

Name: Tahmina Chowdhury

Student number: 1917905

Lecture: Emily Williams

Personnel Resourcing and Development

Table of Contents

Introduction	3
Primary information about Employee engagement in the post-pandemic period under the hotel industry for Premier Inn Hotel.	4
Secondary sources about employee engagement in the post-pandemic period under the hotel industry for Premier Inn Hotel.	5
Evaluation of the advantages of a combination of both primary research methods and secondary research methods for Premier Inn Hotels' employee engagement and retention	7
Conclusion	9
References	10

Introduction

Employee engagement is defined as the extent to which an employee's psychological involvement in their organisation is expressed in their actions. When it comes to workplace engagement, the strength of the mental and emotional connection that employees have with their places of employment is measured. Employee engagement classifications divide employees into groups based on their level of involvement, albeit the terminology used to do so differs. There are three types of employee involvement in the workplace: "actively engaged" employees (loyal and productive), "not engaged" employees (average performance), and "actively disengaged" employees. Employee retention is defined as the management of strategic workplace measures that keep employees motivated and engaged so that they choose to stay employed and fully productive for the company's benefit (Berge, and Eliassen, 2019). Effective employee retention strategies include a high degree of employee work satisfaction and engagement. Premier Inn is a limited-service hotel brand with over 72,000 rooms distributed across 800 sites in the United Kingdom. In a range of locales, including city centres, suburbs, and airports, it competes with brands like Travelodge and Ibis hotels. The Premier Inn hotel is the company with whom I am working on this project. My research focuses on employee engagement in the hotel industry following the pandemic (Premier Inn hotels | Book direct, 2021).

Primary information about Employee engagement in the post-pandemic period under the hotel industry for Premier Inn Hotel.

In the business world, employee engagement is defined as the willingness and ability of employees to contribute to the success of the organisation. Following the Covid-19 post-pandemic era, we gathered information from the responses to a questionnaire about employee engagement at the Premier Inn Hotel. We have obtained the information from the respondents to the questionnaire in order to conduct this primary data collection. In order to get this key information, we have collected information from 50 respondents. We inquired of the respondent about their feelings about returning to work in the hotel industry after the pandemic period had ended. Employees were asked how optimistic they felt about their future working in the hotel industry following the pandemic, how team-oriented they are, how willing they are to go above and beyond, how the pandemic has affected their employee engagement, and how solution-oriented they believe they are (Burrow, Kleindl and Becraft, 2020). How selfless they can be for the company after this pandemic period, and how much of a passion they have for learning new things now that the pandemic has passed.

Almost 90 percent of the employees believe that they are positive about their workplace; 6 percent believe that they are somewhat positive as a result of the overall new situation that has arisen in the world; 4 percent do not believe that they are positive about their jobs in the hotel business. After working in the post-pandemic period, 96 percent of the employees are optimistic about their future. On the other hand, 4 percent of the workforce is unable to express optimism. They are finding it difficult to adjust to life in the industry after the pandemic has ended. Seventy-Two percent of Employees at the Premier Inn Hotel believe that working as a team is more efficient than working alone, according to a survey conducted by the company. The remaining twenty-eight people believe that they are capable of producing high-quality results when working independently. According to the information that we gathered from the respondent, the majority of the staff at the Premier Inn Hotel enjoys working in groups and prefers to complete tasks collaboratively.

Many things in this world have been irrevocably altered as a result of the Covid-19 pandemic (Popescu, 2021). Whatever the situation, every industry must adapt its working system and working environment to meet the demands of the new situation. The post-pandemic world necessitated the establishment of new systems in every industry. Ninety-eight percent of those who answered the survey believe they are constantly willing to learn new skills as the pandemic has ended. The remaining 2 percent are hesitant to try new things because they are not confident in their abilities.

In Premier Inn Hotel, most of the employees are still in engaged behaviour, and very few percent of the employee have the behaviours as disengaged behaviour. As for Premier Inn Hotel, employee engagement is diminishing in today's post-pandemic period, as a less person-to-person connection is occurring, and on-demand technology is becoming more prevalent, ranging from chats and messages to social media updates and news feeds.

For better employee engagement and raise the morale of the employees' hotel management can take some steps like the hotel can arrange workplace parties for employees, hotel management can arrange special training, can arrange recognition programs(Gupta, 2019). These steps can help the employee to engage with the hotel and help the manager to solve the employee engagement problem.

Secondary sources about employee engagement in the post-pandemic period under the hotel industry for Premier Inn Hotel.

We have gathered secondary information from different reports to identify the changes in employee engagement in the hotel industry. Despite the negative consequences of COVID-19, it is probable that we can all agree on one thing: we have gained a great deal of knowledge! Local firms were obliged to lock their doors and manage their whole workforce from a distance, resulting in a steep learning curve for their managers at first (Pataki-Bittó, and Kapusy, 2021.) Although this new style of working has brought with it some essential lessons about how to increase employee engagement, these are lessons that should not be lost in the midst of the "new normal". The corporate climate is being thrown off balance. A variety of factors, including new business models, exponential technology, agile methods of working, and regulatory changes, are

constantly transforming the way individuals in the hotel industry go about their everyday lives and work. Having COVID-19 in place has only expedited this shift, which is grounded on human experience principles and has the potential to bring about long-term transformations across several industries such as the behavioural sciences, the arts and culture, and the hotel industry. Our study delves further into the lessons learned from the experiences of employee involvement in the period after the COVID-19 post-pandemic phase. According to the findings of the paper, recommendations are made to promote employee involvement in the wake of the epidemic. According to the advice, management should adopt a helpful attitude, foster a healthy work atmosphere, and inspire employees to place their faith in the organisation's leadership.

During the pandemic time when everyone was working from home, the hotel industry couldn't. Most of the hotels were close during the pandemic time because of the tourism ban and the lockdown for Covid-19. Which remained open, the staff had to work their in-person at risk of exposing to Covid-19. Praise is a crucial aspect of the 'coaching' method mentioned earlier for an organisation to develop a culture of recognition and boost participation. One part of the coaching strategy outlined previously is praise. According to studies, high-performing teams have a 5:1 praise-to-criticism ratio, meaning they give each other five times as much positive feedback as negative comments. When employees are commended, they become more involved; the feeling of being trusted helps the body to produce oxytocin, which makes them more energetic, creative, and dependable. To make the Premier Inn Hotel's management approach more supportive in order to increase employee engagement.

In order to increase employee satisfaction at Premier Inn Hotel, a more pleasant work atmosphere must be created. For the vast majority of people, the most difficult part of the transition was the transition to a new work environment, where everyone was surrounded by coworkers and in a work mindset. Managers must not lose sight of the importance of maintaining a pleasant work environment for their workers in the wake of COVID. They must also ensure that their workers' lives are intertwined with their job rather than the other way around. It is vital for management to pay attention to factors outside of the workplace that has an impact on employees. Employees who think that management understands and respect their personal needs have a greater emotional attachment to the company and are thus more likely to stay. Workers in COVID-19's remote working scenario have shown a higher level of commitment as a

consequence of their positive engagement, with some employees willing to work beyond their typical working hours as a direct result of their positive engagement (Pataki-Bittó and Kapusy, 2021).

In order to raise morale among workers, they need to have faith in their bosses. Workers had to have faith in the company's executives during COVID-19 since they had to make difficult decisions for the company's future (The Impact of Institutional Environment on Entrepreneurship Post-COVID 19, 2020). Trust in leadership can only be built when employees are able to see what is going on at all times in their company. Employees who work from home rely heavily on their supervisors to make important decisions that influence their careers and the company as a whole; this is especially true in work-from-home scenarios. This method has relied heavily on communication between management and employees on how the company is dealing with COVID-19.

Evaluation of the advantages of a combination of both primary research methods and secondary research methods for Premier Inn Hotels' employee engagement and retention

With the primary research method with the questionnaire, we get both first-hand and accurate data which will approach to meet, and this directly gathered the answer to the research question. This primary research is the answer to the main question, and the reason for undertaking the research on employee engagement is the post-pandemic period in the hotel industry. The primary data of Premier Inn Hotel through the primary research method is concentrated on precise questions of the questionnaire, so it is more likely to answer the questions or deliver the solutions required. Primary data is more easily updated than data that was obtained by a different researcher with a little different focus, allowing for better control and ownership of data.

And for secondary research using the primary data, we come to know how to boost employee engagement, and with the secondary, we can find the solution to which problem we have identified from the gathered primary data (Ibragimov, 2021). The secondary data is easy to access, and it allows us to help find the solution to the problem we have found in secondary data. Premier Inn Hotel can boost if they can identify the problem from the primary data collected and

use the secondary data to find the solution to driving employee engagement in the post-pandemic period in the hotel industry.

There is Stuff in Premier inn Hotel who believe they have given their all and cannot progress any further. Everyone's morale has plummeted since the outbreak. The employees must have faith in the manager in order for their morale to improve. In addition, the manager has a job to accomplish in order to boost employee morale. The manager might conduct a morale poll of the employees (Gupta, 2019). Check the employee's past to help the management figure out what's wrong. Managers can conduct one-on-one interviews with employees and observe them at work. Proper communication and strong engagement with the hotel's staff can help increase their morale. In hotel inns, there are folks who believe they've done everything they can and can't go any farther (Machado and Davim, 2019). Since the epidemic, everyone's spirits have fallen. In order for employee morale to grow, they must have faith in the manager. Furthermore, the manager has a task to complete in order to improve staff morale. A morale survey of the employees could be conducted by the management. Examine the employee's history to assist management in determining what is wrong. Employees can be interviewed one-on-one, and managers can see them at work (Kim and Han, 2022). The hotel staff's morale can be boosted through effective communication and strong engagement. With the secondary and primary data and with these necessary steps, the problem of Premier Inn Hotels can solve their problem.

Conclusion

Premier Inn Hotel is a service hotel chain that has more than 800 hotels. As a large company of hotel chain driving, employee engagement and retention is important. With the primary and secondary data combined, Premier Inn Hotel can identify the current situation of employee engagement, and with the secondary data, the hotel chain can find a solution with it.

References

- (2021). *Premier Inn hotels | Book direct*. [online] Available at: <<https://www.premierinn.com/gb/en/home.html>> [Accessed 10 December 2021].
- Barron, P. and Maxwell, G., (2019). Hospitality Management Students' Image of the hospitality industry. *International Journal of Contemporary Hospitality Management*, 5(5).
- Berge, P. and Eliassen, S., (2019). *Hospitality and tourism management*. New York: Nova Science Publishers.
- Burrow, J., Kleindl, B. and Becraft, M., (2020). *Business management*.
- Collinson, S., Narula, R. and Rugman, A., (2018). *International business*. *European Journal of Business and Management*, (2020). The Impact of Institutional Environment on Entrepreneurship Post-COVID 19.
- Grant, K., Maxwell, G. and Ogden, S., (2019). Skills utilisation: exploring the views of managers and employees. *Employee Relations*, 36(5), pp.458-479.
- Gupta, S., (2019). Employee Retention. *SSRN Electronic Journal*.
- Ibragimov, N., (2021). Prospects for the development of tourism and hotel services in the post-coronavirus pandemic. *Asian Journal of Research in Business Economics and Management*, 11(9), pp.44-49.
- Kim, J. and Han, H., (2022). Saving the hotel industry: Strategic response to the COVID-19 pandemic, hotel selection analysis, and customer retention. *International Journal of Hospitality Management*, 102, p.103163.
- Kumar, V. and Pansari, A., (2019). *Measuring the benefits of employee engagement*.
- Machado, C. and Davim, J., (2019). *Organisational management in post pandemic crisis*.
- Mansour Ghazi, K., (2016). Hotel Maintenance Management Practices. *Journal of Hotel & Business Management*, 5(1).

- Pataki-Bittó, F. and Kapusy, K., (2021). Work environment transformation in the post COVID-19 based on work values of the future workforce. *Journal of Corporate Real Estate*, 23(3), pp.151-169.
- Popescu, C., (2021). *COVID-19 Pandemic Impact on New Economy Development and Societal Change*. Hershey: IGI Global.
- S, N. and Thomas, P., (2018). The Impact of Employee Engagement on Employee Loyalty. *International Journal of Trend in Scientific Research and Development*, Volume-2(Issue-3), pp.324-331.
- Singh, S. and Mishra, S., (2019). *Employee Retention*.
- Singh, U. and Dewan, J., (2019). *Hotel management*. New Delhi: APH Pub. Corp., in association with Indian Institute of Management.
- Surma, M., Nunes, R., Rook, C. and Loder, A., (2021). Assessing Employee Engagement in a Post-COVID-19 Workplace Ecosystem. *Sustainability*, 13(20), p.11443.
- Upadhyay, A., Pomponi, F., Vadam, C. and Mohan, S., (2020). *Sustainability in the hotel industry*.