

Module: Management and Organisational Behaviour

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AI Declaration

I confirm that I have not used any AI tools in the research and creation of this assignment.
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Executive Summary

As we know in every business management and organisation behaviour has a main focus which helps the organisation to enhance their performance and boost in the business. There in this report, we have found the discussion about the management and organisational behaviour related to Wyndham Hotels and Resorts. In this report, we have tried to find their overall business structure and culture which has indicated their management efficiency. moreover, we have also tried to find their recent changes which have helped us in making the recommendation about the business improvement.

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Introduction

Wyndham Hotels and Resorts is a public company which has founded in 1981 and operates through 95 countries. There in this hotel, it has been involved with 25 separate brands from both big and small cities focusing based on highway hotels or beachfront resorts. Under this brand, it has included more than 9,100 hotels which made inclusive experiences and engaged customers by offering large connectivity wherever the travellers move (Aydin, Dedeoglu and Çoban, 2020). Again, in the last year, they have made a total revenue of US\$1.55 Billion and they have counted their total assets of \$4.25 Billion in this same fiscal year. As there the report has been targeted to finding the impact of management and organisational behaviour effect on organisation in controlling the culture and ensuring effective performances. So, there in this report, we will try to find information about the cultures, structures and objectives of Wyndham Hotels and Resorts. Again, there is finding their management efficiency there we will try to find the recent changes and the strategic direction to find the overall impact (Hassan, 2022). Finally, thereafter making the depth analysis, we will provide recommendations for this business to get better outcomes.

Main Body

Organisation Structure, Culture, and Goals

Wyndham Hotels and Resorts Structure

In the organisation structure, Wyndham Hotels and Resorts follows the hierarchical structure which refers to maintaining a chain-of-command where the employees have to execute their top management decisions (Butler and Rose, 2011). It's a kind of structure where in this pyramid the top executive has the most power and occupy the staff to direct according to their decisions. In maintaining the organisation's goodwill and holding the customers they have to show their admiration power where they took all the operation planning according to their objectives.

Wyndham Hotels and Resorts Culture

Wyndham Hotels and Resorts is an organisation which creates its values in the culture and tries to maintain the quality of its services. In holding the customer's satisfaction, they set values which drive them to get the growth and numbers of innovation according to getting the customers satisfaction. In ensuring the customers a great experience they have created their signature value called Count on Me which inspires every employee to be more responsible and respectful to the guests (Al-Aali, Masmoudi and AlSaffar, 2022). Again, they have accountability, where they have to ensure the strategy is in any kind of condition and deliver their most attention and care. Moreover, they foster inclusiveness where they try to serve any type of guest from different cultures or ethnicities.

Wyndham Hotels and Resorts Goals

They have the main goal is to ensure their services to their customers wherever they go. Again, they have tried to create significant values including integrity, accountability, inclusiveness, caring and fun to enhance their guest experiences (Kusluvan, 2013).

Recent Change Initiatives

Recent Changes

In their recent changes, they have effectively tried to focus on the environmental area where they have been attempting to reduce their emissions to ensure climate change. Again, they have taken good initiative they have taken alternative energy where they have focused on renewable that has helped our society. They have also considered waste diversion where they have tried to recycle and implemented water conserving planning. In maintaining the bio-diversity implementation they have been attempting to take natural habits where it has given satisfaction to their customers. They have presented their signature values which involved them in making Count on Me services where the management has strongly directed their employees to provide the best services in any circumstances (Koc, 2020). That has helped the staff to be more responsive and respectful to their guests. Again, they have continuously made innovations which have focused on customer satisfaction and improved competitiveness. Those strategies have helped the business to make positive images on the market where they addressed different eco-friendly actions to support the environment and help society. Again, their over-caring services also helped in improving customer satisfaction which has improved engagement and helped to build a good engagement. Moreover, those strategies have helped in improving the service quality and enhancing the customer's engagement in ensuring growth (Staw and Kramer, 2015).

Handy's culture

In understanding the effect of culture on the organisation, we can use Handy's Cultures which refers to four kinds of culture.

- **Person:** This refers to making the central focus on the persons where organisations give their employees the main priority. According to this culture, the management gives the main focus to the employees whether they try to engage them at any cost. Under this kind of culture, the employees get high encouragement when they know the organisation will give them the flexibility to perform (Lee-Ross and Pryce, 2010). So, here Wyndham Hotels and Resorts can interpret this but it gives a high freedom to their employees which may create negative reactions.
- **Power:** This is the culture where the management shows their power in controlling the organisation and creating pressures to underestimate the workers to work strictly. So, there in this culture, has also a negative impression where the employees may get discouraged from the organisation and feel the hard pressure to work. Under this culture, Wyndham Hotels and Resorts may have had control over the organisation.
- **Role:** In this culture, the roles are divided and the major players have to emphasise their activities and set procedures to support the business (Organisation For Economic Co-Operation And Development, 2018). Here the management expects to make according performances in the specific roles which may support the organisation in growth. So, there Wyndham Hotels and Resorts has to ensure accuracy while providing the roles and giving significant inspiration to improve the working culture.
- **Task:** There the employee's performances get prior consideration which helps in ensuring the organisation's growth and enabling to ensure the objectives. Therefore, Wyndham Hotels and Resorts is the most appropriate culture where the management may value the employees according to their tasks and skills. This will improve the employee's motivation and help them to get the desired performance.

Effectiveness of changes

By finding the changes there we understood that those changes have effectiveness as they help in making positive images on the market and support seeking the customer's attention. As their Count on Me, signature services have helped increase their customer satisfaction by 85%. Again, their caring perspectives have influenced the customers to engage and give positive values. They have set significant values which support them in adding more privilege and comparativeness in the market. Again, they have taken a huge number of initiatives for the market which helped to support the organisation's growth and make a more positive impression (O Jeff Harris and Hartman, 2012). Wyndham Hotels and Resorts has their developing intention where they continuously making helped to the employees in managing more efficient performances.

Strategic Direction

Strategic Goals

There Wyndham Hotels and Resorts may take the following strategic direction which may help them in improving their presence and making more growth.

- **Market Expansion:** They have already expanded their market in 95 countries where they have tried to ensure the availability of their organisation. But there they might make more brunches or include hotels to ensure customer satisfaction.
- **Technical integration:** With the advancing of global technology there they also need to make adoption of advanced technology which will help them to make better growth and development of the services (Tuzunkan and Altintas, 2018).
- **Sustainable actions:** They have already taken a large number of sustainable actions where it helps the overall environment and give good images to the company. So, they might increase their eco-friendly approaches and support the growth.
- **Customer engagement:** In getting the customer's satisfaction they have to give importance to their experiences they need to take good numbers of initiatives and help the market by enabling customer engagement.

Mintzberg's 5 Ps

In evaluating the efficiency of strategic management there we can evaluate their practice by relating with the Mintzberg's 5 Ps. There it gives a better understanding of their capability in ensuring the goals and objectives through controlling the overall position.

- **Plan:** It suggests having good planning which is important for the organisation and relates to the other associated activities. Therefore, this organisation needs to come up with good planning which may ensure the organisation's growth (Katsoni and María-Del-Val Segarra-Oña, 2019). As Wyndham Hotels and Resorts tried to focus on their customer's experiences, they have planned to have good availability of the organisation and make developed to their employees who might give better care.
- **Ploy:** This suggests having good tactics to ensure the planning execution effectively which helped in leading the organisation's success. So, there the management team have to evaluate the overall circumstances and support through making situation-based decisions.
- **The pattern of behaviour:** This suggests how the management may make behaviour to the employees and make suggestions to connect with them. In every organisation employee engagement is the mandatory strategy which helps in maintaining the organisation's quality (Newstrom, 2015). So, there Wyndham Hotels and Resorts always tried to encourage their employees and support them in intending the best performances.
- **Position concerning others:** There in Wyndham Hotels and Resorts has a good culture where every position holder tries to be tied in and build the decisions toward taking everyone's admiration. Again, in ensuring the customer's respect they have encouraged different values and rules to strongly control over their employees.
- **Perspective:** Thers every action may have a specific reason that suggests the reasons behind making any decisions or managing the strategies (Lee and Hallak, 2023). There it helps to understand the situation's needs and set the desired outcome to ensure the organisation's growth. So, here in every situation and decision Wyndham Hotels and Resorts has to target the organisation's improvement.

Conclusion

So, there the report can be concluded with having an effective discussion which relates us to the management and organisation behaviour of Wyndham Hotels and Resorts. There in the global market, they have ensured their presence in 95 countries through 9100 hotels. So, here in the overall report we have tried to present the information from the perspective of their management where we have discussed their strategy and recent changes to evaluate their efficiency (Valeri, 2024). Moreover, through relating with the few theories it has given accuracy to their current practices. Again, we have recommended a few of strategy which supports achieving the objectives of the organisation.

Recommendation

So, there in the basic recommendation they have to focus on their employees where they might give advanced training and inspiration to be involved with the continuous innovation. In getting the market comparativeness their innovation is a must which helps in improving the service quality. There it's important to judge the organisation structure where we have found Wyndham Hotels and Resorts has a hierarchical structure which helps maintain the organisation's control. Again, here the decisions come from the top to bottom line where the management is the key player in selecting the goals and making plans. It helps the organisation to hold the trust of their employees and encourage them by providing good direction (Katsoni and María-Del-Val Segarra-Oña, 2019). Again, there in the organisation, they need to make effective management where the employees may find engagement and encouragement to work hard. Again, there they also need to keep going with their sustainable initiative which will help them create a good ambience or gain more positive fame in the market (Butler and Rose, 2011). As they have the goal of serving their customers everywhere they may make more expansion in their marketplace place which will support in achieving the objectives. Moreover, they have to continue the technical integration to find the effective use and advanced servicing to the customers.

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