

IMPACTS OF MACRO ENVIRONMENT ON HUMAN RESOURCES AND PERSONAL MANAGEMENT IN HILTON HOTELS AND RESORTS

Addressing Contemporary Trends and Challenges

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INTRODUCTION

In today's rapidly evolving hospitality industry, understanding the impacts of the macro environment on human resources management and personal management is crucial for maintaining competitive advantage. Hilton Hotels & Resorts, a globally trusted leader in hospitality, offers a compelling case study for analysing these impacts.

ABOUT HILTON HOTELS AND RESORTS

Conrad Hilton's vision to fill the earth with the light and warmth of hospitality is embodied by Hilton Hotels & Resorts, which inspires travel and offers exceptional service and experiences for business and leisure travelers, event planners, and local communities. Hilton Hotels & Resorts is a globally trusted leader in the hospitality industry, known for setting high standards in travel and hospitality services.





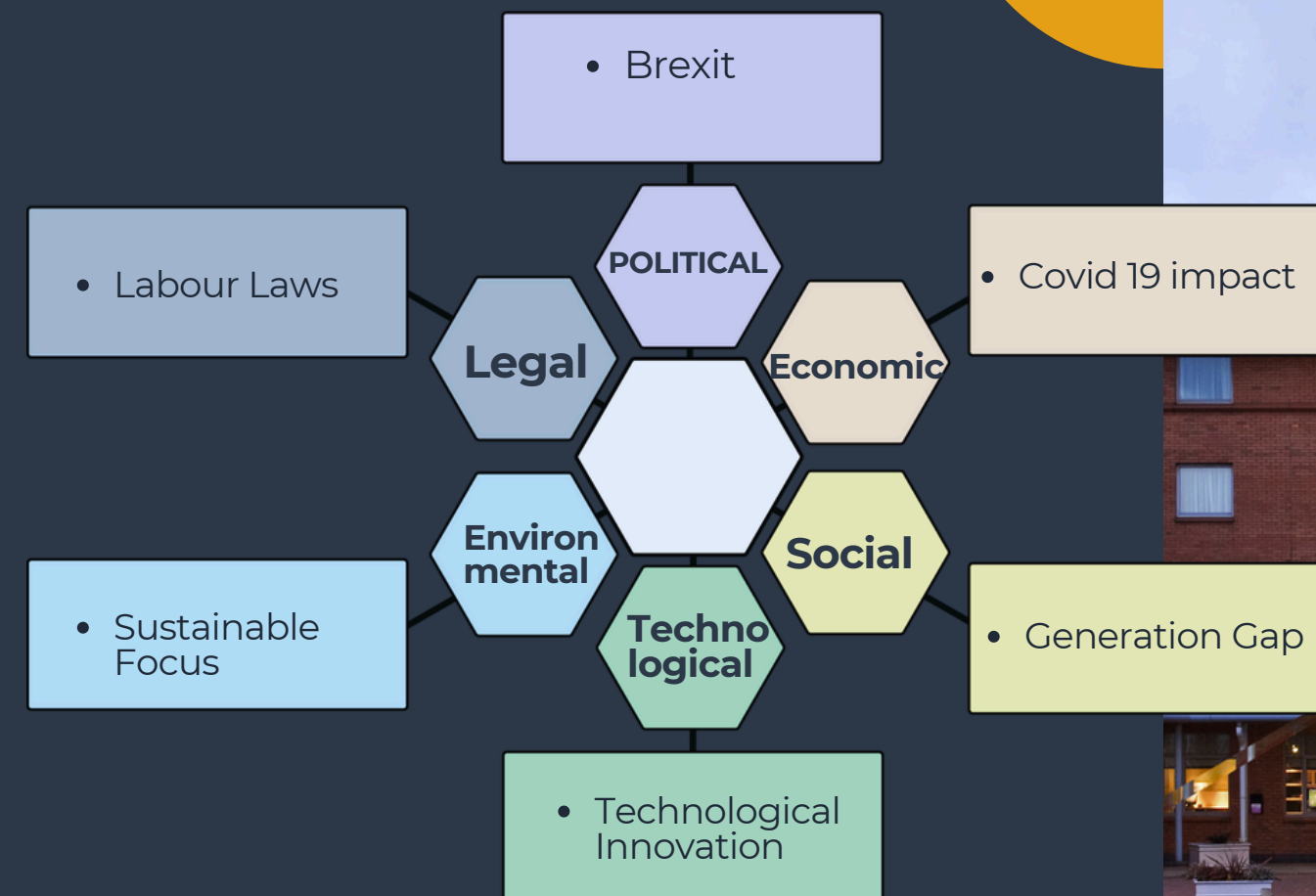
THE CHALLENGE OF RETENTION IN HOSPITALITY INDUSTRY

Employee retention is recognised as a crucial factor for organisational success, driving policies and procedures aimed at retaining talented staff. It helps reduce unnecessary expenses and boosts employee motivation and capabilities, making it a key element for achieving competitive advantage.

Numerous factors influence employee retention. In the next slide, we will discuss these factors

PESTEL ANALYSIS

- **Brexit**
 - Brexit has brought new regulations on recruiting EU workers, including visa requirements and the need for employer sponsorship, leading to nearly 300,000 hospitality workers leaving their jobs since March 2020 with uncertain returns.
- **Covid 19**
 - Job vacancies in the hospitality sector have surged and are now higher than pre-pandemic levels; however, as of June 2021, the number of employees in the sector was still 11% below February 2020 levels.
- **Generation Gap**
 - Gen Z's distinct preferences as employees are driving significant changes in the hospitality industry, with an emphasis on personalised, tech-enabled, and sustainable experiences.
- **Technological Innovation**
 - AI raises concerns about privacy, job displacement caused by automation, and ethical issues related to algorithmic decision-making.
- **Sustainable Focus**
 - This element of Pestel is link to retention as previously mention in generation gap.
- **Labour Laws**
 - Hospitality industry needs to ensure that they are equip to meet requirement of employment laws.





CONTEMPORARY TRENDS

An Innovative Strategies

MARIOTT INTERNATIONAL

- Marriott International has adopted innovative strategies to foster employee engagement and satisfaction by treating staff with the same care as guests, providing meaningful feedback, and aligning employees with the company's vision. The company prioritises employee well-being through benefits like paid parental leave and health insurance, while also promoting a positive work-life balance, ensuring that employees feel motivated and supported, which ultimately enhances guest experiences and contributes to Marriott's success.

INTERCONTINENTAL HOTELS GROUP

- IHG prioritises diversity, equity, and inclusion (DE&I) as a key aspect of its culture and business strategy, ensuring that employees feel valued and have equal opportunities for growth. The company focuses on creating an inclusive environment that promotes fairness and addresses barriers, while also listening to employee feedback and fostering diverse perspectives to drive innovation and global success.





Swot Analysis **RECRUITMENT AND RETENTION RATE** DUE TO GENERATION GAP



CONTEMPORARY TRENDS

Hospitality industry reflect a strong focus on adapting to the expectations of new generations, particularly Millennials and Gen Z, to successfully recruit and retain employees.

LEADERSHIP STYLE

A leader who combines democratic, coaching, and autocratic styles can create a motivating and structured work environment, fostering engagement, clear direction, and employee growth. This hybrid approach balances input and feedback with clear expectations, supporting both individual development and team performance.



Conclusion

In conclusion, Hilton Hotels and Resorts must navigate a complex macro-environment to effectively manage human resources and personal management. By addressing contemporary trends and challenges, such as adapting to new generations' expectations, leveraging technology, and prioritising sustainability, Hilton can enhance employee retention and maintain its position as a global leader in the hospitality industry. Embracing innovative strategies and staying attuned to macro-environmental factors will ensure Hilton continues to provide exceptional service and experiences for its guests and employees.





THANK YOU!





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