



# PEOPLE MANAGEMENT IN TOURISM



**When you think of tourism and hospitality, you probably think of vacations, good times, and having fun, so it can be easy to forget that the tourism industry is seriously big business!** In 2022, over 15 million visitors to the state spent \$8.64 million dollars on Maine restaurants, accommodations, shopping, transportation, activities, attractions, and recreation. Providing great service is the foundation of the tourism and hospitality industry, and that requires great people--and those people need managers to make sure everything is running as it should be.

'People management' refers to the practice of managing and leading individuals and teams within an organization to achieve specific goals and objectives. People management involves various aspects related to the management of human resources, such as recruitment, training, performance evaluation, motivation, communication, and conflict resolution.

People management is crucial for creating a positive work environment, fostering employee engagement and productivity, and promoting the overall well-being of the workforce. Effective people management skills are essential for managers and leaders to build strong and cohesive teams and achieve organizational success. It involves understanding the needs and aspirations of employees, providing support and guidance, and aligning individual and team goals with the broader organizational objectives.

## **Leadership**

Effective leadership is critical in any business, and this is especially true in an industry that is all about experiences and relationships. Hospitality managers guide the vision and direction of the business, setting goals, defining strategies, and creating a long-term roadmap. They create the culture, motivate and inspire employees, and make decisions that impact the business's success, with a goal toward long-term sustainability and profit.

1. **General Managers** play a critical role in ensuring the hotel operates efficiently, provides a positive guest experience, and achieves financial success. They are the ultimate decision-maker and leader, guiding the business's team toward its objectives and upholding its reputation within the industry.
2. **Operations Managers** run the day-to-day operations of a hospitality establishment, such as a hotel, resort, or restaurant, ensuring smooth functioning of various departments, coordinating staff, managing guest services, and maintaining overall efficiency.
3. **Project Managers** plan, execute, and monitor projects, coordinate team members, set timelines and budgets, and ensure successful project completion.
4. **Business Development Managers** identify new business opportunities, build partnerships and strategic alliances, conduct market research, and develop growth strategies for the company.

5. **Risk Analysts** assess and mitigate potential risks for businesses, such as financial, operational, or regulatory risks, and develop risk management strategies.
6. **Entrepreneur/Small Business Owners** start and manage their own business ventures, taking on responsibilities such as planning, marketing, operations, and finance.

## **Human Resources**

Hospitality and tourism is all about providing great customer service and experiences for guests, and you can't do that without amazing people! Human resources makes sure that tourism businesses have the staff they need to serve their guests. A large percentage of tourism businesses in Maine have a seasonal component, which means a company might need to hire hundreds of employees at the beginning of the tourist season—HR is a vital component of this process.

1. **Human Resources Managers** oversee recruitment, hiring, and training processes, manage employee benefits and payroll, handle employee relations, and ensure compliance with employment laws.
2. **DEI Specialists** promote and implement initiatives that foster diversity, equity, and inclusion within an organization or community.
3. **Trainers** conduct educational programs and provide skill development to employees, ensuring they deliver exceptional customer service and uphold the standards of the establishment.

