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Research on Employee Relationship Management from the Perspective of Internet: Taking Dongguan Songshan Lake Hyatt Regency Hotel as a Case

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Abstract

With the rapid development of Internet technology and the wide application of big data, the development background of many enterprises has undergone a qualitative change. The traditional advantages of saving cost and price can no longer adapt to the changes of The Times and the fierce market competition. Among them, the hotel industry, as a traditional labor-intensive industry, must change the previous employee relationship management mode, apply more new Internet technology for efficient management, promote the efficient allocation of human capital, so as to maximize the effectiveness of human resources, and achieve the development goals of enterprises. This paper takes employee relationship management as the research content, and takes the employees of Hyatt Regency Dongguan Songshan Lake as the research object. Under the background of the Internet, the current situation of employee relationship management in the hotel is systematically studied and analyzed, and through rigorous analysis of its existing problems, put forward targeted strategies to improve employee relationship management.

Keywords: Internet, Employee Relations Management, Hotel

Introduction

Since the advent of Internet technology in 1969, people's values, ways of thinking and ways of behavior have undergone subversive changes under the influence of the Internet. Especially since the end of the 20th century, the Internet has penetrated into every aspect of life, the Internet already via luxuries into the necessaries of life, not substitute. With the development of the enterprise, enterprise as one of the most active subject in the market must keep up with the pace of The Times, seize the opportunity of survival and the development, continuous use of big data, cloud computing, Artificial intelligence and other emerging Internet technologies can reduce costs and gain maximum benefits to ensure that they have a place in the fiercely competitive market for a long time (Shen, 2020) [1, 8].

As a traditional human resource-intensive industry, the hotel industry is facing the test of great transformation and upgrading. The in-depth development of the Internet not only puts forward new reform requirements for the hotel human resource management system, but also makes the new generation of employees change their way of thinking (Jing, 2017) [2], working habits and loyalty to the enterprise due to the convenience, informatization and equality of the Internet. In this context, with the acceleration of the promotion of artificial intelligence, the threat of layoffs is also increasing for hotel employees, which leads to the tension between employees and hotels. How to deal with employee relationship management in a special context is an important issue for all managers (Zhou, 2019) [3].

2. Research status

Western scholars started their research on employee relationship management at a very early time. With the development of time, a number of theoretical schools have formed, among which the five most influential schools are: neoconservative school, managerialism school, orthodox pluralism school, liberal reformism school and radical school (Edgar H. Schein, 2011) [4].

Neoconservatives believed that over a period of time, labor and capital would gradually become more balanced and that a long-term, equal and free exchange relationship could be maintained only if neither party was kept at a disadvantage for a long time. Only when employees receive salary equal to their own value can they devote themselves to work with the best attitude. Employers should provide higher salary level for employees to work hard and efficiently (Roger Eugene Karnes, 2009) [5].

The managerialist school focuses on employees' motivation and loyalty to the enterprise, and mainly studies the policies,

strategies and practices of enterprises' management of employees. The main content of the study of the managerialist school is that the interests of employees and enterprises are basically the same, and the relationship between management and obedience is the root cause of conflicts among employees. If the enterprise adopts management strategies agreed by employees to ensure that employees get fair and reasonable treatment, conflicts can be avoided and the common development goals of employees and enterprises can be achieved (Li, 2018).

The orthodox pluralist school is primarily concerned with the balance between the need for efficiency in the economic system and the need for fairness in employment relationships. According to the orthodox pluralist school, what employees pay the most attention to is whether they are treated with care, while managers pay more attention to the efficiency of employees? The concerns of both sides reflect the contradictions between the two sides. However, these contradictions can be resolved through various measures. The most important point to analyze the conflict of interests between the two parties is actually the most satisfactory return for employees.

The liberal reformist school is mainly concerned with how to reduce or eliminate the inequalities and injustices suffered by workers. Its main view is that the labor relationship is an unbalanced relationship, and the management is in the dominant position by virtue of its special power. The existence of trade unions and the development of collective bargaining are very necessary, but the current labor law and employment law cannot provide sufficient protection for the rights of employees, so in order to ensure that workers get fair and just treatment, it is necessary to increase the government's intervention in the economy.

The radical school focuses on the imbalance of system power within the enterprise. Its main view in economic activities in the employee's labor profit and the owner's capital profit is completely opposite. As long as the division of labor in the economic system does not change, the antagonistic relationship between the two will not change substantially, and the role of the trade union will be difficult to play its real role, and it is proposed to replace the capitalist system with a new type of system.

Scholars at home and abroad have summarized the concepts and theories related to employee relationship management, which provides ideas for the development of employee relationship management in the new era and in the new background, and provides systematic thinking methods and guiding principles for relevant managers to carry out business activities. However, there are still some shortcomings, quantitative analysis and empirical analysis is not enough. Through empirical analysis, this study takes Hyatt Hotel as the research object, collects relevant data in the form of questionnaire survey, and tries to study and improve the employee relationship management level of the enterprise by combining quantitative analysis with empirical analysis.

3. The current situation and existing problems of employee relationship management in Hyatt Hotel
3.1 Overview of Hyatt Hotel
Hyatt Regency Dongguan Songshan Lake was officially put into trial operation in 2006, with 14 years of development history. It is the standard five-star hotel brand of Hyatt Group.

The hotel is designed by the famous designer Zhou Kaikai and his team. Compared with other competitors, the hotel is still very dazzling in terms of hardware facilities and overall design. The hotel is invested and constructed by Fenghua Group and operated by Hyatt Regency Hotel Group, headquartered in Chicago, which is one of the world's leading hotel groups. Dongguan is located in the center of the Pearl River Delta economic circle, with a fast and convenient transportation network, the hotel is located in the Dongguan Songhu Smoky Rain Scenic Area, has a wonderful geographical location, the surrounding environment scenery is unique, mostly to leisure features, attract leisure tourists. At the same time, the hotel is located in the high-tech development zone of Dongguan, surrounded by Huawei, Apple Research Center and other technology development centers, adjacent to Guangzhou and Shenzhen, which has attracted a large number of business people on business trips, the hotel has a rapid development momentum.

3.2 Present situation of employee relationship management of Hyatt Regency Dongguan Songshan Lake
In order to understand and analyze the existence of employee relationship management in Dongguan Songshan Lake Hyatt Regency Hotel in a more detailed and accurate way, this paper will collect relevant data through questionnaire to analyze employee interpersonal relationship management, recruitment and training, employee emotion management, enterprise employee culture construction, etc.

3.2.1 Questionnaire design
The design of the questionnaire is mainly based on the current staff management status of the hotel. First of all, the basic information of the hotel staff, such as age, education, gender and working years, is investigated. Secondly, according to the hypothesis and literature review, the relevant factors that may change are analyzed, such as the channels to obtain recruitment information, the way of training, the frequency of using the Internet at work, and the cultural platform of the enterprise publicity network. A total of 13 questions were designed for the questionnaire. The research subjects were hotel employees. A total of 150 questionnaires were sent out in the form of electronic questionnaires and paper questionnaires, and 134 were collected with a recovery rate of 89.4%. Among them, 104 were valid questionnaires, and the effective questionnaire rate was 76%. Cronbach's alpha coefficient is 0.723, above 0.7, indicating a high overall reliability and good internal consistency of the questionnaire.

3.2.2 Current situation of employee recruitment
As shown in figure 1, in the answer to the question "How did you find your current job?", 52.17% of the employees get their information from campus recruitment website or recruitment website, 11.59% from acquaintance introduction, 2.9% from newspaper advertisement recruitment information channel. Another 33 % employees get their job information from other sources. It is not difficult to draw a conclusion that Hyatt Regency Dongguan Songshan Lake Hotel staff understand the recruitment information channels of online recruitment information and other ways of recruitment information accounted for half.
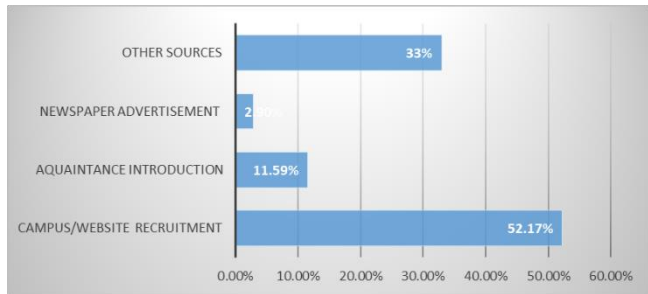
Fig 1: Employee access to job information channels

3.2.3 Current situation of staff training management

As shown in figure 2, the problem of "the enterprise will often organize online training course" is a question of answer, respectively, 53.67%, 10.14% of employees think hotel compared with, fully meet often organize online training course, in the "more like online compared to offline training individual training way" question and answer, only 2.9% of employees prefer offline training way. Online training, with its significant features of large consulting capacity, fast updating of materials and vivid demonstrations and simulations, can bring more experience and systematic tracking learning to employees, improve their enthusiasm for training and better absorb the training content.
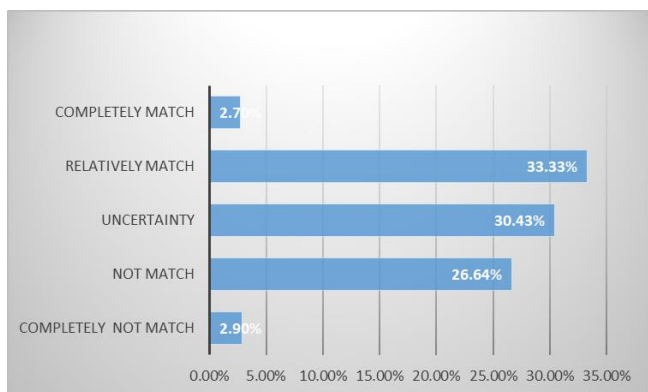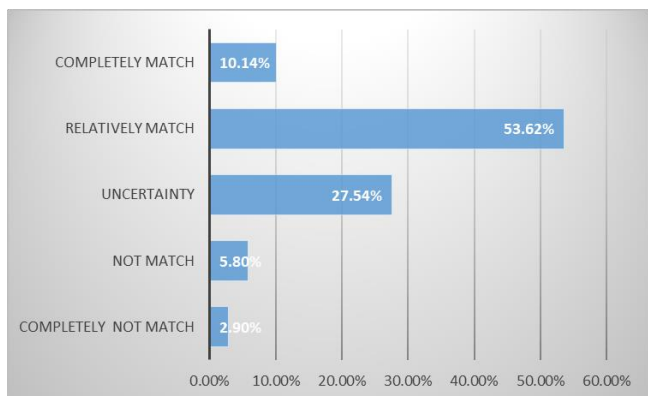

Fig 2: Survey of hotel training methods

3.3.4 Current situation of employee interpersonal relationship management

Employee interpersonal relationship management mainly refers to the interpersonal relationship between employees and colleagues as well as between the boss. The quality of interpersonal relationship has a direct impact on employees' work enthusiasm and satisfaction with the enterprise. In Eastern philosophy, relationships are productive forces. Now enterprise employees usually surf on the Internet, contact

with the mass of information thinking will also have a variety of changes. In the context of explosive growth of information and mass communication, more and more employees are exposed to different virtual social circles and information output, and they will have diversified views and ways of dealing with interpersonal relations. Similarly, they will have different ways of behavior in dealing with interpersonal relations at work. Gradually formed the employee personality diversity and self-centered phenomenon.

As shown in Figure 3, in the questionnaire, "Do you think your interpersonal relationship at work will be affected by your daily surfing habits?" In the first question, 18.84%, 50.72% and 13.04% employees said they strongly agree, agree, and Somewhat agree, respectively, while only 17.39% employees said they disagree. Data show that the vast majority of employees' daily work will be affected by the information and values transmitted by the Internet.
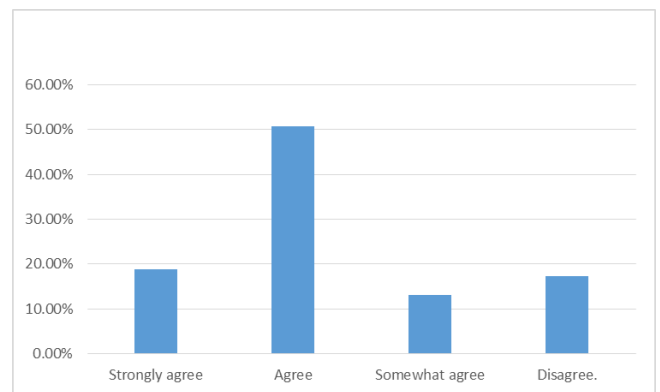

Fig 3: The influence of Internet habit on interpersonal relationship at work

3.3.5 Current situation of employee corporate culture management

As shown in Figure 4 and 5, the questionnaire shows that 82.61% of the hotel employees choose to follow the hotel's WeChat ID or Weibo and other network public accounts, and 26.09% and 52.17% of the employees "agree" and "agree" that "the evaluation of the company on the Internet will affect my attitude towards the company". 13.04% of employees said they "strongly agree". It shows that Hyatt Hyatt Hotel WeChat official account and short video propaganda are more successful, covering a wide range of coverage, and the college workers will also be affected by the corporate culture video files released by their own hotels and the social evaluation of their own hotels.
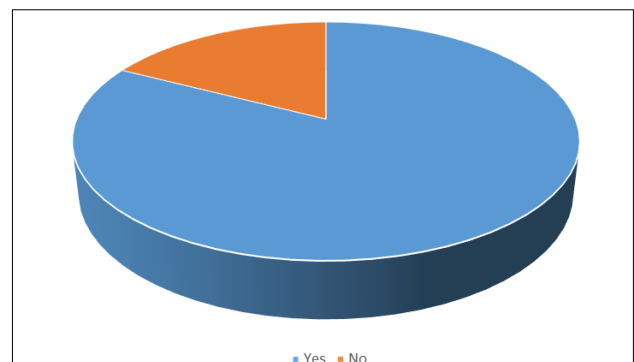

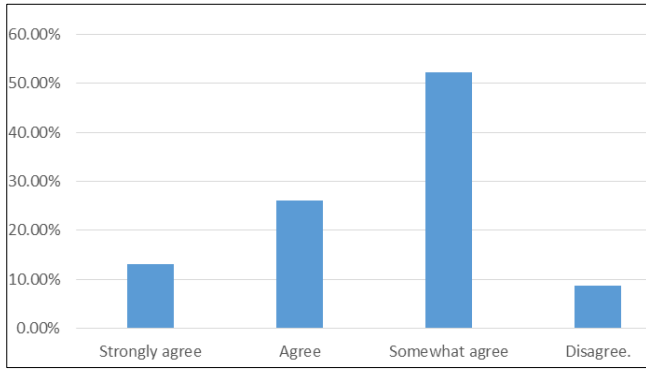**Fig 4:** Employees follow platforms such as WeChat ID or WeiBo

Fig 5: The impact of network evaluation on employees

3.3.6 Current situation of employee communication and management

As shown in Figure 6, 47.83%, 24.64% and 23.19% of employees in the questionnaire who answered the question "you use instant messaging tools such as Email and WeChat during working hours" expressed "strongly agree", "relatively agree" and "agree". Only 4.35 per cent of employees disagreed. Also according to the hotel im more widely used, at the same time, the dongguan songshan lake hyatt hotel departments will be unified use Opera system, tools software, hotel staff information management and the daily work of information communication, departments will have special work handover public mobile phone, computer, tablet, realize seamless handover and archive information, Ensure smooth communication.
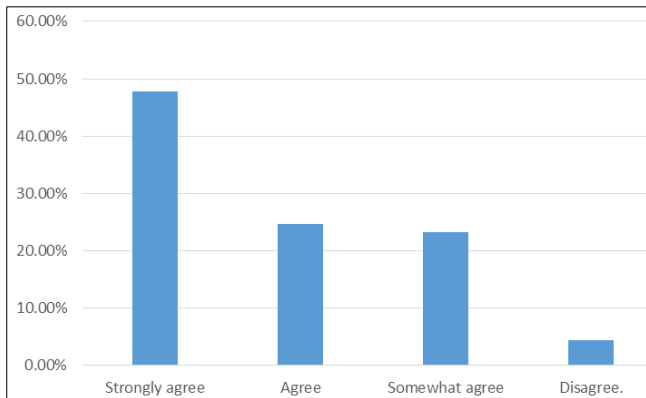

Fig 6: Use of Internet instant messaging tools during work

Accordingly, in Fig. 3-7, in the study of the question "Do you think that frequent messages popping up in the work group will affect the status of work", 53.62% and 18.84% of employees indicated "Influence" and "Great influence". This suggests that in the daily use of the Internet instant messaging tool may cause employees work mood swings, while its advantages are obvious but it is not influenced by time and space, many respondents also said they would often work at work time received message, work time occupied, this kind of situation, the more You will become less enthusiastic about your work.
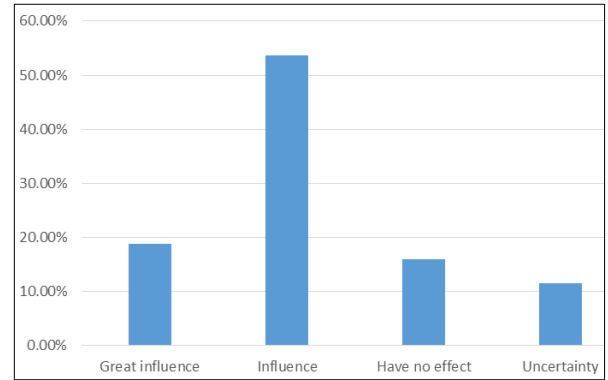

Fig 7: Impact of Internet instant messaging usage during work

3.3 Hyatt Regency Dongguan Songshan Lake Hotel has problems in employee relationship management

Through the results of the above questionnaire survey, it can be seen that the system system of the hotel is not perfect and standardized in the aspects of putting the hotel information channels, staff training methods, and grasping the emotions of the staff. The specific problems can be analyzed from the following aspects.

3.3.1 Small coverage of recruitment information

How the hotel recruitment information accurate delivery to the target group is key to effectively improve the efficiency of the hotel recruitment and daily operation, its coverage and the depth is about whether the enterprise can find their own employees, realize to match the height of the enterprise and employee satisfaction, employee career development goals and achieve the strategic planning of the enterprise. From the above questionnaire can get hotel on the recruitment information online than smaller, with most of the information is only put on the campus recruitment, reaction was really low cost, to use the Internet recruitment is not affected by time and space, both the advantage of information is relatively open and transparent, virtually also increase employment cost of the hotel.

3.3.2 Frequent and single training methods

Questionnaire survey shows that hotels often carry out all kinds of training for a long time, and most of the hotel trainers are employees with a long working life. There is no good theoretical system to show. Employees hotel offline training time because time long, uneven trainer disadvantages gradually not fit for the hotel development, such as the contrast, the hotel should be under the precondition of field investigation and collect the opinions of employees to choose employees can accept online training methods, have on, personalized training can motivate employees training enthusiasm, improve the operation efficiency.

3.3.3 Frequent use of instant messaging tools

Although the use of instant messaging tools facilitate the communication between departments, superiors and subordinates, and improve the efficiency of operation, data

show that frequent work messages will affect the attention and tension of employees. Social studies have shown that when people hear their mobile phones vibrate or ring, their heart beats faster than usual, causing a momentary nervousness, which can lead to inability to concentrate. If the frequency of work group messages is too high, employees will not only ignore some important information, but also increase the psychological and physical pressure of work, which will affect the positive work attitude of employees.

3.3.4 No attention is paid to emotional management of employees
At present, the staff of Hyatt Regency Dongguan Songshan Lake are relatively young and they usually surf the Internet. Their thinking will also change when they come into contact with a huge amount of information. In the context of explosive growth of information and mass communication, more and more employees are exposed to different virtual social circles and information output, and they will have diversified views and ways of dealing with interpersonal relations. Similarly, they will have different ways of behavior in dealing with interpersonal relations at work. Gradually formed the employee personality diversity and self-centered phenomenon. However, enterprises pay more attention to work efficiency in daily operation, and it is easy to ignore the psychological needs of employees.

3.3.5 Corporate culture publicity needs to be strengthened
In the questionnaire survey, the vast majority of employees will choose to follow the enterprise official account or micro-blog short video and other platforms to understand the latest consultation, product information and enterprise development planning of the hotel, which is a platform for the hotel to output their own culture, excellent corporate culture will enable employees to provide the sense of belonging of the hotel. Hyatt group with "we care for each and every one that they all show true" for the faith, as well as the group of "humility" "innovation" "empathy" as the slogan, but often in addition to the work of some eye-catching position can be seen these slogans, in WeChat platform, as well as enterprise WeChat public, it is difficult to feel the corporate culture. In these platforms to see most of the enterprise product knowledge, product marketing and other information, shows that the hotel does not have a better use of these platforms to create a deep hotel cultural atmosphere.

4. Suggestions on employee relationship management of Hyatt Hotels under the background of Internet
4.1 Optimize the use of Internet technology to select and train employees
Although the job fair of Hyatt Regency Dongguan Songshan Lake gives priority to the use of big data, network media, recruitment platform and other technical means, there are still some aspects to be improved. First of all, to maintain the authenticity of the two parties of online recruitment information, in the selection of online recruitment should be the first thing to do is to make information transparent and accurate. Secondly, according to the requirements of the hotel position to conduct electronic inquiry and screening, using their own official website or job APP search engine, set up an automatic matching classification device(Chen X, 2019). Thirdly, in the process of employee training, on the premise of respecting the training intentions of employees, we should

reasonably choose the appropriate training methods, and adopt personalized and diversified training methods under the premise of saving labor costs and maximizing the satisfaction of training effectiveness. Finally, information technology should be used to establish employees' personal files, and intelligent analysis should be used to help employees establish and prepare future career plans, so as to enhance employees' loyalty to the enterprise and make them feel the care of the enterprise at work, so that they will consider long-term development in the enterprise (Shen DL, 2020) [1, 8].

4.2 Be good at using the Internet platform to build corporate culture
Hyatt Regency Dongguan Songshan Lake is operated by Hyatt Group, and many of its management concepts are inherited from the same generation. Among them, the most important concept in the operation and publicity is "people-oriented", which is committed to the career development of employees in line with the progress of the enterprise(Liu Q, 2019). Hyatt Regency Dongguan Songshan Lake has been building corporate culture with the slogan and goal of "We care for everyone and let them show their truth, kindness and beauty", but it hopes to enhance employees' loyalty to the company and reduce the turnover rate. Hyatt hotels should use WeChat, weibo, trill micro video Internet platform for entrance, let employees take the initiative to choose entrance, enterprise culture to build the hotel culture platform, hotel managers should cooperate to thinking to manage the enterprise network public resources, their own employees as potential customers, only in the employee recognition of their hotel to build harmonious employee relations, Harmonious interpersonal relationship will naturally improve the service quality of the hotel (Zhang YL, 2013).

4.3 Grasp the emotional management of employees in real-time
The Internet has penetrated into all aspects of employees' lives, making it easy for them to obtain information. Whether it is actively seeking information or passively receiving information, it will bring about emotional fluctuations of employees. For example, according to the social survey questionnaire, employees will naturally compare themselves when they browse the information of competitors in the same industry(Yang Y, 2015). When they find that they are not as good as the industry development, employees will not only feel depressed, but even blame the company. When different classes of leadership requires the employees daily published opinions, according to the categories to help understand their employees daily online general habits, attaches great importance to the employees in online publishing some of the requirements, such as "fun", a response to this is their real situation, the content of positive encouragement and support, daily surfing of negative may be necessary to care, Ask the reason immediately and work together to help the employee out of the dilemma. At the same time, the emotional management of employees should have a sound system design and implementation system, and the emotional expression of reality and network should be included as an indicator to pay attention to the growth of employees(Fu YY, 2015). Through understanding the true feelings of employees, we should respect and care for employees and reduce the negative consequences brought by emotional management to encourage employees to develop and progress with the enterprise.(Ge Y, 2014)

4.4 Create efficient communication channels and dimensions

Hyatt Regency Dongguan Songshan Lake has its own staff working system: OPERA system, which starts to record relevant information when the guests make a reservation. Any consumption received by each department will be recorded in the guest files, so that all departments can share information comprehensively. However, there are relatively few communication channels between the upper and lower levels of employees, so a lot of communication is carried out in WeChat groups. Often, the middle and senior managers give too much information and do not assign specific personnel to refer to it, resulting in a lot of complicated information, which increases the workload and work experience of employees. The hotel should speed up the establishment of an integrated multi-directional communication mechanism to ensure that each communication channel can be smooth and efficient; Diversify communication means. Apart from written reports of daily meetings, convenient platforms and instant messaging tools provided by the Internet can also be used to create channels for social network voice suggestion. At the same time, hotels should also pay attention to standardize the order of voice behavior and communication, and reduce the challenges brought by the use of the Internet. The overstepping authority and overstepping level voice behavior of management order. Finally, an information management system should be established, in which information technology personnel and managers jointly make decisions, coordinate and manage, and help management and employees to analyze problems, observe situations and innovate ideas (Yuan N, 2019).

5. Summary

Employee relationship management is an important part of enterprise human resource management. Scientific and effective employee relationship management can effectively promote the internal harmonious relationship and internal work communication and coordination, and improve work efficiency. At the same time, it can also better achieve the goals of the enterprise and the professional value of the employees. With the advent of the Internet era and the transformation of the economy, new challenges have been posed to the employee relationship management of enterprises. The information management mode has changed the traditional employee relationship management mode. By analyzing the necessity of reforming employee relationship management from the perspective of Internet, this paper explores the existing problems of employee relationship management in Hyatt Hotel, and puts forward feasible suggestions for the development of employee relationship management from the perspective of Internet, so as to promote the transformation of employee relationship management mode in Hyatt Hotel. Enhance the competitiveness of the company by improving the level of employee relationship management in Hyatt Hotels.

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