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Hotel Human Resources: Adapting to the New Normal

Of all the areas within hotel operations that experienced enormous challenges due to the pandemic, perhaps Human Resources faced the greatest disruption. Massive layoffs, employee safety concerns, a transition to work from home, and virtual onboarding and training. These issues were in addition to the perennial challenges of worker recruitment and retention. However, there are signs of recovery in HR departments as they integrate new policies and procedures in order to adapt to the New Normal. One of the biggest changes has been the large-scale adoption of digital tools and increased mobile device usage for frontline workers. This ability to have real-time, two-way communication with every employee will help to identify workplace problems immediately, aid in training and development, maximize productivity, boost morale, promote safety protocols, and help to build a stronger, more inclusive corporate culture. The March Hotel Business Review will explore what some HR professionals are doing to address these and other employment-related issues in their respective departments.

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