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## HUMAN RESOURCE MANAGEMENT PRACTICES AND HOTEL INNOVATION

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**Abstract.** In this study, we investigate how hotels can promote incremental and radical innovation through human resource management practices. This sector of activity is laborintensive so the analysis of selection, training and providing a favorable support system for employees deserve attention in order to determine their impact on innovation (radical and/or incremental) that would lead to a competitive advantage in terms of tourism services/products offered or provision of services. The data in the paper comes from a questionnaire administered to hotel managers in a representative sample of hotels in Braşov County. Results show that hiring multi-skilled customer-contact employees and training them have significant and positive effects on both incremental and radical innovation among hotel. Also, results suggest that hotels managers adopt the approach “hire for multiple skills and train for basic skill” which implies they don’t allocate enough financial resources for investing in human resources.

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