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STUDY ON THE BEHAVIOR OF TOURISM EMPLOYEES FROM THE PERSPECTIVE OF THE TOURIST GUESTHOUSE MANAGER

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Abstract: The paper analyzes the behavior of employees in the tourism sector from the perspective of the management of a tourist guesthouse, highlighting the importance of human resources in ensuring the quality of services and customer satisfaction. The study aims to identify the main attitudes, motivations and factors that influence staff performance, as well as how the manager can contribute to creating a positive organizational climate. Through direct observation and analysis of the relationship between employees and management, aspects related to communication, team spirit and professional responsibility are highlighted. The results obtained emphasize the need for efficient human resources management, based on continuous training, motivation and involvement, essential elements for the sustainable development of a tourist guesthouse and for increasing its competitiveness on the tourism market.

• Introduction

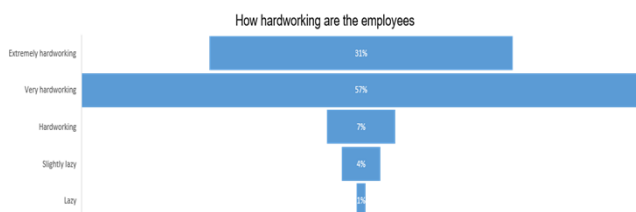
The behavior of tourism employees is a determining factor in the quality of services and customer satisfaction. From the perspective of the tourist guesthouse manager, the way in which the staff interacts with tourists directly influences the image and success of the business. This study analyzes the attitudes, motivations and practices of employees, highlighting their impact on organizational performance.

The activity of tourism employees reflects the level of professionalism and the quality of services provided, being essential for customer loyalty. From the perspective of the tourist guesthouse manager, the behavior of the staff becomes an indicator of the efficiency of management and the organizational climate. The study aims to identify the main aspects that influence the performance and job satisfaction of employees.

• Material and method

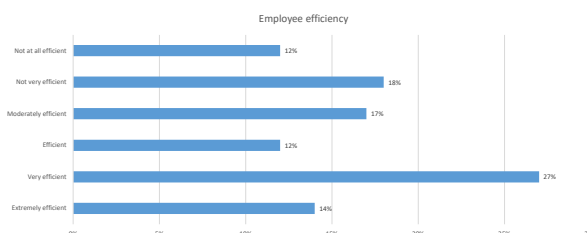
In our study and to obtain relevant information in the design of this work, we "knocked" on the door of several guesthouses to collect information, information obtained by applying questionnaires to the managers or owners of the visited guesthouses. In order to obtain a clearer vision of the behavior of employees in rural tourist guesthouses, we designed a questionnaire with ten questions that we applied to several managers or owners of tourist guesthouses in the Gărdana area and surroundings. The questionnaire was applied between May and August 2025 to a number of 8 tourist guesthouses.

• Results and discussions



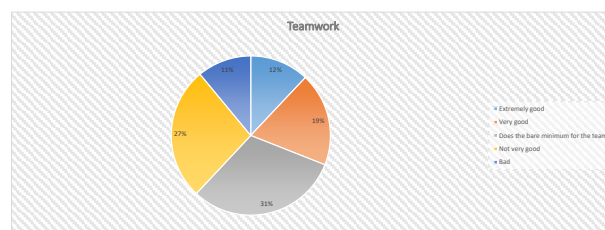
Source: results obtained after processing survey data

How hardworking are the employees



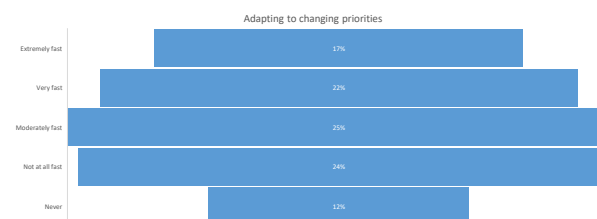
Source: results obtained after processing survey data

Employee efficiency



Source: results obtained after processing survey data

Teamwork



Source: results obtained after processing survey data

Adapting to changing priorities

• Conclusions

The behavior of employees plays a decisive role in maintaining the quality of services and the positive image of the tourist guesthouse. From a managerial perspective, investment in professional training and staff motivation leads to a visible increase in customer satisfaction and competitiveness in the market. In conclusion, the success of a guesthouse depends largely on the harmony between management, employees and the needs of tourists. In the long term, the development of an organizational culture based on respect, communication and responsibility can transform staff into true ambassadors of the quality of tourist services.