

Employee engagement

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Why Employee Engagement Matters in Hotels?



Then and Now

- Engaging employees has been a topic of discussion since the 1800s, when Frederick Taylor studied how employee attitudes affected production.
- Older methods prioritized bottom-line results, customer-driven tactics, and employees' accomplishment of a given task.
- In order to build a "employee-centric" hotel where workers come first, there is now a push to examine employee-driven methods.
- Customers' experiences are determined by the employees, thus focus must be placed on them.
- A relatively recent acknowledged standard business practice or expectation is the idea of employee engagement as a driving factor of a hotel and competitiveness for the rivals (Sun, 2019).

Engagement of Employees

- Affects the emotional and physical well-being of workers; no clear, widely-accepted description as of yet
- A shared desire for the hotel and the employee to succeed together
- Beyond simply keeping employees happy, it also involves maximizing their ability to promote excellent performance and to mobilize the discretionary effort—the extra effort that each individual might provide if they so choose (Sun, 2019).
- A standard definition
- “Multidimensional concept that includes all aspects of an employee's attitudes and behaviors, such as emotional and cognitive motivation, as well as concentrated, intense, persistent, and purposeful effort toward the organization's work-related goals”
- Instead of concentrating just on the bottom line, focusing on the experience of the person will help you reach that goal

Engagement Measurement

- The yearly engagement survey, a traditional technique of measuring, is still in use but is now viewed as outdated.
- Data collection and analysis techniques are more sophisticated in the age of technology.
- A recent change towards "holistic" real-time measurement with ongoing input from all organizational levels and transparent communication (Wang, 2020)
- Instead of just one annual survey, concentrate on the employee's whole experience.
- The development of new software applications that can track daily metrics like employee satisfaction and happiness
- Some of the hotels use the NikoNiko calendar

NIKO NIKO calendar

Niko-Niko Calendar

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The NikoNiko Calendar

- The NikoNiko Calendar is a tool used by businesses as well as some hotels so that staff members may regularly check on how happy their colleagues are. Each worker selects one of three "happy faces" to place next to their name on the chart at the conclusion of their shift in order to express how they were feeling that day. To understand why certain patterns occurred and how to reproduce or avoid days like that in the future, data may be evaluated.

“PWC-Employee Engagement Index” (EEI)

- An example of a corporation that has been hired is PWC.
- To assist firms in using employee engagement to advance and accomplish business goals, they designed the EEI.
- Identify the true motivators of behavior.
- Employee agreement with the following statements is used to determine employee engagement:
 - Orientation
 - Advocating
 - Dedication
 - Disregard able Effort
 - Dignity
 - Accomplishment
- Following an analysis of the findings, they share with consumers the data gathered from staff and highlight organisational improvement opportunities.

Data: “Deloitte Global Human Capital Trends Survey”

- Employee Engagement is the top difficulty that businesses confront globally, according to a 2015 poll.
- "Based on an analysis of 3300 firms from 106 countries", it was shown that highly engaged businesses recruit the greatest personnel and have the highest retention rates and profits.
- When asked if they would suggest their company to any of their colleagues, more over half of the workers responded negatively.

Data: “Gallup Global Engagement Survey”

- Employees with the strongest organizational commitment are 87% less likely to leave a business, according to a 2015 poll.
- Just 13% of workers globally say they are devoted to their jobs and actively engaged at work.
- 63% of respondents claimed to be "unengaged"
- 24% of people claim to be "actively disengaged." (Hashmi, 2019)

Engagement Development and Maintenance via Organizational Culture

- Employee engagement begins before a person starts working in a hotel, therefore a hotel must first establish a culture that is:
- Versatile, honest, relevant, promotes innovation as well as ongoing learning, and is enjoyable too

Whose job is it, exactly?

- To demonstrate that putting the needs of the employees first, engagement should be a hotel's policy.
- An active management approach is required:
- Employee disengagement is three times more likely to occur in supervisors who are disengaged.
- From the previous directive-authoritarian approach, this is a change
- The management staff is more involved in the new model, which is more participatory.
- In order for engagement to function effectively at work, all levels of the hotels must collaborate in a constant feedback loop.
- Instead of merely competing, hotels need to create an atmosphere where they are constantly improving their operations (Wang, 2020).

For The Staff's Benefit

Utilize precise, modern, as well as technological innovations and infrastructures.

- Younger workers yearn for modern technologies
- Putting money into physical resources can increase employee satisfaction.

Acknowledge and praise employees for their dedication and hard work in order to recognize their accomplishments.

- Acknowledge failures as a chance for learning, but avoid dwelling on them or reprimanding staff members who experienced them.
- Pay and benefits that are competitive with or better than the market
- Foster an atmosphere of trust amongst people
- Establish chances and initiatives for training and development
- Share information by providing ongoing feedback
- Allow time for a work-life balance and respect individuality (Ayub, 2018).

Final Reflections

- To maximize hotel's human capital, creating the greatest workers is the ultimate goal of employee engagement.
- Establishing the ideal conditions for workers to prosper, love their surroundings, and desire to continue working there
- Workers will be more productive, less likely to quit for the competition, and the best resource a hotel has if circumstances are provided for them to be happy and keep innovating.
- Hotels that don't properly engage their employees will soon be a thing of the past.

Reference

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