

Module: Personnel Resourcing and Development

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Lecturer: Helen Lee

Assignment Title: Research Project Proposal – Impact of current challenges on the human resource department relating to recruitment and retention

Executive Summary

The Treehouse Hotel London is struggling to retain staff because of global issues including COVID-19, Brexit, the unpredictable economy, and changing social standards. The report analyzes the hotel's issues and suggests ways to retain staff. Workplace changes, pandemic precautions, and economic instability affect employee satisfaction and attrition. This paper evaluates existing retention strategies and proposes innovative solutions. The major ideas are to promote a healthy workplace, engage workers, and align HR efforts with business objectives. If the market or technology changes, may need to adjust how acquire and retain employees. Treehouse Hotel may be able to overcome issues, succeed in the hotel sector, and retain its brilliant team if it follows our advice.

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1.0 Introduction

The hotel business, especially Treehouse Hotel London, has been having problems that have never been seen before. The COVID-19 outbreak, Brexit, uncertain economic conditions, and changing social standards are some of the reasons that have been brought up. With these changes, it's more important than ever to keep good workers. The goal of this study is to find out exactly what problems Treehouse Hotel has had keeping workers and make ideas for how to fix them. This study looks at how changes in the workplace, the pandemic, and money problems affect the number of people who leave their jobs. The goal is to give smart advice on how to keep workers for long amounts of time. Treehouse Hotel needs to know how outside factors affect hiring, keeping employees, and the general success of the company if it wants to stay competitive in the hotel business.

1.2 Background of the Study

The Treehouse Hotel in central London provides the most eco-friendly premium accommodations. The hotel is unique because it combines luxury with sustainability. The firm is known for its unique goods, excellent customer service, and environmental commitment (Treehouse Hotel London, 2023). In the city's busiest streets, the Treehouse Hotel provides contemporary amenities, breathtaking views, and friendly service. Treehouse Hotel is famous. It perfectly represents London's vibrant culture and service. Hotels like the Treehouse Hotel London are struggling to retain staff because of global events like COVID-19 and Brexit (Jayaweera, 2015). This research examines Treehouse Hotel's staff retention issues. This research examines how work habits, pandemic fears, and weak economies cause individuals to quit. Giving helpful information may help individuals recall.

1.3 Scope of the Study

The study at Treehouse Hotel, London will focus on the challenges faced by the hotel, with a specific focus on staff retention. It will address a range of factors that influence employee turnover and job satisfaction

1.4 Objectives

- To investigate the specific challenges facing Treehouse Hotel London in retaining its workforce amidst global events such as the COVID-19 pandemic and Brexit.
- To provide insights into adapting recruitment and retention efforts to changing market conditions
- To develop actionable recommendations to enhance staff retention strategies by fostering employee engagement

2.0 Discussion

2.1 Theoretical Framework

The Treehouse Hotel London brings the Resource-Based View (RBV) idea to light by focusing on the hotel's unique people resources. The Treehouse Hotel might be able to stand out from the others by hiring eager and informed staff who give great service to guests (Hossain et al., 2022). The Resource-Based View (RBV) philosophy supports this approach. The RBV view sees workers as valuable resources who give the company a competitive edge through unique solutions and great customer service.

In line with institutional theory, the Treehouse Hotel followed business and government rules by following labor and service laws. Using environmentally friendly methods is the law and the right thing to do, so the hotel should start using them to help its workers (Ouyang et al., 2019). Institutional Theory affects HR practices in the hotel business, as shown by this planned partnership that ensures compliance, boosts image, and meets the needs of stakeholders.

2.2 Impact of Covid-19 & Brexit on employee retention

During the COVID-19 epidemic, the human resources team at Treehouse Hotel London had a hard time getting used to their new work environment, which was marked by social isolation and activities that took place far away, according to Deery and Jago (2015). We need to move right away to fix problems with online jobs, calm people's fears about job security in an unstable business, and make sure workers are safe. There were a lot of mental and emotional effects on workers that made it hard for the HR team to figure out how to help them, as stated by Jones et al. (2014).

After Brexit, other changes were made to the people who work in human resources at Treehouse Hotel London. Because of new rules on immigration, the agency had to quickly change its plans

to hire more people and deal with the situation of its current EU employees, highlighted by Jaya (2019). We had to check work permits, figure out what visas were needed, and make sure the new job rules were followed to make sure everything went smoothly. Stuart et al. highlighted that because the job market was changing quickly, employees needed help handling the uncertainty that came with it. That's why HR staff should have encouraged open conversation among them and given them tools for professional growth.

2.3 External Environment and Recruitment

To work at Treehouse Hotel London, one must know global events. The economy affects eligible candidates and the hotel's desirability as a workplace. Treehouse must give competitive incentives to attract and retain top talent in a competitive profession during economic expansion. The hotel business lacks trained personnel, so employment market developments are forcing organizations to reconsider how they recruit, According to Sheikh (2013). Treehouse must differentiate itself to attract talent. Employment and immigration laws impact hiring because they must be obeyed. Treehouse Hotel London may attract more and recruit better with AI-powered application monitoring tools and social media. Ahmed and Ahmed (2019) emphasize the market circumstances, legislation, and technology change, recruiting individuals requires flexibility and creativity to meet the risks and obstacles.

2.4 External Environment and Retention

Treehouse Hotel London must alter to retain personnel. The economy, employment market, or societal values may change. As more individuals of diverse ages, genders, and colors work for organizations, they must modify how they retain their finest workers according to, Sourvinou & Fillimonau (2018). A healthy work-life balance, a rewarding career, and self-knowledge are becoming more crucial. Business offices should be attractive, functional, and accessible. When the economy is well, workers may feel safer and more appreciated, reducing turnover. Johnson et al. (2020) stated that when money is tight, people may not care about their employment and hunt for better ones. Treehouse Hotel London must develop measures to retain its workforce now and in the future to avoid these issues. Fair benefits, advancement opportunities, a decent workplace, and flexible hours keep employees happy and loyal.

2.5 External Factors

Political Factors: Politics at both the national and foreign levels have a big effect on the Treehouse Hotel London's business. Brexit could change how people work and travel, which could have an impact on travel and jobs (Cheng, 2013). To keep appealing to a wide range of people, the hotel needs to change both its staff and the way it markets itself.

Environmental Factors: Treehouse Hotel is in a good situation to lead efforts to make the hotel business more eco-friendly as people become more aware of climate change. Eco-friendly technology and methods are used, and people who care about the environment are drawn to it so that it has less of an impact on the environment (Legrand et al., 2016). Because London has a lot of people, the hotel wants to promote open spaces and eco-friendly city tourists.

Social Factors: The ads for The Treehouse Hotel are affected by the fact that more and more tourists, especially younger ones, want experiences over things. This is achieved by planning unique events that work well with Instagram and appeal to the group's values and sharing habits. The luxurious and fun decorations and services in the hotel are perfect for a wide range of social tastes.

Technological Factors: In this age of computers and the internet, the Treehouse Hotel uses technology to make the stay better for its guests. Visitors can use their iPhones to customize their hotel choices and check in (Knodel, 2019). They could also go on virtual reality tours of London. People are getting more and more worried, so it's important to keep up with changes in technology by protecting guest data with safety measures.

Economic Factors: The economy affects how much people can spend on things like homes and vacations. When the economy is bad, Treehouse Hotel might offer deals and change how it sets its prices. Business visitors are pulled to London because it is a major financial hub for the world, even when leisure travel is down (López-Andreu et al., 2019).

Legal Factors: It is very important for The Treehouse Hotel to follow UK and EU laws, especially when it comes to health and safety and data protection (GDPR). The hotel must be able to meet these standards in order to run smoothly and keep its good name among guests and business partners.

2.6 SWOT Analysis

Strengths	Weaknesses
Like its competitors, The Treehouse Hotel London stands out because it is eco-friendly and has a style that isn't like any other. The hotel is in a great spot for tourists because it's close to all the sites.	The high costs are because it needs to protect its unique idea and environmentally friendly practices. Not as well-known as other hotel brands could be a problem as well.
Opportunities	Threats
More and more ng tourists are looking for unique vacations that are also good for the earth (Jones et al., 2014). This could be the chance to make money in a niche market. If use internet marketing better, might be able to reach people all over the world.	Due to economic instability and the unstable nature of the tourism industry after the spread, the number of visitors may go down. Another issue is the competition between hotels and other places to stay, such as Airbnb.

2.7 Retention Rate of Employees

Treehouse Hotel London could keep employees longer by giving them a unique place to work. Setting a setting that fits with the hotel's brand values can help hire and keep staff who are creative and care about the surroundings. to keep workers by giving them fair pay, benefits, training, and clear ways to move up in the company (Jayaweera, 2015). It's important to thank employees and give them awards for their hard work. According to Boella and Goss-Turner (2013) because of the current outbreak and Brexit, it is even more important to keep the lines of communication open about problems and trends. Being able to make the own hours at Treehouse Hotel London could make it one of the best places to work in the hotel industry. Because of this, they would love their jobs more and be more loyal to the company.

2.8 Challenges and Opportunities

In today's world, which is always changing, a business needs to be able to adapt. Companies are dealing with more and more problems outside their control, like how fast technology is changing, how customer tastes are changing, and how laws are changing. To adapt to a world that is always changing, it is important to make plans and carry them out as soon as possible. This is especially true when it comes to hiring and keeping employees (Deery & Jago, 2015). External growth drivers can help a company hire new people by using digital channels, setting up ongoing training programs to boost staff skills and motivation, and offering flexible work plans to get a lot of applications. Getting people to think outside the box and find new ways to solve problems may help businesses stay ahead of the competition. When companies see change as a chance to come up with new strategies instead of something that needs to be done because of outside forces, they may be able to build a strong and motivated staff that will help them succeed in the long run.

3.0 Evaluation and Conclusion

Within this essay, the issues that Treehouse Hotel London faced because of recent global events like the COVID-19 pandemic, Brexit, shaky economies, and shifting social norms are explored. The outcomes reveal that outside factors have a substantial effect on the hotel business, especially when it comes to keeping employees and running the business efficiently (Pouransari, 2016). The main goal of the study was to find problem areas with Treehouse Hotel's retention and suggest ways to fix them. Studies on the economic, social, and scientific sides of employee happiness and unemployment have yielded important findings (Fiameni, 2020). A study stresses how important engaged employees are for lowering unemployment. Less engaged employees have less job security and lower happiness. Because of the crisis, situations like furloughs, cuts, and working from home have made the issue worse. There should be a high priority for the hotel to implement programs that make employees happier, give them opportunities to move up in their careers, and make it easier for staff and management to communicate.

Combining the Resource-Based View (RBV) and Institutional Theory, the study's theoretical approach stresses how important it is to align HR practices and policies with the company's general goals and legal requirements (Hossain et al., 2022). Treehouse Hotel might be able to get an edge over its competitors and get more applicants if it supports sustainability and emphasizes the skills and knowledge of its employees. Researchers are looking at how a number of outside factors affect choosing and keeping employees. Because the business world, culture, and job market are all changing, companies need to be more proactive about finding and keeping smart people (Legrand et al., 2022). Despite the changing job market, Treehouse Hotel can hire and keep the best employees by using cutting-edge technology, providing enticing perks, and creating a positive work atmosphere.

It lists the hotel's strengths, flaws, opportunities, and dangers (SWOT analysis), which can help with planning for the future. This could help Treehouse Hotel's marketplace and ability to keep staff by showcasing its eco-friendly practices, using online marketing strategies, and dealing with problems like unstable economies and competition from other hotels (Ouyang et al., 2019). The results of this study show how important it is for Treehouse Hotel London to react right away to external problems in order to keep more of its staff. The hotel should put an emphasis on employee involvement, aligning business goals with HR practices, and being able to respond to changing

market conditions in order to be more successful in the long run in the aggressive hospitality industry.

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