

MODULE NAME :PERSONAL RESOURCING AND
DEVELOPMENT

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Research Project Proposal

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Topic: What are the current challenges that the industry is facing that is affecting employee retention.

INTRODUCTION

Workforce planning is the continuous process of analyzing, forecasting, and planning workforce supply and demand for the purpose of making sure that the organization is having right people. Employee planning is the most important activity as it generates and analyses it to inform future demand for staff and skills to create a set of actions that can help to develop or build the existing workforce. Having talented and motivated staff could be an opportunity for a business organization to develop its business and productivity (Basterretxea, Heras-Saizarbitoria and Lertxundi, 2019). It is important for a business organization to identify what their employees want and how they could be satisfied so that kind of services is provided to their staff that can help to develop organizational productivity. It has been wondered that people leave organizations at higher rates because of lower motivation, bad salary, better job opportunities in the market, and unrealistic expectations from employees that directly create challenges in running their business smoothly. To understand the challenges faced by the hospitality industry that affect employee retention Rosewood London has been selected that is a luxury hotel in London UK, providing different types of products and services to their customers who come to visit and spend their holidays. The report covers aims, objectives, literature review, and methodology that improve understanding and skills effectively.

Aims and Objectives

Aim: To identify the current challenges faced by the hospitality industry affecting employee retention. A case study of Rosewood London

Objectives:

- To determine the conceptual framework of workforce planning and its importance within the hospitality industry.
- To evaluate the various factors that directly affected the productivity and profitability of the hospitality sector during a pandemic.
- To identify the current challenges faced by Rosewood London affected employee retention.

- To state the different strategies and plans that could be used by Rosewood London to improve organizational performance by increasing employee retention.

Research Questions

- What is the conceptual framework of workforce planning and its importance within the hospitality industry?
- What are the various factors that directly affected the productivity and profitability of the hospitality sector during a pandemic?
- What are the current challenges faced by Rosewood London affected employee retention?
- What are the different strategies and plans that could be used by Rosewood London to improve organizational performance by increasing employee retention?

Research Rationale

The rate of employee turnover is increasing day by day which has created major issues for business industries as it reduced productivity and performance in a competitive environment. While running a business it became important for an organization to recruit a skilled workforce and provide them training so that they could perform well and manages all functions (Kundu, Mor, Kumar and Bansal, 2019). The present report studying by researchers for the purpose of improving their personal and professional knowledge. In aspects of personal, communication, leadership, and problem-solving skills could be developed whereas, in professional aspects knowledge about PESTLE, and employee retention strategies are being developed that supports completing the project timely.

LITERATURE REVIEW

To determine the conceptual framework of workforce planning and its importance within the hospitality industry.

As per opinion of Groarke and Durst (2019), Workforce planning is the important process used by employers to analyze, forecast, and plan for workforce demand supply that widely contributes to running a business and managing functions. Without employees and their support organization is nothing as became difficult for employers to arrange all resources and manage business functions individually, so workforce planning is most important. Employees in the hospitality industry are recruited by employers after analyzing their skills and willingness to work as it can help to run a business effectively. In other words, workforce planning is the strategic direction formulated by an individual for the purpose of running their business and manage the changes that can help to regulate the business continuously.

To evaluate the various factors that directly affected the productivity and profitability of the hospitality sector during a pandemic.

According to Arasanmi and Krishna (2019), Dependence of an organization's productivity and profitability is based on best recruitment and the ways of work by focusing over all factors. The factors that affect employee recruitment and productivity in the hospitality industry during pandemic are discussed below:

Political- Due to the pandemic employee recruitment and customer base within the hospitality industry has been closed for a specified period as the government declared a complete lockdown.

Economical – The cost of the hospitality industry has been increased higher in providing training and employee retention resulting lower production and higher change in existing process that affected negatively.

Social – In the pandemic, a number of guests has demanded extra care and services for the purpose of making feel and safe from the virus which has impacted positively as running a business continuously (Bryson and White, 2019).

Technological factor – The hospitality sector has maintained a good position and market share by applying this factor within the pandemic as digital technology and online booking or cancellation services are provided to customers that helped to make safe and happy journey.

Legal factor – Within the pandemic, following the regulations and policies has created a major issue and cost for the hospitality industry that impacted negatively on the productivity and profitability of a company.

Environmental factors – Increasing pollution, spread of the virus, and low oxygen due to pollution has created the challenges for the hospitality industry to regulate their business.

From the above it has been identified that factors such as political, economical, social, technological, legal, and environmental that directly impacted on the hospitality industry and created challenges in running a business. Other than this, there are some factors that might affect business positively and manage all functions.

To identify the current challenges faced by Rosewood London affected employee retention.

As per view point of ... An ability of the organization to motivate and retain their employees and make sure sustainability is considered as employee retention. It is important for the business industry to have skilled staff as they have a wider contribution to arranging and managing organizational functions. Rosewood the larger London-based hotel faced many challenges that affected employee retention such as:

Occurrence of pandemic – This is termed to be explained as a major challenge that affected whole world such as sales and productivity of organization has been reduced due to which company cut the salaries of employees affected employee retention. The staff of Rosewood decided to leave the organization that reduced the organization productivity negatively.

Lower customer base – Customers are more important for a business organization as it they find out their requirement and select the best products and services by making right purchase decision. Having number of the hospitality industry in the UK could be challenging for Rosewood hotel as it reduced the number of customers (Goestjahjanti and et.al., 2020).

Lack of motivation – While running a business and managing functions it became important for business industry to provide the motivation to their staff so that could work effectively. Rosewood London has affected negatively as there is lack of motivation and lack of training due to which employees feel unable to perform their roles and responsibilities that directly affected the employee retention.

A part from the above more challenges such as changing environment, lack of workforce planning, opportunities from other industry could be challenges faced by Rosewood, affected employee retention negatively.

To state the different strategies and plans that could be used by Rosewood London to improve organizational performance by increasing employee retention.

As per opinion of Pantitanonta (2020), Employee retention is the process of retaining people by encouraging them to stay with the company as long as possible. Systematic efforts needs to be made by the employer as it provides a high level of satisfaction and develops organizational performance. There are many strategies and plans could be used by Rosewood London to improve organizational performance through retention such as:

Training and Development – Workforce recruitment is a continued process used by employers to fill vacant position as it supports to develop the organizational performance. While introducing new hospitality services, Rosewood needs to provide a training and development program to their staff that can help to accept changes and run a business effectively.

Equal pay – An organization operates its business successfully if is able to motivate their staff and retain them for long period of time. The management of Rosewood applies equal pay strategy for the purpose of making feel good their male and female staff which motivates to work properly and retain them effectively.

Flexible working – Rosewood London could retain their employees for long period by offering the services of flexible working in which staff are allowed to work as per they want. This can help to increase organizational sale productivity.

RESEARCH METHODOLOGY

Research Philosophy – A philosophy could be explained as set of beliefs connected to the nature of reality being studied. Interpretivism and positivism are two philosophies. In relation to current research, positivist philosophy will use by the researcher.

Research approach – This aspect considers a research theory that is based on hypothesis and creation by arranging all resources and activities. Inductive and deductive are two approaches used by researchers to complete their study. The deductive approach is an effective approach to conduct present study as it develops understanding.

Research strategy – It could be determined as an effective plan and strategy to study a specific topic and manage activities. Experiments, surveys, case studies, and action research are considered as strategies. Survey strategy will be use by the researcher in which questionnaires are designed by the researcher (Stajkovic and et.al., 2019).

Research choice – This encompasses to surroundings where a number of research options are available and needs to select the best one. Mono, mixed, and multi-methods are choices. In relation to current research, the mono method will be used by the researcher as it can help to develop the understanding and manage functions.

Data collection and analysis – Qualitative and quantitative are two techniques of data analysis used by an individual to carry out their research area and complete the activities. In relation to current study, quantitative technique and primary method will use by researcher as it helps to collect relevant information.

Sampling – This involve probability and non-probability method. In relation to the current study, the probability method will use by researcher where people will be selected on random basis. The sample size is 30 (Yildiz, Murtic, Zanderm and Richtnér, 2019) .

Time horizon – Cross-sectional and longitudinal are types of time horizon used by a researcher to complete their study and manage the activities. In relation to current study, cross sectional will use by researcher that can help to complete the study.

CONCLUSION

From the proposal it has been concluded that to overcome the employee turnover and increasing retention motivation is needed as it encouraged the staff to work collectively by accepting changes. It is important for each business organization to analyse how their staff could

be motivated so that kind of service are valuable to organization and increase the organizational performance.

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