

Name: IONELA -LUCICA BUSUIOC

Essay: The Impact of COVID19 and
Rebuilding the Workforce in Hotel Trinity

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Lecturer's name: EMILY WILLIAMS

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Covid-19 is the greatest threat ever faced by mankind. The entire world suffered from this pandemic. People lost hundreds of days of their life due to covid-19 risk. Every sector of the world was gravely affected by this pandemic. The social sector, economic sector, educational sector and almost every sector was affected by this. The most affected sector from this pandemic is the business sector specifically the service sectors like a hotel, restaurants are the most affected sectors. After the finding of vaccines, this situation started to improve. But this improvement is not an easy project. Every sector came to a halt when this situation raised. And because of a very long halt, the flow of the activity was heavily affected (Mayhew et al., 2020). The hotel Trinity located in Central London were forced to close their doors in March 2020 and it reopened in April 2021. This long break affected this hotel financially and also in the HR sector. The pandemic had a significant effect on their staff of 200 workers, with layoffs, long-term furloughs, and decreased working hours on all contracts. Now they are starting their business in the full mood again, so they need the workers and also, they need them in the optimum form. This essay will discuss the effect of COVID-19 on Hotel Trinity employment, paying special attention to the employee lifecycle also it will do Discuss a PESTLE analysis for Hotel Trinity.

COVID-19 has been the most dangerous outbreak for this world. This outbreak affected the business sectors in both positive and negative ways. Some business sectors were impacted very harshly by this situation on the other hand some of them got a push from that situation and they have made a strong foundation in the period of that pandemic.

Traders offer physical goods, whereas service businesses, such as the Barbershop, provide intangible goods. COVID-19 has the greatest effect on these industries. During the lockdown, they were forced to temporarily close their company (Balla-Elliott et al., 2020). Some businesses had to permanently close since they couldn't afford to lose money during the shutdown. Because consumers were unable to leave their houses, they were unable to locate clients for their companies or received only a small number of customers, which did not cover the firms' running costs. However, during the period of the epidemic, the luxury sector grew.

This industry has reaped the benefits of the COVID-19 scenario. People were confined to their homes and relied on their phones, televisions, and other ICT devices to interact with one another and learn about the situation (Rachmawati et al., 2021). Because of the pandemic, certain services have had a huge opportunity to shine, and they have risen to the top. Zoom, Netflix, Amazon and other such services are examples.

Countless individuals were sick as a result of the pandemic, and hospitals were overflowing with COVID-affected patients. Governments, on the other hand, have designated certain specific hospitals for that kind of patient. The remaining patients were treated at different hospitals. The medicine industry grew at that time (Tison et al., 2020), and the need for medication grew as a result of the large number of COVID and suspected COVID patients.

The epidemic had a significant impact on this industry. Everyone stopped working at that time since it was banned to leave the house without a valid reason (Williams et al., 2020). Some critical areas, such as the power department, were operational.

COVID-19 had the most negative impact on this industry. One of the worst-affected sectors is travel and tourism, which has seen a significant decrease in demand as a consequence of global travel restrictions, including the closing of numerous borders to combat the virus. In this sector, tourist arrivals dropped by 72%. (Uğur et al., 2020). It will take until 2024, as predicted, to fully recover, since the corona virus had such a severe effect on this industry. This epidemic led in the loss of 670,000 hotel-related jobs, as well as about 4000000 hospitality roles, by 2020. (Spanaki et al., 2021).

The UK announced a national lockdown on March 23, 2020. The tourism sector in the United Kingdom, It has been especially badly affected by the crisis, which employs 3 million people and produces 135 billion pounds in tax revenue (The Guardian 2020, October 27). Due to a predicted 30% decrease in international tourist visits after the COVID-19 outbreak, 75 million jobs were in jeopardy. In contrast to its all-time high of 80.9 million visitors in 2019, London Heathrow Airport expects traffic to decrease by more than half in 2020.

Many hotels in the United Kingdom, especially the more opulent ones, were forced to shut. The occupancy rates showed what had happened. In May 2020, occupancy at a high-end hotel was less than 16%, whereas more than 40% of budget hotel rooms were occupied (Ntounis et al., 2021). This industry was affected the worst since tourists were not permitted to travel and residents were not allowed to leave their homes. These issues had impacted every stakeholder in the hotel business. As a result of travel restrictions and social distancing practices, visitors' desire and availability to travel had decreased. Visitors had cancelled their vacation plans as a consequence of this. Affecting hotel worker employment, hotel reservations, and income stability. Hotel rehabilitation projects had been delayed as a result of personnel and budgetary limitations, limiting the expansion of local hotel businesses. To survive, a large number of hoteliers, especially small hoteliers, that companies had temporarily shuttered or relocated. The market value of hotel stocks had fallen as a result of this situation. In other words, the pandemic had harmed the hotel industry's market and performance.

As part of cost-cutting measures, thousands of hotel workers have been let off. Many hotels closed their doors to save costs as the pandemic caused income to decrease, and foreign employees returned to their home countries, while others were laid off. As a result of the lack of preparation for such a pandemic, many hotels have shuttered, with many more on the brink of doing so. Many hotels and restaurants have decided to permanently close their doors.

Many hotels have faced financial losses throughout the pandemic time. The investors reduced their investments as the sector was going through losses.

Employees' lives of Trinity have been disturbed in the same way that life outside of the office has been impacted. This unanticipated occurrence has wreaked havoc on the employee life cycle, which Trinity is working hard to improve in recent days.

As a result of the pandemic, HR executives of Trinity hotel have been compelled to think of new and innovative methods to manage the key touchpoints that workers have in their workplace.

Understanding the pandemic's effect on the employee life cycle allows business leaders to ensure that their workers have the greatest experience possible, both now and in the future, when the initial COVID-19 reaction has worn off.

During and after unexpected occurrences, the following sections highlight objectives Trinity should concentrate on at each stage of the employee life cycle.

During the Attracting phase, Trinity will attempt to create a favourable applicant experience. They are going to attempt to recruit workers in new and innovative ways in the aftermath of the pandemic; but, since COVID-19 has altered the environment, previous methods may no longer be effective (Ichsan et al., 2020).

Trinity should be laser-focused on helping new workers in adapting to their position within the company as soon as possible throughout the onboarding process. Employees who feel engaged in the organization, welcomed into their teams, and prepared for their future job will be able to make a positive impact and propel the business forward more quickly (Keyes et al., 2000).

Rewording is the most successful way of retaining employees (Menefee et al., 2004). The best-performing employees are the company's stewards. Employee performance may be improved by providing timely recognition. Recognizing employees who set a good example may help to enhance an organization's culture.

In this phase, trinity will supervise its employees for their professional development. like the employees who will join after the pandemic was in a long break from work, they may have lost some of their skill sets. By developing those skills trinity will focus on positively impacting their business.

Trinity will focus on minimizing any interruptions that may lead an employee to depart the hotel at this point. Employees may quit a company for a variety of reasons, including a new job offer, retirement, or forced termination (Lee et al., 2008). They must interact with workers in innovative and creative ways to keep them, since a departing employee may adversely influence the minds of other employees.

An organization like hotel Trinity are working hard to mitigate the impacts of this pandemic. They must also ensure that their employee life cycles are optimized to promote organizational change. Using your company's most valuable resource, its employees' talents, maybe a critical step toward not just crisis stabilization but also growth.

The PESTLE research examines the major elements that determine an organization from the outside. This study examines the Political, Economic, Sociological, Technological, Legal, and Environmental aspects.. This allows the company to get a better understanding of the external factors that may have an impact on its operations (Perera ET AL., 2017). This analysis is utilized by ordinary people, professionals, and management to make strategic business decisions. In a PESTLE analysis of the external factors, the factors which will affect the particular business are assed by categorizing them into low, medium and high categories (Shtal et al., 2018).

A PESTLE study is an assessment of six external influences on a company. A PESTLE analysis for hotel Trinity have drawn below:

Regulatory framework, good governance, tariffs, corporate laws, international treaties, and other limitations are all examined in this section. As the UK just came out from the pandemic situation, the government is aiding the hospitality sector by distributing more than £11 billion. The government had reduced the tax to 5% till 30 September 2021. Also, to aid companies in preparing for the return to the normal 20% rate, the government has proposed a 12.5 per cent tax for the following six months between the months of October 2021 and March 2022. The normal 20% VAT rate will be reinstated on April, 2022. (Devereux et al., 2020).

As a result of the United Kingdom's withdrawal from the European Union, In the UK, there is a great deal of uncertainty in the growing economies and among shareholders. Market circumstances have worsened as a result of the pandemic, and dependence on e-commerce has increased. (Bhatti et al., 2020). However, since people have been confined to their homes for such a long time, they are now travelling out for refreshment, which benefits the hotel industry.

People are now more health aware than they were before, and they are more concerned about their safety concerns (Galvani et al., 2020). The hotels have certain disadvantages in this regard, but if they maintain their safety measures, they will be able to attract clients.

Every day, new technologies are developed. Businesses are increasingly relying on technology for communication, marketing, and promotion since it allows them to reach out to customers more readily (Bose et al., 2003). Trinity must be adept in utilizing technology to communicate, advertise, and provide customers with quicker service.

Following the pandemic, the regulatory environment for companies has been relaxed, since they have suffered much and must rebuild (Kooistra et al., 2020). The new rules benefit the hotel industry in terms of recruitment, material access, and a variety of other areas.

Because the hospitality industry has little relationship with the environment, this is unlikely to have a significant impact on the hotel industry. However, a sudden storm, flood, or another catastrophe may have a significant impact on the company. These things can happen as a result of global warming (Nordhaus et al., 2010). As a result, Trinity must do all possible to maintain the environment clean both inside and outside their hotel.

This analysis will now help the hotel Trinity to make decisions keeping in mind the effects of outside forces.

This essay began with an introduction, after which it examined the effects of COVID-19 on various business sectors, and then, The impact of COVID-19 on the hotel sector in the United Kingdom was investigated in this research. Furthermore, to make it simpler for Trinity to make any decisions, this article described COVID-19's effect on the employee lifecycle of Trinity Hotel and performed a PESTLE study for Trinity Hotel.

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