

Study on human resource management path of high-speed service area

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Abstract: High-speed service area, as an important infrastructure in the field of our country transportation, assumes the key task of providing convenient services for drivers and passengers, its functions and the role become more and more prominent day by day. In this context, the high-speed service area human resources management is related to the service area operation quality and efficiency of the key factors, it directly affects the service area operation quality and efficiency, and provides more quality and convenient service for the majority of drivers and passengers, this is to promote the sustainable development of our country traffic transportation industry, has very important significance. In this regard, this paper studies the human resource management path of the high-speed service area for reference.

Key words: High-speed service area; Human resources; Management; Paths

With the rapid development of China's transportation industry, as an important part of the transportation network, the quality and efficiency of high-speed service area are paid more and more attention by the society. High-speed service areas not only provide drivers and passengers with rest, catering, refueling and other basic services, but also undertake the maintenance of traffic order, ensure traffic safety and other important responsibilities. Therefore, the success of human resource management in the high-speed service area is directly related to the operation level and service quality of the service area, so attention should be paid to the research of human resource management in the high-speed service area.

I. The development opportunity of human resource management in high-speed service area in the new era

In recent years, due to the rapid growth of the number of domestic motor vehicles, the flow of high-speed vehicles is also growing rapidly. In this environment, the number of drivers and passengers entering the service area has increased significantly compared with the previous period. In order to meet the physiological and psychological needs of drivers and passengers, the staff of the service area will reform and improve the service mode and service experience of the service area according to their subjective needs. For example, the high-speed service area can upgrade the capsule room of the "driver's home", cooperate with the insurance company, and introduce a new insurance compensation method. To help truck drivers solve the "worries" caused by theft. At the same time, the expressway service area can insure public liability insurance for vehicles, goods, gasoline, personnel, etc., aiming to meet the subjective needs of passengers and drivers under the premise of economic benefits of the expressway service area.

The rapid development of information technology has brought brand new opportunities to the service area. From the current development situation, due to the rapid development of information technology, the communication between the traffic flow and the flow of people in the service area is possible. In the process of transaction, there are often multiple business opportunities. Through the analysis of the passenger transport hub, it shows that the information service provided by the passenger transport hub can improve the efficiency of the service facility operation and ensure that the passenger transport hub can occupy a larger market share in the service facility operation. In this way, it can lay a solid foundation for the further deepening and sustainable development of the expressway service area.

II. The service area of human resources management problems

1. The human resource management system needs to be improved

First, there are shortcomings in the selection and employment of talents. The staff in the service area are generally recruited from each service area on their own, which fails to form a more scientific selection and recruitment mechanism. In addition, due to the workplace, working environment and other reasons in the service area, it is difficult to recruit outstanding service talents, which leads to the continuous reduction of recruitment requirements in the service area. Or, due to the limitations of skills and knowledge acceptance, as well as the low comprehensive literacy of the staff, some employees are difficult to meet the expected management purposes of the service area, and can not provide personalized services for past passengers and drivers. In addition, due to the lack of scientific posts, the staff's ability evaluation is neglected, and it is difficult to arrange suitable personnel to suitable jobs.

Second, the assessment mechanism is not perfect. First, the evaluation object is not clear, the direction is not clear. There are no different evaluation criteria for different jobs and different work conditions, which affects the unity and flexibility of the assessment system. Secondly, the evaluation system is not scientific enough, the lack of practical evaluation standards, evaluation methods, and evaluation indicators are not quantifiable. In addition, the assessment work process is not strict, due to the shortage of time and personnel, it is inevitable that there will be some "fleeting" and "dragonfly" phenomenon. In addition, the evaluation results lack the process feedback evaluation mechanism, the lack of two-way communication and communication, which leads to the staff's recognition of the evaluation results is not high enough.

2. Lack of rationality in the structure of talent team

The structure of the talent team is lack of rationality, and the number of talents in technical positions is short, among which

the professional talents with senior titles are more scarce, especially the professional talents in accounting and service area business management. In addition, the educational background and professional level are low, and the proportion of high-quality human resources is low. Grass-roots workers are mostly local migrant workers, most of whom are not well educated, and they have no desire to improve themselves.

3. The lack of recruitment difficulties and strong liquidity

High-speed service areas are labor-intensive industries, but recruitment is difficult due to low wages, heavy workload and complex geographical location. Especially for service areas near some popular tourist attractions, recruitment is even more difficult. On the other hand, staff turnover is also high, with many young employees jumping ship because they can't stand the drudgery of the job, while others leave because they see no prospects for further development.

4. The low level of information technology in human resource management

Computers and networks have become the main tools for human resource managers. However, limited by capital, hardware level, personnel management talents and other factors, and the number of employees in high-speed service areas is huge, relying solely on "paper" and "pen" as the main tools of human resource management, both time-consuming and laborious

III. High-speed service area of human resources management path

1. Apply advanced management system to rationally allocate human resources

If the high-speed service area wants to achieve sustainable development, the first prerequisite is to develop talents. The traditional personnel management is relatively rigid, there are many drawbacks, obviously can not meet the needs of the development of The Times. Therefore, the high-speed server needs to actively innovate the personnel management system, adopt a system that ADAPTS to the actual development situation, and enhance the pertinence of the work. First of all, it is necessary to understand the talent status of each department (personnel quantity, quality, structure), on the premise of ensuring that the needs of enterprises are met, the construction of talent information database, to promote the development of human resource management to the direction of information, so that the human resource management in the high-speed service area is more convenient, more flexible and more efficient. In addition, the employment system of "fair competition", "survival of the fittest" and "two-way selection" can be used to make the recruitment and recruitment of talents open and transparent to ensure that everyone can enjoy the same opportunity. Secondly, according to the characteristics of individual ability, the position should be reasonably allocated to ensure that human resources are reasonably allocated, and its utilization value is reflected to the greatest extent. In addition, the high-speed service area should determine the talent demand according to the business strategy, and through the comprehensive analysis of the personnel department, formulate a suitable talent training and development system. For those enterprising employees, it is necessary to give them more opportunities to show themselves, learn and improve, constantly motivate their enthusiasm for work, and make them clear their own value. And make great contributions on the post. At the same time, it is necessary to remove employees who are irresponsible, do not think ahead, and have a poor work style, so as to ensure that the high-speed service area has a group of high-quality comprehensive talents.

2. Improve the performance evaluation mechanism and improve the content of the incentive mechanism

In order to fully mobilize the enthusiasm of the staff in the service area and effectively activate their enthusiasm, the management department of the service area should reasonably improve and optimize the target assessment system on the basis of standardized indicators. Then, according to the standard system formulated by the highway department, the assessment indicators are purposefully quantified. The purpose is to make every employee realize the importance of his post responsibility, so as to promote his work to be more standardized and scientific. In addition, in the process of improving and optimizing the content of the incentive mechanism, the service manager should start from the fundamental goal of improving the quality of service and creating service benefits, and improve the unreasonable place in the existing incentive mechanism system and related content. If you can expand the wage gap between employees, reflect the ability of more work, more work more pay concept, so that each employee can maintain enthusiasm and enthusiasm in their own posts, at the same time, you can also organize corporate culture training, so that the staff have a sense of identity and belonging, so as to better complete the relevant work.

3. Attach great importance to staff training and enhance employees' comprehensive literacy

In the human resource management of high-speed service area, we should pay enough attention to the training of employees, which is the key to ensure the organizational effect and development effect of human resource management, and the main way to train high-quality staff, and in the training process, the relevant departments should strengthen the training and management of managers. On the one hand, so that managers can clearly understand the high-speed service area human resource management ideas, but also according to the function of the service area positioning, so that managers can better carry out business operations, human resource management, and through the understanding of the operation, clear the current problems in human resource management work. At the same time, it is necessary for managers to establish a forward-looking and predictive management consciousness, timely adjust and optimize the form and content of human resource management, and ensure that passengers and drivers can enjoy high-quality services in the service area. In addition, in the process of training management, managers should treat all kinds of passengers and drivers equally to ensure that they can feel the high-quality service in the high-speed service area. In addition, it should be pointed out that in the personnel training, the person in charge should actively combine with the actual operation of the service area, carry out the training work in a planned and purposeful way, and properly use some examples to educate and guide the employees, so that they can develop a good sense of service.

4. Attach importance to cultural soft power and create a good atmosphere for development

First, we should tap the available material basis and strengthen the building of cultural civilization. The cultural atmosphere of the high-speed service area should have infinite charm and cohesion, so that the staff can constantly strive for it in their work. By improving the working conditions, the staff can feel more comfortable in work and life, so as to mobilize their enthusiasm. In addition, the service area strives to create a passionate and energetic, creative atmosphere, full of fashion atmosphere; A humanized and competitive working atmosphere. Cultivate common ideals and core values. For new employees, we can ask experienced employees who love their work to infiltrate cultural values to them through help, guidance and transmission, and effectively enhance their loyalty. Second, strengthen the establishment of the basic team and enhance the sense of identity of the high-speed service area. The service area should establish the concept of equality for everyone, integrate democratic management rights and subject status into the governance system, so that the staff can really feel their own importance, is their own subject, and participate in the development and construction of the enterprise in a new and own way. Or you can use amateur interest groups, basketball teams, help groups and other ways to provide staff with a place for communication and interaction, enhance the emotion between employees, create a good interpersonal relationship environment, you can also set up a creative work group, give staff a stage to show their talents, let them actively participate in the development of the enterprise. To contribute their wisdom to the human resource management of the high-speed service area.

Summary:

All in all, the high-speed service area should continue to adhere to the people-oriented management concept, and constantly optimize and improve the human resource management path to adapt to the changing market demand and social environment. At the same time, it should also be recognized that human resource management is a long-term and complex work that requires continuous investment of energy and resources in order to achieve good results. Therefore, the high-speed service area should always pay attention to and attach importance to human resource management to provide a strong guarantee for the sustainable development of the enterprise. For example, we can try to start from the following links: First, the advanced management system can reasonably allocate human resources, so that each employee can play the maximum value in the position suitable for their own. Secondly, a sound performance appraisal mechanism and an optimized incentive mechanism can stimulate the enthusiasm of employees and improve work efficiency. Thirdly, attaching importance to staff training can not only improve the comprehensive quality of employees, but also enhance their sense of belonging and loyalty. Finally, attaching importance to cultural soft power and creating a good development atmosphere can allow employees to work in a dynamic and creative environment, and further enhance the overall competitiveness of the high-speed service area.

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