

Principle of management

Business, Management



I. Introduction and Overview of the company Hilton Hotels is founded by Conrad Hilton and is now owned by Hilton Worldwide. Hilton Worldwide is formerly known as Hilton Hotels Corporation (HHC) and is one of the leading global hospitality company. While Hilton hotels are typically owned and managed by Hilton Worldwide, there are also independent franchisor of the brand which exercises the same ownership and management. It operates in six continents across 81 countries and now has over 3, 500 branded hotels. The portfolio of its hotel brands includes the Waldorf Astoria, Conrad, Hilton, Doubletree, Embassy Suites, Hilton Garden Inn, Hampton Inn & Suites, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. As of the first quarter of 2010, Hilton Worldwide employs more than 130, 000 people globally.

Organizational Strategy:

Mission

To fill the earth with the light and warmth of hospitality (Hilton Worldwide)

Vision

To be the first choice of the worlds travelers, building on the rich heritage and strength of our brands by:

- Consistently delighting our customers
- Investing in our team members
- Delivering innovative products and services
- Expanding our family of brands
- Continuously improving performance in our balanced scorecard (Hilton

Worldwide)

We will achieve our vision, and also:

- Increase shareholder value
- Create a culture of Pride
- Strengthen the loyalty of our constituents (Hilton Worldwide)

Values

HOSPITALITY- Were passionate about delivering exceptional guest experiences.

INTEGRITY- We do the right thing, all the time.

LEADERSHIP- Were leaders in our industry and in our communities.

TEAMWORK - Were team players in everything we do.

OWNERSHIP - Were the owners of our actions and decisions.

NOW- We operate with a sense of urgency and discipline. (Hilton Worldwide)

Action plans

Its action plans revolves around making the company competitive and profitable despite the gloomy economic condition of matured markets such as those in North America in Europe. It is now shifting its focus towards emerging market such as China and taking advantage of the conveniences that technology can afford. It is also going with the increasing preference of its customers to become eco friendly hotel as part of its CRM strategy.

References

Hungary Tourism Report, Q1. 2011, Issue 3, p46-50, 5p

Hilton Worldwide. Discover our vision, mission, and values

<http://www.hiltonworldwide.com/about/mission/>