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Employee Engagement

A BMIH4006 Presentation



Introduction

- This presentation is about employee engagement in the hotel industry
- Engaged employees are great tools for a company
- Their significance increases when the organization is service-based, like hotels



What is Employee Engagement?

- The extent to which employees spend their mental, emotional, creative, and behavioral energy to achieve organizational objectives and present productive performance (Chandani et al., 2016).
- They are an excellent asset for an organization, so maintain their engagement levels is important (Kumar and Pansari, 2015).
- 3 C's of engagement: career, competence, and care.

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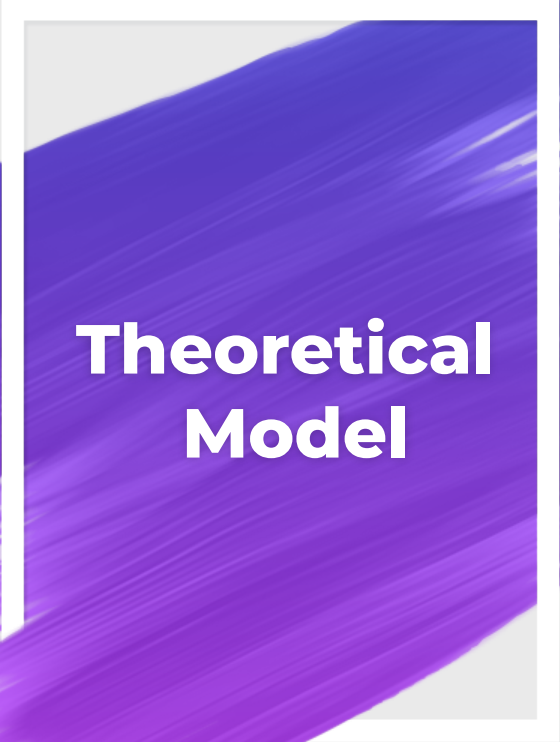
Employee Engagement in the Hotel Industry

- 51% of employees generally feel disengaged while working, 13% feel engaged and absorbed in their work (Harter, 2022).
- COVID-19 pandemic hit the hotel industry, hard, thus leaving its employees feeling paranoid (Chanana, 2021).
- In the UK, there was a 5.7% increase in the sector's employee turnover rate in June 2022 (McAllister, 2022).

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Employee Engagement in the Hotel Industry

- The hospitality sector is customer service-driven, so its employees are its most prominent ambassadors (Lee and Ok, 2016).
- Even a single mistake can lead to a bad customer experience.
- Engaged and trained employees can thus do the task and provide the hotel guests with the best service (Chathoth et al., 2020).



Theoretical Model

- The most relevant theoretical model deemed here is the Zinger Model.
- Proposed by David Zinger.
- The model concentrates on creating strong connections between employees and the people they work.
- Boost their mental health and generate happiness (Kusuma and Madasu, 2015).

Theoretical Model



(Zinger, 2011)



Best Practices

- A hotel should offer little, but not too long breaks, to its employees so they can manage work and personal life, and also not feel burned out (Karumuri, 2016)
- Managers should create targets and playfully set goals to boost the competitive flair in employees
- Some friendly competition would not only increase employee engagement but it would also benefit organizational performance, overall staff productivity, and a positive workplace environment (Chandani et al., 2016).



Best Practices

- Managers should think about considering rewards and recognition to motivate their employees and keep them engaged with their work (Karumuri, 2016).
- Managers should keep track of excellent performers and their personal dates.
- Make the employees feel special.
- Leave little 'freebies' with every worker in the hotel.
- like fruits, coffee, drinks, etc.



Best Practices

- Communication, or a strong connection, is necessary to cultivate among hospitality employees.
- Coordination allows them to feel more dedicated towards their jobs.
- Hotels should plan work parties or take the staff out to dinner.
- Provide mentors to the newly appointed employees.
- The new recruits are more likely to feel disengaged with their work because they might feel confused, scared, and out of place (Karumuri, 2016).
- Hotels should task older and more experienced employees to mentor the new recruits.



Conclusion

- Employee engagement is undoubtedly a necessary concept the hotels of today need to start focusing on
- After the pandemic, these workers, where they have to perform constantly to meet customer expectations, might feel more burned out than usual

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THANK YOU!