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Ravello's Hotel Caruso

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Introduction

In the 11th century, a Roman family was shipwrecked and could not go to Byzantium, and so they stayed in Ravello's Hotel Caruso. The Palazzo d'Afflito estate was created as a memorial to the accident and the family martyr Eustachio. The hotel's fortunes would fluctuate throughout the years. The estate was practically devastated and left in ruins in the early 16th century by the contending forces of the peninsula. Restoration attempts in the same century included the addition of paintings, a garden colonnade, and a tower so that visitors may enjoy the view from the top. In the 18th century, local artisans graced the premises with bucolic and grotesque paintings, while Baroque angels ornamented the main entrance. However, it was not until more than a century later that the earlier embellishments were covered with a new coat of whitewash (Šerić, 2018). After renting five of the hotel's rooms, Pantaleone Caruso created the Pensione Belvedere in 1893. Hotel Caruso Belvedere was the new name for the property once it expanded from five to twenty-four rooms over time. The Belmond Caruso Hotel in Ravello, on the Amalfi Coast, lies on a little outcrop of lemon orchards and overlooks the sea toward Capri. With all the Mediterranean's beauty for a weekend or two steeped in the Dolce Vita, this is a tiny piece of heaven.

It is no surprise that businesses are building technology-based platforms to stimulate information exchange and innovation. Competitors will have a hard time keeping up with their abilities to immediately interact with one another. When it comes to interacting with their staff, many company owners today depend on technology to do so, both in and out of the workplace. Employees will be able to achieve a better work-life balance with this degree of collaboration (Papa, 1990). Businesses can better communicate with their workers' thanks to new technology in the workplace. In addition, technological advancements may hasten and facilitate the growth of a company. Engaging employees has never been easier because of technologies like virtual technology, social networking, and web portals. The advancement of corporate technology is also critical since it allows for the rapid flow of information over many channels, elevating communication. The purpose of this study is to determine how the Hotel Caruso in Ravello can utilise technology to improve staff engagement. The study will make use of both primary and secondary sources of information.

Primary Research

The primary data type research that this proposal is based upon is the online survey that will be conducted through mail. The researcher will manage that through the steps that are outlined below:

How the Audience will be identified

The quality of a survey is directly related to the quality of the pre-survey study. The Hotel Caruso's management team is the intended audience for this study since the hotel's research was focused on the Hotel Caruso in Ravello. The study should seek surveys that have already been conducted and are comparable to the one that is being pursued so that it is distinct and intriguing to a reporter that may cover the data.

Conducting the Survey

As far as survey length is concerned, short and precise is the most effective approach. To receive the most satisfying outcomes, the researcher will make sure that they take all of their options into consideration when they ask inquiries. The time of day the survey is delivered influences the findings. A late-night email to the management of Ravello's Hotel Caruso is less likely to get a response because of the influx of emails on Monday morning. When this is sent on a weekday during regular business hours, more replies are expected.

Creating Context for the Survey

Before conducting the survey, target publications will need to have the data accessible. The findings will be made public on the internet and made available to guests at the Hotel Caruso in Ravello. Compiling the data into a graph or infographic will also be beneficial. There is a significant chance this will help any researcher who needs it to conduct similar studies, as well as enhance the possibility that these will apply it in their work.

Evaluating the Research

Case studies will enable a survey's efficiency to be revisited. Did it resolve the issues posed at the outset about Ravello's Hotel Caruso? Is it comprehensive enough to pique the interest of the industry? When these questions are answered, the researcher will keep track of how frequently and where the study is disseminated. This enables the

researcher to enhance future surveys, adjust my message, or even start from scratch with a brand new survey.

Ensuring the Staff Anonymity

To protect the identity of its subjects, the study will use a variety of ways. First and foremost, it must keep its records private by using password-protected files, encryption when exchanging data over the internet, and even old-fashioned closed doors and drawers. The data will not be recorded in such a manner that subject replies are linked to identifiable information (Trinh, 2018). And, since respondents may not be recognised solely by their names, but by other identifiers or combinations of information about them, the study will often only release aggregate results to the public, rather than individual-level data.

Secondary Research

Developing the Research Question

The first stage will be to define the broad research topic within which the study will fit. For example, the study will look at how the hotel utilises technology to increase employee engagement and retain bright employees. After identifying the issue, the following step will be to browse through previous publications to determine whether there is a gap in the literature that the study can address (Trinh, 2018). At this stage, it is possible that past studies did not explore how Italian hotels utilise technology to increase employee engagement and retain skilled employees (Seric, Gil-Saura and Molla-Descals, 2016).

Identify a Secondary Data Set

Most studies begin by defining what is already known about the subject and what information seems to be lacking. This procedure entails taking into account the kind of data previously gathered on the subject. After reading the literature and defining the study objectives, the research team may opt to depend on secondary data. This will be done if it is determined that there is previous data that is fully reusable in the study, thereby assisting in answering the research questions more thoroughly.

Evaluating and Analysing a Secondary Data Set

The data will be analysed as the last stage in this process. The study will employ an independent samples t-test to determine the best appropriate analytic approach for the secondary data set (Kim, 2015).

How Ravello's Hotel Caruso should Incorporate Technology in the Hotel to Boost Employee Engagement

Make use of Performance Management Tools

Employees may access and manage corporate data by using employee and self-service management tools. Human Resources may also allow workers to do a range of functions via a variety of self-service portals. This involves reacting rapidly to network requests such as updating personnel information, applying for positions in various departments, and reading and responding to job assessments. Managers may use tools such as Perform Yard to assess staff performance and build up to goal management systems (Phaal, Farrukh and Probert, 2006). Employees may then collaborate with the hotel's management team to rearrange their job assignments to perform more efficiently and effectively. Performance management tools are also incredibly beneficial for boosting workplace communication.

The Ability to Collaborate Between Departments

Collaboration is one of the most important modes of communication for the management of any business. This form of communication throughout all divisions may contribute to the success of the hotel. Departments can distinguish between budgets, objectives, and project management timeframes as a result of their combined efforts (Kaufman, Wood and Theyel, 2000). Employees in distant locations may remain linked by using intranet and in-house networking services. This allows staff to stay engaged and collaborate across departments through a computer. Intranet services also make it possible to exchange data and cooperate with others in several ways.

The Use of Technology-Based Workgroups

Employee workgroups may assist the hotel staff in engaging, synchronizing, and sharing information throughout the project's lifespan. Workgroups enable the hotel

management to vary the hotel objectives across personnel and exchange diverse points of view on tasks such as budget formulation, schedule structuring, and communication streamlining (Gallivan, 2000). SaaS platforms give corporate cloud services that are now more common than intranets and enable the management to construct workgroups where you may store and exchange information via the internet. The hotel's staff may use the web-based program to create several activities, such as generating sales targets and contact list databases. Furthermore, collaborative workgroups enable the management to track the progress of its workers' work and give feedback to them.

Employee Training and Education

To remain competitive, most businesses must invest in training and development. Blended learning tools enable the employees to work around their schedules. Blended learning typically entails the use of e-learning tools or virtual classrooms in addition to in-person sessions. This enables employees to get the most out of their training by utilising all available learning styles (Marler, Liang and Dulebohn, 2006). Employees benefit from the blended learning style because the change in educational methods stimulates their interests. A manager or business owner can use these learning tools and their enthusiasm to boost employee engagement. Workers become more engaged as a result of the ability to train at their own pace. As a result, the employee's work performance may improve.

Social Engagement within the Workplace

Social connection via technology may assist employees and their colleagues build relationships. The ability to interact socially with their staff is also beneficial for increasing brand awareness. Employees may actively market the firm by submitting views and ideas about the organisation as well as any planned initiatives or promotions (Kim, et. al., 2017). These efforts might also assist the hotel in reaching out to prospective new clientele. Technology and the employment environment will continue to evolve. The ability to tap into these sources will continue to aid the hotel in improving employee relationships throughout the organization. Allowing workers access to this

technology will also assist to foster ideas, promote creativity, and boost corporate performance.

Advantages of Primary and Secondary Research

Advantages of Primary Data Source

Primary research techniques provide a focused approach to market research. This permits particular concerns to be addressed while keeping the study relevant to the project's goals and scope. This indicates that the study is focused on the individual market rather than the mass market. This form of research also gives the marketer total control over the methodology, representative sample size, and sample selection procedure (Li et al, 2018). This contributes to the research's relevance to the individual or organisation. Secondary research is often out of date and may no longer be relevant to the market the researcher is attempting to reach (Stewart and Kamins, 1993). Primary research ensures that the material gathered is current and relevant, allowing correct patterns to be shown. Primary research also enables the individual or organisation to retain ownership of the data (Canaway et al, 2019). They may choose to make the information public to strengthen their position as an authority in the field, or they may choose to keep the information private to avoid giving competitors an advantage.

Advantages of Secondary Data Source

Secondary data sources are simple to obtain. The Internet has altered the way secondary research is conducted. Nowadays, one can access a wealth of information simply by using a mouse. The majority of secondary sources are either completely free or very inexpensive to use (Martins et al, 2018). It not only saves money but also time. In contrast to primary research, which requires the researcher to design and carry out the entire primary study process from start to finish, secondary research allows him to collect data without having to put any money on the table. Secondary data research can be carried out by people who are unfamiliar with the various data collection methods. Anyone, in theory, can collect it. Secondary data also enables researchers to conduct longitudinal analyses, which means that the studies are conducted over a long period

(Martins et al, 2018). This can aid researchers in identifying various trends. Furthermore, secondary data from many years ago up to a couple of hours ago is available. It gives you the ability to compare data over time.

In summary, both primary and secondary data collection shall help Ravello's Hotel Caruso to boost its employee engagement through technology. This will help to improve the performance of the hotel to boost its productivity as technological advancement particularly this season of Covid-19 is a key factor in production (Kim et. al., 2021).

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