

**Analyze the impacts of
socio-economic force on
employees' performance
management and monitoring in
different work modes: Hospitality
HR's perspective: Red Carnation
Hotels**

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Table of Contents

Introduction and Background.....	3
Introduction to the Proposal.....	3
Background of Red Carnation Hotels.....	3
Feasibility of Different Work Modes in Hospitality.....	3
Discussion/Literature.....	5
Socio-Economic Factors and Industry Trends.....	5
Evolution of Work Modes in Hospitality.....	6
Case Studies and Examples.....	7
Framework and Literature Gap.....	8
Evaluation and Conclusion.....	10
Summary of Findings.....	10
Recommendations and Solutions.....	10
References.....	12

Introduction and Background

Introduction to the Proposal

In the boisterous field of hotel management, learning how socioeconomic phenomena affect work performance management under different working situations becomes imperative. What this research paper investigates is how such trends as technical advancement, population-age dynamics and different preferences of people can affect the matters of performance management in high-end hospitality. Through the study of the mentioned dynamics, this research aims to provide meaningful information for the HR managers of the hospitality sector who could then use such data to optimize their workforce management policies and to improve operational processes.

Background of Red Carnation Hotels

The Red Carnation Hotels is a chain of luxury boutique hotels that are marked by the company's generosity in providing the best services to their clients and making their employees happy. Founded by Bea Tollman, Red Carnation Hotels operates worldwide, but all their properties are distinctively charming spots, delivering a one-to-one service and being keen on ecological issues. The company's key values focus on authenticity, authenticity, inclusivity, and lifelong learning, which create an atmosphere that is both excellent and innovative. The workforce, therefore, is provided with a unique work environment.

Today, the human organization "Red Carnation Hotels" face a dynamic human resource due to socio-economic factors, such as employee expectations and technological innovations. Because it is led by a mixture of different workforce groups whose ages range from 18 and up, the organization embraces diversity and makes adjustments to various business procedures to facilitate flexibility and compatibility between work and personal lives (Garavan *et al.*, 2021).

Feasibility of Different Work Modes in Hospitality

Employee work modality has been diversified as the organizations have started operating in hybrid, flexible, remote models, therefore, they open up opportunities and challenges in the ways luxury hospitality used to be for the industry. These modalities allow employers to give the workers both flexibility and potential cost

savings, but they also create some doubts concerning management performance and engagement.

Therefore, it is necessary to assess effectively current problems connected to socio-economic factors which exist now in the light of human resource management. Issues such as retaining the highest standards in communication, teamwork, and supervision in mixed or virtual work may occur. This research will aim to focus on these areas of challenges regarding Red Carnation Hotels, suggesting fundamental solutions and measures for labour force utilization effectiveness within the new work structure (Górska-Warsewicz and Kulykovets, 2020).

Discussion/Literature

Socio-Economic Factors and Industry Trends

The hospitality industry faces considerable pressure from socio-economic factors and is oriented to build a system of employment and staff management. A PESTLE analysis reveals several key factors impacting the industry:

Economic Trends: From the ups and downs in global and regional markets to consumer spending habits, travelling behaviour, and service demand the dynamics of the hospitality tourism economy are affected by the performance of the global and regional economies.

Technological Advancements: As a result of fast technological changes, fulfilment of guests' expectations is becoming even more difficult, and the same goes for the way they handle their employees (Zhang *et al.*, 2020).

Social and Cultural Shifts: With demographics changing, diversity is growing, lifestyles are getting more complicated, market preferences of consumers are updating as and the amount and kind of workforce are changing.

Political and Legal Regulations: Labor laws, immigration, and health policies can all be considered by government authorities therefore, staffing and production come to a halt.

Environmental Concerns: Incorporation of sustainability and responsibility issues in the way companies conduct business and present their brands, can positively or negatively influence the reputation of these companies.

Analysis of Industry Trends:

In response to these socio-economic factors, the hospitality industry is experiencing notable trends:

Retention Rates: Hospitality companies deal with competition which not only changes job nature but also leads to employee retention issues.

Turnover Rates: Recruitments are constantly affected by high turning rates and interruptions to routine operations are common (Jain *et al.*, 2023).

Adoption of Different Work Modes: The corporations are welcoming different work regimes, such as hybrid, flexible, and remote ones, which are adopted as talent

retention and recruitment measures during national socio-economic modifications.

Knowing about these trends is integral to the development of management systems and the functioning of the workforce in a company like Red Carnation Hotel. The adoption of innovative work approaches such as crowd-sourcing decision-making and thoughtful talent management can mitigate challenges and maximize gains from the emerging socio-economic market (Wang, Hu and Zhang, 2020).

Evolution of Work Modes in Hospitality

The past 5 years have witnessed a dynamic shift in the ways work is performed in the hospitality sector, propelled by various socio-economic factors and technology-based improvements. Such pursuance of a flexible model is part of a greater trend of workforce management which encourages employing a strategy that is adjustable and adaptable. Key developments include:

Hybrid Work Arrangements: Many of today's hospitality companies including luxury hotels for instance Red Carnation Hotels, have innovated hybrid workplace models that offer remote and office work equally. Thus workers may continue their work duties after they finished their day-to-day activities while keeping a firm grip on operational requirements (Wang and Anderson, 2023).

Flexible Scheduling: Following the acceptance of flexible work schedules different employees' needs are met, the consequence of that is job satisfaction and a balance of work and life. There is a marked trend in this regard with the number of positions that need to be filled non-traditionally, such as in guest services and event management.

Remote Work Options: The hospitality business has gained more face in remote work which is so important in the development of virtual collaboration which respects efficient virtual guest service. The distant labour can generate an economy of scale and coverage of the range of competencies through the use of employees from distant locations (Tan, 2021).

These are sorts of shifts in the mode of work that show the work environment's ability to adapt to socio-economic shifts like changes in the workforce, consumer preference for personalization and improving the adaptability of the operations. The hotel's Red Carnation Hotels and other leading brands in the hospitality industry are

quite good at using the multiple work modes of agile to reevaluate hiring decisions, bring the staff closer, and make the services look better against the attacks of market changes. Only winning knowledge about the course of work modes will benefit managers in terms of the appropriate usage of employees' capabilities leading to the enhancement of a culture of innovation in luxury hospitality organizations (Chen and Capener, 2021).

Case Studies and Examples

As market-leading hotel brands Marriott, IHG (InterContinental Hotels Group) and Radisson, these companies have introduced new performance management techniques to be applied for different work modes to ensure efficient use of the employees and to deal with emerging industry trends.

Marriott:

Marriott has accepted to hybrid work opportunity, enabling an employee to spend time between the office and home workplace. They rather do this using performance dashboards, and real-time feedback tools which are to track and monitor employee performance regardless of location. Marriott's approach, concentrated on setting targets and providing regular feedback along with comprehensive development plans tailored to every employee's working style, is the motivation driving our staff (Sinha and Ekka, 2021).

IHG (InterContinental Hotels Group):

IHG has created an accommodating mechanism for employee's flexible scheduling arrangements for various needs. They deploy applied analytics to investigate the employee's performances and engagement rates in real-time. This is useful to managers since they can spot the trend and detect and take measures beforehand. IHG keeps with the lead by having Jan-us performance dialogues and setting up career-developing projects to take care of all works from different modes of working.

Radisson:

Skirving, Radisson resorts to virtual collaboration and guest interaction by decentralising work technology. They seek a performance management model that facilitates the attainment of the objectives by focusing on the real results and not the traditional time-based measures. Radisson chart implements a people-centric

approach, wherein employees are allowed the freedom to work as per their preferred mode of action with trust, autonomy and accountability as the primary watchwords (Burg, 2023).

These case studies demonstrate the lessons learned in the processes, the main of which are considered to be adaptability, technology adoption and placing an employee in the centre. Red Carnation Hotels can effectively acquire from these instances the suitable pieces of knowledge that will enable it to considerably improve the performance management of standard procedure that will result in producing an innovative and superior class outlet.

Framework and Literature Gap

The existing research on the socio-economic effects of action management in different business forms reveals the considerable barriers in the hotel business and quite attractive odds for the industry. Some studies show that social-economic elements, like technological improvements, demographic trends, and economic swings play a role in connection with the dynamism of the workforce and completion of the work.

The research underlines the necessity of revising performance management style to go in line with multiple work modes, including ones that combine hybrid, flexible and remote working arrangements. Key themes in the literature include:

Exploring the role of social-economic variables in driving employee engagement, motivation and job satisfaction in today's various work environments (Huang *et al.*, 2022).

Tactics in performance management that will adapt to the preferences of the emerging labour force and market inclinations.

Technology has shown itself to be a powerful tool for enhancing the spread of information, enhancing collaboration and performance monitoring in face-to-face or hybrid work environments.

Yet, the literature that has been considered still omits particular approaches and ways of running a pole position for performance management projects in luxury hotels with great success. Our investigation of the challenges in socio-economic factors faced by Red Carnation Hotels will primarily focus on the specific issues

confronting service performance management in diverse working environments within the luxury hospitality sector. To fill the perceived gaps, lastly, we will propose practicable solutions (Kassem, 2023).

Evaluation and Conclusion

Summary of Findings

The literature review in this proposal emphasizes the major part that socioeconomic forces play in terms of employee management performance in the hospitality industry, especially because of the various ways of managing people in different working dimensions. Significant factors are pointed out and thus it is observed that the performance management supervision should be tweaked to accommodate the rapid developments in technology, the demographic shifts and the shifting expectations from employees. Workers' socio-economic positions determine their productiveness, level of commitment and job satisfaction, and thus, create favourable prospects, as well as impediments for both employees and employers in the hospitality sector in general, and the Red Carnation Hotels in particular. It cannot be denied that socioeconomic factors also play a substantial role in the issue of employee performance management at Red Carnation Hotels. The resort is an undisputed global leader in luxury boutique hospitality management, the brand must enrich its performance management system by harvesting the best impacts of the literature review. Among these is the creation of a functional culture that embraces flexibility, trustworthiness and flexibility to adapt to diverse work modes in the end it will lead to better workforce productivity.

Recommendations and Solutions

Based on the findings, actionable recommendations are proposed for Red Carnation Hotels:

- **Technology Integration:** Invest in the technology tools for virtual, remote performance monitoring, real-time collaboration, as well as, feedback so that employees can stay in tune with hybrid and remote work modes via technology in addition to employee engagement.
- **Flexible Work Policies:** Set up flexible work rules which emphasize performance overclocking in hours. This will give employees the freedom to

meet the set goals while at the same time helping them to work normal hours and maintain their homes (Khalil *et al.*, 2022).

- Employee Development: Develop targeted training and developmental avenues that focus on mastering skills and competencies needed for working at all echelons. This will fast-track employees' readiness and flexibility towards varying work modes.
- Communication and Engagement: Develop communication channels and employee engagement strategies that enhance teamwork and organizational connection despite physical barriers. Punctuation and spelling were not altered.
- Performance Metrics: Set up specific performance indicators by using metrics as business goals in headroom, including qualitative and quantitative measures, to qualify individual staff members' contributions.

Applying those practical tips of performance management permutations, Red Carnation Hotels can solve any of the social-economic problems and create a strong team which is based on the principles of a high level of professionalism and an innovative mindset. Conforming to various working styles and targeting the demography through social and economic factors is a recipe for well-founded persistence and eradication of competition in the developing luxury hospitality market (Islam, 2024).

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