

BMET4004

Global Tourism and Events Management

Personnel Resourcing and Development

Week 4 – Industry Analysis



HOSPITALITY
AND
TOURISM
MANAGEMENT



Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David



Recap from last week!

- What is Employee Engagement
- Maslow's Hierarchy of Needs/ Zinger Model
- Engagement and Wellbeing
- Health Matters

Aims for today:

- Assessment 1 Recap
- The Employee Lifecycle (Overview)
- SWOT Analysis





Assessment 1 Overview

SWOT Analysis (In relation to Assessment One)

Select one of the following organisations:

TUI	Royal Caribbean
Walt Disney	Jet2Holidays

Background:

You are tasked with overseeing the employee lifecycle of one of the organisations above. The Events & Tourism Industry is one that is dynamic and very important, so it is essential for businesses to keep up to date with the latest developments in the employee lifecycle. This is so they can firstly attract the best talent, but also retain it.

Task:

With the chosen case study, research and discuss the human resource department must employ to engage employees throughout the employee lifecycle.

A. Select one case study from the above.

Consider:

- Discuss about the role of human resources in engaging employees.
- Suggest ways of engaging and the advantages of engaging a team.
- The employee lifecycle:
 - Attraction
 - Recruitment

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- Onboarding
- Development
- Retention
- Separation
- Provide examples of how you could engage your team.
- What are the Strengths, Weaknesses, Opportunities and Threats (SWOT) that may impact upon the work of personnel professionals for your chosen companies.
- Provide examples from the industry.

Employee Lifecycle (Recap)

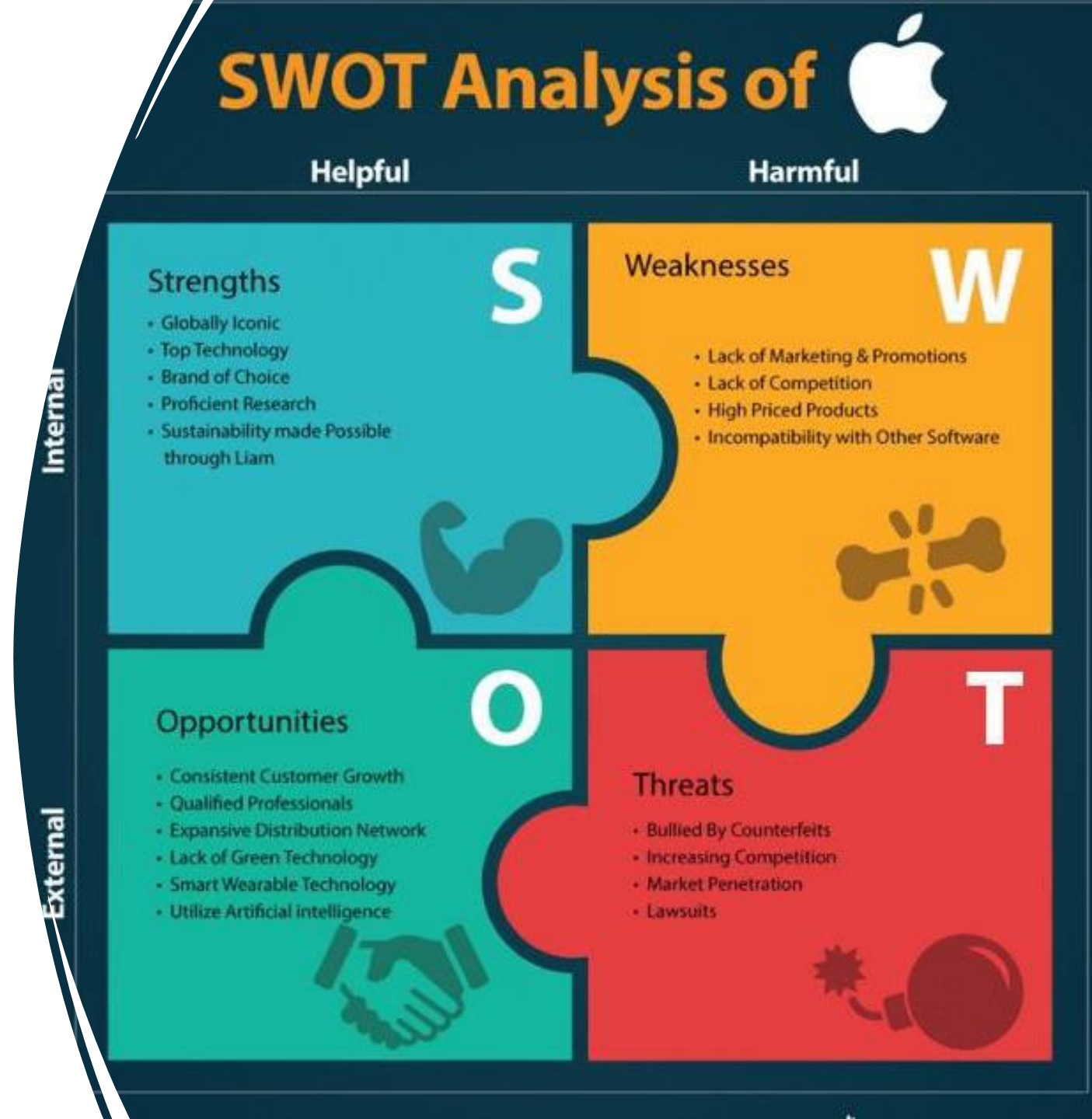


What does a
failing
Employee
Lifecycle look
like?



SWOT

- A SWOT analysis is a planning tool which seeks to identify the Strengths, Weaknesses, Opportunities and Threats involved in a project or organisation. It's a framework for matching an organisation's goals, programmes and capacities to the environment in which it operates. (CIPD, 2021)



Strengths and Opportunities

Question: What are the strengths and opportunities regarding the Employee lifecycle?

- Talent acquisition
- Effective integration
- Development and growth
- Performance management
- Employee engagement and retention
- Succession Planning



Weaknesses and Threats

Question: What are the weaknesses and threats regarding the Employee Lifecycle?



- Poor engagement at any one of these stages can lead to costly employee turnover. High turnover can then become a vicious circle, lowering morale and productivity amongst the rest of your team, and causing them to wonder if they can find a better position elsewhere.

Activity

- In relation to Assessment One, consider what the main **Strengths, Weaknesses, Opportunities** and **Threats** are when it comes to the onboarding process.



Today's Recap:

- Competitive challenges of HR
- Employee Lifecycle (Recap)
- SWOT Analysis

Suggestions for this week:

- Log into Moodle and recap on the slides we went through today.
- Continue to work on Assessment 1 and submit by Monday 4th March 23.59pm.

Recap and Suggestions



- To understand what recruitment is
- Stages on recruitment
- How we recruit
- Selection process

Next Week!



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I look forward to seeing you
next week.

If you have any questions
in the meantime, please
send an email from your
student account.

scott.james@uwtsd.ac.uk

