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EFFICIENCY OF PERSONNEL MANAGEMENT IN THE HOTEL BUSINESS

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In our time of tough market relations and competition in the hotel industry, only hotels that can provide customers with quality services can withstand a fierce struggle, and without professionally trained staff it is impossible. Today, the practical use of advanced forms of hotel staff management can increase its socio-economic efficiency, which is of particular importance.

The main potential of the hotel is the staff. Hospitality, diligence and competence of the hotel staff is the basis of high quality customer service, which depends on the quality of work. The task of each employee and hotel manager is to comprehensively master professional skills, constantly expand scientific and technological horizons, skillfully use the acquired knowledge and skills in practice to achieve high efficiency.

Personnel is a set of employees united by the goals of economic activity, technology, means of production. This is the personal composition of the organization, which includes all employees, as well as working owners and co-owners. [1]

Without people there is no organization, and without qualified staff no hotel will be able to achieve its goals. Hotel staff management is related to the people in the team and their relationships.

Generally speaking, personnel management is a process of systematic, systematically organized through interdependent organizational, economic and socio-psychological mechanisms of impact management on employees in the organization in order to ensure the effective functioning of the organization as a whole and meet the needs of each employee in his professional and personal development. [2]

Personnel management uses scientifically developed methods. In the theory and practice of management, three groups of methods are used: administrative, economic and socio-psychological. [3]

Administrative methods are based on power, discipline and punishment. These methods focus on behavioral motives, such as a conscious need for work discipline, a

sense of responsibility, a person's desire to work in a particular organization, and a work culture. They operate through the following mechanisms:

- Legal norms and acts;
- Instructions, organizational charts, rationing;
- Orders, instructions used in the process of operational management.

The main functions of administrative methods are to ensure a stable legal environment for the organization, protection of specific environments, protection of rights and freedoms.

Economic methods are based on the use of economic incentives. With their help the material stimulation of workers is carried out. In the enterprise - this is the economic standards of activity, the system of material incentives, participation in profits and capital, bonuses, etc.

Socio-psychological methods are based on the use of moral incentives to work and influence employees through psychological mechanisms in order to translate the administrative task into a conscious duty.

This can be achieved in the following ways:

- Team building, creating a normal psychological and creative atmosphere;
- Personal example of meeting the cultural and spiritual needs of employees;
- Establishing a social code of conduct and social incentive for team development;
- Establishment of moral sanctions and encouragement, social protection.

To date, personnel management has come to the fore socio-psychological methods. The application of these management methods involves reviewing the role of man in the development of science and technology at this stage, when he from a mechanical performer becomes an important factor in the enterprise, its capital, and labor costs, favorable conditions, training, retraining and retraining - as a special type of investment.

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BUSINESS COMMUNICATION

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