

The Impact of COVID-19 and Rebuilding the Workforce in Hotel Trinity**Module Code: BMIH5005****Lecturer: Emily Williams**

There will be tremendous changes in the hotel sector by 2020 (Mehta, 2021). By the end of March 2020, many hotels had to shut their doors due to local and federal restrictions. Since the effect of COVID19 is still being felt, hotels must make critical strategic choices to ensure their survival. Many employees could keep their jobs because of the Job Retention Scheme (leave), while hotels were forced to lay off significant numbers of staff. Reopening in 2021 (Bajrami, 2021), the hotels will begin recruiting new staff and rehiring furloughed workers as cash flow recovers. Even though the hotel sector was one of the most affected by the epidemic, it has begun to recover one year after the COVID-19. This study seeks to objectively examine the effect of Covid-19 on the employment lifecycle of Hotel Trinity, one of the world's most famous worldwide brands, which was founded in 1892 (Kikuchi, 2021), as well as its plan for dealing with this unprecedented scenario in the hospitality industry. Also included in this study are discussions of the present state of the industry and the recruitment procedure for new employees to join the workforce in the field. This article will also include a meeting of the effect of the PESTEL study.

Before we outline some critical issues regarding Hotel trinity's employee lifecycle, we need to depict how hotel trinity employees are affected by this covid situation. From March 2020 to April 2021, Trinity laid off 1200 employees, and almost 2000 team members have their job through a team member retention scheme (Gałaś, 2021). In the 18 nations where data on the hotel is available from labor force surveys, it is projected that more than 3000 individuals, including 1600 women and 1700 men, who Trinity Hotel employed have lost their jobs. According to the hotel's financial records, the Trinity Hotel has loose \$19.4 million last year (Bagheri, 2021).

However, after lifting government restrictions and implementing mass immunization campaigns throughout Europe. Trinity welcomes its guests in the most tranquil of

environments. They had earned \$2.9 million in income as of the previous month (McCarron, 2021).

In this part of the report, we will present the impact of covid-19 on the trinity hotel **employee lifecycle**.

As marketing experts analyses consumer experiences, HR may look at team member experiences through the lens of the employee life cycle. It's essential to look at the whole employee life cycle to see how it affects engagement and how you can improve it.

Attraction-

Recruiting does not start an employee's journey with a business. It begins with their first encounter with the brand. 92% of individuals would consider quitting their current job for a chance with a reputable company (Hassen, 2021). The Trinity Hotels research predicts a 9% decline in job applications by July 2021(Hassen, 2021). Employer branding is critical for establishing a good company image among prospective workers. To get started, Trinity should create a company website and found a social media presence. The event will serve as many people's first exposure to the business before applying. Maintain a professional image on the company's internet platforms by emphasizing what makes the industry a great place to work.

Recruitment-

Hiring culturally aligned workers with the Trinity Hotel has a beneficial effect on the whole employee life cycle. If the Trinity hotel faces a skills gap and a staff scarcity, they may want to explore remote recruiting in light of the current state of affairs at Covid 19. Simply implementing the necessary technologies isn't enough to hire remote workers. To avoid misunderstandings, let your employees know precisely how and when they should expect to work remotely, so there are no surprises as many Trinity employees as feasible should be included in virtual interviews to keep the recruiting process as a community as possible.

Onboarding-

It's not simple to get new employees up to speed on the intricacies of their new job, handle administrative duties, and introduce them to the company culture, all while they're still learning about their new role. In particular, following the covid-19 breakout, onboarding shouldn't cease after two weeks or even a month (Joab-Peterside, 2021). However, even though this is the most challenging part of onboarding workers, abruptly ending the process leaves them feeling lost. Replace this with features like frequent check-ins and training cordials or upgrades that last at least the first year after a new hire joins the company.

Retention-

Trinity should do everything possible to keep its existing, valued employees. Retention may be improved through practicing recognition, creating a winning culture, and paying attention to the quality of team leaders.

Development-

In the time of economic slowdown and employment laid off, motivate an employee is a difficult task. As well as instruction and frequent meetings, the Trinity hotel should promote information exchange between its staff. Employees will be more driven to learn if their achievements are recognized.

At this point, the job market has not yet recovered from its pre-covid-19 state. COVID-19's impact on the hotel sector has been well documented in several studies. In December 2020 (Pavlíková, 2021), the sector's unemployment rate was almost three percentage points higher than the overall UK rate (9 per cent vs 6 per cent). According to the United Nations World Tourism Organization, a 20-30% (Andersson, 2021) drop in international tourists is anticipated in 2020 as a result of what it calls "historic travel restrictions." The researchers chose SARS as a comparative example since it caused a 0.4% decline in the global tourist industry during 2009 (Přivara, 2021). The hotel industry generates a total of 10% of worldwide GDP. The operability of Hilton Hotels has dropped by as much as 28% over the previous year. Statistics show that 27% of the hotels are already operational, and occupancy is beginning to rise (Henning, 2021).

Trinity Hotel must, however, think about how to retain its staff and what elements should be taken into account to keep them during the COVID-19 pandemic to ensure its workers' health and well-being, the tourism sector is moving toward a partial or full reopening. As a result, the Trinity Hotel must be ready for any return to work. Making such a choice should take the well-being of the workers into account from all angles. The new normal has changed the fundamental features of the industry's skill needs, thus the Hotel Trinity may provide interactive courses, social learning groups, and gamification linked to training (Botha, 2021). Housekeeping, culinary, front desk, and cleaning employees are prohibited from working from home because of the nature of their job. Many factors must be considered, including vaccination, new safety procedures, training of workers on how to adhere to these guidelines, and the significance of protecting the health of passers-by and employees (Wajid, 2021). For the sake of their workers' health and the reduction of infection risks, companies must use risk management methods based on current government and public health guidelines. There will be spot inspections on COVID-19 by the Health and Safety Executive and material on their website from them and guidance from them.

Moreover, to recruit new talent in the workforce, let put some on the **recruitment process** of trinity hotel.

Before you can hire anybody, you must first figure out precisely who you want to hire. If that's the case, attracting it may be beneficial. Trinity should interview it as a last resort, of course. After that, they'll have to pay for it. In other words, the process starts with identifying a need and concludes with identifying the right person to fill it. A comprehensive and accurate work allocation should be established throughout the recruiting process (VERMA, 2021). Suppose they want to know how well a prospective employee fits into the Trinity Hotel culture and how much value they can bring to the hotel. In that case, they need to know their experience, technical skills, educational background, and career goals. Trinity Hotels has two options for finding new employees: external and internal sources.

In most cases, hotels prefer to hire people who have more relevant expertise and are acquainted with the hotel industry's corporate culture. When a position opens up, anybody on the company's payroll may be offered it. Among the company's employees are those who have been promoted, transferred, or even demoted. Employees who see a well-deserving coworker get a promotion get words of encouragement from their superiors. According to the Trinity news site, 48% of the company's workers were hired from inside (VERMA, 2021). Despite this, the pandemic has had a significant impact on the tourist sector. The use of new technology, local government health and safety protocols, and more visitor precautions have necessitated adjustments, especially in the staff. External recruitment will be a plus for Trinity Hotel in this regard. Job ads are a popular method of locating capable workers. In addition to traditional print media, advertisers may put advertisements in magazines, newspapers, and trade publications.

Additionally, resources like colleges and universities, factory entrances, casual callers, and so on may help employers find and recruit new employees with fresh perspectives. The Trinity hotel may use video interviews as a first-stage screening technique to allow applicants to describe their reasons for applying and expand on their expertise before moving on to face-to-face interviews with those short-listed, including a real-life case study of the current covid-19 aspect. With the help of this process, Trinity HRM will evaluate the skills, experience, and technical abilities of job applicants.

For Orlando-based management expert Todd Brodie, **workforce planning** is essential to achieve its overall objectives, whether to raise sales or improve performance. Only 35% to 48% of companies (Laldjee, 2021), according to Brodie, have a complete personnel strategy that cares for people, engages them, and develops their skills and talents. The bottom conclusion is that Trinity has to make quarterly plan changes while maintaining a three- to five-year long-term outlook. The plan is to hire a wide variety of abilities and then focus on training as the need changes over time. This strategy works. Beyond that, workers who are cross-trained and versatile enough to work in various departments across the hotel contribute to the strength of the company's staff as a whole. About 28% of Trinity employees polled earlier this year intend to continue working remotely (Anton, 2021), either part-time or full-time, even after the pandemic is gone. It's possible

that keeping this group around will save money in the long run. Many business executives have spent time debating the abilities and skills employees need to be successful. Nevertheless, COVID advises that Trinity concentrates on the needs of employees and how we might meet those needs (Holm, 2021).

Let's understand the PESTEL factors affecting trinity hotel and what has the potential to influence it.

	External factors to consider	Factors affected within my industry	Importance to organization
Political	The tax system, global trade system, political stability, and government policy.	More than a thousand workers, mainly from the South Asian and African regions, are prevented from joining their job because of the UK government's stringent covid-19 legislation.	High Because Trinity is already in shortage of international employee.
Economic	Spending pattern of people, labor costs, economic growth, and globalization.	During the shutdown, worker salaries in the tourist sector in the United Kingdom were cut by 10%. People's spending	High Because, in economic recession, people started increase their savings.

		on leisure and vacation has decreased as a result of limitations and economic turmoil.	
Social	Population demographics, Purchasing patterns of average consumers a person's way of life, attitudes to work in the industry, A healthy work-life balance,	Around 1500 hotel workers in the UK are expected to leave during the lockdown period, according to a Tourism Forecast study.	High Because people become frustrated after being on the home for long and the desire to make tour is high.
Technology	Automation, Innovation Disruptive technologies Social networking Robotics Artificial Intelligence Data Security	From 2019 to 2021 international brand like Hyatt regency, savoy and premier inn have been witnessed serious cyber-attack in their system.	High Because, cyber security is a serious issue in this century and embed disruptive technology to gain competitive advantage.
Legal	Employment law Common law Local labor law Health and safety regulations	More than 30000 tourists have been forced to cancel their trips to the UK as of October 2021	High Because the obligations to follow laws.

		due to limited vaccination authorization and a 14-day quarantine requirement.	
Environmental	Environmental restrictions Sustainable resources CSR Supply chain management Future pandemics	A new environmental law in the UK requires companies with yearly sales over £2 million and package handling above 50 tones to have a compliance strategy.	Low Because, from the inception all the major brand in UK practices sustainability.

Table 1: PESTEL analysis

Source: (Holm, 2021).

The entire tourist business has been impacted far harder than other industries, in my opinion. Many hotels can't afford to pay the salaries of their employees if they don't generate any income. In any case, the scenario has grown commonplace, and tourists have already begun flocking to various locations. The income at the Trinity hotel increased as well. Finally, as mentioned in the section above, there are some suggestions for the lifespan of a team member. In certain regions across the globe, they've outperformed Hilton and Marriott, the two main rivals of the Trinity hotel chain. To preserve their market position in the event of a future tourist influx, the company should have workers who are ready to offer the best service possible.

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