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Contents

Introduction	3
Research aims and objective	3
Methodology and Discussion	4
Research methodology	6
Conclusion	9
Reference.....	10

Introduction

One of the most successful sectors of business is the hospitality sector. In this sector, the business is done by providing quality service to the customers as products. And the hotels are one of them. In central London, there is a hotel named Rosewood and it is known for its traditional approach and its quality service (London, 2021). The buildings were built in the late '90s but the hotel started or opened their business to everyone in the year 2000. The hotel has great fame and perspective among the people because of its approach and service. And to maintain their fame the hotel needs proper employee engagement among their employees and proper utilization of the resources. But as it is known to all that the hospitality sector has a highly competitive market and the market is continuously growing. So, the hotels like Rosewood have to be more conscious about their decisions and approaches. such as their approach to employee engagement and talent management in their organization. The research will suggest different methods for their research purpose, such as the primary and secondary data collection methods. The methods are used according to the demand of the situation. The primary data collection method is used to collect direct data from different sources like the employees and stakeholders themselves (Newman et al. 2021). And collecting the secondary data collection method they use indirect sources to assemble data. The primary data can be a more reliable source than the secondary data collection method. This report is about a proper analysis of the data collection method and to evaluate which method will be better for Rosewood to follow. At the end of the proposal, the Rosewood hotel will know which data collection method is best for them to manage their talented employees and how they can engage their employees.

Research aims and objective

In every research, some objectives are aimed to be fulfilled before starting the research. And such like those there is also an aim in this research to find out the problems regarding employee engagement in the organization to make better communication with the employees (León et al. 2021). Another aim of this research proposal is to make the proper utilization of the talent management in the organization so that they can improve their

position in the competitive market and become the best. Some of the vital objectives of the hotel are to-

- Build up clear and concise communication among the employees.
- Motivate the employees to work effectively.
- Properly understanding the employees so that the company can fill up their demands.
- Build up a better working environment for the employees.
- Manage the talented employees more effectively.

These are some of the vital objectives that the company is aiming to fulfill through this research.

Methodology and Discussion

In a company when the managers and other employees can connect to each other and they work in the sink then that organization is sure to gain success. Because to peruse a work properly and effectively the company needs to build up a proper employee engagement among the employees and higher workers. Only then the company will be able to bring out the best from their employees and staff.

- **Employee engagement:** In any organization, there are different departments working together to achieve their goal and objective. Normally the departments are divided according to their specialization in the field of work. The manager of the company guides them in their work (Nazir and Islam, 2020). A skilled employee is an asset to the company because he is the one who will carry out the work directly with the customers. For example, a company is known for its service and product. But if the company isn't organized properly or the managers and employees have misunderstandings among themselves then the company can never achieve success in the long run. So, a company must be aware of employee engagement. And should take proper steps to improve their engagement with the employees, it will support them a lot in their working.

Employee engagement model- The Deloitte model



Figure 1: The Deloitte Model of employee engagement (Bersin, 2021)

- **Meaningful work:** According to the principle, workers' work ought to be efficient, and they should perform (Michaelson, 2021) tasks that are beneficial to the organization. Autonomy, cultural hires, and use it can all help.
- **Hands on Management:** Management must take workers seriously and treat people as assets to the (Ginath et al. 2020) organization by teaching them, providing clear objectives, mentoring, and performance appraisal.
- **Positive work environment:** If the organization wants people to perform efficiently, it must create (Norling and Chopik, 2020) a motivated and pleasant workplace environment for them, assuring cultural recognition, flexibility, and a diversified workplace culture.
- **Growth opportunity:** By offering support and training on the work (HERMAWAN et al. 2020), talent migration, and meaningful presentations, the organization can ensure that employees have opportunities for advancement.

The Deloitte model for employee involvement in the organization, according to the researchers.

- **The benefit of employee engagement:** It is known to all that hard work and proper management never go to waste. In the hospitality sector, the competition is so high that if a company steps a bit behind then the company cannot be able to reach their position again, that's why every company in the hospitality sector including hotels like Rosewood must be concerned about that factor of hard work which includes proper employee management (Angelina et al. 2021). The most beneficial part of employee management is that the company will be able to work smoothly without any problems of communication among the employees and managers. Other benefits like effective performance, productive thinking, and also increase in production are also part of the benefits of proper employee engagement.
- **Employee retention:** The methods and steps that are taken to keep the skilled employees in the organization are called employee retention. A company should take these steps to retain skilled and productive employees in their organization for future projects (Kurdi and Alshurideh, 2020). A company should know about their employees so that they can identify the talented ones to retain them. And it can only be done by fulfilling their demands and by providing them with the perfect working environment and rewards. So that they keep motivated towards work and feel job satisfaction and security in the company. the researcher is suggesting to follow the Deloitte model to fill up these demands, then no employees will leave the organization, and it is for their own benefit.

Research methodology

There is a different type of research methods that a company can follow, but before implementing any of the methodologies the company must analyze their position and requirements so that the company can choose the perfect methodology for their company. Like the Rosewood hotel, they have a huge staff that works for the company communicating directly with the customers. So, their opinions can be different. Rosewood can follow primary or secondary data collection methods to analyze their employee engagement and to manage their talented employees. A brief discussion about these data collection methods is mentioned below-

Primary data collection: Normally the directly collected data is referred to as the primary data in any research or collection process. This type of data is normally collected from a direct source like the person himself or the writer is telling about his book directly through an interview (Davis and Pimenta, 2021). This type of data is the most reliable source of data. Some of the primary data collection methods are questionnaires, GDPR, interviews, feedback. These are the most common ways to collect primary data.

- **Interview:** This process includes a direct approach from the researcher to the author to tell them about the writer's publication. In the case of hotel business organizations, they can interview their employees to know their thoughts and opinion about what they are thinking about the topic (Ongena and Dijkstra, 2021). This will provide a clear understanding for the company to analyze or to make the research more effective. In this method of data collection, the most major problem is it consumes a lot of time. So, the research can not become effective in a short time.
- **Questionnaire:** This process of data collection is done by asking some vital questions to the people who are part of that particular research (Patel et al. 2021). If this method is used to identify the employee engagement in the hotel companies, then the hotel managers will prepare or select some questions regarding the topic and pass it to related parties and evaluate the response collected from different parties. Also, this method is less time-consuming than other methods.
- **Feedback:** The feedback of customers, employers or employees, and even other stakeholders are a very vital part of the primary data collection process (Russ et al. 2020). The data can be also collected by gathering feedback from the employees about employee engagement and talent management.

In this questionnaire method, the company will select some specific and important questions for the employees and ask them about the topics, and then collect all the data to evaluate their position. Some of the sample questions that can be asked in the questionnaire method are mentioned below-

1. What is the importance of employee management in the organization?
2. What are the steps that can be taken to improve employee communication?

3. How the employees will stay satisfied with their position in the organization?
4. Is covid-19 having any impact on the organization specifically?
5. Why should the company provide facilities to talented employees?

These are some of the most vital and relatable questions that can be asked in the questionnaire method to analyze and evaluate the position of the company regarding its employee management.

Secondary data collection: In this type of research the secondary data or information are used as a reference for the research (Pedersen et al. 2020). The data which is already stored or published in different sources of those information's are called secondary data like the information in the newspaper, journals of different writers, books, and websites are such examples of secondary data. The researcher can also collect data using this method.

- **Website:** For research purposes, the researcher can collect from the website of any company, government officials, or organization (Jansen et al. 2020). There a lot about that organization is mentioned for the researcher.
- **Journal:** The writers and philosophers talk or write about their opinion and thoughts on different platforms that are called the journal (Newman et al. 2021). These journals are considered as academic sources of reference in different researches.
- **Library:** There are a lot of books written by different writers from the start of the century, these books provide the most authentic and historical knowledge about any topic. this type of source is also very much reliable in the case of research.

The above-mentioned data collection approaches are made in the organization to collect data for their research purposes. In the case of the Rosewood hotel, they have very potential employees to serve as their staff (Patel et al. 2021). So, the company can use the questionnaire method to communicate with their employees and staff to collect data about employee engagement and how they can improve or take steps to retain the talented employees in their organization. Shortly a proper employee management

research. And the journals from Patel written in 2021 named Pilot Questionnaire Study supports the thought of researcher to select primary data collection method.

Primary and secondary data collection

Per the conversation, the primary data collection method is best for completing research because it saves time and allows for customers to tell their thoughts directly to the company, whereas the method of secondary data collection takes a long time and lacks data accuracy (Farahani et al. 2021). As a result, the primary data method questionnaire is better than the other methods for the research.

Conclusion

In this proposal the idea or the concept of data collection using the primary and secondary methods are illustrated and why the company should follow this type of method that is also mentioned in this research proposal. After the discussion of different data collection approaches the Rosewood company is suggested using the primary data collection method which is a questionnaire in their research for an effective result by the researcher. Because by following this research the company will receive a direct approach from the employees and other stakeholders. That will give the most authentic information and also will consume less time than the other data collection methods. Shortly, this proposal has covered all the important aspects of employee management research.

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