

USAGE OF TECHNOLOGY IN HR PRACTICES IN HOTEL INDUSTRY, RADISSON BLU

Dr.G.Amutha, MBA. MPhil.,PhD., Professor , Department of MBA Dhanalakshmi Srinivasan College of Engineering and Technology, Mamallapuram, Chennai.
amuthag.mba@dscet.ac.in

Ms. Bharathi.B (MBA), Student, Department of MBA, Dhanalakshmi Srinivasan College of Engineering and Technology, Mamallapuram, Chennai.
bharathib..mba2019@dscet.ac.in

ABSTRACT:This study aims at examining the usage of technology in HR practices in hotel industry. Technology is a tool that has and is still being globally used for the benefit of humanity. It is being utilized by various hotel industries to meet the need soffits various stakeholders. On are gular basis, new and upgraded versions of technology are being invented. It has been observed that, the distinguishing factor between organizations is their ability to use modern technology to deliver HR service. Technology in HR practice can be used to improve an organizations performance. In as much as technology has been of immense benefit to organizations, it also comes with its challenges and other downsides. This study provides an outlay of how HR technology emerged and its gradual acceptance and practice in hotel industry. The research isintendedtoshowtheneedtounderstandtheuseoftechnologyinHRpracticesinhotelindustrya ndthe need to curb its challenges.

Keywords: Stakeholders, Utilize, HR Practice, Technology.

INTRODUCTION:

The use of technology has improved the communication among the various departments oftheorganizationanditalsohelpedinavoidingtheconflictsinhotelindustry.Theuseoftechnologyalso helps the human resource managers in analyzing vast amount of data. The most apparent manifestation of technology in the hotel industry is hotel bookings. The internet also obviouslymakesaccessinginformationeasyandtransparent.Datasuchascheck-inandcheckouttimes, rates, facilitieson offer, and other key details allow guest to make informed decisions.

E-HRMistheuseoftechnologyforhumanresourceactivitiesandpracticesat organization. The human resource managers at hotels are using web-based solutions to change human resource management intoreal-timebasedhumanresource management.Another technological advancementistheuseofsocial mediaathotelindustry.Socialmediaisnewtoolofpromotionmixoftheindustry. Time oftheirinception.Managers andtheir customer.

OBJECTIVES OF THE STUDY:

PRIMARY OBJECTIVE:

- To know the effectiveness of the usage of technology in HR practices in

“RADISSON BLU HOTEL CHENNAI CITY CENTRE”

SECONDARY OBJECTIVE:

- To determine the major prospects and challenges of digitalization in human resource in hotel industry.
- To examine and analyze various technological advancement adopted by the hotel.
- To understand the successful utilization of technology in HR practices.
- To examine how these technologies are benefiting employees and keeping them motivated and creating a healthy work environment.
- To suggest the measures to fill the gaps and improve motivation level of employees and HR management in hotel industry.
- To determine the customer behavior and perception about product and service

INDUSTRY PROFILE

INTRODUCTION TO HOTEL INDUSTRY:

One of the fastest growing sectors of the economy of our time is the hotel industry. The hotel industry alone is a multi-billion dollar and growing enterprise. It is exciting, never boring and offer unlimited opportunities. The hotel industry is diverse enough for people to work in different areas of interest and still be employed within the hotel industry. This trend is not just in India, but also globally.

Modern hotels provide refined services to their guests. The customers or guests are always right. This principle necessitated application of management principles in the hotel industry and the hotel professionals realized the instrumentality of marketing principles in managing the hotel industry.

CAREER OPPORTUNITIES IN THE HOTEL INDUSTRY:

Some of the career's opportunities in the hotel industry are as follows.

- The industry offers more career options than most:-
No matter what kind of work we enjoy and wherever our aptitudes lie, there is a segment of the industry that can use our talents.
- The work is varied: - Because hotels and restaurants are complete production, distribution and service units, and managers are involved in a broad array of

activities.

- There are many opportunities for creative-Hotels and restaurant managers might design new products to meet their needs of their guests, produce training programs for employees, or implement challenging advertising, sales promotions, and marketing plans.
- Hospitality jobs are not nine-to-five jobs: -Hours are highly flexible in many positions.

1.6.1 DIFFERENT DEPARTMENTS IN HOTELS:

- ❖ Core Functioning Department
 - Food and Beverage (F&D) Department
 - Front Office Department:
 - Housekeeping Department:
 - Food Production Department
- ❖ Support Department (Cost Centre's)
 - Marketing & Selling Department
 - Engineering and Maintenance Department:
 - Finance, Accounting and Control Department
 - Administration Department
 - Human Resource Development:
 - Safety and Security Department

COMPANY PROFILE

RADISSON BLU

RADISSON HOTEL:

- Radisson Hotel is a major international hotel company with more than 380 locations in 73 countries.
- The first Radisson Hotel was established on December 15th, 1909 in South Seventh Street in Minneapolis, Minnesota.
- There are 22 Radisson Blu hotels in India.
- It was specifically named after 17th-century French traveler Pierre–Esprit Radisson.
- In 1962 the establishment was bought by Curt Carlson (1914–1999) as it is still owned by Carlson.
- Most Radisson-branded hotels are in the United States. The company headquarters in Minnetonka, Minnesota, and U.S.

REVIEW OF LITERATURE

i. Buhails Dimitrios (1998)

The computerizing processes, making use of the latest information technology in functioning of operational and strategic management will be an added advantage for any organization in the present era. Without making use of available information technologies into current tourism industries it is difficult to prove and improve (one hold/stand) its competitiveness with parallel industries in the market. The research suggests layout for making use of technology in travel and tourism industry by adopting strategic methods.

ii. Jithendran K.J. & Baum Tom (2000)

The author in his paper suggests a broad and all-inclusive method to HRD, used in providing the required education and training as per the needs of tourism industries in India, at different stages with reference to target groups. It also highlights the critical issues confronting human resources development in tourism industry of India and addresses the methods in connection with sustainability.

iii. Friis Jens & Jensen (2001)

Describe the steps and possible processes used to improve skills of employees (tourism) industry. Industries have adopted a holistic approach depending on discussions with training hubs and its stakeholders. The author has pointed three possible solutions: 1) grabbing the attention of skilled labour, 2) training the existing employees for upgrading their skills, 3) taking support from small companies regionally for building competitiveness by means of rejuvenation of labour.

i. Williams Paul & Soutar Geoffrey N (2009)

This study explains the adventure tourism's relation between intention, satisfaction, and value. The adventure tour operators who provide ground-breaking, new & dynamic experience will have a positive future. An adventure tourist is

always on the lookout for exciting, risky, and different experience seeking once he is experienced. Worth for currency is vital, But emotional and uniqueness values were equally important predictors to identify the level of satisfaction and future intentions. This is an attempt to study the future intention, value and satisfaction of adventure tourists and their relationship

RESEARCH METHODOLOGY

MEANING OF RESEARCH METHODOLOGY:

Research methodology is a systematic way to solve a problem. It is a science of studying how research is to be carried out. Essentially, the procedures by which researchers go about their work of describing, explaining, and predicting

phenomena are called research methodology. It is also defined as the study of methods by which knowledge is gained. Its aims are to give the work plan of research.

RESEARCH DESIGN:

The form I label problem that follows the task of defining the research problem is the preparation of the design of the research project, popularly known as research design. A research design is the arrangement of the condition for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.

DESCRIPTIVE RESEARCH:

Descriptive research is used to describe characteristics of a population or phenomenon being studied. Descriptive research is also called statistical research. The idea behind this type of research is to study frequencies, averages, and other statistical calculations. It is quantitative and uses surveys and panels and the use of probability sampling.

SAMPLING METHOD:

Sampling is the process of selecting participants from the population. Under probability methods, simple random sampling method is used.

❖ **Population:**

Population refers to the employees of Radisson Blu hotel which is said to be a known population i.e. **250**

SAMPLING SIZE:

The Sample size taken is 50 samples. This refers to the number of respondents to be selected from the Radisson

Blu Hotel Chennai City Centre

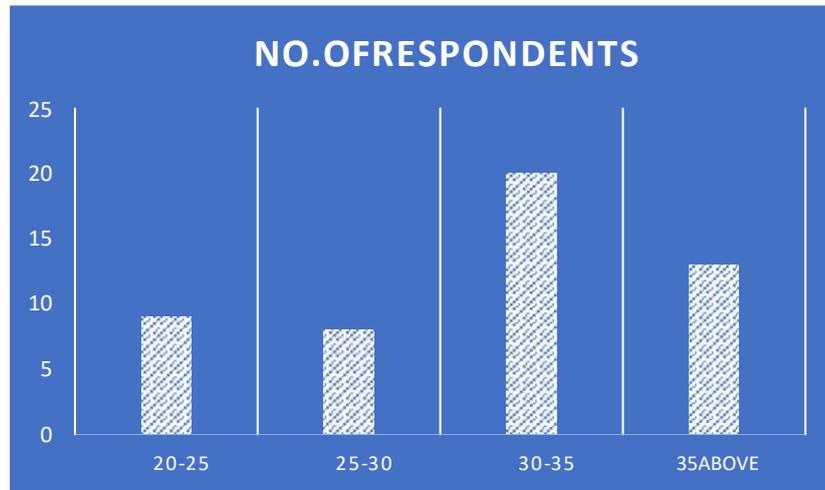
**DATA ANALYSIS, INTERPRETATION,
AND INFERENCE**

4.1 DATA ANALYSIS AND INTERPRETATION:

TABLE 4.1.1 AGE

| AGE | NO.OF RESPONDENTS | PERCENTAGE |
|--------------|-------------------|------------|
| 20-25 | 09 | 18 |
| 25-30 | 08 | 16 |
| 30-35 | 20 | 40 |
| 35 Above | 13 | 26 |
| Total | 50 | 100 |

CHART 4.1.1 AGE



INFERENCE:

From the above table we infer that, 18% of the respondents are in the age group of 20-25 years. 16% of the respondents are in the age group of 25-30 years. 40% of the respondents are in the age group of 30-35 years. 26% of the respondents are in the age group of 35 above.

TABLE 4.1.2 GENDER

| GENDER | NO. OF RESPONDENTS | PERCENTAGE |
|--------------|--------------------|------------|
| Male | 45 | 90 |
| Female | 05 | 10 |
| Total | 50 | 100 |

CHART 4.1.2 GENDER



in leave management.

13. 36% of the respondents are strongly agreed that technology is widely used in communication.

14. 44% of the respondents are agree that there organization used technology in compensation planning process.

15. 46% of the respondents are agree that technology is used in selecting benefit.

16. 38%

of the respondents are agree that technology is widely used in career planning function.

17. 34% of the respondents are undecided about the usage of technology in competency mapping process.

5.1 CONCLUSION

Based on overall discussion, it can be concluded that the use of technology has helped Indian hotel industry in increasing its revenue, sales, customer-base and global reach.

The use of e-HRM practices and social media channels is greatly beneficial in saving time and cost of the hotel owners and managers. The use of technology at hotels

provides ample time to the human resource manager to think about process improvement and performance management of the employees. It also helps the organizations in fulfilling their corporate social responsibility because use of paper has been reduced to certain extent by using e-

HRM and social media practices. The use of social media is new trend of service industry. Customers remain connected to their social media channels even during personal hours.

It further showed that, administrative work can be conveniently achieved through use of technology. Key administrative issues like, recruitment and selection, communication are now easily achievable through the deployment of technology thereby reducing administrative burden. HR technology cannot be used in isolation. It requires the humane element (which is the most important asset of an organization) to make it functional.

BIBLIOGRAPHY

REFERENCES AND BOOKS:-

Agarwala, T. (2003) Innovative human resource practices and organizational commitment, *International Journal of Human Resource Management*, 14, (2) pp. 75–197.

Bondarouk, V., and Ruel, M. (2009) Electronic Human Resource Management: Challenges in the Digital Era *the International Journal of Human Resource Management* 20, pp. 505–514.

Gasco, L., Llopis, J., and Gonzalez, R. (2004) The use of information technology in training human resources: A e-learning case study *Journal of European Industrial Training*, 28 (5), pp. 370.

Lengnick-Hall, M., and Moritz, S. (2004) The Impact of E-HR on the HRM Function, *Journal of Labor Research* 24, pp. 365–379.

Swaroop, K., 2012. E-HRM and how it will reduce the cost in organization. *Asia Pacific Journal of Marketing & Management Review*, 1(4).

WEBSITES:

Www.Radissonblu.com
www.humanresources.about.com
www.quora.com
www.encyclopedia.com