

Employee Engagement



Introduction

- Employee engagement refers to the concept of putting the efforts in in order to gain better understanding of the nature of relation present between the organization and employees that work within it (Book, Gatling and Kim, 2019).
- The hospitality industry is a wide range of establishments working within the service industry engaged in activities related to food & drink services, event planning, lodging, theme parks, and tourism & travel.
- The industry operates with the primary goal of providing enjoyable experience to customers.



(Hilton Hotels & Resorts expands India leadership team, 2022)



Employee engagement

- ▶ Employee engagement is really essential in any business.
 - ▶ Employees engagement is one of the best practice followed by human resources in order to motivate employees working in the organisation
 - ▶ So that they can easily work effectively towards business goals.
 - ▶ Employee engagement is a concept of human resources that explains the level of motivation, job satisfaction, enthusiasm and dedication a worker feels towards their job role.
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- ▶ A hotel's employees often are the first defence in the game of profitability.
 - ▶ In this competitive world and business environment, where everything relies and depend on the customer experience, customer satisfaction and employee job satisfaction, the company needs to focus on employee engagement.
 - ▶ A lack of engagement in their respective role or during interaction with guest can lead to declining customer satisfaction.
 - ▶ this in turn will highly impact the profitability of the firm.
 - ▶ It will decrease the customer base if employee does not talk politely with guest.

Importance of employee engagement in the success of a hotel

- Employee engagement is really essential in hotel industry. Here are some benefits relating to employee engagement:

Improved
employer loyalty

Increased
productivity

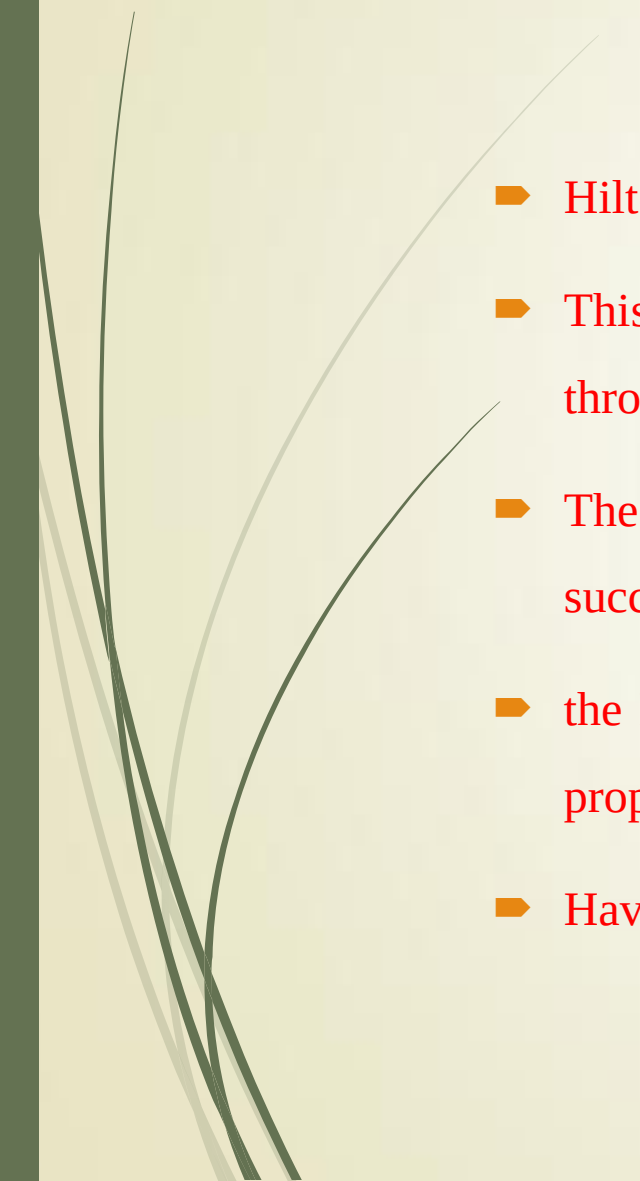
Higher employee
satisfaction and
happiness

More
profitability

**Better
Customer
Service**



Hilton hotels

- Hilton hotel invest in employees by making them feel connected and acknowledged.
 - This is the reason behind their success, employees of Hilton hotel also invest in venue through their efforts, contribution and work ethics.
 - The employees working at the hotel is loyal and follow ethics which is beneficial for their success.
 - the Hilton hotel also follow methods like recognition and communication systems so that proper work can be done by employees.
 - Having happy and engaged employees is beneficial for the organisation.
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How to engage employees

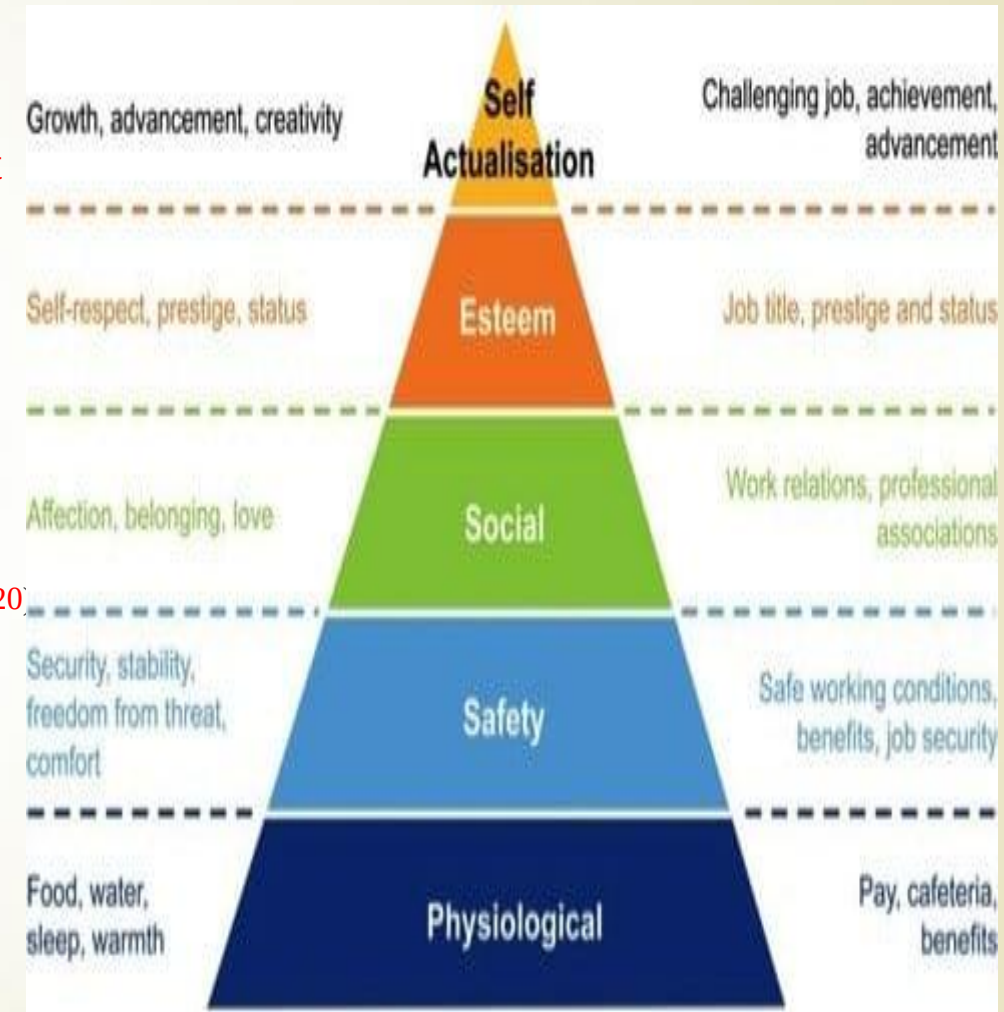
- There are several ways which is used by Hilton hotel to improve employee engagement such as:
- Communication
- Feedback
- Recognition and appraisal
- Mentorship and leadership styles
- Training and development
- Professional development
- Creating team bonding
- Providing safe workplace environment
- Involvement of employee at decision making and providing information to them

Engagement theoretical model

- Maslow's hierarchy of needs
- Basically, it is a theory of motivation which states that 5 categories of human needs dictate the behaviour of an individual.
- This is one of the best motivational theory which is used by company to engage employee.
- According to this model, it is very important to look at the needs of people.
- Maslow's theory has given rise to a new way to focus on the requirements of employees
- With the application of Maslow's hierarchy of needs, the Hilton hotel can help them reveal the needs of employees.
- When an employee in the company feels that they have sufficiently satisfied by the benefits provided at workplace then they are able to achieve full potential.

- in studying and applying human behaviour and what motivate people, organisation can easily fulfil the requirements
- Physiological needs- food, shelter, water
- Safety needs- security and safe workplace environment
- Love needs- being social and work relations
- Esteem needs- self respect and status
- Self actualization- growth and achievement in career

(Ștefan, Popa and Albu, 2020)



Examples of Best practice to engage employees

- Hiring of employees
- Career Progression
- Appreciation & Recognition

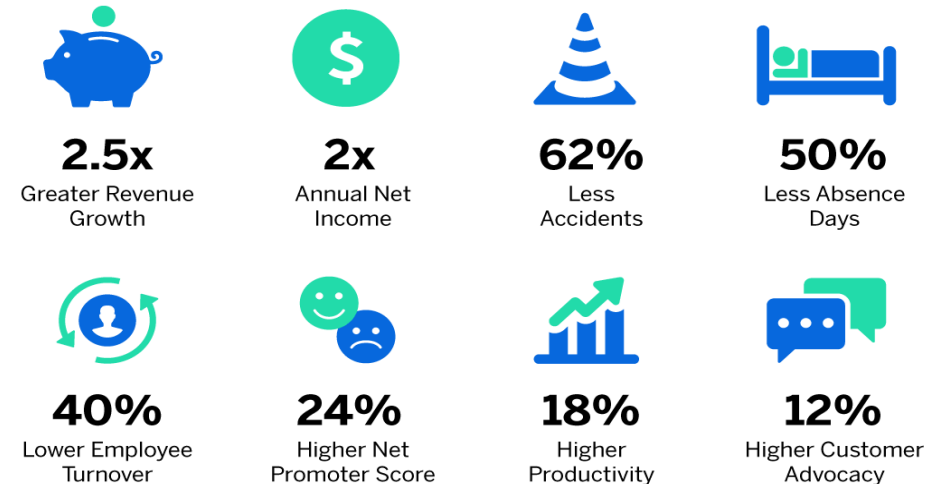


*(11 Expert Employee Engagement Ideas:
Get Your Team Deeply Involved, 2022)*

Data and Statistics

- High Growth of Revenue
- More annual income
- Reduction in Absenteeism & Accidents
- Lower levels of employee turnover
- High productivity
- Better customer satisfaction

Organisations with high level engagement compared to those with low level engagement:



Source: *(Employee engagement at work: definition and examples, 2022).*

CONCLUSION

- ▶ On the basis of this presentation it has been clear that employee engagement refers to the readiness of the employees to accept and perform the task that they encounter in their job roles.
- ▶ The presentation highlights the importance of employee engagement within the hospitality sector based on understanding the employee engagement at the Hilton Hotels & Resorts.
- ▶ The key reason for the need of having employees that are well engaged within the organization in the hospitality sector is the dependence of the industry to provide excellent customer experience for the earning of higher profits.
- ▶ The presentation has outlined that employee being highly engaged with the organization tends to serve the customers in the best way possible which enhances the experience of the customers.

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