

The Significance of Human Assets in hotel international

by Mubaraca Mombassa

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The Significance of Human Assets in the Hotel International

Mubaraca Mombassa/1905613

Module: M5X01921_BIRM

Lecturer: Dr Jahanzeeb Qurashi

BA international Hotel Management

UWTSD _University Wales Trinity Saint David



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Introduction

The report intends to present the impact of personnel resources and developing good practices Travel and Tourism to a hotel sustain its business competitive advantage. Using examples, we will talk about the significance of compelling recruitment and determination, the importance of training, the importance of turnover management among other human resources issues that influence the way of life an organization and it's results.

Additionally, the report will describe the methods utilized by organizations to manage performance and ensure their objectives are accomplished and upper hand is keep up. Last but not least, the report will also present a plan, offering recommendations on issues regarding human resources management. This plan is based on effective methods of overseeing individuals to surpass targets, support good productivity and upper hand.

The Inn

To achieve this undertaking, as a matter of first importance, we need to build up lodging as an object of our examination itself. The Bangkok Marriott Hotel Sukhumvit is a 5 Stars Luxury property in one of the most advanced and vivacious areas of Bangkok, Thailand. The inn is strategically placed, offers access to the city's prime shopping, feasting, diversion and vacation destinations. The 295 soundproof in well-appointed accommodations with pillow top mattresses, marble bathrooms and views of the popular Sukhumvit area. Hotel's luxury suites include complimentary cocktails and access to executive lounge. The hotel also offers Bangkok's finest cuisine at award-winning steakhouse and rooftop bar, a dessert shop and a 10,700 square feet of flexible event space, enhanced by expert planners and custom catering.

The Location

⁴ Bangkok is the capital ⁴ and most populous city of Thailand. The city occupies almost 1570 km² in the Chao Phraya River delta in ce⁶tral Thailand. It's population is over 8 million people, almost 13% of the country's population and over 14 million people, 22% live within the surroundings of ⁴ Bangkok Metropolitan Region. It is nation's most relevant urban center in ⁴ size and importance to the national economy and modern education in Thailand. Bangkok is a city not only where immigrants and provincial Thais go for job opportunities, but also for a chance to study and receive a university degree.

The Hospitality Brand

Resources. Marriott International operates the Bangkok Hotel Sukhumvit. The company was founded by J. Willard and Alice Marriott in 1927, and administrated by the family until March 2012, when Arne Sorenson became CEO. The biggest Inn organization on the planet figured out how to save its vision and qualities through good practices in human asset

improvement enhance an association by increasing the value of its representatives and worth can continually increment. Also, HR improvement is an essential piece of what makes a representative fruitful as an individual and what's make an association progressively effective all in all. So as to be effective, an association must be happy to build up its workers' information, aptitudes, and capacities. This development can take place through one-on-one mentoring sessions, workplace meetings, instructor-led training sessions, and self-led instruction, to name a few. When human resource development aligns with and supports the goals of the organization and is focused on improving the abilities and performance of the employees, it becomes an essential part of the success of the organization. HR plays a key role in the way Marriott do business. At the heart of Marriott's culture are values like:

- Put individuals' first
- Seek after greatness
- Act with uprightness
- Grasp Changes
- Serve our reality

PESTEL Analysis

Order to better demonstrate understanding of the management and business environment within human resources, we shall demonstrate the external environment in which The Bangkok Marriott Hotel Sukhumvit is immersed through a PESTEL Analysis.

This method is used to analyze political, economical, social, technological, enviromental and legal aspects of a certain business environment. It brings us a macro view of the external threats and opportunities to which a company is exposed. When analyzing each of the topics the chances of minimizing risks and making the most of the opportunities become greater. Pestel Analysis supports decision making and provides decision makers with a much more comprehensive understanding of the changes that are taking place in the world.

P	E	S	T	E	L
Politic	Economic	Social	Technological	Ecological	Legal

Politic

- Insecurity,

- Poor government effectiveness,
- Low quality of regulations,
- High pace of savagery.

¹
According to the Global Governance indicators, the political ecologic of Thailand is uncertain. Thailand accomplished poor outcomes in all particular areas such as government's effectiveness, quality of the regulations, accountability, political stability and absence of violence (Worldwide Governance Indicators). Thailand is a monarchy. The head of state is King Rama X, but with very little power according to the constitution, being the Prime Minister the head of the Thailand's executive power.

Economical

- Fast growing economy,
- Highly volatile,
- Global corona virus impact
- Increasing the rates of unemployment

²
The Thai economy has encountered amazing advancement over the recent few decades, in any case, their economy is still unpredictable and endures a consistent impact effect of the emergency. Some examples are the Asian emergency of the late 90s, the worldwide monetary emergency of 2008, the political strains, brutality, and bombarding on 2015 and this year's global Corona Virus pandemic, here with two consequences such as poor market performance, and lack of workers. All these episodes contributed to the slowing growth of Thailand economy.

Social

- Thai majority population 95%
- Buddhist 93%
- Asian heritage
- High literacy rates 96%
- Covid -19

Thai culture is directly influenced by Buddhism. Ancestors and natural spirits are also a cultural heritage in Thailand, where isn't unexpected to see little wooden houses that are accepted to family spirits. High significance is set on regard towards the imperial family, particularly the lord. Social legacy is their tendency, and individual's manifestations,

sanctuaries, castles, customary dresses, moves, workmanship, music, splendid hues, brilliant embellishments, blossoms are regular. The food is firmly connected to creation of rice, and nearby products of the soil. The utilization of curry and bean stew is normal however can contrast in various pieces of Thailand.

Technological

- Transportation
- Communication
- Corona Virus disruption

In Thailand, especially Bangkok, technology is being used with great effect on the efficiency of hotels. Each day more we see especially communication gadgets, software, apps, ai, and bots offering new ways to contact and integrate with guests with great impact on hotel operations and personnel need for qualification as well.

Another huge impact is the corona virus impact on mobility around the world. Disruption is each day stronger as the world faces population lockdowns as the only effective way to preventing people from getting sick. Not only the available tech solutions for communicating and connecting people and businesses develop faster at this time as they penetrated more widely in society.

Environmental

- Water management problem
- Pandemic

Environmental factors are gradually shifting to the center of the World's political agenda with the rising worry about the shortage of materials, of water, contamination, an Earth-wide temperature boost, and the 2020 coronavirus pandemic. Bangkok, specifically, is one of the Southeast Asian capitals generally helpless against the environmental change, which was demonstrated by a flood in 2011 and numerous others before that date. The sinking of Bangkok is one of the primary issues that the Thai government needs to address

Legal

- Employment
- Health and safety

Legitimate variables share a hereby likeness to the political ones, when all is said in done, they incorporate explicit guidelines, for example business guidelines and wellbeing and security guidelines that must be observed with special care due to the sanitary pandemic crisis and the risk of infection in hotels. Thailand also has very strict laws on drugs.

Human Resources

HR can influence the authoritative culture to accept in transit HR interrelates with the organization's laborers and pioneers. HR can continue a positive hierarchical culture by tending to and settling any working environment issues, advancing open and real to life correspondence among initiative and staff and underscoring that HR is a promoter for both the organization and the specialist, they can also offer competitive compensation, rewards for employee's contribution, and provide a safe and non-threatening work environment. However, if HR is not successful in embracing any of these acts within the organization's the outcome, could have a pessimistic collision on the company traditions and outcome could lead to failure.

The hospitality and tourism industries were strongly impacted by the Coronavirus health and economic crisis. Hotels need to find ways to attract customers and balance results by continuing to deliver quality and safety to their guests. In this scenario, Human Resources professionals increasingly play a strategic role in business, as they should be able to adopt the best practices to recruit, select, train, and sustain qualified personnel. Especially in the hospitality industry, where people play a key role in the service, satisfying guests, and ultimately gaining or recovering business competitively advantage.

Inn organizations are centered around clients, so consumer loyalty is profoundly significant. That's why it is vital for an organization like Marriott to attract to keep the best professionals. For example, front office hotel personnel are the first contact between the hotel and the guests. This is the office which is seen first by the new-coming and the last seen by the left. Front Officers should be experts in communicating accordingly with guests in the process of renting rooms, making or checking reservations, accepting and saluting guests upon arrival, performing an efficient check-in and check-out processes, solving

problems for the customers and, in some cases, keeping a post-checkout communication. As an outcome of managing individuals and their issues, the front office may look up horrendous circumstances. Along these lines, front office workforce need to have adequate relational abilities.

Therefore, selecting and recruiting people with the right attitude is vital in the hospitality industry. How Marriott assure the are recruiting and selecting the right person to the right position?

Jim Collins said "The perfect individuals are your most resource"

By effectively delivering human resources best practices like on the hiring processes.

Nevertheless, Human Resources best practices don't stop at recruiting, selecting and hiring talents. Training is also essential when we have a right way to do deliver service.

Marriott and many companies embrace preparing as a learning procedure that includes the procurement of aptitudes ideas, rules or mentalities to improve the representative's presentation in a scope of exercises.

According to Armstrong (1999), training is the systematic modification of behavior through learning which occurs as a result of education, instruction, development and planned experience. It is a planned process to modify attitude knowledge or skill behavior through learning, in order to achieve the desired performance in a certain activity on a work situation. Through training one can identify and develop individual abilities.

By training Marriott assures their core values merge in the daily activities and behavior of the staff. Marriott training solutions are designed to demonstrate in concepts and real- life attitude a team member could act to put people first, to pursue excellence in any minor detail, to act with integrity even if no one is looking, to embrace change and all the personal growth that comes with it and to serve our community and our world.

"Fruitful inns consistently incorporate staff preparing as their significant turn of events"

To advance a persistent learning society and prepare people for the upcoming challenges and changes we face in the society. In training, to be effective and not only an ordinary tool, some steps that constitute a best practice should be observed:

- Identify the training needs covers planning, identifying the targeted audience and the criteria of measuring the impact and results.

- Design the training solutions aiming a systematic and consistent approach to learning, including open and flexible solutions and taking good advantage of technology.
- Delivering the training solutions guaranteeing its effectiveness through choosing the appropriate format from a wide range of methods.
- Application of training on court environment to ensure that the lessons learnt migrated to the daily individual performance and are well adjusted.
- Evaluation of the training solution providing ways to collect data that demonstrates the effectiveness of the training.

Best Practices in Training increases employee's job fulfillment and identification, both a crucial part of service. It happens because there is an increase in the understanding of the work, and a recognition that one can do it increasingly better. It acts on the self-esteem so employee's feel and act more confident with their work and therefore greater kindness are administer.

Consequently, the impact on turnover is very positive. Management are frequently stimulated to identify the reasons why employee's leave an organization so that appropriate action is taken to prevent loss of human capital and sustain competitive advantage.

There are many master plan on the most effective method to limit worker turnover. Usually, those strategies are focused on changing or improving existing policies towards recruitment, selection, training, job designing and wage payment.

Even though the simple adjustment of existing policies can directly affect the culture of an organization, company values should embrace and represent equality and diversity. Let's demonstrate with some examples of how Marriott assures it's human resources policies reflect equality and diversity.

At Marriott, it is fundamental to genuinely grasp and comprehend various societies. About 70% percent of Marriott lodgings under development are past North America's shores. Marriott's guiding principle of "putting individuals first" makes new open doors in networks the world over

For example, Marriott

lodgings in Brazil and Mexico are giving powerless youth life and work abilities through the Youth Career Initiative. Also in Latin America Marriott is training and employing young people with disabilities through the program Bridges from School to Work.

In the Asia Pacific, Ritz-Carlton Hotels (an extravagance brand that has a place with Marriott) assist youth with picking up fundamental abilities and acquaint them with inn professions, through honor winning project Succeed through Service, in an organization with neighborhood schools in distraught networks.

In Thailand, Marriott's endeavors to reestablish mangroves brought about planting 7,000 seedlings in organization with the International Union for the Conservation of Nature having a great positive impact in the community.

In Africa, Marriot hired 38 graduates from Akilah Institute for Women graduates into the Kigali Marriott hotel, numerous in administrative positions.

All those factors influence the way of life, correspondence, and assorted of association.

Finally, Let's cover some of the best practices offering some suggestions for overseeing individuals surpass targets and promote sustainable growth in hospitality business.

- **Properly job designing:** so the employee know what is expected from him/her and can invest his/her best abilities to deliver contribution.
- **Invest in accessibility of information:** so the employee know exactly how his/her contribution affects the global service delivery and its positive impact in the life of another human being.
- **Empower individuals:** regardless of their position in the company one should be free to make decisions in a certain range of areas to better serve while fulfilling his/her sense of accountability and contribution.

Conclusion

Human resources good practices are essential in the hospitality industry if a hotel intends to sustain its business competitive advantage. Using the Bangkok Marriott Hotel Sukhumvit case we presented the importance of an effective recruiting and selection process to hire proper personnel for a front office position for example.

Additionally, we described how training, a powerful human resource tool on the hospitality industry is the method used by Marriott to assure their core values penetrate the daily operations of the Bangkok Sukhumvit Hotel reducing turnover rates.

To finish our report, we offered three recommendations for managing people to exceed targets and promote sustainable growth in hospitality business, sustaining good productivity and competitive advantage.

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