



MODULE NAME: PPERSONNEL RESOURCING AND
DEVELOPMENT

MODULE CODE: BMIH5005

ASSIGNMENT: RESEARCH PROJECT PROPOSAL – IMPACT OF
CURRENT CHALLENGES ON THE HUMAN RESOURCE
DEPARTMENT

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INTRODUCTION AND BACKGROUND

The London Marriott County Hall is a 5-star hotel located in central London, offering stunning views of the River Thames and Big Ben. One of London's top-rated resorts, Marriott County Hall features marble showers with TVs, offering guests a luxurious experience that leaves them deeply pampered and comfortable while enjoying beautiful views of the city. In addition, the chairs are carefully selected to provide the luxurious and comfortable feel of Egyptian chairs. With additional facilities such as a private pool, sauna and gym, anyone visiting for business or leisure can maintain their health. Despite the excellent facilities of the London Marriott County Hall for tourists, the hotel also offers excellent opportunities for quick access to the main attractions of the city, for example just a few minutes' walk along the route. For example, the resort's proximity to Waterloo and Westminster tube stations allows tourists to travel quickly anywhere in London. Buckingham Palace is a 20-minute drive from the London Marriott County Hall and is notable for being located from the city's train station through an area busy with cars and trucks. St James' Park and Westminster Abbey are spacious and only a 15-minute walk away (Brondau, 2021). This study focuses on employee retention and engagement, specifically how Marriott Location Hall employees feel at work, what makes them happy and frustrated, and what they advocate for change or the same behaviour. Effective at work. It also uses employee response types as primary data and combines them with additional information such as articles, internet tips and hotel-related magazines to increase repeat visits to Marriott County Hall. In addition, the pros and cons of employee engagement will be fully discussed in addition to the experience of competent employees. Of course, the report concludes with statements and evaluations of these features to clarify the chosen topics and show the chosen information collection methods to improve employee interactions and preserve Marriott County's reputation. Hotel chains need to review their strategies and policies to address the current situation, which includes staff retention issues, cases of outright discrimination and multiple resource challenges affecting management and front desk roles. Current statistics show that a significant number of workers, especially women, are leaving their jobs due to free hours and heavy responsibilities. First steps to address high staff turnover can include implementing equal opportunity policies, offering flexible working hours and encouraging diversity. Although this strategy can slow staff turnover at this stage to

correct and prevent long-term problems, deeper strategies should be evaluated, starting with the recruitment and selection and onboarding process. Recruitment, selection and onboarding practices, as well as retention strategies, diversity management and flexible working initiatives will be key topics in this report. Introducing new practices and policies after analysing and evaluating each individual to help hotel chains increase the sustainability of their team members.

ANALYSIS

SWOT and PESTLE

The process of finding a job by workers, or employers in general and employers finding workers, is called the labour market. It is influenced by social and economic factors. So, it changes over time. They are also influenced by specific industry requirements, job-related qualifications and educational attainment.

The labour market is affected by regulations and laws designed to protect employees from discrimination. Labour markets are affected by jurisdiction, working hours, contract length and location. The selection and selection process of hotels is influenced by the competitive nature of this market. As a result, staff retention suffers as employees may choose to work at competing hotels. As a result, hotels must offer competitive compensation packages and effective referral programs to reward employees who refer new employees.

Social services also affect the labour market. This is related to the balance between labour supply and demand, the humanization of the workforce, the improvement of working conditions, the protection of the unemployed and retraining.

Information about vocational education, training, work experience training and reintegration into the labour market belong to the functions of education in the labour market. Training and development opportunities allow hotels to retain staff. The hotel can then use internal advertising to see if the vacancy can be filled.

In this context, Piasna and Myant (2017) mention high staff turnover, low staff qualification levels, low salaries, limited opportunities for promotion and lack of opportunities for professional growth. As a result, this part of the labour market has little access to education and training.

Finally, geographic, economic, social, political, educational, and employer-employee employment factors affect employer markets.

A major impact of Brexit on the sector will be the recruitment and retention of staff. According to a new report by the British Hospitality Association, around 3 million people in the UK work in the sector, and more than a quarter of them are EU citizens. In London, this rate rises to 38%. Overall, 43% of non-management positions in houses and cafes are foreign professionals. A similar report suggests the company could face a shortage of 60,000 professionals a year over the next few years due to

stricter guidelines on EU worker migration after Brexit. If this prediction comes true, it will definitely cause problems for the industry. While increased productivity and automation have reduced staff shortages, there is no denying that the industry is labour intensive and low employee-to-customer ratios almost inevitably lead to poor service quality.

According to data from the National Statistics Office (ONS), the consumer price index increased by 10.1% in July 2022, from 9.4% in June 2022. The largest increase in inflation in June-July 2022 was driven by rising food prices. Confidence in the UK hotel market fell by 10 percentage points.

48% agree that investment in the UK will increase significantly over the next five years and 66% are optimistic about the long-term future of the UK hotel market.

A third of respondents expect to experience more stress next year than a year ago, and 77% expect to experience some form of stress in 2023.

The hospitality industry is expected to close in the next three years due to rising inflation and staff shortages. Hospitality professionals are becoming defensive with a clear focus on improving productivity (69%) and managing cash flow, with 85% citing “managing inflationary pressures” as a top priority.

Recruitment, selection and induction

The purpose of hiring is to attract new candidates to the company so that there is a pool of candidates to choose from. The method that produces the most qualified candidates at the lowest cost is the most effective. Taylor, 2019). Different recruitment methods are used depending on whether the hotel hires more or fewer people for a given position. Required for administrative and receptionist positions. As hotels can receive guests from other countries, having a large number of applicants is advantageous as they can select the most suitable candidate. For example, knowing several languages is an advantage for a receptionist position.

Hotels must first understand the expected costs of the selection process. Some optional methods, such as psychometric tests, can be very expensive, especially if you have to hire someone who can read them or train existing staff to do it. As a result, hotels may consider using other strategies such as personal interviews. When someone starts working for a new company, the first impression has a lasting impact

on how they perceive the employer. For a positive first impression, it is important to provide an engaging and productive environment. Adaptation or adaptation of an employee to the job and workplace is called induction.

After that, the hotel should warmly welcome new employees, help them settle in, and make sure they get the information and support they need to do their jobs. New employee onboarding programs should include components that target and facilitate socialization and communication among new team members. You need to consider the type of feature. For example, the ability to communicate effectively with other team members and understanding a hotel's IT system is essential for a receptionist position.

Retention strategies

The hotel chain has struggled to recruit due to high turnover, particularly in management and reception roles, where most female staff have left and male staff are currently employed. This created a situation of discrimination. The above reasons could be due to lack of employee retention strategies, lack of diversity management and regular shift work which hinders workplace flexibility. Policies and strategies need to be improved to reduce high hotel turnover. The first step is to implement a good retention strategy for the hotel itself, based on an analysis of staff turnover and gender characteristics for each position. Hiring takes time and money. Employees expect appreciation, competitive salaries, training, career development and work-life balance from employers (Taylor, 2019). If the company they currently work for does not meet their expectations, team members may decide to look for a new job. Therefore, it is necessary to implement a retention strategy.

Diversity is one of the challenges facing hotels. Sabharav's research shows that implementing diversity management strategies reduces the incidence of discrimination (Sabharav, 2014). As a result, hotels should support corporate policies by promoting diversity and inclusion in the workplace. Comprehensive initiatives can improve employee productivity; it also helps the image of the hotel.

Create a culture that emphasizes the importance of belonging by fostering a sense of belonging for everyone in the hotel. Employees can receive training, guidance and direction to avoid diversity issues (2016, Holk et al.) Although hotel chains have the

potential to succeed if diversity is managed effectively, the business objectives of hotels benefit from the application of diversity management principles.

Individuals must admit to serious violations, such as excluding people of the same sex or race from public office. You should continue this process.

Create a culture where everyone can reach their full potential. Diversity as part of hotel goals: Hotels should have multicultural reception staff. We guarantee a comfortable and cosy stay for our guests.

Encourage employees from diverse backgrounds to communicate and connect.

A type of work that allows for a certain degree of flexibility is called flexible work (CIPD, 2020). As new technologies advance, the importance of maintaining work-life balance has increased. The ability to maintain a reasonable balance between work and personal life is one of the key priorities for employees (Raziq and Maulabakhsh, 2015). By implementing a flexible work schedule, hotels can reduce employee turnover and increase productivity. Since the hospitality industry can offer 24-hour service, it is difficult to be flexible at work. Women face additional challenges due to strict working hours, such as childcare at home. For example, a hotel can change work patterns and contract types to increase flexibility for female workers without compromising efficiency.

When two or more people share the same job, they share their job (Shagvalieva and Yazdanifard, 2014). A hotel may split a full-time contract into two part-time employees. Employees can work full-time for 35 hours instead of 40 per week, but reduced to consecutive days, resulting in longer shifts and four-year stints. 38.5 hours per week, 3 days off, 12 hours in 4 days.

Receptionists can use this method. They don't guarantee exact hours worked, so you can calculate as needed and only pay for hours worked. ICPD, 2020).

The total number of hours worked in a year is fixed, but the length of days and weeks worked varies (Taylor, 2019).

These practices allow working women to keep their jobs. Levenson (2020) states: "Employers should make flexible working the norm so that no woman is left behind."

Work-life balance, reduced workplace stress and employee retention are potential outcomes of flexible working for businesses (CIPD, 2020).

EVALUATION AND CONCLUSION

By completing the feedback form, London Marriott County Hall can easily identify areas of the organization that need improvement to increase employee engagement and retention. Organizations that involve employees in identifying what went wrong after completing services and ensuring customer satisfaction will more easily identify opportunities to improve employee solutions. When filling out feedback forms, companies almost always make employees feel like their opinions matter. This will motivate you to get involved in the company's work to meet deadlines and achieve success. And because motivated employees are recognized and appreciated by their superiors, they are sure to stay at the London Marriott County Hall. They don't like to change jobs, but they work hard to earn money in their department. Ultimately, hotels must take all of these into account in order to achieve their business goals, provide excellent customer service, and earn their loyalty in order to maintain their position as one of the best hotels in London.

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