Analysis on the Innovation Path of Human Resources Management in the Transformation and Upgrading of Tourism Industry

KUANRONG YAN

ABSTRACT

Under the background of the transformation and upgrading of tourism industry, the traditional management mode of tourism enterprises is confronted with new challenges, and the implementation of human resources innovation is one of the effective ways to achieve the desired objectives. Based on refined management theory and human resource management theory, this paper analyzes the necessity and feasibility of combining human resource management and refinement idea of tourism enterprise, proposes the target measures and implementing safeguard tactics of human resource refinement management in tourism enterprises, from the precise human resource data, the meticulous management action, the optimization of business process, the focus of meticulous service people, and the Innovation Refinement management path.

KEYWORDS

Tourism industry, Transformation upgrading, Human resources management, Innovation path.

INTRODUCTION

After more than 30 years of development, significant progress was made in developing tourism industry system in China, the tourism industry continues to expand the scale and optimization of the industrial structure, industrial quality improves, improve the industrial competitiveness, industry functions and gradually released. Meanwhile, China's economy has entered a new period of normal development, tourism also appeared "quantity" of expansion and "quality" of the upgrade requirements, some long-term accumulation of contradictions and problems are increasingly becoming key factors constraining the development of tourism. Critical period of development transformation and upgrading of tourism enterprises. To maintain the momentum of development of tourism enterprises, through the refinement of human resources management, enhance the staff's energy, vision and the personal career development of tourism enterprises linked to the design, the use of refined design to create the ideal atmosphere for organization of human resources management, constantly optimize the material management of tourism enterprises and service processes, Enterprise development goals and strategic plan for scientific analysis.
THE REFINEMENT OF MANAGEMENT AND HUMAN RESOURCE MANAGEMENT THEORY

Scientific management theory is that should use scientific methods to determine the best way to do a job, and bring both management experience about science at that time was regarded as authoritative by Western companies; lean manufacturing theory should put an end to all "waste", including stock, around this goal a series of specific implementation measures, Formed a unique production and operation management system; Six Sigma theories to strict production process and business process design was known, the goal is to go with a minimum consumption of maximum satisfaction and cut costs, improve efficiency; both originated in the 5S theory in Japan finishing, rectification, cleaning, clean, quality as a whole, The full system, not ways of production advantages of 5S-flocculation; time production for reducing unnecessary inventory, reducing the work practices, reducing costs, increasing productivity is of great significance. Fine management in different fields is highlighted by "details", "detail", through operation systems and regulations, standardizing processes, staff professionalism, the result value of accurate and efficient process is completed.

Management guru Peter Drucker, presents "human resource" concept, he pointed out that "compared with all other resources are concerned, the only difference is that it is a" human resources with other resources the quality that is not from a simple division of labour, to develop employee potential, then to the platform and opportunity to display their sublimation. Schultz and Baker in the 1960s, systems fully demonstrate the development of human resources theory and its theoretical results into the reality of economic growth and social progress. External factor "weight management", according to the changes in the human and material resources to the training, organization, making both more powerful combination, followed by the "quality management", the use of the scientific method, for the science of human thought and behavior, control, human resources management entered a new stage, social integration of individuals and organizations.

TOURISM ENTERPRISES IN THE TRANSFORMATION AND UPGRADING OF TOURISM INDUSTRY HUMAN RESOURCES THEORY AND THE NECESSITY OF FINE COMBINATION

The refinement of human resource management data

Data accuracy is the main feature of human resource refinement management, emphasizing that every operation process is accurate in the management process. Data is the basis, and accuracy is the guarantee. Under the premise of data and accuracy, rigorous nature will become a daily habit of enterprises. Asking employees to be precise in detail is by no means a mere lip service, unlike in the past extensive management of "almost done". Management refinement is on the data accurate and refinement, the main purpose of take up extra resources and maximum reduce management of tourism business management to reduce costs, to improve the core competitiveness to lay a solid foundation.
Elaboration of human resource management process design

It is very important for tourism enterprises to obtain the benefit from refined management and continuous transformation process. Tourism enterprises emphasize tourism human resources of fine management in the implementation process will be fine and reflected in tourism enterprises on every link of operation, process optimization and innovation constantly, only pay attention to results more attach importance to process can better create benefits from the intensification of management. Moreover, tourism enterprises should timely adjust strategy according to the market external environment change, thorough market segmentation, the innovation of the Internet, docking O2O, establish perfect process as the center of the network times, attaches great importance to the continuous improvement of the process.

It is the core of the fine service

The core of human resource management is "human", which requires tourism enterprises to put "people" in the first place in the management process. Tourism enterprises to create profits, first of all, you must use of existing "human", through elaborating the organization structure, give full play to each staff's subjective initiative, positive creativity, this is an important topic of the tourism enterprise manpower management currently. In the new normal market environment, how to better serve the people at the core, how to adapt to the Internet era to shape the tourism enterprise composite talent is the trend. Second, the human resources of fine still emphasize tourism enterprises to establish a learning organization, to create a learning atmosphere, cultivate employees' active learning, time the habit of learning, only continuous learning, can create risk and crisis of faith and courage.

Focus on the reform of refined services

In the knowledge-based economy and the high-speed development of Internet thinking, innovation is a compulsory subject for tourism enterprises. Refinement requires us to "keep improving". Innovation requires tourism enterprises to break the traditional monotonous service concept, innovate from thought, break the traditional industry one-way thinking mode, forge personalized service, customized demand. How do you serve the tourist business? How much is the room charge? Turning into a two-way mind, what do guests need? Why would the guests pay? Innovate from product, focus on actual demand, strive to meet the balance of function and spirit. Human resources refinement in emphasis on innovation at the same time, emphasize the importance of details, do fine do the repetitive things, found in the working process of the new ideas, new methods, which is the innovation of the human resources of fine requirements.
TRANSFORMATION AND UPGRADING OF TOURISM INDUSTRY
TOURISM IN FINE MANAGEMENT OF ENTERPRISE HUMAN RESOURCES STRATEGY

Reasonable travel fine management of enterprise human resources targets

How to cut costs, reduce waste, and improve the competitiveness of enterprises became one of the objectives of tourism enterprises. Tourism based on the correct market positioning, the overall cost is estimated to improve guest experience-oriented, thereby increasing the tourism income of the enterprise. Specific measures include developing generalist, can wear several hats of generalists, simplification of internal processes, especially back-end run; using technology to direct customers to change behavior. And other industries are different, as the service sector tourism enterprises, high turnover of employees has been bruising, and become a problem in the development of tourism enterprises. Implement fine management of human resources of tourism enterprises, in order to reduce the lingering pain of tourism enterprises. Retaining and training all targeted, through a series of effective means to reach a goal. Employee satisfaction without compensation, benefits, work environment, leadership performance art. Therefore, employees in mind at all times, at all times, care; give spiritual comfort, reduced fatigue, create a pleasant atmosphere; modest increase in welfare for the surprise; more grass-roots level, in-depth work, live with the staff of the Manager's identity and sense of belonging; increasing employee satisfaction and strengthen employee loyalty, and improve the brand competitiveness. Tourism enterprises should try to reduce and prevent waste generation, is requiring special emphasis should attach great importance to the laundry room, kitchen, maintenance and repair of equipment and facilities, reducing the number of equipment replacement, purchasing departments of materials science and statistics, avoid waste, developing recycling policies, increasing propaganda and education of staff, water conservation, Electric heart of every employee, and rewards and punishments.

Fine management of enterprise human resources of tourism initiatives

Internal reform, tourism enterprises’ organization structure refinement: most organized system of tourism business is still dominated by traditional methods, which is characterized by the middle tier of jumbled, through a strict hierarchy, up and down forming a vertical system of tourism business, such systems often lead to fake, and role ambiguity. Refinement of the organizational structure of the organization is characterized by tourism enterprises from top to bottom, clearly defined powers and responsibilities, a main line through to the end. Gang set up people, carry out their duties, give full play to the role of each employee. In addition, the hierarchy of refinement, information flow quickly communicated to each layer, passed to reduce intermediate links play an important role. This organization structure naturally adapts to the needs of the current era of smart, able for the first time for the guests to solve problems.
Emphasis on selection, employing fine, quality professional tourist enterprises

By fine design innovation the following recruiting links from application forms, organize interviews, psychological tests, participate in hiring decisions to employees' career planning; human resources departments for the first time to collect job vacancy, according to the evaluation, Make decisions in a timely manner is by stimulating the internal development staff development room for improvement? or through personalized for tourism enterprises to inject new resources external recruitment? second, establishing learning organizations, develop customized training courses, "gang teach" according to the real need for theoretical knowledge and practical skills to learn; Established 1-2 management trainee program through periodic training, test posts, guard, assessment, training, establishment of final positions and so on; according to the meticulous standards of human resources requirements, established according to different functional categories of tourism Enterprise sciences career planning, and evaluation and assessment throughout the whole; and, finally, Managed to get the staff recognizes the importance of corporate culture, culture is the spiritual guide of enterprise culture and soul of tourism sustainable development, control and guide the whole tourism enterprises and employees. To implement meticulous management of human resources in tourism enterprises will have to be refined management embedded in the corporate culture, and value-oriented throughout. Managers to strengthen the fine management of enterprise culture construction and enhance staff awareness through seminars and other forms. Only really become employees of enterprise culture programme of invisible spirits, always exist in the minds of employees, meticulous management of human resources in tourism enterprises to gradually improve.

Improve and perfect the evaluation and compensation system of rewards and punishments

Tourism plays fine management of enterprise human resources needed from the salary management: tourism enterprises should establish a new concept of pay administration, first of all recognise their own qualities, then explore modalities of compensation system more conducive to best use; based on performance management and improve the pay system, Tourism enterprises in design, high performance into one, according to calculations to pay a return, not only to improve staff motivation, can further play its leading function using individualized remuneration system, this system should be combined with tourism enterprises' own development characteristics, regional cultures, to determine what the salary system is more suitable. According to the different departments, post and design a variety of packages and practice to short-term incentives and long-term incentives, scientific research personnel, innovation workers bonuses for fully taking into account the role of culture, people-oriented, problem to consider is the development of the salary system, no culture of enterprises without a soul, Enterprise culture is the sum of all material wealth and the spiritual wealth, it is a belief, a force encouraging enterprises to overcome difficulties and move forward, it is a kind of spiritual sustenance, motivating a moment along the backbone.
STRENGTHENING TOURISM FINE MANAGEMENT OF ENTERPRISE
HUMAN RESOURCES SECURITY

Fine management implemented staff management of the whole process

Tourism enterprises within each employee in services, in the management of bear, big or small, more or less responsibilities. To implement fine management, must be put into full participation in practical action, in short, is to implement to the full management of the whole process. This is involved in the process of a first down, not only need to develop programmes, more obstacles to participation in the process of consideration and response. Can be carried out by high-level learning and explore the essentials of lean management process, to grasp the essence of lean management by the management, combined with the characteristics of tourist enterprises, take its essence theory in favour of self-development training for employees to make staff aware of their position and refined specific requirements, so as to more scientific work. In the process, employees can better study and refinement of theory and practice of skills, it is a win-win for managers and employees.

Establish efficient training system

In the era of knowledge economy, new theories, new methods and new thinking to change to get people there. Tourism enterprises should keep up with the pace of the times, constantly taking the essence, decisively abandon dross. Guaranteed fine management of tourist enterprises will implement training in this important aspect of training is emerging for the new economy of the new theory, new knowledge, new thinking and reconstruction, is a pillar of the fine management of tourism enterprises. Training is effective in reducing service, operations and management errors. Tourism enterprises is a dynamic, continuous, high yield investment. Focus on training employees in the training process a series of good habits, to influence it to their daily work, recognizing that "used to train" the importance of training is an ongoing process, is not to think of it training, retraining and other erroneous ideas when needed.

Build a wide range of information technology systems

Intelligent Internet era, tourism enterprises must quicken the pace of Internet thinking through science and technology labor, through intelligent improvement needs, tourism enterprise from products to services, from management to operate all aspects of the Internet technology, a wide range of information technology has become a new demand of tourism enterprises, Advanced operating system for guest services provides a more efficient and convenient platform, implements fine management for faster, higher throughput requirements. Implement fine management of human resources of tourism enterprises, provided technical support to advanced information technology, not only improves office efficiency is essentially liberated manpower, total data storage capacity information transmission to achieve a qualitative leap.
**Improve and refine the human resources management system**

Powerful tourism fine management of enterprise human resources system support systems standardization and scientific. Ask employees to everything. Therefore, tourism enterprises should optimize human resource management programmers, improve the tourism business rules and processes, focusing on job analysis and job description. Development of scientific competitive performance evaluation criteria, the evaluation process as a whole, allow employees to see their career planning.

**ACKNOWLEDGEMENTS**

This paper is one of the research achievements of the science and technology department of Jiangxi province “The research on the path of scientific and technological innovation in the transformation and upgrading of the tourism industry” (20161BBA10031).

**REFERENCES**