

Research Projects Proposal

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Introduction and background

The main focus of this report will be the Savoy Hotel which is located in the city of Westminster in Central London. The overall analysis of operations after the covid-19 pandemic indicated to decrease in the morale of employees due to lack of employee engagement. A review of performance reports developed by the human resource department indicates that the overall efficiency of Human Resource has also decreased in the times of the covid-19 pandemic. The motivation level of employees is the primary factor for decreasing their efficiency. The hospitality industry was affected significantly by the covid-19 pandemic and lockdowns initiated by governments all across the globe (Verschuur, Koks and Hall, 2021). Flights were put on hold which affected the tourism industry in the United Kingdom and all the countries across the globe. This is the reason that businesses in the hospitality industry for forced to terminate their employees or cut down their salaries significantly. This has affected the morale and sense of job security among employees.

In recent times, the tourism industry is seeing an upward trend. The majority of countries have been able to deal with the covid-19 pandemic to the production and distribution of vaccines. This has a very positive impact on the tourism industry and it will also positively affect the operations of the hotel industry (Hitka et.al, 2021). It is time for the hotel industry to re-engage in its day-to-day operations with its full potential. They can recover the losses incurred by them during the time of the covid-19 pandemic but they have to ensure that they have sufficient financial resources to provide effective services to their customer. This report will help Savoy Hotel to identify issues associated with employee engagement and retention (Hertati et.al, 2020).

This report will be a research proposal in which the primary focus of research will be to identify the factors that are contributing to the lack of motivation among employees. This research will use primary and secondary data to collect information directly from employees and the market respectively. Primary data will help in identifying the root cause of high labour turnover and lack of motivation among employees. Information will be directly collected from the employees currently working in the company through feedback forms and questionnaires.

In addition to that secondary data will help in identifying the situation all factors that are affecting the company. It would include external factors that are affecting the operations of the company and the morale of employees (Diamantidis and Chatzoglou, 2019). One of the major factors would be the covid-19 pandemic and the impact of this pandemic on the hotel industry.

Methodology and discussion

The main objective of this section will be to develop a methodology for the research under consideration. This research will help the organization to collect relevant data directly from the employees and market. It will be focused on collect information through to main sources i.e., primary source of Information and secondary source of information (Kabir, 2016). Collecting data from both of the sources will help in ensuring that accurate data is collected and data is supported with other methodology.

The primary source of information

This is a source of information in which data is collected directly from the intended target of the research. In the given scenario, the intended target of the research would be people that are working in the Savoy Hotel. The issue under consideration is to identify the reason for decreased morale of employees and employee performances. The primary source of information will be the main source of information as data can be easily collected from the intended target under consideration (Ajayi, 2017). Employees from different departments will be selected to create a sample of the target population.

The company must be selecting employees from different departments and levels of management. It will help in getting a perception of employees at different levels according to their roles and responsibilities in the company. Data in the given scenario will be collected through a questionnaire distributed to the target population. A set of responses will be provided concerning each of the questions asked in the questionnaire. This will increase the rate of response and analysis can be done more effectively (Morton et.al, 2012).

The following questionnaire should be used by organizations that would contain 10 questions and they will be intended to collect information from the employees (Bee and Murdoch-Eaton, 2016).

Question 1- In which of the following departments are you currently operating?

- Human Resource Department
- Operations department
- Marketing department
- Accounting department

Question 2- how long you have been working for the organization?

- 0-2 year
- 2 to 5 years
- 5 to 8 years
- Over 8 years

Question 3- Were you satisfied with your Rules and responsibilities before the covid-19 pandemic?

- Yes
- No

Question 4- Are your roles and responsibilities have changed after the covid-19 pandemic?

- Yes
- No

Question 5- Do you think the covid-19 point has negatively affected your job?

- Yes
- No

Question 6- Was there any cut down in your salary due to the covid-19 pandemic?

- Yes
- No

Question 7- Were there any termination in your department due to the covid-19 pandemic?

- Yes
- No

Question 8- Do you think that company will be able to provide similar job security in economic Li challenging situations after experiencing the impact of the covid-19 pandemic?

- Yes
- No

Question 9- Do you think that your relationship with the management has changed after drastic measures were taken by the organization to cut down the cost of operation?

- Yes
- No

Question 10- What are the major factors that are resulting in decreased morale of employees?

Termination of fellow employees

- Cut down in salaries

- Work from home
- Lack in the sense of job security

A secondary source of information

The source of information is the opinion provided by our experts concerning a particular topic under consideration. The main objective of collect information from this source will be to authenticate the conclusions developed with the help of interviews from employees (Martins, da Cunha and Serra, 2018). provided the overall common theme of opinion provided by experts in the field of human resource management and employee retention will be identified. This common theme will be then compared with the opinion provided by employees to conclude. The main objective of this section in this research proposal will be to conduct a literature review on the important topics and concepts that will be used in the final research.

Employee engagement

Employee engagement is a concept that is primarily focused on ensuring that employees are considering themselves as an integral part of the management. This is the concept that helps in ensuring that the company can achieve the full potential of human resources. It also describes the enthusiasm and dedication that a particular employee will feel towards the job in which he or she has been appointed (Satata, 2021). The main objective of this concept is to ensure that the performance of the companies is not affected by the decreased morale and efficiency of employees. The overall efficiency of any organization will increase only if they can ensure full potential capacity utilization of the human resources.

Reward strategy is one of the most common methods that is used for employee engagement. Recognition of employees and top performers in a particular team among their peers will help in boosting their morale (Markos and Sridevi, 2010). Generally, financial incentives are better in motivating employees as compared to non-financial incentives. On the other hand, the distribution of financial incentives to different employees regularly will not be cost-efficient for businesses. These companies need to

ensure that they can keep the balance between financial incentives and non-financial incentives (Motyka, 2018). During the time of the covid-19 pandemic, businesses should focus on non-financial incentives as a source of revenue has become Limited in this economic crisis.

Impact of the covid-19 hospitality industry

According to the article published by the office for national statistics, the covid-19 pandemic has a significant negative impact on the operations of every organization operating in the hospitality industry. Customer spending in this industry has started to increase from but May 2021 but it is still 70% less as compared to consumer spending before the covid-19 pandemic. Every industry has been affected by the negative impact of the covid-19 pandemic as the customer has a limited amount of purchasing power in these times. Due to the lockdowns, a significant number of people in different industries have lost their jobs that are affected the tourism industry insignificantly. In addition to those international flights and domestic flights were also put on hold for a long period to contain the spread of the covid-19 pandemic (Khan et.al, 2021).

It can be said that there is a significant number of external factors that will be effective operations of different companies in the tourism industry including hotels. The primary focus of people is to spend their money on essential services and the hotel industry does not fall in this category (Mehta, Saxena and Purohit, 2020). The only growth identified during these times is in the Healthcare industry as people are spending money on treatments and health insurance.

HMRC has estimated that there were around 1650000 job losses during the covid-19 pandemic. The entire industry in the United Kingdom is currently operating on 590000 implies which accounts for only 25% of all the employees that were working before the covid-19 pandemic (Office for National Statistics, 2021). This will harm employees that to working in this industry. Overall morale and motivation will of employees be affected as they do not have any sense of security at their workplace. People that are still employed in this industry would also not be able to operate at their full potential due to the significant measures taken by businesses to cut down their cost of operation. The majority of these

employees are also working for less salary as compared to the salary provided by them before this pandemic.

Both of these concepts will be very essential to gather information from secondary sources. This is because employee retention is the primary focus of research and the covid-19 pandemic has affected employee retention and engagement. Overall conclusions developed with the help of this literature will be compared with the conclusions developed with primary research and then finally conclusions will be made.

Evaluation and conclusion

A combination of primary and secondary research has been used in the given scenario for making conclusions and collect more information. It is important to consider the advantages and disadvantages of primary and secondary research before developing a methodology (Niraula, 2019). One of the primary advantages of using a primary source of information is its relevance to the topic under consideration. Overall relevancy and accuracy of data collected through primary sources are significantly higher as compared to a secondary source of information. This is because data is directly connected to the target population and actions can be taken according to the feedback provided by the target population.

There are some restrictions associated with a secondary source of information such as a scope. No organization or researcher can collect information from a large number of companies with limited time and budget. In the given scenario information is required to be collected concerning the impact of a covid-19 pandemic on employee retention and motivation in the hospitality industry (Kumar, 2018). Data in such a scenario will be relevant only if it is collected from a large number of businesses. This could not be achieved through primary sources if a researcher has limited financial resources. The primary advantage of using literature review as a source of secondary data will be to collect the opinion of different experts. The common theme of opinion provided by these experts can be extracted to make the conclusions.

Question answers will be the source of collecting primary information from the employees. The questionnaire will be designed in such a manner that accurate responses are

provided concerning each of the questions. The Source of collecting secondary research will be article analysis and literature review (Henseler and Schuberth, 2020). This will help in insurance that to expert opinion about the market and its impact of the covid-19 pandemic is considered in making conclusions.

The main purpose of this research report is to identify the root cause of decreasing morale and employee performance among employees of Savoy Hotel. This objective can be achieved with the combination of secondary and primary sources of information. Primary sources will help in identifying the perception of employees are currently employed by the Savoy Hotel. Secondary information will help in collecting data published by experts and the government concerning the tourism industry and hotel industry during the time of the covid-19 pandemic (Milovanović, 2021).

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