

BA International Hotel Management

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Management and Organisational Behavior LEVEL 5

Declaration

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1 Executive Summary

This report provides a study of Wyndham's organizational structure, culture, and goals, highlighting its emphasis on growth, innovation, and sustainability, which is a leading global hospitality organization. It evaluates the recent alteration of initiatives such as digital transformation and sustainability programs which measure their influence and effectiveness. The plans of Wyndham's strategic direction which is counting the diversification of brand technology investments, and the global growth strategies that are meant to improve the customer experiences. The visions prove the capability of Wyndham's aptitude to achieve long-term objectives to uphold its name as an accountable hospitality supplier.

2 Introduction

The core aim of this report is to analyze the structure, values, and areas of Wyndham Hotels & Resorts. The Hotel is a worldwide front-runner in the hospitality industry and is positioned in one of the largest hospitality sectors that provides a diverse portfolio of hotels and resorts under numerous brand names to bring exceptional guest experiences (Wyndhamhotels.com, 2024). This report delivers a detailed study of the organization's review of the transformation to the change that initiatives measure to its planned direction and play key factors for managing the long-term objectives. The visions that are presented will highlight Wyndham's flexibility and suppleness in an active market landscape.

3 Organization Structure, Culture, and Goals

3.1 Organizational Structure

Wyndham Hotels & Resorts functions with a ranked organizational construction that is intended to ease the effective decision-making process and operational efficiency. The Panel of Directors delivers the oversight and planned direction at the highest of the ladder. The decision-making leadership team is led by the CEO and also is answerable for everyday actions that apply the company's planned goals (WHG Corporate, 2023). The group is divided into numerous divisions founded on physical regions that include North America, Europe, and Latin America. Both regions have their organization team that supervises operations, marketing, and sales custom-made to local markets.

Moreover, Wyndham employs a medium construction for useful departments, such as marketing, finance, human resources, and processes that allow for teamwork across different levels and regions. This construction improves communication, fosters innovation, and lets Wyndham reply swiftly to market demands while upholding brand constancy (Hansen, 2022).

3.2 Corporate Culture

Wyndham Hotels & Resorts adopts business values that are placed on hospitality, inclusivity, and accountability. The organization highlights a guest-first attitude that inspires the employees to order customer satisfaction and provide modified service. This capacity for hospitality is reproduced in Wyndham's standards and can include integrity, teamwork, and respect. Inclusivity is a keystone of Wyndham's culture and creativities are meant to endorse variety and fairness within the place of work. The company vigorously workers and recalls a varied workforce that

knows the worth of dissimilar viewpoints in attractive originality and problem-solving (Wyndham Hotels & Resorts, 2020).

Furthermore, Wyndham indorses answerability through the presentation of the management systems that bring into line the separate goals with organizational objectives. Employees are fortified to income the possession of their parts and donate to the company's success. The principles of incessant improvement nurture novelty that allows Wyndham to familiarize itself with developing market tendencies and visitor favorites.

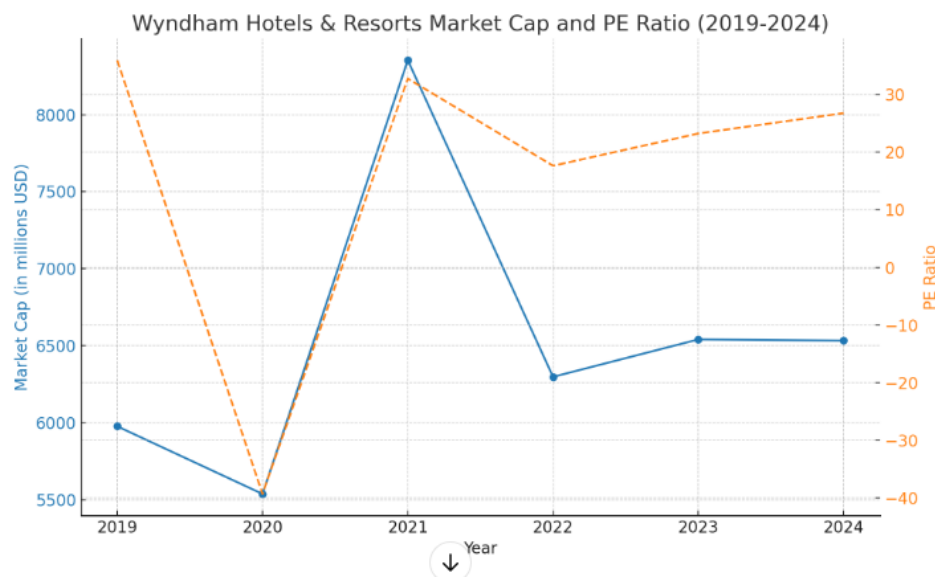


Figure 1 Wyndham Hotel and Resort Market Cap and Ratio

Source: (Ycharts.com, 2023)

3.3 Goals of the Organization

Wyndham Hotels & Resorts has recognized the numerous planned goals to lead its operations and confirm long-term success. The main goalmouth is to enlarge its worldwide footmark by cumulative the number of belongings and incoming new markets. This growth plan includes planned companies and attainments that bring into line with the company's brand portfolio. Additionally, the area is to recover the visitor experience by donating modified facilities and ground-breaking offerings. Wyndham's goalmouth is to effect the technology to update the processes and recover the customer interactions, in that way the cumulative client loyalty and satisfaction. Sustainability is also a serious emphasis for Wyndham.

With creativities that aim at plummeting its ecological impact and indorsing accountable tourism. The group is dedicated to applying maintainable practices across its properties which is counting energy efficiency, waste reduction, and community engagement. Furthermore, Wyndham's goals are to uphold strong financial performance by enhancing operational competencies and heavy revenue that make the growth through stressed marketing and strategic valuing strategies.

2. Recent Change Initiatives

3.4 Identifying Recent Change Initiatives

Wyndham Hotels & Resorts has assumed numerous important alterations of initiatives in response to shifting market dynamics and evolving customer expectations. One prominent inventiveness is the application of a complete digital transformation strategy that is meant to improve the guest experience and working efficiency. This comprises promoting the company's website and mobile app that presents the online booking enhancements and leveraging data analytics to initial the marketing efforts (Errida and Lotfi, 2022).

Also, Wyndham has absorbed mixing sustainability into its processes. The program highlights environmental responsibility, with creativities that encourage energy conservation, waste reduction, and community engagement. This package inspires both staff and guests to contribute to maintainable does throughout their stay (McCune, 2021). Furthermore, Wyndham has obtainable new exercise and expansion programs that improve employee skills and attitudes in the standards of constant improvement. These creativities' purpose is to deliver the staff with the vital tackles to acquaint themselves with changing the market circumstances and recover the service delivery.

3.5 Impact of Change Initiatives

The new alteration creativities at Wyndham Hotels & Resorts have produced positive consequences across various sizes of the organization. The digital transformation energies have significantly better the client experience, foremost augmenting online bookings and ornamental customer satisfaction. The promoted website and mobile app deliver a user-friendly border that easily unifies misgivings and modified references based on customer preferences (POPŞA, 2023).

The sustainability creativities have also gathered positive feedback from guests and stakeholders. Enhancing its standing and enticing environmentally conscious travelers. By endorsing sustainable practices, Wyndham has not only shortened its environmental footprint but also achieved cost

savings and finished energy efficiency measures (Weed, 2020). Furthermore, the training and development agendas have caused an additional skilled staff that is refining employee engagement and retention. Employees who are empowered and armed to do their roles are more likely to bring exceptional service which donates to higher customer faithfulness and recurrence business. The changes that are implemented at the hotel have resulted in a positive investment in employee training and the development of employee engagement also boosting the service quality and the loyalty of the customers. The initiatives that have a position in the competitive hospitality industry are making sure to be continued as a growth and success in the emerging market.

3.6 Evaluation of Change Management

Wyndham Hotels & Resorts has capably attained its change creativities through an organized change management method. The organization that is uses a clear message strategy to inform the staff about the changes and the foundation behind them by creating a sense of slide and trust. The Regular information and response meetings that control the language that any concerns and the contribution from employees, validate their appointment finished the process (Cox and Boyd 2020). The founding of cross-functional flanks relieved the teamwork among the different departments which allows for a more comprehensive technique to change the application. Through linking the key investors in decision-making, Wyndham experts that diverse lookouts that were gentle which is significant for the additional actual solutions.

Besides this, the organization has practical performance metrics to measure the influence of the modification initiatives. By treating the key factors performance pointers (KPIs), Wyndham was talented in measuring the attainment of its digital transformation and sustainability efforts, and the employee training programs that create data-driven changes as necessary. The pledge to incessant development and flexibility has allowed Wyndham to circumnavigate the trials effectively and site itself for upcoming success (Angelakoglou et al., 2019).

Market cap history of Wyndham Hotels & Resorts from 2018 to 2024

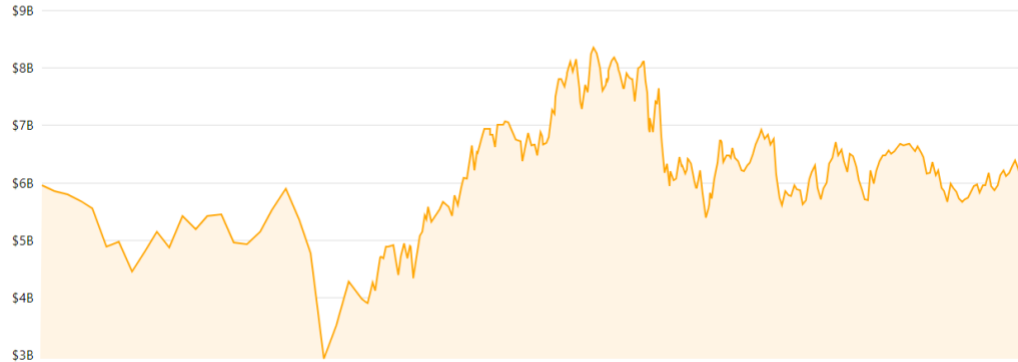


Figure 2 Market cap History of Wyndham Hotels and Resorts from 2018 to 2024

Source: (companiesmarketcap.com, n.d.)

4 Strategic Direction

Wyndham Hotels & Resorts' strategic direction is placed on growth, innovation, and sustainability. The organization that knows the rank of increasing its market attendance while unresolved the agreed-to customer wants and industry trends. To attain these objectives, Wyndham is concentrating on brand change that is leveraging the technology and also obligating to supportable practices that the company's growth strategy can include incoming the new markets and increasing its make portfolio to provide a broader range of customer preferences (Nessler, 2023). That also the Wyndham's goal is to uphold the competitive edge by unceasingly innovating services that are offerings and patterning the guest experience through knowledge and personalization in the logic the Sustainability which is essential to Wyndham's strategic direction.

By way of bringing into line the business practices with the environmental and social responsibility that the company also pursues to enhance its brand reputation and attract environmentally conscious consumers. This focus proceeds the sustainability that not only discourses the growing demands of the consumers but is also responsible for making it contribute to the long-term working competencies.

5 Strategies for Long-Term Objectives

5.1 Brand Diversification

Wyndham Hotels & Resorts commits to brand change to encounter the varied favorites of travelers. By increasing its portfolio of brands to include luxury, midscale, and economy options, Wyndham can provide to a wider audience (Dev, 2024). This approach also involves obtaining and emerging

new hotel brands that can compile with the market trends and customer expectations. Using a variety of accommodations the Hotel Wyndham can attract different customer segments which include business travelers, families, and freedom of tourists. Wyndham Hotels and Resorts has recognized the importance of the economy segments that represent the portion of the global hotel market. The segments can be the business travelers, families, and the budget-conscious who prioritize the value without compromising on comfort as the hotel offers a category that enhances affordability and has high standards to maintain the customers and to include them in the luxury accommodations that strengthen its position in the market.

5.2 Technology Investment

Participating in technology is important for Wyndham to promote operational efficiency and recover the experiences of the guests. The business concentrates on mixing advanced technologies such as artificial intelligence (AI), data analytics, and mobile applications to rationalize operations and initial guest interactions (Kim, 2023). By way of AI-driven insights, Wyndham can antedate the guest needs, enhance the valuing strategies, and improve the marketing efforts. As well as the mobile applications that provide the guests with unified booking experiences and admittance the personalized facilities throughout their stay.

5.3 Sustainability Commitment

The sustainability commitment plays an essential business strategy. The company also makes goals to tool the environmentally friendly practices across its properties which include energy-efficient systems, waste reduction initiatives, and responsible sourcing of materials (Weed, 2020). By reaching sustainability certifications and endorsing eco-friendly practices, Wyndham can improve its brand standing and tempt environmentally conscious travelers. Besides, the efforts of sustainability can be a primary factor in cost savings through reduced energy consumption and waste management efficiencies.

5.4 Global Expansion

Wyndham's global growth strategy focuses on incoming new markets and cumulative its attendance in current ones. The business goal is to classify the growth opportunities in developing the markets and strengthen its footprint in established regions. This involves forming strategic partnerships with local designers and leveraging franchise contracts to speed up the property openings. In growing its worldwide reach, Wyndham can detention the new customer sections and expand its income streams (McCune, 2021).

5.5 Enhanced Customer Experience

Increasing the customer experience is a primary factor for Wyndham Hotels & Resorts. The services shall be initiated to make memorable stays while contributing towards unique facilities. Client's creativities such as faithfulness programs, personalized communication, and tailored experiences will contribute towards satisfaction and loyalty of customers (Ali et al., 2020). Directly manage the guest journey at every phase from booking to check-out; this would help Wyndham stand solid relationships with the customers. The commitment of Wyndham Hotel and Resorts is to solidify the acting and guest feedback that enhances the experiences of guests and also improves the insights of guests; while the latter, on the other hand, maintains the services to create a cycle of visits.



Figure 3 Wyndham Hotels and Resorts stock price performance

Source: (Forbes, 2023)

6 Conclusion

In conclusion, Wyndham Hotels & Resorts is well-located to circumnavigate the complexities of the hospitality industry through its strategic emphasis on growth, innovation, and sustainability. By accepting an organized organizational approach, developing a positive business culture, and applying impactful change initiatives the hotel Wyndham proves the pliability and flexibility in a competitive edge. As the organization endures the diversification of its brands, invests in technology, and recovers the experiences of the customers. It remains committed to attaining its long-term objectives while endorsing responsible tourism. The understanding from this report can

identify Wyndham's devotion to superiority and its vision which makes the sustainable upcoming in the hospitality sector.

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