

Analysis and Research on the Role of Human Resources in the Development of Tourism Industry in Sanya

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Abstract—Human resource management plays an important role in the growth of tourism industry and is the warrant for the industry's competitive edge, overall capacity and sustainable development ability. From the perspective of human resources, this paper focuses on the analysis of some problems in the development of tourism industry in Sanya, studies the significance of human resource management to the development of tourism industry, puts forward the concept of people-oriented management for the sustainable development of tourism industry in Sanya, emphasizes the strategic management of human resources, improves the training system of tourism talents, pays attention to the construction of tourism enterprise culture, accelerates the construction of large data platforms for human resource management and other countermeasures.

Keywords—Human Resources; Sanya City; Global Tourism Island; Tourism Industry

I. INTRODUCTION

Sanya with a wealth of tourism resources is the only tropical coastal tourism resort city in China. The natural and cultural tourism resources in Sanya have laid a solid material foundation for its vigorous development of urban holiday leisure tourism. In recent years, Sanya City takes “to build a world-class international tropical coastal tourism city” as the goal, actively implements the strategy taking the tourism as a leader to promote other industries' development, constantly innovates, strengthens the degree of opening up, increases development efforts of the tourism market, speeds up the tourism infrastructure construction and improves the tourism industry system. And now, the tourism has made great progress

in Sanya City. However, because the development of tourism industry is rapid in Sanya, the development model is too extensive and the development way is more single, there are still many problems. The tourism products lack diversification and lack high-end tourism projects, the efforts for the protection and development of cultural tourism products are not enough, the quality of tourism services is low, the complaints are frequent, the urban planning is lag, the infrastructure construction needs to further improve, the level of urban management and law enforcement also need to be improved and local residents' sense of belonging, sense of honor and sense of responsibility also need to nurture and enhance. These are all important factors that affect the further development of tourism in Sanya, and even the overall goal “to build a world-class tropical coastal resort destination” can be achieved or not.

Sanya is one of the most popular domestic tourism destinations in the National Day Golden Week. But in this tourism destination, there are many tourists with the experience that is slaughtered, black, blackmail and impose exactions. In recent years, from the Sanya cheating incident in 2012 to the hall officials humiliation incident in Sanya in 2015, Sanya government has been spending great efforts on the tourism market to be rectified but still cannot completely change the chaos of Sanya tourism, And what is behind the chaos of Sanya tourism is that the inbound tourists declines in Sanya in recent years and many tourists complain about the soft environment of Sanya tourism, which seriously affects the development of tourism in Sanya. Through the various chaos of Sanya tourism market, it is not difficult to find that there is a serious lack in

Sanya tourism in terms of the human resources management. In the process of tourism development, human resources management plays an important role, which is an important guarantee to enhance the soft environment, competitiveness, comprehensive strength and sustainable development capacity of tourism industry. The so-called human resources management refers to the generic term of a series of activities effectively use relevant human resources within and outside the organization through the recruitment, selection, training, remuneration and other forms of management to satisfy the current and future development needs of the organization and to ensure the organizational goals to be achieved and the maximization of the staff development under the guidance of economics and humanism.

II. THE CURRENT SITUATION OF TOURISM HUMAN RESOURCES MANAGEMENT IN SANYA

From the perspective of human resources, the current “three slaughter”, “five black”, strong buying and selling, extortion and other travel chaos and the chaos of security are still the lingering shadow of many tourists in Sanya. These tourism consumption soft environments that are represented by the low quality of personnel, poor quality of service, market supervision is not in place have seriously restricted the sustainable development of tourism in Sanya. On the other hand, the tourists’ tourism demand has begun to show a personalized and qualified development trend in Sanya. In the future, traditional tourism projects only relying on the natural tourism resources have been difficult to meet the personalization and quality requirements of tourists, and tourists also began to focus on the consumption experience of the high-level production factors represented by talents and services while enjoy natural and high-quality natural tourism resources in Sanya at the same time. If the future tourism industry wants to achieve the goal of “world-class tropical coastal resort tourism destination,” in Sanya, it must rely on high-quality natural tourism resources and high-quality personnel and high-quality services to achieve the perfect combination between tangible tourism resources and intangible tourism resources, in order to gain a higher level of competitive advantage. In short, the problems in the development of tourism in Sanya and the related factors of human resources management are the following aspects:

A. *Human resources management has not received sufficient attention.*

Because the tourism industry development and development time is very short in Sanya, the current tourism enterprises are mostly in the initial stage of development, the overall level of development is low, human resources at this stage more play the role of cheap labor and employees are often regarded as operating costs rather than the internal driving force to achieve sustainable development of the enterprise. Most of the tourism enterprises encounter the confusion and problems such as frequent flow of personnel and the low overall quality. Sanya tourism enterprises due to the lack of attention to human resources management, the shortage or low quality of human resources lead to frequent incidents of tourism complaints, and many enterprises are subject to the

corresponding punishment or even be canceled the operating qualifications.

B. *There lacks research and application on the law of human resources management.*

Although Sanya tourism enterprises have been made a greater development in recent years, this kind of development is extensive, which largely relies on Sanya natural tourism resources for development, and does not know how to develop human capital--the important business resources. The management of human resources is more dependent on the previous management experience, and there lacks research and application on the law of human resources management and lacks perfect personnel training system, evaluation system and reward and punishment system, which is related to the realization of strategic objectives for the development of tourism enterprises and restricting the development and expansion of enterprises.

C. *The teaching quality and research level of human resources management disciplines in local institutions are relatively backward.*

Comparing to other disciplines, human resources management can be regarded as a new field and new discipline in our country. Sanya develops late relative to other coastal opening city, and the level of human resources management is low. Because the teaching quality and research level of human resources management disciplines in local institutions are relatively backward, professionals cultivated are not satisfied with the depth of the existing theoretical system nor the learning, digestion and use of the new methods and new technology of modern human resources management in developed countries. Coupled with the influence of the local economic development level, the traditional concept and work experience, social practice is poor, which often results in high education and low ability.

The overall goal of the development of tourism in Sanya is to accelerate the pace of transformation and upgrading of tourism in Sanya and ultimately to build a world-class tropical coastal resort tourism destination by promoting the internationalization of tourism image in Sanya, internationalization of marketing, internationalization of products, internationalization of talents, internationalization of services, internationalization of management, internationalization of customers and internationalization of brands. It can be seen that the human resources management in Sanya should be established in the international level in the concept, in the management methods and personnel training, and actively take the initiative to learn, digest and absorb advanced management technology methods in developed countries.

D. *The development mechanism of human resources improved by the quality of personnel and service is to be strengthened.*

In the process of enhancing the competitiveness of the tourism industry, the development mechanism of human resources that enhances the quality of personnel and service

plays an irreplaceable role. After the investigation of the problems of six major categories in the tourism market in Sanya, the market chaos, price fraud and accommodation tension top the list, what tourists feel the deepest is that Sanya tourism market is chaotic, the tourism soft environment is poor, tourism security issues, pickpocketing and theft phenomenon occur and the traffic order is not standardized. And the “three slaughter”, “five black” and extortion in the tourism market are still the focuses of public and tourists’ complaints. As Sanya has not yet established a unified, fair and competitive, standardized and orderly market management system, some of the tourism business practitioners has low quality, service is not standardized, there lacks professional ethics and the phenomenon of cheating chefs and strong buying and selling frequently occurs. These reflect in the lack of human resources development mechanism caused by the low quality of personnel and service. To change the tourism market management in Sanya and to enhance the competitiveness of the tourism industry, we must strengthen the development mechanism of human resources, establish and improve the talent evaluation and reward and punishment mechanism, so as to enhance the level of tourism services.

E. The introduction policy of high-level and high-quality talents is imperfect, the mechanism is not perfect and the intensity is not enough.

The wage level is low in Sanya relative to other domestic opening coastal cities. Such a human resource salary background seriously restricts the introduction of high-level service personnel and leads to the scarce of high-end tourism service staff, serious shortage of the bilingual tourism service personnel and the low comprehensive quality of the high-end tourism projects supporting service personnel.

With the development of the tourism market in Sanya, the future demand for high-end tourism projects will become increasingly large and the developing varieties and the number of high-end tourism projects will be more and more. Then, more and more high-quality talents with high quality are needed. Therefore, how to increase the introduction of high-quality talents from the policy level should be attached great importance to the relevant government departments.

III. THE SIGNIFICANCE OF HUMAN RESOURCES MANAGEMENT FOR THE DEVELOPMENT OF TOURISM INDUSTRY

A. To fully mobilize the enthusiasm and creativity of employees.

The main body of tourism is the tourists that are people, and who provide services for the tourists are also people. So it is visible that if the enthusiasm, initiative and creativity of the people are mobilized, it can improve the tourism soft environment, improve the quality of service and solve many problems existing in the tourism industry in Sanya. The role of human resources management is to use modern scientific methods to conduct a reasonable training, organization and deployment on the enterprise personnel, so that human, material and financial resources can achieve the maximum efficiency of the best proportion. If the department of human resources management can build its own work on the basis of

respecting the rights and interests of every employee, safeguard the interests of every employee and fully mobilize the subjective initiative of the staff, each employee can perform his own function and fully play his role. And this kind of work concept and ideas can also make every tourist benefit in the service experience.

B. To meet the basic tourism needs of the continuous expansion.

In recent years, with the continuous improvement of people’s living standards, tourism has become a choice for more and more people to improve their quality of life, and this tourism demand is still increasing. But the tourism demand that people continue to increase leads the rapid development of tourism industry and also lead to that the tourism service industry is facing different levels of talent shortage to a certain extent.

According to the statistics from the World Tourism Organization, the current tourism industry has become the world’s industry and grows at an annual rate of two digits. According to the research results from the World Tourism Organization, China will become the world’s largest tourism destination by 2020, so there is a big gap for the demand of the tourism management talents. It can be seen that the sustainable development of the tourism industry especially the tourism industry in Sanya depends on the planning and sustainable development of human resources. Do a good planning and training of the tourism personnel can provide good services for the majority of tourists to meet the basic tourism needs of the continuous expansion and also to help promote the healthy development of related industries of Sanya tourism destination.

C. To meet the high demand for future tourism.

The tourism industry both belongs to labor-intensive industry and also belongs to the knowledge-ability-dual-intensive industry. Nowadays, people are not satisfied with the tourism experience relying solely on the natural resources, and the social and ecological tourism, accommodation tourism, healthy tourism and custom line tourism has become a new choice for more and more people, and other new ways of tourism is still emerging. Sanya tourism enterprises only meet the diverse needs of tourists, meet the high-level needs of high-end crowd and adapt to the development needs of this emerging tourism industry in order to quickly develop and occupy emerging markets and even to win competitiveness in the tourism industry in the future.

The effective development mechanism of human resources can cultivate high-efficiency and high-quality tourism practitioners and managers and cultivate high-level talents for the needs of emerging formats, so as to provide high-quality and high-level services and management for tourists with high-level needs, to provide a perfect tourism experience with professional services, to enrich the experience of tourists and to enhance satisfaction. And it can also establish the image for the Sanya tourism destination and to establish reputation, which attract more high-quality tourists, so as to enhance the competitiveness of tourism industry of Sanya destination.

IV. TO STRENGTHEN HUMAN RESOURCES MANAGEMENT
AND TO PROMOTE THE SUSTAINABLE DEVELOPMENT OF
TOURISM INDUSTRY IN SANYA

A. *Everyone build and establish a people-oriented
management concept.*

Tourism enterprises should fully understand the important role of human resources management in the tourism industry and the sustainable development in their own enterprises, establish a people-oriented management concept in the process of specific management, take corresponding countermeasures according to the existing problems in the development, be good at learning and using scientific knowledge and methods of human resources management, pay attention to the value of life and career development of every practitioner, let the career development goals of the staff and the enterprise development goals become the community, let employees share the achievements and benefits brought by the enterprises' development, enhance the sense of belonging, satisfaction and achievement of employees, reduce the negative effects of personnel mobility, change the traditional management ideas and management experience, enhance the staff's ability to work with the help of training, assessment, performance, incentives and other means, change the work attitude of employees and fully play the role of initiative and creativity of the employees under the enterprise's unified goals and values in order to enhance the cohesion and centripetal force.

At the same time, the tourism management department should also pay attention to the role of human resources management. On the one hand, it should strengthen the sense of service, enhance the law enforcement capacity and management level of tourism industry, give full play to the innovation consciousness and work enthusiasm of managers and law enforcement officers, improve the service management system of tourism, increase the law enforcement, standardize the law enforcement behavior, enhance the level of law enforcement, constantly improve the long-term management mechanism of the market and regulate the order of the tourism market. On the other hand, it should promote stakeholders of the common interests to build concepts, launch Sanya citizens to be involved in the construction of the tourism environment, promote the construction goal---"international tropical coastal tourism city tourism destination" in Sanya to a common development goal of the whole people and advocate stakeholders to build concepts together. People attach importance to the construction of the tourism environment. Everyone is involved, everyone benefits and everyone builds co-prosperity. It should enhance Sanya citizens' awareness of the city brand building and positioning, form a good atmosphere---"integrity Sanya, civilized Sanya, everyone build Sanya international tourism metropolis", pay attention to the protection to the interests of the local residents in Sanya, let Sanya become Sanya of people in Sanya, pay attention to the improvement of the tourism experience and satisfaction of tourists and let Sanya become Sanya with Chinese and foreign tourists.

B. *Global vision and attention to the strategic management of
human resources.*

If there is a breakthrough in the field of human resources management, the enterprise management from top to bottom must form an accurate positioning of human resources management, pay attention to and play the role of human resources strategy management.

The first is to establish the system view, to think and to solve the problem of human resources management from the perspective of globalization.

The construction goal of Sanya is an international tropical coastal city. The development of Sanya City is not a matter of a sector but needs government departments, tourism enterprises and even all Sanya citizens to work together. Therefore, from the relevant government departments to tourism enterprises, they all should think and solve internal management problems standing in the international and global height so that the departments of tourism management and tourism enterprises in Sanya advance with the times and grow with the continuous development of the tourism industry in Sanya.

The second is to pay attention to the strategic planning and to form sustainable business competitive advantages.

In the future, with the norms of the tourism market in Sanya, the development of the tourism industry in Sanya will experience the survival of the fittest in the future and the period of merging and reorganization of reshuffling. For the tourism enterprises in Sanya, they should have the sense of crisis and psychological preparation for the industry to reshuffle and do their own development and enhance their competitiveness at the same time. Tourism enterprises should focus on strengthening the pertinence and individuality of human resources management practices in the organization. The more pertinence and individuality that human resources management practice has, the more difficult to imitate for competitors and the more competitive advantages they have in the same industry.

In addition, it should also focus on combining with the business strategy of the organization, recruit outstanding talents through the effective activities of human resources management, take advantage of various opportunities to develop and improve the staff's actual skills and ability to advance with the times in the work process and form sustained competitive advantages of the organization.

C. *To focus on the future and to improve the tourism
personnel training system.*

On the one hand, in terms of the problems existing in the tourism industry in Sanya: poor public order, bullying off the guest, the imperfect language environment and low quality of service, the relevant departments and the relevant tourism enterprises should take the satisfaction of tourists in tourism work at first place, carry out the relevant personnel training program taking it as the core and quantify training plans and effects, such as knowledge updating, integrity awareness, work attitude, service concept, service standards all of which can be improved through training.

On the other hand, it should focus on the future, do a good job of talent reserves, improve the training system of tourism personnel taking the international standards, dare learn from foreign advanced management experience and personnel training mechanism, introduce talents of human resources management in advanced countries, develop the plan for talents' development and improve the personnel training system.

In addition, local higher vocational institutions and training institutions in Sanya should carry out school-enterprise cooperation with tourism enterprises, cultivate practical and inter-disciplinary talents through the school-enterprise cooperation, combining with needs of the market development and based on tourists' satisfaction, in order to provide suitable talents for the development of tourism industry. It should encourage students to practice in enterprises in the professional training and graduation practice and serve as volunteers and ambassadors in the scenic spot, so that the overall quality can be improved in order to adapt to the needs of the talent market.

D. Innovation and development and pay attention to the culture construction of tourism enterprises.

In the development of tourism enterprises, in order to better achieve the innovation and development of human resources management, tourism enterprises will continue to strengthen their own cultural construction. Enterprises' culture will have a very important role in the staff. In a good enterprises' culture background, the enterprise will attract more talented people, retain talent, and make the staff to maximize their own work advantage, stimulate the staff's innovative spirit and teamwork ability and better enhance the overall competitiveness of enterprises, so as to promote the enterprise's development.

At this stage, many large, medium-sized and small tourism agencies and other tourism service enterprises in Sanya have not yet raised the human resources management to the level of the strategic management of enterprises and have not been able to promote the process of enterprises' culture construction through human resources management, and human resources strategy management has only become one slogan. The culture construction of tourism enterprises should have more connotation and essence, identify the staff values of work through the refinement of business concept and the development of the vision of the enterprise, enhance the sense of mission and enhance staff's initiative, creativity and cohesion with a clear goal. On the other hand, the behavior of employees is planned by the management system at the institutional level, let employees take the initiative to participate in the enterprises' culture and enhance the enterprise's culture.

E. To integrate resources and speed up the construction of large data platform for human resources management.

Today, the tourism chaos and law and order chaos in Sanya are still a chronic illness and still a lingering shadow in the hearts of many tourists in Sanya. The reason is the problem existing in the development of the tourism market in Sanya and enterprises, and it also has a direct relationship with the

improper management and lax enforcement of government law enforcement.

Sanya city government and relevant departments should be fully aware of their own role in the process of the development of the tourism market, establish their own sense of responsibility and mission, give full play to their role, make good use of administrative means, manage the construction of large data platform through human resources management, establish service standards, evaluation system and reward and punishment system of the industry, actively reform the labor and personnel system and professional certification system, improve the threshold of practitioners, increase penalties for violations of law, regulate market behavior, regulate the behavior of tourism enterprises and tourism practitioners, advocate tourists and every citizen's civilized behavior, formulate relevant policies to attract more high-level talents, provide convenience and policy support for enterprises, universities and government departments to introduce high-level talents, integrate tourism human resources at the same time, construct various information platforms and provide employment guidance business support and industry personnel exchanges and other services for tourism enterprises and practitioners.

V. SUMMARY

The tourism industry in Sanya in order to achieve a qualitative leap and in order to early achieve the development goal---"world-class tropical coastal resort tourism destination", it should start from the foundation, from reality, based on the international market, focus on the future and continuously improve the overall quality and level of human resource management, including government management departments, tourism enterprises, tourism practitioners and even tourists and citizens.

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