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Introduction

An organisation is a collection of persons operating under a system, culture, and organisational structure. The success of an organisation depends on how successfully these variables operate together. For what reasons do certain companies do better than others? Their focus on innovation and risk-taking or were their founders odd and ethereal?? Or maybe it's because of their organization's efficiency and order. Accordingly, this report will look at the relationship between an organization's structure and culture, as well as various factors influencing individual behaviour in Hilton Hotel Group, various leadership styles and their effectiveness in an organisation, various organisational theories used by the Hilton Hotel Group, and various motivational theories and their effects on employees.

The structure, culture and goals of Hilton Hotel Group

Organizational structure in Hilton Hotel Group

For any firm, an organisational structure must be in place since it shows the level of the hierarchy, who is in charge of what, and the role of each employee. The structure is made up of the following essential elements:

Different people, operating under various brand names, manage, operate, or franchise Hiltons hotels. These brands belong to several tyre categories. like as

- **Luxury:** Conrad Hotels &resorts.
- **Premium plus:** Hilton Hotels and Resorts.
- **Premium:** Hilton Garen Inn
- **Business class:** Hampton
- **Economy class:** Tru

These hotel brands are working together to serve customers worldwide under the Hilton Hotel Group.

The Hilton Hotel Group Uses the **divisional organizational structure** to manage the hotels (organimi, 2022). Hilton Hotel group manages its functional and geographic divisions through its chief executives. Hilton divides its properties and operation into three areas, such as:

- **Ownership:** the properties which are directly owned by Hilton Hotel Group.
- **Management and franchise:** the hotels which are not directly owned by them, but managed by them or franchised to other parties.
- **Timeshare:** this is a separate division; the properties are branded as luxury accommodations for grand vacations.

These categories are divided into two distinct divisions. The C-suits at Hilton Hotels & Resorts are in charge of managing the first two properties, both of which the company directly owns and operates while also franchising the business to third parties. Hilton Grand Vacation is in charge of managing the timeshare.

Christopher J. Nassetta, therefore the CEO of Hilton, divided the business's timeshare services in 2007 as part of an attempt to restructure the business.

Culture of Hilton Hotel Group

When it comes to organisational culture, things may become quite complicated. Businesses, like people, have distinct personalities. Firms are unique because of their own culture. It is believed that an organization's "culture" is made up of the beliefs that it holds dear, the principles it defends, and the standards by which it operates. It creates and nurtures a remarkable working environment for everyone involved.

This group practises a **Clan Culture**. To bring out the best in them and provide the finest service to the clients, they treat their staff like family and work to make them feel that way. This is done by fostering good employee relations and open communication (Ch et al., 2015).

The culture of the Hilton Hotel group is dependent on 6 values. These are:

- **Hospitality:** this organization is very much passionate and eager to serve the best to its customers.
- **Integrity:** They always make it a priority to uphold moral standards, protect the financial health of the organisation (hilton, 2022), and deliver the highest possible level of service to their clients.
- **Leadership:** They carry themselves and do their duties in a manner befitting the idea that they are at the forefront of their field.
- **Teamwork:** They always play as a unit, and they place a premium on having a diverse and respectful roster among their teams.
- **Ownership:** They provide employees with the ability to make their own choices and the idea that they are in command of their actions as well as the duties that are assigned to them inside the organisation.
- **Now:** They give consumers service that is both swift and obedient. They work hard to provide services to the customers in the timeliest and error-free manner feasible.

Hilton has a **Clan Culture**; here, employees come from 170 different nations and work together in a diverse setting while showing respect for one another and being open-minded. They have a welcoming environment, which encourages creativity and innovation among the staff. To make the staff feel like family, they put their attention on developing relationships with them (hilton, 2022). This encourages workers to give their all to the company. Through investments in the growth of employee life and career, Hilton helps the business strengthen its band. Additionally, they make an effort to please their clients by giving them better, more accurate service. By engaging in CSR initiatives, you also help the local area and the environment

Goals of Hilton Hotel Group

By 2030 Hilton Hotel Group wants to accomplish a very specific and time-bound goal. It wants to increase the investment which can impact social welfare and reduce the environmental hazards through responsible hospitality across its value chain. Hilton Hotel Groups' goal is associated with sustainable development goals Of 2030 (hilton, 2022). To achieve this goal, it takes several initiatives which are highly aligned with the organizational culture and values of Hilton Hotel Group. It has a desire to make the world a better place and for that reason, it declared Travel with Purpose 2030 which is nothing but an announcement of its specific goal.

Recently taken initiatives by Hilton Hotel Group

Look forward to achieving the organizational goals Hilton Hotel Group has taken a few initiatives which are very structured in design as well. Specifically, 3 major initiatives are abbreviated as 'ESG'. Those are

- E= Environmental
- S= Social
- G= Governance

Environmental

At the corporate level, they are implementing these environmental initiatives. In the case of environmental initiatives, it reduces water usage, it reduces carbon emission and in reduces waste by following standard rules for global travel and tourism (hilton, 2022). It takes Science Based Target initiatives to achieve those measurable goals.

Social

For social purposes, it creates an engine of opportunity by creating a diversified organizing team where the team members are recruited from 170 nationalities as well as members are recruited from underrepresented groups. This task is done on an individual level. It takes several initiatives to give proper support to the different community that suffers from various disaster and calamities. It gives local and economic support and opportunity to the various underprivileged community as well as its community members. It builds responsible conduct for its value chain operations.

Governance

To measure the progress of the goals proper governance is a must. For governance purposes, it increases integrity and transparency in all levels of public affairs, partnerships and policy formations & establishments. To accomplish the goal, it needs to raise the investments. For that purpose, it increases public affairs and partnerships through franchising. This is a major part of the corporate strategy of Hilton Hotel Group.

Impacts of the initiatives and Management of the impacts

The efforts that have been made are having a beneficial effect on the company, and to make the initiatives successful, the organisation is using "Scientific management theory."

Several external and internal impacts can be seen from those initiatives. The external impact such as the brand value of the Hilton Hotel Group will increase a lot. It also impacts the sales of the service as well as customer loyalty. It also helps to reach worldwide and enhance its operation. It will increase the trustworthiness of the local people and government as well.

Some internal impacts such as organizational culture will be slightly influenced by those initiatives that can increase positivity among the workers or employers. This will also increase trust among coworkers. Hilton Hotel Group will work on an innovation-oriented work strategy which helps to develop the flexibility of the workers. That ultimately creates a positive internal impact.

The Hilton Hotel Group manages the effects of the projects it has implemented using "Scientific management theory". They break down the jobs into basic terms so that the workers can comprehend them, and they compensate the workers fairly for their efforts (Griffin, 2021). The initiatives also inspire the workers since they are morally righteous and give them a sense of calm when they are carried out.

The strategic direction and current business performance of Hilton Hotel Group

The Hilton Hotel Group wants an inclusive and respectful workplace. Culture and strategic orientations strive to benefit society, the environment, and the workforce. This will boost the company's brand and benefit all stakeholders as it grows. Since the Covid-19 outbreak, this company's business performance and profitability have dropped by 22.6%. During the epidemic, they aimed to maintain service and safeguard visitors and workers. Their approach called for improving the company's poor business performance owing to the pandemic.

The hotel company is using many leadership tactics to attain these strategic directions, including:

- **Communicate and simplify the vision:** Workers at Hilton Hotel Group have received an explanation of the company's aims and purpose from the company's senior management. All employees have been given explicit instructions on how to improve the working environment in this varied culture, reduce water waste, and give back in other ways via different CSR programmes, such as scholarships, by the C-suits. They are quite clear about their goals. They also need to speed up company growth in the aftermath of the pandemic. As a precaution against the spread of COVID-19 amongst the employees, they have provided hand sanitiser and masks for use by all guests.
- **Encouraging the employees through recognition:** Everyone wants to be acknowledged for their efforts. If they get praise for their efforts, they are more inclined to stick with it (Kesting, 2015). The senior management at Hilton Hotel Group encourages workers by offering them promotions, incentives, or appraisals. These accolades increase workers' concern for the company's strategic direction and keep them engaged in their work. they were encouraged to provide better service to the customers to get more customer satisfaction after the pandemic to grow their business more.
- **Speak from the heart:** The management of the Hilton Hotel Group does not interact with the employees based on the budget but rather speaks to them from the heart, showing them that the organisation cares for them as well as helping them to clearly understand the vision and goals of the business, allowing them to move in the direction that the Hilton Hotel Group wants.
- **Empower and delegate the employees:** The most effective way to motivate the staff may be to give them more authority and responsibility. Being in a leadership role may be thrilling, therefore if an employee feels appreciated in any way, it should be shared with

the rest of the team. Hilton Hotel Group's top management actively seeks opportunities to delegate power and accountability to achieve the organization's goals.

- **Continuing education:** The top executives of Hilton Hotel Group never stop learning about employee behaviour and cutting-edge leadership techniques; they also learn new things about how to best direct employees toward achieving the strategic goals of the company, which include an inclusive, respectful, and innovative culture as well as environmental, social, and governance goals.

Current business performance of the Hilton Hotel Group

Due to the effective implementation of management and leadership initiatives across the company, as well as the innovative and respectful culture and an appropriate organisational structure, the company's business performance has improved. Their proper combination is making the organisation profitable day by day. The Hilton Hotel Group have suffered a significant loss in 2020 as a result of the epidemic. They are attempting to handle the matter. They are witnessing favourable results as a consequence of their effective implementation of the tactics. In addition to signing the largest contract with Resort World Las Vegas, they recently announced the opening of 67 additional hotels in 2020 (Simon, 2020).

They are also doing well financially; they generated 5.79 billion dollars in profit and distributed a 15% profit share on ordinary shares (Lock, 2022).

Conclusion

The Hilton Hotel Group can successfully manage its strategic goals by using various management and leadership theories, as well as cultivating the proper company culture and organisational structure. They are aiming to develop a sustainable company by fostering an environment that values creativity and respects boundaries within their organisation, as well as by implementing an appropriate corporate structure. They have made a full recovery from the losses caused by the epidemic. They are achieving very successful business outcomes as a consequence of doing this.

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