

Effort for Developing Excellent Human Resources in the Hospitality Industry

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Abstract

The hospitality industry is an industry that prioritizes service for its guests, to provide the best service, of course, it requires superior, competent, and professional human resources in their field. To get HR with these criteria, of course, there are various efforts that can be made by every hotel company. The purpose of this study is to describe efforts to develop superior human resources in the hospitality industry, through this development it can provide an overview for hotel leaders in developing their human resources so that competent human resources are created in their fields who are able to provide the best service to guests. This type of research is qualitative research with the method of Data collection used is a literature study. Based on the results of the discussions that have been described, in an effort to build superior human resources in the hospitality industry, companies can make various efforts, including conducting recruitment and selection properly and fairly, providing opportunities for every employee to carry out education and training activities, providing opportunities for Career development for each employee, employees are able to cooperate with each other within the company, create a good and conducive work environment, improve technology capabilities for each employee, reward employees who excel and contribute positively to the progress of the company.

Keywords: Resources, Human Resources, Industry, Hospitality

Introduction

The hospitality industry is one of the supporting industries in carrying out tourism activities in an area. The existence of this industry is very important to provide services and provide tourist needs such as lodging, food and beverages to meeting places. In addition, this industry also contributes to the economy of a region, provides opportunities and incentives for residents around the hotel to become entrepreneurs, as well as opening up promising job opportunities for the community in an area where the hotel is located.

In Indonesia itself, the existence of the hospitality industry has spread all over Indonesia. Data from the Central Statistics Agency (Statistics, 2019) shows that, the number of star hotels in Indonesia continues to increase every year, from 2017 there were 2,387 star hotel units in Indonesia, while in 2018 the number of star hotels in Indonesia was 3,314 hotel units and again increased in 2019, there were 3,516 star hotel units spread across regions in Indonesia. This data shows that the development of hotels in Indonesia has been very good and continues to grow every year.

In general, the definition of the hospitality industry itself is an industry that provides various services for tourists, these services include lodging, food and beverage services, recreation and MICE (*Meeting, Incentive, Convention, and Exhibition*) activities (Chandra & Setiawan, 2018; Krestanto, 2019; Suyitno, 2019). A hotel certainly has star qualifications from 1 star to 5 star. Each star qualification certainly provides a variety of different services. The higher the

star qualification of a hotel, the more and more complete the services provided will be. On the other hand, if the hotel has low star qualifications, the services tend to be few.

In this global era, many hospitality industries compete to attract many guests or tourists to visit and stay at the hotel. Various non-star and star hotels offer the best services so that it is expected to create satisfaction for guests (Alexander, 2010; Iriani & Pudya Adi, 2012; Thio, 2001). In carrying out its operations, a hotel must of course be supported by superior, professional resources, good attitudes and knowledge, as well as qualified skills in order to work optimally. Human resources are people or humans in an organization/company who work and contribute positively in advancing a company (Taufiqurokhman, 2009).

A company certainly needs superior human resources, to obtain and create superior resources, various efforts can be made by the hospitality industry, namely providing opportunities for every employee for self-development through formal and non-formal education, providing rewards and creating a good working atmosphere. and conducive, (Arifin & Pranogyo, 2021; Kristiani, 2019; Mahardani & Basalamah, 2018; Satar, 2002; Utomo, 2020).

However, the reality is that there are still many hospitality industries that have low quality human resources and do not have sufficient competence in providing services to guests (Aprilioni, 2017; Pratiwi, 2008; Rukmini & Murniyanti, 2015; Soelistyono, 2014). This will have an impact on the quality of services provided and it is not impossible to create guest dissatisfaction during their stay at the hotel. To anticipate this, of course, various efforts are needed that can be made by the leadership of a hotel company in building superior human resources in their company. Various training and education need to be given to the human resources they have. So with these efforts, it is hoped that the human resources owned have good quality and are more competent in working in accordance with the company's expectations, and are able to make a positive contribution to achieving the goals of a company (Nuryanta, 2008).

Based on the above background, the authors are interested in conducting an analysis based on available literature sources such as reading books, research articles, magazines or from other sources. From the results of this analysis, a discussion about efforts to build superior human resources in the Hospitality Industry can be generated. This research is expected to provide an overview and input for the hospitality industry in building superior human resources for the creation of employees who have good service quality, are competent and are able to make a positive contribution in advancing their respective companies.

Methods

This type of research is qualitative research, what is meant by qualitative research is the type of research that is not based on statistical data but research whose data is obtained directly from the object of research through various activities such as observation, interviews, documentation, and summarizing the results of these activities in the form of narratives and descriptions, (Gunawan, 2013; Kurniansah & Rosida, 2019; Rahmat, 2019; Somantri, 2005; Suwarsono, 2016).

The research method used in this study is the literature study method, which is a research method in which the data obtained are sourced from library data, notes and readings from various sources of magazines, books and scientific articles (Kartiningrum, 2015; Melfianora, 2019). From these various reading sources, they were collected and processed as a reference in compiling this article entitled Efforts to Build Excellent Human Resources in the Hospitality Industry.

Results and Discussion

Every company needs human resources to work in realizing the goals of a company, (Gmür, Markus Thommen, 2011; Sundiman, 2017). With the existence of business competition in the current era of globalization, human resources are required to be superior human beings, have good quality, good performance, professional and able to work in certain situations to bring the company to be able to compete both at national and global levels. Likewise, with companies in the hospitality industry, to create the best service to guests, of course, superior, competent and professional human resources are needed in their respective fields. To create these criteria, there need to be various efforts that can be made by hotel companies to build superior human resources, including:



Source: Data Analysis Result, 2021.

Figure 1. Building Excellent Human Resources in the Hospitality Industry

Recruitment and Selection

In an organization, of course, there is a pattern in the development of its human resources, namely by conducting recruitment and selection for each prospective employee who will work in the company. This process is the initial process to get every prospective employee who has the ability according to the criteria desired by each company. In the recruitment and selection process, every company must actually recruit and select prospective employees, and what is considered for the company is that the prospective employee must have good ability and potential, meet the required requirements and must match the number required by the company, (Nuryanta, 2008). In this process also, the company can conduct various tests such as written tests and interviews as well as completely avoid the practices of KKN (collusion, corruption, and nepotism). In this way, it is expected to get prospective employees who are in accordance with the needs of the company and are able to provide a positive contribution to the progress of the company where the employee works.

Education and Training

Every company in the hospitality industry certainly needs superior and competent human resources in their field, to get superior human resources, of course through a fairly long process. One of them is by providing opportunities for every employee to take education, both formal and non-formal education (Dolan & Capell, 2015; Jehanzeb & Bashir, 2016; Masadeh, 2012). Companies are also advised to hold trainings organized by the company's own internal, this training can be held regularly every year so that each individual employee gets updated knowledge related to science and other information in the hospitality sector. The inclusion of employees in education and training programs will certainly increase employee competence and is expected to contribute to the achievement of company goals.

Career Development

In a company, career certainty becomes an important point to motivate every employee to want to work and contribute well to the progress of the company (Hirsh & Jackson, 1996; Novitayanti et al., 2020; Ratna Pudyarningsih et al., 2020). Every company in the hospitality industry must pay close attention to career development for each of its employees in order to create a good work climate. With a clear career development, it certainly provides certainty for every employee to achieve it. The company must also have a calculation, in what period of time each employee can be promoted. Or it could be through education and training provided as a condition for every employee to get a higher career.

Cooperation

In a company, of course, good collaboration or cooperation is needed between every employee, the existence of a good cooperation will certainly be easy to achieve the desired goals of each company. By working together, every work that exists will certainly be lighter and easier, and any obstacles or problems found at work will be resolved quickly and accurately, the skills and knowledge of each individual HR can be utilized to achieve company goals, (Hendrastomo, 2020; Utomo, 2020).

Every hotel company should provide convenience and continue to encourage each individual employee to be able and able to work well with employees. By working well together, various ideas and ideas from each employee will arise to build and advance their company. In addition, each employee will support and help each other, and can motivate each other to keep trying to achieve the company's goals (Hendrastomo, 2020). The establishment of good cooperation will be able to produce good quality services and products for every guest in the hospitality industry, (Satar, 2002).

Work Environment

The work environment is an important aspect in developing human resources in the hospitality industry, the existence of a comfortable and safe work environment will certainly have an influence on the work performance of an employee. Companies should as much as possible to create a good work environment, a good work environment includes a comfortable and clean workplace, the availability of supporting facilities in and assisting in work, and good relations between workers (Chandra & Setiawan, 2018; Lestary & Harmon, 2018; Logahan et al., 2013). The existence of a good work environment certainly provides motivation for every employee to be more productive at work, employees enjoy their work more and enjoy the work environment in which they work. On the other hand, if the work environment is not conducive, the employee's work performance will decrease (Arifin & Pranogyo, 2021; Sedarmayanti, 2012).

Technology

The development of technology in modern times like today requires every individual to continue to improve his ability in mastering renewable technology (Muzakki et al., 2016; Rosidah & Arantika, 2019). This is very important to make every job easier and simplify every service provided to guests in the hotel industry. At this technology point, every company in the hospitality industry should continue to provide opportunities for every employee to improve their knowledge through trainings organized by the company. The company does not only provide training to every employee, but must be supported by the availability of adequate facilities. So that each employee can implement the technological knowledge obtained in the facilities that are already available.

Award

The last point in building superior human resources in the hospitality industry is *rewards*. In improving the performance and motivation of employees, of course, an award is needed to be given to employees who excel and are highly dedicated and loyal to the company where they work (Indah et al., 2019; Prabu & Wijayanti, 2016). By being given an award, each individual employee will continue to be motivated and continue to strive to develop his company towards a better direction. By being given an award, it can also improve employee work performance, increase employee work productivity so that it is expected to achieve common goals, both employees and a company in the hospitality industry.

Conclusion

Based on the discussion that has been described by the authors above, it can be concluded that, to build superior human resources in the hospitality industry, there needs to be efforts that can be made by every company in the hospitality industry, these efforts include conducting recruitment and selection properly and fairly, provide opportunities for each employee to carry out educational and training activities, provide opportunities for career development for each employee, establish cooperation among others within the company, create a good and conducive work environment, improve technological capabilities for each employee, provide awards for outstanding employees as well as contribute positively to the progress of the company. Suggestions can be conveyed by the author, namely that every company engaged in the hospitality industry must have a shared commitment in building its human resources. In addition, every company must continue to be consistent in implementing the development of its human resources, from the development process it is expected that its human resources will be able to contribute positively to the development of their company, and have the ability and competence in their respective fields.

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