Research Project Proposal

by Anara Akhter

Submission date: 11-Jun-2023 08:16PM (UTC+0100)
Submission ID: 208740414
File name: 37740_Anara_Akhter_Research_Project_Proposal_502110_458614609.docx (28.13K)
Word count: 2657
Character count: 15108

Student Name: Anara Akhter

Student Number: 2130974

Module Name: Personnel Resourcing and Development

Module code: BMIH5005

Assignment Title Research Project Proposal-Impact of Current Challenges on the Human Resource Department Relating to Recruitment and Retention

Lecturer: Emma Roberts

Submission Date 16 June 2023

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Introduction and Background

This potential research will take place at the Marriott Hotel. The Marriott Hotel London is a member of the global hospitality giant that is Marriott International. The Marriott Hotel UK is a branch of the global Marriott Hotel group. As a result of its consistently high quality service, the Marriott Hotel UK has surpassed all other hotel chains in the nation. Luxury accommodations, gourmet restaurants, bars, conference space, fitness centers, and spas are just some of the offerings and facilities offered by today's hotels (Dashper, 2020). The staff at the Marriott Hotel UK is committed to providing each visitor with a stay that exceeds their expectations in every way. The Marriott Hotel UK has become one of the best hotels in the nation as to its commitment to its guests.

Pestle Analysis

Political: Marriott operates in a variety of countries with different governments and legal frameworks. The tax and legal systems in different nations have an impact on its activities.

Economics: The rise in prices exchange rates of currencies, and slumps in the economy are all examples of socioeconomic concerns that may have an effect on demand for hotels and income. Demand for Marriott's services, for instance, may fall if the economy experiences a downturn or if customers cut down on their spending (Dwesini, 2019).

Social: Changes in consumer habits and preferences might dampen demand for Marriott's offerings. Luxury hotel demand may be affected by the growing popularity of environmentalism and other environmentally responsible vacation options.

Technological: For the sake of its customers, Marriott must remain abreast of technical

developments. The confidentiality and safety of user information are additional concerns that must be addressed.

Legal: The laws and ordinances to which Marriott must adhere include those pertaining to work, protecting customers, and the preservation of the planet. The corporation must follow these regulations in every country where it does business (Ntounis, 2022)..

Environmental: Marriott is dedicated to doing its part for our planet by adopting environmentally friendly methods including cutting down on water and energy use and trash output. Natural catastrophes and changes in the climate, for instance, may have an effect on business operations.

SWOT Analysis

Strengths: Marriott is a hotel chain with a big worldwide presence, a reputable name in the industry, and a wide variety of hotel brands under its umbrella.

Weaknesses: It's possible that Marriott might use some assistance coordinating and standardizing its many hotel businesses. For instance, the firm is susceptible to financial recessions and unforeseen catastrophes like the COVID-19 epidemic because of its concentration on the tourism and hospitality sector (Zhong, 2021).

Opportunities: The rising demand for luxury hotels presents potential for Marriott in developing countries like China and India.

Threats: Marriott's market dominance may be threatened by new hotel chains and internet travel firms like Airbnb and Booking.com as The tourism sector, particularly Marriott, has also seen a large drop in demand and income as a result of the COVID-19 epidemic.

Retention Rates

Since a company's success depends on having satisfied customers, Marriott puts a high value on its staff. Some of the various programs and activities the firm provides to assist workers improve and remain with the company include development and training courses,

well-being applications, and initiatives to promote diversity and inclusion (Shamim, 2020).

Industry Examples

Hotels like Marriott, IHG, and Radisson have responded to the issues presented by the current COVID-19 epidemic by taking various measures. Increased cleanliness and tidiness standards, regulations emphasizing social isolation, flexible cancellation policies, and the introduction of contactless technology are all being used to avoid direct guest-staff connection. The companies have also launched marketing initiatives to inspire both national and local travel and online hotel bookings.

Literature

The importance of the hospitality industry to economic growth is universal. The challenges faced by the organization, however, make it simpler to recruit and keep talented workers. The methods used by hotels to attract and maintain competent employees are investigated. Several variables have combined to make it challenging to find and keep good employees in the hospitality industry. Staff retention might be harmed by high rates of turnover. Tiwari (2015, p. 4) claims that low wages, insecurity in the workplace, and a dearth of promotion prospects contribute to a high turnover rate in Ireland's hotel business. The worldwide expansion of COVID-19 highlights the need of bolstering hotel recruitment and retention efforts. Ntounis et al. (2022) reported that many people in the hotel business lost their jobs and others suffered from poor morale or stress as a result of the epidemic. New technologies and business practices have been implemented as a result of the epidemic, which may have an impact on recruitment and retention. The introduction of technology from Industry 4.0 has also altered hotel administration, which may have an effect on employee retention. Industry 4.0 technology has the potential to enhance the operations of hotels and customer service, according to research by Shamim et al. (2017, page 27). These innovations also raise questions of HR administration and employee education. Therefore, in order to attract and keep top talent and get the full benefits of this technological advancement, the hotel business must grasp business 4.0 technology. The research claims that the epidemic has had an impact on hotels' ability to

hire and retain staff.

Furthermore, hotels need effective personnel management and retention strategies to entice and retain the most qualified workers. High-end hotels in the four nations use various recruiting and retention methods, including possibilities for career advancement, accepting staff timetable tastes, and offering attractive wages and benefits, according to study by Marinakou and Giousmpasoglou (2019, p. 30). Finally, Ghani et al. (2022, pp. 10) conducted an in-depth examination of issues and strategies for retaining hospitality workers. Problems such as low wages, intense workloads, little opportunities for progression, and poor development and training systems were discovered by the study. The study also found that strategies such as offering flexible work hours, competitive remuneration, and opportunity for career development may help retain skilled people in the industry. In order to increase employee happiness and continuation, hotel management must be aware of these problems and actively seek remedies.

The hotel industry is well-known for its rapid pace of development and the wide range of challenges its employees face on a regular basis. The difficulty of finding and retaining competent employees is a major challenge for modern businesses. The executive team of a hotel with a high turnover rate has two problems: retaining its present staff and attracting prospective employees. There has been little impact on the UK hospitality industry from Brexit. Brexit-related concerns about job security and visa policy changes might have an effect on the industry's ability to recruit and retain top personnel. According to Ntounis et al. (2022), the exodus of EU nationals has created a staffing shortage in the English hotel business. People may be more likely to leave their jobs as a result of the labor shortage as they hunt for better opportunities elsewhere. The Marriott Hotel, like all other hotels throughout the world, saw the impacts of the Covid-19 pandemic. A global labor shortage has been exacerbated by Marriott's steep reduction the demand for its services, which has resulted in the termination of hundreds of thousands of employees. Many hotels have had to lay off staff as a consequence of the pandemic's impact on commerce. Those who still have jobs often have more responsibilities and less benefits as a result of the widespread loss of employment. Ghani et al. (2022, pp. 2088) claim that hotel employees' mental health has suffered as a result of the epidemic, making them

more likely to quit their employment.

Hotel owners have also felt the pinch of inflation, which has increased the cost of practically every commodity and service. The Marriott, like many other hotels, may have to increase wages in order to retain its best personnel, which would increase operating costs. The hotel may require assistance in maintaining its workers if its revenues decline as a result of the rising labor expenditures. Tiwari (2015, pg. 4) found that high rates of turnover in the Irish tourism sector were caused in part by a lack of job stability, poor salaries, and limited opportunity for advancement. Therefore, the Marriott Hotel has to assure the continued success of their company by providing its employees with market-competitive wages, job security, and opportunities for promotion (Grobelna & Skrzeszewsk, 2019, p. 210). Higher salaries, more job stability, and more opportunities for advancement would help the Marriott Hotel attract and keep a high-quality workforce (Tang, Tosun, & Baum, 2020, pg. 4020). This might help the Marriott Hotel's bottom line and enhance the lives of its workers.

Low compensation, long working hours, a lack of job progression chances, and a poor work-life balance have all been shown to significantly affect employee retention in the hotel industry (Tiwari, 2015, par. 14; Ghani et al., 2022, pg. In addition, there is a significant incidence of employee turnover in the industry, which is likely the result of burnout, stress, and dissatisfaction. Hotels have been obligated to spend more on attracting and instructing staff members and danger losing useful social knowledge and skills in between (Dwesini., 2019, pg 6), but managers might highlight better job stability, desirable salary and perks, opportunities for career growth, and an atmosphere that stresses a healthy work-life balance to combat this problem (Khan et al., 2020, pg. 37). In addition to providing employees with enough resources and personnel, businesses ought to present them the chance to progress in their careers. Goh and Okumus (2020, p. 3) suggest that hotels may find solutions to these issues by using one of many strategies for attracting and retaining top talent. One method to recruit and retain top talent is to provide above-market wages and perks like health insurance, retirement plans, and paid time off. The Four Seasons Hotel in Toronto, for instance, provides its workers with a comprehensive benefits package that includes medical, dental, and retirement

savings plans in addition to financial aid for furthering their education (Marinakou & Giousmpasoglou, 2019, p. 45).

Career advancement chances are another tactic. Training courses, mentorships, and coaching are all examples of career stepping stones. Leadership and customer service are at the heart of the training and development programs offered by the Ritz-Carlton Hotel Corporation's Leadership Center (Ghani et al., 2022, pp. 88). Hotels may improve employee engagement and happiness by, among other things, providing a friendly workplace that values its employees' unique perspectives and encourages them to maintain a good work-life balance (Choy & Kamoche, 2021, p. A courteous and cooperative work environment may be fostered in a number of ways, including by providing on-site child care and allowing for more flexible work hours. For example, the Mandarin Oriental Hotel Group promotes a healthy work-life balance by allowing employees to work from home and split responsibilities (Zhong et al., 2021, p. 228). Engagement, work happiness, and company loyalty are all boosted by these sorts of initiatives. Employees are more likely to remain with the company and contribute to savings via lower

Evaluation and Conclusion

One of the finest hotels in the United Kingdom is the Marriott Hotel, which is managed by Marriott International, Inc. There are luxurious spaces, eateries, bars, meeting spaces, gyms, spas, and more at the hotel. Given its significance, the hotel industry confronts several challenges, including a precarious economy, fluctuating client the population, rapid advances in the internet, and fierce rivalry. Marriott UK strives to keep its employees happy by providing them with several benefits, chances for professional growth, and shift availability. This research examines the impact of hotel and hospitality sector concerns on other firms, with a particular emphasis on the retention of Marriott Hotel employees. In order to maintain their top employees, high-end hotels in four different nations use recruitment and retention strategies, as reported by Marinakou and Giousmpasoglou (2019, page 34). Ghani et al. (2022, p. 2087) identified poor compensation, hard workloads, few prospects for growth, and insufficient education and training initiatives as problems and proposed remedies for keeping hospitality professionals. Brexit-related uncertainty and planned immigration regulations may have an effect on recruitment and retention of elite personnel. The Marriott Hotel is among many other businesses that have fallen victim to the COVID-19 pandemic. Businesses may face higher costs for labor and supplies as a result of inflation. The management of the hotel should be aware of the problems and actively seek solutions. The hotel business has a high turnover rate because of low earnings, long hours, a lack of opportunities for growth, and an undesirable work-life balance.

Hotels may take steps to address these concerns by providing better pay and benefits, demonstrating gratitude to employees, and encouraging them to advance professionally. Hotels may see an increase in mutual regard and teamwork if they adopt flexible work arrangements like telecommute and job sharing. The COVID-19 epidemic and low pay and job security were among the findings of this study project. Despite these challenges, this study offers recommendations on how hotels might improve their recruitment and

retention strategies.

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Research Project Proposal

GRADEMARK REPORT

FINAL GRADE

47 /100

GENERAL COMMENTS

Instructor

47%

Anara,
this is an adequate report, but think about a exploring a more professional
report layout for the future- most of this is written in essay style. You were asked
to conduct a PESTLE and SWOT for this hotel and this is clearly generic. There is also scope for more comparison with other hotels. I would like to see specific recommendations
written as direct action points.

Grade and feedback agreed

Second Marker HE 27/06/23

Whilst there appears to be a good reference list this research has not been fully applied in the context of the assignment question.

1.Research-informed Literature 5/10

Your
work must be informed and supported by scholarly material that is *relevant* to
and *focused* on the task(s) set. You
should provide evidence that you have accessed a wide *range* of
sources, which may be academic, governmental and industrial; these sources may
include academic journal articles, textbooks, current news articles,
organisational documents, and websites. You should consider
the *credibility* of your sources; academic journals are
normally highly credible sources while websites

require careful consideration/selection and should be used sparingly. Any sources you use should be current and up-to-date, mostly published within the last five years or so, though seminal/important works in the field may be older. You must provide *evidence* of your research/own reading throughout your work, using in-text citations in the main body of your work and a reference list that is alphabetical at the end of your work. Please use the Harvard/APA referencing system.

Specific to this assignment: *The work should contain at least 20 academic references in support of your work from a variety of valid and reliable sources. A reference list should be provided using UWTSD's Harvard referencing conventions.*

2.Knowledge and Understanding of Subject 14 /25

Your work must demonstrate the growing extent of your knowledge and understanding of concepts and underlying principles associated with the subject area. *Knowledge* relates to the facts, information and skills you have acquired through your learning. You demonstrate your *understanding* by interpreting the meaning of the facts and information (knowledge). This means that you need to select and include in your work the concepts, techniques, models, theories, etc. appropriate to the task(s) set. You should be able to explain the theories, concepts, etc. meaningfully to show your understanding. Your mark/grade will also depend upon the *extent* to which you demonstrate your knowledge and understanding; ideally each should be complete and detailed, with comprehensive coverage.

Specific to this assignment: *You should demonstrate knowledge and understanding of the*

theories/models associated with engagement and methods use to obtain levels of engagement within a workforce.
You should demonstrate a sound understanding of the impact of current challenges the industry is facing with regards to retention.

3.Analysis
12/25

Your work must contain evidence of logical, analytical thinking, evaluation and synthesis. For example, to examine and break information down into parts, make inferences, compile, compare and contrast information. This means not just describing What! But also justifying: Why? How? When? Who? Where? At all times, you must provide justification for your arguments and judgements. Evidence that you have reflected upon the ideas of others within the subject area is crucial to you providing a reasoned and informed debate within your work. Furthermore, you should provide evidence that you are able to make sound judgements and convincing arguments using data and concepts. Sound, valid conclusions are necessary and must be derived from the content of your work. There should be no new information presented within your conclusion. Where relevant, alternative solutions and recommendations may be proposed.

Specific to this assignment: *You should critically evaluate your sources, synthesis of information from your research and academic theories/ models and draw appropriate conclusions and recommendations. Critically analyse the political, economic, sociological, technological, legal and environmental impact on retention within the industry, specifically your hotel*.

4.Practical
application and deployment 11 /25

You
should be able to demonstrate how the subject-related concepts and ideas relate
to real world situations or a particular context. How do they work
in practice? You will deploy models, methods, techniques, and/or
theories, in that context, to assess current situations, perhaps to formulate
plans or solutions to solve problems, some of which may be innovative and
creative. This is likely to involve, for instance, the use of real
world examples and cases, the application of a model within an organisation
and/or benchmarking one organisation against others based on stated criteria. You
should show awareness of the limitations of concepts and theories when applied
in particular contexts.

Specific
to this assignment: *The report should include the current challenges faced within the industry and critical analysis of the affects of this, including, highlighting the importance of retention within the industry and why this is beneficial to the organisation.*

5. **Skills**
for professional practice 5/15

Your
work must provide evidence of the attributes expected in professional practice. This includes demonstrating your individual initiative and/or collaborative working.
You must communicate effectively in a suitable format, which may be written
and/or oral, for example, essay, management report, presentation. Work should
be coherent and well-structured in presentation and organisation.

Specific
to this assignment: *The report should be presented using a project proposal as demonstrated within the assignment*

guidance notes. The content should be of a professional standard with correct spelling, grammar, justified text and a logical flow to your discussion. The work needs to be supported with citations which should be referenced using the Harvard method, including a variety of relevant and up to date sources.

PAGE 1

PAGE 2

PAGE 3

Comment 1

more detailed factual content needed

PAGE 4

Comment 2

These are very generic points and not applied yourself to the Marriott

PAGE 5

Comment 3

these are vague statements- how are these relevant to retention?

PAGE 6

Comment 4

here are some relevant points after a lot of irrelevant material so far

PAGE 7

PAGE 8

PAGE 9

PAGE 10