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FORMATION OF HUMAN RESOURCE POTENTIAL OF A HOTEL ENTERPRISE UNDER CURRENT CONDITIONS

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Human resource potential is an important factor in the effective activity of a hotel enterprise. Today, this is determined by high competition, increasing guest requirements for service quality, the spread of digital technologies in the hotel business, and the need for rapid staff adaptation to changes. One of the decisive factors is the professional training of employees, their engagement, ability to interact across functions, and readiness to work under conditions of renewed service standards [1; 2].

Formation of human resource potential includes staff selection, allocation, development, motivation, and retention. In a hotel enterprise, staffing is determined by the number of employees, the level of their competencies, and their compliance with the functional tasks of individual departments. Work organisation requires a coordinated management structure, distributed areas of responsibility, staff preparation for interaction with guests, and stable coordination between departments.

Systematic staff training strengthens the human resource potential of a hotel enterprise. Studies in the hospitality sector show a link between employee training and service quality; training satisfaction, appropriate incentives, and support from the enterprise have a positive effect on employees' organisational commitment [1; 2]. Formal professional development programmes should be supplemented with on-the-job training, mentoring, coaching, and practical training of professional actions in daily work.

The motivational component affects employee retention and work performance. Professional development should be combined with material incentives, recognition of work results, career growth opportunities, improvement of internal communication, and maintenance of a healthy working environment. Scientific studies confirm that high-performance work practices increase employee engagement and contribute to

better service results in hotels [3]. Human resource policy should cover the current staffing of departments and long-term employee retention.

Improvement of the human resource potential of a hotel enterprise should be carried out in several related directions: development of a human resource strategy; planned professional development of employees; use of modern HR tools; strengthening motivation through a combination of material and non-material incentives; and improvement of interaction between departments. The practical result is reflected in increased organisational flexibility, a higher professional level of staff, and reduced risks of staff instability [2; 4].

Formation of the human resource potential of a hotel enterprise under current conditions requires a comprehensive personnel management model. It is based on a human resource strategy, professional development, modern management practices, and motivational mechanisms. In an urban hotel, the implementation of such a model creates prerequisites for improving service quality, strengthening staff resilience, and maintaining competitive positions in the market.

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