



Prifysgol Cymru
Y Drindod Dewi Sant
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Trinity Saint David

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Student Name: Raquel Lopes Marta

Student Number: 2428509

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Lecturer: Nadeem Mirza

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Introduction

In this report it focuses on the stakeholder engagement with Hilton Hotels & Resorts, this is by using the StaySmart+ project as a case study. The goal of this project is to improve its customer experience journey by introducing the use of digital services such as personalised features, mobile check-in, and way more productive communicate systems in place.

In some organisations, stakeholders play out an important role they can be influenced by decisions and outcomes that can be taken. Stakeholders do include anyone who is involved in or has been affected by a project, such as managers, employees, customers, suppliers, investors and external partners. Each group has their own expectations, interests and a level of involvement, which this means organisations must manage and be able to understand them cautiously.

When it comes to managing stakeholders effectively it is very essential. If by any chance their needs are neglected, the project may face huge delays, difficulties or even failure. For instance, employees may not be able to support new systems, or even customers may not use the services if they are not introduced to them properly. However, if there is communication and they are properly engaged, they will be able to support the project and contribute to its success as well as giving feedback and a valuable input that can improve the project outcome.

This report will analyse everything from the stakeholders in Hilton using different roles and models, including SWOT analysis, PESTE analysis, SMART objectives, stakeholder identification, Mendelow's Matrix, communication planning and the RACI matrix. Also, these approaches the report will establish how effective the stakeholder management can contribute to being a successful project delivery and how it improves the business performance. Additionally, these tools will explain how Hilton can be successfully engaged stakeholders to achieve its project objectives.

Organisation Overview

Hilton Hotels & Resorts is a major company in the international hotel sector, operating across a wide range of countries and locations. It offers services such as accommodation, food, business facilities, and a customer loyalty programme. Whereas this is for both business and leisure travellers. This organisation is known for providing a trustworthy service standards and by maintaining a very strong reputation in the global market.

The hospitality industry is highly competitive, and the businesses must always improve to meet the customer's expectations. In today's hotels all guests expect a fast service, availability, and personalised experiences, rather just being a basic accommodation without anything. Considering of this, Hilton has focused on improving the services through innovation and have the use of modern technology.

The company's overall strategy is on delivering high levels of customer satisfaction while as well improving efficiency and maintaining profitability for the customers. Hilton invests in staff training, service standards, and technology to ensure that the guest receive a consistent high-quality experience. Hilton must manage challenges such as rising costs, changes in travel demand, and global economic conditions.

The StaySmart+ project fits very well with Hilton's overall strategy of improving customer experience through innovation. This is by introducing digital services such as personalised room settings, mobile-in, and improve communication tools. Hilton's aims are to meet the modern customer expectations and improve efficiency across its operations.

However, the success of any project will depend on how well the stakeholders are managed. Hilton operates on a global scale, as it interacts with many different stakeholders. These includes internal groups such as managers, employees, and on the other side comes the external groups such as customers and suppliers. This is by understanding on how the organisation works by helping and providing context for analysing stakeholder engagement in the project.

SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
Strong global brand	High operational costs	Digital innovation	Strong competition
Loyal customers	Staff turnover	Expansion	Economic changes
Skilled staff	Depends on travel demand	New locations	Rising costs
Global presence	Training requirements	Sustainability	Data risks

The SWOT analysis shows how Hilton has a strong advantage such as its global reputation, wide presence, and loyal customers. These strengths make it simple to introduce a new service like StaySmart+. However, the company does face weaknesses such as the high costs and with the staff related challenges that they have, which can cause a big effect on their performance.

In addition, Hilton understands how internal strengths can be used to overcome its weaknesses. For example, a strong brand recognition can support the introduction of new services across to different locations. At the same time, weaknesses such as high running costs means that the company must plan carefully before making any changes. It also highlights those external threats like competition require Hilton to continue improving their services. By reviewing these factors, the organisation can make better decisions and prepare for future challenges.

One example is that investing in technology can help improve efficiency and reduce services to delay.

PESTLE Analysis

Factor	Analysis
Political	Government rules affect hotels
Economic	Economy affects customer spending
Social	Customers want better and faster service
Technological	Technology improves with hotel services
Legal	Laws must be followed by the company
Environmental	Hotels need to be eco-friendly

The PESTLE analysis shows several external factors that affect Hilton and the StaySmart+ project. Government rules can change how the hotels operate, and the economy can affect how people spend on travel. Customers today they expect faster and personalised services, so that's why Hilton needs to keep on improving. Technology can help with services which makes it easier and quicker, but the company also must follow procedures by the laws like safety and data protection. At the same time, there is a lot of pressure taking place for the hotels to be environmentally friendly.

SMART Objectives

The StaySmart+ project is designed to improve customer experience and satisfaction and to make the hotel services extra efficient with Hilton Hotels & Resort. This is to ensure that the project is well clear and is achievable, as SMART objectives is needed to be used.

SMART Citeria	Application on project
Specific	To improve customer experience through digital services such as personalised features and mobile check-in
Measurable	To achieve 20% increase in customer satisfaction based on the feedback and reviews
Achievable	Using existing technology and for staff to be trained into support changes
Relevant	Having support that will reach Hilton's goal of improving the quality of the service and still staying competitive
Time	These results are to achieve within 12 months

The use of Smart Objectives is that this will help to ensure that the project remains realistic and focused. This is by setting measurable targets, so Hilton can track the progress and evaluate its success. Meanwhile by positioning these objectives with the strategy of the organisational this will guarantee that the project will contribute to a very long term to the business goals and to make the business more successful.

Using this approach can also make it easier to monitor progress during the project. Mangers can check whether the targets are being met and if there needs to make improvements if needed.

In addition to this Hilton must review its stakeholders regularly to ensure they are manged correctly.

Stakeholder Identification

Stakeholder identification also helps the organisation understand the level of impact each group may have on the project. Some stakeholders may have a direct effect on decision-making, while others may influence the project through feedback or support. This difference is important when planning how to manage each group.

It is also necessary to consider that stakeholders may have different expectations. For example, customers expect better service and convenience, while employees may expect support and training. If these expectations are not managed properly, it may lead to dissatisfaction and affect the project outcome.

In addition, stakeholders can influence the success of the project in both positive and negative ways. Supportive stakeholders can help improve performance and contribute to success, while unsatisfied stakeholders may create challenges or delays. This is why it is important to identify stakeholders early and understand their needs.

Another important point is that stakeholder identification should be reviewed regularly. As the project develops, new stakeholders may become involved, and existing stakeholders may change their level of interest. By updating this information, Hilton can ensure that all stakeholders are managed effectively.

It's very important for Hilton to remain flexible when managing stakeholders. As projects develop, unexpected changes may occur, which can affect stakeholder needs and expectations. Being able to adapt quickly allows the organisation to respond effectively and maintain positive relationships. Also helps ensure that issues are resolved without causing disruptions.

Roles, Responsibilities, Benefits, and Challenges

An obvious perception of stakeholder roles and responsibilities is very essentials to be delivered out successfully of the StaySmart+ with Hilton Hotels & Resorts. Each stakeholder group is contributing to many different projects, and their involvement brings both benefits and challenges.

Stakeholder	Roles & Responsibilities	Benefits	Challenges
Mangers	Having to lead the project, ensure that all objectives are met, making strategic decisions	Impacting to business growth and improve performance	Applying pressure, managing risks, high responsibility, decision pressure
Employees	Having to interact with customers, adapting to new systems that has been in place, delivering services	Skill development that they have or can achieve Career growth in stepping up, and taking more ownership Levelling up by a professional pathway	Resistance to change new way of thinking, a new environment and new process Training requirements that need to take place
IT Team	Developing and managing digital systems and to ensure system is reliability	Innovation opportunities and technical advancement	Having technical issues and the system integration issues
Customers	Proving feedback, using the services that are provide for them and influence demand	Better service experience convenience	Having high expectations and having to adapt to new systems
Suppliers	They provide the goods and the services as well as they deliver it out Support operations	Having a long-term business relationship which can be good	Dependency on contracts, Delays
Investors	They provide financial support to help and monitor performance	Financial returns, business growth	Risk of financial loss of the project fails

This table highlights that while the stakeholders provide valuable contributes to the project, they also introduce a very high potential risk that they must manage effectively. Employees are important for delivering the services, but they may resist in the change. Customers benefit we expect for them to have better services, but we can expect more. As a result, the good stakeholder management it reduces the problems and it improve the results that is needed

Stakeholder Map (Mendelow Matrix)

The Mendelow Matrix helps to identify the stakeholders that are based on their interest and power.

Power / Interest	Stakeholders	Strategy
High Power / High Interest	Mangers	Manage them closely
High Power / Low Interest	Investors	Keep satisfied
Low Power / High Interest	Employees and Customers	Keep them informed
Low Power / Low interest	Public	Monitor

This help Hilton focus on the most important stakeholder and manage them effectively.

The Mendelow Matrix is useful because it helps the organisation decide how much attention each stakeholder should receive. Not all stakeholders need the same level of focus, so this tool helps managers use their time more effectively. By understanding who has the most influence, Hilton can prioritise communication and decision-making.

Stakeholders with high power and high interest are the most important group, as they can strongly influence the outcome of the project. These stakeholders need regular updates and should be closely involved in decisions. If they are not managed properly, it could affect the success of the project.

Stakeholders with high power but lower interest still need to be managed carefully. Even though they may not be involved in day-to-day activities, they can make important decisions. Keeping them satisfied ensures they continue to support the project.

For stakeholders with low power but high interest, it is important to keep them informed and engaged. These stakeholders, such as employees and customers, can provide useful feedback that may help improve the project.

Finally, stakeholders with low power and low interest require less attention, but they should still be monitored. This ensures that no issues are overlooked and that all stakeholders are considered.

Stakeholder Assessment

When it comes to stakeholder assessment it is very important because this helps to identify on how much each influence stakeholder has on the StaySmart+ project with Hilton Hotel & Resorts. This will then allow the whole organisation to manage the stakeholders in a more effective way to be brilliant.

Managers then have a high level of power and interest this is because they are responsible for making decisions and ensuring the project is successful. Although customers also have a high level of interest because they are the ones that will be using the new services that have been taken place and their feedback is very important.

The IT Team has a high level of influence as they are the ones that are responsible for developing and managing the digital systems that are used in the project. Employees have a medium high level of influence because they are the ones that deliver the services, but they do not make major decisions.

Suppliers also have a medium high level of influence this is because they support operations just by providing the resources. Investors have a high level of influence because they are the ones that provide all the financial support, but they may not involve into day-to-day daily bases activities.

However, understanding these levels is very important and it helps Hilton focus on the most important stakeholders and manage them properly and carefully.

Roles of Mangers

Mangers play a very important role in the StaySmart+ project. They are the ones that are responsible for planning, organising, and controlling all the project activities that will take place.

They make a very important part of all decisions this is to ensure that the project is completed on time and within a budget that was spoken.

Good management is key which improves communicate and ensures that all stakeholders are supported within the project.

Managers are also responsible for making sure that all team members clearly understand their roles within the project. If tasks are not explained properly, it can lead to confusion and mistakes. By giving clear instructions and guidance, managers help improve overall efficiency and ensure that work is completed correctly.

Another important responsibility is monitoring progress throughout the project. Managers need to regularly check whether tasks are being completed on time and if the project is meeting its objectives. If any issues arise, they must take quick action to solve them and keep the project on track.

Managers also play a key role in motivating employees. A positive working environment can increase productivity and encourage staff to perform better. This can be achieved through support, recognition, and providing opportunities for development.

Communication Plan

Communicate plan is very important this is to make sure all stakeholders receive all the correct information at the right time.

Communication Plan

Stakeholder	Communication Method	Frequency	Purpose
Mangers	Reports and Meetings	Weekly	Progress updates and decision making
Employees	Meetings and Training sessions	Weekly	Guidance and provide update
Customers	Emails and mobile apps	Ongoing	Updates and inform about services
Suppliers	Calls and Emails	Monthly	Deliveries and coordinate resources
Investors	Reports	Every quarterly	Financial performance updates

A clear communication plan also helps avoid misunderstandings between stakeholders. When information is shared properly, it ensures that everyone is aware of their tasks, deadlines, and any changes that may happen during the project. This is especially important in a large organisation where many departments are involved.

Different stakeholders require different types of communication. For example, managers may need more detailed reports to support decision-making, while employees benefit more from clear instructions and training sessions. Customers usually prefer simple and quick updates, such as emails or mobile notifications, so they can stay informed about new services.

It is also important to ensure that communication is two-way. Stakeholders should not only receive information but also can give feedback. This allows Hilton to understand their concerns and make improvements where needed. Feedback can be collected through surveys, meetings, or digital platforms.

Another key point is that communication should be consistent. Regular updates help keep stakeholders engaged and reduce uncertainty. If communication is irregular, stakeholders may lose interest or become confused about the progress of the project.

Overall, an effective communication plan supports better teamwork, improves relationships between stakeholders, and increases the chances of the project being completed successfully.

Stakeholder Engagement Levels

Stakeholder involvement does not stay the same throughout the project. At the early stage, some stakeholders may not be very active because they do not fully understand the project. As more information is shared, their participation should increase. This shows that engagement develops over time rather than happening immediately.

For example, staff members may feel unsure when new systems are introduced, but with clear guidance and practice, they can become more confident in using them. In the same way, customers may begin by only being aware of the service, but later they may actively use it and share their opinions. This gradual change is important for improving overall engagement.

It is also important for managers to monitor how engaged stakeholders are. If stakeholders are not fully involved, it may create problems such as delays or lack of support. Managers should identify these issues early and take action to improve engagement.

Different methods can be used to improve engagement levels. These include training sessions, regular updates, feedback systems, and the use of digital tools such as mobile apps. These methods help stakeholders feel included and valued.

By improving stakeholder engagement, Hilton can ensure better cooperation, stronger relationships, and a higher chance of project success.

RACI Matrix

The RACI matrix is used when showing the roles and the responsibilities in the project. This helps to avoid any confusion and to ensure that everyone understand what they need to do.

Task	Mangers	Employees	IT Team	Customers
Planning	R/A	C	C	I
System Development	C	I	R/A	I
Implementation	A	R	R	I
Service Delivery	A	R	C	I

- Responsible
- Accountable
- Consulted
- Informed

The RACI matrix is useful because it clearly shows who is responsible for each task and who needs to be involved. In a large organisation like Hilton, many people work on the same project, so without clear roles it can easily lead to confusion. By using this tool, each stakeholder understands their position and what is expected from them.

For example, managers are usually accountable because they make key decisions and ensure that the project is completed successfully. Employees are often responsible for carrying out the tasks, while the IT team focuses on developing and maintaining the systems used in the project. Customers are mostly informed, as they need updates about the service but are not directly involved in the process.

Another advantage of the RACI matrix is that it improves communication. When roles are clearly defined, stakeholders know who to contact for information or support. This helps reduce delays and improves teamwork across different departments.

Overall, the RACI matrix helps Hilton manage its stakeholders more effectively by improving organisation, reducing misunderstandings, and supporting the successful delivery of the project.

Conclusion

In conclusion, stakeholder's engagement plays out a crucial role in the success of StaySmart+ project with Hilton Hotels & Resorts. This report has shown how different the stakeholders can be influence of the project and how effective the management can improve the outcomes.

In using the tools such as the stakeholder assessment, communicate planning and the RACI matrix, Hilton can ensure that the stakeholders are properly engaged and managed. This can lead to improve its customer satisfaction, better service delivery, and overall business in the success

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