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Executive Summary

Wyndham Hotel & Resorts is the biggest hotel company with 9000 hotels under 24 brands. The purpose of this report is to provide an overview of it by covering the key topics like organisation structure, culture, aims, recent change initiatives and strategic direction including analysis.

Wyndham Hotel has been expanding continually to reach much more potential guests and provide a high standard service to them. Comparing other hotel brands, Wyndham is even bigger, the biggest of all in the hotel industry. Wyndham finds important to develop itself constantly and train their staff in its hierarchical structure. Among its recent initiatives, the most essential ones are ECHO Suites Extended Stay, Road Trip Planner , Wyndham Wi-Fi and Green programs.

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1. Introduction

This report will focus on analysing and critically evaluating Wyndham Hotel & Resorts at corporate and individual hotel level. It will examine the corporate culture and how it affects operations. Furthermore, it will discuss the strategic direction of this organisation including implemented strategies to reach their long-term aims.

Wyndham Hotel & Resorts is the biggest hotel company in the planet with over 9000 hotels under 24 brands spread across 95 countries. They have a large selection of buildings offering cozy lodgings and contemporary conveniences. Tourists can take advantage of exciting resort features like pools and so on at a variety of distinctive vacation rentals and club resorts located in the most popular places. They offer great entertainment facilities like Caesars Rewards and Wyndham Rewards, casinos in Atlantic City or Las Vegas (Wyndham Hotels, 2024). Club Wyndham serves a variety of lifestyles from Hawaii to New York City by providing more than 500 000 owner families with holiday ownership suites and 100 resorts throughout North America (Club Wyndham, no date).

2. Main findings

2.1. Organisational Structure, Culture and Goals

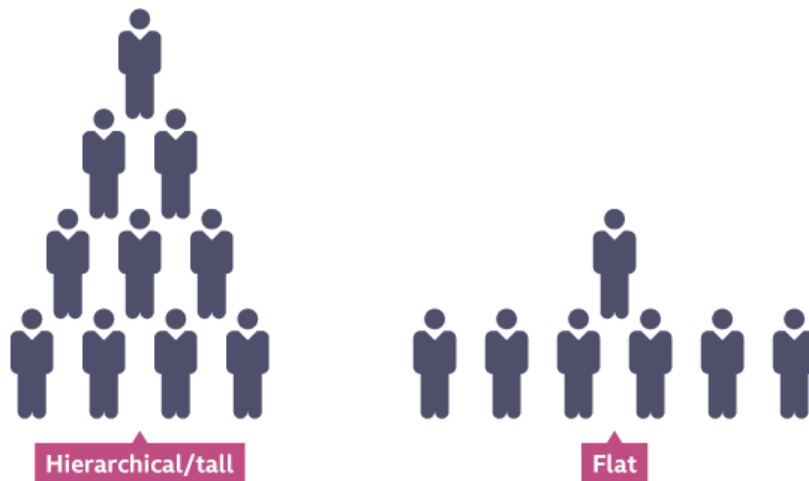


Figure 1: Organisational structures (adapted from BBC, 2024)

The way a company arranges its employees to reflect the various levels of management is known as its organisational structure. Businesses often employ one of two organisational structure types: flat or hierarchical. A hierarchical structure, sometimes referred to as a “tall” organisational structure, has several levels of management and a top-down methodology, giving managers limited authority. Smaller organisations frequently adopt flat structures, which are management structures with a few levels that give managers more control over a shorter chain of command (BBC, 2024).

The international hotel franchisor, Wyndham Hotels & Resorts was established in 2018 as a division of Wyndham Worldwide. It has 24 brands, including AmericInn, Wintage, Ramada and Baymont, it employs approximately 9200 people worldwide (Organimi, 2022). The business, which is expected to generate \$1,5 billion in 2022, is dedicated to energy efficiency and sustainability. Members of the Wyndham Rewards reward program can accrue and exchange points for accommodations, upgrades and other perks, improving the visitor experience and encouraging repeat business. Wyndham Hotels & Resorts’ organisational structure is hierarchical, which guarantees efficient management and coordination throughout its international activities (Organimi, 2022). The executive leadership team, which includes the CEO, is in charge of operational performance and strategic direction. Certain aspects, like operations, are supervised by key executives. Each department and division under Wyndham is headed by a general manager or vice president. Overseeing various groups and divisions, managers and team leaders make sure that plans are carried out, operations are flawless and visitors have an outstanding time. This organisation

ensures consistent delivery of high-quality experiences and services across its portfolio of hotels and franchise partners by supporting clear lines of authority, effective communication and rapid decision- making (Organimi, 2022).



Org Chart Created in Organimi

Figure 2: Windham Hotels & Resorts Organisational Structure (adapted from Organimi, 2022)

The common values, customs and traditions that exist inside an organisation are known as its organisational culture. These tend to be similar to the cultural counterparts of a people's customs, ceremonies, symbols and folklore. Its members' common perspective and presumptions are shaped by elements including

organisation, leadership, mission and strategy (Chalmers and Brannan, 2023). Four types are known, these are clan, adhocracy, market and hierarchy.

Clan culture places a strong emphasis on mentoring, teamwork, collaboration and positive morale while actively listening to and developing each individual inside the company (Chalmers and Brannan, 2023).

The market culture pushes companies to develop and adapt by prioritizing competition and striving for a competitive edge, high efficiency and profitability. Creativity is a key attribute in an adhocracy culture, which is based on a creative and entrepreneurial mindset. This culture flourishes in a dynamic, changeable setting.

A hierarchical culture emphasises control, which is accomplished through organisation, structure and monitoring. The typical objectives and characteristics linked to this culture include uniformity, dependability and repeatability (Chalmers and Brannan, 2023)

Examining the organisation's corporate culture, it can be claimed that it has hierarchy culture because the organisation is characterised by a well- established line of command, seeking consistent growth with minor adjustments and a conventional perspective on corporate organisation. For example, offering educational programs, volunteer opportunities and affinity business groups to promote an inclusive workplace, Wyndham is committed to the growth and development of its workers. The organisation also offers a work-life balance, travel and extensive benefits. Wyndham recently joined with the United Negro College Fund to support prospective students across over 40 HBCUs, emphasising Diversity and Inclusion training (Wyndham Hotels & Resorts, 2024).

Travelpulse states that in 2023, Wyndham anticipates a sharp rise in both domestic travel expenditures and business travel industry earnings. In just nine months, the hotel chain added 170 properties and more than 21 000 rooms, expanding its extended stay business (Wood,2023). Additionally, it increased its upmarket footprint in Europe, the Middle East, Eurasia and Africa, additionally, added 14 resorts to its all-inclusive portfolio. With the expansion of 13 brands into 22 additional regions, Wyndham now has almost 9100 hotels spread across 96 countries. The business has started projects to improve the visitor experience, such as, the mobile tipping platform and the Road Trip Planner app (Wood,2023).

Additionally, regarding sustainability, it is worth highlighting its Green Program. The Wyndham Green Program was introduced by Wyndham in 2019 to assist hotel operators in cutting operational expenses by implementing sustainability and efficiency initiatives. The initiative attempts to lower the cost and increase the accessibility of sustainable practices for franchisees (Better Buildings, no date). Many hotels have been certified since the company's founding, helping Wyndham reach its carbon reduction goal. With an 11% decrease in Scope 1 and 2 emissions since 2019, Wyndham is now ahead of schedule on its 2025 performance objective of 15% absolute emissions reduction. To help achieve these goals, the corporation is encouraging more interaction with franchisees through Wyndham Green (Better Buildings, no date).

2.2 Recent Change Initiatives

Evaluating recent change initiatives, it seems that Wyndham Hotel extended its worldwide reach in 2022 by bringing in new brands, breaking into untapped areas. With the introduction of ECHO Suites Extended Stay, Wyndham increased its footprint in the US extended-stay sector by acquiring 170 hotels and 21 000 rooms in nine months.

With 14 new properties and over 30 resorts around Latin America, it also increased its all-inclusive footprint. Wyndham added 6400 rooms and 40 additional hotels after acquiring Vienna House. The firm prioritised diversity in hotel ownership while expanding 13 brands across 22 additional regions (Lodging Magazine, 2023).

New efforts aimed at improving the visitor experience were introduced by Wyndham. They include unveiling Road Trip Planner (RTP), a feature that lets users schedule, organise and make reservations using Wyndham's mobile app, offering over 50 000 hotels, vacation club resorts and vacation rentals and making a mobile tipping platform available to all franchisees in the US and Canada (Lodging Magazine, 2023).

A major criticism of the extension is whether the quality and standard of the service will change and become poorer than before the expansion or remain the same. Difficulties arise, however, when an attempt is made to implement the policy. It can be claimed that Road Trip Planner is a good idea because it can make organisation and booking easier, faster, which have positive effects on the organisation. In this

way, those potential clients who are not eager to use the PC sitting in front of the PC. Across its portfolio, Wyndham Hotels & Resorts also revealed how it will use new technology to improve the guest experience and increase brand identification.

Starting with the US portfolio, Wyndham franchisees may now take advantage of Wyndham Wi-Fi, a new bundle of wireless and network services that offers excellent Wi-Fi services for multi-screen demands at a reduced cost (Allen, 2019). It appears a great initiative, nevertheless, the weakness of this wi-fi service is that it can be hacked easily. Hackers can hack the system to gain access to the network, so they can use it for any purpose, even they can steal essential data from clients or the organisation.

2.3. Strategic Direction

Strategic direction serves as a roadmap for significant corporate choices and organisational activities, directing interactions with the future environment. It is essential for creative and imaginative acts that call for managerial and leadership abilities. Within strategic direction, mission and vision are interconnected concepts that need for specialised managerial and leadership abilities (Tipurić, 2022).

2.3.1. Mission

Wyndham Hotel's mission is to enable everyone to stay in hotels. Wyndham will be there to greet them wherever they go. By carrying out this objective in real time, in hotels throughout the globe, their owners play a crucial role (Comparably, 2024).

2.3.2. Culture

Charles Handy appears to assume that four types of organisational culture exist, these are person, power, role and task. According to this assumption, it can be said that Wyndham Hotel belongs to the Role Culture because the focus is on their pillars, jobs and areas of expertise to maximise their strengths (Cacciattolo, 2014).

It is true that organisations in stable markets where reliability is valued above innovation are best suited for this culture. However, I argue against it because in situations where agility and flexibility are needed, its bureaucratic nature may make it

difficult to quickly adjust to changes in the market or the environment. On the other hand, the function demarcation and hierarchical structure promote a culture that values stability, predictability and accuracy over quick change (L&D Hero, 2023).

2.3.3. Vision

The hotel has a vision statement, which means putting the globe on vacation. It describes the company's long-term objectives and hopes for the future in terms of its global influence and long-term growth (Wyndham Hotels & resorts, 2024).

Comparing other competitor like Hilton Brands, they emphasize enhancing humankind's quality of life will be a common and long-term objective (Hilton Foundation, 2024).

2.3.4. Values

The Wyndham Hotel finds essential to maintain the greatest standards. They consider about themselves that they are accountable, reliable. For them, it is imperative to fulfill their obligations and produce outcomes. The hotel honors the diversity of individuals, cultures, viewpoints, additionally, for them, the power of compassion is never undervalued and they work with pleasure (Wyndham Hotels & Resorts, 2024).

Comparing to other big hotel chains like Hilton or Marriott it can be claimed that Wyndham Hotel & Resort's position in the market is the world's biggest hotel franchisor. In an impressive analysis of FitchRatings, it is concluded that with development advanced notes, Wyndham Hotel has raised capital expenditures in an attempt to grow. Owners get these notes, which are usually forgiven and amortized throughout the term of the franchise agreement (FitchRatings, 2024).

The corporation incorporates human rights, environmental sustainability, diversity, equity, inclusion and community service projects into its operations. With a goal reach, they seek to give their clients experiences that are socially, morally and environmentally responsible (WH-ESG-Report, 2021).

Analysing the implemented strategies to achieve long-term aims, it can be emphasized that in order to encourage cleaner water and more efficient use,

Wyndham was putting water conservation initiatives into action. Guest sustainability is a top goal and they created engagement programs with franchisees, suppliers and visitors. One such initiative that lowers water and energy use is the reusing of towels and linens program (UNWTO RW, 2018). Using resources from the World Wildlife Fund and the World Resource Institute, Wyndham Worldwide evaluated the water risk in its portfolio. The evaluations took account hazards including stress, food availability, pollution, water shortage and general water risk across thousands of homes. The Wyndham Green Council is shown the findings for certain initiatives (UNWTO RW, 2018).

3. Conclusion / Recommendations

This report set out to determine the Wyndham Hotel and Resorts' organisational structure, in addition to its culture and goals at both corporate and individual unit levels. In this paper, the aim was also to identify its recent change initiatives and strategic direction.

This study has found that comparing other hotels, Wyndham Hotel is the biggest of all over the world. It has plenty of long-term goals how to become even more bigger, how to keep its clients' trust and retain the quality of the service. It is essential for them to save the environment and stay to be update including technology development.

In order to improve their standing, they ought to use robots for cleaning the rooms or communicating with clients. It would be useful to solve the problem of labour shortage because this is a very huge company and it is a very big problem (Aleamar, 2024).

Another recommendation, which would be worth implementing is to motivate clients with rewards to give feedback after their staying. Positive feedback is important to show a picture about the company with a view to gaining more clients (Trustyou, no date).

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