The Role of Digitalization in Human Resource Management in Star Category Hotels: A Review.

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Abstract

The paper attempts to know the role of technology in the Human resource management by the Star Category hotels for standardising and developing the employees. This is also highlights the importance and impact of the Technology in changing the Human resource management in the present scenario. There is an importance to persistently improve and innovative Human resource Practices to maintain the competitiveness in the hospitality industry; so many early researchesindicate innovative human resource management can be necessary for retaining employees and theirperformance. Now star category hotels are seeks to standardise the quality of work force and to get the best employees to the company .Hence Digital HRM practices are adopted with time and slowly the traditional HR practice is being changed by new advanced technology in the Star hotel sector. TheResearch article contains the conceptual study, literature review and other relevant data were Retrieved and review through web Sources. This article also highlights the working of star category hotels by using the digital tools in their HR practices and the future scope of digital tools in hotel industry for making the organisation cherished.

Key word: Human Resource Management, Digitalization, Star Hotel.

Introduction:

The use of digital technology in Human Resource Management creates a new trend in hotel management systems. Drastic changes in human life style in accessing star category hotels demands advanced technology in hotel industry. High accesability and visibility of hotels in internet helps in reaching the common peoples all over the world. Updated data's of star hotel related to rooms availability, rents, categories and location of hotel in online helpful for users to select their choices and to book their selected options. At same time the hotel management system plays a major role in refining the generosity of hotels. In order to meet the competitive challenges in hotel industry recruiting of employees is essential; however it is more effective by adopting the digital systems.The Human resource management refers to a strategic effort by management system to facilitate organization by planning, recruiting, selecting, training and developing the employees to achieve the common objectives of the organization and individual. Still there is gap between old to new generation HRM program by finding difficulties in adopting new technologies. The e-learning system is a missing key link to join the generations and to lead the industry in competitive world.

Human Resource Management, an integral part of an organization, often ensures the success of the shared relationship between employees and an organization by identifying and satisfying the needs of the employees beginning with recruitment and continuing throughout their career(Bagri and Suresh, 2010).Human resource management is defined as a systematic activity and strategy that focus on successfully manging employees at all levels of an organization to achieve organizational goals (Byars and Rue, 2006).According to Nankervis & Deborah(1995), hotels must develop human resource practices which enable them torecruit, select, and retain competent employees who can contribute to theachievement of desired organizational objective.

Many countries allow various classification systems for hotels in accordance to chain name and type of hotel; however, there is no international classification which has been adopted. There have been attempts at unifying the classification system so that it becomes an internationally recognized and reliable standard but large differences exist in the quality of the accommodation and the size and design of the accommodation. Food services, entertainment, view, room variations such as size and additional amenities, spas and fitness centers and location are also vital in establishing a standard. As a rough guide:

> **A 1-Star hotel** provides a limited range of amenities and services, but adheres to a high standard of facility-wide cleanliness.

A 2-Star hotel provides good accommodation and better equipped bedrooms, each with a telephone and attached private bathroom.

A 3-Star hotel has more spacious rooms and adds high-class decorations and furnishings and color TV. It also offers one or more bars or lounges.

A 4-Star hotel is much more comfortable and larger, and provides excellent cuisine (table d'hote and a la carte), room service, and other amenities.

A 5-Star hotel offers most luxurious premises, widest range of guest services, as well as swimming pool and sport and exercise facilities. (Ananda Sanyal,2009)

Review of literature

AkshayKhanchan , Geargesheba(2017), in their article "study on the impact of digitalization on human resource: HR professionals Perspective" Says that present every field adopting a new technology transformation. HR has also gone under the same change and became a one of the essential strategic partner for the business. This article also says the influence of digitalization in various functions of HR such as recruitment learning and development, performance, and compensation. Pooja Dixit (2017), in her article "Digitalisation-An Emerging Trend in Human Resource Practices" she said that the amplified need of IT tools in HR, replaced the traditional methods by the new modern methods. And also organisations are trying to reduce the cost and time to achieve the profitability. Monica Adina, Florina Vaentia, Maria loana (2015), in the article "tourism and hospitality Industry in The digital era: General Overview" says that the digitalization of tourism and hospitality industry leads to better performance in terms of efficiency and effectiveness. The technology almost used in the development of the business, in tourism and hospitality industry user generated social validation has a noticeable impact on consumer behaviour. Som (2007) in his article " What Drives adoption of innovative SHRM practices in IndianOrganisation" says that innovative Harm adoption in India in different areas like national environment, cultural and incentive structure for innovative practices, unionization, professionalism, organisational size in HR department. ISAAC , Marcus and, Nhuta (2012), in the article "The Significance of the Human Resources Role in the Hotel Sector in Harare, Zimbabwe" they said that There is occurrence of a formal Human Resources department in the hotel sector . Despite the presence of the HR function in the hotels, its critical strategic role is significant because its involvement in business strategy is more on implementation. Thus the role is not considered as part of the business strategy development. Nivaliainen (2014) in his article "Internet-Based Employer Search and Vacancy Duration: Evidence from Finland" said that the information technology is adopted by everyone like friends, relatives, and employees while the formal technic of HRM consist of Advertisement and public and private employment agency.

Objectives of the study

1. To study the impact of digitalization in human resource management in star category hotels.
2. To analyse the development of human resource management through digitalization.
3. To understand the successful utilization of digital tools in HR practices.

Scope or significance of study:

Digitalization in Star hotels creates new opportunities to the HRM. People becoming more fascinated towards digital operations has made hotel sector to adapt to digital means of HRM through internet, digital advertisement, mobile apps etc. The prior significance of this study is mainly to know the benefits on the usage and implementation of digitalization in star category hotels to manage the human resource effectively and efficiently. The study is covers only secondary data which is collected by articles books and internet about the digitalization, Human resource management in star hotels

Research methodology

This research consists of conceptual study. Hence the all information which has been collected about digitalization, human resource management, digitalization in HR practices ,Star category hotels are through in-depth review of the literature from various Research articles , journals ,books and internet .

Digitalization in Human resource managementin star category hotels

Now a day in all kind of star category hotels are changing or revolutionizing the traditional HRM Functions like Recruitment, selection, training and Development, performance analysation and compensationby adopting the Interment and new technological tools with the innovative HR practices. Therefore, in the last decade, the use of technology in the hotel sector has dramatically changed the face of the human resource management functions.

A. **Digitalization In Recruitment:** Recruitment and selection are first and important function of the HRM. The process of HRM is start with recruitment followed by selection end with placement of candidate. Now the revolution of global hiring human resource became easy and cost effective because of social website network. E-Recruitmentwhich is design to make the recruitment process more efficient and effective. The candidate can fill their basic information (Resume) name, email Id, experience, qualification and skills after filling all details candidate can upload there resume. The company recruitment team will short list and they will inform back to candidate.Even with the help of digitalization, many companies make use of social media platforms like Facebook, LinkedIn, Skype (video conferencing) etc. as a recruiting tool and it has become a essential instrument for employers in the hiring process as well as job seekers.

B. **Digitalization in Training and development:** It is one of the integral parts of the star hotel industry. A proper training and development provided to employees will lead to the success of the aims and objectives of the organization. In earlier time the training and development in hotels used to happen through demos, lecturing, book reference which was usually time consuming and effort for the management to engage the staff for training and development. But due to digitalization in training and development HR department has moved forward ahead. The modern technology which has been used like showing job related videos, online courses, computerized learning methods, reading through soft copies has made revolution in teaching techniques. Once the employee joins the hotel the management create a documentation of the employee and create a personalized account for that employee. All the SOP's (Standard Operating Procedures) of hotel operations are saved in the computer and any employee who is feeling difficult in getting the job done can refer to the SOP's fed in the system and go ahead with his tasks.

C. **Performance management:** It is a challenging task for any employer working in the star hotel. The result of good performance appraisal may result in various benefits for employee such as promotion, hike in salary, gifts, recognition, certificates etc. Earlier days in the star hotels the company used to maintain personal files of each and every employee manually and getting the information of employees used to consume a lot of time by searching the files and storage space also used to consume more. But due to digitalization the employee's information are saved in the system so that accesability of the data required of the employees is made easy. Even the storage area required to store the manual personal files (such as application form, performance appraisal form, attendance sheet etc) can be reduced to minimum and the

information required by any authorized person can be sent to any part of the world through digitalisation.

D. **Compensation:** Compensation in any hotel is a major task. Especially the main department leading with this activity is HR and Finance department. This activity becomes much easier with the use of digitalization. The main basic criteria for compensation are the attendance. Earlier days the attendance in any hotel used to happen manually. There used to be malpractice in signing the attendance, difficulty in maintaining attendance book etc. But through the digitalization the attendance is done with the biometric system. Employee during the reporting and deporting the work go and give their finger print in the biometric system and this act as their attendance. The hours worked in a day, week, month are calculated automatically and instantly. Report can be generated by any authorized person at any time with these means. Once the report obtained on number of working days and number of hours, compensation can be calculated automatically and through digital banking the salary gets credited to the employee. The process is much faster and accurate than the traditional system.

Finding and suggestions

Findings

a. Implantation of advance technology in the HRM will leads the Reduction in cost of stored Data in human resource management department of star hotels

b. The proper adapting of digitalisation in the HR practices is improving the Quality of Report in an organisation. There will not be any confusion or lacking of information about the employees and there performance.

c. The innovative HR practices leads toward the saving of Time and reduction in duplication of efforts while functioning of HRM.

c. digitalisation in the HEM is given more transparency in the system

d. the employee can develop their skills, knowledge and career by following updated innovative digital practice in the organisation.

Suggestions

a. HR can use the social media and mobiles for maintain the good relationship with the employees

b. Prepare a digital HR Strategy for ongoing process of organization

C.HR must also lay Down the Clear guidelines for the use of digitalization.

d. Along with the digitalisation HR should keep a direct interaction with the employees

c. The organisation should have its own Digital strategy to Improve Productivity

Conclusion

There are many potential sales figures to consider for the star Hotel sector and it seems obvious that there will be a concentration of providers in the Hotel industry through digitization. For achieving the targeted development in the business in comparative world, employees of the organization is playing the vital role. Hence, The HR practices in Star category hotels are adapting the digital human resource management for making the Human resource management more effective and efficient. By this study we can understand that The technology has changed everything in the business world and it made the human resource management functions like Recruiting, selection, Training and development, Compensation are easier and more effective in the hotel sector with lots of other benefits. With the help of innovative HR practices and social media, internet, and technology the star hotels can retain there employees quality standard for the smooth running of business.

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