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Hotel Organisational Audit

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Introduction

This research on business is centred on the management and organisational behaviour of Hilton Hotel, a company that does business internationally. Financial support for process modernization and new facilities may improve visitor satisfaction since staff members will be more likely to employ the updated systems and equipment to satisfy visitors and make a profit. The adjustment may boost productivity, which would enhance customer satisfaction and the agency's reputation (Reidhead, 2020).



Figure: Hilton Hotel (Reidhead, 2020).

1. Organisation structure, culture, and goals

Hilton Hotels and Resorts, have been added to this hotel group's distinctive brands due to its organisational structure, culture, and objectives.

Organisation structure

An effective way of describing the roles and responsibilities of various personnel within the "Hilton Hotel Group" in order to achieve strategic goals and objectives is via a hierarchical organisational structure- An Executive Team, Member Hotels, Regional Officers, and the Board of Directors make up the "Hilton Hotel Group" organisational structure. These topics are covered below.



Figure: Organisational structure (Minkov et al, 2023).

Board of Directors

Hilton Hotel Group President and CEO David Long create and sets long- and short-term strategic goals and objectives, and he collaborates with other managing directors to do so. He also gives regional managers strategic directives that support them in carrying out their responsibilities and accomplishing their objectives (Minkov et al, 2023).

Executive Team

The managing body and CEO of the "Hilton Hotel Group" oversee the diverse workforce, and executive teams organize and carry out various tasks such as quality control, HRM, and financing. First and foremost, "The Hilton Hotel Group's" organisational structure guarantees an appropriate balance between local hotels and centralized units, which helps the independent member hotels and raises the value of the brand. These teams are principally in charge of managing the day-to-day operations of the hotel group (Minkov et al, 2023).

Regional Offices

To best support and help the independent member hotels situated in the branch, "Hilton Hotel Group" maintains a number of independent regional hotel branches. In order to understand the situation, create alternative projects, and upsurge plans to implement the exchange using dissimilar organisation models to convey additional enterprise completion within the resort industry, the management continuously conducts market studies. Change is inevitable for the employer. According to Reidhead (2020), independent hotels may have difficulties if their organisational structure is not conducive to meeting the demands of their clientele.

Organisation culture

In addition to being a competitive advantage, "The Hilton Hotel Group's" distinctive culture helps the hotel chain grow, please customers, fulfil staff requirements, and promote brands. Customer-centric, inventive, and cooperative characteristics characterize the "Hilton Hotel Group" culture, all of which contribute to the company's ability to gain market share.



Figure: Organisational culture (Simovic et al., 2023).

Customer-centric

At the heart of the "Hilton Hotel Group" is a customer-oriented strategy, and the hotel group is committed to providing its patrons with the greatest possible customer experience and happiness in order to achieve profitability. A strong sense of cooperation and sharing practices is fostered by the hotel's other way of life, which aims to provide the optimal balance between centralized technology and locally owned, independent hotels.

Innovative in nature

"Hilton Hotel Group" prides itself on bringing fresh, cutting-edge goods and services to the market. To help staff members embrace these innovations, the hotel company sets up training and development opportunities (Simovic et al., 2023).

Smooth collaboration

Strong cooperation between centralized establishments and neighbourhood independent hotels may guarantee a suitable balance and foster a culture of teamwork and exchanging techniques, which is another aspect of "The Hilton Hotel Group" culture

Organisation goals

Vision

Offering the greatest hotel services is the key to "Hilton Hotel Group's" strategic aim of dominating the worldwide hotel chain industry. The hotel's distinct cultural is seen as a competitive advantage that helps this establishment promote brands, cater to guests' wants, employee satisfaction, and grow resort chains. Additionally, in order to adequately satisfy these and guarantee the successful accomplishment of strategic goals, this hotel group has divided its aims into smaller objectives (Leyva, 2020).

Mission

In order to preserve a competitive advantage in the cutthroat business world of the future, it is imperative that sustainable business practices be followed. Other goals include delivering a first-rate and remarkable guest experience, generating steady income, and eventually maximizing wealth.

2. Recent change initiatives, their impact and how well these were managed.

For the "Hilton Hotel Group," change is inevitable. To that end, the R&D unit regularly carries out market research to comprehend the situation, formulate change initiatives, and create plans for putting those initiatives into action utilizing Lewin's change management model. This approach helps the hotel industry achieve greater business success.

Recent change initiatives

To improve the visitor experience and operational effectiveness, the "Hilton Hotel Group" has recently implemented a number of transformation initiatives. The hotel group is dedicated to executing the change more effectively in order to increase customer satisfaction. The change efforts may be divided into two broad categories.



Figure: Change Initiatives (Ponting, 2022).

New Hilton Programs

In order to provide guests with the greatest and most distinctive hotel services in the hotel industry and to satisfy customers' needs, the "Hilton Hotel Group" has taken steps to update and foster property design, refresh its brand identity, and implement new guest services, particularly standards for accommodations (Ponting, 2022).

New Central Reservation System

In order to modernize the entire booking system and deliver efficient inventory organisation that can best provision guest facilities and increase revenue by refining booking rates, this hotel company has also developed and implemented a new centralized reservation system. This is another one of their best change initiatives.

Impacts of recent change initiatives

The "Hilton Hotel Group" has implemented several transformation efforts that have an influence on this hotel group. It is anticipated that these initiatives will provide this hotel firm some tangible advantages, including

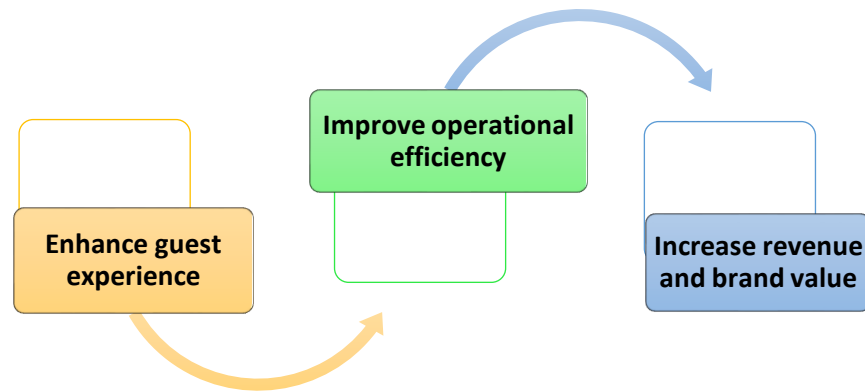


Figure: Impacts of new change creativities (Hayajneh, 2021).

Guest experience

By giving staff more opportunities to utilize the updated procedures and equipment to best serve visitors and increase revenue, investments in process modernization and additional facilities may enhance the guest experience. The CEO of the hotel group and executive teams are primarily responsible for managing the organisation's workforce and dealing with day-to-day operations. They also oversee the facilitation of specialized functions such as finance, HRM, and quality control. (Hayajneh et al., 2021)

Operational efficiency

In order to handle guest services more efficiently and at a lower cost of operation, independent hotel chains may benefit from the installation and usage of the CRS tool, which enables them to work with centralized units and use the centralized system (Hayajneh, 2021).

Revenue and brand value

A move like this might improve customer happiness and brand recognition for the organisation by increasing operational efficiency. When choosing a hotel, guests may use brand name recognition to distinguish it from competitors and make informed judgments that will provide them with the best possible service (Utami et al, 2020).

How well these were managed

By creating and putting into practice a deliberate and planned strategy that includes a few crucial elements, the "Hilton Hotel Group" handled the transformation projects. To find out what change initiatives need to be executed, for instance, the R&D team did extensive market research after identifying the need for change. Following that, this company's management created a clear vision for the change efforts and shared it with the staff members who would be working on it and participating in the change process on a first-hand basis (Shulga, 2021).

Developing and enforcing a deliberate and planned approach including many essential elements helped the company manage the transformation activities. For example, to determine the trade tasks that must be implemented; the management unit determined the requirement for exchange and carried out extensive market research. In order to provide training for staff members to improve their abilities and create an environment where they can carry out change initiatives that may improve operational efficiency for "Hilton Hotel Group," the change organisation team used Lewin's change model (Garcia et al, 2021).



Figure: Managing change initiatives (Hayajneh, 2021).

3. The organisation's strategic direction and current business performance

In order to achieve strategic goals and objectives, which might eventually impact the company's business performance, all units within the organisation are guided by the strategic direction of the organisation. An improvement in revenue, customer happiness, and market share may be guaranteed by the strategic orientation of "Hilton Hotel Group," which has a beneficial impact on its company performance.

The organisation's strategic direction

An understanding of the organisation's fundamental motivations for operating various independent hotels throughout over 100 countries may be gained by categorizing the strategic direction of the organisation into many categories.

Global expansion: The objective of this hotel group is to guarantee the smooth development of the hotel business sector by launching new independent hotels in various areas (Garcia et al., 2021).

Technology investment: To ensure that staff members may utilize cutting-edge instruments and technologies to provide the finest customer service possible, The Hotel Group is dedicated to making new technology investments in the system of processes and service delivery.

Sustainable practice: Environmental sustainability is a priority for "Hilton Hotel Group," which has created green goods and services to lessen the negative effects of its operations on the environment (Utami et al., 2020).

Brand refreshment: The Hotel Group since it has a variety of independent hotel chains spread over the globe. As a result, it continuously updates its brand to reflect its newfound value and attract more customers.

Loyalty Program: This Brand additionally manages and develops a loyalty program initiative to honour and reward recurring business, as well as to guarantee that they will always get the greatest hotel services (Ho et al., 2023).

Current business performance

It is clear that "Hilton Hotel Group" is seeing a huge positive return in recent times in terms of several sectors such as, thanks to the change efforts and strategic direction that have had a substantial influence on its present performance.

- By 2022, there were hotels operated by the "Hilton Hotel Group" in over countries, demonstrating the group's smooth and efficient operations.
- "Hilton Hotel Group" has managed to add 153 hotels in the post-pandemic era, demonstrating the strength and continuity of the hotel business portfolio, despite the detrimental effects of COVID-19 (Ubeda et al., 2021).
- It is the finest hotel firm that exhibits a high degree of sustainable business success and has received several awards and recognition in recent years for its outstanding performance.
- Additionally, in order to maintain sustainability, the corporation has created a new program called Green Housekeeping Programs, which may assist the hotel in lowering energy and excessive water use (Stoffers et al., 2021).
- Having made 6.1 billion in 2020, the "Hilton Hotel Group" had a total revenue rise of 7.34 billion in 2022, indicating a steady and steady revenue flow for the hotel chain.

Conclusion

Thus, an organisation's organisational structure is a hierarchical framework that precisely defines where people are located and how they interact with one another to meet the company's goals and objectives. In order to attract customers and cover additional provider costs, the motel organisation, which operates many independent inn chains in various parts of the arena, updates its emblem to reflect the new brand offering. The management of this company engaged with the staff members who will be employed on the trade initiatives and will be directly complicated in the alternative system, and they produced a clear vision of the trade initiatives (Lazarova et al, 2023).

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