

Research Project Proposal

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Module BAMIH5001

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This research project proposal the aims is to examine the impact of employee engagement in Twr Y Felin Hotel, exist in the organisation's internal environment on employees' motivation satisfaction commitments turnover intention is high. The employee the research proposal, suggested the General Manager to conducted by the HR manager. Moreover, the hotel is in a scenic Welsh seaside city, surrounded with natural beauty, their small organisation of eighty employees, however their clientele is businesspeople and people celebrating anniversaries, and operate AA rosette restaurant.

McShane et, al. (2015) have suggested that, there are two subdivided categories of behaviours of individuals' self satisfaction, these catalyse are intrinsic, they often focused on the task highly driven motivate, a significant desire to be part of the organisation and endure expectance in the believe, in the organisation goals and values, whereas the extrinsic, this catalyse is the opposite they are more likely to disengage, compensation they will participate in task only if there is reward.

Yasmin, (2012) explained that the HR manager has conducted a research proposal on employees engagement, for a five point liker scale questionnaire, the eighty employee statements were developed for the employees at Twr Y Felin hotel, furthermore, by using methods of two or more data collection increases the accuracy of findings of applicability, in regards to employee turnover intention and employee commitment to the organisation, the questionnaire was prepared and structured in format to obtain the variation in perception only 50% of the employee questionnaire, was taken in to consideration that gave employees' the opportunity to express themselves.

Taylor, *et, al.* (2010) notes that the survey was conducted with the hotel managers, argues that identify the positive and negative perception, of stereotypes is held by the hotel managers, perception about older hotel employees is less productive, and displaying negativity moreover are slowing down, and limited to do certain jobs in the hotel, the age discrimination remains the most prejudices, older workers have years work experience is worthless therefore results in large shortage of labour in the hotel sector, moreover the UK is a aging nation by 2030 is predicted that one third of the UKs' population will be 50 years old and over, however younger people are preferred by employer and managers.

Allen, *et, al.* (2013) suggest that employee enhance training programmes as a result contribute to the organisation, outcomes acquire a wide range of skills and specific knowledge, moreover organisation can promote employee, within the organisation lead to higher levels of jobs and pay increase, therefore higher levels of commitments include, economic incentives represent an important contractual between employer and employee, thereby employee retention to stay with the organisation,

Wu *et, al.* (2021) argues this is partially relevant employees' lack experience to carry out their role allocated by co-worker support and supervisor support, moreover employees may face with difficulties and dissatisfaction in delivering a customer service, with the hotels' brand promise, therefore, leadership and cultural back ground can influence employees, to play a crucial role restoring employee commitment, obtain more jobs and resources in order to meet customer demands and enhance brand standard.

Kushhavan *et al.* (2010) notes that Talent manage and development play a strategic and operational role in the success of the hotel industry, there are emerging trends in the hospitality industry, however the labour shortages in the hospitality industry, is a biggest concern and challenges faced by HR moreover hospitality portrays a poor image, besides being a poor pay master and hard taskmaster, the challenges are to align unite operations with corporate mission culture while maintain the uniqueness of every individual property, thereby the role of the HR has to be from administrative in nature to being employee champions.

Karatepe, *et al.* (2013) suggests in the hospitality sector it is extremely important for employees' moods, mental wellbeing behaviour their exert a critical influence on customer satisfaction, this engagement can affect the service climate employee moral achievement. Therefore, acquire customer loyalty, moreover relationship between personal, and job engagement, related outcomes as employee competitive advantage is vital in the success of hotel industry.

Businesses and society have recognised there is beneficial properties in adopting wellness innovation tool wearable device, this technology has potential to improve job satisfaction. However, this device Fitbit can boost productivity, lower absenteeism rates, promotes employee wellness benefits, and reduces health the cost of care spending. (Shung, *et al.*, 2017).

The corporate social responsibility this requires businesses to acquire, new strategies and plans to operate successfully, along with delivering benefits to the broader society. Moreover, there is awareness of CSR that plays an important shareholders employees and customers whereby in value creation. However, a growing demand for tourism in ethical and sustainable practices therefore protects local environment and culture. (Ramkissoo, H; manondo, F; Sowamber, V. 2020).

The employee role of building up resilience in fostering work engagement, resilience support employees' buffer against stress. However, allows them to adapt to stressful and dynamic environments, argues that resilience can developed as a process that is interactive. The basis of the conservation of resources theory found that the employee with strong belief, in their ability to become more involved in their work. (Cooke, *et al.*, 2016).

Cappelli, (2008) Notes that spotting the signs of successful talent management strategy, should manage and retain talent within the organisation to avoid turnover. Moreover, develop a talent pool and nurture, so that talent on demand, is available to provide for management succession, whereby a framework for human capital. Nevertheless, analysing the returns of investment, increase focus on flexibility work-life balance, comprehensive data base to improve resource decisions.

Bernerth *et al.* (2007) states that the way in which employees respond to HR practices and intended by management is a critical issue. HR practices have summarised HPWs this combination however, these practices are there to improve employee work attitude and behavior. Therefore, a survey and a questionnaire conducted by the HR manager, on hotel Twr Y Felin for employees and supervisor moreover this questionnaire will measure the work engagement

Employee Questionnaire

Table 1. Results of exploratory factor analysis Twr Y Felin hotel and work engagement.

Items	Factor 1	Factor 2
1. When I give effort at work, my supervisor will return it.	.324	.717

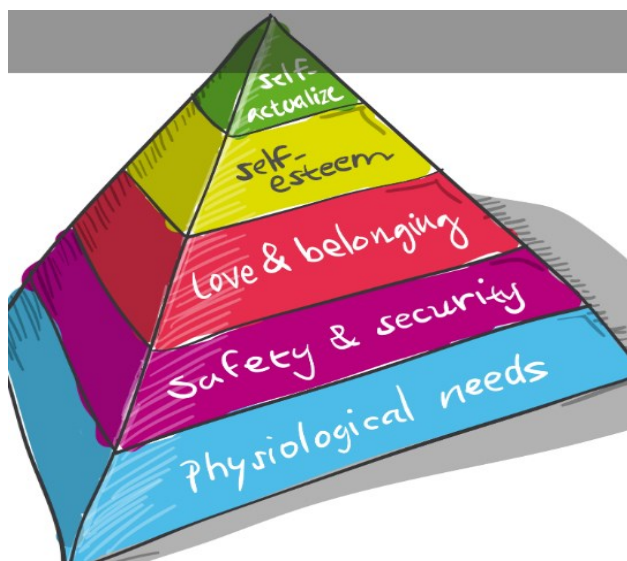
Items		Factor 1	Factor 2
2.	Voluntary actions on my part will returned in some way by my supervisor.	.259	.724
3.	If I do something for my supervisor, s/he will eventually repay me.	.068	.870
4.	My acknowledged by my supervisor.	.092	.816
5.	At my work, I feel bursting with energy.	.790	.196
6.	At my job, I feel strong and vigorous.	.801	.221
7.	When I get up in the morning, I want to go to work.	.767	.117
8.	I can continue working for exceptionally prolonged periods at a time.	.669	-.082
9.	At my work, I always persevere, even when things do not go well.	.423	.123
α	.82	.76	
Eigenvalue	3.60	1.65	
Percentage of variance	29.62	28.71	

This research proposal is set out by HR manager for the General manager to evaluate the employee's engagement for Twr Y Felin Hotel however this shows a high performance of HR practices were significant and empowering. Moreover, this framework theory underline motivation creativity of employee behaviour, whereby employees' willingness to work displays the engagement in the organization (Hauff et al., 2020).

following the social cognitive theory on employee's unethical behaviour, in the hospitality industry gossip is a normal occurrence in the hospitality circle. Online or offline the targeted colleague has gossiped about in his /her absents, misconduct, absentees, turnover intention. Thereby affairs outside the workplace especially family scandals domestic violence. Hines most gossip untrue and can cause considerable damage to the individual, therefore social norms and moral standards create a bad image for the firm and members (Zheng *et al.*, 2019).

Maslow's' Hierarchy of needs theory states an example person, going through life satisfying her higher self esteem needs love/belonging before her lower need therefore she needs before physical and safety needs have been meet by the hospitality and house needs the theory sums up provides a vulnerable example of complexity fluidity guess needs (Kazak, 2006).

Maslow's' Hierarchy of needs



Hospitality industry use PESTEL analyse helps them to access the behaviour of tourism for global demand the following factors are socio-cultural, technology, economic, political, environmental, and legal. As the tourism industry deals with invisible, exports and operates in international markets. Hospitality industry operates seasonal, the industry educates motive employees. Moreover, the pay is exceptionally low and unattracted to new recruits (Rogers, 2008).

Talent management is an asset that's becoming increasingly short supply, however the benefits of an effectively implemented talent management strategy includes improved employees. Employee retention is high in most hospitality sectors and job recruiting is easy. However, survey, conducted in the middle east countries. Employees were proud working for small organisation fewer then 5,000 people. Felling proud of their employers, satisfied with their work move rover perceiving carriers (Towers, 2005).

The environment attitude of top management will influence hotels environments, moreover, states smaller hotels pay more attention to the environment issues. However environmental technology requires a large amount of resources, space, occurs cost, maintaining and improving. The greatest barrier for hotels is finding money, therefore one barrier for the adaptation of environmental technology the size affiliation of the cost and space (Hsieh, 2012).

Advanced technologies example AI intelligence robotic, systems have started to implement, in resent years by tourism businesses hospitality, airports, parks, service industries. Therefore, businesses have being automation operations, to reduce cost and increase productive. Adapting to AI Intelligence to improve service quality and customer experience and efficiency (Ivanov *et al.*).

The HR manager within the hotel industry is changing, as the organisation as they strive to make their HR more cost efficacy. Moreover, considering the post covid 19 crises must high light compassionate, leadership skills and support the employees to retain valuable, assets after the pandemic HRD to manage crisis, such as the covid 19 natural disasters earth quicks. However, ensure organisations have faced a backlash due to their incompetency, thereby organisation need to ensure human capital to taken care off, help in the crisis management plan (Armitage, A. 2018).

Growing emphasis placed on building competencies that are necessary for HR to be successful in supporting HR and a collection of technical and cultural capabilities. Modern technology, talent data and analytics accoutred of talent management practices, within the organisation remit to restructure businesses recruiting developing and retention. Moreover, continuing to be a challenge for the hotel management elevated levels of labour turnover and hospitality offer low wadges (Herington *et al.*, 2013).

This proposal is concluded the hotel Twr Y Flein, has received a result about the employee engagement post pandemic when economic started to reopen. However 40% of employees are happy in there working thereby show commitment for the organisation. And happy to take on more responsibility whereas 35% of employees, just come do their jobs and go home they don't want to engagement. Thereby 25% they are nether for the organisation or not. Therefore labour shortages the economic opening at a slow pace however the hotel will take years to recover.

1860 words.

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