



HELPING HANDS

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HELPING HANDS CONSULTANCY

Helping Hands Consultancy aims to improve hotels around the UK improve their ways in order to increase their profitability and likeliness. We strive to be an understanding company who wishes nothing but the best for their clients. This report focuses on Marriott Courtyard Oxford South.

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5593 Words

Executive Summary

Helping Hands (H.H) Company is a consultancy company that aims to provide quality hospitality services in a cost effective manner in the United Kingdom. This Consultancy Report is to identify areas of improvement in Courtyard by Marriot Oxford South located off the A34 Road, this is less than a mile from Milton Business Park and 6 miles from Abingdon Abbey. (MARRIOTT, 2023) This hotel is moderately priced between Didcot and Abingdon, it attracts businessmen/woman as well as those who want to be close to Oxford but not in the bustling city.

The hotel has an on-site restaurant, café, gym facilities and two large conference rooms. It is also next door to a grill house and opposite a McDonalds. This 4-star hotel offers car parking, spacious guest rooms and includes offers throughout the year for special occasions.

This report will include primary and secondary research where market strategies are built. Gaining insight on the hotels weak points were identified and analysed to produce analysis on data and review potential for the market. Furthermore, the analysis is used to compare other businesses in the market and trying to implement them.

The predicament for Courtyard South is their communication and teamwork within their team. These two areas are VITAL for a business to run successfully. (Blue, 2003) This communication is hindered due to the lack of emotional intelligence of managers and lack of integrations between teams.

Within this consultancy report, SWOT and TOWS analysis were applied to identify the main elements of the hotel and how it can be improved. Both SWOT and TOWS stand for Strengths, Weaknesses, Opportunities and Threats. (Page, 2021) Then from further research into psychological and managerial behaviours were sought out and implemented into a discussion. The framework for what needed to be done was strategically placed and exercises for the senior management were put in place to aid them for the work place.

Our aim at Helpings Hands is to generate efficient steps that can be put in place efficiently and seamlessly. Although this can be proven to be difficult at first and should be noted changes to a business that has been around since 2018 can prove to be difficult however we

believe at this Consultancy Firm that necessary changes will benefit not only the business but also to the customers who will be welcomed in.

The task at hand allowed frequent meetings with the business for a period of 6-months and will allow us to see changes in the work place atmosphere. The aim is to have colleagues be comfortable to speak to one another regardless of the position and sub-team. There should be a professional yet friendly work dynamic within the business to ensure quality services are being produced.

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1.0 Introduction

The purpose of this report is to improve the main communication between staff and improve their teamwork by analysing the current situation between staff and their managers. This allows to ensure improved customer service. Customers will be able to identify the flawless team working and gain a good impression of the hotel name. (The Hans India, 2020)

Marriot is a big name in the hospitality industry, sharing big names with The Ritz-Carlton and Hilton. Marriott was founded by J. Willard Marriott in 1927 where he and his wife opened a root beef stand in Washington D.C. Mr Marriott believed that in the hot, heavy climate of Washington D.C there needed to be an area of the city where people can be provided with a cool beverage. Thus, began the birth of Marriott which transpired into a large chain of hotels and restaurants. (CH, 2022)

The Courtyard South was created to give Didcot, a “boost” (Oxford Mail, 2018) It was described by Oxford Mail that it had a futuristic design and even the towns councillor stated it reminded her of a space ship. In Figure _ the Marriott can be seen to have an interesting take on the building with its long curved roof and sleek design.



Figure 1 Oxford Courtyard South (agada, 2023)

It is ideal for those in a team to work well under pressure, have a good understanding of one another and help those who require it. “A great team is like marriage.” (WHITTY, 2021) As stated earlier, the beautiful building must be accompanied by a staff that work in harmony or what importance is the business if it just has a wonderful façade?

This will be done using SWOT Analysis, SWOT stands for strengths, weaknesses, opportunities and threats. This framework allows us as a consultancy company to identify

and analyse Courtyard Marriott South in retrospect to the four areas that SWOT stand for. (Bigelow, 2022) Strengths and Weaknesses are referred to as internal factors; this can range from financial resources to colleagues. On the other hand, external factors refer to opportunities and threats which can include market, economic and political trends. (DLT Labs, 2020)

Once the SWOT analysis has been undertaken, there will be an opportunity for observation on the business and to create an action plan based on what has been discovered. This action plan will run alongside a TOWS analysis and any threats can be tackled or attempt tackled. TOWS Analysis is a more in depth STOWS analysis and creates objectives that need to be met. (Oxford College of Marketing , 2023)

Finally, recommendations will be made based on the findings and research to the government and set of implementations that the company will need in order to improve themselves.

2.0 Scope and Analysis

This section of the report will describe in-depth about the Courtyard South as well as the Marriott name chain. The luxury hotel offers short distance from the historical city of Oxford and is in close proximity of Abingdon, Didcot, Milton Park, Culham, Bicester Village and Harwell Campus. It is situated right next to the A34 making all these areas easily accessible through car or even by public transport since Didcot has it's famous Great Western Train Station. The hotel offers 2000 sq ft of meeting and event rooms with spacious guest rooms and free WIFI. As well as this the rooms are including with 55'' HD TV's and desk. Allowing this hotel to not only be family friendly but also invite business men and woman into their space. The rooms offered include Deluxe, Superior and Executive, each room being larger and spacious then it's former.

This hotel also offers 24/7 access to the gym and an on-site restaurant with lounge.

Strengths

- The geographical location of the hotel being situated between different towns attracts customers who are keen to see these areas. London is only a 42-minute train ride.

- The location has an advantage to competitors.
- It has strong financial positions.
- Access to suppliers at lower cost.
- Competent staff who aid customers.
- Strict Code of Conduct, this ranges from cleanliness, etiquette and punctuality,
- Innovative building attracts customers.

Weaknesses

- Poor waste management and lack of sustainable integration
- Lack of communication between teams. I.e front desk with chefs.
- Poor inventory management.
- Insufficient funds for marketing and having lack of online presence, this is important to millennials when bookings.
- High stress environment which creates low morale for staff.

Opportunities

- The growth in population allows growth in business organisation
- Customers' needs changing allows hoteliers to change business models to suit customers.
- Technology development to aid both customers and staff, this can decrease cost and improve efficiency.
- Courtyard Hotel could use the rise of technology and social media to market their product.
- Staff teamwork can be introduced for more efficient results.

Threats

- COVID-19 put a lot of hospitality sectors at risk, staff are fearful of losing their jobs.
- Regulating framework and introducing stricter regulations to abide legal standards.
- Shortage of skilled workers.
- Increasing number of competitors in the area, Abingdon is recently opening a Premier Inn which is off the A34 as well at cheaper prices.
- The economic crisis deteriorating will affect the business's performance since the deescalating economic climates influences the purchasing behaviours of customers.

The advantages of doing a SWOT analysis will help Courtyard South to adventure into opportunities and using them to help increase their strengths at a faster rate than competitors. This analysis provides useful insight to develop strategies overseeing the business. It maximises the strength and overcome the weaknesses whilst pointing out threats and eliminating them. (Business Strategy Hub, 2022)

Courtyard South can identify the competent areas of their operation and provide market projections for future planning.

However, there can be some limits when it comes to SWOT analysis, this can include that it can be difficult to identify the difference between opportunities and threats and sometimes, a threat can arise from a new opportunity. (Kenton, 2022)

The analysis can be described as over-simplifying its strengths and weaknesses.

Internal Factors and External Factors are difficult analyse as it is a complex area of the industry. For example, the Marriott Chain lost 92% in Profits due to by the global pandemic, Courtyard South which is included in these chains also was affected negatively by it. However, a SWOT analysis would not be able to grasp the complexity of the situation.

This analysis does not consider any changing environments and does not a provide a dynamic framework. (Byrne, 2018)

Nevertheless, now that the pandemic has happened, the code of conduct regarding any future pandemics has now been put in place which include face mask, hand sanitisers and social distancing. (UK Hospitality, 2022)

The area that H.H will be focusing on for improvement is the teamwork and staff communication. Due to the high tension environment and need to be uphold good reputation for the brand, it can be observed that staff are stressed and under a lot of pressure. This then proceeds to negatively impact the team work and communication which produces poor effort towards customers resulting in a decline in reputation. (Wen, 2020)

Before making any necessary action, focusing on the hotels current situation will be first assessed, this will allow H.H to determine what needs to be done in order to improve the business. To do this, interviews with staff, managers and overall inspection of the teams dynamics will be observed to identify what can be done. Marriott has a strong set of rules in terms of staff behaviour and this should not be compromised in any way shape or form

however if there are ways to help them gain a better understanding with one another in a professional manner this will increase their chances of becoming a better team.

3.0 Main Body

3.1 Current Situation

Courtyard South current situation is separated into different work groups and team dynamics. As the hotel has many facilities, the company has decided to train these people into different departments, which is normal for the hospitality industry, however sometimes these groups stay within themselves and find it difficult to branch into other teams and have open conversations.

It should be noted that at the beginning of each shift there will be a 5-minute team meeting which is led by the manager in charge for that shift. This unfortunately is only the manager speaking and has very little colleague input. This can put a strain on staff as they believe their voices are not heard. (XU, 2017)

3.2 Survey Conducted

H.H Conducted a Survey with their staff to see the relationship the staff have with one another as well as their relationship with management. This survey can be seen below with the answer

The survey was anonymous so staff could feel comfortable with answering the questions without fearing judgement. Staff Surveys are key to an organisation as it allows senior staff to measure employee engagement, give their staff a voice, increasing employee engagement, direct growth of the organisation and allow comparisons to be made using the data provided.

The survey conducted on the staff can be observed on the next page with the answers being, strongly disagree, disagree, neutral, agree and strongly agree.

1. Employees treat each other with respect

Strongly disagree Disagree Neutral Agree Strongly Agree

2. Senior management and employees have trust with one another

Strongly disagree Disagree Neutral Agree Strongly Agree

3. My co-workers and I have good working relationship

Strongly disagree Disagree Neutral Agree Strongly Agree

4. I have a good working relationship with my supervisor

Strongly disagree Disagree Neutral Agree Strongly Agree

5. Management recognizes my hard work and rewards me for it.

Strongly disagree Disagree Neutral Agree Strongly Agree

6. I am able to make decisions regarding the effects of my work.

Strongly disagree Disagree Neutral Agree Strongly Agree

7. The communication between management and employees is good at my work place.

Strongly disagree Disagree Neutral Agree Strongly Agree

Strongly disagree Disagree Neutral Agree Strongly Agree

8. I am able to freely address my concerns to my managers.

9. I am able to integrate with other co-workers in other teams.

Strongly disagree Disagree Neutral Agree Strongly Agree

Strongly disagree Disagree Neutral Agree Strongly Agree

10. I feel like I am heard by my managers and seniors.

Results

The survey was conducted on 120 staff across the business within different age ranges and experience in the company. These details were not added to the survey as it was to be kept anonymous. The results from this survey can be observed in Table _ below.

Table 2 Staff Survey Results

Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	0	0	30	55	15
2	0	10	30	38	22
3	10	15	50	25	0
4	15	45	30	5	5
5	17	48	20	10	5
6	0	0	60	20	20
7	10	15	30	25	20
8	30	35	10	15	10
9	45	40	7	8	0
10	45	40	8	7	0

Based on the feedback collected from the survey it can be concluded that the staff do not believe they are being heard by management or rewarded for their efforts. As well as this, communication between other teams are members of staff are limited and causes slight

discomfort in members to approach them. This may be due to lack of communication and open efforts between staff to introduce themselves to one another.

We advised Hotel Managers to introduce team building exercises between staff, which are not mandatory but are encouraged. This benefits staff by building trust, boosting morale, improving overall communication, exploring problem solving skills, encourage staff bonding and empowering them which in turns boost their confidence within themselves but also them as a team. (Cvent, 2022) These team building activities can range between 5-20 minutes and since the staff are taking 5 minute warm up meetings at the beginning we believe in-cooperating one of these ideas, once a week will not disturb the day.

An example of a team building exercise we advised management to in cooperate is called “Blind Snake.” The staff will be lined up with with 5 or 6 members in each line, every member will be blind folded apart from the person at the back. This team member will be in charge of guiding the team by giving them verbal instructions that the rest of the team need to rely and trust. This is a blind trust game where the rest of the team will need to dodge obstacles and other snakes. Teams will be made out of random and will be integrating with other groups of the hotel staff, therefore this forces social interactions between all staff members and not those that are familiar with one another. (Zhang, 2018)

3.3 Psychological Needs

After COVID-19 uncertainty amongst colleagues began to spread like wildfire, staff are always afraid that they will lose their jobs which causes a lack of trust with management.

At H.H we want our clients staff to feel confident and that they can access help whenever they can. We want management to encourage Self-Determination Theory (SDT) in their teams (L., 2012). This refers to a person’s ability to manage their life and make positive choices (Ackerman, 2018). Having self-determination means that one can have greater control of their life and not feel like they are being controlled by others. (Cherry, 2022)

Self-determination is important as it plays a vital part of the well-being and psychological health of oneself. This theory dictates how determined a member of staff can be which will impact their motivation in the work place. (Johnson, 2021)

An example of how self-determination is used in Courtyard South will be when a member of staff fails a task, i.e to inform of a cancellation, if the staff has high self-determination they will be able to claim this mistake as their own and admit their faults and will do the best they can to fix their problem, making appropriate steps to deal with the issue.

(Cesario, 2017) However, if this person would have a low self-determination, they may find a way to hide from this problem or push the blame on someone else. This can also result in the low self-determination staff to not fix the problem which will only proceed to cause problems for the business one by one like a domino effect. (InsideOut, 2013)

Those that have high self-determination often feel more satisfied at work whilst also playing an important part in the success of the organisation (Stanisic, 2021) So, how can the employers build self-determination in their staff?

H.H has recognized ways to build self-determination include the following:

- Allowing team members to take active roles in the organisation and encouraging this.
- Offering employees with greater responsibilities once they have been trained confidently.
- Offering a support programme
- Offering encouragement, words of affirmation.
- Providing meaningful feedback to their employees.

We have encouraged management to incorporate these points in their day to day lives in the business. H.H believe that noticing a colleagues hard-work and self-determination will allow the colleague to feel like they are accepted by their management whom they look up to in terms of business. (Ahn, 2019)

Some businesses in co-operate incentive programmes, and this was also considered in this report however it can be argued that this can decrease the intrinsic motivation needed to complete a task. This is known as the over justification effect. (Anal., 2017)

3.4 Leadership

Leadership is vital for the success of a business. A great leader can engage and inspire staff which directly correlates to how well the business performs. (Pedersen, 2000) A competent leader makes employees feel safe. Businesses with satisfied employees view a 21% increase in profitability. (Harter, 2018)

The relationship between senior staff and employees is what will determine the loyal characteristics of the staff to the company. (Les Roches, 2022)

Being a Hospitality Leader requires certain traits, H.H decided to meet with the senior staff once a week to give them masterclasses on certain traits that are required by a leader in order to improve the overall relationship they have with their staff. The classes split into the ones below.

Emotional Intelligence

A leader must be able to understand and manage not only their own emotions but also their teams. Leaders that take time to understand that all staff members are not the same and have unique reactions to different situations is an important quality for the leaders to have. H.H stated to the senior management that they need be: self-aware, self-regulated, motivated, emphatic and have excellent social skills. (Ashkan, 2012)

The classes demonstrate why have Emotional Intelligence (E.I) is crucial to a business. When leaders work to greaten their E.I they are more likely to have the necessary skills to care and uplift a motivate workplace. (Greaves, 2021)

Passionate

Leaders must show passion and excitement to the new day the business brings. They are the forefront of the hospitality industry and it is their job to maintain a positive outlook to the task at hand. It shows the staff an example of the emotions and outlook they should have for their job and tasks. (Wang, 2021)

Showing Vulnerability

Leaders are not robots or automated programmes, they are human just like the rest of the staff. Some leaders argue that showing vulnerability will make staff look respect for them

however this is not true as all humans have weaknesses (Murphy, 2020). Leaders must show that their human too, appropriately as this will gain staffs' respect for them. (Pongelli, 2021)

Modelling by Example

A Leader is a role model. They show staff how they need to behave. For example, if the manager does not follow the code of conduct regarding uniform why should their staff need to? Great leaders model the values and key behaviours to their team. H.H encourage management to work with their staff during small task to show their team they are not just the "boss". (Qiu, 2018)

Effective Communication

When it comes to being a leader, there is never too much communication. The leader needs to be clear, enthusiastic and honest. The confidence of a leader needs to not only come through their actions but through their words. Communication is important and needs to be done regularly to have a smooth day.

3.5 Technology

Lastly, H.H observed that there was not a convenient way of communicating between staff and team at Courtyard South. And with this new found technology it only made sense to have an online system that connects all members of staff in one place.

We advised managers to use online social media to connect the staff at H.H to communicate problems to one another regarding the business for quick and efficient problem solving.

4.0 Finding and Results

H.H continued to observe the changes within the business and decided to use TOWS analysis to cover the areas of the project.

TOWS stands for Threats, Opportunities, Weaknesses and Strengths, similarly to the SWOTS analysis. However, this analysis goes into further investigation to match up each attribute. (lucidity, 2023) Adding the relationship between the internal and external factors creates TOWS to be more informative than SWOT analysis. TOWS allows companies to reduce their threats, take advantage of opportunities, remove any weaknesses and exploit the strengths that they have. It maintains a path of what direct companies need to go in order to be on the path to success.

The advantages of TOWS is that is a simple way of understanding the attributes, it provides insight on internal and external factors, it focuses on both positive and negative and also leads to actions to improve companies from their current positions. (Wehrich, 1982)

However, there are also some limitations which include that it can be too broad for decision making, it does not contain the weigh ins of importance and understanding the external and internal issues must be understood before making any decisions. (Aslan, 2012)

TOWS Matrix	External Factors		
		Opportunities	Threats
	Strengths	Team-work Skilled staff Geolocation	Strong leadership 120 Staff Members Competitors
	Weaknesses	Lack of communication Many departments E.I	Political Threats Economic Decline COVID-19

Strengths – Opportunities:

As teams grow, the need for team work grows. The already set teams work well together and have harmonious understanding however this needs to extend to every group, where there is strong communication between everyone.

The staff are trained to a high standard and follow strict code of conduct, showcasing a good reputation to the Marriott Brand. (Gibbons, 2020)

The geolocation being situated in the certain of Oxfordshire creates customer attraction. It is right next to the A34 which forces customers to drive past.

Strengths – Threats:

Although it can be argued that strong leadership is a strength, it can also be a threat. As leaders need to remember that they are caring for their staff and not just the business. Sometimes leaders can be focused on the main goal and forget other issues. With the training programme laid out, this can hopefully be rectified.

With this large staff for a small operated company, threats such as maintaining these staff and losing staff can rise.

Competitors are slowly building up in nearby towns which is a cause of concern for Courtyard South meaning they may have to reduce price or risk losing their customers.

Weakness – Opportunities

Senior Management and Staff have a lack of communication, as well as different teams having low communication. This is an opportunity for Courtyard South to increase this by doing team-building exercises and introducing social online platform for efficient communication.

As there are many departments in the hotel, it can be difficult to 1. Manage and 2. Integration of teams. It is normal within large groups of people who see each other on a daily to have moment where times are not pleasant however these issues should be resolved as soon as possible especially in the hospitality industry where these people have to service customers on a day to day business.

Lack of Emotional Intelligence amongst staff create high level tensions, this can cause arguments, demotivation and overall reduction in great customer service. However, with the plan that H.H has laid out, this is an opportunity for staff and managerial positions to build their emotional intelligence.

Weakness – Threats

As political threats change, Courtyard South will need to make changes to their system and abide by rules and regulations to keep themselves and their customers safe. However, politics are a forever changing game and can threaten their business at any time. S

The decline in economy, peoples spending habits are changing, this is a threat to Courtyard South as it can mean that customers choose cheaper options for their hotel choices. Losing customers is not something that Marriott want.

COVID-19, no one could predict COVID-19 and what it would mean for hotelier staff, this threat caused many job losses, profit losses and hotels shutting down indefinitely. (Lai, 2020) The effects of COVID-19 spread across the world and the main aim of the government was the safety was of the public. The consequences of government laws that include, travel bans, border closures and quarantine measures meant the hotel industry having a large impact. (Dogra, 2023) However now that these events have happened, it meant hoteliers have a better approach to the situation and can avoid the problems caused by COVID-19.

Based on the analysis, Courtyard South need to make some changes regarding their staff's teamwork and communication. However, before this is put into place, managers need to understand that this organisational transformation needs to be implemented not only for the businesses success but for the well-being of their staff. Some of these changes in business can cause staff to be uncomfortable or confused but managers need to be able to encourage the staff that in order for the business and them to grow these steps are necessary. (Scott, 2020)

With these insights, the company can begin their way to aiding their staff with better mental health checks, better communication and better atmosphere.

5.0 Action Plan

Action planning is a guidance put in place for a strategic framework which include a range of valuable and cost effective services to help the company. (Mcnamara, 2022)

The consultancy fee agreed Is £25,000. Therefore, in this part of the report it is needed to understand cost of the Action Plan to maximise efforts to help the situation at hand. The table below will highlight the three main issues that have arose from the communication and well-being of the staff. In helping them both physically and mentally, the staff will be able to communicate in a health and effective manner whilst also working on themselves and train as skilled workers. Often, in the hospitality industry the stresses of a job can create hostile work environments and our aim at H.H is to prevent such environments from happening by producing a relaxed and safe environment for the businesses staff.

An online platform for staff to communicate with one another with allow each team to present their findings and queries to other teams and effectively solve problems quickly. Using technology allows this process to efficient. For example, if a customer has lost their keys, an online message can travel through the platform and each team will be diligently on the lookout. Whereas, if this message where to go through verbally through team it would be a much longer process.

The other two problems delve more into the well-being of the staff; management have an important role to play in giving their staff a healthy work environment that they can be happy to work at.

It is with great determination and resilience that the action plan will take place effectively.

Number	Problem	Solution	Desired Outcome	Time Scale	Completion Date
1	Lack of Communication between teams	Creating online platform that allows teams to update each other. Fun task for staff to do before shifts.	All teams are aware of operations.	6 month	16/06/2023
2	High Tensed Environment	Free Mediation sessions for staffs Regular well-being Meet ups between managers and staff Organising therapist.	To mentally prepare all staff with the day's work.	6 month	16/06/2023
3	Poor understanding between colleagues	Creating safe space for colleagues to communicate with one another.	All colleagues to be comfortable and confident to speak to on another.	6 month	16/06/2023
4	Management	Management classes	Teaching management how to help their management skills.	6 month	16/06/2023

Table 2 highlights the action plan that H.H has put into place.

6.0 Recommendations

Based on the analysis of Courtyard South, the consulting team has come with several recommendations in making this business a better work environment in terms of team work and communication.

These recommendations include tackling staff's psychological needs, leadership changes and using technology to connect it all together.

The staff has a variety of age ranges, beliefs, seniority and personalities. The consultancy team suggesting helping them reconnect as a team through team bonding activities and ice breakers which solely rely on communicating with one another at the task at hand. This allows team work to build and enables for everyone to get to know one another in a comfortable setting. (Ekimova, 2015)

Those in managerial positions will also take part in these team building exercises but they will undertake a 6-week programme where they will learn the different skill sets of a manager in order to become a successful leader to run the business. This will allow managers to implement changes in their day to day to welcome customers and staff.

Lastly, using technology to create a safe space for staff to communicate with one and other is another idea the consultancy has put in place. Online communication allows effortless communication. However, it can be noted that sometimes these chat facilities can enable inappropriate behaviour, which is why managers must facilitate rules and regulations regarding this platform and make any adjustments if need so.

Other implementations will involve:

Managers setting up meetings with staff for wellness checks

Staff changing groups to familiarize themselves with all areas of the hotel and staff members. (CIPD, 2020)

These implementations are just the beginning of creating a harmonious team and with the right resilience and framework can create a more emotional intelligent group of people that can rely on each other for help if needed. Going back to the self-determined theory, having a group that can pursue these characteristics shows that the hotel industry can be one of the

best hospitality experiences for customers and maintains a professional appearance whilst also having the right emotions in place. (LITTLEJOHN, 2012)

Conclusion

In conclusion Marriott Courtyard Oxford South is a 4-star hotel that is loved by those who decide to come. Their ability to shape themselves to be a family friendly hotel but also introduce those in need of business related events makes this hotel an interesting experience. Going from its uniquely designed buildings to its spacious facilities, Marriott shows customers that it is ready to be a new experience for them. (Lochhead, 2019)

The team that work at this hotel are well-rounded and hardworking however this area can be improved with the right methods. As earlier, within the two analysis, SWOTS and TOWS, a large team has great benefits but also having the right pursuit to manage this team is just as vital. Once the team has been heard and listened to by the managers, actions can take place to create a synchronized team. The aim of the analysis was to gain insight at the strengths and weaknesses and also placing them in terms of threats and opportunities and how threats can be eliminated.

With the three main pursuits of team building activities, managerial classes and finally the use of technology will be able to connect the three together for a final product which is great communication. (Bucata, 2017) Once these strategies have been put in place, not only will there be general pleasantries within the work force it will also show through to customers that this company is professional and hard working. The Marriott brand will continue to flourish under Courtyard South and continue to do so as they make their changes throughout the years to come.

Helping Hands aim is better the hospitality industry but this change must start within. And within the hotel businesses, the back bone is the staff.

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