

苏州 IU 酒店人力资源成本 优化研究

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摘要：随着市场的日趋成熟、技术的发展与不断加强的行业竞争，经济型酒店快速成长的同时也遭遇了发展的瓶颈。其中，最主要的因素就是人力资源成本的激增。大部分酒店将重心放在任务指标的达成上，从而忽视了对人的管理，管理人员人力资源成本管控意识淡薄，这种意识的缺乏主要体现在对酒店员工发展的不重视上。例如组织缺乏对员工的培训、薪酬设计不合理、激励机制不完善。酒店做不到有效的招聘与人才的培养和发展，人力资源上的支出就会呈直线上升趋势。IU 酒店是铂涛集团推出的一个互联网概念酒店。酒店致力于为当代年轻人打造线上互动在线酒店空间的同时提供各种人性化的服务。虽然 IU 酒店网络概念的创新商业模式为顾客提供了良好的服务，但由于其成立时间短，管理上仍然存在着一些不足之处。本文从酒店人力资源成本的概念入手，利用数据图表和 SWOT 分析法分析了 IU 酒店当前的人力资源成本现状，然后着重分析酒店人力资源成本上存在的问题，最后有针对性地提出解决放方案，以期优化人力资源成本，为酒店管理服务。

关键词：酒店；人力资源；人力资源成本；人力资源成本优化

Studying on Human Resource Cost Optimization

Of Suzhou IU Hotel

Abstract: With the increasingly mature market, the development of technology and the continuous strengthening of industry competition, the rapid growth of economic hotels also encountered the bottleneck of development. Among them, the most important factor is the surge of human resource cost. Most hotels are committed to the achievement of task indicators, thus ignoring the management of people, and the management personnel have weak awareness of human resource cost control. The lack of awareness of human resource cost management is mainly reflected in the lack of attention to the development of hotel employees, such as lack of training for employees, unreasonable salary design, and imperfect incentive mechanism. Hotel can not do effective recruitment and talent training and development, the expenditure on human resources will rise in a straight line. IU hotel is an Internet Concept Hotel launched by Platino group. The hotel is committed to creating online interactive hotel space for contemporary young people and providing a variety of humanized services. Although the innovative business model of IU hotel network concept provides good service for customers, there are still some deficiencies in management due to its short establishment time. This paper starts with the concept of hotel human resource cost, analyzes the current situation of IU hotel human resource by using data chart and SWOT analysis method, then focuses on analyzing the existing problems of hotel human resource cost, and finally puts forward the solutions to optimize human resource cost and serve for hotel management.

Key words: Hotel; human resource; human resource cost; human resource cost optimization.

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