

THE IMPACT OF HUMAN RESOURCES MANAGEMENT IN QUALITY SERVICE OF ALBANIAN TOURISM INDUSTRY

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Abstract

This article aims to measure the effect of human resources management in the tourism service quality provided in Albania country. There are many evidences up to now from different reports and data analyses which show that the tourism industry of Albania is the one of the strategic sector for future development. But, actually this sector is suffering in many of its key points, which among them, the most crucial one is that related to the human management issues by reflectingso on the other side its quality service to the market. In this article it is done a synthetic and comparative data analysis to evaluate the human resources management processesused actually in Albania compared to other similar regional countries. In each of these processes, it is measured its respective effect in several quality service indicators. The overall result of the analyses is that there is a very high sensitive connection between these processes and the service quality provided in tourism industry of Albania. This article apart of the research conclusions gives the necessary recommendations of how to improve each part of the human management processes by enhancing in this way the service quality and Albanian tourism competitiveness in the future. These recommendations will serve especially to the tourism service providers/organizations, to the local and central government of Albania in implementing accurate programs in this sector and to different education and research institutions focused in this field.

Key words:*human management, albanian tourism, quality.*