

International Hotel Management – MBA

BMMB7013

Strategic Management

Case Study of Hilton HOTEL

23/04/2023

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Executive Summary

This report provides a strategic analysis of Hilton Hotel, focusing on reshaping the company's strategic direction to deliver innovative customer care and ensure future resilience and sustainable competitive advantage. The report has analysed the external and internal factors affecting the hospitality industry, including political, economic, social, technological, environmental, and legal factors. The report has assessed Hilton Hotel's resources and capabilities, identifying its strengths and weaknesses and determining its competitive advantage using the VRIO framework. Ansoff's Matrix has been used to evaluate the strategic options available to Hilton Hotel to deliver personalised customer care and drive business growth. The report has also analysed the internal and external analysis relationship, highlighting how the two factors impact the company's strategic decision-making process. The impact of the external and internal analysis on Hilton Hotel's strategy has been discussed in detail, providing insights into how the company can leverage these factors to achieve its goals. The report has recommended a competitive and development strategy for Hilton Hotel, which focuses on providing personalised customer care to improve guest experience, increase customer loyalty, and drive business growth. The report has also provided key factors for shaping and implementing innovative strategies for Hilton Hotel, including leadership, culture, technology, and sustainability.

Table of Contents

Introduction	4
Main Finding.....	5
Strategic Analysis.....	5
PESTEL Analysis.....	5
VRIO Framework.....	7
The AnsoffMatrix.....	8
Relationship Between the Internal and External Analysis	9
Strategic Options for Customer Care	10
Complex Issues	11
Competitive and Development Strategy	13
Shaping and Implementation of Innovative Strategies.....	14
Issues in the Application of Strategic Management	15
The Operating Environment of an Organization	16
Conclusion	17
Recommendation	18
References.....	19
Appendix	21

Introduction

The hospitality industry is a highly competitive sector that requires organisations to continuously adapt and innovate to remain competitive and meet customers' changing needs. Hilton Hotel UKUK is one of the leading hotel chains in the world, known for its high standards of service, innovation, and customer care (Dawes, 2018). Hilton Hotel has initiated a sudden-onset emergency project team to creatively reshape the organisation's strategic direction to remain competitive in a rapidly changing market. Strategic management is the process of formulating and implementing strategies and plans to achieve an organisation's goals and objectives. It involves systematically analysing the organisation's internal and external environment, identifying opportunities and threats, developing strategies and plans, and implementing them effectively. Strategic management is a critical function in any organisation, as it helps align its goals and objectives with its resources, capabilities, and external environment (Jahaya and Ahmad, 2017). It involves a continuous process of monitoring and adapting to changes in the internal and external environment to maintain a competitive advantage and achieve sustainable growth.

Strategic management typically involves several key steps, such as: Conducting a comprehensive analysis of the internal and external environment to identify opportunities and threats, as well as strengths and weaknesses of the organisation and developing clear and specific goals and objectives that align with the organisation's mission and vision (Nieves and Segarra-Ciprés, 2015). Developing and evaluating different strategic options that align with the organisation's goals and objectives and selecting the most appropriate strategy, implementing the chosen strategy by allocating resources, designing systems and processes, developing a plan to monitor and evaluate progress and the organisation's performance and effectiveness, and making necessary adjustments to ensure continued success. Effective strategic management requires a deep understanding of the organisation's goals, resources, capabilities, and external environment and strong analytical, planning, and leadership skills. It also requires effective communication and collaboration across different levels and functions of the organisation to ensure that the strategy is implemented effectively and achieves the desired results (Griffin, 2020).

The report will highlight the comprehensive analysis of the internal and external environment of Hilton Hotel UKUK, using various frameworks and

techniques, such as PESTEL analysis, the VRIO framework, and Ansoff's Matrix. The report will also identify several key issues and challenges facing the organisation, such as increasing competition, changing customer preferences, and technological disruption. Several strategic options for Hilton Hotel UKUK to consider, such as personalised customer care, market development, and product diversification, will also be highlighted in this report. The report will analyse the complex issues related to strategic management in Hilton Hotel UKUK, such as organisational culture, stakeholder interests, and the challenges of implementing and executing strategies. Moreover, several critical factors that can influence the shaping and implementation of innovative strategies, such as leadership, communication, and collaboration, will also be discussed in this report.

Main Finding

Strategic Analysis

PESTEL Analysis

PESTEL analysis is a helpful method for analysing the external macro environmental elements that impact a firm's operations. PESTEL stands for Political, Economic, Social, Technological, and Environmental. The following is a summary of the PESTEL analysis done on the Hilton Hotel to evaluate the external environment in which the firm operates.

Political Analysis

The policies of the government, the rules in place, and the level of political stability are some of the political elements that impact Hilton Hotel UKUK. For instance, the immigration policy that the government of the United Kingdom maintains has an impact on the availability of labour, which in turn has an impact on the hotel's business operations. Alterations to the applicable tax rules and regulations are another factor that may have an impact on the hotel's profitability (Jones and Wynn, 2022).

Economic Analysis

The current status of the economic exchange rates and inflation rates are some of the economic variables that have an impact on Hilton Hotel UKUK. The COVID-19 pandemic has harmed the UK's economy, resulting in a drop in the

demand for the services provided by hotels. Brexit's effects on the UK economy and the currency rate also influence the hotel's operations (Dardeer et al., 2017).

Sociocultural Analysis

Variations in demography, changes in customer tastes, and emerging trends in lifestyle are examples of the sociocultural elements that impact Hilton Hotel UKUK. For instance, there has been a rise in demand for environmentally responsible tourism, and consumers are becoming more aware of the environmental effect caused by their various vacation options (Chang et al., 2019).

Technological Analysis

Using digital channels to supply services is a technical element that impacts Hilton Hotel UKUK. Other technological variables include developments in technology. The Hilton Hotel in the United Kingdom has incorporated modern technology into its business practices, such as mobile applications for reservations and check-ins. To maintain its position as a competitive entity, it must keep up with the fast speed of technological progress (Rotimi et al., 2017).

Environmental Analysis

Changes in climate, efforts made towards sustainability, and the occurrence of natural catastrophes are some of the environmental elements that have an impact on Hilton Hotel UK. The Hilton Hotel in the United Kingdom has implemented environmentally responsible policies, such as cutting its carbon footprint and supporting the growth of green projects. It must be aware of the influence of natural catastrophes and climate change on its operations (Van Noort et al., 2015).

Legal Analysis

Employment rules, health and safety standards, and consumer protection laws are some of the legal considerations that impact Hilton Hotel UKUK. For instance, to safeguard the well-being of its staff and customers, the hotel must adhere to all applicable health and safety standards. A business must comply with consumer protection regulations to guarantee that its services are of high quality and live up to the standards set by customers.

VRIO Framework

The VRIO framework is a helpful tool for analysing the resources and capabilities of a firm to determine its comparative advantage in the market. The VRIO framework of Hilton Hotel is highlighted here to evaluate its resources and capabilities and figure out its competitive advantage.

Valuable

Hilton Hotel can provide its guests with services of an exceptionally high standard because of its resources and talents, which makes those assets very valuable. For instance, the hotel's brand, location, and reputation are all key resources that help it to bring in new customers and keep the ones it already has. The hotel's personnel are a great resource since they are highly competent and well-trained. This helps the hotel to give outstanding service to its guests (Christy et al., 2021).

Rare

Hilton Hotel UKUK has a unique resource and skill advantage since its rivals need help duplicating its successes. Rare resources, such as the hotel's great sites, historic structures, and lavish services, allow it to separate itself from its rivals. The hotel's excellent reputation and well-known brand are valuable assets that allow the establishment to charge a higher rate and bring in affluent guests.

Inimitable

The hotel's resources and capabilities are inimitable since its rivals need help to imitate the Hilton Hotel UK'sUK's resources and capabilities. For instance, the hotel's rivals need help recreating the establishment's old architecture and advantageous positions (Russell-Benn et al., 2017). Because the hotel's reputation and brand have been built up over time and need constant delivery of high-quality service, they are tough to recreate.

Organised

The resources and capabilities of Hilton Hotel UKUK are organised since they are efficiently managed and coordinated. This allows the hotel to give value to its clients successfully. For instance, to guarantee that they provide high-quality

services to clients, the hotel's staff are grouped into teams and overseen by experienced managers. This helps ensure that the employees maintain high levels of training and expertise. The marketing and sales teams of the hotel are structured in a way that allows them to efficiently promote the hotel's brand and bring in new clients (Sah and Nadda, 2017).

The Ansoff Matrix

Ansoff's Matrix is a tool for strategic planning that is used to analyse a business's growth strategy by looking at the many choices for broadening the scope of the firm's products and markets. In order to evaluate the expansion plan of Hilton Hotel UKUK, the following example uses Ansoff's Matrix.

Market penetration

Increasing one's market share is accomplished by selling a greater quantity of one's current goods or services inside one's existing market. Hilton Hotel put this plan into action by increasing the amount of work it puts into sales and marketing to bring in new customers and keep the ones it already has. This is accomplished by providing consumers with loyalty programmes, discounts, and other promotions. The hotel primarily emphasises enhancing customer satisfaction and collecting feedback to strengthen its reputation and bring in more guests (Reidhead, 2020).

Market development

This approach broadens the customer base by penetrating new markets using already-established goods and services. To implement this plan, Hilton Hotel UKUK either expanded into new geographical regions or targeted new consumer demographics (Salvioni, 2016). The hotel caters specifically to business travellers' and millennials' requirements and interests by providing individualised services and facilities. The hotel is expanding its operations into developing regions such as Asia and Africa, providing considerable business expansion prospects.

Product development

This approach is carried out by providing new services or facilities for Hilton Hotels that are designed to fulfil its clientele's ever-changing requirements and preferences. For instance, the hotel provides modified services such as fitness

programmes, concierge services, and individualised dining experiences. Improved reality, virtual reality, and mobile app development are some of the innovative technologies the hotel has developed to improve the overall experience of its guests (Salvioni, 2016).

Diversification

The expansion into new goods or services, as well as into new markets, is a component of this approach. This approach is carried out by expanding Hilton Hotels' operations into businesses linked to or unrelated to hospitality, such as the aviation and entertainment industries. For instance, the hotel partners with several airlines to provide all-inclusive packages that include transportation and accommodation. The hotel has partnerships with many entertainment firms to provide guests with exclusive access to various events and performances (Rahimi and Gunlu, 2016).

Relationship Between the Internal and External Analysis

Hilton Hotel can build successful strategies. They need to have a strong link between their internal and external analyses. Hilton Hotels can determine its unique combination of strengths, weaknesses, opportunities, and threats by conducting an in-depth examination of the company's internal and external environments (Moutinho et al., 2018). This makes it easier for the organisation to establish plans that capitalise on its strengths, work to improve its shortcomings, handle the difficulties posed by the external environment, and ultimately achieve sustainable development and a competitive edge. An outside investigation of Hilton Hotels finds that the hospitality sector is now undergoing a transition towards more sustainable and environmentally friendly business procedures. This development allows Hilton Hotel to design a sustainability plan that aligns with the company's existing resources and skills. An internal audit of Hilton Hotels reveals its assets, including a competent staff, reputation, and brand awareness, which can all be exploited to support the company's sustainability plan (Asadi et al., 2020). With internal analysis, the Hilton Hotel can identify its shortcomings, such as outmoded technology or processes. These weaknesses need to be corrected to accomplish the sustainability plan's goals. The results of the external study provide light on the competitive landscape of the sector as well as the activities of rivals. This helps Hilton Hotels establish strategies that react to rivals' activities while exploiting its capabilities to obtain an

edge over them. Although Hilton Hotel's rivals are investing in digital technologies, an internal review finds that the hotel excels in technological advancement and creative problem-solving. The Hilton Hotel creates strategies that capitalise on these assets to produce a better digital platform that improves the overall experience of the hotel's customers and boosts its position in the market (Trigeorgis and Reuer, 2017).

Strategic Options for Customer Care

The Hilton Hotel has long had a stellar reputation for providing its guests with great customised attention and service. To maintain its position as a market leader in the cutthroat hotel sector, Hilton Hotels must commit to ongoing research and development efforts and customer service improvements (Hitt et al., 2016). The following is a list of potential strategic approaches that Hilton Hotels may take into consideration to provide better-individualised service to its clients:

Consumer segmentation

Customer segmentation is a business strategy that splits the target audience into several groups according to their requirements, preferences, and behaviour patterns. Hilton Hotel can design individualised services and marketing campaigns tailored to meet the particular requirements of each market group with this approach. For instance, Hilton Hotel divides its clientele into several categories for their trip reasons, such as for business, pleasure, or family vacations. This segmentation enables Hilton Hotels to provide unique services and experiences for each segment, such as family-friendly amenities for business travellers, access to the hotel's leisure facilities for leisure travellers alone, and business centre services for leisure travellers (Dardeer et al., 2017).

Programs that reward loyalty

Hotels often implement customer loyalty programmes to provide repeat guests with individualised assistance and other perks to thank them for their continued business. The loyalty programme offered by Hilton Hotels is known as "Hilton Honours," and members of the programme are eligible for various perks, including room upgrades, free nights, and early access to hotel facilities. Hilton Hotels can enhance its loyalty programme by providing more individualised services,

such as welcome messages, hotel amenities, and individualised experiences depending on customer preferences (Paraskevas and Quek, 2019).

The Incorporation of Technology

Technology integration is a crucial tactic that assists Hilton Hotel in providing more individualised attention to its clientele. The Hilton Hotel can collect client data using artificial intelligence (AI) and machine learning (ML), then analyse the customers' preferences and behaviour to provide tailored services and experiences based on this information. The Hilton Hotel is looking at deploying chatbots to deliver individualised customer care and assistance around the clock (Johnson et al., 2017).

Personalised Dining Experiences

In the hospitality sector, providing memorable dining experiences is key to providing good customer service. Customers staying at the Hilton Hotel are interested in receiving personalised dining experiences. These may include customised menus depending on clients' dietary needs, culinary workshops, and wine tastings (Grant et al., 2015). The Hilton Hotel also explore forming strategic alliances with regional eateries and food purveyors to provide guests with one-of-a-kind dining options tailored to individual guests' preferences.

Personalised Wellness Experiences

A growing number of travellers are interested in participating in wellness activities. The Hilton Hotel should consider providing individualised wellness experiences to its guests, such as spa treatments tailored to individual clients' tastes and health circumstances, group exercise courses, and guided meditation sessions. The Hilton Hotel is about forming partnerships with wellness professionals and coaches to provide its clients with individualised wellness programmes and services (Dess et al., 2016).

Complex Issues

The task scenario features an emergency project team that has been tasked with creatively redesigning the strategic direction of Hilton Hotel to find a new path ahead for offering innovative customer service. The scenario also contains a sudden-onset emergency. It is necessary to research several complicated problems

within a strategic framework (Johnson et al., 2017). One of the most significant challenges that Hilton Hotels must overcome is the need to separate itself from its rivals and provide individualised service for its customers. To solve this problem, Hilton Hotel has to investigate various strategic approaches, including client segmentation, loyalty programmes, the integration of technology, tailored dining experiences, and personalised wellness experiences. There are sectional, functional, organisational, and stakeholder interests to consider with each of these different alternatives (Jahaya and Ahmad, 2017). One example of sectional interests is customer segmentation, which involves separating the market into several distinct parts depending on the requirements and preferences of the customers in each group. This enables the Hilton Hotel to design individualised services and marketing strategies tailored to meet each market group's particular requirements. From a logistical point of view, customer segmentation enables Hilton Hotels to concentrate its efforts and resources where they will yield the most return, namely on their most lucrative clientele. The customer segmentation that Hilton Hotel uses helps the hotel better connect its operations and marketing tactics with its overall strategic objectives from the company's standpoint (Jones and Wynn, 2022). Customers profit from customer segmentation because it allows Hilton Hotels to provide them with individualised services and experiences. From the standpoint of stakeholders, the hotel also benefits from customer segmentation since it increases customer satisfaction and loyalty (Jones and Wynn, 2022).

A sectoral interest in loyalty programmes is the provision of incentives and rewards to consumers who have shown continued loyalty. This helps Hilton Hotel to strengthen the loyalty of its customers and separate itself from its rivals. Customers participating in Hilton Hotels' loyalty programmes are more likely to return, boosting the company's income. The Hilton Hotel can better integrate its operations and marketing initiatives with its overall strategic objectives with the assistance of loyalty programmes. Customers profit from loyalty programmes because Hilton Hotels can provide them with special perks and incentives. At the same time, the hotel also benefits from the increased customer loyalty and income that results from the program's implementation (Dardeer et al., 2017).

Technology integration includes sectional interests that include using AIAI and ML to acquire customer data, analyse their preferences and behaviour, and generate tailored services and experiences based on this data. These sectional interests are

discussed below. This enables Hilton Hotel to provide more individualised service to its customers and maintain its lead in the highly competitive hotel business (Sah and Nadda, 2017). Technology integration enables Hilton Hotel to perform its operations more efficiently and improve its insights into its customers from a functional standpoint. The combination of technology helps Hilton Hotel better connect its operations and marketing tactics with its overall strategic objectives, which is important from an organisational standpoint. Customers gain from technology integration since it enables individualised services and experiences, while the Hilton Hotel benefits from increased customer satisfaction and income. Stakeholders are those who have an interest in the matter.

In addition to sectoral, functional, organisational, and stakeholder interests, personalised eating experiences and health experiences also include individual interests. These tactics entail providing clients with customised services and experiences that adapt to the tastes and requirements unique to each customer (Garner et al., 2014). The Hilton Hotel can separate itself from its rivals and provide consumers with distinct value propositions by offering personalised dining experiences and wellness activities (Dardeer et al., 2017). These tactics allow Hilton Hotel to maximise the use of its resources and improve its understanding of its guests' needs from a functional standpoint. These methods enable Hilton Hotel to link its operations and marketing initiatives with its overall strategic objectives, which is important from an organisational standpoint. Customers receive personalised dining and wellness experiences, which not only benefit them by providing them with experiences that are unique and memorable but also benefit Hilton Hotels by increasing customer satisfaction and revenue. Stakeholders benefit from personalised dining and wellness experiences (Grant et al., 2015).

Competitive and Development Strategy

The Hilton Hotel has to implement a competitive and development strategy that strongly emphasises personnel management, technology integration, and innovative ideas. The Hilton Hotels brand must always try to provide consumers with novel and one-of-a-kind services and experiences tailored to their ever-evolving requirements and preferences (Salvioni, 2016). This is accomplished via customer segmentation, which was covered before. Customer segmentation enables Hilton Hotel to design individualised services and marketing efforts tailored to meet each

client group's particular requirements. Hilton Hotels must spend on research and development to create innovative technologies and solutions that improve both the quality of the client experience and the effectiveness of hotel operations. This allows the Hilton Hotel to separate itself from its rivals and maintain its leadership position in the highly competitive hotel sector (Reidhead, 2020). The competitive strategy and the growth plan of Hilton Hotel both place a significant emphasis on talent management. To entice and keep the best employees, Hilton Hotel has to provide competitive salary packages, chances for professional growth and development, and a pleasant working environment (Lynch, 2015). This helps Hilton Hotel establish a robust and skilled staff to provide clients with innovative, high-quality services. The Hilton Hotel can improve its efficiency and profitability thanks to its talent management programme, which optimises its operations and enhances its customer insights (Rahimi and Gunlu, 2016).

Shaping and Implementation of Innovative Strategies

Shaping and implementing innovative strategies for Hilton Hotels involve several key factors essential to its success. These factors include:

Clear vision and mission: Hilton Hotel must have a clear vision and mission that guides its strategic direction and ensures that all stakeholders are aligned towards achieving a common goal (Asadi et al., 2020).

Customer-centric approach: Hilton Hotel must adopt a customer-centric approach that focuses on delivering personalised services and experiences that cater to each customer segment's specific needs and preferences.

Continuous innovation: Hilton Hotel must continuously strive to innovate and offer new and unique services and experiences that differentiate it from its competitors and meet customers' changing needs and preferences.

Technology integration: Hilton Hotels must leverage emerging technologies such as AIAI, ML, and data analytics to gather customer insights, optimise its operations, and enhance its customer experience (Asadi et al., 2020).

Strong and capable workforce: Hilton Hotel must attract and retain top talent by offering competitive compensation packages, training and development opportunities, and a positive work environment (Hayes, 2014).

Strategic partnerships: Hilton Hotels must form partnerships with other organisations and businesses to expand its reach, enhance its customer experience, and leverage new opportunities for growth and innovation.

Effective communication: Hilton Hotel must ensure effective communication across all levels of the organisation to ensure everyone is aligned towards achieving the common goal and aware of the latest developments and initiatives.

Continuous evaluation and improvement: Hilton Hotel must continuously evaluate its performance, measure its strategies' effectiveness, and identify improvement areas to ensure its long-term sustainability and growth.

Hilton Hotels can shape and implement innovative strategies that deliver value to customers, enhance its competitive advantage, and ensure long-term sustainability and growth in the competitive hotel industry by focusing on these key factors (Trigeorgis and Reuer, 2017).

Issues in the Application of Strategic Management

Implementing strategic management at Hilton Hotels presents several challenging problems, all needing to be thoroughly analysed and resolved before the endeavour can be successful. Keeping a competitive edge in an industry that is becoming more crowded and cutthroat is one of the most difficult challenges facing businesses in the hospitality sector today (Jones and Wynn, 2022). An additional challenge is a need to continually innovate and adapt to the changing requirements and inclinations of consumers, particularly regarding the provision of individualised services and experiences. This calls for a strategy centred on the customer and the capacity to harness new technologies like artificial intelligence and data analytics to get insights about the consumer and improve business operations (Nieves and Segarra-Ciprés, 2015). The Hilton Hotel has to carefully manage its resources and investments to guarantee that it is investing in the appropriate areas and achieving the highest possible return on its assets. This necessitates taking a strategic approach to the administration of finances and the decision-making process regarding investments, considering both short-term and long-term objectives. The need to balance the diverse interests of various stakeholders, including customers, staff, shareholders, and the broader community, is one more essential challenge that must be addressed when applying strategic management to the operation of Hilton Hotels (Jahaya and Ahmad, 2017).

Hilton Hotel ensures that its plans and activities align with its overall vision and purpose and that the company is always analysing and improving its performance to guarantee its continued viability and expansion in the long run. The Hilton Hotel has been criticised for approaching sustainability and environmental responsibility issues in its strategic management. Although the company has made some efforts to reduce its environmental footprint, it has been criticised for not doing enough to address the negative impacts that its operations have, particularly in the areas of waste management and energy consumption (Grant et al., 2015). While the company has made some efforts to reduce its environmental footprint, it has been criticised for not doing enough. The Hilton Hotel's strategic management approach to talent management and employee engagement has also been subject to several issues. The corporation has been criticised for its approach to diversity and inclusion, especially in senior leadership positions, while receiving praise for the pleasant atmosphere it fosters in the workplace and the advantages it provides for its workers (Dess et al., 2016).

The Operating Environment of an Organization

External events and pressures influence an organisation's operations and performance, collectively called its operational environment (Trigeorgis and Reuer, 2017). This encompasses a wide range of elements, including but not limited to the following: economic situations, regulatory frameworks, technology breakthroughs, competitive pressures, and consumer preferences. The business climate in which Hilton Hotel operates is defined by several important aspects, such as the competitive landscape, the regulatory framework, changing client preferences, and developing technology. The market in which Hilton Hotel works is quite competitive, and it is populated by several well-established businesses, among whom are Marriott, Accor, and InterContinental Hotels Group, amongst others. Hilton Hotels must maintain a culture of constant innovation and differentiation regarding services to maintain its position as a market leader (Hitt et al., 2016). It provides experiences it creates for its guests while simultaneously controlling costs and optimising operational efficiency. In addition, regulatory frameworks considerably impact the operational environment in which the Hilton Hotel operates. The hotel business is subject to a wide range of regulations, the most common of which are health and safety requirements, employment rules, and environmental restrictions. The

compliance of Hilton Hotels with these rules is essential to the company's success since failure to do so may result in financial penalties, harm to the company's image, and even legal liability (Hitt et al., 2016).

Changing customer tastes and the emergence of new technology are other significant elements that impact the operational environment in which Hilton Hotel operates. Consumers are looking for more customised services and experiences, and Hilton Hotels is always evolving its products to keep up with these shifting expectations. In addition, new technologies such as artificial intelligence (AI) and data analytics are revolutionising how hotels operate and engage with consumers (Dardeer et al., 2017). Hilton Hotels uses these technologies to streamline its operations and enhance the experiences it provides to customers. The environment in which Hilton Hotel operates presents not just opportunities but also possible obstacles and hazards. For instance, the hotel business is significantly impacted when the economy is in a slump or when global catastrophes such as pandemics occur, which both result in a decrease in customer demand and income. Rising laws and compliance requirements may drive up costs and reduce flexibility. At the same time, the rapid speed of technological change can make it difficult to keep up with emerging trends and innovations (Paraskevas and Quek, 2019).

Conclusion

In conclusion, this report has provided a comprehensive analysis of the internal and external environment of Hilton Hotel UKUK and proposed several strategic options for the organisation to consider. The PESTEL analyses of Hilton Hotels have identified several key trends and issues, such as changing consumer preferences, technological disruption, and increasing competition. The VRIO framework has provided insights into the strengths and weaknesses of Hilton Hotel UK's resources and capabilities. Ansoff's Matrix has identified several strategic options for the organisation, such as market development and product diversification. Analysis of the complex issues related to strategic management in Hilton Hotel UK has provided insights into the challenges of implementing and executing strategies, such as organisational culture, stakeholder interests, and the need for effective leadership and communication. Recommendations for the organisation have been based on the key issues and challenges identified in the analysis. They aim to

improve the organisation's competitive position, customer care, and overall resilience.

Recommendation

Based on the analysis of Hilton Hotel's internal and external environment, Hilton Hotel needs to follow some recommendations; through this, Hilton Hotel can resolve its challenges most appropriately. Here are highlighting some of the recommendations below:

Personalization and Innovation Strategy: Hilton Hotels should adopt a strategy that focuses on personalising its services and innovating its offerings to meet the changing demands of customers. This strategy can be implemented by using emerging technologies such as AIAI and data analytics to enhance customer experiences, as well as by developing new service offerings and amenities that meet customers' evolving needs and preferences.

Diversification Strategy: Hilton Hotels should also consider a diversification strategy that involves expanding its business into new markets and segments. This can be achieved through the development of new brands and concepts that cater to different customer segments, as well as through the acquisition of other hotel chains or hospitality businesses that complement its existing offerings.

Sustainability Strategy: Hilton Hotel should also prioritise sustainability in its operations and offerings to enhance its brand reputation and appeal to environmentally-conscious customers. This can be achieved through the implementation of sustainable practices and technologies in its operations, as well as through the development of sustainable and eco-friendly products and services.

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Appendix

Overview of the Hilton Hotel

Hilton Hotel is a multinational hospitality company founded in 1919 by Conrad Hilton. The company's headquarters is located in McLean, Virginia, in the United States, and it has more than 6,400 properties across 119 countries and territories worldwide. The history of the Hilton Hotel began in 1919 when Conrad Hilton purchased the Mobley Hotel in Cisco, Texas. In 1925, he opened the first Hilton Hotel in Dallas, Texas, and the company expanded rapidly over the next few decades. By the 1960s, Hilton Hotels had become one of the largest hotel chains in the world, with properties in the United States, Europe, and Asia. In the 1980s, Hilton Hotels underwent significant restructuring, and the company divested many of its assets and focused on its core hospitality business. In 1999, the Blackstone Group, a private equity firm, acquired the company; in 2013, it returned to the public markets with an initial public offering. Hilton Hotel is a leading global hospitality company operating under several brands, including Hilton Hotels & Resorts, Waldorf Astoria, Conrad Hotels & Resorts, Canopy by Hilton, and DoubleTree by Hilton. The company's properties cater to a wide range of travellers, from luxury seekers to budget-conscious travellers, and its portfolio includes some of the world's most iconic hotels and resorts.

Hilton Hotel has a long history of innovation in the hospitality industry, from introducing the first hotel airport shuttle service in the 1960s to developing industry-leading technology solutions for guests and employees. The company is also committed to sustainability and corporate responsibility, with initiatives to reduce its environmental footprint, support local communities, and promote diversity and inclusion. Hilton Hotel has a strong presence with properties in major cities, including London, Manchester, Birmingham, Edinburgh, and Glasgow. The company operates under several brands in the UK, catering to a diverse range of travellers, from luxury seekers to budget-conscious guests. Hilton Hotel is renowned for delivering exceptional customer service and providing guests with an unforgettable experience. The company is committed to sustainability and has implemented several initiatives to reduce its environmental impacts, such as reducing energy consumption and waste generation. Hilton Hotel also supports local communities through various philanthropic programs and partnerships.