

## DEVELOPMENT OPPORTUNITIES OF THE INFORMATICS SYSTEMS IN THE HUMAN RESOURCES MANAGEMENT

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*Human resource is, without a doubt, the most important resource in every company. The efficient usage of human resources, the evaluation opportunities of the employees, the proper selection methods, special programs for personal training, are just a few examples for obtaining success of company's activities. The human resource management represents the main area to improve in order to have a competitive market position. Regarding this, the implementation and development of informatics systems is considered to be a must in the human resources department.*

Today, computer network allows the access of organizations to a large number of information, and also the access of employees to data about them or their costumers. This happened as a result of rapid development of computer's technologies, on one hand, and the decrease of its price on the other hand, influencing also its introduction in every tourism activity. The majority of tourism firms hold an increasing number of computers, not only in the human resources department, but also in every other department, being connected on an internal network called Intranet. As well, these programs can be used to create rapports, data analysis and simulate various sceneries "as if?"

The technological changes in electronic channels, such as on-line access, will have an important impact on tourism, including marketing, consumer protection, information, education and employment. The demand for travel information is increasingly sophisticated and tourism industry employees need to learn how to use the technology for a proper response to a wide range of needs.

In a competitive industry the organizations must try to develop a highly skilled workforce in order to develops and use technology. Highly educated workers will be an advantage in using improved and innovated technologies. Nevertheless, the new information technologies are likely to replace many workers, leading probable to higher unemployment. The advances made in the new technology could also determine a deskilling of the human resources which may result in a wider gap between the workers who develop new technologies and those who use them.

The skill required will affect all kinds of jobs at all levels, not only in the tourism industry. As skill requirements change because of the technology, the education and training needed by workers must also change. The question asked is: The advances in technology determine the increase or the decrease of skills requirements?

The appropriate answer to this dilemma is that the skill requirements increase initially, as a technology is developed, but the skill requirements needed to use that technology actually decrease.

The computer skill is the best example used. When the computer was originally invented, it was a very complex machine and very difficult to use. As a consequence of the development of technologies, the computer became a smaller, more powerful machine that was immensely more complex than the original computer. However, while the computer became much more advanced, it also became more "user friendly." Computer technology has led to the development of a machine that is relatively easy to use. The idea of simplifying the use of equipment determines a deskilling of the workforce because the technology reduces the need for much of the mental and physical work.

The applications of technology to the travel and tourism industry allow producers to supply new and flexible services that are cost-competitive with conventional mass, standardized and rigidly packaged options. Technology gives suppliers the flexibility to react to market demands and the capacity to combine it with other suppliers to provide new combinations of services and improve the cost effectiveness.

In the travel and tourism industry are being introduced a variety of interrelated computer and Communication technologies. The system of information Technologies (SIT) comprises computerized reservation systems, teleconferencing, video text, videos, video brochures, computers, management information systems, airline electronic information systems; electronic funds transfer systems, digital telephone networks, smart cards, satellite printers, and mobile communications.

Each technology used can influence the interface between clients and workers in a positive matter. For example, computer-to-computer communications allow hotels to integrate their front offices, back offices and food and beverage operations. Computerized reservations systems have emerged as the dominant technology among others being diffused throughout the travel and tourism industry.

Interactive automated ticket machines (ATMs) have also been introduced. These consist of a computer with an attached printer that enables passengers to research schedules and fares, make reservations, purchase tickets and obtain boarding passes without the intervention of a human agent.

The rapid diffusion of information technologies throughout the travel and tourism industry is expected to improve the efficiency of production and the quality of services provided to consumers, and to generate increasing demand for new services.

But in order to obtain higher tourist demand it is necessary to accentuate the importance of computers in the human resources departments, for determine more and more competitive specialists.

For the managers in the tourism industry, which lead the human resources, it is extremely important to understand the effective use of computer and to constantly improve their ability in this sector. The computer simplifies working and contributes to profitableness of organizing and the decision making processing.

The computer should be recognized as a simple instrument of human resources management, as a development program that can maximize the quality of products and services offered.

The most recent purpose of the computer based activities represent, in the tourism segment, the improvement of services quality. With the help of electronic mail - email and the web pages, the public relation area is in progress to higher efficiency.

The informatics era is presented constantly in each person's life and it consists in all managers actions regarding human resources in the tourism and travel industry.

The applications market of human resources departments was and will be dominated by wage systems activities. However, in the last years it can be noticed an enlargement of this solutions, changing itself from calculating salaries to ample applications specific to human resources department.

The case study realized by Smartree and IRSOP reviled a deeper interest, especially in the middle and large firms in the acquisition of specialized application for evaluating employees' performance, the administration of human resources files and the recruiting process, programs conceived to better and optimize the activities of human resources department and economize the internal resources. Taking into account this aspects it can be seen the increasing demand of larger applications in order to cover all the informational needs of human resources administration.

The solutions specialized on the administration of human resources have beginning to exceed the simple module for wage payment and have a more accent on following the employee's professional evolution from its early days in the selection period.

There are applications on Romanian market, which administrates the personal data of the employee but also the evaluation methods used, the abilities, the participations to professional training, individual evolution on their career; also there are programs specialized on recruiting and selection; the payment system has become verified, in this mater there are no only fliers of payment but also it can be made statistics or draw out different professional information. All this solutions converge to the reduction of administrative costs in the human resources department and most of all transform the activities into a coherent system of management. The important role of informatics system depends, on one part on the stage of development of the organizations and on the other part, on the importance given to human resources management.

For example, a company that enters the market, with a small number of employees will probable requests a simple informatics' solution for a good administrations of personal and wage payment. A few companies or none would request, at this level, a specialized application for human resources. Requirements for such a system are not very elaborated; their aria consists in stoking information and producing a large variety of reports.

When the organization has increased its activities and has a superior position on the market, the human resources activities are enlarged to administrating benefit, organizational development, recruiting, training, performance evaluating, and so on. Only then the organization needs a complex IT system capable of comprising all these areas.

Another trend has appeared to the level of human resources solutions and consists in a profound integration of this with the ERP systems (Enterprise Resource Planning) of the companies. So, there has been developed specialized modules, with are perfectly integrated to IT systems. The gathering of this application with the ERP system is used especially for the wage payment, determining a great level of promptness in realizing the financial and informational processes.

As a result there can be automatically generated accounting operation in financial modules of ERP, or can be operated the payments towards the employees.

The client-server architecture represents an important area for the majority of actual informatics systems and an important base for human resources informatics systems, Regardless of the area in which the informatics system is used - economic, social, scientific, etc. - the client-server architecture represents an obligatory condition for a larger accessibility of data bases.

The spreading of the Internet and the constant need of mobility and accessibility has determined the generalization of the client - server architecture to the human resources applications.

Taking into account the importance of human resources management for the companies, the informatics systems must have different capacities for efficiently exploring and integrating the informational flux. Analyzing it, this kind of solutions has to be adapted to correspond all the specific elements of organizational culture of the company.

Regarding this, the applications used have to contain a number of specific functions, for example: for the evaluation of the employees, for administration of the professional training, etc. Also, specialized applications are used for the recruiting process and it can contribute to a substantial reduction of the costs involved.

A new trend in the human resources department represents the large transformation from a administrative, routine activity to a strategic and competitive instrument used for planning and developing every business. The usage of informational technology, in a competitive environment represents today, a success business strategy.

Many organizations give employees the opportunity to learn the administrative activities, which could only be accessible by computer network, or directly by talking to the managers. These self-service applications allow employees to find out different aspects of information specialized in human resources administration, otherwise unreachable. The main advantage here consist in the amount of time spared, focusing on more important processes like planning, motivation etc.

Having a large capacity of storing, maintaining and saving information, the computer used in the human resources department can become the informational centre for the tourism organizations. In the decision making process, the computer saves the most important information - human resources.

Nevertheless, computers can't replace the experience and specialization of the managers. They have the capacity to offer important data and information for decisions making, realizing efficiently human resources activities.

The necessity of computer in tourism firms, in general and in human resources area, in specific, it is obvious analyzing the numerous advantages obtained.

Concerning the implementation of a computerization system of human resources management in Romania, there a series of positive factors:

1. The size of the organization;
2. The nature of tourism firm (tourism agency, hotel, transport firm) could determine the implementation of the system or not;
3. The manager's point of view and the initiative taken by the responsible with specific activities of human resources department;
4. The technological level of fittings of the tourism organization;
5. The professional training and the level of performances request by the tourism organization;
6. The firm's market position and its long term development plans;
7. The variety of activities and positions in the organization;
8. The period of life cycle of the organization;
9. The organizational culture ;
10. The action area (internal market and /or external market) etc.

Regardless of the factors' nature, the informatics system represents a challenge of the millennium and its applications present multiple advantages for every organization: financial, material, human.

The studies about Romania's tourist market show a decrease interest of foreign tourists, the main reason consisting in a low service quality. As a result, reckoning the large number of human resources in the tourism sector, it is necessary to implement an intelligent and scientific human resources politics in order to stimulate the employees and reflect it on economic benefits.

Although the other elements that contribute to the clients' satisfaction should'nt be minimized, the development of Romanian tourism can be based on special employees programs and in other words the informatics systems of these. So, the investment in this

area must be focused on strategic components of the tourism organization, as human resources.

At the same time creating a human resources strategy can diminish the important influence of season phenomenon, which affects the interest of employees for this area.

The human resources strategy and the performing informatics system, can determine a big improvement in the development of tourism, with multiple advantages for the employees and also fulfilling the goals of efficiency of tourism organizations.

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