

EMPLOYEE ENGAGEMENT

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Introduction

The Avani Riverside Modern Hotel is south of the center of Bangkok, on the western side of the Chao Phraya River. This Hotel has 250 lavish rooms, excellent customer service, and a friendly environment (Kammeier, 2019). All guests get the same high-quality service, casual dining, and fun recreation facilities. The Avani Hotel in Bangkok has the zip code 10600, Thailand. Tourists are the primary target market for this Hotel, though local guests from the area also spend special moments there (KUNKHETT, 2020). Everything was fine, but some hotel staff went out of their way to make the customers feel comfortable. There have been a few complaints about employees who didn't treat visitors well or didn't help them. This happened because a few employees were unhappy with their jobs. So, this research proposal will help the Hotel figure out how to get employees involved in running the Hotel and what effect that will have on both employee and guest satisfaction (Ali and Anwar, 2021).

How to Define Employee Engagement

Employee engagement is a concept derived from the area of human resources that refers to the level of enthusiasm and commitment that a person has toward their job (Winarno and Hermana, 2019). Employees who are invested in their jobs and the business's success care about both, and they believe that their efforts matter. An engaged employee is motivated by things other than monetary gain; they may even feel that their degree of enjoyment is directly linked to their level of productivity and, as a result, crucial to the advancement of their firm (Nazir and Islam, 2020).

Impact of Employment Engagement within an Organization

Happy employees and high-quality service ensure guest satisfaction. Customer satisfaction is also positively based on marketing loyalty in Avani luxury hotels. This viewpoint is based on the assumption that future guest visits are determined by whether or not they were satisfied. Clients are more likely to return and spread the word to potential customers (Paendong, 2021). Furthermore, customer satisfaction is related to value. Price becomes an essential factor in determining the satisfaction level as the value effect increases due to the rise in quality (Tzavlopoulos et al., 2019). Providing high-quality services and thus improving customer satisfaction are considered the fundamental factors that will boost the Organization's and the hotel industry's compelling performance. Improving employee management and productivity is critical for the hotel industry. Employees are the primary source of increased productivity. There are numerous strategies for increasing productivity. Working conditions, along with other factors, influence work culture. The working environment must be pleasant. Hotel staff should make significant changes to their work environments to boost workforce productivity. An employee's talent is a valuable asset to any company. As a result, it is critical to keep employees motivated to deliver and execute the results they are capable of (li and Anwar, 2021). Accountability and follow-through help an employee be more productive. Every employee must recognize that they are accountable for their actions. Employees should also set goals to feel satisfied with their work. Employees at the Hotel will be more motivated and productive if they feel safe, secure, and satisfied at work. As a result, revenue costs and long-term success will rise (Bibi et al., 2021).

Engagement problem (Poor Management)

Poor management behaviors are the most significant potential factors that disengage frontline employees in the Hotel. These behaviors include failing to express gratitude for completed work, conducting unfair performance evaluations, and failing to communicate effectively (Wilcher, 2018). A lack of promptness in serving guests, poor food quality, and an expression of the unwillingness to assist hotel guests are all signs of disengagement among frontline employees in hotel organizations. As a result, service delivery suffers, leading to an inability to retain existing customers. The significant contribution of frontline workers to the hotel industry, in particular, highlights the need for hotel management and human resource practitioners to focus more on resolving issues that arise from interactions with guests. It is possible to improve service interactions this way, resulting in more memorable and satisfying customer experiences. Managers avoiding staff recognition is a common issue caused by poor hotel management (Wilcher, 2018). When hotel workers are primarily critiqued for their performance, they don't feel appreciated and work with a sense of dread about making a mistake. When hotel staff members are not recognized, they lack the motivation to do their jobs effectively. We must continue concerted efforts to communicate to directors that their contributions are valued. Managers can provide direction to help employees improve in areas where they struggle and celebrate strengths and achievements.

When hotel managers are inept, they instill fear in their employees, putting their jobs at risk. When hotel employees are afraid, their morale suffers, and they stop trusting and respecting the Hotel's management team. Hotel managers are notorious for assigning blame, withholding information, and responding to inquiries in a way that avoids making commitments. These hotel managers give the impression of being difficult to reach. These hotel executives are also prone to unusual behavior (Wilcher, 2018).

Employees may also be affected as a result of poor hotel management. Meetings in hotels are notorious for wasting time and providing attendees with little value; could this be because hotel employees have little interest in participating in such gatherings? Meetings are frequently regarded as an annoyance by staff members, who are typically required to pause their work in their respective departments to attend them. Attending these meetings can harm productivity and morale (Atan et al., 2021). The key to effective

hotel management is determining which employees must attend meetings and which can continue working on their current responsibilities. It is critical to avoid deviating from the topic at hand during meetings. Follow the schedule to the letter and end the meeting on time.

A poor working environment is characterized by inconsistent workplace policies, favoritism, and a lack of executive presence. Maintain a consistent policy approach, be present, and treat everyone fairly (Stone and Gavin, 2020). Managers represent the Hotel's image to the staff, showing employees that they are treated equally. When this happens, employees will likely discuss work-related issues with their managers. A culture like this promotes teamwork and fosters an atmosphere of mutual respect and trust among all levels of the Hotel. Just keep in mind that ineffective management can have long-term consequences for a business like a hotel and that half of all hospitality professionals have left a job at some point in their careers to "escape" from their manager.

How to measure the engagement

Employee engagement measures how much employees think and feel about their jobs. After looking at some research, I've learned that hotels with very engaged employees are 20% more productive and 25% more profitable (Cameron, 2022). Engaged employees work harder and stay longer. Here are some of how measuring employee engagement will help in growth of the hospitality industry. This activity will help you find your strengths, areas that need work, and "hidden truths." If you measure concentration regularly, you can deal with problems before they become big problems in our organization. Data about how engaged employees are can also be used to show what's working well and connect staff teams or departments that aren't as strong to those that are. To foster trust. By asking employees for feedback, hotel management shows that they care about what they think and how they feel at work. The manager of a hotel should show that they are there to listen and want to give the best experience possible. Also, it helps everyone figure out what's going on. Share the information with everyone, including leaders, managers, and people on the front lines. This lets everyone contribute to making the culture better. Lastly, measuring employee engagement will help our hotel's

management spot trends that will help us do things like Find out what's going on in our hotel by location, team, over time, or compared to benchmarks in the industry (Ariza-Montes et al., 2021) Watch how the Hotel is going and where it is going (or not).

I will use a pre-designed measurement mechanism that includes several essential components of the steps listed below to get an accurate reading on the level of employee engagement. First, I will consist of an outcome question in the survey representing an engaged worker's actions or emotions (Parke et al., 2018). In general, the questions I will ask the staff members are intended to gauge their feelings about the Hotel's pride, intentions to stay, and advocacy. I'll use these results to help reveal the current state of employee engagement on the hotel grounds by comparing them to previous years. One possible answer is, "I would recommend this company to anyone looking for a good place to work." The fact that these things do not identify specific actions is their primary advantage. Instead, they establish targets that organizations should either maintain or improve to ensure staff engagement and effectiveness, and thus hotel success.

Secondly, I will also determine what is most important to the employees and prioritize it. Employee engagement can be measured with survey questions that can be implemented. For example, ask the hotel employees to describe their level of satisfaction with their job (Parke et al., 2018). Teamwork in the workplace, engagement with their supervisors and coworkers, Continuing education, change management, communication, and a positive outlook on the future Pay, housing, and transportation are just a few of the benefits I receive. Finally, I will develop a strategy for continuously listening to employees and assessing their level of engagement. Maintaining a consistent survey cadence is critical to the success of an accurate and valuable survey. However, conducting annual employee engagement surveys is generally preferred over measuring employee engagement on a less frequent basis. However, people's behaviors and preferences change over time. As a result, businesses may need to conduct surveys more frequently and in various formats to hear from all of their employees. I will use pulse surveys to delve deeper into engagement results or collect real-time feedback on any important topic (Parke et al 2018). I plan to use lifecycle surveys to gauge employee perceptions at crucial points along the employee journey. The findings will help us make better decisions and develop more effective strategies to benefit employees.

Pros

The ability of employee engagement to aid in employee motivation is the most significant advantage it brings to the Organization (Lowe, 2020). This is because when employees are said to participate in important meetings, they feel special and are encouraged to produce high-quality work soon. This is one of the most effective ways to boost employee engagement.

Employees are more satisfied with their employers when they believe their ideas are valued. A boost in morale benefits all projects and areas of the company, which has a rippling effect throughout the Organization (Lowe, 2020). Employee absenteeism is reduced when they enjoy their jobs and look forward to coming to work every day. Output has increased as a result of all of this. Companies experience lower employee churn as a result of happier employees. There are fewer new hires to train, saving time and money and the disruption caused by frequent turnover.

Due to employee engagement, decisions are made more effectively. Workers are exposed to a more positive work environment and are more likely to participate in the decision-making process (Lowe, 2020).

Employees are allowed to demonstrate their abilities in a positive light. If this is the case, demonstrating their capability may be difficult because employees frequently miss out on opportunities granted to their superiors (Pandita and Ray, 2018).

Cons

You may have to spend a lot of money to keep subordinates engaged. Making invitations and setting up an event necessitates an investment of money and the cost of providing training to associates. So, if the extras are invited to the circumstances, it affects the company's budget (Nolte et al., 2022).

Again, possible negatives of employee engagement systems include the increased number of communication channels and the risk of inconsistent decision-making (Child, 2020).

When fostering involvement, there is a risk of blurring the border between management and employee levels. Allowing workers to exchange ideas and make

decisions without asking them to push the edge and take on tasks designated for leadership is a serious danger (De-la-Calle-Durán and Rodríguez-Sánchez, 2021).

Why I am Recommending Employee Engagement Measure to my General Manager

I will recommend employee engagement measures to the general manager since it will help the Hotel put in more effort to create a culture that values honesty and trustworthiness between the management and the hotel staff (sarwar et al.,2020). Also, adapting the technique will help the hotel general manager demonstrate transparency by freely disseminating information about their properties and provide employees with a hostile free working environment, reducing their common anxiety and stress during working hours. Additionally, staff involvement improves decision-making, which will persuade me to recommend this method to my general manager (Kruft et al., 2019). Since happier employees are more likely to engage in the decision-making process, the Hotel will be able to set more realistic goals, ultimately leading to greater success.

Employee engagement may be a crucial element in securing the employment relationship. Engagement may be the key to unlocking productivity and transforming the working lives of a large number of individuals (Alshaabani et al., 2021). Employee engagement is crucial if the workforce's performance determines a hotel's success.

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