



Marketing and HR Issues in Hospitality Industry

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ABSTRACT

The purpose of this paper is to reveal the Marketing and HR issues in Hospitality Industry in this Competitive World. We live in a marketing world the hospitality industry is a several billion dollar industry that mostly depends on the availability of leisure time and disposable income. The hospitality industry is a broad category of fields within the service industry that includes lodging, event planning, theme parks, transportation, cruise line, and additional fields within the tourism industry. A hospitality unit such as a restaurant, hotel, or even an amusement park consists of multiple groups such as facility maintenance, direct operations (servers, housekeepers, porters, kitchen workers, bartenders, management, marketing, and human resources etc.). In this Globalised World Hospitality Industry facing many issues relating to Marketing and Human Resources .Marketing in the fields of Hospitality is one of cutting edge and most challenging themes of recent years. Many Hotels, Restaurants, Airlines companies, are to be done an effective marketing in terms of Advertisements in the Business Magazine, Local Newspapers, Television Etc When you make a poor hire, it can have serious consequences on morale, turnover, even profitability. Take the time to do it right the first time. Sometimes this includes investing in a good assessment program, so that you really get to see what's going on behind the façade. Most hotel brands do not invest in pre-employment assessments; they do not realize what this lack of knowledge is costing them. Particularly if you have lots of new hire turnover, the reason is often the lack of investment in this area, Meeting HR challenges will require some effort and focus. However, using some strategies and tactics, will be working smarter, not harder

KEYWORDS

Marketing Issues, HR Issues, Hospitality services

INTRODUCTION

The hospitality industry is a broad category of fields within the service industry that includes lodging, event planning, theme parks, transportation, cruise line, and additional fields within the tourism industry. The hospitality industry is a several billion dollar industry Marketing and Human Resource is very important to drive the industry successfully in this world. Where Marketing Deals with Promotion of Brand, Advertisement, Etc., and Human Resource Management is an organizational function which helps in providing proper direction to the people working in an organization. It also helps in managing and recruiting man power. But the main challenge arises during staffing. You have to decide as in to use independent contractors or employees to fill the organizational needs. Recruiting and training the right employees, making sure they are high performers, dealing with their performance factors, and ensuring your personnel and management practices conform to various regulations.

Marketing Challenges in the Hospitality Industry:

The United Nations World Tourism Organization (UNWTO) notes that, despite downturns in the world economy, the tourism industry continues to grow and expand. Marketing in Hospitality Industry requires a specialized knowledge of the tourism industry, including tourism options and the clientele. By relating to the unique issues that play out in the tourist industry, a marketer can create a campaign that will successfully attract people to the sites, products and services he wishes to promote.

Populations

Marketers who work in the tourism industry must learn to create marketing campaigns that will reach the population they wish to target. People tend to travel in groups or to destinations that match their age group and family situation. Marketers who promote an adventure park or a family travel packages will want to reach tourists who will travel with children. Marketers who want to advertise a singles tour will search for ways to target the singles market, and depending on the tour package, will look for the correct singles age-range population to whom to market the package. Tour marketing companies

who intend to fill a Christian trip to the Holy Land, for example, will advertise the tour among Christian groups, since the trip's purpose of Christian spiritual exploration will appeal to individuals who want a Christian experience.

Current Events

Marketers who work in the tourism industry must stay abreast of developments that may affect the tourism industry. Security and political events throughout the world affect the industry in many countries and tourism marketers should build marketing campaigns that consider the geopolitical climate of any area before trying to present it to tourists. This often presents challenges to marketers who must help tourists find safe ways to travel to seemingly dangerous areas. On the other hand, this can also become a tourist market in itself, as a tour marketer can market "fact-finding" tours to encourage people who have an interest in a certain geographic location to travel to the area and learn more about the issues that cause the present climate of unrest.

Specialty Tourism

Tourism marketers must stay on the cutting edge of the industry, noting the different options for tourism that travelers want. Many tourists do not want to simply walk around and see sites. They want to participate in trips that will allow them to challenge themselves through their travels. A tourism marketer can creatively market trips to appeal to individuals who want to find adventure, perform community service, study, participate in ecological activism, join an ecotourism or genealogical heritage tour or otherwise involve themselves in a unique form of travel. Marketing to travelers who search for such specialty tourism can spell success for a tourism marketer.

Challenges faced by HR in the Hospitality Industry:

The main challenges faced by the Human Resource in the Hospitality Industry are:

- Managing Knowledge Workers
- Managing Technological Challenges
- Developing Leadership

Managing Knowledge Workers:

The globalization of work and continuing advances in technology are changing the nature of the workforce. Information specialists called knowledge workers are equipped to maintain and expand the technological leadership role in the next century are replacing the manual labour also known as the blue-collar workers. Knowledge workers are known for their special characteristics. They are people who can analyse, synthesize and evaluate information to solve various problems. Knowledge workers basically use their intellect to transform ideas, products services and processes. Their main value to an organization is their ability to gather and analyse information and make decisions that will benefit the company. Managing these set of employees plays a very important role in the growth of the organization. Because of their own hand experience they fail to obey the management principles. A knowledge worker's personality is typically an achievement oriented one. These people focus on achieving their individual goals and not in the growth of the organization. For example when a new employee joins to an organization and he has less experience he doesn't follow the management principles. These types of workers are called knowledge workers.

Managing Technological Changes:

Technology has had a positive effect on internal operations for an organization but also has changed the way human resource managers' work. Some managers in the hospitality industry view the application of technology to operational issues as a problem. It is true because the technological systems used in the bar, front office, restaurants etc. are far more advanced and complicated today than those available only a short time ago, and these systems continue to advance rapidly. They take a lot of time to adjust to these new technologies. Preparing workforce to approve new technologies is very tough. Getting the approval of IT and other technologies by all levels in a company is a huge challenge face by hospitality organizations. For example when the systems are updated and new technology has been introduced the worker finds it difficult to adapt to it. He does not show a positive attitude towards it.

Developing Leadership:

Business environment is changing at a faster rate than ever before. In this environment, organizations need to be self driven by effective leaders. They have to be dedicated, devoted, self driven inspire an image among the followers, be able to inspire and motivate junior colleagues to get the work done. They must be able to set strategic direction and keep the organization moving towards excellence. Organizations need leaders to understand the business scenario, plan actions and implement them to derive business goals. Everyone has some leadership potential that can be released for the benefit of society or business in an organization. For example when there is no unity amongst workers a leader is required to guide them

Strategies to overcome challenges faced by HR in Hospitality:

Managing Knowledge Worker:

Workers who are sensitive to change in an organization are called knowledge workers. They keep changing according to the changes happening in the surroundings and organization and responds to them by collecting information and they arranging their work according to the information gathered. All knowledge workers have very important roles in the organization. If they don't respond to the lively environment the organization might face difficulties. Many a time's managers do not manage these types of people because they feel if they have so much knowledge they must know how to do their job.

Knowledge workers can be managed in the following ways-

Job Design-

The jobs should be designed in a way that depicts the behavioral element of the workers instead of the organization. The jobs should be based on factors such as feedback, job sig-

nificance, identifying tasks and skills. These elements should be taken into thought while preparing the job design in order to create dynamic and satisfying jobs for the workers.

Increased independence and authority-

While performing a work knowledge workers have the liberty and judgment to choose the method of performing the job. The workers are provided with the desired outcomes in advance and the decisions which have to be completed in order to attain results are left upon the workers. This gives them more liberty to work upon the 'how to achieve' the outcomes. When a certain level of autonomy is provided it gives them liberty to work. But if total autonomy is provided it results to a lot of liberty and leads to chaos.

Loyalty towards organization-

The role of a good human resource manager is to develop a sense of faithfulness towards the organization among the workers. When the faithfulness of the workers as well as sense of belongingness towards the organization increases, their dedication towards the job also increases. So the performance standards of the employee increase. The best way to develop faithfulness among workers is by trusting them to the maximum which helps to boost their confidence and helps them perform better.

Extensive training and development

Training and development is one of the things that can differentiate a smoothly functioning organization and an unorganized one. The efficiency of knowledge workers has always been low. The only way by which efficiency can be increased is by capitalizing on their strengths and knowledge instead of forcing them to do some work. A superior training session or a workshop for knowledge workers should consist of of classroom learning and workstation classes.

Motivation:

Knowledge workers can only perform well if they are motivated. When challenging tasks are assigned to these employees they get motivated. These employees should be occupied in decision making and planning which creates a sense of belongingness. Motivation is the key way to accomplishment.

Communication channels-

Communication is very much connected with teamwork in case of knowledge work. There should be no communication barriers within co-workers. Knowledge work requires communication as association with the co-workers. The tasks are multifaceted and require knowledge for completion which often makes it unfeasible for a single person to understand or be able to achieve everything single handed. These tasks can only be completed through teamwork.

Monitoring and evaluation-

The work carried out by knowledge workers is mostly resourceful. They do not follow a specific technique or does not function according to a fixed standard. Because of these reasons, knowledge workers don't like being continuously observed. Due to the lack of a standard it becomes hard for measuring job performance through monitoring. The work performed by these types of workers is not result oriented. Hence it is essential to make use of special systems in order to confirm that the staffs are positively contributing to the organization.

Work life balance-

The work being performed the knowledge worker is very challenging in character and it requires a lot of time for completion of the tasks. The knowledge workers always tend to give up their friends and family for completion of their work. This causes a lot of interruption in his work life balance. So a knowledge work should maintain a proper balance between his work life and family life in order to deal with time efficiently.

Conclusion:

This paper describes about a variety of information regarding importance of Marketing and human resources .The challenges that are faced and strategies adopted to overcome these strategies have been analysed and described in the project with appropriate examples. All these challenges have to be overcome by some strategies which will help in strengthening the Marketing and HR department and the organization. Marketing Managers and HR managers along with all the professionals have to manage these challenges efficiently.

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