

COMPETENCIES AND SKILLS NEEDS AMONGST DE LUX AND SUPER DE LUX HOTEL MANAGERS

A Case study of the Tourist Pole Via Costeira, Natal, Brazil

Tuísi Alves Torres
Márcio Marreiro das Chagas
Maria Arlete Duarte de Araújo
Universidade Federal de Rio Grande do Norte
Natal - Brasil

This study aimed to analyze the skills needed by a hotel manager of the Via Costeira Tourist Pole from the managers perspective. For this purpose, an exploratory descriptive study with qualitative analytical approach was developed. The interviews were conducted with Human Resources and general hotels managers. Among the main results, it was realized that the skills priorities for a hotel manager is the Quality and Human Resource Management. Concerning the lack of training and difficulties found there was more focus in the field of other languages and operating functions. In terms of skills, attitudes and personality characteristics were presented as essential to enjoy the work in the area and the know how to communicate effectively.

KEY WORDS: competences, hotel manager, luxury hotels, qualitative research.