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COVER PAGE AND DECLARATION

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| Student's Full Name: | Abushawareb, Mayadah Ateyah Othman |
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E-SIGNATURE:

Maya AO Abushawareb

DATE:

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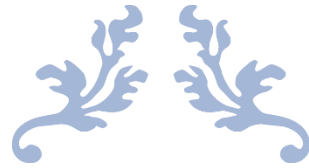
EIU Paris City Campus

Address: 59 Rue Lamarck, 75018 Paris, France | **Tel:** +33 144 857 317 | **Mobile/WhatsApp:** +33607591197 | **Email:** paris@eiu.ac

EIU Corporate Strategy & Operations Headquarter

Address: 12th Fl. Amarin Tower, 496-502 Ploenchit Rd., Bangkok 10330, Thailand | **Tel:** +66(2)256923 & +66(2)2569908 |

Mobile/WhatsApp: +33607591197 | **Email:** info@eiu.ac



SAJA ALMADINAH HOTEL

HR Policies Analysis



Saja Al Madinah Hotel

★★★★★

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Introduction

HR Procedures and Policies are the most important to any organization as they provide fairness, reasonableness, control consistency and structure. These practices ensure compliance with the employment legislation and inform workers regarding the working responsibilities and expectation of organization. It is the reason that policies need to be change with the passage of time in order to keep the working pattern consistent and vibrant (Zardasht, 2020). Keeping the importance of HRM in focus the assignment purpose is to explore on prospect to construct a human resource policy guide in order to assess the HR need and evaluation of the entire health and safety of the workers. Additionally, being an HR consultant, I have been hired by the Saja Al-Madinah Hotel HR head to review on current HR policies and bring significant change in policies by keep the current pandemic situation under focused. Along with this, I have been hired to recommend starting salaries of three new created positions for the health and safety, wellbeing of the workers too.

A. Choosing a company and critique HR polices.

The current pandemic crisis influenced the sector in an entirely unprecedented way resulting in falling performance metrics across all the nation in Kingdome. The hospitality sector also gets affected in a terrible manner, therefore the changing the working pattern is very much needed in order to shape the performance of the companies. In the premises of hospitality sector in Kingdom the hotel is performing at its core to create the more significant image in the market. However, a critical analysis has been on the hotel is presented as follows.

Critique on the HR Policies of Saja Al-Madinah Hotel

The department inside organization performs a wide range of tasks with coordination of HRM practices. The department keep track on all the efforts to lead the business practices in an effective and sound manner. HR department performs all the duties of recruiting, selecting, motivating, training and development job designing, rewarding, performance appraisal and giving benefits. However, I have analyzed that the company is lacking in terms effective training and development practices, the policies related to health and safety is low, rewarding and performance appraisal activities are lacking. In addition to this, after thoroughly reviewing the HR policies of Saja Al-Madinah Hotel it is analyzed that there is need to work on the policies related to the employee retention, effective customer service practices, need to focus on the policy implementation that improves interoffice communication with better use of technology and need to revise or create new performance appraisal system. Therefore, all these aspects are explained in detailed manner in the next section.

B. Propose new HR polices:

How to maintain employee's retention.

In order to improve the employee retention, it is important to hire the right person at the right place. It helps business to develop in a sound manner. According to the statement of Gelaye (2021) the hiring of the person at the right job is very important huge investment has been done in order to recruit and training cost. It is therefore, important for Saja Al-Madinah Hotel to invest in the training prospect to hire the right person at the right job. Additionally, at the same side in order to avoid the mismatches in skills and role responsibility, communicate expectation in a clear manner and pay attention to the possible misalignment on culture and experience. Keeping the relevance in mind the employee retention HR policies are stated as follows.

- ✦ Avoid Sudden Changes in the Workplace. It is to keep in mind that change may be inevitable and also stressful at the same side. Therefore, there is need to introduce new systems and initiatives and system in the company to level up the strengthen quality assurance.
- ✦ It is suggested to company to connect with team it is because the employee engagement and enablement is taking time to connect with people and enablement required time to connect with people. Team working is very important because employee engagement can have dramatic impact on company effectiveness.
- ✦ It is suggested to encourage healthy work-life balance. Work life balance is very important for the sound business practices. Demonstrate the value of WLB is very important in order to stay competitive.
- ✦ Gives employees an opportunity to grow for this concern to promote people outside the firm and offer training and education to keep workers retain and helps in leading the activities in an effective and sound manner.
- ✦ The policy related to employee encouragement employee creativity. For this it is suggested to recognize and incentivize workers that contribute in an effective manner. Managers should create opportunities for the private and public feedback.

Effective customer service practices.

As indicated by Sathel (2020) that “Great customer service means following best practices like valuing customers' time, having a pleasant attitude, and providing knowledgeable and resourceful resources”. Therefore, for granting best services to the customer it is important to understand the customers concern, provide them a positive experience and tanking them because a happy customer always bounce back. In addition, running the customer service department is not an easy task to be cater. It is because keeping customer happy is not easy to be done. However, new practices are explained as follows that Saja Al-Madinah Hotel should have to implement in order to generate the more positive customer experience by offering the effective customer services. Also, Lopez (2020) argued that a successful customer service procedure act as a support system that offer workers a set of clear

instructions to ensure excellence customer services. The below presented policies clearly stated how the level of services would be put under concern by the company to stay ahead in market against competitors through delivering customers more than they expect, ensuring the minimal issues and proactively determining the customer needs. In order to keep the customer services practices the new policies are stated as follows.

- ✦ Seek customer feedback, for the provision of the excellent customer services it is important to understand the need and experiences. Connecting with customer to get the feedback is important in order to establish value and trust. Focus on the aspects helps in order to have the continuous coordination with the consumer. Also, Saja Al-Madinah Hotel should hire the web hosting service providers those can deliver 24/7 feedback by means of phone, live chat or tickets.
- ✦ Saja Al-Madinah Hotel efficiently focus on to strengthen the customer service team, for this concern it is hotel management increase focused on building strong customer service team by hiring and training the professional with the right skills.
- ✦ Additionally, the empathy and patience should be the first concern of the workers because it is their integral duty to deal with all kinds of customers in professional and ethical manner. Customer representative should continually work on the good communication skills because it is very essential to deal customers with positivity.
- ✦ The implementation of CRM platforms should bring in the coordination it helps in moving out from the state of discomfort zone. CRM helps to streamline the process of customer dealing in a quite attainable manner.
- ✦ Lastly, but not least the management of Saja Al-Madinah Hotel must leverage with the multi-channel servicing. Saja Al-Madinah Hotel must need to focus on the provision of Omni-channel communication. Therefore, the command over the aspects including the social media and self-services needs to be enhanced note that FAQ pages (frequently asked questions come under the category of self-services).

Interoffice communication, Technology.

During this era of pandemic, using technology has increased at a wider scale. Therefore, the importance of technology has been continually evolving among humans and it is quite challenging for them to deal with issues associated with the technology. In the given scenario it is stated that “Technology has never been more important than the use of it at the current time due to COVID19. Many businesses are trying to keep their services online and conducting communications like meetings, conferences etc. online.” It is even stated by harney (2021) that the communication in context of workplace plays a key role to achieve happiness and success. An organization internal communication quality says a lot much about the company including culture, climate, environment,

context and happiness. However, the continuous improvement in the interoffice communication is very important for monitoring and creating the positive outcomes.

- ✦ In order to get revolutionize with the work and connectivity the concept of technology has made sure to reach people presence at the global scale. However, the security of information reveal on the technology must be stored in a secure manner because the data is highly prone to be damaged or hacked. Therefore, the consultation with the cyber-security is important to manage all the concerns in an effective and sound manner.
- ✦ Therefore, for achieving the meaningful context of the form a well-balanced and mix of latest technology and talented team leads to the optimum use. It is therefore, suggested to the company to encourage intra communication to be done by using Slack, Ring Central or Zoom in order to make it more comprehensive. The adoption of such application lead into smooth flow of information among all the organization channels. This will eventually help organizations to improve the level of engagement, results in strong relationship building and collaborate effectively among different verticals.

Revise employees' performance & Evaluation.

During the analysis phase, it has been encountered that the Saja Al-Madinah Hotel has been lacking in terms of implementing an effective employee performance appraisal process. It is resulting in the lack of moral and demotivation among the staff of Saja Al-Madinah. Therefore, keeping this context in focus the employee performance appraisal for the Saja Al-Madinah workers is presented as follows.

Employee Performance Appraisal at Saja Al-Madinah Hotel

MBO known to be management by objective is the new appraisal method is suggested to adopt by Saja Al-Madinah Hotel. According to the statement of Caligiur (2020) MBO known as a process whereby the employee and manager together determine, plan, organize, lead and communicate the subset of objectives to focus on main agenda. After the settlement of clear goal, manager and subordinates discuss the progress in periodical manner to debate, discuss and decide on the feasibility of goals accomplishment.

This suggested method will be sued by the Saja Al-Madinah Hotel to match over the organizational goals and objectives of workers to validate based on SMART objectives that are known to be “specific, measurable, achievable, realistic, and time-sensitive.”

Additionally, on the end of any period on half-yearly basis the employees are judge over their results. The success is rewarded with the salary and promotion hike where the failure in meeting objective will be reallocated for future training. In addition, the fact cannot be ignored that the process lays on the tangible goal and aspects including commitment interpersonal skills.

Steps suggested to Saja Al-Madinah Hotel to implement MBO

1. Each manager should have 10-12 goals that must be specified in the measurable manner.
2. The goals should be in the written form that can be further evaluated for the final review
3. Each goal must have a clear plan and clean description or enlistment of tasks
4. List down the aspects how would be the performance will measure
5. List down all the corrective actions that must take into account to reveal progress and made plan accordingly
6. Must ensure that all the listed goals at each level must show relation with organization main vision and objectives

Process of performance appraisal Saja Al Madinah

Process of performance appraisal Saja Al Madinah under the implementation of process flow of MBO is illustrated as follows.

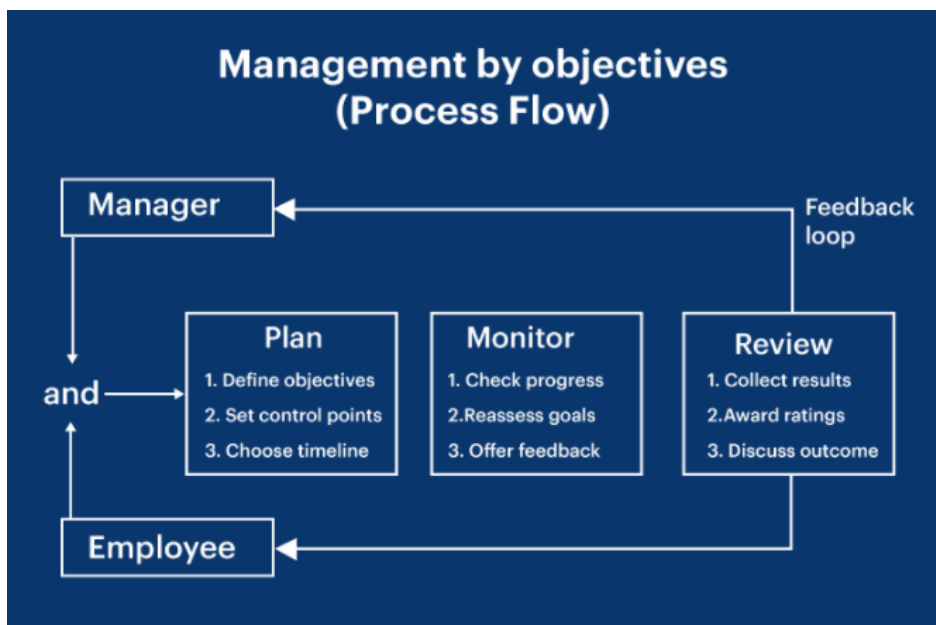


Figure 1 suggested MBO framework

C. Create job listing:

1. Secretary.

A secretary is always responsible to carrying out phone calls, clerical and all the prior administrative responsibilities while also representing the executive office in a sound manner. As indicated by Islam (2020) that the secretary must have to be detail oriented, shows ability to perform multiple tasks and be professional and

personable in nature. The secretary often has to deal or coordinate at the inter-departmental level and perform a role of coordinator between the boss and company workers.

Educational requirements

The educational requirements secretary must adhere to include the graduation level. In addition to this, the good communication skills, organizational abilities, effective computer literacy skills must be vital to assure to lead the position.

Personal skills

A secretary must be highly personable in the nature and demonstrate an ability to deal all kind of customers. Secretary must also be self-motivated and self-directed in the nature. Last but not least a secretary must have proper knowledge regarding the product or services of the company including policies.

Administrative duties

The secretary on typical basis is charged with the maintaining of the general's schedule, appointments and bookkeeping's at the hotels and focus on screening the calls and daily task and responsibilities. In addition to this, secretary must have to deal with all the emails and memos in a fast and frequent manner in order to show the high dependency on the successful achievements.

Internal and external communication

A secretary is also playing duties as a company representative. Therefore, internal and external communication abilities need to be properly highlighted by a secretary. This will enable to deal with conference call and professional organizational activities. Being a part of Saja Al Medina Hotel, the secretary must have demonstrated an ability of effective communicators to manage all the activities in an effective and sound manner.

Additional Requirements

Secretary at Saja Al Medina Hotel has to be played a role of the liaison between the board of advisers, directors and managers to manage all the duties in a smooth manner. At the hotel secretary role is also adhered to deal with all the sales calls dealing and corporate sponsorship activities.

2. Marketer.

In hotels industry a marketer is responsible to manage all the marketing activities in an effective way to maximize the revenue in hotels. It is stated by Hameed (2020) that a marketer accomplishes the program development in order to increase the occupancy and make the accommodation, leisure facilities and meeting to be profitable. It is the reason that marketer at Saja Al-Madinah is responsible to maintain the factor of awareness that impact on the

entire hotel sector and must possess the deep understanding regarding the attitude and needs of the consumers. The role is also associated to coordinating the promotional and marketing activities in order to meet the need of guests in exclusive manner.

Conducting marketing research

It is another important role or part of the marketer, as s/he is responsible to look on the surrounding factors including the air travel, meeting facilities and prices to shape a better appeal of hotel to the customers. Additionally, the marketer is also responsible to review the websites to know about the on-going strength and weaknesses in order to lead in a sound and secure manner. Also, responsible to review on the travel trends that creates impacts on the hotel. However, those trends include the low cost level accommodation for families, better facilities deliverance, and prices of fuels.

Customer awareness maximization

At the Saja Al-Madinah the role of marketer is to look effectively into the customer awareness. It is therefore, marketer is responsible to appeal and include up to date guest information on the hotel facilities and the location finalization for any events. In addition to this, the other sub role includes the posting of hotel details on the website, review on the online sites of booking to increase the level of sale.

Promoting the prior facilities

The hotel marketer most essential role is to develop promotion. There is needed to enhance the occupancy during times when booking is found to be low. They should have to show the presence in the special events and promote better facilities for the conferences and events.

Building the customer relationships

The most important role of marketer is to build a strong customer relationship. For this at the hotel Saja Al-Madinah the marketer most important responsibility is to stable the revenue based and also assures high level of coordination. Knowing about the customer preference is very important in order to enhance the business credibility in a far dominate manner.

3. Operations manager.

The hotel operation manager is responsible to assure high quality standards by the hotel and also offer the excellent guest experience. The operation manage at the Al Saja Medina Hotel is responsible to oversee all the accommodation, beverages and food, and to focus on all the activities related to conference. The main role of the operation manager at the hotel is important to assure the high level of the guest satisfaction. Therefore, the manger

must have to possess the leadership abilities to have a complete follow up on the projects. To sum up role of the operation manager at Al Saja Medina Hotel the manager role is obliged to deal with all the hotel activities in an effective way to lead the management in an effective and sound manner.

The Al Saja Medina Hotel operation manager job listing includes

It responsibility is to assure that each department tends to delivers the level of consistency in standard. It is helpful to achieve entire business objectives and to maximize the outlets profitability. The role is also obliged to maintain an effective cost control in all the arena

The responsibility to plan and direct the hotel main operation that includes the standards, quality, guest satisfaction and cleanliness

To promote the culture of excellence in the guest care by the warm welcome and make possible efforts to manage the exceed level of expectation and coordinated with HODs to discuss the smooth running of operation and maintain effective departmental performance.

Show up the high responsibility to increase the profit by the consistent deliver level to achieve the rate of high standards.

Most importantly, manager is responsible to have a complete eye on the SOPs implementation in order to assure high level of safety. In addition to this, also maximize the financial opportunities and accomplish the pro-active up-selling aspects in the environment

The role of operation manage is also obliged to promote the positive worker relation culture by the effective communication and team meetings at a regular interval. Not only has this also, showed a high responsibility to carry out the regular inspection of all the concern departments in area of presentation, service quality or delivery, grooming of workers, and cleanliness. Along with this also responsible to manage the charge of health & safety of workers, guests and other person lies under the premises of hotel.

D. Create a health, safety guide for the company

The health, safety also, well-being of the workforce at the Al Saja Medina Hotel is important to focus. It is denoted by Piwowa (2021) that health and wellness tend to promote the satisfaction, enhance the employer appeal and assure the high level of production. It is the main reason that Al Saja Medina Hotel is placing command over these policies in order to attract and retained the productive and motivated workforce.

The commitment of Saja Al Medina Hotel.

As pursuing the business activities in context of hospitality sector we are highly concern about the handling of day-to-day stressor the workers experience in context of the professional and personal lives. Al Saja Medina Hotel is highly committed to create a workplace that allow workers to develop and perform in a healthy and safe business environment. The company firmly believe that employees must have to be deliver with the necessary support to reduce amount of stress and improve the personal and health performance of workers. However, the approach of workplace health focuses on the provision of wide range of practices explained as follows.

| <i>Health safety and Well-being</i> | <i>Programs</i> |
|---|---|
| Health Support and Assistance | <p>Access has been granted to the family assistance and employee assistance program. This offer support and assistance to working and families during facing any sort of the sensitive issues. It is helpful to deal with the anxiety, depression, parenting and physical health</p> <p>A front-line telemedicine mobile services operate 24/7 to deliver support and advice to workers and grant access to the health specialist via online platforms</p> <p>Access to the best doctor program is also communicated that allows 50 plus free medical consultation all over the nation to avail better treatment options</p> <p>Employers and workers are paid with the life assurance for any of the dental coverage, vision and medic concern or in case of contracted with the long-term and short-term abilities</p> <p>Access has also been granted to all the site flu vaccination or the fees reimbursement for the flu vaccine under the approval of doctor</p> <p>As majority of the workers are working from, keeping this in mind the additional sanitary measures are put in the place in order to protect the employee health and safety</p> |
| Wellness programs and incentives | <p>We efficiently assure that all our building meets up the requirements related to the occupational health</p> <p>Also, the subsidize fitness membership are granted to workers</p> |

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