

Community Engagement

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Introduction

The term of community engagement sheds light on the aspect of increasing the community contribution to the social cause. The report has been exemplary to the understanding of the organisational purpose of Hilton Hotels in meeting the customer demands. It has been performed through the analysis of the customer expectations and the application of the PESTLE has been undertaken to support the justification. The report also sheds light on the importance of training and development at Hilton Hotels.

Part A: Organisational Analysis

Organisational overview

Hilton Hotel is one of the prime hotel brands on the international scene. The target audience includes the leisure and business travellers that come up with different locations at the majority city hubs and centres. The organisation was founded by the famous entrepreneur, Conrad Hilton (Hilton.com, 2019). It was established in the year of 1919 and has been serving to the needs of the increased footfalls of the inbound and outbound tourists with exemplary accommodation services. The company has been observed with the changes within their services by incorporating the value added services of Spa sessions, recreational activities and provisions of Wi-Fi. The organisation provides the customer with the exquisite dining experiences. It has alleviated the experiences of the customer experience by redefining the interiors of the luxury suite in accordance to the exotic cultural inclinations of the international communities. The company has increased the accommodation facilities to 1,000 rooms and has propped up in 500 locations.

Analysis of customer expectations from the organisation

The target audience that is served by the Hilton Hotel belong to the bracket of the premium end customers. The recent prevalence of economic recession has resulted in the decrease of the disposable income among the global population. The reduction in wages has been a prime driving factor to the apprehensive nature of consumer purchases in the leisure activities. The customer expects that the organisation would adorn the models of skimmed pricing strategy that the customers can accommodate their aspirations of leisure activities with the decreased financial prospect of their limited budget. The pricing of the luxury suite have been recently on the rise and has posed as a severe problem to the consumer purchases. The company needs to cut down the prices in order to deliver on the customer experience. The consumer factions have been observed to get their experiences enriched with the value added services in terms of destination tourism. The organisation severely lacks in this department and as the consumer recognition in such value added services are alleviated, it poses as a potential drawback to their substantiality of the competitive edge. Thus, Hilton Hotel has been delving in destination tourism where the customers are taken on a tour of the world heritage sites. The customers have been expecting that the hotel authorities take up the legal issues of passport validation. The customer base wants to expand their establishment in countryside and

suburbs. The customers have been apprehensive of providing personal credentials with the online payment system and hopes for better services.

PESTLE

Political

The formation of the Brexit has been overshadowed with the predicaments, over the no vote situations that loom large over the Brexit day and the consequential indecision of Theresa May (Hobolt, 2016). The indecision has been adversely affecting the accommodation sector as most of the aspirant tourist is apprehensive of making any travel plans because the possible cancellation of the passport is a certain possibility with no vote situation and would leave them stranded in a volatile situation. The operations of Hilton Hotel would be hindered as most of the clients are outbound tourist and the passport of the outbound tourist are susceptible to cancellation as they would not be deemed certified by European Union (EU).

Economical

The GDP of the financial landscape of UK has been observant to an increase from 3.6% to 4.2% in the fiscal year of 2019 (Dorresteijn *et al.*, 2016). The increase in the GDP would have a facilitative contribution to the cause of the accommodation sector as it would receive higher funding from the tourism bodies and expand the services. The decrease in the corporate taxation rate has been reduced from the 19% to 17%. The accommodation sector would reflect on a positive impact. The business at Hilton Hotels could be assuaged by the reduction of expenses through the corporation tax and utilise the funding left behind by reduced corporation taxes while developing new hotels in the suburbs.

Social

The minimum wages have increased from £7.2 per hour to £ 7.5 but the assertions of economic recession have reduced the disposable income within the UK population (Rogers, 2014). It has negatively impacted the operations of the accommodation services. The Hilton Hotels has been observed to the predicaments with the lowering of the incomes as less numbers of customers are availing the services of luxury suites and could be accommodated if the pricing strategy is revamped to affordable pricing models.

Technological

The investment in the technological sector has been amounting to £27 billion and has primarily based on developing the sciences behind data analytics. It has been beneficial to the purpose of the accommodation sector. Hilton has been observed to indulge in the operation of consumer profiling with the help of data analytics to identify the consumer needs.

Legal

The recent incorporations within the GDPR policies of the Data Portability Act has been proving to be one of the challenges within the accommodation sector, because most of the organisation stores clientele information within the online databases (Tesfay *et al.*, 2014). Hilton Hotel has been facing difficulties in developing security protocols and encrypted algorithm to mitigate the acts of phishing.

Environmental

The reduction of the carbon footprint with the use of renewable energy sources has been prevalent within the accommodation sector (Hoekstra and Wiedmann, 2014). Hilton Hotels has been asserting the roles of using energy efficient resources to power the luxury suites.

Role and responsibilities of employees at organisation

Employees form the foremost asset of an organisation, therefore their role and responsibilities within an organisation is of paramount importance. The necessary aspect that needs to be noted here is that in the hospitality industry, the role and responsibilities of every employee is very dynamic. At Hilton Hotel, there are five major functions that are assigned to employees; these include housekeeping, front desk services, executives, maintenance and kitchen staff. Along with this, it has been noted that the employees are also assigned tasks related to marketing and sales and accounting as well. Hospitality sector is all about care and support services; therefore, without skilled employees it is highly difficult to run an organisation (Nieves and Quintana, 2018). The role of housekeeping staff is to keep the rooms clean and tidy for the guests. The role of front desk employees is to make sure that they are able to address the queries of the guest's and help them get accommodation within the hotel. Along with this, the role of maintenance staff is to make sure that all the utilities are fully functioning inside a room. Most important service that a hotel has to provide to their guests is the room service, therefore, the role of kitchen staff is to make sure that the guests dining needs are delivered.

Training and development, and its importance

Training and development is always a necessary aspect, the primary objective of this aspect is to make sure that the employees are completely comfortable with the job and various responsibilities. In the Hilton Hotel, the managers are highly concerned about these aspects, mainly because the employees are the foremost representatives of an organisation, the quality of their services and their behaviour with the customers is crucial for the success of an organisation, as it influences the perception of the customers about the organisation (Menkiti and Ward, 2016). These facts signify the importance of training and development in the hotel industry. Considering the case of Hilton Hotel, it can be said that the training development is provided to employees with the single objective to improve the effective skills and their overall efficiency. Along with this, the importance of training and development can be understood from the fact that it enhances the way employees deal with the customers, thereby, increasing the chances of customer satisfaction. According to Wong et al., (2017), it has been stated that the training and development is an indispensable part of the entire organisation, as it affects the entire operations and functioning of the organisation.

Role of manager and the importance of manager to the organisation

The role that has been selected here is the role of managers within the Hilton Hotel. The necessary aspect is that managers have to handle various responsibilities within the hotel. Managers are required to handle, control, manage, supervise and monitor the activities of different team members and other staff workers. Manager refers to that individual who is in charge of monitoring the activities and outcomes that the organisation has achieved in the few months and years. At Hilton Hotel, every department has different managers who are required to supervise the activities of their department specifically (Gannon *et al.*, 2015). The role of manager is important because it is a common phenomenon that employees require proper guidance and expertise of experienced employee who could guide them and direct them in the right direction. Managers at Hilton Hotel, make sure that the entire action is implemented within the time schedule. Along with this, the role of managers is to develop goals and objectives of an organisation, thereby, lead the team members towards the shared goal. The aspect that signifies the importance of managers is that they have to make sure that the needs of the stakeholders are met, at the same time, make sure that the employees do not face any kind of trouble while carrying out their routine tasks (Fok and Yeung, 2016).

Skills and knowledge needed to carry out the role of manager

There are various skills that are required to become an effective manager. In general, different scholars and authors state different skills, however, the necessary skills that are indispensable include communication skills, critical thinking skills, problem-solving skills and significant amount of IT skills. All these skills combined together can ensure that the manager is highly competent in managing his or her role and responsibilities. Managers must have the knowledge of changing customer needs and preferences in order to align the business functions accordingly. Along with this, the changing times also signify that technology plays a major role in attracting the customers; therefore, the managers must be comfortable with the new and emerging technologies in order to delight their customers (Buil *et al.*, 2016). Along with this, the managers must possess the skill to motivate their employees in order to help them improve their skill and performance.

Training and development that need to be considered

There are various methods that can be used for providing the best training and development opportunities to the employees, however, the best methods that can be implemented at Hilton

Hotel are on-the-job training and mentoring. Mentoring requires an experienced individual from the field to provide the employees with the best techniques and methods for increasing their productivity and performance (Buil *et al.*, 2016). On-the-job training refers to the process where the employees are taught while they are performing their role. This helps to increase the effectiveness of the newly joined candidates in order to get them comfortable with the routine tasks.

Conclusion

The major conclusion that can be drawn from the above study is that the organisation Hilton Hotel is currently facing few issues and threats related to the severe competition and increasing cyber security threats to their confidential information. Along with this, it has been analysed that the role of managers and employees is of paramount importance as these individuals directly interact with the customers, thereby, influencing their perception about the company. With training and development, the efficiency of employees can be increased immensely to meet the changing needs and demands of customers.

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CPD Plan

Name: Stoyanka Georgieva		Covering the period from:
		To:

Where do I want to be by the end of this period? What do I want to be doing? (This may be evolutionary or “more of the same”.)

What do I want/need to learn?	What will I do to achieve this?	What resources or support will I need?	What will my success criteria be?	Target dates for review and completion
1) Gain more knowledge of executive management in hospitality.	After finishing University, I want to started master's degree in hospitality in “Le Roche” Switzerland.	I will need finances for which I will apply for loan.	That will help me for my future carrier to grow as General Manager and executive Manager.	After when I finished my education in University of Wales Saint David.