

Title: Human Resource Strategy of Hotels in Hualien, Taiwan
By: LI GUAN-LING **Identification** 64BB987015
Degree: Master of Business Administration
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ABSTRACT

The global tourism and hospitality industry have been flourishing in recent years. According to the Taiwanese Tourism Bureau, the international visitors to Taiwan has increasing year by year, which has led the hotel industry and also the importance of human resources in the hotel industry. The study mainly focuses on how the hotel industry in Hualien, Taiwan developing the human resource management strategies in the competitive environment to improve the effectiveness of organization and establish a competitive advantage. The purposes of the study show as follows: 1. Exploring the importance of the human resources strategy in Hualien, Taiwan to the local tourist hotel, 2. Exploring the relationship between human resource strategy and employee performance in Hualien, Taiwan, 3. Exploring whether strategic human resource is helpful for employee training.

Due to the importance of the Taiwan Hualien hotel business and the highly employee turnover rate in recent years, the study also aims to discover how the human resources department responds to the massive flow and separation. The study is expected to be conducted through qualitative interviews mainly on in-depth interview method. The actual work within local tourism hotel owners and human resources

supervisors are the mainly interviewees to develop the organizational development strategies which can be assisted in relevant manpower issues. In the meantime, it is expected that the follow-up results would help to provide the Taiwan hotel owners and management level with the proper developing strategy and directions in human resource management and improve organizational performance to create a competitive advantage and promote the development of Taiwan tourism industry.

Keywords: Strategic human resource management, Organization performance, Hotel management

