

BMIH5005

Personnel Resourcing and Development

Title: Analyse the impacts of socioeconomic force on employees performance management and monitoring in different work modes: Hospitality HR's perspective.

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Executive Summary

The proposal examines how socio-economic factors affect hospitality employee performance management in various work modes, with a focus on Holiday Inn. It explains how socioeconomic conditions, technology, and consumer desires have changed workplace relations, worsened by the pandemic's acceleration of distant labour. The concept emphasises the need for hospitality-specific strategic techniques to monitor and manage worker productivity, engagement, and service delivery in various work scenarios. To improve operational efficiency, service quality, and employee satisfaction, one must understand the complex relationship between socio-economic situations, work styles, and employee behaviour. The document examines Holiday Inn's operational challenges and potential to increase performance and brand success in a changing corporate environment.

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Introduction and Background

Holiday Inn, a global hotel chain, epitomises comfort, dependability, and excellent service. Kemmons Wilson launched the Memphis-based corporation in 1952. After that, it became one of the world's largest hotel chains. Visitors from throughout the world enjoy a warm and welcoming atmosphere. Holiday Inn serves business and leisure travellers with competitively priced rooms and high-quality services. Company commitment to quality services and lodgings achieves this. The company's family-friendly approach, cutting-edge facilities, and innovative customer service have earned it a great reputation. Holiday Inn, a division of InterContinental Hotels Group (IHG), adapts to market trends and guest expectations. It maintains its hospitality and service standards during this process.

Over the past few years, many factors have caused major changes in the hotel business. These include socioeconomic changes, technical advances, and consumer tastes. Traditional workplace dynamics have changed due to remote work patterns, which were pushed by the pandemic. This is because the outbreak accelerated the tendency (Armstrong and Taylor, 2020). The widespread use of remote and flexible work arrangements by enterprises in several industries is forcing hotels like Holiday Inn to rethink their operational strategies and personnel management. This is because these employment Holiday Inn and other comparable firms face potential and problems from hybrid, office, and flexiwork arrangements. These sorts of work offer flexibility and cost savings, but also affect employee performance management. Even if they offer flexible employment, this is true. Strategic techniques tailored to the hospitality sector are needed to monitor and manage worker productivity, engagement, and service delivery in various work contexts. This is crucial for success (Baker and Alston, 2019).

Socio-economic factors including economic development, demographics, and culture also affect employee behaviour and company success (Weaver and Higgins, 2022). The relationship between these characteristics and work modes may affect employee morale, job satisfaction, and performance. This will impact guest satisfaction and company reputation.

Holiday Inn should consider the feasibility and impact of various working styles and deal with the problem of employee performance management. The hotel may deliver better operational efficiency, service quality, and employee satisfaction through

realising the complex relation between socio-economic situations, work styles, and employee behaviour (Gregory and Barrett, 2023). The hotel can adopt means to enhance employee experience. This proposal looks into the operational challenges and opportunities for Holiday Inn. In a fast changing corporate environment, recommendations can be given to ensure optimal performance and brand success. Through a precise examination of how socioeconomic factors can influence the monitoring and management of employees in various work styles, the aim could be achieved.

Discussion or Literature

In the last five years, the industry of hotels was caught in changes in employees' behaviour. This process has been shaped either by technological advances or socioeconomic factors. The HR conducting of the studies was efficient in gaining details of how performance management and supervision was affected by these changes. This review of the literature makes a synthesis of the studies carried out and provides an insightful information on the topic.

Murtaza and Sullivan (2020) paper on the hybrid work modes adopted by the hotels proved critical. Their results show that the human resource flexibility is inseparable from an effective operation. When handled successfully, hybrid work arrangements boost job satisfaction and performance. Their investigation proved this. However, it also showed how difficult it is to sustain communication and teamwork in such situations.

Marchington and Wilkinson (2019) examined how socio-economic factors including economic instability and demographic shifts affect hotel workers' performance. They wanted to know how these variables affect employee performance. The study found that economic uncertainty increased job insecurity, which decreased worker motivation and performance. However, demographic variation boosted team creativity and problem-solving when managed well. This happened when diversity was handled well.

Johnston et al. (2022) studied how flexible work modalities affected performance management. Transition was the focus of investigation. Performance monitoring had to shift to focus more on outcome-based assessments than time-based metrics due to flexible work arrangements. This was caused by flexible employment arrangements. According to their findings, electronic technologies helped with this shift and improved staff performance tracking and administration.

Additionally, Gallagher (2016) presented insights into the human resources perspective on employee performance management in various operating modes. He stressed the importance of customised human resource management to solve hybrid and remote work arrangements' unique difficulties. Digital competencies, emotional intelligence, and cross-cultural management skills for human resource management professionals were discussed.

The expansion of numerous work modes in the hospitality industry, impacted by socio-economic considerations, has necessitated a reevaluation of performance management and monitoring methods, according to study. These variables have affected the hospitality sector, supporting this observation. Studies show that human resources are crucial to managing these changes. They emphasise the need for flexible solutions that emphasise communication, adaptability, and employee well-being (Webster and Gregory, 2023). It will be crucial to do ongoing study to understand how different work styles affect employee performance and company success. Since the industry is changing, this is necessary.

Marriott, InterContinental Hotels Group (IHG), and Radisson have pioneered new ways to assess employee performance across work modes. These companies have embraced flexible work arrangements because they understand how socioeconomic and technological advancements have affected the workforce.

With technology to help managers and employees communicate and provide feedback, Marriott International has created a complete performance management system. This system improves process efficiency with technology (Barrett and Bishop, 2022). This system lets you track an employee's performance metrics and goals in real time, independent of their job. Marriott offers flexible scheduling, especially in corporate employment, to promote hybrid work patterns (Larson and Dixon, 2022). This is especially true in business roles. The application of this technique has increased employee happiness and productivity.

As part of its performance management plan, IHG prioritises worker growth. IHG employees have access to online training and career progression. This support is for office-based or flexible workers. By offering this, IHG allows its employees to learn and grow. Professional development ensures high performance standards across the company's global workforce, which helps sustain customer service excellence.

Digital resources have helped Radisson Hotel Group foster a culture of feedback and gratitude (Palmer, Santiago, and Morgan, 2023). The organisation uses performance management software to let employees set goals, receive supervisor input, and self-evaluate. Radisson's flexible work policy includes setting performance goals for on-site and remote workers and enforcing service quality standards. The agency also holds personnel accountable.

The following are instances of personnel management in various workplaces: To ensure operational efficiency and service quality from its employees, Holiday Inn has implemented a number of personnel management methods throughout work modes. Traditional office work arrangements are popular. These methods include direct supervision, performance assessments, and attendance tracking. Visual cues and face-to-face encounters let managers assess worker performance and resolve difficulties swiftly. Staff effectiveness and opportunities for improvement are also assessed using performance measures like RevPAR and visitor satisfaction rankings. This meets organisational demands (Brown, 2021).

Holiday Inn uses technology-enabled monitoring tools and adaptable performance measurements for hybrid work modes, where workers work on-site and remotely. Virtual communication platforms, time-tracking software, and task management solutions help managers manage distributed teams. These technologies also enable remote cooperation. To ensure consistency and productivity at both work sites, performance measures like activity rates, guest response times, and service standards must be monitored (Torrington et al., 2020).

Flexiwork modes, which allow remote work and flexible scheduling, present Holiday Inn's personnel management with unique problems and opportunities. These modes enable flexible scheduling. The brand is open to using flexibility to maintain service levels while hiring and keeping staff. To ensure responsibility and sustain a cohesive team culture with a geographically scattered workforce, new methods must be considered (Harrison and John, 2019). Holiday Inn uses communication tools, online training modules, and performance dashboards to keep employees engaged and aligned with company goals. Feedback sessions, virtual team meetings, and periodic check-ins can help remote workers feel connected and supported (Daniels, 2018).

Holiday Inn's global visibility and brand equity help it recruit and retain top hospitality talent. Holiday Inn has a longstanding reputation. The company's investment in cutting-edge technology and digital tools allows it to monitor and communicate with employees across work modes. Brand technology infrastructure is accountable for this.

Holiday Inn benefits from a varied crew with many skills and perspectives. This helps the corporation to innovate and adjust its people management methods, improving customer service. Despite technological advances, Holiday Inn may continue to use

antiquated performance management practices. This may make it harder for the company to adapt to varied work settings. Some employees may resist new work patterns or technology-driven monitoring tools, which will make it difficult to implement and evaluate the new measures (Perez, Garza, and McCarthy, 2022). Communication failures and misalignment between remote and on-site workers can hamper collaboration and coordination in decentralised work environments. Communication obstacles may include this.

Flexible work options allow Holiday Inn to accommodate employee preferences and adjust workforce levels to demand. Company opportunities include this. Holiday Inn solicits employee and visitor feedback to improve staff management and customer delivery (Duncan, Moody, and Nichols, 2022). This lets the hotel improve operations.

Remote work environments allow employees to receive continual training and professional development, which helps them learn new skills and improve performance (Gupta and Sharma, 2020).

Holiday Inn must implement a multi-pronged strategy that emphasises technology, flexible HR policies, and employee engagement to effectively manage employee performance in changing work modes. First and foremost, performance management software may simplify real-time tracking, goal setting, and feedback delivery (Jones and Hillier, 2019). Thus, this assures that employees, regardless of job type, meet company goals and receive timely help.

The second most important item is to create adaptable HR rules that meet employees' many needs. These include hybrid, remote, and flexible work schedules and inclusive and egalitarian policies.. Managers can benefit from training initiatives that help them lead diverse teams. Thus, these programmes can help overcome work style obstacles, improving team cohesion and productivity. Building a culture of ongoing participation and communication is essential. This prerequisite is last but not least. Open forums for feedback, virtual team-building events, and regular check-ins can help workers feel connected and dedicated (Webster, Kennedy, and Figueroa, 2023). Incentivize staff by rewarding achievement based on standard criteria as well as adaptation and creativity in work procedures. Motivation can be achieved this way.

Conclusion and Evaluation

The hospitality industry is changing due to socioeconomic issues and new work habits. Holiday Inn's full personnel management research led to this realisation. Based on previous research and strategic tools like SWOT and PESTEL analyses, we now understand Holiday Inn's challenges and opportunities in efficiently monitoring and managing its staff across a variety of work contexts. These insights have helped us grasp Holiday Inn's difficulties and potential.

The most significant findings imply that traditional personnel management practices are still valid. The rise of hybrid, office, and flexiwork argues that organisational methods must be rethought to accommodate these work styles. The Holiday Inn uses technology, diversity, and sustainability to improve staff engagement and service. On the other hand, socio-economic elements and staff management practices can be improved to match industry dynamics.

This study has several implications, including strategic recommendations for Holiday Inn and other similar companies who want to improve employee performance management in various work contexts. Building a flexible and agile culture to accommodate workers' different preferences and work arrangements is crucial. This begins the procedure. Technology enabling remote collaboration, performance monitoring, and training can boost productivity and communication in geographically distributed teams. These solutions can improve the above.

Second, socio-economic issues like economic instability, demographic transitions, and cultural diversity affect employee conduct, thus it's crucial to recognise them. This is because these characteristics greatly affect worker behaviour. Holiday Inn can reduce risks and maximise opportunities by prioritising employee health and happiness, investing in continuous learning and development, and fostering inclusive leadership styles.

Sponsoring environmental projects and supporting CSR can also increase a company's reputation. The organisation can recruit environmentally conscientious employees and customers. Holiday Inn shows its commitment to sustainability and helps the company's long-term viability by incorporating environmental considerations into its personnel management methods.

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