

BMIH5004 - Management & Organisational Behaviour

Written report

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Table of Contents

INTRODUCTION	3
MAIN BODY	3
Structure, culture, and goals of the Hilton	3
Recent change initiatives and its impact on Hilton business	5
Strategic direction and current performance of organization	6
CONCLUSION	7
REFERENCES	9

INTRODUCTION

Organizational behaviour explains how employee communicates with each other within the organization. Organizational behaviour is the kind of study that help the managers and leaders to effectively handle their staff members, motivate employees to give better performance, and contribute in organizational success (Buchanan, and Huczynski, 2019). The main aim of this report is to explain about the organizational behaviour of the Hilton hotel group. The Hilton hotel is a multinational and leading hospitality and has hotel chains in all over the world including United Kingdom. The hotel Hilton provides excellent services such as; room services, outdoor pool, fitness centre, executive lounge, free parking and many more to their customers. This report will explain about the structure, culture, objectives, and goals of the Hilton hotel. This report will also describe about the recent change initiatives and its impact along with strategic direction of and current performance of organization.

MAIN BODY

Structure, culture, and goals of the Hilton

Structure of the organization

Organizational structure refers to the method through which work flows within the organization and enable employees to work with each other within their own functions to handle tasks. It is kind of system which outlines that how particular functions are directed to accomplish goals and objectives of the organizations. These activities involve rules, regulations, duties, and roles. The organizational structure also helps to determines how message or information flows between different levels within the corporation. For example - in centralised organization structure, information and decisions flow from top level to down level, whereas; in decentralised organizational structure the power of making decisions is distributed between different levels of company (Borges-Araújo, and Fernandes, 2020). The hotel Hilton has divisional organizational structure. The hotel adopted the divisional structure because Hilton is responsible for handling a wide range of functional as well as geographic divisions. The company divided its property into mainly three areas such as; ownership, management and franchise, and timeshare. The leadership team of the Hilton is based on the products, services, projects, or branches they operate. The Hilton have various branches in all over the country and provide lot of services that's why divisional

organizational structure provide many benefits to the hotel to run successfully with multiple operations.

Culture of the organization

Organizational culture refers to the beliefs, values, principles, and attitudes of the company and how all these impact the behaviour of the workers. Culture concerns how all people who are associated with the business experience an organization. Each corporation has unique personality just as people and this unique quality is known as culture of the company. Organization culture is build and maintained by the founders and owners to develop their business in certain direction. Organizational culture is necessary for improving attributes for success. The Hilton hotel adopted the clan culture in their business operations. Clan culture is people-oriented culture because organization feels like one family (Wang, 2019). This kind of culture makes sure a friendly, cooperative, and collaborative work culture. The values of the Hilton hotel involve hospitality, leadership, ownership, integrity, and teamwork and they follow each factor while making strategies for business. The hotel values their all staff members and gives uppermost priority to the communication within the organization. The hotel believes that employees are essential part of the business and involve them in decision making process. The hotel also organise the different activities so that employees work in team with each other improve collaboration between them.

Goals of the organization

Goals or objectives of the organization are short, medium, and long terms that are followed by the organization to achieve in scheduling time and get success in the industry. Well-organised goals provide a sense of direction as well as purpose for the whole organization. It also helps to align the efforts and work of various departments as well as teams according to time-frame and make sure each people works towards the common objectives. The main goal or objective of the Hilton hotel is to fill the world with light and warmth of services of hospitality through delivering outstanding experiences every time. Hilton hotel was established on the dignified principle that travel can create world a better place and that principle is still directs hotel today. The hotel also invests to make the sustainable business that impact positively on each people. The company also focuses on provide great customer services to their target customers so that they can fulfil the needs, demands, and expectations of their customers (Jones, and Comfort, 2019). This approach

provides many benefits to the hotel as many people attract to the hotel because of their excellent services and it improves the profit margins. To provide motivation and greater job satisfaction to the employee is also an objective of the hotel. The hotel always encourages their staff members and involves them in decision-making procedure so that they feel valued and stay with the company in long term.

Recent change initiatives and its impact on Hilton business

The Hilton group is highly focused on transforming and improving their business operations and activities. The hotel now invested in innovative technology to become successful in all over the world. The hotel recently launched the Digital Key which is consider as first innovation in the sector which provide visitors options to hotel check-in through digitally and accessing rooms by Hilton Honors application. The hotel has established a technology hub in Hilton McLean Tysons Corner which is known as Hilton Innovation gallery. This innovation gallery is a kind of design as well as creation centre for services and products which can offer soon in Hilton hotels. The hotel offers the in-room fitness choices like Five Feet to Fitness which is ergonomically intended room (Matteucci, 2020). This fitness room involves many features such as; indoor bike, gym shelf with weights along with mats, and other fitness and health related amenities. The hotel also invests in making great workspaces for their all employees. Hilton provides a clean, hygienic, flexible, positive, and distraction free work environment for effective remote working. The hotel business also offer private room for daily use including spacious counter, ergonomic furniture, free internet services, and range of facilities and services which differ by hotel. The hotel not only provides these services in only United Kingdom but they also provide these facilities in their all branches. Furthermore, the hotel also focuses on environmental protection and performs eco-friendly activities to reduce the carbon emissions by their manufacturing processes. The hotel also consistently works towards reduce the use of plastic and they successfully eliminated the utilization of plastic straws on their premises and the hotel is always looking at other methods of decreasing plastic waste (Ertuna, Gu, and Yu, 2022).

All these strategies highly have high impact on the business operations of the Hilton hotel. With the help of the technology, the hotel improves their business operations and activities. The company also changes their hotel services and offer more beneficial services to their guests who like fitness or physical activities. By providing in-room fitness services, the hotel now easily grabs

the attention of new customers as well as retains old customers. It helps the Hilton to build large customer base and improve sales and generate higher revenue. Customers also consider this approach unique and share their positive reviews on social media platforms. When customers share their experience on different platforms then many people from all over the world read their reviews and wants to try the hotel services. It helps the hotel to achieve strong brand position and reputation in the industry (Lamo, 2019). The hotel also provides great facilities and services to their employees that are capable enough to attract candidates to choose the company for working. Also, employees put full efforts to perform their duties and contribute in organizational success when they work in flexible work environment. It also enhances the trust, integrity, faith towards the hotel and they remain with the company instead of leaving job. The hotel also takes eco-friendly initiatives like eliminate use of plastic straws and carbon emission. These kinds of initiatives helps the Hilton to contribute in preservation of environment as well as it also improve the image of the hotel in the society and industry.

Strategic direction and current performance of organization

The strategies of Hilton hotel is basically built on three factors such as; education and training, brand standards, and research. The first component which is education and training accepts the significance of modern information-oriented environment through communicating business standards and developing and utilizing the knowledge of team members. The second component is brand standards that recognize the importance of brand standards so that they can meet the expectation of customers and remain with their promises. The third pillar is research that determines that what is important for the customers of the Hilton and how the organization is doing on those valuable attributes (George, Walker, and Monster, 2019). The hotel implements different quantitative as well as qualitative techniques for research. In particular, through utilizing information from research, the balanced scorecard gives information on performance of hotel group against their major competitors. Careful and effective monitoring assists managers and leaders to predict the changing requirements of internal as well as external customers. Hilton utilizes the precise yearly business planning procedure which connects their business strategy with various tactical options. Hilton also involves all people in the strategy planning and computer based techniques enables each hotel branch to make sure that each new employee receives the same and updated information regarding hotel. The hotel consistently advances their hotel services and introduced new and more determined environmental and social objectives that are

concentrated on net-zero future and making and mechanism of opportunities in the society where people live, work, and travel (Pambreni, and et. al., 2019). The hotel also involves the environmentally protection related strategies in their strategic business decisions and continuously attempt to use eco-friendly practices so that, the hotel can set an example of responsible and sustainable business in all over the world.

The Hilton currently performs an outstanding in the market and it is popular hotel chain between the customers. The hotel provides excellent hotel services to their customer that's why customer chooses this hotel when they plan their holidays. In year 2022, the hotel opened almost 355 new hotels and achieved highest annual revenue. The company achieve this position because of their great customer services because many customers attract to excellent services. It directly improves the productivity and performance of the hotel not only United Kingdom but all over the world. The hotel is known its premium services and fitness services. The outstanding fitness services are the major reason to choose this over the other hotels. Recently, Hilton introduced a service Spark by Hilton which is premium economy service and dedicated to provide thoughtful simplicity, consistent services, unexpected feel, and high quality (Kerzner, 2019). The hotel always looking forward and invest in advance technology that separate the hotel group from its competitors. Hilton management quickly responds to the customer's complaint and concerns and solve as soon as possible so that they can improve the trust of customers towards the hotel. The hotel easily gained the high competitive advantages in the industry because their high quality services and great customer services.

CONCLUSION

As per above report, it can be concluded that organizational behaviour is crucial because it helps the business to understand as well as predict organizational life. It also provides help in understanding the nature and actions of different people within the organization. This report explained about the organizational structure, culture, along with business goals of the Hilton hotel group. This report identified that the Hilton had divisional organizational structure that helps them to operate business effectively and successfully in different countries including United Kingdom. This report also identified that the Hilton adopted the clan culture that stressed on team work and collaboration. The hotel provided excellent and flexible work culture to the employees where they

feel free to express their views and contributes in success of organization. The hotel also invested in advance technology that helps the business to transform their hotel services and present services in more unique and better way to grab the attention of the people towards the Hilton hotel.

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