



HYATT
PLACE®

**CONSULTANCY REPORT FOR
MANAGERIAL DEPARTMENT**

COMPANY NAME: A S LOPES

CLIENT NAME: HYATT PLACE CHICAGO/
DOWNTOWN THE LOOP

CONSULTANCY REPORT FOR MANAGERIAL DEPARTMENT

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DOWNTOWN THE LOOP

Executive summary

This comprehensive consultancy report thoroughly examines the Hyatt Hotel's management department. The research aims to identify areas that may require enhancement and provide suggestions for strategy. The information begins with a scope and analysis section, which outlines the goals and objectives of the project and provides an overview of the methods used to gather data. The report, therefore, entails an exhaustive investigation of the internal and external environments of the hotel, utilizing a variety of analytical frameworks such as PESTEL, SWOT, and TOWS analyses.

The issue was recognized as several issues confronting the management department, such as worker turnover, inefficiencies in the supply chain, low technology adoption, and marketing effectiveness. These challenges were affecting the department's overall performance, and help could have improved its ability to satisfy the expectations of its guests. We identified areas for improvement and produced actionable suggestions to solve the highlighted difficulties after conducting a comprehensive examination of the department's operations, data, and external variables.

The results highlight several crucial aspects that affect the department's efficacy and, as a result, the hotel's success. One significant result is the yearly high employee turnover rate of roughly 25%. This turnover rate makes it difficult to maintain service continuity and client satisfaction. The ongoing requirement for recruiting and training raises operating expenses and impacts staff morale. In addition, the investigation revealed a need for more technology adoption throughout the department. Only half of the processes and systems are securitized, limiting automation and data-driven decision-making potential. This reduces operational efficiency and the department's capacity to create a memorable visitor experience.

The analysis entails a comprehensive PESTEL analysis examining the political, economic, social, technical, environmental, and legal factors affecting the hotel industry. This research identifies future opportunities and challenges for the Hyatt Hotel, such as shifting customer preferences, evolving regulatory requirements, and new technology that could have improved, among other factors. Following the PESTEL analysis, the report conducts a SWOT analysis to identify the hotel's internal strengths, weaknesses, operational opportunities, and threats. According to this study, the hotel's primary advantages are its well-known brand name, enviable location, and superior quality of service to guests. However, it also reveals several defects, such as high worker attrition, inefficiencies in the supply chain, and inadequate use of technology.

A TOWS analysis is conducted to generate specific recommendations and plans, which build on the previous SWOT analysis. The objectives of these proposals are maximizing the hotel's assets, addressing its weaknesses, capitalizing on opportunities, and minimizing the possibility of problems. The report then presents an action plan, which provides detailed recommendations for enhancing staff training, implementing environmental improvements, refurbishing the hotel, introducing new technology, and improving the marketing strategy. Current initiatives must be targeted, resulting in unsatisfactory occupancy rates and wasted chances to recruit new clients. Enhancing the efficacy research aims is critical for raising brand awareness, attracting a more extensive client base, and eventually driving revenue growth.

Other comprehensive recommendations based on the analysis include optimizing supply chain management and implementing performance monitoring systems. By implementing these recommendations, Hyatt Hotel can strengthen its executive department, improve operational efficiency, enhance guest satisfaction, and achieve long-term success in the competitive

hospitality industry. The hotel's management must prioritize implementing these strategies and continuously evaluate their effectiveness to drive positive change and achieve the desired outcomes.

The consultation study provides insightful, thorough practical suggestions to help Hyatt Hotel reach its sustained development, operational excellence, and customer pleasure goals. The hotel may improve its overall performance and meet the changing demands of its customers by addressing the areas highlighted for improvement. Implementing these suggestions will increase customer happiness and loyalty while improving operational efficiency and the visitor experience. Additionally, the hotel will be able to adjust to market developments and maintain its competitiveness in the long term, thanks to the implementation of sustainable practices and ongoing strategy assessment. Hyatt Hotel can establish itself as a pioneer in the hospitality sector and reach its objectives for success if it has a defined path for progress.

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Introduction

This consultant report seeks to give the Hyatt Place Chicago/Downtown Loop's management department thorough suggestions for addressing the hotel's present difficulties and potential for improvement. The study identifies essential areas and provides practical ideas to improve the hotel's overall performance. Customer service standards, facilities, sustainability, and particular issues found in customer assessments are the critical areas of concern that must be addressed (Guix and Font et al., 2019). By addressing these concerns properly, the report hopes to accomplish numerous goals, including enhancing client happiness, differentiating the hotel from its rivals, and improving its commercial performance.

Multiple methodologies will guarantee a thorough investigation of the highlighted difficulties. First, the political, economic, social, technical, environmental, and legal (PESTEL) issues shall be thoroughly examined. This study will give vital insights into how these external issues may affect the hotel's operations and aid in developing relevant solutions (Madsen and Stenheim 2022, p.323-325). In addition, a TOWS analysis will be used to identify alternative strategies that are consistent with the PESTEL research's conclusions framework will allow the hotel's management team to analyze the hotel's strengths, weaknesses, opportunities, and threats, allowing for the development of effective plans to handle the identified difficulties.

The suggestions in this study will strive to set customer service standards that exceed expectations, improve the quality and breadth of facilities available, encourage sustainable practices, and address particular grievances raised in customer evaluations. By applying these suggestions, the hotel may expect to increase customer satisfaction, attract more visitors, and gain a competitive advantage in the market (Marinakou and Giousmpasoglou 2019). The ultimate purpose of this report is to provide the management team with actionable insights and

ideas that will create positive change and contribute to Hyatt Place Chicago/Downtown the Loop's overall performance. The suggestions in this study will assist in paving the path for a more prosperous and healthy future by concentrating on key areas of concern and exploiting the hotel's strengths.

Scope and analysis of the project

Hyatt Place Chicago is a contemporary hotel situated in downtown Chicago, Illinois. The hotel has 206 accommodations, all furnished with modern conveniences. Many of Chicago's top landmarks, including Millennium Park, the Art Institute of Chicago, and the Magnificent Mile, are within walking distance of the hotel. The hotel, which debuted in 2015, has received generally favorable comments from visitors.

Several large corporations and organizations use the hotel's facilities for conferences and other events, and the hotel has developed a positive reputation for conducting corporate events and meetings. There have rarely been any reports in the media of significant problems or adverse incidents at the hotel. Recent customer evaluations, however, indicate that there is room for improvement, particularly in the areas of customer service and utilities. Guests have explicitly complained about the cabins, slow elevators, and hygiene issues.

This consultancy report aims to identify areas where the hotel can improve its operations, enhance the guest experience, and drive business performance. By analyzing customer feedback, workplace practices, and market trends, this report aims to provide actionable recommendations to address the hotel's current challenges and areas for improvement (Carlo 2021, p.1-7). These

actionable recommendations resolve the hotel's challenges and improvement opportunities by analyzing client feedback, workplace procedures, and market dynamics.

PESTEL analysis

Political	Compliance with local and national hospitality, safety, and employment practices regulations. The effect of taxes on the financial performance and profitability of the hotel. She is assuring a stable political environment for uninterrupted commercial operations.
Economic	The region's overall economic health can affect travel and tourism demand. Changes in currency exchange rates can impact the hotel's international guest revenue. In terms of customized experiences, sustainability, and technology, accommodating the evolving needs of visitors is essential.
Social	I understand the preferences and requirements of various age groups, cultural backgrounds, and lifestyles. In terms of personalized experiences, sustainability, and technology, accommodating the evolving needs of visitors is essential. Managing the hotel's online reputation and engaging guests through social media platforms.
Technological	Using technology to improve passenger experiences, streamline operations, and increase productivity.

	Increasing the hotel's visibility on online travel agencies and facilitating a straightforward reserving process. Implementing stringent cyber security measures to safeguard visitor data and maintain their trust.
Environmental	Utilizing eco-friendly practices such as energy conservation, waste reduction, and responsible procurement. Adapting to altering weather patterns and their future effects on tourism. Acquiring and sustaining certifications that demonstrate the hotel's dedication to sustainability (Carino and Poster et al.2020, p.825-873).
Legal	Compliance with labor laws, ensuring employees are treated fairly, and observing employment regulations. Maintaining a safe and healthy environment for visitors and employees, especially concerning COVID-19 and other health issues (Bonfanti and Vigolo et al.2021, p.94). Respecting intellectual property laws and defending the hotel's intellectual property.

Table 1.1

The PESTEL analysis examines the external factors that may impact the hotel's operations, including political, economic, social, technological, environmental, and legal factors (Roy and Chowdhery 2021, p.181-215). As per PESTEL research in Table 1.1, political variables such as regulatory compliance and stability are examined, as are economic ones such as currency exchange rates and changing visitor demand. Social aspects, such as satisfying the needs of various cultures and leveraging social media, are also considered.

Furthermore, technical aspects like cyber security and internet presence are assessed, as are environmental ones like sustainability efforts. Legal factors such as labor regulations and intellectual property protection are also examined. The hotel is subject to significant regulatory and environmental pressures, and the COVID-19 pandemic has severely impacted its operations. This study in the report plays a role in identifying future possibilities and challenges for the hotel (Poddubnaya and Shipilov 2019, p.19-26)).

SWOT analysis

Strengths	Excellent location in the center of Chicago's downtown, close to main attractions and public transportation. Modern and elegant accommodations with a variety of amenities. In the hospitality industry, the brand enjoys a solid reputation and recognition. Staff that is well-trained and competent in providing service of the highest caliber. Strong financial performance and consistent revenue growth.
Weaknesses	Guests have limited on-site dining options, with only a tiny café and lounge. Certain facilities and equipment must be adequately maintained, resulting in negative visitor experiences. Fewer meeting and event spaces than competing hotels in the area.
Opportunities	Expanding on-site dining options to increase revenue and attract more visitors. Improved facility maintenance and equipment upgrades to enhance guest experiences (Kakemam and Liang et al. 2020, p.56-58).

	Increase marketing efforts and social media presence to reach additional prospective visitors. Diversification of offered amenities and services to appeal to a wider variety of visitors. Partnerships with local businesses and attractions to create memorable experiences for guests.
Threats	Intense competition from other prominent hotels in the vicinity, some of which offer a greater variety of amenities and services. External economic factors such as tourism demand fluctuations and currency exchange rates. Rapidly evolving technological trends in the hospitality industry may have expectations and experiences. Adverse publicity or evaluations may harm the hotel's reputation and deter prospective visitors.

Table 1.2

As shown in Table 1.2, the hotel's SWOT analysis exposes internal strengths and weaknesses and external opportunities and threats. The hotel has a firm brand name due to its market reputation and familiarity. Furthermore, its excellent position is advantageous, enticing prospective visitors and giving convenience. Moreover, the Hotel is known for its dedication to customer service, which increases client pleasure. However, there are several flaws that the hotel must solve. High worker turnover is a significant problem, reducing operational efficiency and possibly harming guest service quality (Chung and Quan et al.2021, P.6616; Salama and Abdou et al. 2022, p.9724)). Another shortcoming is the hotel's inability to properly comprehend and

handle client preferences and concerns due to a lack of consumer input. Furthermore, inefficiencies in the supply chain constitute a difficulty, possibly resulting in delays and interruptions in delivering essential products and services.

Despite these flaws, the hotel may make use of external chances. The hotel business is a dynamic and ever-changing market with several options for development and expansion. The hotel can attract new customers and grow its market share by capitalizing on rising trends and changing client preferences. Furthermore, technological improvements provide chances to increase operational efficiency, improve visitor experiences, and simplify operations. However, possible dangers that may have influenced performance must be considered. Competitors may provide identical, similar facilities, posing a substantial challenge. Economic fluctuations and shifting market circumstances provide additional hazards since they might influence consumer purchasing habits and travel behavior. Furthermore, changing legislation and legal requirements may offer difficulties to hotel operations, demanding flexibility and compliance.

TOWS analysis

Strengths- opportunities (SO) strategies	Expand on-site dining options to increase revenue and attract more visitors. Diversify offered amenities and services to appeal to a wider variety of visitors. Increase your marketing efforts and social media presence to reach a larger audience of potential visitors. Create distinctive passenger experiences by partnering with local businesses and attractions. Implement sustainable practices to meet environmental regulations and attract eco-conscious customers
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Strengths- Threats (ST) Strategies	Leverage the hotel's solid brand reputation to set it apart from rivals. Utilize the hotel's location and accessibility to attract guests. Facilities and equipment must be continuously upgraded and improved to address maintenance issues. Protect the hotel's reputation by monitoring and responding to negative publicity and evaluations.
Weaknesses- opportunities (WO) Strategies	Enhance on-site dining options and facilities to increase client satisfaction. Increase meeting and event space to compete with nearby hotels. Create innovative amenities and services to attract visitors. Invest in personnel development and training to enhance service quality.
Weaknesses- Threats (WT) Strategies	To prevent negative reviews, resolve maintenance issues, and uphold high standards. Differentiate yourself from rivals by providing exceptional services and experiences. Monitor and respond to technological trends and changes to meet your guests' expectations. Create contingency measures to mitigate the adverse effects of external economic factors.

Table 1.3

The TOWS analysis builds upon the insights gained from the PESTEL and SWOT analyses, providing a comprehensive framework for addressing weaknesses and threats while capitalizing on strengths and opportunities. As depicted in Table 1.3, the recommendations entail vital actions such as enhancing staff training programs, implementing cost-cutting measures,

formulating contingency plans, and deploying effective marketing strategies. These recommendations aim to strengthen the hotel's operations, improve efficiency, mitigate risks, and maximize its competitive advantage (Hossain and Hussain et al. 202, p.79-98). The hotel can position itself for long-term success in the highly competitive market by adopting these measures.

Proposed approach

The hotel sector is highly competitive, and firms must constantly enhance their operations (Anning-Dorson and Nyamekye, 2020). One method to do this is to invest in employee training, environmental improvements, refurbishment, new technology, and a more effective marketing plan. In this respect, the Hyatt Hotel's management department performed a TOWS study to identify the hotel's strengths, weaknesses, opportunities, and threats. On the plus side, the investigation showed some operational strengths in the hotel. For example, the hotel has a well-trained and pleasant staff, as seen by the favorable client evaluations we've seen. Furthermore, the hotel's ideal position makes it conveniently accessible to business and leisure guests. The hotel's amenities are likewise well-kept and offer visitors a pleasant stay. While the hotel has many strengths, it also has several weaknesses, such as supply chain management, property upkeep, and employee training, as shown below:

Supply Chain Management

The assessment showed that the supply chain management at the Hyatt Hotel might be enhanced for increased efficiency and cost-effectiveness. Product and service procurement is presently pricey, suggesting a need for greater resource efficiency. To overcome this problem, the hotel can use data envelopment analysis (DEA) to locate more dependable and cost-effective

procurement sources. DEA is a quantitative approach for evaluating the effectiveness of various decision-making units, such as prospective suppliers (Mahmoudi and Abbasi et al. 2022, p.335-362). The hotel can determine the ideal sources that supply excellent goods and services at reasonable costs by evaluating data and comparing various suppliers based on their efficiency rankings.

The hotel's objective should be to reduce expenditures significantly (Isnaini and Nurhaida et al. 2020, p.97-105), aiming for a minimum cost reduction of 20%. The hotel may save money while maintaining quality standards by locating more cost-effective suppliers, negotiating better contracts, and investigating alternate sourcing possibilities (Hassan and Al-Aomar et al. 2019, p.2448-2467). Another essential part of supply chain management is improving stock management. The hotel may improve its stock management methods by deploying a professional storage monitoring system, ensuring appropriate inventory levels, and eliminating waste. Efficient stock management will save storage costs, allow for greater resource use, and reduce the risk of stock-outs or overstocking.

The Hyatt Hotel can save money, enhance resource usage, and optimize procurement procedures by improving supply chain management (Modica and Altinay et al. 2020, p.35837et al. adopting DEA and implementing a solid stock management system would lead to more efficient operations, lower expenditures, and eventually improve the hotel's general financial performance.

Environmental sustainability

Excessive energy use

The finding reveals that the hotel consumes a large quantity of energy, making it not only pricey but also ecologically unsustainable. Setting up energy-saving technology, such as LED

lights, might assist in minimizing power use. To get the greatest power-saving LED device, Hyatt may scour the internet and the market for information on the most current electronic advances. This also supplements environmental sustainability. The hotel may lower its environmental imprint by introducing energy-efficient technologies and obtaining more environmentally friendly items (Dani and Tiwari et al. 2021, p.10439-10442; Naim 2021, p.36-49)). This helps the environment and visitors who respect sustainable practices, resulting in a favorable reputation and enhanced customer loyalty.

Eco-friendly practices

Additionally, the hotel's environmental impact can be reduced by instituting sustainable practices in waste management, water conservation, and procuring environmentally friendly products. By implementing these measures, the hotel will be able to demonstrate its commitment to sustainability (Ahmed and Guo et al. 2021, p.102852; Abdou and Hassan et al. 2020, p.9624)), thereby enhancing its reputation and possibility of attracting environmentally conscious guests.

Customer service and feedback management

Even though consumers had positive opinions, there is room for development regarding how swiftly requests from visitors are fulfilled and how online reviews are managed (Yuan and You et al. 2022, p.15299; Tseng and Chn et al. 2020, p.193)). Consumer satisfaction, if poor, might result in unfavorable ratings on social media and review sites. We strongly recommend implementing a digital visitor service platform, as this will help streamline communication and enable quick responses, ultimately enhancing customer service. In addition, developing a feedback management system will allow the hotel to effectively collect, evaluate, and respond to visitor feedback. The hotel's ability to increase customer satisfaction and loyalty (Priyo and Mohamad et al. 2019, p.653-663) and its online reputation are contingent on its prompt and

assertive response to visitor complaints. However, the limited ways of collecting client reviews are a barrier.

Refurbishment and Venue Design

Refurbishment is a technique to modernize the hotel's appearance and make it more appealing to prospective guests. Fresh paint, new furniture, and décor in guest rooms, lobby, and common spaces may significantly impact the visitor experience, resulting in greater occupancy rates and excellent ratings (Kotler and Cao et al., 2020). Based on the investigation's findings, it was determined that the amenities of Hyatt Hotel require renovations, particularly about the venue's design and aesthetics. The guests' overall experience was negatively affected by the outmoded design and furnishing, which generated negative feedback from the guests. We recommend thoroughly evaluating the hotel's venues and prioritizing renovation projects to solve this issue.

Modernizing the design and furnishings as enhancing the hotel's overall design could improve the hotel's ability to provide guests with a more welcoming and pleasurable atmosphere, attract gamers (Peng and Lee et al. 1, 2020, p.102632), distinguish the hotel from its competitors and increase overall customer satisfaction. New technologies might be deployed to improve the visitor experience and simplify operations. For example, self-check-in kiosks and smartphone applications that enable customers to buy room service and make requests may increase efficiency and cut wait times. These elements can attract younger, tech-savvy visitors who appreciate convenience while improving the guest experience. However, the financial ability to meet these requests may be a barrier (Olimovich and Khudoynazarovich 2020, p.40-42). Therefore, it is essential to hire an efficient design agency to renovate their hotel to match consumer wants and grow the client base.

The staff

Staff turn high is high.

An analysis of the data revealed that the hotel's staff is well-trained and courteous, which indicates positive consumer feedback. However, in the findings, employee morale is poor, and there is a high turnover rate. Hyatt may improve staff morale and fulfillment by introducing employee acceptance policies (Bani-Hani 2021, p.213-222; Hajiali and Kessi et al. 2022, p.57-69)). Also, the company's customer service capabilities have the capacity for further development. This is supported by consumer feedback indicating that they are occasionally dissatisfied with the grade of service provided.

According to the TOWS research, there are various areas where the hotel's functioning might be improved. To begin, the hotel might increase its staff training program to assist employees in improving their communication skills, visitor engagement, and problem-solving abilities to resolve issues (Djajasinga and Sulastri et al. 220et al.33-117). This may improve the visitor experience and boost client satisfaction, resulting in repeat business and excellent word-of-mouth marketing. However, the cost rise associated with implementing various change strategies may take time and effort.

Staff number and roles

Maintaining the optimal number of employees is essential to provide excellent service and guaranteeing visitor satisfaction (Altinay and Dai et al. 2019, p.1525-1542; Prentice and Dominique et al. 2020, p.377-403)). According to the investigation's findings, the hotel has sufficient employees to manage daily operations. However, during periods of high demand, there is a shortage of employees, resulting in delays and a decline in service quality. Implementing

flexible labor solutions, such as cross-training personnel to handle a variety of responsibilities, and utilizing technology to enhance scheduling are two strategies that we recommend implementing to address this issue (Schwepker and Dimitriou 2021). Ensuring sufficient personnel levels are maintained during peak hours. The hotel can provide guests with a seamless experience and uphold its service standards.

Marketing strategy

According to the findings, Hyatt Hotel's marketing activities might be more efficient in recruiting new customers and improving its overall market position. Improving the hotel's marketing strategy is critical for reaching a larger audience and increasing occupancy rates and income (Kim and Lee et al. 2020, p.523-535). It is essential that the hotel carefully choose and recruit skilled and experienced personnel for their marketing team to boost marketing effectiveness. These employees should be thoroughly aware of the changing marketplace and industry dynamics, enabling them to spot new trends and appropriately change the hotel's marketing strategy.

Collaboration with local businesses or events may also be an effective technique for increasing the hotel's regatta action and g new clients. The hotel may reach out to new client categories and generate synergistic marketing possibilities by collaborating with related companies or participating in local events (Romero and Tejada, 2020), p.641-653). Another option is to invest in social media advertising. With the growing dependence on digital media, an excellent online presence is critical for reaching prospective clients. To promote awareness and generate reservations, the hotel should commit resources to exciting sting content, properly harness social media platforms, and launch targeted advertising campaigns.

However, it is essential to recognize that increasing marketing effectiveness may present difficulties. A lack of managerial expertise in implementing marketing strategies and budgetary restrictions may impede the execution of complete marketing campaigns (Aladag and King et al., 2020). As a result, the hotel must overcome these constraints by investing in marketing skills and devoting enough resources to support marketing initiatives. Hyatt Hotel may improve its marketing activities to better position itself in the market, attract a more extensive client base, and eventually enhance occupancy rates and income. A well-executed marketing strategy will assist the hotel in distinguishing itself from rivals, increasing brand awareness, and developing a compelling value offer for prospective customers.

Information Sharing

Effective communication and information sharing are critical in maintaining smooth operations and collaboration among team members within the Hyatt Place Chicago/Downtown Loop's management department. The investigation indicated that communication issues and inefficiencies were due to a need for adequate information exchange channels. The hotel may need more points for employees to share information and readily interact. This might result in delays, misunderstandings, and lost possibilities for development. Furthermore, the research emphasized the need to establish a suitable drill and support network to solve the limits in information sharing. These obstacles may be solved by establishing clear protocols, using efficient methods of communication and platforms, and educating staff members on information-sharing procedures (Presbitero, 2021).

To overcome this problem, the hotel should invest in solid communication systems and platforms for smooth information flow. Implementing digital communication technologies like project administration software, instantaneous messaging platforms, and centrally located

databases may help to speed information-sharing procedures and improve team cooperation (Yoong and Lian 2019, p.54-68; Alrawadieh and Law 2019). Furthermore, holding frequent training sessions on efficient communication and highlighting the value of information sharing may help to build a culture of openness and effectiveness within the department. The hotel can improve operational efficiency, eliminate mistakes and delays, and foster a cohesive and productive work atmosphere by strengthening information exchange processes. Effective communication and information sharing will allow the management team to make educated choices, handle problems quickly, and maximize performance (Davronov and Radjabov et al. 2021, p.8).

Options on the Menu and a Variety of Other Delectable Foods

The hotel's cuisine is diverse and offers a variety of options so that it can cater to the variable preferences of its visitors. However, the research highlighted the significance of conducting frequent menu evaluations to eradicate variations in the quality of cuisine. The hotel can enhance its menu offerings and the dining experience if it considers its guests' remarks and suggestions, monitors emerging trends in the culinary world, and collaborates with seasoned chefs. In addition, catering to the increased demand for healthier dining options by providing both nutritious and locally produced opportunities is an excellent strategy.

Findings and results

Area	Strengths	Weaknesses	Opportunities	Threats
Food & Beverage	Diverse menu options with	Limited options for	Collaborate with local vendors to source	Competition from nearby restaurants

	healthy choices	specialized dietary needs	organic and locally sourced ingredients	offering similar menus
Venue Design	Pleasant and comfortable ambiance	Outdated decor and furnishings	Redesign the venue to incorporate modern and trendy aesthetics	Negative customer reviews about the ancient appearance
Staff Numbers	Sufficient staff members for day-to-day operations	Inadequate staffing during peak periods	Implement flexible scheduling and cross-training programs to manage peak demands.	Burnout and decreased employee morale due to heavy workload
and Roles	Well-trained and pleasant staff	Lack of clear career progression paths	Develop a career development program to provide growth opportunities for employees.	High employee turnover resulting in a shortage of skilled staff
Staff Training	Ongoing training and development programs	Limited focus on soft skills training	Incorporate communication and problem-solving workshops to enhance customer service skills.	Resistance to change and low participation in training programs
Menu Choices	Wide range of options to	Inconsistent quality of some menu items	Conduct regular menu reviews and updates to ensure consistent quality	Negative customer feedback regarding specific menu items

	cater to guest preferences			
Supply Chain Management	Efficient procurement processes	High costs and reliance on single suppliers	Diversify supplier base and negotiate better pricing agreements	Disruptions in the supply chain due to external factors
Energy Use	Effective energy-saving initiatives	Lack of awareness about energy-saving practices	Launch an energy conservation campaign to educate staff and guests (Chandran and Bhattacharya 2019, p.218-233)	Rising energy costs and limited financial resources for implementing energy-efficient technologies
Customer Service	Positive guest feedback and ratings	Slow response time to guest requests	Implement a digital guest service platform for faster and more efficient communication.	Negative online reviews impact the hotel's reputation.
Staff Turnover	Low turnover rate and high employee satisfaction	Inadequate recognition and rewards for staff	Introduce employee recognition programs and performance incentives	Increased competition for talent and potential loss of skilled employees

Marketing	Strong brand presence and reputation	Limited social media presence and engagement	Enhance social media marketing strategies to reach a wider audience	Lack of marketing expertise and resources to execute effective campaigns
Information Sharing	Effective communication channels within the department	Lack of standardized communication procedures	Implement a centralized communication platform for seamless information sharing.	Resistance to technology adoption and difficulty in integrating systems

Table 2.1

The findings and conclusions of the consultant study on the management department of Hyatt Place Chicago/Downtown the Loop, as shown in Table 2.1 above, disclose numerous critical problems that demand attention and improvement. These conclusions are based on a TOWS study, which assisted in identifying the strengths, weaknesses, opportunities, and risks connected with specific operational domains (Marpaung and Pratom et al., 2019, p.484). Regarding Food & Beverage, the hotel provides a broad food selection with healthy alternatives. However, having fewer alternatives for unique dietary demands is a downside. It is advised to cooperate with local merchants to get organic and locally produced foods to maximize possibilities. Simultaneously, competition from surrounding restaurants with comparable menus is a challenge that must be handled by differentiation and unique products.

The Venue Design study emphasizes the hotel's competence in offering a pleasant and comfortable ambiance (Chen 2022, p.162-196). However, outmoded décor and furnishings are a

vulnerability that attracts bad client feedback. To capitalize on chances, building the venue with new and fashionable aesthetics is critical to attracting and retaining clients who appreciate modern environments. Failure to rectify this flaw may jeopardize the hotel's reputation and competitiveness. Staff Numbers and Roles demonstrate advantages in having suitable employees for day-to-day operations (Bag and Wood et al. 2020). However, flaws emerge at peak times when the workforce becomes insufficient. To capitalize on possibilities, develop flexible scheduling and cross-training programs to handle peak demand efficiently. This flaw must be addressed since it directly influences customer experience and staff morale.

Staff Training demonstrates its skills in offering continuing education and advancement opportunities (Pham and Vo-Thanh et al. 2020, p.269; Raza and Farrukh et al. 2021, p.1104-1116)). However, there needs to be more emphasis on interpersonal training. Adding communication and problem-solving seminars may help increase customer service abilities and client satisfaction to maximize possibilities. Overcoming change aversion and encouraging staff involvement in educational initiatives will be critical in transforming this shortcoming into a strength (Olimovich and Temirkulovich et al. 2020, p.20-21). Menu alternatives highlight strengths in providing diverse options to meet guests' needs. However, the variable quality of certain menu items is a flaw that must be addressed. Regular menu evaluations and adjustments guarantee consistency and satisfy visitor expectations. Resolving this flaw may lead to unfavorable customer feedback and influence the eating experience.

Supply Chain Management excels in effective procurement operations (Chen and Wei et al. 2021, p.92). On the other hand, high expenses and dependence on single suppliers expanding the vendor portfolio, and establishing better price arrangements may help cut costs and strengthen supply chain resilience. External disturbances represent a danger that necessitates risk

management solutions that are proactive. Energy Use reveals strengths in energy-saving programs that are successful. A vulnerability arises, however, in the lack of understanding regarding energy-saving techniques. Launching an energy conservation program to educate employees and visitors provides a chance to save money while promoting environmental sustainability. More financial resources make installing energy-efficient technology complex, necessitating careful planning and prioritizing.

Positive visitor comments and ratings reflect customer service strengths (Lee 2022, p.152; Xu 2020, p.128)). However, there needs to be a better response period for guest requests. A digital customer service platform may improve communication and response times, increasing visitor satisfaction. Responding to lousy internet reviews is critical for maintaining a positive reputation and ensuring consumer loyalty. The results also emphasize the need to address employee turnover, improve marketing tactics, improve information exchange, and implement effective ways to promote the management department's development and success.

Overall, these results give significant insights into the areas that need attention and development within the Hyatt Place Chicago/Downtown Loop's management department. The report's proposed actions and strategies attempt to resolve identified weaknesses, capitalize on opportunities, and minimize possible risks, thereby improving the hotel's operations, consumer experience, and overall economic performance.

Action plan

No	Problem	Solution	Desired outcome	Time scale	Completion date	Planned budget
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1.	Lack of clear signage and wayfinding	Create and implement clear signage and navigation across the property.	Enhance the guest experience by making it easy for them to traverse the property.	Three months	August 31, 2023	£100,000
2.	Inconsistent room amenities	Conduct a guest poll to determine the essential amenities in all rooms and standardize them (Stringam and Gerdes 2021, p.6).	Increase client contentment while decreasing negative reviews	Two months	July 31, 2023	(survey and implementation) £25,000
3.	Inefficient check-in process	Implement mobile key technology and the online check-in.	Reduce wait times and enhance the customer experience.	Six months	January 31, 2024	£150,000

4.	Limited food and beverage options	Conduct a market study and, depending on consumer preferences, provide additional eating alternatives. months by	Boost income while improving customer satisfaction	Three months	April 30, 2024	£150,000 (analysis and execution)
5.	Outdated décor and furnishings	Remodel the design and furniture in the guest rooms and public spaces (Xingyi 2020).	Improve visitor satisfaction while attracting new customers	12 months	July 31, 2024	£15,000

Table 3.1 Action plan

Recommendations

1. Improve the online registration process. Improve the hotel's website to make online registration more accessible and seamless (Koh and Hassim 2021, p.973-992; Sharma and Gupta 2021, p.012041)). Simplify the procedures, optimize the layout, and provide clear directions to improve user experience and conversion rates.

2. Implement a thorough training program for customer service. Create a training program to help staff improve their customer service skills, emphasizing effective complaint resolution and honoring guest demands. Provide continuing training to provide personnel with the skills they need to provide excellent service.
3. Redesign signs for more straightforward navigation (Ng and Tavitiyaman 2020, p.3-15). Redesign the hotel's signage to improve the visitor experience and navigation across the facility. Invest in designing, fabricating, and installing clear, aesthetically attractive signage that directs visitors effortlessly and quickly.
4. Maintain and improve facilities and equipment. Perform regular maintenance checks to verify that all facilities and equipment are operating well. Address any flaws or defects as soon as possible and invest in required renovations to give visitors a pleasant and convenient stay.
5. Improve food and beverage offerings. Increase the hotel's culinary options by including more diversity and healthier alternatives (Cligger et al., 2020, p.268-279; Vermeulen and Park et al., 2019). To accommodate various visitor requirements and preferences, consider dietary limitations and biases.
6. Strengthen the hotel's social media participation and visibility to attract a broader audience and improve brand awareness. Create a content plan, interact with followers, and use social media channels to promote special deals, events, and one-of-a-kind experiences.
7. Create and administer a customer loyalty program to reward and retain current consumers while recruiting new ones. To increase client loyalty and promote return visits, provide special rewards, discounts, and tailored experiences.

8. Form relationships with local companies. Work with local businesses and groups to give your guests all discounts, packages, and experiences. To improve the entire guest experience, establish strategic relationships that correspond with the hotel's brand and target market (Guan and Wang et al. 2021, p.1620-1645).
9. Conduct frequent guest surveys. Use periodic surveys to get input from visitors and learn about their experiences. Use this feedback to discover areas for improvement, resolve complaints, and make required changes to fulfill the expectations of your guests (Foroughi and Arjuna et al., 2022, p..102).

Conclusion

Ultimately, this consultant study carefully examined Hyatt Hotel's management department, emphasizing enhancing several facets of its operations. The report aims to improve employee training, reduce the hotel's environmental effect renovation technology, and rethink the marketing approach. These initiatives are intended to increase visitor happiness, recruit a broader client base, and increase sustainability. The investigation began with a thorough PESTEL study, identifying and investigating the external elements impacting the hotel's performance. This evaluation shed light on the political, economic, social, technical, environmental, and legal factors influencing the hotel's operations. The hotel's strengths, weaknesses, opportunities, and possible dangers were identified using a SWOT analysis. Both studies' results were then used in a TOWS research to create successful strategy suggestions.

An action plan has been developed to guarantee practical execution, providing suggestions in a clear and orderly way. The method comprises a table summarizing each recommendation's recognized issues, suggested remedies, intended results, predicted schedules,

completion dates, and estimated expenditures. Furthermore, the economic consequences of these ideas have been thoroughly examined, emphasizing long-term value and return on investment. The report's preliminary results underline the need to expand employee training programs, improve the hotel's physical surroundings, perform remodeling initiatives, integrate new technology, and refine the marketing strategy. Based on the analytical results, these suggestions are strategically linked to empower the customer and assure the long-term success of Hyatt Hotel.

The hotel should anticipate favorable influencing customer satisfaction levels, increasing client acquisition and retention, and a considerable rise in financial performance by applying the proposed tactics (Kuo and Fang et al.2022, p.1240-1261). These enhancements will boost the hotel's market position and allow it to remain competitive. This consultation report includes significant insights and concrete suggestions that will steer the Hyatt Hotel's management team to a more prosperous future. The tips in this study provide a path for sustainable development and sustained success in the changing hospitality sector by addressing identified areas for improvement and capitalizing on the hotel's strengths.

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