

HUMAN RESOURCE STRATEGIES ON THE BRAZILIAN NORTHEAST HOTEL SECTOR

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The general objective of this research was to assess the degree of implementation of human resource strategies in the Brazilian Northeast hotel sector. A descriptive study, with a quantitative approach, was developed in hotels of the principal tourist destinations of four states in the Northeast Region of Brazil. The instrument for data collection investigates the human resource strategies based on the Competing Values Model (Quinn & Rohrbaugh, 1983; Cameron & Quinn, 2006). The results indicate a tendency toward greater implementation of strategies that have organizational focus orientated toward the internal environment and lower implementation of strategies that have organizational focus orientated toward the external environment. This tendency may reflect the current stance taken by the human resource management in organizations, still quite unrelated of organizational strategies, market positioning and organizational outcomes, which are elements directly related to the external environment.

KEY WORDS: human resource strategies, strategic human resource management, hotel sector.