documents. Here's an example of what a documented HR policy looks like in Nuclino, a unified workspace for allyour team'sknowledge, docs, and projects – create anaccount and start documenting your HR policies in one central place:

HRpolicyexampleNulico

HRpoliciescovera varietyofdifferentaspectsofhumanresourcemanagement,suchas:

1) Recruitment
2) Dresscode
3) Overtimecompensation
4) Vacation
5) Sickdaysandpersonalleave
6) Performanceevaluation
7) Termination
8) The purposehttps://www.nuclino.com/articles/hr-policies-procedures

a) Recruitment In HRM

Recruitment canbe considered the principal functionofthe Humanresource department. It is a process that includes sourcing, screening, and shortlisting. It refers to the process of identifying the staffing need and then filling it. The whole process includes identifying, attracting, interviewing, selecting, and onboarding the right candidates for the organization.

b) What is Recruitment Process?

Arecruitment process involves activities like identifying different sources of labour supply fromwhichapplicationsofprospective employees may beobtained;evaluating the validityof different sources; choosing the most suitable source; and attracting and motivatingprospective candidates to apply for the vacant jobs.

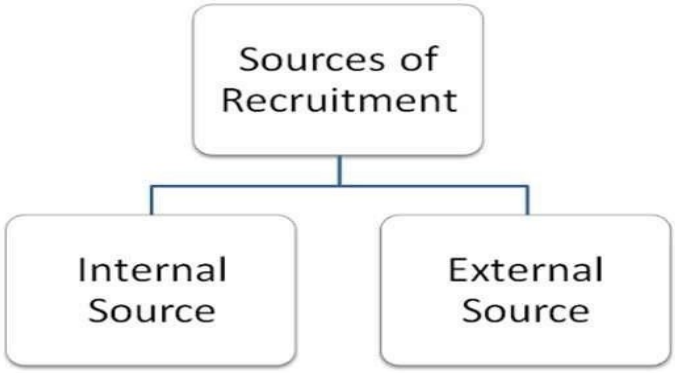
Hospitality industry follows its own recruitment process, but there are some basic steps that are followed by most the organization, which are listed here:



c) Types of Recruitment

For Hospitality industry, recruitment is a crucial part of developing and maintaining an effective and efficient team. A good recruitment strategy will cut down the wastage of time and money, which would have incurred for extensive training and development ofunqualified resources.Have you ever thought of, how a recruiter finds the right candidates?

Recruiters use different methods to source, screen, shortlist,and select the resources as per the requirements of the organization. Recruitment types explain the means by which anHotels reaches potential job seekers.



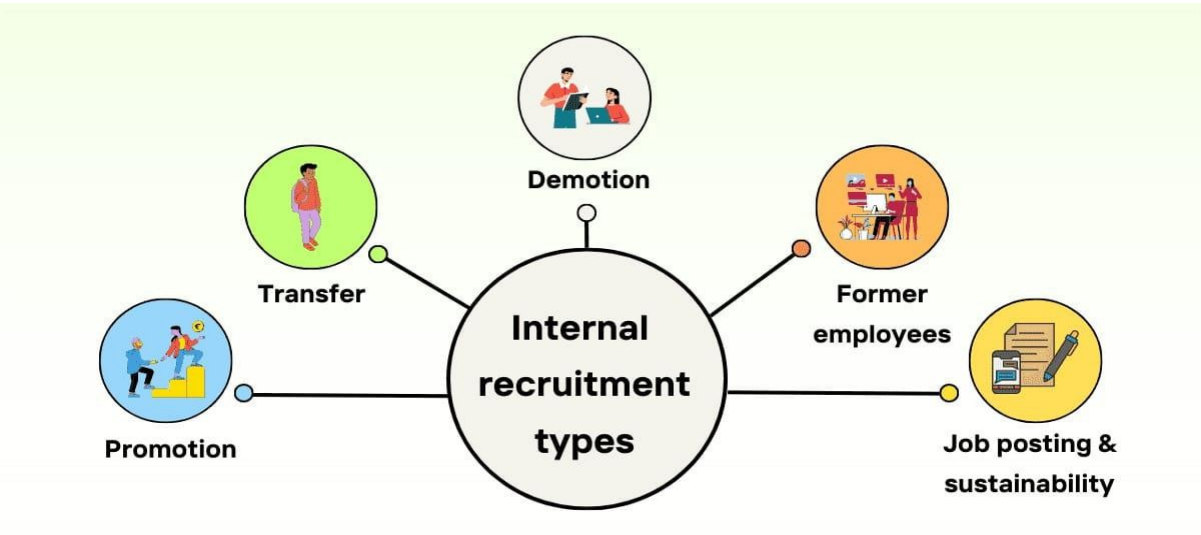
We will shed some light on the secrets of hiring and recruiting methods, used bythe recruiters. Recruitment is broadly classified into two different categories − Internal Sources and External Sources.https://www.tutorialspoint.com/recruitment_and_selection/types_of_recruitment.htm

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d) Internal Source Of Recruitment Process

Internal recruitment sources refers to the process of filling job vacancies or positions within an organization by promoting or hiring existing employees. This recruitment source is an effective way for companies to retain their current workforce and encourage employeeloyalty and motivation. Many methods of internal hiring are possible, including promotions, transfers, job rotations, and employee recommendations. Hotels can take use oftheir existing talent pool, boost employee retention rates, and boost employee morale and motivation by offering possibilities for career growth by filling job openings internally.

HereisalistoffivepopularinternalsourcesofrecruitmentwhicharePromotion, Transfer, Demotion, Former Employees, Job Posting, and Suitability. So what are you waiting for? In this article we have given you all in-detail information on internal recruitment types. So stick with us to the end.



- Promotion:

One ofthe most popular type ofinternalrecruitment source is promoting existing employees. It entails locating and elevating current personnel to senior positions within the company. This can be a terrific method for businesses to keep their best employees and give them chances to advance their careers. Employee NPS, or Net Promoter Score, is often used as a valuable metric to gauge employee satisfaction and engagement in such internal promotion processes.

- Transfer:

Refers to the relocation of an staff from one post department to another within the same Hotel. It is the most important component of internal recruitment. Hotels frequently use competent and experienced workers who are already acquainted with the hotels policies, culture, and operations to fill open positions.

- Demotion:

Moving a person from a higher-level employment role to a lower-level one is a feature of internal recruitment sources. Several factors, including subpar job performance, organizational restructuring, or modifications in business requirements, might cause this.Therefore,the demotioncan be difficult to processas it affectstheir levelofjobstability, salary, status, and self-worth. Also, it might lead to a modification of responsibilities, tasks, and working conditions. Hotel can maintain their talent pool, encourage employee development, and accomplish their business goals by handling it sensibly, openly, and fairly. Employeescan learn fromtheir experiencesand continue to make significant contributionsto the organization while also learning from their experiences and growing personally.

e) Disadvantages of internal recruitments ources:

Internal recruiting, or elevating current employees to fill unfilled roles, can offer several benefits, including reducing the time and cost spent on hiring and training new employees, fostering employee loyalty, and assuring a strong culturalmatch. However, it canalso have a few typical flaws, including the following:



https://xobin.com/blog/internal-recruitment-source-in-detail-types-advantages-much-more

External sources of recruitment lie outside the organisation. These outnumber internal sources.

*1) Employment Exchanges***:**

The National Commission on Labour (1969) observed in its report that in the pre- Independence era, the main source of labour was rural areas surrounding the industries. Immediately after Independence, National Employment Service was established to bring employers and job seekers together.In response to it, the compulsory Notification of A study conducted by Gopalji on 31 organisations throughout the country also revealed that recruitment through employment exchanges was most preferred for clerical personnel i.e., white-collar jobs.

2) EmploymentAgencies:

In addition to the government agencies, there are a number of private employment agencies who register candidates for employment and furnish a list of suitable candidates from their data bank as and when sought by the prospective employers. ABC Consultants, Datamatics, Ferguson Associates, S B Billimoria, etc. arethe popular private employment agencies inour country. Generally, these agencies select personnel for supervisory and higher levels. The main function of these agencies is to invite applications and short list the suitable candidates for the organisation. Of course, the final decision on selection is taken by the representatives of the organisation. At best, the representatives of the employment agencies may also sit on the panel for final selection of the candidates.The employer organisations derive several advantages through this source.

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3) Advertisement:

Advertisement is perhaps the most widely used method for generating many applications. This is because its reach is very high. This method of recruitment can be used for jobs like clerical, technical and managerial. The higher the position in the organisation, the more specialized the skills or the shorter the supplyof that resource in the labour market, the more widely dispersed the advertisements is likely to be. For example, the search for a top executivemightincludeadvertisements inanationaldailylike'TheHindus.Some employers /companiesadvertisetheirpostsbygivingapost box numberorthenameofsomerecruiting agency This is done to particularly keep own identity secret to avoid unnecessary correspondence with the applicants.

4) Professional Associations:

Very often, recruitment for certain professional and technical positions is made through professional associations also called ' Headhunters'. Institute of Engineers, Indian Medical Association, All Indian Management Association, etc., provide placement services for their members. Forthis, theprofessionalassociationsprepareeither list ofjobseekersorpublishor sponsor journals or magazines containing advertisements for their members.The professional associations are particularly useful for attracting highly skilled and professional personnel. However, inIndia, this isnot averycommonpracticeandthosefewthat providesuchkindof service have not been able to generating a large number of applications.

5) Campus Recruitment:

This is another sourceofrecruitment. Though campus recruitment is a common phenomenon particularly in the American organisations, it has made its mark rather recentlyOf late, some organisations such as HLL, HCL. L &T, CitiBank, ANZ Grindlays, Motorola, Reliance etc., in India have started visiting educational and training institutes/campuses for recruitment purposes.Examples of such campuses are the Indian Institutes of Management, Indian Institutes of Technology and the University Departments of Business Management. For this purpose, many institutes have regular placement cells/offices to serve as liaison between the employers and the students.

6) Deputation:

Anothersourceofrecruitment isdeputation, i.e.,sendinganemployeeto anotherorganisation for a short duration of two to three years. This methodof recruitment is practiced, in a pretty manner, intheGovernment Departmentsandpublicsectororganisations.Deputationisuseful because it provides readyexpertise and theorganisationdoes not have to incur the initialcost of induction and training.

7) Word-of-Mouth:

Some organisations in India also practice the 'word-of-mouth' method of recruitment. Inthis method, the word is passed around the possible vacancies or openings in the organisation. Anotherformofword-of-mouthmethodofrecruitmentis"employee-pinching"i.e.,the employees working in another organisation are offered an attractive offer by the rival organisations. This method iseconomic, bothintermsoftimeand money.Someorganisations maintain a file of the applications and bio-data sent by job-seekers. These files serve as very handy as and when there is vacancy in the organisation.

8) Raiding orPoaching:

Raiding or poaching is another method of recruitment whereby the rival firms by offering better terms and conditions, try to attract qualified employees to join them. This raiding is a common feature in the Indian. Hotel .For example, several executives of HMT left to join Titan Watch hotel, so also exodus of pilots from the Indian Airlines to join private air taxi operators. Whatever may be the means used to raid rival firms for potential candidates, it is often seen as an unethicalpractice and not openly talked about. In fact, raiding has become a challenge for the human resource manager.

EvaluationofExternalSources:

Like internal sources of recruitment, external sources are mixed of advantages and disadvantages.
Thefollowingarethemain advantages:

1) Open Process:

Being a more open process, it is likely to attract large number of applicants/ applications. This, in turn, widens its options of selection.

2) AvailabilityofTalented Candidates:

With large pool of applicants, it becomes possible for the organisation to have talented candidates from outside. Thus, it introduces new blood in the organisation.

3) Opportunitytoselect thebest candidates:

With large pool of applicants, the selection process becomes more competitive. Thisincreases prospects for selecting the best candidates.

4) Provideshealthycompetition:

As the external members are supposed to be more trained and efficient. With such a background, they work with positive attitude and greater vigour. This helps create healthy competition and conducive work environment in the organisation.However, the external sources of recruitment suffer from certain disadvantages too:
Theseare:

5) ExpensiveandTimeConsuming:

This methodofrecruitment isbothexpensive and time consuming. There is no guaranteethat organisation wall get good and suitable candidates.

6) UnfamiliaritywiththeOrganisation:

As candidates come from outside the organisation, they are not familiar with the tasks, job nature and the internal scenario of the organisation.

7) DiscouragestheExistingEmployees:

Existing employees are not sure to get promotion. This discourages themto work hard. This, in turn, boils down to decreasing productivity of the organisation.Now the question arises is: Where from can an organisation recruit potential job seekers? Table 6.1 offers someguidance. The source that is used should reflect the local labour market, the type or level of position, and the size of the organisation.
https://www.yourarticlelibrary.com/recruitment/sources-of-recruitment-external-and-internal-sources-of-recruitment/35267
Hotel executives need to devise a well-managed and robust talent management strategy that creates a culture of ongoing development, high performance, and organization-wide commitment to providing top-notch service in a practicalway. In this article, we are going to examine the value of talent management and how hoteliers can include high levels of customer centricity in the hospitality industry for optimum results.
Some innovative techniques in Human Resource Management that are particularly relevant to the hospitality industry include:-

a) Personalized training and development program:Personalized training is the key to employee success in the workplace. There should be no “one size fits all” when it comes to training, simply because there is no “one size fits all” approach to learning. There is anurgent need to improve learning and development inthe workplace due to highly competitive industries, changing workforce demographics, and the need to constantly re-skill.https://1huddle.co/blog/personalized-training-development/

b) Recruitment and staffing – In this section respondents were questioned aboutrecruitment planning, its extension, but also what strategies are in place do reduceturnover. Concerning HR planning only 38,5% of respondents reported havinga recruitment plan in place and 52,6% of these plans extended for only one year, 31,6% between one and three years and only 15,8% extended for more than five years.Literature review indicates that HR planning is one of the most important aspects of HRM, indispensable basis for all other practices. It must regard mediumand long-rangeterms in order to conciliate organizations goals and employee’s needs and perspectives.Conventionally the answers to these questions will be provided by job analysis,the job description and person specification, which allow the candidatesto gaugetheir chances of being appointed.

c) Retention of employee: Human resource people must be aware of all the laws that affect the workplace. AnHRM professional might work with some of the HRM Retention involves keeping and motivating employees to stay with the organization. Compensationisa major factoremployeeretention,but thereareotherfactorsaswell. Ninety percent of employeesleave a Hotel for the following reasons:

- Thejobtheyare performing
- Challengeswiththeirmanager
- Poorfit withorganizationalculture
- Poorworkplaceenvironment

Despite this, 90 percent of managers think employees leave as a result of pay. As aresult, managersoftentrytochangetheircompensationpackagestokeeppeoplefrom leaving,whencompensationisn'tthereasontheyareleavingatall."RetentionandMotivation (Page 189)" and "Employee Assessment (Page 321)" discuss somestrategies to retain the best employees based on these four factors.https://chat.openai.com/c/1d0f73fb-6d2a-4a38-ba59-e7fb0bf64313.

InnovativetechnologyinHRM

1) Data Analytics: Utilizing data to make informed HR decisions, such as predictive analytics for talent acquisition and workforce planning.
2) Artificial Intelligence (AI): Implementing AI for tasks like resume screening, chatbots for initial candidate interactions, and predictive analytics for employee retention.
3) Employee Wellness Programs: Focusing on holistic well-being, offering programs like mindfulness workshops, fitness incentives, and mental health support.
4) Gamification: Introducinggame-likeelementsto traininganddevelopment programs to enhance engagement and skill acquisition.
5) Remote Work Strategies: Developing policies and tools for effective remote work, considering flexible schedules,virtualcollaborationtools,andemployeewell-being in virtual environments.
6) Agile HR: Adopting agile methodologiesto enhance flexibilityand responsiveness in HR processes, particularly in areas like project management and performancereviews.
7) Personalized Learning: Providing customized learning paths for employees,utilizing e-learning platforms and adaptive technologies.
8) EmployeeExperienceDesign: Applyingprinciplesofdesignthinkingto enhancethe overall employee experience, from recruitment to offboarding.

These innovative approaches help HRM adapt to changing workplace dynamics and contribute to creating a more efficient and employee-centric work environment.
https://www.hospitalitynet.org/opinion/4088146.html.

HRDPractices-AGlimpse
HRDhasassumedincreasingroleandsignificanceoverthelastfewyearsandthe managementlooksuponthisactivityastheonemainlyresponsibleforcopingwithchanges.
Not only has HRD function been made responsible for recruiting and developing the individuals in the organisation, but the concern is also to ensure that this precious asset is not lost to the organisation, particularly since due to competition, better pay and perks are available to lure away talented personnel. (C.V.Subramaniam ,Human resource management chpt-26 pg-111)
Dwyer & Edwards (2009) lastly argue that the hotel companies must start innovative employee screening process at the time of recruitment as this will enable the organization to recruit the trait-oriented employees and also this will increase the employee satisfaction and employee retention resulting into improved satisfaction of guests.

IV. RESEARCH METHODOLOGY TITLE OF RESEARCH

A. Collection Of Data

1) Primary data:-The primary data consist of information collected through questionnaires cum personal interviews. The questionnaires consist of basic information about topic and survey done on it.

2) Secondary data:-The secondary data consists of individual information gathered by the researcher through text book , internals and magazines.

B. ANALYSISOFDATA:-

Data collected from the questionnaire is presented in the form of tables and graphs and is presented in the result and discussion chapter.

V. RESULTANDDISCUSSION

Table1

ImportanceandeffectofHRmanagementindrivingorganizationalsuccessin the hospitality industry.

Sr.No	Particulars	Respondents	Percentage
1	Extremelyimportant	29	50%
2	Veryimportant	21	36.2%
3	Moderatelyimportant	7	12.1%
4	Slightlyimportant	1	1.7%
5	Total	58	100%

Fromthe above table it has observed that 50% agree effect ofHR management is driving organizationalsuccessinthe hospitalityisextremelyimportantwhereas36.2%said it isvery important ,12.1% agree with slightly important & only1.7% saysis not important at all.

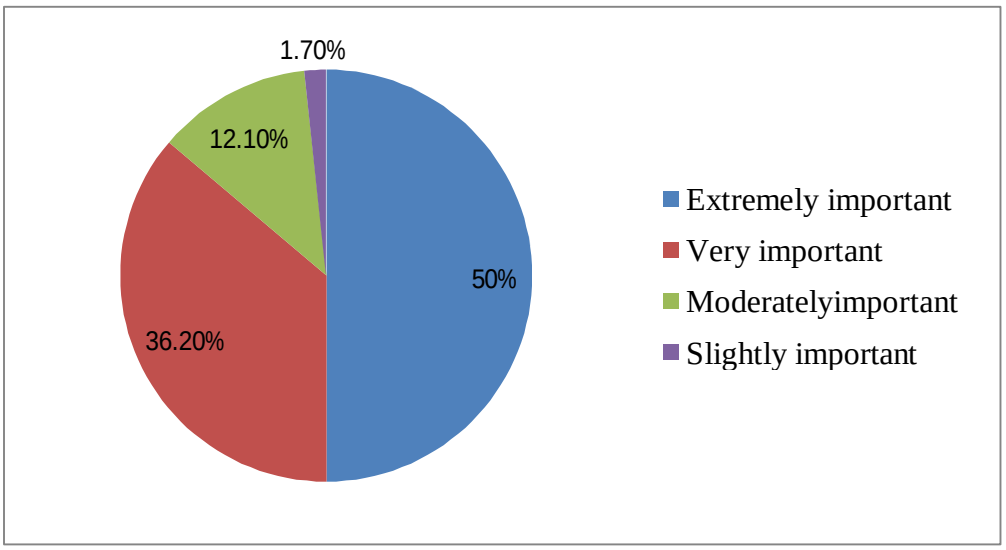


Fig. 1

Table.02

Employeesatisfactionandengagementinfluencetheoverallsuccessofa hospitality industry.

Sr.No	Particulars	Respondents	Percentage
1	Positively	50	50%
2	Negatively	1	1.7%
3	Noimpact	4	6.9%
4	Notsure	3	5.2%
5	Total	58	100%

From the above table it has been observe that 50% agreeemployee satisfaction and engagement influencetheoverallsuccessofthehospitalityindustrypositivelywhereas1.7% responds negatively ,6.9% says no impact and5.2% are not sure.

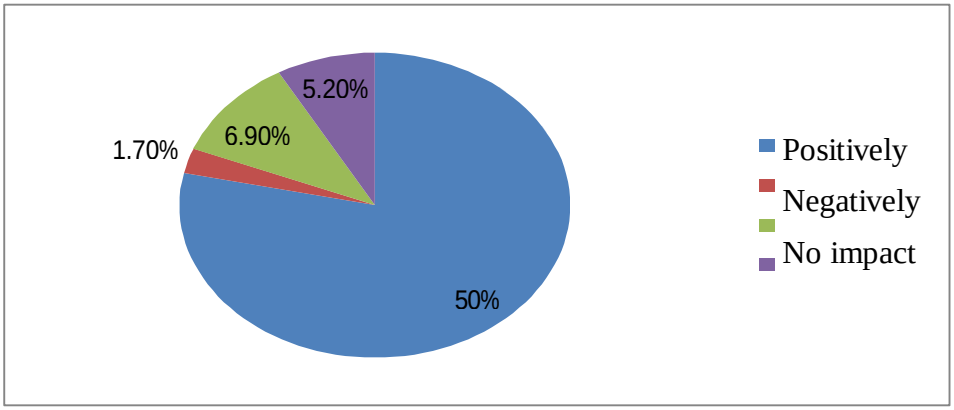


Fig.2

Table.3
HRpracticesbelievehavethemostsignificantimpactongainingacompetitive advantage in the hospitality industry

Sr.No	Particulars	Respondents	Percentage
1	Recruitmentand selection	21	36.2%
2	Trainingand development	35	60.3%
3	Performance management	15	25.9%
4	Compensationand benefits	15	25.9%
5	Employee engagement	7	12.1%
6	Total	58	100%

Fromthe above table it has been observe that 36.2%respondent saysrecruitment and selectionHR practice believe have the most significant impact on gaining a competitive advantage inthe hospitality industry, 60.3% saystraining and development ,25.9% says performance management,25.9%sayscompensationbenefitsand12.1respondentssays employee engagements.

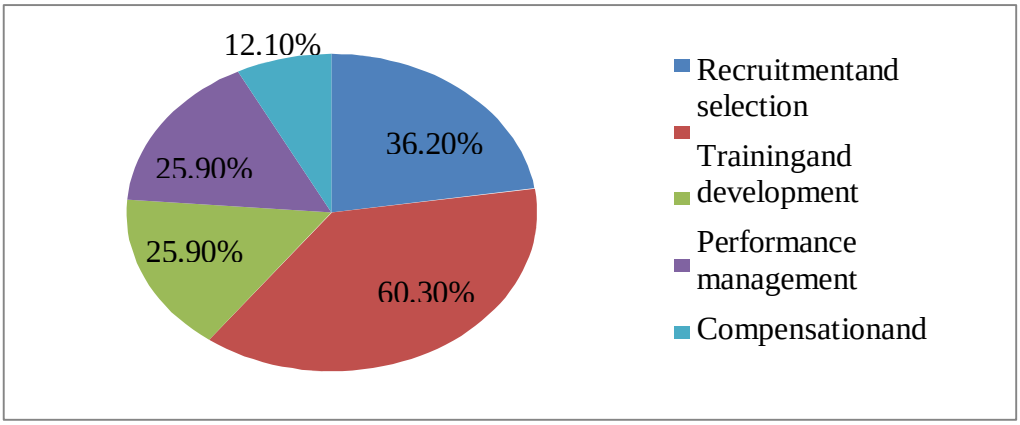


Fig.03

Table.4

ChallengesfacedbyHRmanagerswhenimplementingeffectiveHRpractices in the hospitality industry.

Sr.No	Particulars	Respondents	Percentage
1	Highturnoverrate	8	13.8%
2	Seasonalstaffing need	28	48.3%
3	Languagebarriers	6	10.3%
4	Other	16	27.6%
5	Total	58	100%

Fromtheabovetableobservedthat 48.3%respondent saysseasonalstaffingneedchallenge is faced by HR mangers when implementing effective HR practices ,While 13.8% says high turnover rate, 10.3% says language barriers and 27.6 says other challenges can faces by HR manager.

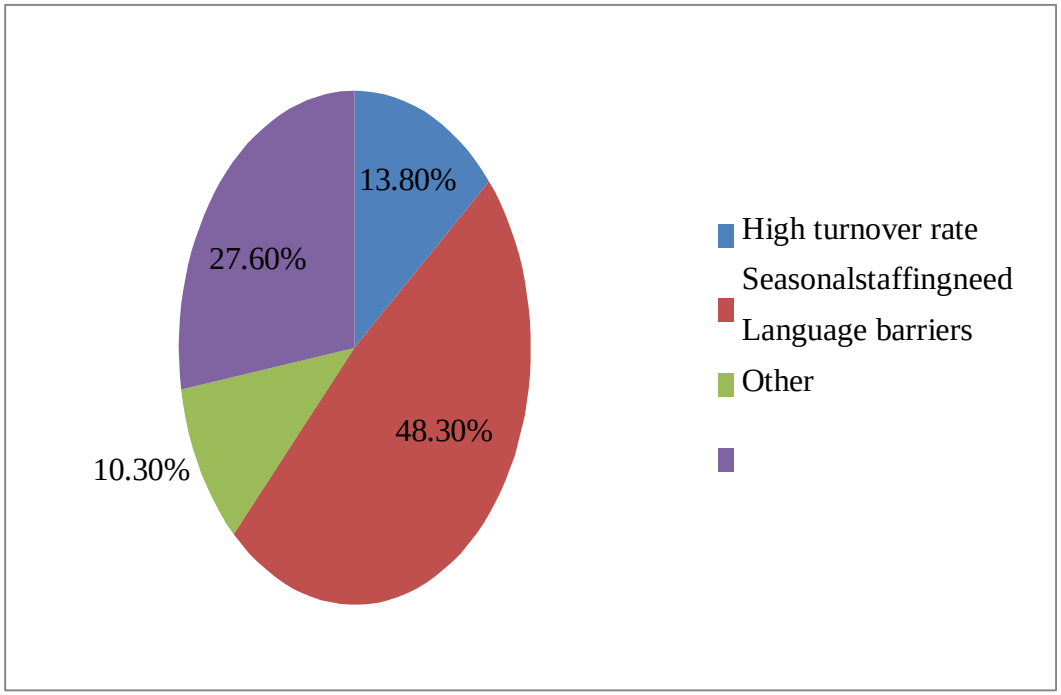


Fig.04

Table.5

Familiarareyouwiththeconceptofinnovative HRpractices inthe hospitality industry.

Sr.No	Particulars	Respondents	Percentage
1	Familiar	29	50%
2	Somewhat familiar	27	46.6%
3	Notfamiliarat all	2	3.4%
4	Total	58	100%

Fromtheabovetableobservethat 50%respondent saysfamiliarwiththeconceptof innovative HR practices hospitalityindustry while 46.6% agree with somewhat familiar and 3.4% says not familiar at all

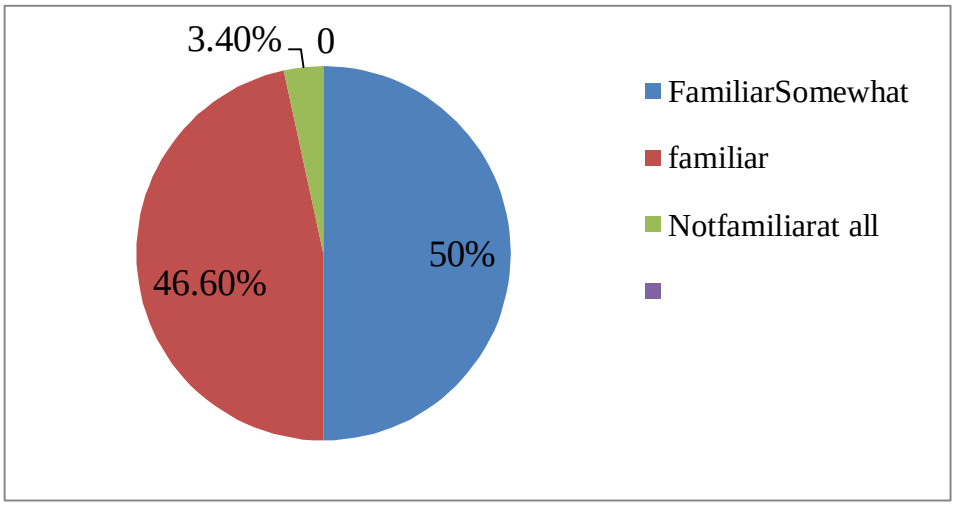


Fig.5

Table.6
Jobenrichmentprocessinthehotel

Sr.No	Particulars	Respondents	Percentage
1	Yes	52	89.7%
2	No	6	10.3%
3	Total	58	100%

Fromtheabovetable it hasbeenobservedthat 89.7%respondent sayYes forjob enrichment process in the hotel while 10.3% says no.

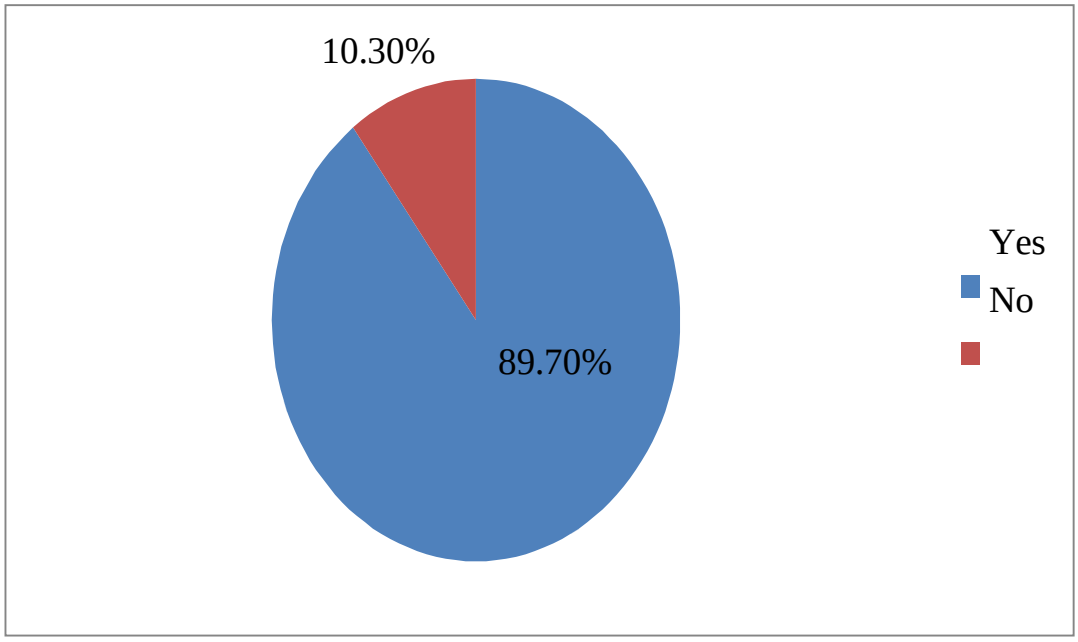


Fig.6

Table.7
Employeesqualificationvaluesinthe hotel

Sr.No	Particulars	Respondents	Percentage
1	Yes	49	86%
2	No	8	14%
3	Total	57	100%

Fromthe above table it has been observed that 86% respondent says Yes employee qualificationvalues inthehoteland14%saysemployeesqualificationnotvalues inhotel.

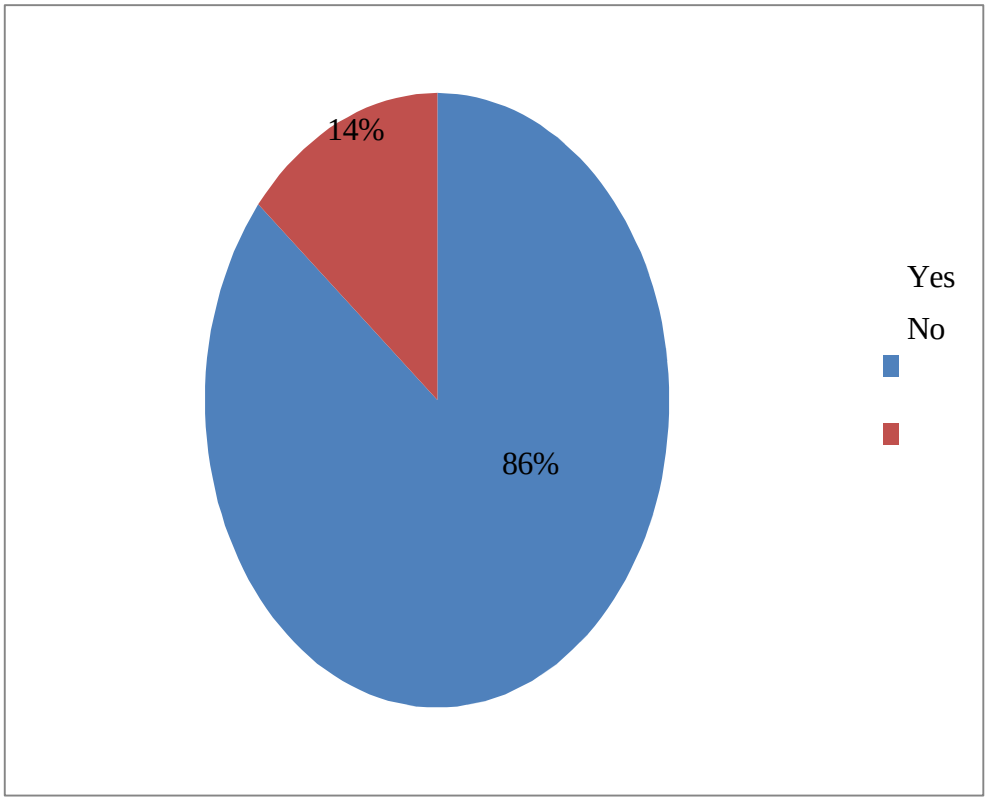


Fig.7

Table.8
Inrecruitmentprocess,sourcesusedbyhotel

Sr.No	Particulars	Respondents	Percentage
1	External	30	51.7%
2	Internal	28	48.3%
3	Total	58	100%

Fromtheabovetable it hasbeenobservedthat 51.7%respondent saysin recruitment process, External source used by hotel. While 48.3% says Internal source is use.

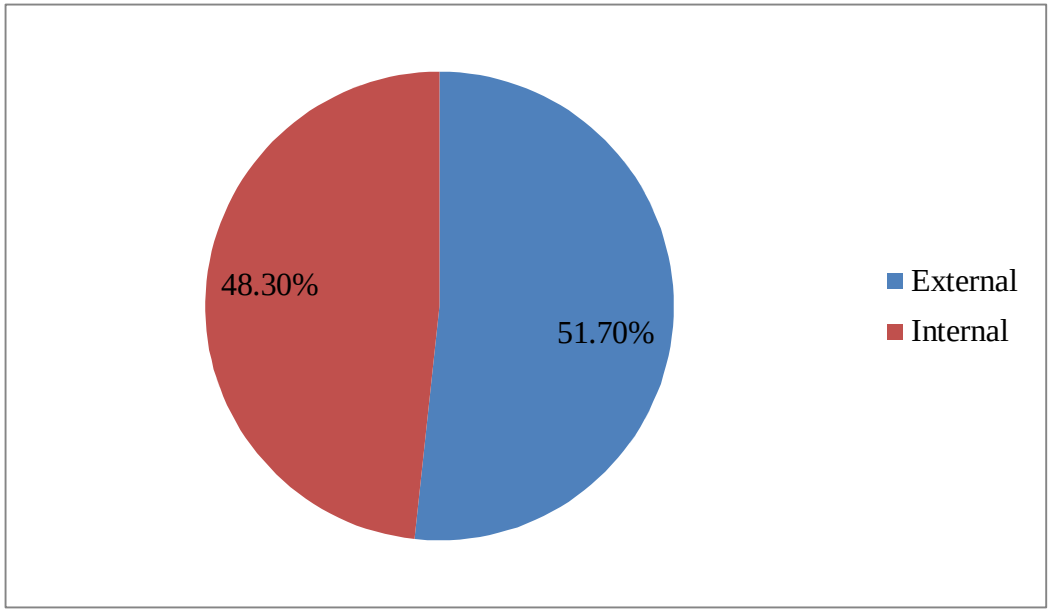


Fig.8

VI. SUMMARY

To summarize the study , it is illustrated thatinnovative techniques in Human Resource Managementis essential in the hospitality industry to attract, retain, and develop top talentfor exceptional guest experiences and sustainable business success. Key innovativetechniques include personalized training programs, technology-driven recruitment processes, employee wellness initiatives, cross-training opportunities, and diversity and inclusion initiatives. HR professionals play a strategic role in shaping the employee experience, fostering a positive workplace culture, and driving innovation in the hospitality sector. By implementingthese innovativeHRtechniques,professionalscancreatea motivated,engaged, and high-performing workforce that delivers exceptional service and drives business growth in this competitive industry.

By the survey done by this study it has been observed that the Effective HRM driving organizational success in the hospitality is extremely important.Employee satisfaction and engagement influence the overall success of a hospitality.Training and development HR practice believe have the most significant impact on gaining a competitive advantage in hospitality industry. Seasonal staffing need is mostly challenge faced byHR manager when implementing the HR practices in industry.The concept of Innovative HR practices are familiar in hospitality industry. Job enrichment process values in hotel.By the research study we can obversed that employee qualification values in hotel.In recruitment process most probablybothe the sourcescanused by hoteli.e.InternalorExternal..Bythe researchdone we can observed some points about Role ofHuman resource Management in hospitalityindustry.

VII. CONCLUSION

It is concludes that studying innovative techniques and the role of Human Resource Management in the hospitality industry is crucial for professionals looking to excel in this dynamic and competitive sector. By conducting research, enrolling in relevant courses, attending conferences, seeking mentorship, joining professional associations, conducting interviews and surveys, and staying updated onindustrytrends, individuals cangain valuable insights into the latest HR practices that drive business success inthe hospitalityindustry. By stayinginformedandcontinuouslylearningaboutinnovativeHRtechniques,professionals can enhance their skills, make informed decisions, and contribute to the overall success of their organizations. Embracing innovation in HR practices is essential for staying ahead ofthe curve and adapting to the ever-evolving landscape of the hospitality industry.

VIII. SUGGESTIONS

1) Conduct Research: Start by conducting thorough research on the latest trends, best practices, and innovative techniques in Human Resource Management within the hospitality industry. Look for academic journals, industry reports, and case studies to gather insights.

2) Enrollin Relevant Courses: Consider enrolling incourses or programs that focus on Human Resource Management in the hospitality industry. Look for online courses, workshops, or certifications offered by reputable institutions or professional organizations.
3) Attend Conferences and Seminars: Attend industry conferences, seminars, and networking events to stay updated on the latest HR practices and innovations in the hospitality sector. These events provide opportunities to learn from industry experts and network with peers.
4) Seek Mentorship: Connect with experienced HR professionals in the hospitality industry who can provide guidance, share insights, and mentor you in your career development. Their expertise and experience can be invaluable in understanding innovative HR practices.
5) Join Professional Associations: Consider joining professional associations related to Human Resource Management in the hospitality industry. These associations offer resources, networking opportunities, and access to industry knowledge that can help you stay informed about innovative techniques.
6) Conduct Interviews and Surveys: Consider conducting interviews or surveys with HR professionals, industry experts, and employees in the hospitality sector to gather firsthand insights on innovative HR practices and their impact on business performance.
7) Stay Updated: Continuously monitor industry publications, blogs, and websites to stayupdated onthe latest trends, technologies, and best practices in Human Resource Management within the hospitality industry.

IX. RECOMMENDATION

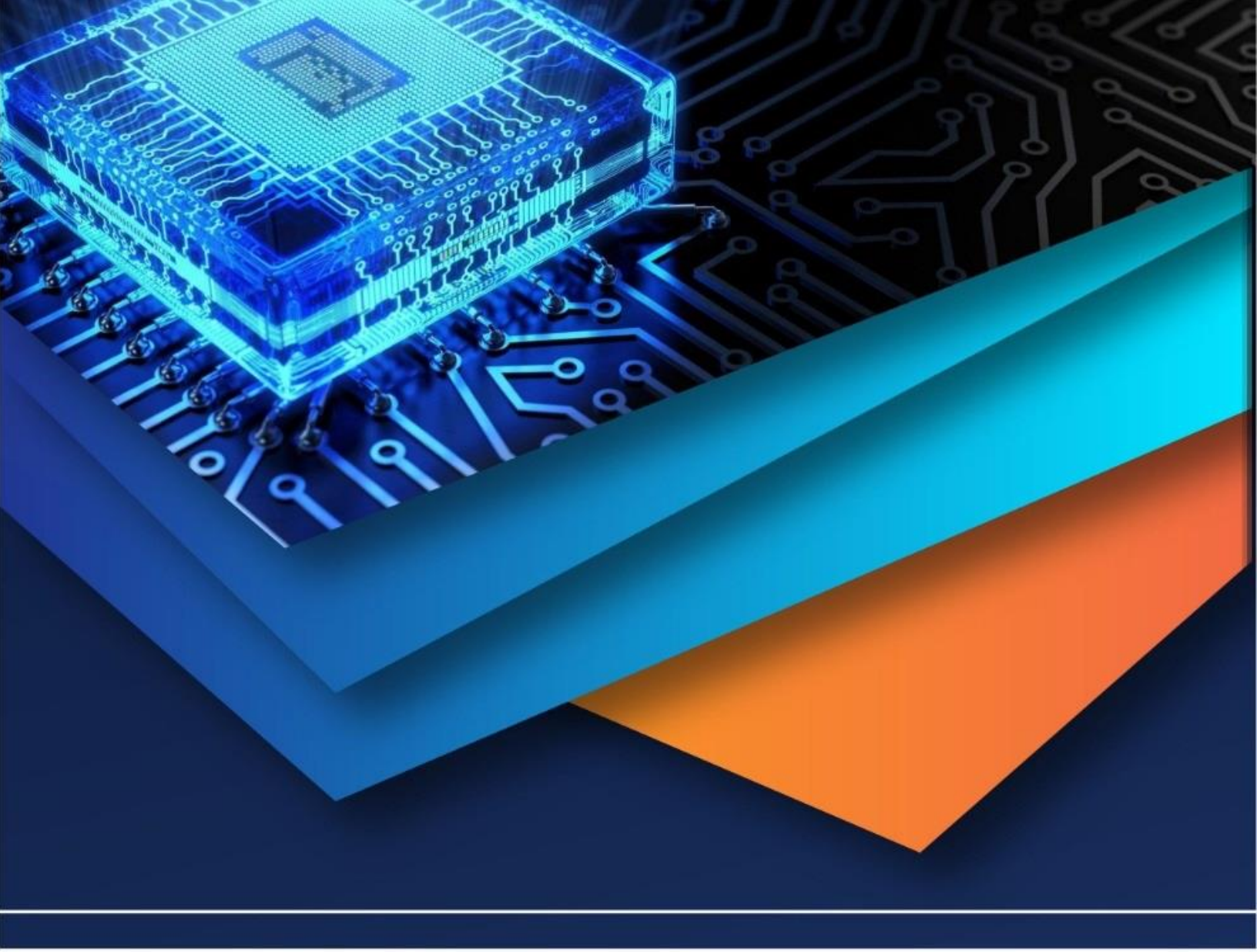
1) Takeonline coursesorattend workshopsspecificallyfocused oninnovative HRtechniques inthe hospitalityindustry. Lookfor coursesoffered byreputable organizationsoruniversities that specialize in hospitality management.
2) Join professional organizations such as the Society for Human Resource Management (SHRM) or the Hospitality Human Resources Association (HHRA) to network with industry professionals and stay updated on the latest trends and best practices.
3) Read books and articles written by experts in the field of HR management in the hospitality industry. Some recommended books include "Strategic Human Resource Management inHospitality" byMichaelBoella and StevenGoss-Turner, and "The Routledge Handbook of Hospitality Management" edited by Conrad Lashley and Alison Morrison.

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