

北京某酒店前台员工离职倾向的影响因素及对策研究

摘 要

随着北京酒店业的飞速发展，酒店人力资源管理的重要性日益突出。酒店前台员工作为酒店最核心的员工，目前仍保持着较高的离职率，这为酒店可持续发展带来了巨大的影响，如何留住前台员工降低离职率已经成为酒店管理者的重要工作之一。笔者希望通过本文的研究，为酒店管理者提供更为丰富的理论基础与数据资料，让酒店行业能够更好的发展。

本文以位于北京城市中心区域的某中型酒店作为对象进行深入研究，通过调查问卷和描述性统计方法，分析该酒店前台员工离职倾向问题，发现员工离职的主要是薪酬福利差、没有合适的职业生涯规划、晋升机会少、培训制度缺失、激励制度不完善等五个原因，影响前台员工离职倾向的因素主要包括员工的性别、婚姻状况、受教育程度、工作时间、薪酬水平、福利政策、激励政策、晋升机会和晋升速度、培训制度、工作压力、作息时间、人际关系、外部工作机会等。

根据调研得出的分析结果，本文从企业文化建设、员工职业生涯管理、完善培训体系和加强与员工交流沟通四个方面提出了建议，希望能够通过以上对策建议，有效降低酒店前台员工的离职率，让酒店有更稳定的发展。

关键词：前台员工；离职倾向；影响因素

RESEARCH ON THE INFLUENCING FACTORS AND COUNTERMEASURES OF RESINNATION INTENTION OF FRONT DESK STAFF IN A HOTEL IN BEIJING

ABSTRACT

With the rapid development of Beijing's hotel industry, the importance of human resources management in hotels has become increasingly prominent. Hotel front desk employees, as the core staff of the hotel, still maintain a high turnover rate, which has a huge impact on the sustainable development of the hotel. How to retain the front desk staff and reduce the turnover rate has become an important job for hotel managers. The author hopes that through the research in this article, hotel managers will be provided with a richer theoretical foundation and data, so that the hotel industry can develop better.

This article takes a medium-sized hotel located in the central area of Beijing as an object to conduct in-depth research. Through questionnaires and descriptive statistical methods, it analyzes the problem of employee turnover tendency at the front desk of the hotel. There are five reasons for planning, lack of promotion opportunities, actual training system, and imperfect incentive system. The factors that affect the turnover intention of front-line employees mainly include the employee's gender, marital status, education level, working hours, salary level, welfare policy, incentive policy, Promotion opportunities and promotion speed, training system, work pressure, work and rest time, interpersonal relationships, external job opportunities, etc.

In order to reduce the turnover rate of hotel front desk employees, this article puts forward suggestions from four aspects: corporate culture construction, employee career management, improving the training system, and strengthening communication with employees. I hope that the above countermeasures and recommendations can effectively reduce the hotel front desk staff turnover rate, so that the hotel has a more stable development.

Key words: Front desk staff; Turnover intention; Influencing factors

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