"Understanding Training in Taj Cidade De Goa in Human Resources on Hybrid Structure of Human Resources Management System (HRMS)"

An Internship Report for

MGA-652 and MBA

Credit: 16

Submitted in partial Fulfilment of Masters of Business Administration in Human Resources

By

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Under the Mentorship of

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Goa Business School/ Management Studies



Goa University/Goa Business School

Date: 06/May/2024



Seal of the School/Dept

Examined by:

DECLARATION BY STUDENT

I hereby declare that the data presented in this Internship report entitled, "Understanding Training in Taj Cidade De Goa in Human Resources on Hybrid Structure of Human Resources Management System (HRMS)"" is based on the results of investigations carried out by me in the Discipline of Management Studies at Goa Business School, Goa University, under the mentorship of Dr. Nirmala Rajanala and the same has not been submitted elsewhere for the award of a degree or diploma by me. Further, I understand that Goa University or its authorities/College will be not be responsible for the correctness of observations/experimental or other findings given the internship report/work.

I hereby authorize the University/college authorities to upload this dissertation on the dissertation repository or anywhere else as the UGC regulations demand and make it available to any one as needed.

Afrande

Ashton Anthony Diogo Fernandes

Signature and Name of Student Seat no: 22P0280007

Date: 06/May/2024 Place: Goa University

COMPLETION CERTIFICATE

This is to certify that the internship report "Understanding Training in Taj Cidade De Goa in Human Resources on Hybrid Structure of Human Resources Management System (HRMS)" is a bonafide work carried out by Mr. Ashton Anthony Diogo Fernandes under my mentorship in partial fulfilment of the requirements for the award of the degree of Master of Business Administration in the Discipline of Management Studies at Goa Business School, Goa University.

Date:06/May/2024

Dr. Nirmala-Rajanala

Signature and Name of Mentor



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Signature of Dean of School/HoD Date:06/May/2024 HC Place: Goa University School/Department Stamp

INTERNSHIP CERTIFICATE

This is to certify that **Mr. ASHTON ANTHONY DIOGO FERNANDES**, Student of Goa Business School, undergoing Masters in Business Administration will successfully complete Internship between Start date: 15th January 2024 to End date: 15th June 2024 at Taj Cidade De Goa. (S)he actively participated in the activities during the period of internship and learned the skills needed for various activities such as Name of the activities.

Mahesh Kasker

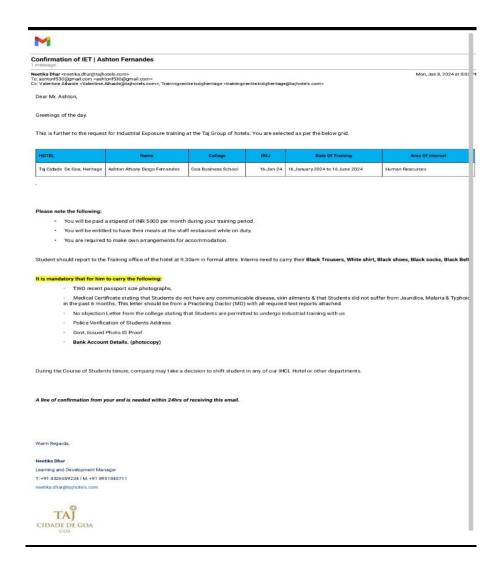
Designation : HR Assistant Manager

Name of the organization : Taj Cidade De Goa

Place: Dona Paula

Date:06/May/2024

Confirmation Email for Internship of 6 Months at Taj Cidade De Goa



Email for Extension of Internship Tillv15 June2024



Extension of Intership at our Hotel (Taj Cidade de Goa)

Mahesh Kasker <mahesh.kasker@tajhotels.com> To: goabusinessschool@unigoa.ac.in <goabusinessschool@unigoa.ac.in> Cc: ashtonf530@gmail.com <ashtonf530@gmail.com> Sat, May 4, 2024 at 6:11 PM

Dear Sir,

Please to inform you that Mr.Ashton Fernandes will be continuing his Internship till 15th Jun e 2024 at Taj Cidade de Goa .

We will issue him Internship Certificate after completion of Six Months.

Regards, **Mahesh Kaskar** Asst Manager - Human Resources

T +91 832 2454545 |M +919552536639 Email:- <u>mahesh.kasker@tajhotels.com</u>



TAJ CIDADE DE GOA HERITAGE GOA Vainguinium Beach, Dona Paula, GOA - 403004. www.tajhotels.com



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Executive Summary: HRMS Implementation at Taj Cidade De Goa

Taj Cidade de Goa's implementation of a Human Resource Management System (HRMS) has been a game-changer. This digital platform streamlines HR tasks, from payroll to performance tracking, resulting in a more efficient and employee-centric organization.

Boosting the Bottom Line:

- Effortless Efficiency: Repetitive tasks are automated, freeing up HR for strategic initiatives.
- Data Done Right: Centralized data storage ensures accuracy and minimizes errors.
- **Smarter Decisions:** Real-time HR insights empower data-driven management for better resource allocation.
- **Compliance Made Easy:** Automated processes keep Taj Cidade de Goa on top of regulations.

Empowering Employees:

- Self-Service Perks: Employees manage their information, leaves, and profiles directly.
- **Open Communication:** Transparent communication fosters a collaborative work environment.
- **Performance Tracking:** Regular feedback through the HRMS helps employees excel.
- Work-Life Balance Wins: Features like flexible scheduling support a healthy work-life balance.

The Takeaway:

Taj Cidade de Goa's HRMS investment is a success story. It enhances efficiency, data management, and decision-making, while creating a more empowered and engaged workforce. As the business landscape evolves, embracing innovative HR solutions like HRMS is key to staying ahead of the curve

INTRODUCTION

FOMENTO RESORTS AND HOTELS LIMITED

Fomento Resorts and Hotels Limited was incorporated in the year 1971 and is engaged in the hotel business in India. Currently, the company owns a 5-star deluxe resort "Cidade de Goa" consisting of 207 keys at Vainguinim Beach, Goa that showcase the unique Goan Portuguese architecture and ambience. The company is currently in the process of construction and development of one 5-star upscale new hotel consisting of 299 keys at Vainguinim, Goa which is adjacent to the existing hotel Cidade de Goa. Both the New Hotel and the existing Hotel are in the vicinity of Dona Paula, Goa. The company is also constructing a boutique 5-star resort at Aarvli, in Sindhudurg, Maharashtra. The company is listed on Bombay Stock Exchange since 1982.

Board of Directors

- Mrs. Anju Timblo (Managing Director & CEO)
- Mr. Auduth Timblo (Director & Non-Executive Chairman)
- Mr. Jamshed Delvadavala (Non-Executive & Independent Director)
- Mr. Reyaz Mama (Non-Executive & Independent Director)
- Mr. Vinayak Manohar Padwal (Non-Executive & Independent Director)
- Mr.Sujjain Talwar (Non-Executive & Independent Director)

Committees

- Audit Committee
- Nomination & Remuneration Committee
- Stakeholders Relationship Committee
- Corporate Social Responsibility Committee
- Risk Management Committee

TAJ HOTELS, RESORTS AND PALACES



The Indian Hotels Company Limited (IHCL) and its backups are all in all known as Taj Hotels, Resorts and Palaces. It is perceived as one of Asia's biggest and finest hotel organization. It was established by Mr. Jamsetji N. Tata on December 16, 1903. The organization opened its first property, The Taj Mahal Palace Hotel, Bombay in 1903. The Taj, an image of Indian neighbourliness, finished its century year in 2003. As of now the Taj Hotels Resorts and Palaces includes 57 lodgings at 40 areas crosswise over India. Extra 18 hotels are likewise being worked the world over. Amid monetary year 2006, the aggregate number of inns possessed or oversaw by the organization was 75. The Taj hotels are ordered as extravagance, recreation and business hotels.

The Taj Luxury Hotels offer an extensive variety of rich suites with modern fitness centres, reviving spas, and very much prepared meal and meeting offices. The Taj Leisure Hotels offer an entire occasion bundle that can be appreciated with the entire family.

It gives energizing exercises going from sports, culture, condition, experience, music and stimulation. The Taj Business Hotels give the finest principles of accommodation, which causes the business outings to be beneficial. They offer very much named rooms, media transmission offices, proficient administration, strength eateries and exuberant bars, all around prepared business focuses, and other meeting offices.

The Indian Hotels Company Ltd is the biggest Hotel, Leisure and Hospitality, Company in South Asia. The organization's lodging business stresses the worldwide task of inns and resorts in the Luxury, Upper Upscale, Upscale and Economy sections. The organization's image names incorporate Taj Hotels Resorts and Palaces, Vivanta by Taj, Hotels and Resorts, Gateway Hotels and Resorts and Ginger Hotels.

Dedicated to the highest standards of hospitality, service and continuous innovation for over a hundred years, the Taj group includes Owned, Leased and Managed hotels totalling 112 hotels, in 12 countries with 13,629 rooms. Their aim is to be recognizes as one of the Top global providing exceptional customer satisfaction in each of our hotels. The growth strategy of our group is to operate 20,000 Rooms, in major Destinations around the world and achieve a group Turnover of US\$ 4 billion, with 35% share from international operations, by 2025.

IHCL – A TATA ENTERPRISE

Founded by Jamsetji Tata in 1868, the Tata group is a global enterprise, comprising over 100 independently operating companies. The group operates in more than six continents with a mission to

improve the quality of life of the communities it serves globally. Through long-term stakeholder value creation based on 'Leadership with Trust', the Tata brand stands as a lasting promise behind its businesses, many of which are industry leaders. IHCL is honoured to be one of the first of those timeless and tireless initiatives.

IHCL is reimagining itself by leveraging its strong brand equity to multiply its portfolio while aligning to high-growth segments. This includes manoeuvring excellence and reinvigorating the portfolio across all brands.

BRAND ARCHITECTURE

- Luxury Taj
- Select Hotels Selections
- Upscale Vivanta
- Economy Ginger

0

- Service Retail Expressions
 - o F&B
 - Golden Dragon (Schezuan)
 - Thai Pavilion (Thai)
 - Wasabi by Miyamoto (Japanese)
 - House of Ming (Chinese)
 - Jiva (Spa)
 - Khazana (Retail Outlet)
 - Salon (Spa)
- Volume Catering TAJ SATS

ABOUT TAJ

Taj, India's Strongest Brand across industries and sectors, is an iconic hospitality brand from the Indian Hotels Company Limited. The brand continues to be one of the most revered and loved hospitality brands with a legacy of over 116 years of impeccable service and genuine warmth. Embodying the spirit of "Tajness", authentic original palaces, landmark hotels, idyllic resorts and natural safari lodges interpret the tradition of hospitality in a refreshingly modern way to create unique experiences and lifelong memories.

A curation of authentic living palaces, landmark hotels, resorts and safaris, Taj is the hallmark of iconic hospitality across the globe. The brand is recognized for its warm and intuitive service and is the undisputed leader in Indian hospitality.

TAJ

- Hotels
- Palaces
- Resorts
- Safaris

HISTORY OF TAJ

Jamsetji Nusserwanji Tata, founder of the Tata Group, opened the Taj Mahal Palace, a hotel in Mumbai (formerly called Bombay) overlooking the Arabian Sea, on 16 December 1903. It was the first Taj property and the first Taj hotel. There are several anecdotal stories about why Tata opened the Taj hotel. According to a story, he decided to open the hotel after an incident involving racial discrimination at the Watson's Hotel in Mumbai, where he was refused entry as the hotel permitted only Europeans. Hotels that accepted only European guests were very common across British India then. According to another story, he opened the hotel when one of his friends expressed disgust over the hotels that were present in Bombay then. But a more plausible reason was advanced by Lovat Fraser, a close friend of the Tata and one of the early directors of the IHCL group, that the idea had long been in his mind and that he had made a study on the subject. He did not have any desire to own a hotel but he wanted to attract people to India and to improve Bombay. It is said that Jamsetji Tata had travelled to places like London, Paris, Berlin, and Düsseldorf to arrange for materials and pieces of art, furniture and other interior decor for his hotel. The Taj group has since then developed and flourished, under the Tata Group.

The Taj Mahal Palace in Mumbai is the first hotel of Taj, opened in the year 1903. In 1974, the group opened India's first international five-star deluxe beach resort, the Fort Aguada Beach Resort in Goa. In 1970s, the Taj Group also began its business in metropolitan hotels, opening the five-star deluxe hotel, Taj Coromandel in Chennai, in 1974, acquiring an equity interest and operating contract for the Taj President (now Vivanta by Taj – President), a business hotel in Mumbai, in 1977, and also opening the Taj Mahal Hotel in Delhi in 1978.

The group has been converting royal palaces in India into luxury hotels since the 1970s. The first palace to be converted into a Taj luxury hotel was the Lake Palace in Udaipur, in 1971. Other examples include the Rambagh Palace in Jaipur, Umaid Bhawan Palace in Jodhpur, Falaknuma Palace in Hyderabad and Nadesar Palace in Varanasi.

In 1980, the Taj group opened its first hotel outside India, the Taj Sheba Hotel in Sana'a, in Yemen and in the late 1980s, acquired interests in the St. James' Court Hotel (now comprising Taj 51 Buckingham Gate Suites and Residences and St. James' Court, A Taj Hotel) in London. In 1984, the Taj group acquired, under a license agreement, each of the Taj West End in Bangalore, Taj Connemara (now Vivanta by Taj – Connemara) in Chennai and Savoy Hotel in Ooty. With the opening of the Taj West End in Bangalore, the Taj Group made its foray into Bangalore. The five-star deluxe hotel, Taj Bengal in Kolkata, was opened in the year 1989, and with this, the Taj group became the only hotel chain in India with a presence in the six major metropolitan cities of India, namely Mumbai, Delhi, Kolkata, Bangalore, Hyderabad, and Chennai.

Concurrently with the expansion of its luxury hotel chain in the major metropolitan cities, the Taj Group also expanded its business hotels division in the major metropolitan and large secondary cities in India. During the 1990s, the Taj Group continued to expand its geographic and market coverage in India. It developed specialized operations (such as wildlife lodges) and consolidated its position in established markets through the upgrading of existing properties and development of new properties. Taj also set up the Taj Kerala Hotels and Resorts Limited in the early 1990s along with the Kerala Tourism Development Corporation.

Ten hotels of the Taj group are members of the Leading Hotels of the World.

HISTORY OF IHCL

Jamsetji Tata, an Indian industrialist who founded the Tata Group, incorporated IHCL in 1899 and opened its first hotel—The Taj Mahal Palace in Mumbai, Maharashtra, India—in 1903. In the 1970s, IHCL expanded its operations by opening a Tower Wing to The Taj Mahal Palace, Mumbai, the Taj Fort Aguada, Goa and palaces such as Taj Lake Palace, Udaipur and Rambagh Palace, Jaipur. It also expanded outside India by launching Taj Pamodzi, Lusaka in Zambia.

In 2004, IHCL launched its midscale hospitality brand, Ginger Hotels, followed by The Gateway Hotels and Resorts (upscale) in 2007 and Vivanta Hotels (upper upscale) in 2010.

IHCL also operates TajSATS Air Catering Ltd, in a joint venture with SATS (formerly known as Singapore Airport Terminal Services).

In May 2017, IHCL announced it was moving all of its hotels under a unique brand, Taj Hotels Palaces Resorts Safaris. The brands Vivanta by Taj and Gateway were merged into a single business unit. During the summer of 2017, Cyrus Mistry stated that some of the group's latest costly acquisitions (Sea Rock Hotel, The Pierre in New York, Taj Boston) "destroyed the economic value of the company". The unique brand decision was reversed in 2018.

In April 2018, the group opened its first location in Saudi Arabia through a partnership with the Umm al-Qura construction company. In April 2019, IHCL launched the hotel brand SeleQtions with 12 location openings. In May 2019, IHCL signed a strategic partnership with GIC Private Limited (Singapore's sovereign wealth fund) to acquire 600 million dollars' worth of hotel assets over three years.

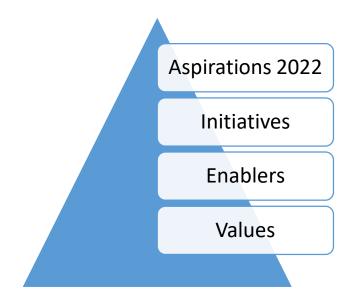
MISSION & VISION STATEMENT

MISSION STATEMENT

"To be a collection of globally reputable hotels inspired by the nobility of Indian hospitality and heritage."

VISION STATEMENT

"To create sustainable value for all stake holders."



IHCL ASPIRATIONS 2022

Aspirations 2022

• Iconic and profitable hospitality company

Initiatives

- Re-structure (scale, simplify, sell)
- Re-engineer (marquis, technology, people)
- Re-imagine (service, brand scape, portfolio)

Enablers

- Culture
- Pan-India Footprint
- Strong Brand Equity
- High Customer Engagement
- Market Leaders in Leisure and Palaces Segment

Values

- Trust, Awareness, Joy
- Integrity, Responsibility, Excellence, Pioneering, Unity

Our pivotal programme, Aspiration 2022, is based on the three-pronged strategy of re-structuring, reengineering and re-imagining the Company's portfolio. The strategy is aimed at margin enhancement and growth to fulfil our aspiration of becoming the most iconic and profitable hospitality company in South Asia. Therefore, it will focus on exploring new markets, expanding existing properties, monetizing non-core assets, optimizing costs and simplifying the group structure to grow the bottom line. The five-year programme will also include leveraging the digital channel to strengthen the brand and generate more revenue.

"Aspiration Ahaan 2022 is based on a promise to work together to create greater enterprise value, and make IHCL South Asia's most iconic and profitable hospitality company."



- Puneet Chhatwal

Our pictorial image shows how we have planned our journey from 2022 to 2025 this year our practice for this AHVAAN is that the values which we have to transform them or enable them and then the initiatives which we take like re imagine brand scope structural portfolio etc. and to reach to AHVAAN in 2025 which is the iconic profitable hospitality company in the world.

MANAGEMENT

IHCL CORPORATE

- Mr. Puneet Chhatwal (Managing Director and Chief Executive Officer)
- Dr. P. V. Ramana Murthy (Executive Vice President and Global Head Human Resources)
- Mr. Suma Venkatesh (EVP Real Estate and Development)
- Mr. Rajendra Misra (EVP & General Counsel)
- Mr. Giridhar Sanjeevi (EVP & CFO)
- Mr. Rohit Khosla (EVP Operations, North and West India)
- Mr. Phrabhat Verma (EVP Operations, South India, International & Ancillary Business)



Management Cidade de Goa





CORE VALUES

TATA VALUES

• Integrity

We will be fair, honest, transparent and ethical in our conduct; everything we do must stand the test of public scrutiny.

• Responsibility

We will integrate environmental and social principles in our businesses, ensuring that what comes from the people goes back to the people many times own.

• Excellence

We will be passionate about achieving the highest standards of quality, always promoting meritocracy.

• Pioneering

We will be bold and agile, courageously taking on challenges, using deep customer insight to develop innovative solutions.

• Unity

We will invest in our people and partners, enable continuous learning, and building caring and collaborative relationships based on trust and mutual respect.

TAJ VALUES

- Trust
 - Fairness with all stakeholders
 - Openness and transparency
 - Free flow of information
 - Alignment of all stakeholders
 - Build and strengthen long term relationships

• Awareness

- Enhance awareness around our plans, strategies, tactics, processes
- Work together to create greater enterprise value
- Participative in our decision making
- Imbibe a sense of belonging across all stakeholders
- Joy
 - \circ $\;$ Derive joy and happiness from what we do and how we do it
 - \circ \quad Serve all stakeholders with joy and utmost dedication
 - Create and maintain an environment where there is joy and happiness where people are respected and diversity is celebrated.



TAJ HOTEL & CONVENTION CENTRE, GOA(Horizon)

Social

Facebook - https://www.facebook.com/THCCGoa/ Instagram - @thccgoa

INTRODUCTION

With a forested hillside perch and gorgeous river views, the **299**-room Taj Hotel & Convention Centre oozes luxury & scale. 10 minutes from Panaji and neighboring the Cidade de Goa, it stands tall, bold and generous. Much like the spirit of Goa.

Enter a cocktail of enviable spaces and modern design. After being greeted on arrival by vertical gardens and an elegant fountain, step into the views, starting with the lobby that sweeps in the Arabian Sea. Look above and the boldness of Goa stares back at you, in the form of a suspended boat's hull. Look around and you discover a resort of plenty.

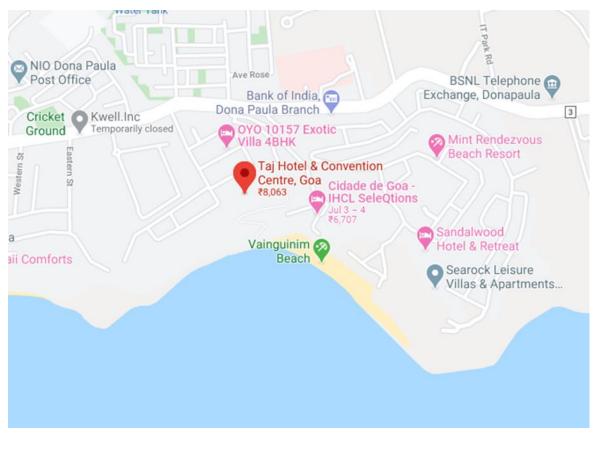
On your left lies the **BLD**, your multi-cuisine restaurant that's open for, yes you guessed it, breakfast, lunch and dinner. The extended alfresco terrace is a great spot to park yourself for the sun and sea. It has a formidable neighbour in the form of **The Banyan**, the hotel's "Eat-Bar", which takes its name from a 200-year-old Banyan tree that is a landmark in the hotel. The specialty restaurant **C2C** offers coastal cuisine from around the world and sweeping views of the waters. A 25m Lap pool, on the lower ground floor adjacent to the **Gym** and **Kids Club**, near the stilted roots of the Banyan tree, keeps the vibe easy and the views spectacular.

The convention centre, is the centre piece. Lorded over by a 1200 sq. meters pillar less hall, 6 breakaway spaces, an exclusive entrance and ample recreational options, scale here is inevitable. **282 rooms & 17 themed suites**, play perfect accessories, with more than half of them facing the sea. Suites and Club Rooms top up the experience with the 24x7 Club Lounge.

For the best high in Goa however, head up to the instagrammable rooftop, suitably landscaped with a large infinity pool along the sea-facing edge and boasting a sunken bar. The Vainguinim beach, the Zuari bay and the sea beyond all appear within reach. Pause for the sunsets and the light illuminating statues of Dona Paula. If this were not dramatic enough, soak in the **Jiva spa** or better still, park yourself at the **40-seater cinema** that the resort offers cinephiles.

To cut a tall story short, there is plenty here to make your moments larger than life.

LOCATION & CONTACT DETAILS



Address:	Vainguinim Beach, Dona Paula, Panaji, Goa, 403004	
Contact:	+91 832-2454545	
Mail:	reservations.thccgoa@tajhotels.com	
GSTIN:	30AAACF2845D1ZB	

OUTLETS & AREA NAMES

- Bar The Banyan
- All-day dining BLD (Breakfast Lunch Dinner)
- Seafood specialty C2C/Coast to Coast
- Event Zone All Day All Night
- Auditorium Cinema
- Ballroom Assembleia
- Spa Jiva
- Rooftop
 Dona Paula Bay

ACCOMMODATION

299 rooms and suites including 26 Taj Club rooms with exclusive access to the Taj Club Executive Lounge.

Room Type	Inventory	Size (in sq. ft)
Superior Rooms	26 King, 85 Twin	378 to 411 sq. ft
Deluxe Sea View Rooms	39 King, 14 Twin	400 to 453 sq. ft
Luxury Rooms	05 King, 35 Twin	550 sq. ft
Luxury Sea View Rooms	52 King	453 to 550 sq. ft
Taj Club Sea View Rooms	26 King	550 sq. ft
Deluxe Suite	05 King	890 sq. ft
Luxury Suite	07 King	940 sq. ft
Grand Luxury Suite	03 King	1166 sq. ft
Hospitality Suite	01 King	1615 sq. ft
Presidential Suite	01 King	1887 sq. ft

MEETING VENUES

- Assembleia
 - A large 1200 sq. mt pillar less ballroom
 - Partition into 3 equal parts

• Pre-Function Area

- Can be used for registration, tea- breaks and working lunches
- South 1 & South 2 (Meeting Room 1 & Meeting Room 2): 71.85 sq. mt
 - \circ $\,$ Can be combined into one larger meeting room
 - Individual sound system & screen
- West 1 & West 2 (Meeting Room 3 & Meeting Room 4): 72.26 sq. mt
 - \circ $\,$ Can be combined into one larger meeting room $\,$
 - Individual sound system & screen
 - West 2 has an 82-inch Interactive HD LED TV.

KEY POINT OF HOTEL ARCHITECTURAL ELEMENTS

Location

Located on Vanguinim Beach, 10 mins drive from Panaji city and 40 mins from airport, conceptualized as an "Urban Convention Hotel in a Resort Setting"

Common Resort Entry

Grand courtyard with rubble basalt walls and mustard-colored walls with colorful Bougainvillea. A rubber tree along the road to the Taj marks the entry to the Welcome courtyard with walled garden and tall black basalt walls which continues up the hill through a bamboo forest and dripping vegetation.

Lobby Courtyard

Large circular opening in the center framing a brilliant glimpse of the Goan sky with overflowing water bowl at its center core.

Lobby Atrium

Tall linear space which captures the first sea view through frames.

Linear Architectural Form

Running along the plateau edge with uninterrupted beach and the sea views with almost all public spaces and guest rooms have breath taking views.

All Day Dining

Strategically located off the main lobby with a beautifully landscaped garden on the north and a vast deck garden on the sea side.

Convention Center

The 10890 sq. ft ballroom divisible into three independent halls offering flexibility for usage supported by with a large pre-function space, which opens onto a huge semi covered pavilion.

Functional Courtyard

Shared by the ballroom, Group Arrival Lobby and All-Day Dining Restaurant, is the Al-fresco Dining Courtyard with colorful cascading Bougainvillea and features a copper toned water wall.

Rooftop

Landscaped with 25m long, infinity-edge lap pool to offer ultimate views of the Vanguinim beach, the Zuari bay and the sea beyond and perfect sun bathing opportunity.

State of the Art Technology

Entire façade has high performance glass to reduce heat gain and cut any noise ingress, central air conditioning system which reduces indoor noise decibels and save on energy, conserve water through efficient fixtures, water recycling and rainwater harvesting.

Parking Spaces

Ample parking spaces have been planned on surface and in the basement to cater to the ever-increasing parking requirement.

Water Garden

With aquatic plants and buffalo sculpture, inspired by the many natural ponds seen along the back roads of Goa, greets guests as they check in at reception.

Upper Basement

A 25m lap pool adjacent to the gym and Kids Club below the stilt roots of a carefully protected 200+ year old Banyan tree.

KEY PLACES

Famous beaches to visit

North Goa

- Calangute beach 24km, 41 min drive
- Candolim beach 22km, 38 min drive
- Baga beach 26km, 43 min drive
- Anjuna beach 29km, 49 min drive
- Morjim beach 38km, 60 min drive

South Goa

- Palolem beach 69km, 90 min drive
- Benaulim beach 36km, 60 min drive
- Colva beach 33km, 53 min drive
- Agonda beach 69km, 90 min drive

Good clubs and party places

- Cohiba 23km, 41 min drive
- SinQ Night Club 22km, 39 min drive
- Soho The Capital Bar 9.2km, 20 min drive

Places to buy local souvenirs

- Mario Miranda Gallery
- Baga and Calangute market

Taj Cidade de Goa



"Cidade de Goa" doesn't actually refer to a city in Goa, but rather to a specific luxury beach resort complex - the Taj Cidade de Goa - located in Dona- Paula, Goa, India.

Designed to resemble a Portuguese village with Mediterranean influences, the Taj Cidade de Goa comprises two distinct sections: the Taj Cidade de Goa Heritage and the Taj Cidade de Goa Horizon.



Opens in a new window www.tajhotels.com Taj Cidade de Goa Heritage, Goa

The Taj Cidade de Goa Heritage boasts an old-world charm, featuring winding hallways, cozy terraces, and a laid-back atmosphere. Meanwhile, the Taj Cidade de Goa Horizon offers a more contemporary vibe.

Both sections share the same sprawling 30-acre property, offering guests a variety of amenities including:

• Five-star accommodations

- Multiple restaurants and bars serving a wide range of cuisine
- Several outdoor swimming pools
- A luxurious spa
- Access to the pristine Vainguinim Beach

Company Overview: Taj Cidade de Goa is an upscale beach resort located in Goa, India, and is part of the renowned Taj Hotels group, a subsidiary of the Indian Hotels Company Limited (IHCL). This luxurious property combines traditional Goan architecture with modern amenities to offer guests an exceptional hospitality experience, catering to both leisure and business travelers.

Key Strengths:

- 1. **Brand Prestige:** Taj Hotels is synonymous with exceptional service, luxury accommodations, and a commitment to excellence. Taj Cidade de Goa benefits from this prestigious brand image, attracting discerning travelers and fostering repeat patronage.
- 2. **Strategic Location:** Positioned along the Mandovi River and in proximity to popular beaches like Miramar and Dona Paula, Taj Cidade de Goa enjoys a strategic location that provides guests with easy access to Goa's attractions while offering a serene retreat away from the tourist crowds.
- 3. **Diverse Amenities:** The resort offers a plethora of amenities, including multiple dining options, swimming pools, a spa, fitness facilities, conference venues, and recreational activities. This diverse array of offerings caters to the varied preferences of guests, ensuring a memorable and fulfilling stay.
- 4. **Sustainability Initiatives:** Taj Hotels is committed to sustainability and environmental stewardship, implementing initiatives such as energy conservation, waste management, and community engagement. Taj Cidade de Goa likely benefits from these sustainability efforts, enhancing its appeal to environmentally conscious travelers.

Challenges:

- 1. **Intense Competition:** Goa's hospitality sector is fiercely competitive, with numerous luxury resorts and boutique hotels vying for market share. Taj Cidade de Goa must continually innovate and differentiate itself to maintain its competitive edge and attract guests in a crowded marketplace.
- 2. **Seasonal Fluctuations:** Tourism in Goa experiences seasonal fluctuations, with peak visitor arrivals during the winter months and a slowdown during the monsoon season. Managing occupancy levels and revenue during off-peak periods presents a challenge, necessitating effective marketing strategies and promotional campaigns.
- 3. **Infrastructure Maintenance:** Being situated along the coast, the resort may face infrastructure maintenance challenges related to erosion, saltwater corrosion, and tropical storms. Regular maintenance and investment in infrastructure upgrades are crucial to ensure the long-term viability and attractiveness of the property.

Conclusion: Taj Cidade de Goa epitomizes luxury and excellence within the Taj Hotels portfolio, offering guests an unparalleled hospitality experience characterized by top-notch service, luxurious accommodations, and a scenic setting. Despite challenges inherent to the hospitality industry, including intense competition and seasonal fluctuations, the resort's esteemed brand, strategic location, diverse amenities, and commitment to sustainability position it well for sustained success in Goa's dynamic tourism landscape.

SWOT ANALYSIS

Strengths:

- Iconic brand image.
- Great view of Vanguinim beach, the Zuari bay and the sea beyond from public spaces and guest rooms.
- A 1200 sq. ft pillarless ballroom, largest in Goa.
- 508 rooms inventory with sister property, Cidade de Goa.
- Located close to the capital city of Goa, Panaji.

Weaknesses:

• The construction of the hotel has not been completed yet and so the guest cannot experience what the hotel has to offer.

Opportunities:

- Attract people who want to experience the latest and greatest Taj has to offer.
- Conceptualized as a "Urban Convention Hotel in a Resort Setting", it can cater to both business as well as leisure guests.
- The great view from the hotel unlocks customers who want to have a destination wedding.

Threats:

• Natural calamities, for example, cyclones, pandemics

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CONCLUSION

The overall purpose of the Industrial Training was to learn and understand the functioning of the hotel industry, to take responsibilities in the work place and deal with situations.

I am lucky that I got the opportunity to complete my Industrial Training at Taj Cidade De Goa.

After doing this internship, I have become more confident in interacting with guests as well as my colleagues. My overall knowledge of the hotel and its operations has increased because of applying the theoretical learnings at the workplace.

Once again, I would like to thank all the people who helped me during the internship

Taj Cidade de Goa: Data-Driven Decisions for Hospitality Excellence

The hospitality landscape is fiercely competitive, demanding a strategic shift towards data-driven decision-making. Taj Cidade de Goa can leverage the power of analytics to unlock valuable insights across key areas:

- **Demand Forecasting & Revenue Optimization:** Historical occupancy data becomes a roadmap for the future. By identifying seasonal trends and peak periods, Taj Cidade de Goa can implement dynamic pricing strategies. This maximizes revenue during peak seasons and attracts guests with competitive rates during slower periods. Additionally, these insights inform targeted marketing campaigns to fill vacancies strategically.
- **Revenue Stream Diversification:** Data analysis goes beyond room rates. Examining revenue across all channels, including F&B and spa services, paints a holistic picture. This empowers Taj Cidade de Goa to identify key revenue drivers, assess pricing strategies for each service, and pinpoint areas for potential growth. Data can reveal underperforming areas, prompting strategic interventions to boost revenue.
- Guest Segmentation & Hyper-Personalization: Guest demographics are a goldmine. Analyzing data on age, nationality, travel purpose, and booking channels allows Taj Cidade de Goa to understand their guest base intimately. This empowers them to tailor experiences and marketing efforts to specific segments. Imagine crafting bespoke packages for millennial adventure travelers or offering special amenities for families – data unlocks such hyperpersonalized strategies.
- The Voice of the Guest: A Continuous Improvement Loop: Guest feedback is a powerful tool. Analyzing data from surveys, online reviews, and social media mentions provides invaluable insights into guest sentiment. Positive feedback highlights areas of strength, while negative feedback becomes a roadmap for improvement. By actively listening to the "voice of the guest," Taj Cidade de Goa can continuously improve service delivery and guest satisfaction.
- **Operational Efficiency & Cost Reduction:** Data analysis extends beyond guest-facing aspects. Assessing operational metrics like staff productivity, inventory management, and energy consumption helps identify areas for cost savings and process optimization. Data might reveal underutilized staff hours during certain periods, allowing for schedule adjustments. Similarly, analyzing energy consumption patterns can inform initiatives for sustainable practices, leading to cost reductions and environmental benefits.
- **Competitive Benchmarking: Learning from the Best:** Staying ahead requires understanding the competition. Taj Cidade de Goa can leverage data to benchmark performance metrics (occupancy, revenue, guest satisfaction) against regional competitors. This allows them to identify areas where they excel and where they can improve. Perhaps a

competitor offers exceptional spa experiences – this data can lead to Taj Cidade de Goa investing in staff training or new services to stay competitive.

• **Predictive Analytics & Future-Proofing:** The hospitality industry is constantly evolving. Data analysis empowers Taj Cidade de Goa to identify trends in guest preferences, booking patterns, and market dynamics. Imagine data revealing a growing demand for eco-friendly travel experiences. This foresight allows Taj Cidade de Goa to proactively adapt, perhaps by developing sustainable practices or eco-tourism packages, ensuring they remain relevant in the face of changing consumer preferences.

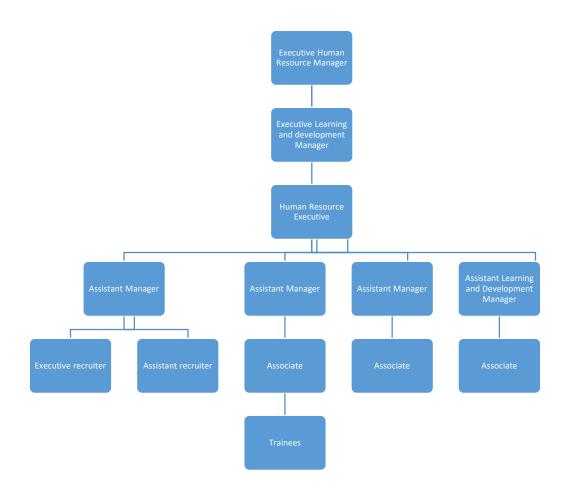
By embracing data analytics, Taj Cidade de Goa can transform from a data-rich to an insightdriven organization, optimizing operations, personalizing guest experiences, and ultimately driving sustainable revenue growth in today's competitive landscape.



DEPARTMENT TRAINED IN

HUMAN RESOURCES.

HIERARCHY (Taj Cidade De Goa)



The Hybrid Structure of Human Resources Management

• Definition of Hybrid Structure:

A Hybrid structure refers to an organizational framework that integrates elements from different structural models. Common organizational structures include functional, divisional, matrix, and

network structures. A Hybrid structure blends aspects of these to create a tailored approach that suits the specific needs and goals of the organization.

Key Characteristics of Hybrid Structures:

1. Flexibility:

- Hybrid structures are designed to be flexible and adaptable to changing environments.
- They can incorporate elements of different structures based on the organization's requirements.

2. Integration of Functional and Divisional Elements:

• Combines functional departments (e.g., finance, marketing, operations) with divisional units focused on specific products, services, or markets.

3. Matrix Components:

• May include matrix elements, where employees report to both functional managers and project or product managers simultaneously.

4. Cross-Functional Collaboration:

• Encourages collaboration and communication across different functional areas, fostering innovation and problem-solving.

5. Resource Optimization:

• Aims to optimize resource utilization by aligning structure with strategic objectives.

Advantages of a Hybrid Structure:

- 1. Adaptability:
 - Can adapt to changing market conditions, allowing the organization to respond more effectively.

2. Enhanced Communication:

• Facilitates better communication and coordination across different functions and business units.

3. Specialization and Focus:

- Permits a balance between functional specialization and divisional focus.
- 4. Efficiency:
 - Allows for efficient resource allocation and utilization, reducing redundancy.

Challenges of Implementing a Hybrid Structure:

- 1. Complexity:
 - Managing multiple structures can be complex, requiring effective leadership and communication.

2. Conflict Resolution:

• Potential for conflicts arising from dual reporting relationships in matrix components.

3. **Resource Allocation:**

• Requires careful consideration to avoid duplication of efforts and ensure optimal resource allocation.

Application in MBA Studies:

In MBA programs, students may study the concept of hybrid structures as part of organizational behaviour, strategic management, or leadership courses. Understanding how organizations can combine different structural elements to achieve strategic objectives is crucial for future business leaders. We should introduce such systems in our MBA programs where we will get to learn a system for the betterment of the students.

Conclusion:

A hybrid structure in business management represents a dynamic and adaptable approach to organizational design. It is relevant at the MBA level as it exposes students to the complexities of real-world business scenarios, encouraging them to think critically about how different structures can be combined for optimal performance and competitiveness in the marketplace.

In the realm of Human Resource Management (HRM), a hybrid structure refers to a strategic approach that combines various HRM models or frameworks to address the diverse needs and challenges within an organization. This hybrid approach aims to leverage the strengths of different HRM structures while mitigating their weaknesses.

Components of a Hybrid HRM Structure:

1. Functional HRM:

- Involves specialized HR functions such as recruitment, training, compensation, and employee relations.
- Hybrid HRM may retain a functional structure for certain routine tasks and specialized functions.

2. Strategic HRM:

- Focuses on aligning HR practices with overall organizational goals and objectives.
- A hybrid structure integrates strategic HRM elements to ensure that HR initiatives contribute to organizational success.

3. Shared Services:

- Incorporates shared services models, where common HR functions are centralized for efficiency.
- Hybrid HRM may utilize shared services for administrative tasks while maintaining decentralized functions for strategic areas.

4. Employee Development:

• Emphasizes employee training, development, and performance management.

• A hybrid approach may incorporate both centralized and decentralized elements for employee development, depending on organizational needs.

5. Talent Acquisition:

- Addresses recruitment, onboarding, and talent management strategies.
- Hybrid HRM may blend centralized recruitment processes with decentralized hiring decisions in specific departments or units.

Advantages of a Hybrid HRM Structure:

- 1. Flexibility:
 - Adaptable to the unique needs and challenges of different organizational units or departments.

2. Strategic Alignment:

• Ensures that HR practices are aligned with the overall business strategy, contributing to organizational success.

3. Efficiency:

• Allows for centralized administrative functions, reducing redundancy and improving efficiency.

4. Customization:

• Permits customization of HR processes based on the specific requirements of different business units.

Challenges in Implementing a Hybrid HRM Structure:

- 1. Communication:
 - Maintaining effective communication across various HR functions and organizational units can be challenging.

2. Consistency:

• Ensuring consistency in HR policies and practices while accommodating unitspecific needs can be a delicate balance.

3. Integration Issues:

• Integrating diverse HR practices and technologies may pose technical challenges.

Literature Reviews on Hybrid Structures in Human Resource Management (HRM)

Hybrid structures in HRM refer to the blending of different HRM practices from various models to create a system that caters to a specific organizational context. Here's how literature explores this concept:

1. HRM in Hybrid Organizations:

- **Focus:** Studies how organizations with combined characteristics (e.g., state-owned enterprises with market-driven goals) manage their HR.
- **Example:** Research on Chinese State-Owned Enterprises (SOEs) highlights the mix of Western performance-based practices with traditional socialist employment security ("iron rice bowl") [2]. This demonstrates how a hybrid HRM system emerges due to the organization's unique goals and heritage.

2. Hybrid Research Methodology:

- Focus: Combines different research approaches to gain a richer understanding of HRM practices.
- **Example:** A study might use bibliometric analysis (statistical analysis of publications) to identify research trends, followed by a content analysis of selected articles to delve deeper into specific themes related to hybrid HRM [1].

3. Moving Beyond Dichotomies:

- **Focus:** Challenges traditional HRM models that categorize practices as either "commitment-focused" (employee well-being) or "control-focused" (cost reduction).
- **Example:** Research suggests that hybrid models can integrate elements from both categories, leading to improved employee engagement and organizational performance [2].

. Literature Reviews on Hybrid Structures in Human Resource Management (HRM)

Hybrid structures in HRM refer to the blending of different HRM practices from various models to create a system that caters to a specific organizational context. Here's how literature reviews explore this concept:

- Understanding HRM in Hybrid Organizations: Studies examine how organizations with mixed ownership or goals, like State-Owned Enterprises (SOEs), navigate HRM. Reviews analyze how SOEs combine elements of market-driven Western practices with traditional, social-welfare oriented models [2]. This highlights the need for HRM to adapt to organizational complexities beyond traditional for-profit structures.
- **Hybrid Research Methodologies:** Some reviews themselves employ a hybrid approach, combining techniques like bibliometrics (statistical analysis of publications) and framework analysis to understand the intellectual landscape of HRM research [1]. This reflects the growing recognition of the need for comprehensive research methods in HRM.
- **Moving Beyond Dichotomies:** Traditional HRM theories often categorize practices as "commitmentfocused" (employee well-being) or "control-focused" (cost reduction). Reviews that explore hybrid HRM in SOEs challenge this binary by showing how organizations can combine elements from both for optimal effectiveness [2].

Long-Term Impact:

• Much of the current research focuses on the immediate effects of hybrid HRM. There's a gap in understanding the long-term consequences for employee well-being, career development, and overall organizational effectiveness.

Standardization and Best Practices:

• There's a lack of standardized metrics and best practices for evaluating the success of hybrid HRM structures. Research is needed to develop frameworks for measuring impact and identifying optimal practices across different contexts.

Global and Cultural Considerations:

• More research is needed on how cultural factors and national regulations influence the design and implementation of hybrid HRM structures. A one-size-fits-all approach might not be effective in a globalized workforce.

Technology Integration:

• While the role of technology in hybrid HRM is acknowledged, there's a gap in understanding how to leverage specific technologies like AI and data analytics to optimize HR processes and employee experiences in a hybrid work environment.

Managerial Challenges:

• More research is needed to explore the specific challenges faced by managers in leading and motivating hybrid teams. This can inform the development of training programs and support systems for effective hybrid leadership.

The Future of Work:

• As technology and work preferences continue to evolve, research can explore how hybrid HRM structures can adapt to accommodate future trends like automation, the gig economy, and the rise of remote-first work models.

Equity and Inclusion:

• There's a concern that hybrid work models might exacerbate existing inequalities. Research is needed to understand how to ensure equal opportunities for advancement, development, and access to resources for both remote and in-office employees.

Measuring ROI:

• Developing robust methods to measure the return on investment (ROI) of hybrid HRM structures can help organizations make data-driven decisions about their work models.

Objectives

Research Methodology for Hybrid HRM

Studying hybrid HRM is a relatively new field, and researchers are constantly developing new methodologies to understand it effectively. Here's a breakdown of some potential approaches:

1. Research Design:

• **Quantitative:** This involves collecting numerical data through surveys, questionnaires, or performance metrics to analyze trends and relationships between variables in hybrid work models and HRM practices.

- **Qualitative:** This focuses on in-depth exploration of experiences and perceptions. Techniques like interviews, focus groups, and case studies can be used to understand how employees and HR professionals navigate the complexities of hybrid HRM.
- **Mixed Methods:** Combining quantitative and qualitative methods provides a more holistic view. You can use surveys to gather general data and then follow up with interviews to understand the "why" behind the numbers.

2. Data Collection Methods:

- **Surveys:** Online surveys can efficiently gather data from a large sample of employees or HR professionals about their experiences with hybrid work and HRM practices.
- **Interviews:** In-depth interviews with employees and HR personnel can provide rich details about their challenges, successes, and perspectives on hybrid HRM.
- **Focus Groups:** Bringing together a small group of employees or HR professionals allows for facilitated discussions and exploration of shared experiences.
- **Document Analysis:** Analyzing existing HR policies, procedures, and communication materials can reveal how the organization approaches hybrid work management.

3. Analysis Techniques:

- **Statistical Analysis:** For quantitative data, statistical tools can be used to identify patterns, correlations, and potential cause-and-effect relationships.
- **Thematic Analysis:** Qualitative data can be analyzed thematically to identify recurring ideas, experiences, and challenges related to hybrid HRM.
- **Case Study Analysis:** In-depth analysis of a specific organization's implementation of hybrid HRM can reveal valuable insights into both successes and challenges.

4. Ethical Considerations:

- **Informed Consent:** Ensure participants understand the research purpose and how their data will be used.
- Anonymity and Confidentiality: Guarantee anonymity for participants and maintain confidentiality of sensitive data.
- Data Security: Implement secure data collection and storage methods.

Additional Considerations:

- **Longitudinal Studies:** Studying the impact of hybrid HRM over time can provide valuable insights into its long-term effects on employee well-being, productivity, and organizational performance.
- **Comparative Studies:** Comparing hybrid HRM practices across different industries or organization sizes can reveal best practices and potential challenges.

Research methodology:

• Academic Journals: Search for recent articles on hybrid work and HRM in journals like Human Resource Management Journal, Academy of Management Journal, and International Journal of Human Resource Management. It Does have good insights.

- **Industry Reports:** Reports by research firms like Gartner or Forrester offer insights into current trends and best practices in hybrid HRM.
- **Case Studies:** Look for case studies of organizations that have successfully implemented hybrid work models to learn from their experiences.

• Research Questions on Hybrid HRM Structure

The hybrid structure of HRM presents a unique opportunity to explore how HR practices can be adapted to the changing work landscape. Here are some potential research questions to delve into:

Effectiveness and Efficiency:

- How does a hybrid HRM structure impact employee performance and productivity in a hybrid work environment?
- Compared to traditional HRM models, what are the cost-efficiencies or cost implications associated with implementing a hybrid HRM structure?
- To what extent does a hybrid HRM structure support effective talent acquisition and retention in a competitive job market with a more geographically dispersed workforce?

Employee Well-being and Engagement:

- How does a hybrid HRM structure influence employee well-being, considering factors such as work-life balance, social isolation, and access to support systems?
- What HRM practices within a hybrid structure can promote employee engagement and a sense of belonging in a partially remote workforce?
- How can a hybrid HRM structure address potential equity concerns, ensuring fair opportunities for advancement and development for both in-office and remote employees?

Leadership and Management:

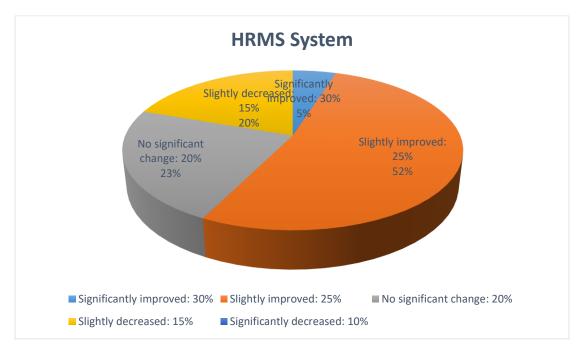
- How can HR equip leaders and managers with the skills and training necessary to effectively manage hybrid teams with varying communication styles and work preferences?
- What performance management practices are most effective in a hybrid work environment within a hybrid HRM structure?
- How can a hybrid HRM structure foster a culture of collaboration and trust within a hybrid team structure?

Technology and Innovation:

- What role does technology play in supporting and optimizing HR processes within a hybrid HRM structure?
- How can HR leverage data analytics within a hybrid HRM structure to gain insights into employee well-being, performance, and engagement in a hybrid work environment?
- How can a hybrid HRM structure be designed to adapt and integrate with emerging technologies like artificial intelligence or virtual reality for talent management purposes?

Specific Industry Considerations:

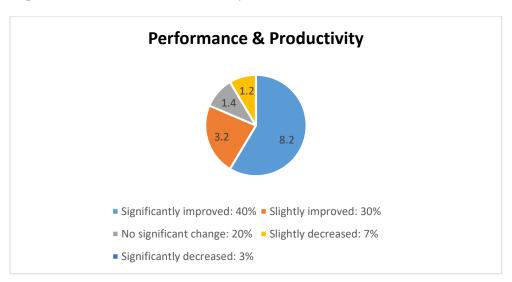
- How can a hybrid HRM structure be tailored to the specific needs and challenges of a particular industry (e.g., healthcare, manufacturing, technology)?
- What are the regulatory considerations for HR practices in a hybrid work environment, especially when dealing with a geographically dispersed workforce?
- How can a hybrid HRM structure be adapted to accommodate different company sizes and organizational structures?

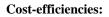


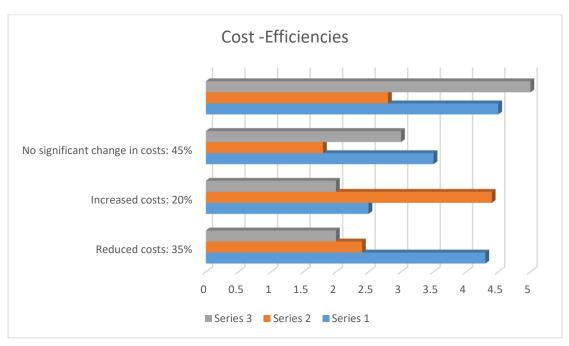
• Analysis

So from this pie chart we get to know that there has been significant improvement in the system and still it will continue to improve in the future as well and we can also see that many places it has been improved and still improving and HRMS system is a good way to manage the day to day things that HR do. May be it is their perception of work and their way of work.

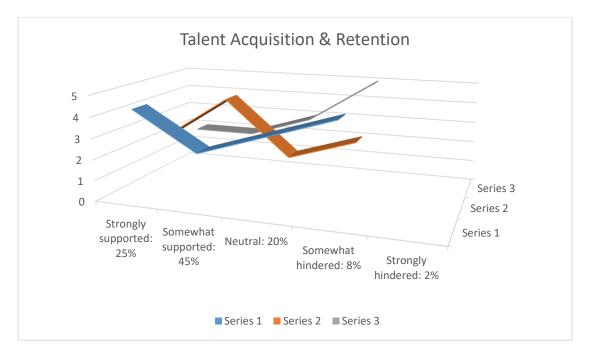






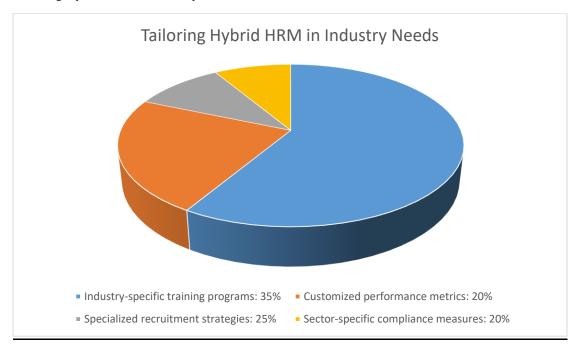


Talent Acquisition and Retention:



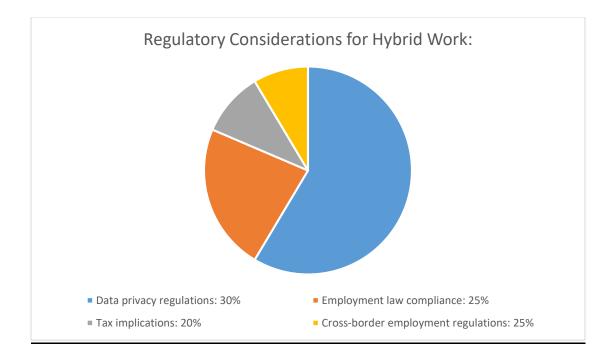
Each segment of the pie chart represents the percentage of respondents who selected a particular response option for each question. The legend indicates which color corresponds to each response option.

This pie charts provides an overview of the distribution of responses across the three questions, allowing for a quick comparison of perceptions regarding the impact of the hybrid HRM structure on performance and productivity, cost-efficiencies, and talent acquisition/retention.

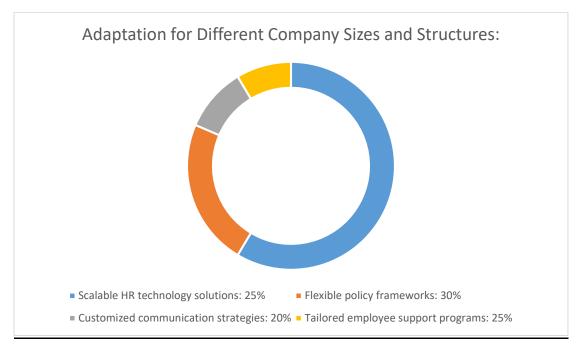


Tailoring Hybrid HRM to Industry Needs:

Regulatory Considerations for Hybrid Work:



Adaptation for Different Company Sizes and Structures:



Each segment of the pie chart represents the percentage of respondents' responses categorized under each theme. The legend indicates the themes and their corresponding colors.

This combined pie chart provides insights into the common themes identified across the open-ended responses for tailoring hybrid HRM to industry needs, regulatory considerations for hybrid work, and adaptation for different company sizes and structures.

Learnings Derived

HRMS system using

- > Onboarding formalities.
- Creating their profiles in the system.
- > Deactivating their profiles in the system.
- Clearance formalities.
- ➢ Attendance.

Task Handled

- The Annual celebration of the year end of Taj Cidade De Goa
- Paathya activities and sports for the staff held by the HR team.
- Assisted the recruitment and Learning and Development team.
- Assisted staff attendance for the month.
- Managing lockers for the staff and the Cafeteria.
- CSR (Corporate Social Responsibilities) Activities.

Challenges:

- Adapting to the Professional Environment.
- Learning curve.
- Time Management.
- Networking.
- Project deadline.
- Work life Balance.

Conclusion:

Taj Cidade de Goa Implements HRMS

At Taj Cidade de Goa, the deployment of a Human Resource Management System (HRMS) is a critical step in modernizing HR operations and boosting organizational effectiveness. With the help of this effort, Taj Cidade de Goa has effectively solved a number of issues related to manual HR procedures, which has had a positive impact on the business and its workers. In order to minimize errors and reduce administrative effort, the HRMS system has optimized essential HR tasks like payroll management, attendance monitoring, leave management, and performance evaluation. The HRMS system has enhanced data accuracy, compliance management, and strategic decision-making within the company by centralizing employee data and automating repetitive operations.

Additionally, the HRMS system has given workers greater authority by offering self-service choices, open lines of communication.

Suggestions:

Cost-Conscious Options:

- **Student Discounts & Packages:** Offer discounted room rates, meal plans, or bundled activity packages specifically for students.
- **Flexible Booking:** Implement flexible cancellation policies and extended booking windows for academic breaks.

Educational Opportunities:

- Workshops & Seminars: Partner with local institutions to host workshops or seminars on hospitality, tourism, or sustainability, giving students valuable learning experiences.
- **Community Engagement Projects:** Involve students in beach clean-ups, environmental projects, or local charity fundraisers.

Engaging Activities & Amenities:

- Adventure & Eco-Tourism: Promote activities like nature walks, birdwatching, or snorkeling excursions to appeal to student interests.
- Social Events & Networking: Organize social events like themed parties, movie nights, or cultural exchange evenings for student interaction and connection.
- **Student-Friendly Amenities:** Provide communal study areas, high-speed internet access, and affordable dining options like student meal plans or budget-friendly menus.

Continuous Improvement:

• **Student Feedback Mechanisms:** Gather feedback through online surveys, focus groups, or dedicated student liaisons to improve the student experience.

Marketing & Partnerships:

• **Student Travel Packages:** Create discounted travel packages combining accommodation, meals, and curated experiences for student groups or organizations.

• Work with Student Organizations: Partner with student travel agencies, universities, or clubs to promote your offerings.

Appendix-1: Samples of the work done.

I refrained from including details about the work I did in the HR department because it involved handling confidential data. Data which I handled was employee files, their salary, their attendances, esic, pf etc. which I data I used to work. But rest whatever employee engagement I used to do I can share that data here: so basically we used to do paathya activities for the betterment of the society like visiting the old aged people, visit to shelter, plantations, fist bump Friday for the staffs where there would be games and fun activities, then making the morning meeting PowerPoint presentations, Games for the staffs the pictures have been attached below in appendix 2.





Appendix-2: Photos while you are at work and the activities which we do CSR activities:



















