

FEATURES OF HUMAN RESOURCE MANAGEMENT IN RURAL TOURISM ESTABLISHMENTS

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Abstract: *Closely analyzing human resource management in rural tourism establishments, whether rural or rural locations guesthouses it can be seen some distinctive elements, namely: employee motivation often is an intrinsic value and not necessarily one extrinsic, communication and atmosphere, rather than an official one. In this type of tourism employers and employees do not change their work than with a very low frequency*

Key words: *Human resources management, rural tourism structures, selection, recruitment, motivation*

INTRODUCTION

Closely analyzing human resource management for rural tourism establishments, rural tourist hostels or guesthouses, some several elements could be observed, namely: employee motivation often is intrinsic and extrinsic necessarily, communication and atmosphere is family one rather than an official one, type employee and employees do not change their work place than with a very low frequency. An appropriate person is considered an individual who fully meet all their duties with high productivity, and an inadequate person is the category who do not make a valuable contribution in performing their duties for one reason or another are ineffective.

MATERIALS AND METHODS

In this paper we will refer only to some aspects of human resources management rural tourist structures, several concrete aspects that have deepened through field research. In this regard to address elements related to choosing a place by a candidate, the motivation and collaborative work and communication between different hierarchical levels.

Motivation is the sum of internal and external energies that initiates and guides human behaviour toward a goal that, once achieved, will lead to the satisfaction of needs (Neuman, H., *Ce trebuie să știm despre interviu*, Business Tech International, nr. 12,1993, Press, București). A reason that animates people is an expression of their needs and expectations. Needs are defined as gaps that an individual feels them at a time, and expectations are individuals' beliefs in the existence of opportunities that can be obtained through a certain level of effort and performance (Stanciu S., *Managementul resurselor umane*, Bucuresti 2001).

In reality, each person has a different level of intake by another person, which may motivate a person obligatory not necessarily motivate another person. In this respect, the motivation is good to be a strictly custom, which is an extra effort for the employer. If we consider the pyramid of needs then we can say that once basic needs met, they leave the

place of higher-order needs which otherwise is true means for the development of human personality.

To motivate people in their work instance means primarily cash reward for their work, which is an extrinsic motivation, on the other hand we can talk and intrinsic motivation that is why they develop a sense of professional and social fulfilment. Typically, the salary is the main way to motivate staff but generally people are needed and other needs or opportunities of expression: the need to learn on the job, need to know, need to take decisions, to be recognized as a professional, and these beings that constitute intrinsic motivation.

Schematically we can say that the individual needs and expectations lead to tensions and generate certain actions in order to achieve their goals, so that is done needs covered, but over time cause other needs.

When we speak of motivation that can be achieved through a variety of forms, as shown above can be extrinsic and intrinsic motivation can also: positive and negative with the positive benefits, rewards and incentives directly for the work, the negative being one that is realized through threats and punishments. It has been shown through research that if positive motivation increases productivity, individual performance and function of the organization, and if the denial lowers labour productivity and individual performance.

We have studied the functioning of human resources management at a bed and breakfast unit situated on the national road DN 79. The unit is structured as follows: 19 different rooms including 10 double rooms, 3 single rooms, 1 room with three beds, 5 double rooms with all necessary facilities. The ground floor is structured by reception, restaurant with adjoining terrace. The restaurant has a capacity of 40 places, where meals are served a la carte staff is structured as follows: manager, manager, one receptionist, two kooock, one help kitchen, 2 waiters, 2 maids and 1 goalie. The research was conducted questionnaires filled by all employees, during March-April 2012. The data thus obtained were processed by SPSS then analyzed and interpreted.

RESEARCH RESULTS

Analyzing the results we see that most employees working in this hotel for over a year, between 1 and 5 years 70% of employees responded and under one year are 30% of them, as shown in Figure 1

Next they were asked what benefits they have in the pensions currently no so in 100% said they have extra bonus for the weekend.

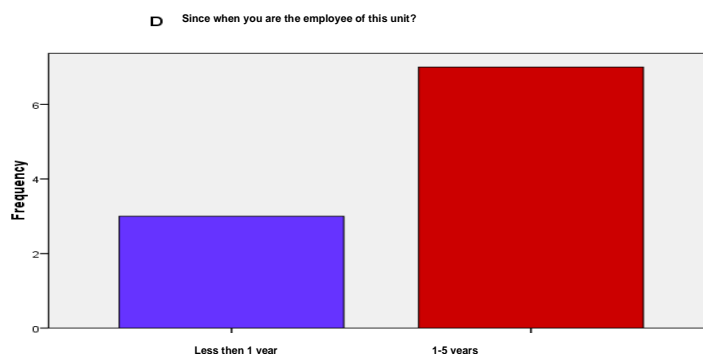


Fig 1 Period of the employment

The next question sought to emphasize the reasons for porting employees chose this job and as is highlighted in Figure 2, most of the commercial were chosen because it is near the home, 90% and another 10% for the program.

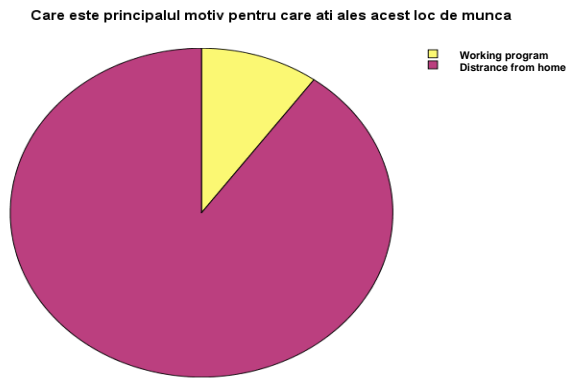


Fig 2 What is the main reason you chose this job

When asked their opinion about other employees and colleagues who have direct contact, it is observed that most of her colleagues consider policies 50%, kindness is considering rate of 40% and 10% considered the indifferent fellow as shown in Figure 3.

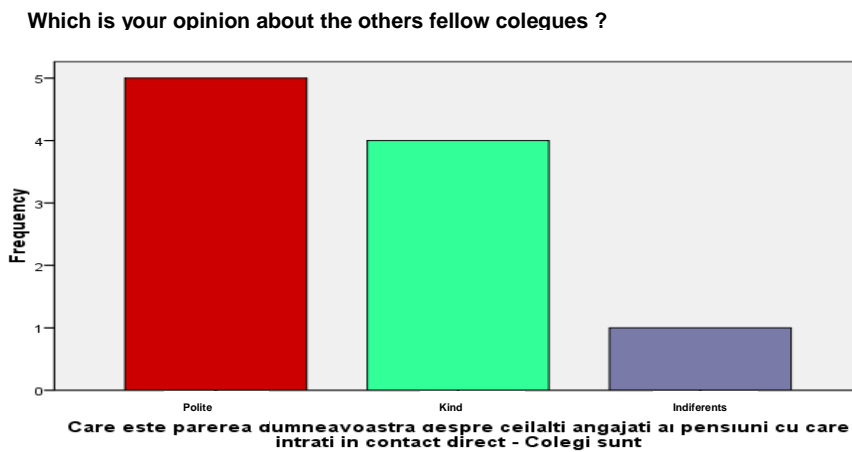


Fig 3 Opinion of the fellow employees

One can see a remarkable difference in opinion when employees are asked is their opinion about direct reports, as 50% say they are friendly, 30% say they are less friendly and 20% say they are indifferent. These results are shown in Figure 4.



Fig. 4 Direct opinion on others subordinates colleagues

About direct superiors most employees are considered polite in 70% and other 30% is considered indifferent, as shown in Figure 5.

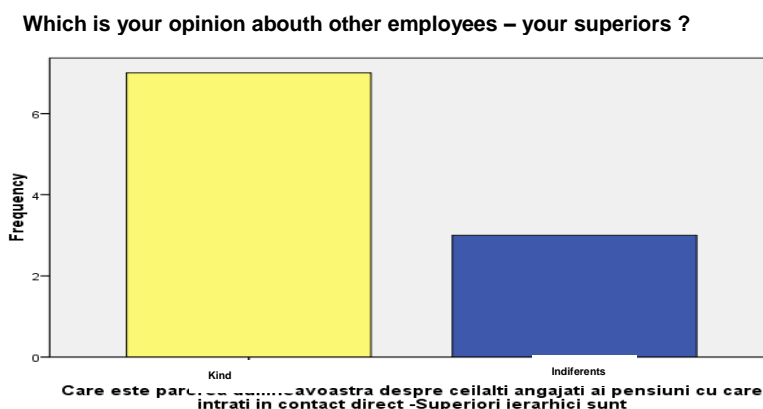


Fig 5 Your employees about direct superiors

Analyzing the salary of the employees' pension compared with hard work, all the major satisfied are less so 50% considered low wage level, 40% it seems appropriate, and 10% consider it very small. The data are shown in Figure 6.

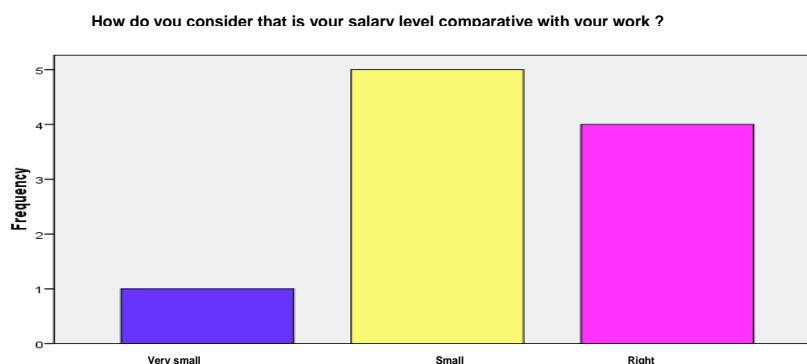


Fig 6 The salary comparative with the work

Questionnaires respondents belong to all age groups as can be seen in Figure 7.

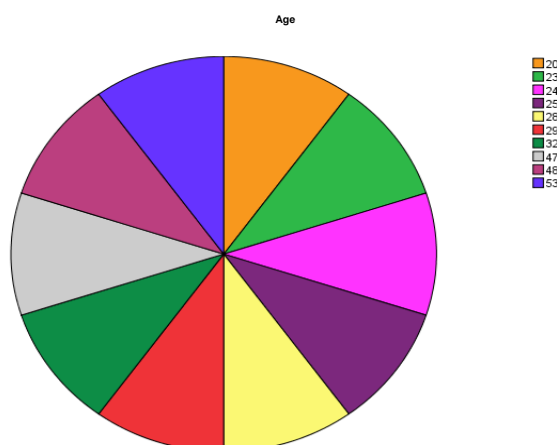


Fig 7. Age groups

The data analysis shows that the majority of respondents that level vocational school training at 60%, we have 30% of high school respondents and 30% of them educated, as shown in Figure 8.

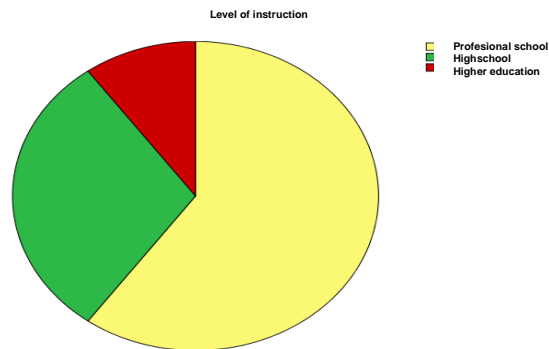


Fig 8 Level of instruction

Looking at what level of income is seen as most say their income for a decent 80% and 10% in equal proportion say they have only the essential or sometimes manage to buy and more expensive things. The data are shown in Figure 9.

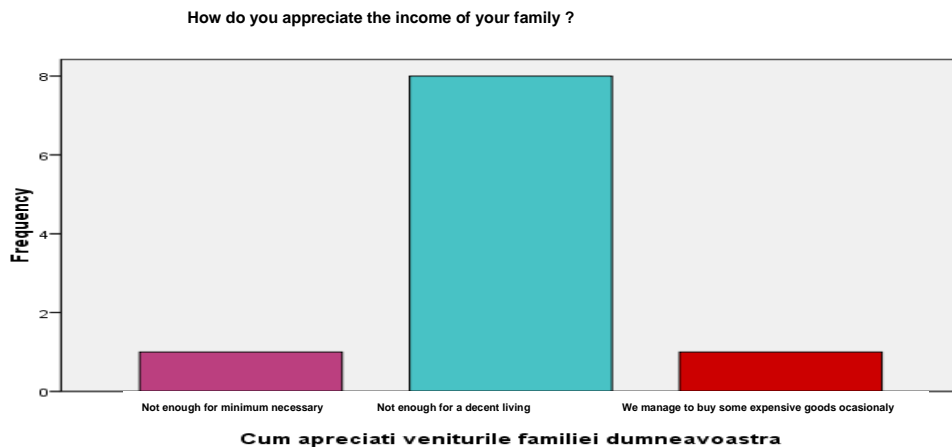


Fig. 9 Income level

CONCLUSIONS

The analysis of field data is about some basic elements of human resource management rural tourist hostels namely that employees are motivated by intrinsic motivational factors such as convenience for the language near and not necessarily the salary, which say they are small compared to the work done in 50%.

Although wage levels of satisfaction are not employees for over a year in 70% of them, which shows that motivates more atmospheres at the workplace or other items.

Managerial communication out to be pretty good, considering them the most superior kind, also is a good collegial atmosphere at work.

They also note that they are well represented all age groups are people with different training and fairly balanced gender representation.

We believe that the recommendations would be appropriate diversification of motivational elements employees offering the other incentives besides those for weekend days.

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