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MARRIOTT HOTEL BUCHAREST

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EXECUTIVE SUMMARY

The proposed approach for Marriott Hotel would be to increase its operational activity through a reduction in supply chain cost and with cost savings within energy products approach. Hotel managers can improve operational efficiency by using data envelopment analysis to identify market-inefficient brands. These brands often receive more guest complaints, hire lower-quality employees, and charge higher prices than their market offerings. The analysis can also help identify cost-effective sources in the supply chain market. Utilizing an expert storage monitor can improve stock management and save money on storage, while online research on electronics advancements can help find the best power-saving LED device.

For customer satisfaction improvement, the hotel can work on customer facilities improvements or to improve hotel environment and customer service. Customer loyalty is a crucial factor in a hotel's growth, and This study explores the correlation between loyalty, satisfaction, and image in hospitality marketing. It identifies factors like image, satisfaction, housekeeping, reception, food and beverage, and price as positively influencing customer loyalty. Housekeeping performance is identified as a key factor for hotel chain customers. To enhance customer satisfaction, interviews and surveys can be conducted, and secondary data can be compared to competitors. Experts also provide advice on developing the hotel environment and enhancing customer service by reviewing sight, sound, taste, smell, and touch components.

At the same time, the study approached improvement within staff productivity. Hotel managers can boost staff satisfaction, enhance protection, training, and benefits through direct interaction with staff. Additionally, explore innovative information sharing methods like internet tools and staff interviews for cost-effective and convenient staff contact.

The marketing team should seek internet experts and hire them based on their expertise and interests in order to reach new customers. The hotel has been investigated from a motivational employee perspective. All the customer complaints reached the source that there could be a problem within the staff motivation. This report has been investigating an internal and external environment factors, factors that could be causing this lack of motivation within the employees.

Has been identified that the staff is not doing their right and correct duties and responsibilities and they have bad productivity also, mainly because are low

motivated. At the same time, has been also discovered the fact that the employees have a low productivity and this is because they are low motivated as well. The staff with their attitude and behaviours made the customers have a low satisfaction and they have reduced the customer retention. Now, the organisation is facing different challenges because of this, and the main challenge is the fact that having a lower number of customers, they will be having low revenues as well.

Because of this, this report has underlined that there is a need of a change on the leadership approach and also at the employees level.

The report analysed and presented the hierarchy of needs from Maslow and suggested to the organisation to implement a reward and recognition program that will bring the customer closer to the organisation.

The report also showed the fact that the employees from Marriott Hotel have been tremendously affected by the fact that the hotel have reached lower number of customers and they have to deal with the same customers over and over again. Marriott Hotel is one of the most high rated hotels in the world and the fact that they are one of the most well known international hotels have brought into discussion the fact that their employees must have a program where to be rewarded and recognized from a Consulting point of view this report has come with a solution to eradicate or at least lower the number of employees that are low motivated and have a low productivity because of the fact that Marriott hotel should be one of the highest classified hotels in the world this location within Bucharest is one of the most interesting one because of its location and the hotel can have the opportunity to have this developed. With an unmotivated staff the hotel cannot take this changes to the next level therefore the hotel must implemented this changes on the employees rewarding recognition area because they must acknowledge the fact that their staff needs recognition for what they are doing it is well known that the hospitality industry is pretty much affected by the fact that employees are leaving the hotel by resignation. All the hotels within Romania is the fact that they have been an international brand most of them and they have a tremendous importance in the local community and if we are talking about the specific Hotel of Marriott Hotel in Bucharest can be specified it is one of the most high rated hotels in Bucharest it would be highly appreciated if they would keep their employees at the respective motivation level in order for their employees to keep a high or rated relationship with their Customer because as said before the customers are the main asset of an organization alongside with the

employees. Having the employees highly motivated really mean the fact that the organization can have a high number of customers and also the customer satisfaction will increase. The hotel must have frequently freedom of speech from the employees and must Empower them and at the same time the leadership must have one-to-one approach with them in order to identify the issues from a very early beginning and not to leave them to sediment into the employees. The employees must as well acknowledge the fact that they can come to any manager or any leader and approach them with any issue that they foresee in order to look for solutions.

Employees are the main important asset for Marriott Hotel in Bucharest and because of this the management should always seek for solutions of improvement taking into account their behaviour and also their feedback because they always must follow their suggestions as they are the main topic of an organization.

INTRODUCTION

Marriott Hotel Bucharest has been chosen for this consultancy report. As the hotel is part of the Marriott Hotel chain, the report is focused only on the hotel located in Bucharest. The main focus that this report will have, will be on discussing and analysing why there are gaps between the asking prices of the Hotel versus what the customers are receiving. The report goes into analysis around communication gaps that might be within the team, that is causing a decrease of the staff productivity. There are also side effects for these issues, such as low operational efficiency, low customer satisfaction, low productivity and also low number of customers. To address these issues, there will be some costs involved, costs that are additional to all the other costs that the organisation has. With the help of PESTEL, SWOT and TOWS analysis, there will be set a background for the issues, and counter measures will be recommended. Marriott International, Inc. is a global hospitality company that manages hotels and lodgings, catering to diverse consumers. As the second-largest company in the industry, it offers a variety of hotel brands to cater to diverse consumer preferences. Marriott's contemporary styling provides excellent photographic opportunities and offers certified wedding planner services (Marriott official website, 2023).

The JW Marriott Bucharest Grand Hotel is a stylish and elegant establishment located near the Parliament Palace in Bucharest. The hotel offers 402 spacious rooms and suites with wireless connections, individual climate control, flat-screen TVs, cable TV, comfortable Marriott Revive mattresses, and generous bathrooms. The hotel has recently renovated conference spaces with modern audio-visual equipment, including 12 conference rooms with multiple functions and two reception rooms. The hotel also features six prestigious restaurants: The JW Steakhouse, Cucina, Champions, Vienna Lounge, Pavilion, and The Garden are all popular dining options in the area. The hotel offers a variety of menus, including American steaks, traditional Italian cuisine, and international bar options. JW Marriott also provides exceptional catering services for both internal and external events. The hotel's location in the heart of the capital provides guests with easy access to international brands, the Diamond Casino, and a modern fitness center and spa (Marriott official website, 2023).

BM Consulting is a global consultancy that assists change makers in defining the future. BM Consulting is a digital innovator ecosystem that provides tailored expertise to clients, aiming to achieve extraordinary results and redefine industries. With a 10-

year commitment to invest over \$1 billion in pro bono services, they help organizations tackle issues like education, racial equity, social justice, economic development, and the environment. The company brings a plus in what consultancy means and also is present where other companies did not make it till the very end with their approach, or simply they did not succeed. The clients portfolio brought the business within the top most wanted companies in consulting area to be addressed. There are many customers testimonials that underline the important set of skills that all the team members have and use along the way.

Because the analysis will be focused upon the main issue that the customer noticed, there will be a next section where the analysis will be performed. In the end, the discussion will be upon the recommendation and change management.

ANALYSIS

The scope of the report is to have some answers related to the latest complaints in relationship with what the customers are receiving versus the price asked. Here, the customers are complaining about professionalism lack of the staff, and this could be because of the fact that the staff is low motivated and there are some communication gaps between them and the management. BM consulting will further investigate what might cause this and how can be fixed. For instance, the scope will be to increase the operational efficiency, to improve customer satisfaction, to improve staff productivity and to address and access new customers.

Organizations are increasingly focusing on cost control activities to reduce supply chain costs, as competition increases. However, few studies have established a systematic approach to reducing supply chain costs. To minimize costs, understanding the structure of the supply chain is crucial (Hugos, 2018). The research focuses on decision-making within the green supply chain for energy-saving products, aiming to optimize profitability, meet CSR requirements, and find suitable suppliers. However, the reach of lowering supply costs is limited, and government subsidies are popular for promoting energy efficiency and pollution reduction. Game theory is becoming a common research method.

Managers must attract and retain customers through efficient customer satisfaction and loyalty policies to remain competitive in the hotel industry. Service quality is crucial, and a management strategy based on customer satisfaction can enhance a tourist destination's image. Understanding hotel attributes is crucial for hotel selection. Refurbishment is sufficient to meet consumer demands, but financial constraints may hinder this. Additionally, managers must adapt their hotel conditions in response to customer feedback and administrative restrictions due to limited means of obtaining customer input (Hill, 2007).

Hoteliers' significant IT investments have led to speculation about a "productivity paradox," as quantifying productivity remains a challenge in the service sector and hotels. To boost employee morale and satisfaction, policies should be implemented, but cost increases from change measures will limit progress. Innovation in information sharing is crucial for creating efficient access points, but the need for a suitable drill and support network is a constraint (Nyheim, 2012).

Consumer marketing firms are increasingly prioritizing customer retention over recruiting new clients in today's competitive marketplace. In the 1980s, marketers should balance attracting new consumers with retaining existing ones by designing an ideal consumer portfolio, creating a unique marketing mix, and reorganizing their marketing organization. Encouraging a marketing team is crucial for monitoring market dynamics and industry trends. However, weaknesses include a lack of managerial ability and financial considerations.

PESTLE ANALYSIS

With the support of PESTLE analysis, soe further information will be available and used to continue the analysis and the investigation for The Marriott Hotel.

POLITICAL	Romania, a democratically stable country, has a branding opportunity due to its commitment to democratic values and its affiliation with the European Union in 2007 provides a primary branding opportunity. Strengthening the government, fighting corruption, and ensuring transparency can help mitigate weaknesses and transform Romania's brand into a vibrant, democratic, civil society, European Union image. Here can be mentioned the civil liberties and political rights.
ECONOMIC	The disadvantage of developing countries lies in managing their brands advantageously to gain competitive advantages. People often use clichés or stereotypes to decode the external environment, leading to mistaking symptom for cause and equating poor development to lack of potential. This can result in countries with high potential growth not receiving enough attention from investors or entrepreneurs due to their weak or negative reputation. Governments must understand this to accelerate development. Some countries may enjoy their reputation for centuries despite lacking competitive advantages in the present times. GDP growth rate, exports output, foreign direct investment.
SOCIAL	Romania has 18 official ethnic minorities, including the Roma minority, who have the right to use their mother-tongue when dealing with authorities in areas comprising over a fifth of the population. However, this right is often not enforced, and discrimination against the Roma minority persists in access to housing, social services, and employment. This discrimination is de facto on a social basis, necessitating the adoption of social integration programs, possibly following successful practices in other countries (Perrera, 2017).

TECHNOLOGICAL	Romania has few traditional industries, with wood and textiles being the most prominent. The country's GDP spend on research and development is low compared to other countries. Despite its advantageous ecological and climate conditions, poor infrastructure hinders tourist exploitation. To address this, a public-private long-term venture could be established to build highways between Romania's major cities and Europe (Perrera, 2017). The proposal involves funding this through government bonds with a long maturity date, and is urged to seek supervision and best practices sharing with the European Union.
LEGAL	Since 2007, efforts to alleviate bureaucracy have been made, but this often leads to corruption, bribery, nepotism, and clientelism, as highlighted in the 2008 Global Corruption Report.
ENVIRONMENTAL	The legislative environment was not appealing to potential consumers, foreign investors, or transnational companies prior to their entry into the European Union.

Marriott Hotel is dedicated to providing a top-notch customer experience, ensuring room quality and amenities are top-notch. It embraces different cultural backgrounds to cater to customers' unique needs, aiming to maintain Marriott's global position as a premium brand. The hotel excels in its domestic market and strives for international brand recognition to maintain Marriott's global position. It creates an environment for employees to promote their potential and motivate them to provide exceptional guest service. The hotel uses high-quality technology in check-in and billing services, and is committed to sound financial management, asset safeguarding, and accounting standards compliance.

SWOT Analysis for Marriott Hotel Bucharest

STRENGTHS	Marriott Hotel in Bucharest has the most important strength within its location. It is located within the centre of the capital and it is the main point of attraction for tourists. The Hotel has a great potential for being developed in terms of tourism, more than it is now, mainly because of its location. The hotel is part of a huge brand that has positive results within the hospitality industry.
WEAKNESSES	A human resource officer states that high employee turnover, low pay, and a shortage of hotel professionals are the main issues affecting hotel management. Low motivation within staff. Low productivity and low customer retention.
OPPORTUNITIES	The hotel's sales department should concentrate on enhancing customer accessibility through online booking through social media. Social media is a crucial marketing tool, especially for young people, especially millennials. Quick response times are essential, and smartphones are increasingly used in the hospitality industry. Brands should capitalize on this increased online presence to enhance their online presence and attract customers. Marriott Hotel should focus on establishing itself as a multicultural hotel, offering diverse food options, but its marketing campaigns should not solely highlight the cultural diversity of the hotel's food. The hotel should also ensure travellers feel at home even when away from home.
THREATS	The huge competition within the industry is threatening the hotel to lose its customers which now have a different behaviour and approach and are becoming more demanding.

The hotel has a huge brand name and they can use it in order to grow their customer base, so that they can have some customer satisfaction increase as well. There are some issues that derive from, such as staff productivity or staff motivation, issues that can be addressed by having a leader that is able to identify the root cause for these issues, and address them in the most professional way possible.

TOWS analysis

A TOWS analysis is a strategic planning tool used by companies to identify potential threats and assess the strength of internal factors, utilizing the principles of a traditional SWOT analysis in a reverse-engineered approach.

INTERNAL FACTORS	STRENGTHS (S) - Hotel has an important strength as its location - Is part of an international brand	WEAKNESSES (W) - Low productivity - Low motivation amongst staff - Low customer retention - Low customer satisfaction
EXTERNAL FACTORS OPPORTUNITY (O) - The hotel can invest in its social media to attract new customers - The hotel can work on becoming a multicultural hotel	(SO) The marketing can be improved by having a qualified team. They can hire a chef that can cook from different cultural countries	(WO) The staff can be motivated by having some of them on different positions as part of their promotion within the hotel Customer satisfaction can be improved by having different feedbacks from them, and changing, by using their suggestions
THREAT (T) - the hospitality industry in Romania is under a huge competition issue - the customer behaviours are changing and affecting the hotel	(ST) Hotel must have a different approach on social media and have a strong marketing campaign to attract customers	(WT) The hotel is suffering from issues mainly related to staff motivation and productivity This can be changed if they try to empower their employees.

TOWS analysis can be an important analysis for the hotel in order to know how they can tackle the weaknesses and address the opportunities. TOWS matrix is a powerful tool that can be used with success in different organisations.

After the PESTLE, SWOT and TOWS analysis, can be concluded that there is room for improvement within the Marriott hotel. The analysis concluded that there are some opportunities to be taken keeping in mind the political and economical spheres within Romania. There are issues such as low productivity and low staff motivation. This can be improved by having direct actions towards these issues. The manager or a leader

can work alongside with the team and identify the real root cause of the issue, and check what will make them improve. Some examples would be a promotion within the hotel organisation, meaning that some employees can be promoted to a higher hierarchy, could be a reward and recognition topic implemented within the organisation, with the help of which the managers can reward the employees that are striving to do their best for the organisation. To improve the communication gaps between the staff and the management, there could be performed some communication training sessions for both parties. These might have a big success to be mentioned for the organisation.

All this analysis have been performed in order for Marriott Hotel to be aware of all the challenges that they may encounter as shown in the toes analysis the internal factors which are related to the hotel strengths and weaknesses you have to be taken into account by the hotel managers. The threads meaning the Debt defect that the hospitality industry in Romaine is under a huge competition this might be an issue for Marriott Hotel because of the fact that there will be many competitors which will tackle the same approaches as Marriott Hotel. Marriott Hotel can approach on their opportunities basically they can invest in their social media to attract new customers because this is one of their weaknesses they have lost many customers since their employees have been low motivated or have a low productivity and this has been seen within their customer number so the occupancy level within the hotel has been decreased and this can be increased back by having proper social media strategy of marketing.

Many hotels in Romania are struggling with this kind of approach because many of their employees are being low motivated or having low productivity because of the fact that Roman is a country where the salaries are not going more than five or six hundred pounds. For example from my perspective the hotel industry is one of which majority of the employees are running from because they are being less paid but with Mario total can be different if they are implementing the changes that have been discussed previously within this report.

RECOMMENDATION AND CHANGE MANAGEMENT

Marriott Hotel leaders must inspire and motivate their employees to stay competitive and improve performance to achieve organizational goals. Maslow's hierarchy of needs is a crucial tool for understanding human motivation, defining factors that influence satisfaction in life. Meeting employee needs leads to improved performance and motivation in the workplace. Employee satisfaction is achieved by fulfilling their needs, and employees always seek the highest form of satisfaction. However, due to human resource limitations, attaining needs can be difficult for most people, leading to struggles to achieve desired levels of needs without success.

Herzberg et al. (1959) and Kollenscher et al. (2016) both agree that increasing employee salaries improves work output. They argue that salary is a significant motivator in the workplace, as it helps employees achieve status and personal needs. Kollenscher et al. also highlight that underpaid employees often have low work morale, leading to poor output. Therefore, monetary compensation is crucial for a productive work environment within Marriott hotel.

Maak et al. (2017) assert that employee status is determined by their seniority within an organization, with leadership ladders ranging from bottom to top management. However, Jiang et al. (2017) argue that this status difference often leads to power struggles and conflicts, as individuals compete for top positions. They argue that firms must have a proper structure of leadership and division of roles to survive, contradicting earlier research. This is something that the hotel management must take into consideration.

Job security is a significant issue in the hotel industry, leading to employee demotivation. Employment contracts, which do not provide job security, are often used by hotels to assign employees. However, temporary employees may seek permanent contracts for job security. High employee turnover is often linked to job security concerns, and this could be a contributing factor to the rising trends in employee turnover within the hospitality industry. Therefore, it is crucial for hotels to address these issues to ensure employee satisfaction and retention, and for Marriott Hotel is more that crucial to address this issue fast.

In the hospitality industry, employee satisfaction is boosted by responsibilities, which are achieved through the division of labour. Managers should create a platform for empowering employees, including labour division and putting them in charge of

various management aspects. Hofmann, Burke, and Zohar (2017) emphasize the importance of employee responsibility in environments that promote dignity, safety, and accountability. They believe that providing an adequate environment for employees to perform their tasks contributes to organizational success and development. For Marriott Hotel, it is important to provide a proper environment for its employees and managers should apply the saying based on which the employees must be empowered.

Buchholz and Sandler (2016) suggest that workplace advancement, such as salary increases, promotions, and education, enhances motivation and engagement. Hofmann et al. (2017) emphasize the importance of aligning advancements with organizational goals for improved performance. Maak et al. (2017) agree that knowledge-boosting support from companies boosts morale and work performance. Overall, employee advancement is a crucial aspect of organizational success.

Marriott Hotel must apply different strategies that have the role to support the organisation towards offering its employees an environment where they feel like they are truly appreciated. For this, the hotel must follow the above mentioned strategies and apply them for a better use of their employees, and to increase their motivation and productivity.

Johnson, Friend, and Agrawal (2016) and Kearney (2018) both highlighted the negative impact of assigning employees responsibilities beyond their agreement positive, aligning responsibilities are crucial for employee performance. Jiang et al. (2017) identified internal employee factors that affect motivation, while personal traits and responsibility issues are significant determinants of human behaviour. Because of this, the management of the hotel must be cautious when assigning different responsibilities and to whom. They must have a proper skills matrix that can be used when they are applying this action.

Jiang et al. (2017) assert that recognition of achievements alone does not enhance employee motivation. They argue that despite being widely adopted, this approach hasn't effectively motivated the workforce. Maak et al. (2017) add that achievement is relative and can be viewed differently depending on an individual's perspective. They suggest that motivation to achieve is only realized when it's a core need of an organization, in this case Marriott Hotel.

Recognition alone does not solely promote employee motivation within a workplace. Maak et al. (2017) and Jiang et al. (2017) suggest that recognition is a positive tool for

productivity, but it doesn't eliminate negative feelings. They suggest it should be used as an additional method, while Cesário and Chambel (2017) caution that recognition can lead to negative effects of employee animosity unfairly excluded from the rewarding process. This can cause unease and potentially lower profitability prospects.

Intellectual stimulation is crucial for hospital employees, as the working environment determines the level of intellectual activity needed. Johnson et al. (2016) suggest that stimulation provides psychological preparedness for demanding tasks. Hotels' managers should implement stimulation processes like employee training, pre-work exposure, and on-job-based training to enhance employee performance and well-being. Proper strategies for intellectual stimulation are crucial for achieving industry results. At Marriott Hotel, the employees must be stimulated intellectually as they are handling a system and an industry where this is not the primary principle used.

Johnson et al. (2016) emphasize the significance of positive job-based satisfaction, based on management teams' ability to direct and command authority from employees. They argue that for the hotel industry's success, managers must also gain respect and understanding from employees. Close employee engagement is crucial for sustainable growth and development at Marriott Hotels.

Marriott Hotel's transformational leaders empower team members to make critical decisions without reprimand, promoting organizational goals. Johnson et al. (2016) argue that employee roles are unique and based on their abilities to increase performance. Hotel management should provide unique attention to each employee, ensuring moral and motivation for effective task performance. This unique concentration can lead to positive change, facilitating the adoption of new employees during organizational changes. Johnson (2016) emphasizes that individual employees require proper self-motivation, influenced by positive environmental impacts, particularly those related to their jobs.

Leadership's influence on employee motivation can enhance organizational performance and output (Gill, 2016). The review discusses the importance of understanding employee motivation, particularly for hotel managers, by analysing theoretical concepts. It examines Maslow's hierarchy of need, which identifies different levels of needs (Robescu, 2017). The theory is relevant to hotel management, as motivation varies among employees and is influenced by factors like age, occupation, and position within the hotel. This is why it is important to have a dedicated leader that

know his team and supports it and also guides towards success and motivation (Woods, 1996).

Attitudes towards change significantly influence an organization's success or failure. A positive attitude encourages employees to support change, while a negative attitude leads to resistance. Therefore, a strong, positive attitude is crucial for a successful change effort within Marriott Hotel.

Management within the hotel, can overcome employee resistance to change through effective communication, involvement strategies, and clear leadership. Solutions for resistance can include supportive supervision, addressing politics and self-interest through special roles or incentives, addressing misunderstandings, lack of trust, or different assessments through good communication, and involving target individuals in the change process (Scott, 2021). Solutions for low tolerance of change can be achieved through supportive supervision, negotiation of incentives, and involving the target population in the process.

Hanging process activities significantly impact employee satisfaction, relationships, loyalty, and performance. Psychological support and job equality significantly influence satisfaction, while equality and job behaviour changes significantly affect relations. Equality and psychological support significantly influence employee loyalty, and job behaviour changes and equality significantly influence performance (Turnnidge, 2018).

Marriott Hotel management can use a change management methodology in order to make the changes a little bit more easy. A model that can be used, could be the Kurt Lewin model. At the same time, the new management of a hotel should prioritize employee well-being, considering cultural differences and involving them in decision-making processes. They should also employ a scientific approach to overcome resistance to change. Employee programs should be organized to inform them about new administrative ideas. Building trust and creating harmony between management and employees is crucial. The new management should ensure job security and equality for employees, as job insecurity and inequality can negatively impact performance levels.

Hotel personnel management is a complex system that aims to maintain communication and optimize work for all employees. It requires a balance between the interests of the enterprise and the goals and interests of the personnel. The main steps for developing personnel management involve combining possible and

necessary factors. This ensures the efficiency of work and ensures that each employee is in their place (Shoemaker, 2007).

Teamwork is a crucial mechanism for implementing a motivational system in a hotel. It enhances creativity, enables faster and more efficient problem-solving, and promotes harmony within the group. A well-managed team allows for clear task distribution and task division, allowing for faster progress and growth. This creates a shared identity among employees, allowing for simultaneous growth and faster problem-solving. However, teams often perceive themselves as both cohesive groups and small subgroups, necessitating classification to maintain a cohesive group. Overall, teamwork is a key mechanism for achieving hotel goals (Herzberg, 1959).

All these changes and adaptations will bring some additional costs that must be taken by the hotel management, and should be based around £1000 per employee, but the scope is to have motivated employees that will have a good productivity and the customer satisfaction will increase and at the same time, new customers will be attracted by the hotel.

The positive impact that these changes will have upon the organisation can be measured by having the initial data from the employees, which can be collected via a feedback form or through 1 to 1 meetings that the manager should have with each employee, and comparing these with the final ones after the implementation of the changes. This quality control measurement is crucial for any organisation, but most important for the ones that went through some changes. The hotel is having good quality results and must have good implementation of change results in order to have positive results from its employees. The employees usually lose their interest when the organisation is losing its interest on them.

ACTION PLAN

	PROBLEM	SOLUTION	DESIRED OUTCOME	TIME	DATE OF COMPLETION	BUDGET
1	LOW CUSTOMER SATISFACTION AND LOW CUSTOMER RETENTION THAT COMES OUT OF LOW STAFF MOTIVATION	USE THE HIERACHY OF NEEDS AND IMPLEMENT DIFFERENT STRATEGIES OF MOTIVATING THE EMPLOYEES AND INCREASE THEIR MORALE	HAVE AN INCREASED CUSTOMER SATISFACTION HAVE NEW CUSTOMERS INCREASE EMPLOYEE SATISFACTION/MOTIVATION	3-6 MONTHS	April 2024	£10,000 - £20,000

Because all the issues related to a low number of customers for the hotel and also a low customer satisfaction come out from the employees that are low motivated and have a low productivity, the measure can be applied by following the hierarchy of needs from Maslow and also have a proper leadership approach. Having a competent leader that can work alongside with his team, is the first need in having a team that knows how to handle different issues within the team. Team work is the most important aspect of a team.

CONCLUSION

The discussion and the analysis of the overall report, had within the focus, Marriott Hotel in Bucharest. Here, the main issue was that the hotel reported having issues with keeping a higher customer satisfaction and having new customers. The customer attraction and retention proved to be an issue within the fact that the employees were low motivated and had a low productivity, therefore, their attitude and their behaviour towards the customers, made the customers change their approach and leave bad reviews or not coming back anymore.

These issues, can be solved by the organisation by having an internal analysis that can measure the output from the employees. This can be done via a feedback form where the information collected must be in relation ship with employee satisfaction, motivation and also productivity. The hotel can follow a reward and recognition program that can be implemented with some costs, depending on the number of the employees that the organisation wants to directly address, and with this application of the program, there will be some improvements within the employee motivation and also productivity.

At the same time, a new leadership approach is also needed as it goes hand in hand with the employee motivation. For this reason, the hotel must chose one internal member from the staff, and have an internal promotion to have him as a leader of the team. By doing this, the organisation increases the confidence level of the employees that they can be promoted as well, and that the hotel cares about them and their needs. Having an internal promotion is always a good sign within the organisation and this can be performed by assessing the skill matrix that any organisation must have.

Personnel within an organisation is an important asset that each hotel must take care of. In this case, the hotel must invest some financial resources so that they can be able to address the motivation issue or the productivity one. The staff within a hotel is important because they are the first that greet the customer and the customer can have a personal opinion on this based on their attitude.

Having all these issues covered by having some motivation actions taken, the hotel can succeed in having an improvement within customer satisfaction and also improvement within customer retention. There will be changes within the attitude of the personnel, positive changes and these can be seen and observed firstly by the customers.

The hotel management can use the meetings that they will have with their employees to find out more about their motivational state and take immediate actions not leaving them like this for so much time because they will have to face a huge employee turnover.

This kind of actions are not something that can be implemented once and hope for the best. The hotel needs this kind of approach each time, each year, and especially when the leader feels like its time to deploy new motivational actions.

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