

# Orientation and Integration of New Employees in an Organization Hotel

Daniel Dăneci-Pătrău  
Spiru Haret University  
danusidenima2@yahoo.com

## Abstract

*The tourism industry is an industry of "labor" because the employees who work in direct contact with customers depends on the success of the organization. Hotel staff is the image of an organization, thus requiring a certain prestige from its standard defining the policy and organizational culture of the company. Hence the role of integration employees in the hotel as a factor determining the quality work of the new employee, its performance and hence organizational performance.*

*The aim of this study is to highlight the role and importance of the integration process, orientation and training of new employees within an organization hotel. To achieve was analyzed professional orientation program for new employees in the department reception at Hotel Dali Constanta, offering a guide to best practices be reflected in the behavior of employees to hotel guests in the future.*

**Key words:** hotel, career, tourism, management

**J.E.L. classification:** M12, M51

## 1. Introduction

The hospitality industry is a versatile and interesting field. Because of the economic crisis facing the entire world, the supply of jobs in the field and especially in management, fell sharply. Hotel staff is the image of an organization, thus requiring a certain prestige from its standard defining the policy and organizational culture of the company. In a service industry, the most important ingredient of the product is the man. Human resources are in direct contact with the customer and are regarded as being involved in achieving the organization's objectives.

Travel services are presented as a set of activities which aim to satisfy all the needs of tourists during the moving in this connection. By nature, travel service must provide for the recovery of working capacity, fun and educational at the same time spending leisure time; he also shall be so designed that, following the tourist consumption, the individual to acquire extra information, knowledge, skills even us.

In the contemporary period, there is an ongoing process content enrichment benefit tourism with new types of activities - specific processes and Romanian tourism - as an expression of responsiveness and adaptability of tourism to changes in the structure of consumption needs, the growing role of training and education people. Development and quality of tourism services are dependent primarily on the existence of adequate technical infrastructure, with adequate facilities, offering tourists ideal conditions to fulfill, as applicable, and other functions. Secondly tourism services are influenced by staffing capacity accommodation and catering bases for treatment and recreation, skill level of the work, the organization of work in tourism units.

In this context the insufficiency of the accommodation and catering sectors, equipping them properly, mismatch between comfort level and discerning travelers, as the small number of workers or their poor preparation, adversely affect quality of tourism services and through their dimensions tourist traffic and the possibilities for exploiting heritage.

## 2. Theoretical aspects of integration and orientation of new employees

In corporate terms, the ultimate goal of professional development is to improve employee performance and thereby the entire organization. Employees continuing education as a means by which to self-improvement, to improve prospects for career advancement. From this point of view, training is driven both by the organization and its employees. Since the emergence of human resource management has significantly increased the importance of staff development defined as "a strategic approach to investment in human capital, based on other human resources processes to identify existing talent and potential required to meet the future needs of the organization" (Currie, 2009, p.198). Senior managers do not assign training rarely priority status of the organization and therefore not willing to allocate significant resources.

This attitude has changed now that modern organizations providing resources training programs and professional training accessible to all specialty departments. Typically, specialists of chamber staff have a longer-term vision on the career development of employees and entire organizations to operative managers. But the best informed about the technical aspects of the personnel are managers who can decide when subordinates require upgrading skills or retraining.

Thus, in the view of Professor A. Rotaru are three components of the preparation phase: determining training needs, implementation of training and evaluation (Rotaru and Prodan, 2006, p.149). Petrovici in his approach, methodology training includes five phases: identifying the need for training plan development and training and staff development, conducting training programs, control programs and evaluating training programs (Petrovici, 2007, p.129). Integration is the work of human resource management that ensures the assimilation of new features in the socio-professional employees and their adaptation to the culture of the group to which they belong (Manolescu *et al*, 2004, p.211). Integration of employees aims to facilitate faster integration into the organization. This includes the employment of personnel which consists of a set of processes to award actual people selected stations, including preparation of all necessary formalities.

Training is an essential component of systems work high performance because, in the opinion of a renowned American expert, these systems rely on practical knowledge and initiative of employee value to identify and solve problems, to initiate changes in working methods to assume greater responsibility for the quality (Pfeffer, 2012, p.101). In agreement with the author, we appreciate all require a motivated and qualified workforce that has the knowledge and ability to perform the required tasks. The hotel organizations is fulfilled only part of the foregoing statement, meaning that staff is qualified, specialized training and knowledge verification is done annually, but lacks greatly in motivation managerial involvement through a proper system of rewards.

The integration of new employees is not perceived by all HR managers as a necessity. The main purposes it is used are:

- Cost reduction. Integration and proper orientation of employees reduces the time of admission to post and contribute to the costs associated with preparing them.
- Reducing anxiety. Any employee, put in a new situation, strange will become anxious, which may hinder its ability to learn. Proper orientation helps to reduce anxiety resulting from the confrontation with unknown situations and offers models of behavior, thus reducing employee stress.
- Reduce the fluctuation of employees. Fluctuations in employment increased by as employees feel unimportant/value, or are in the position where they cannot fulfill their duties. Integration prove that the organization values the employee and helps provide the tools needed to progress.

New employee orientation and integration is the process by which an employee is helped to adapt to the new job and his work thus be easier to reach. In line with a skilled we believe that professional integration is the process of adaptation of new employees with conditions characteristic of the activity of employment, symbolizing a social process extremely important, with considerable consequences on the performance of the employment of personnel and the satisfaction thereof (Pânișoară, 2012, p.56). And professional integration also requires an atmosphere of security, privacy and coming future job. The new employee will have confidence in his ability to perform activities of the job. Tourism service providers know that the first impression is everything for them. This is true not only for customers but also employees. HR professionals must know them so. A negative first impression slows development period for new employees and

to achieve desired productivity.

### **3. The integration of new employees in the reception Hotel Dali Constanta**

Only entered the tourist landscape of Constanta, Hotel Dali is built in postmodern style and is characterized by impeccable design, offering excellent quality in a subtle atmosphere of intimacy and grandeur. The elegant decors, open spaces and natural kindness greets you at the entrance with generous hospitality. The hotel is located in the lawn of the Black Sea in the vicinity of Constance Dramatic Theater, Mircea cel Bătrân National College, House of Marriage and Financial Administration and Treasury Constanta Municipality, with the perspective Modern beach and port Tomis.

Staff at Dali Hotel, must live up to a certain quality because the customer is expected to be offered the same services to the same standard of quality in all possible situations. Hence the need for integration, orientation and training of its employees, a process which I will present next. The landlord is always eye and ear hotel receiving all positive and negative comments. Booking requests, questions and complaints about the hotel are all part of the job of receptionist. If you want to know what customers think about hotel, ask the receptionist. The landlord is the person you address customer questions. During his stay in the hotel, the receptionist direct customer calls to solve problems, and all accompanying receptionist departure. The receptionists are ready and willing to provide high quality services. Receptionists, as key elements of the hotel to meet customer needs and wishes, needs to have a certain attitude and behavior, these as a political organization they belong.

Reception integration of the new employee in Dali Hotel Constanta involves two stages: preparation and evaluation. Chief landlord is responsible for the professional integration of the employee. Before starting training / instruction is available to the employee a "Manual reception" it FIDELIO including procedures, CLOCK (hotel management software) to be known for more efficient deployment under Front Office operations (reception). The components of this manual refers to the processes of booking, registration of arrivals and departures (check-in, check-out), foreign exchange and cash.

The entire front desk staff needs to have an appropriate professional behavior, perceived as a manifestation of politeness. By knowing in detail the entire meal, by his attitude, each worker will be able to recommend the customer benefits of the hotel or to greet him before making the customer, to listen and to stay available, making it to feel good and winning her confidence.

The main rules of professional conduct covers: hello, physical posture and clothing, communication ethics, including the telephone gesture. In this sense they can be formulated and laid down precise rules. Using mimic, gestures and body language of particular importance. After studying theoretical data new employee takes part in a training seminar which relates to fair and efficient use of the computer and software FIDELIO, CLOCK and customer behavior towards (outfit). After completing training, the new employee is subject to evaluation by the chief clerk. On the first working day of the new employee, colleges are required to contribute to the smooth integration to the group as Dali hotel standards require special respect to clients and colleagues, and team spirit must always be present.

### **4. Guide to good practice on the integration of new employees**

Many works in human resources management recommended us to treat them as new employees, whether recent graduates or people who already have some experience organizational. That by virtue of the new environment requires equally unique challenges, which both categories must cope better with the help of those in charge of orientation and organizational integration of new employees. Up to a point, this approach is correct and useful because it forces us to treat them with the same attention to all drawing attention to the prejudice of those who had the opportunity to accumulate some previous experience.

Since the arrival of the new employee, the manager should behave with him so that he can feel that the staff and the organization belonging and that is important for achieving its objectives. This can be achieved only if the new employee must be presented tasks, responsibilities and clear

objectives that will be assigned (Micu, Stănciulescu, 2012, p. 159). The new employee will soon feel the need to be useful and to showcase what he knows.

The most important shortcomings aimed at integration, orientation and training of new employees Dali Hotel reception problems noticed in daily observations and research results in the field, are the following:

- Formalize the integration of new employees;
- Are not adapted to the hotel and its location in the territory;
- Contain no ethical issues with staff and customer behavior;
- Does not refer to an immediate familiarity with the written instruments of the hotel.

Receiving new employees must be designed so that they feel welcome and accepted collectively. Head of group members collectively should announce the arrival of the new employee to be ready to accept it. A warm attentive and courteous atmosphere removes mistrust that can cause a cold and indifferent reception. Receiving is the first impression that creates new collective income; it has on its impact as much higher than we can imagine. A good reception can be a great step in the process of integrating the new employee; so participating team members to successful integration, forming also the primary sources for obtaining preliminary information, as implied by a renowned specialist (Alexander, 2012 p.21). At the first meeting and the first handshake can transmit the unconscious messages of domination, submission or draw. The message of dominance and taking control appears outstretched hand palm down and hand out palm up forward obedience and trust. Moreover, following gestures a person can understand if it is a person expansive, who likes to dominate and who would not accept competition or if that person lacks self-confidence, irritated, very dynamic or limpness. The line body, shoulders, neck also have their share of importance. The way we bow to distance ourselves from the partner or transmit availability or carelessness. Column line and the shoulder line, as standing or sitting can humiliate or dominate, create an equality or show dominance or submission.

Following information that we have obtained in connection with the staff of the Hotel Dali Constanta, we proposed a guide of good practices that should be reflected in employees' behavior towards clients and posed in Table 1:

*Table no. 1 Guide to good practice for the department Reception in Hotel Dali*

<b>Employee behavior to the customer</b>	<p>When the employee goes through the hotel should remember:</p> <ul style="list-style-type: none"> <li>- "Head up" ...</li> <li>- "Smile" ...</li> <li>- 10 steps - establish visual contact with the person moving towards it;</li> <li>- 5 steps - to address;</li> <li>- To greet each guest with a smile;</li> </ul> <p>When welcomes a guest, you should use the name of his family whenever possible;</p> <p>On departure, the customer must settle for a warm farewell with a smile;</p> <p>The guest must not be interrupted again, this is why the employee is there;</p> <p>The way in which the employee is expressed is very important. It must use a vocabulary care;</p> <p>The employee must anticipate customer desires and must always distinguish between their needs and those of the client;</p> <p>The employee must interrupt the conversation where he is employed and pay attention to the customer, giving priority to lifts, door entry, restaurants etc .;</p> <p>The employee must not point fingers; whenever possible, the customer has led to the desired location;</p> <p>Professionalism phone is essential for a good first impression. If the position requires the employee to communicate with the client by phone, it needs to be involved to provide quality services;</p> <p>All calls must be answered before the phone ring three times;</p> <p>The employee must avoid undue familiarity to the customer;</p> <p>The employee must observe body language client. It is relaxed? The arms are crossed? They seem to be in a hurry/tired?</p> <p>When the employee receives a complaint - becomes its owner; and it must act immediately to solve, and to ensure that the customer was satisfied.</p>
<b>Employee behavior</b>	Each employee must meet colleagues at any time with a smile and be friendly;

<b>towards colleagues</b>	Each employee must comply with colleagues property; Each employee must recognize the importance of each job schoolmates; Encourage teamwork and leave your personal problems at home.
<b>Employee behavior towards unity in working</b>	The employee must not forget that: his job to ask the right attitude; The employee must not use the facilities for the customer: mobile etc .; The employee must know more about the services of the hotel that are working hours that the restaurant, swimming pool, how far away are local attractions, etc; The employee must make saving water and electricity; The employee must meet and maintain the hotel property and equipment; Each employee is a seller; Always employee must first recommend the hotel food and drink and then other outdoor facilities; The responsibility of every employee is to maintain cleanliness in the hotel, both in front and behind the building; A uniform clean, ironed, appropriate footwear and a badge correctly is essential and can create a very good first impression about both employee and unity.
<b>Employee behavior to superiors</b>	Each time you need help, or need to solve a problem more delicate employee should not hesitate to seek help from senior heads; The director should be notified as soon as an incident or an accident can escalate into a possible accident.

Source: Author

In our opinion, it is generally better, as a first step, the new employee to give him and others a time of adjustment, at least one month, during which they can deposit items, rejection, which can be observed power relations, formal and informal, the newcomer finds a place in a much more complex structure than what you see at first glance. It is absolutely normal reaction of rejection or suspicion of the team at the beginning, before a change, especially from people directly affected by the newcomer. This reaction of rejection can be charged directly or can be more subtle indifference manifested by marginalization by willful or exclusion from certain group activities.

The entire front desk staff needs to have an appropriate professional behavior, perceived as a manifestation of politeness. By knowing in detail the entire meal, by his attitude, each worker will be able to recommend the customer benefits of the hotel or to greet him before making the customer, to listen and to stay available, making it to feel good and winning her confidence.

## 5. Conclusion

In a service industry, the most important ingredient of the product is the man. Human resources are in direct contact with the customer and are regarded as being involved in achieving the organization's objectives. People's quality determines the quality of services we provide to customers and thus their success in the market is an undeniable fact that the organization's performance depends entirely on staff. Without people in the tourism industry cannot exist an organization and an intentional activity. Behind any activity or document are men. So staff tourism is the most important feature of the tourism industry. In this respect requires a more thorough study of the human resources and their management. Hospitality industry was faced with the problem of attracting and retaining high-quality staff. The reasons were the inability to recruit and retain employees operatives and supervisors of the unit, including hours, payment and contingent nature of the labor market. The performance levels of employment are determined by the ability of staff but also of their reasoning power. We should pay attention to the nature of motivation and job satisfaction if desired by staff to perform their duties to the best of their abilities capacity. A special place in the effective management of human resources would have to deal with the integration of new employees into the organization as a prerequisite in achieving the organization's objectives and improve performance.

In conclusion, it should be noted that running a business hotel customer care begins with caring staff. Employees are the most important ambassadors of tourism organizations and should be treated as their most important customers.

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