

A large green shape on the left side of the slide, resembling a stylized letter 'C' or a bracket, with a white semi-circular cutout in the center.

“Network Disruptions”
the impact of Staff Turnover on NT Hotels

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**CHANGE
YOUR
WORLD.**

**CHARLES
DARWIN
UNIVERSITY**

Research Problem

\$109,909 p.a.
executive, managerial and
supervisory staff

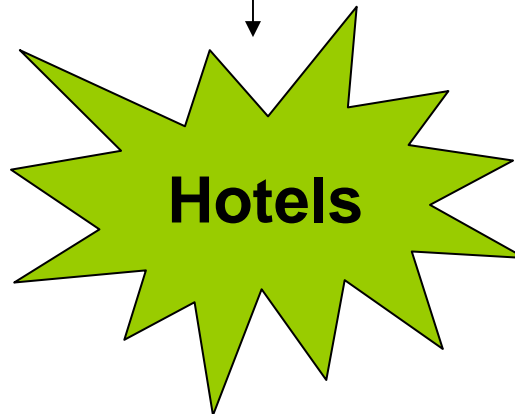
\$9.591 p.a.
per employee

1-3 months of training

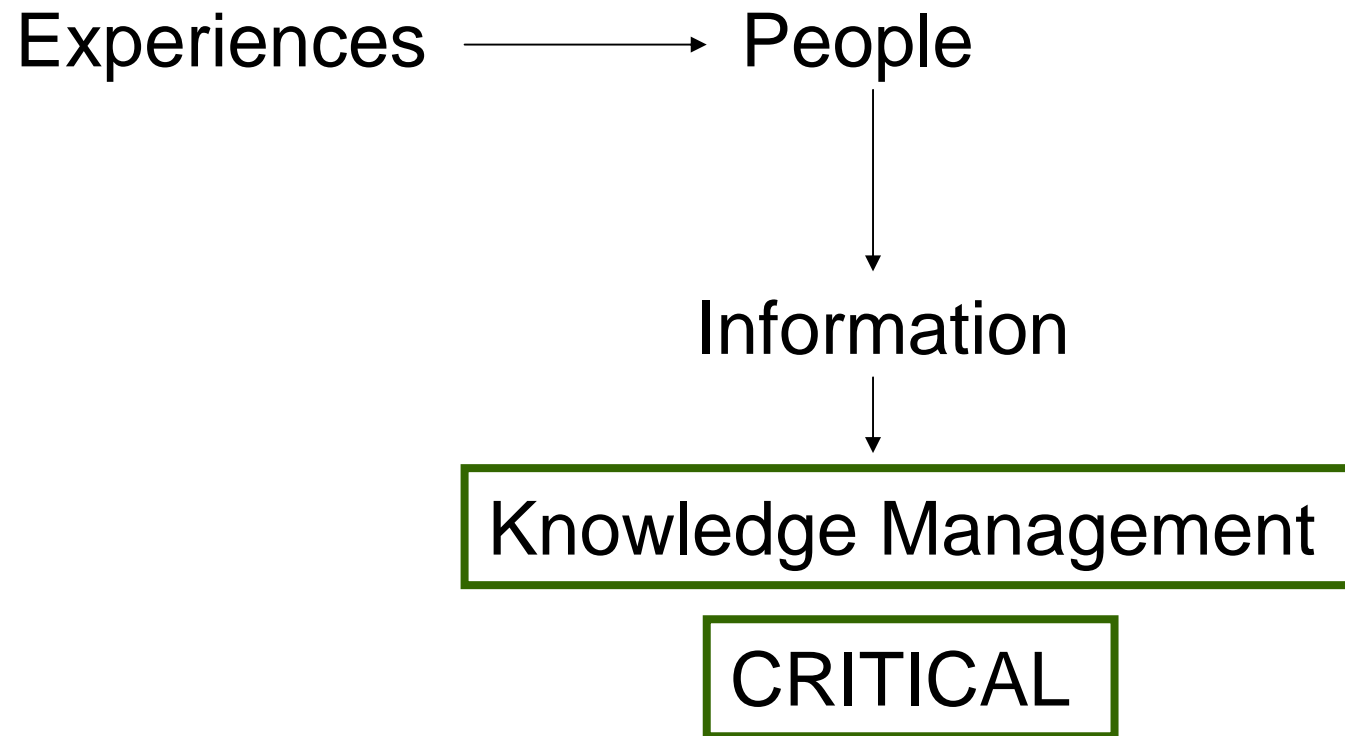
(TTF, 2006)

People

Come and Go

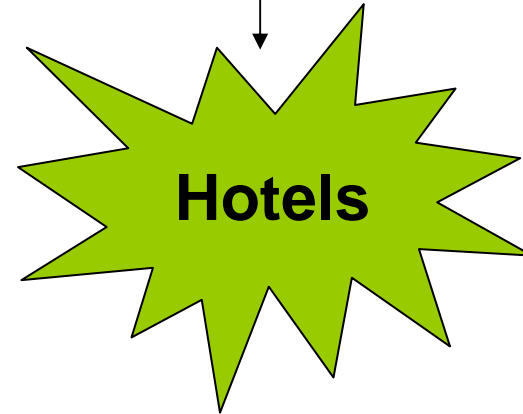


Current Situation in Hotels



Research Problem

People
Come and Go



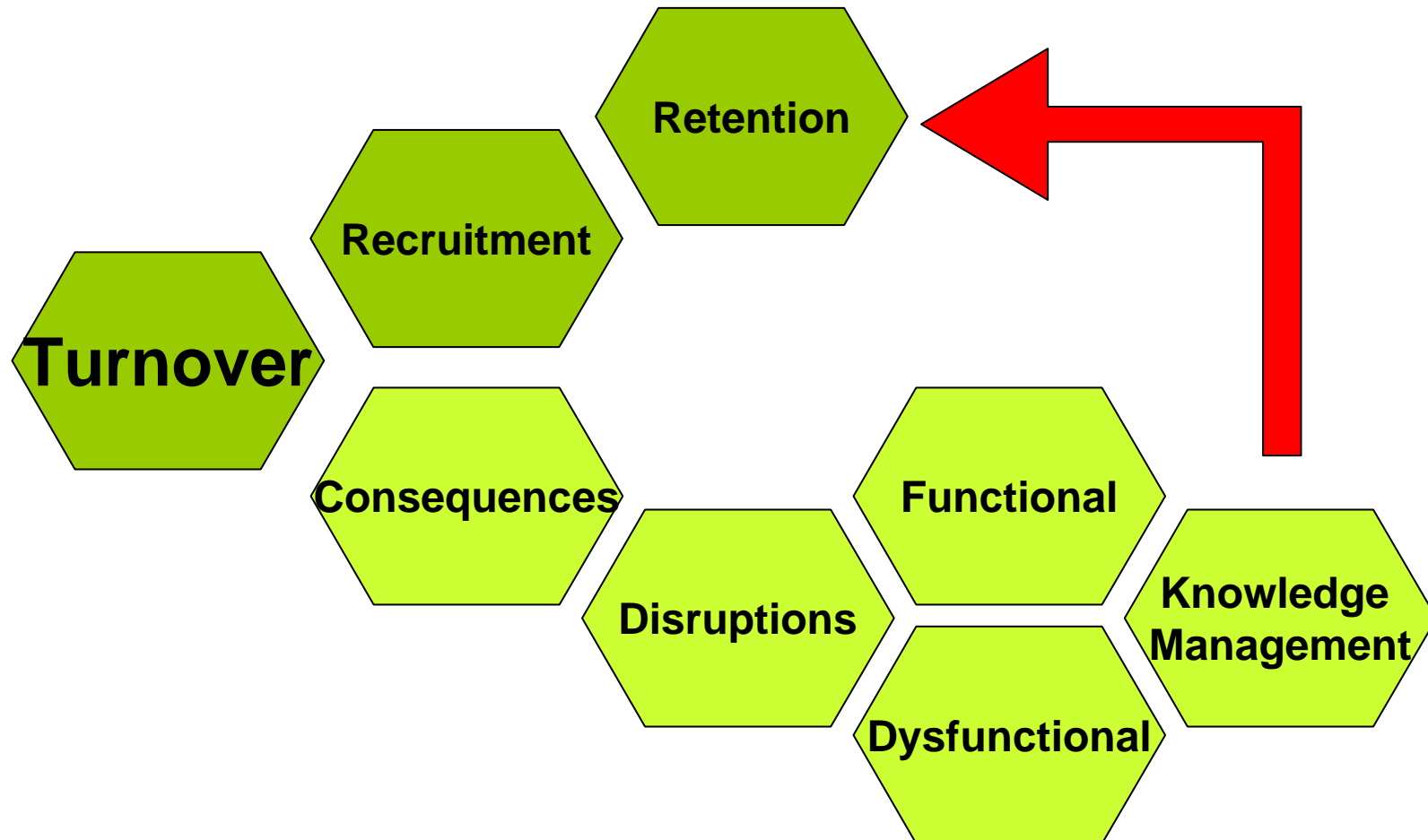
People

Relationships

Knowledge Management

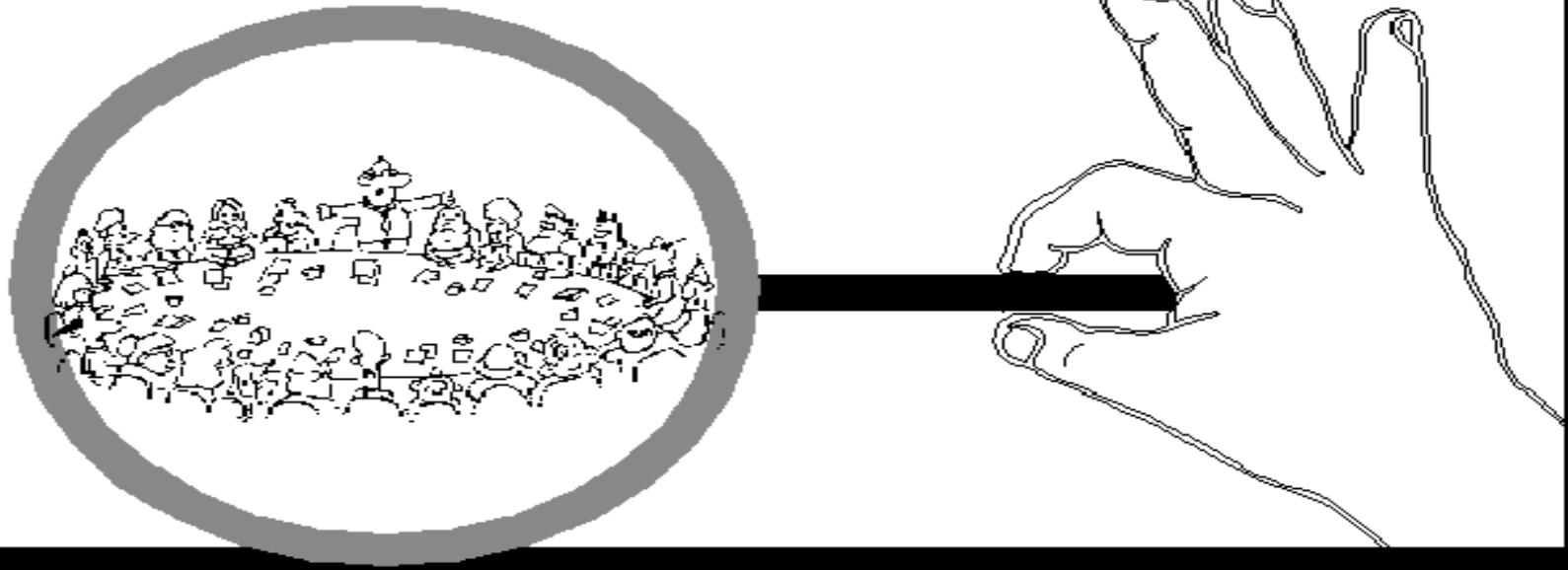
Hotel Functions

Research-State of the Art



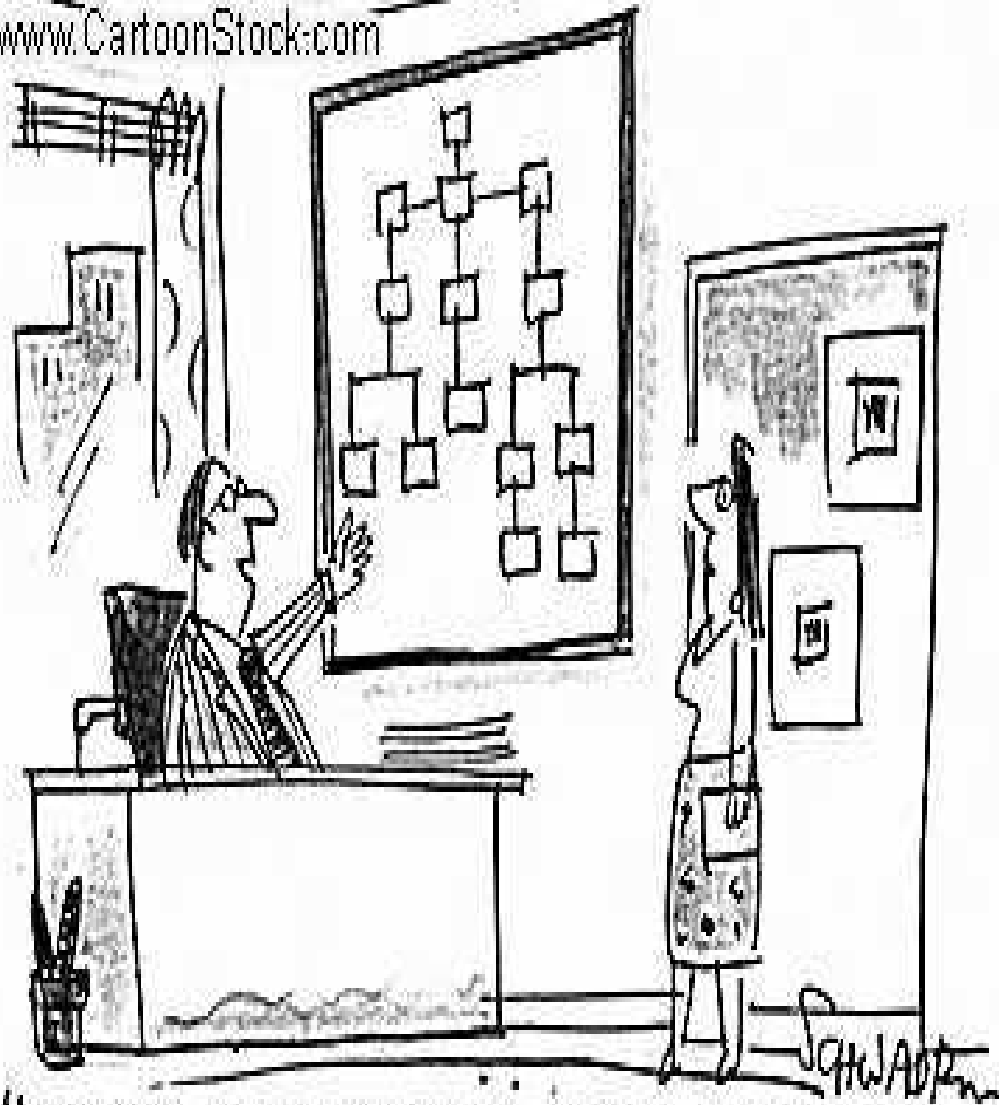
How?

The Study of Social Networks



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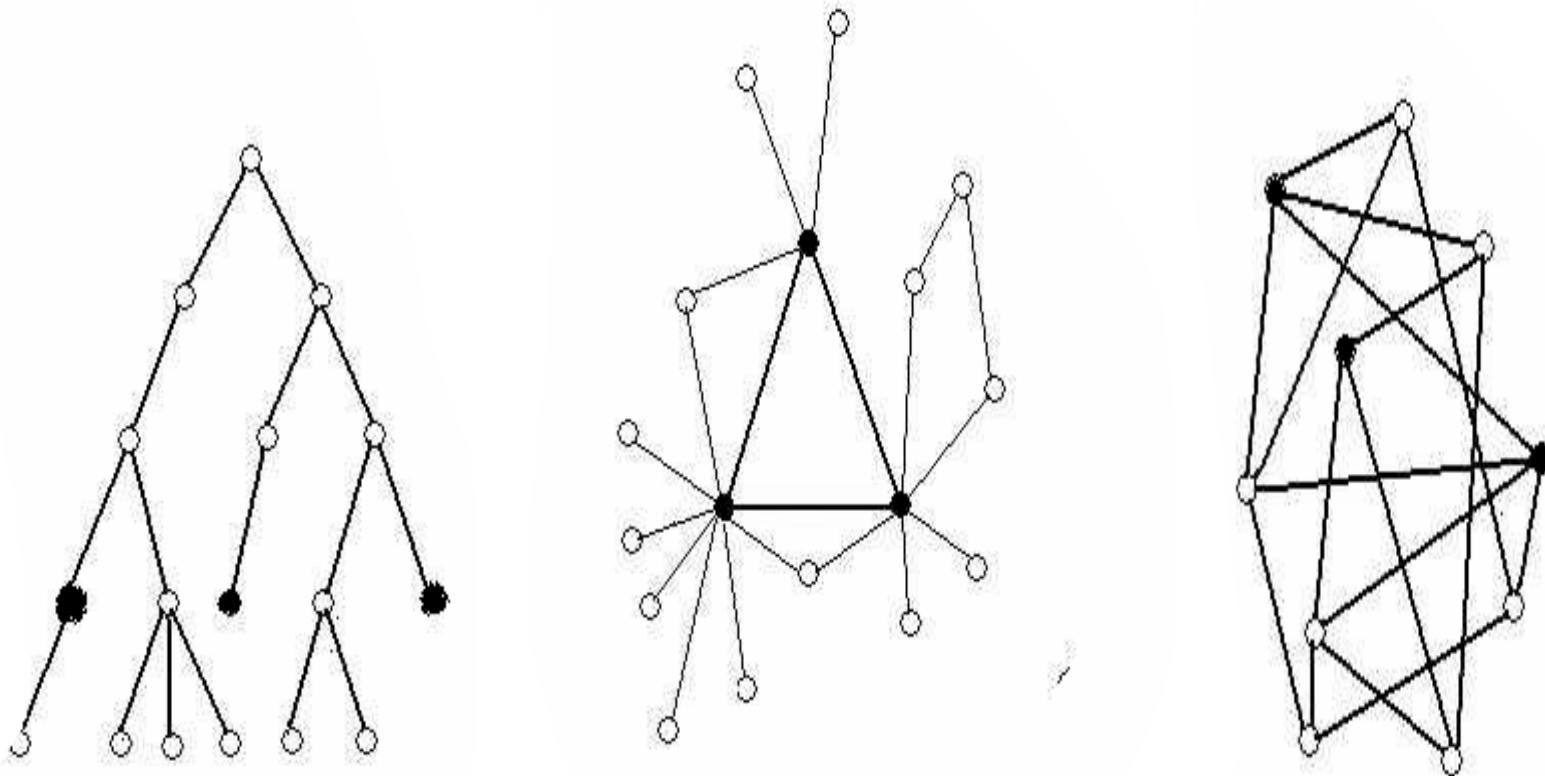
"REFRESH MY MEMORY, MS. HAMISH. WHICH LITTLE SQUARE AM I--ON THE ORGANIZATIONAL CHART?"

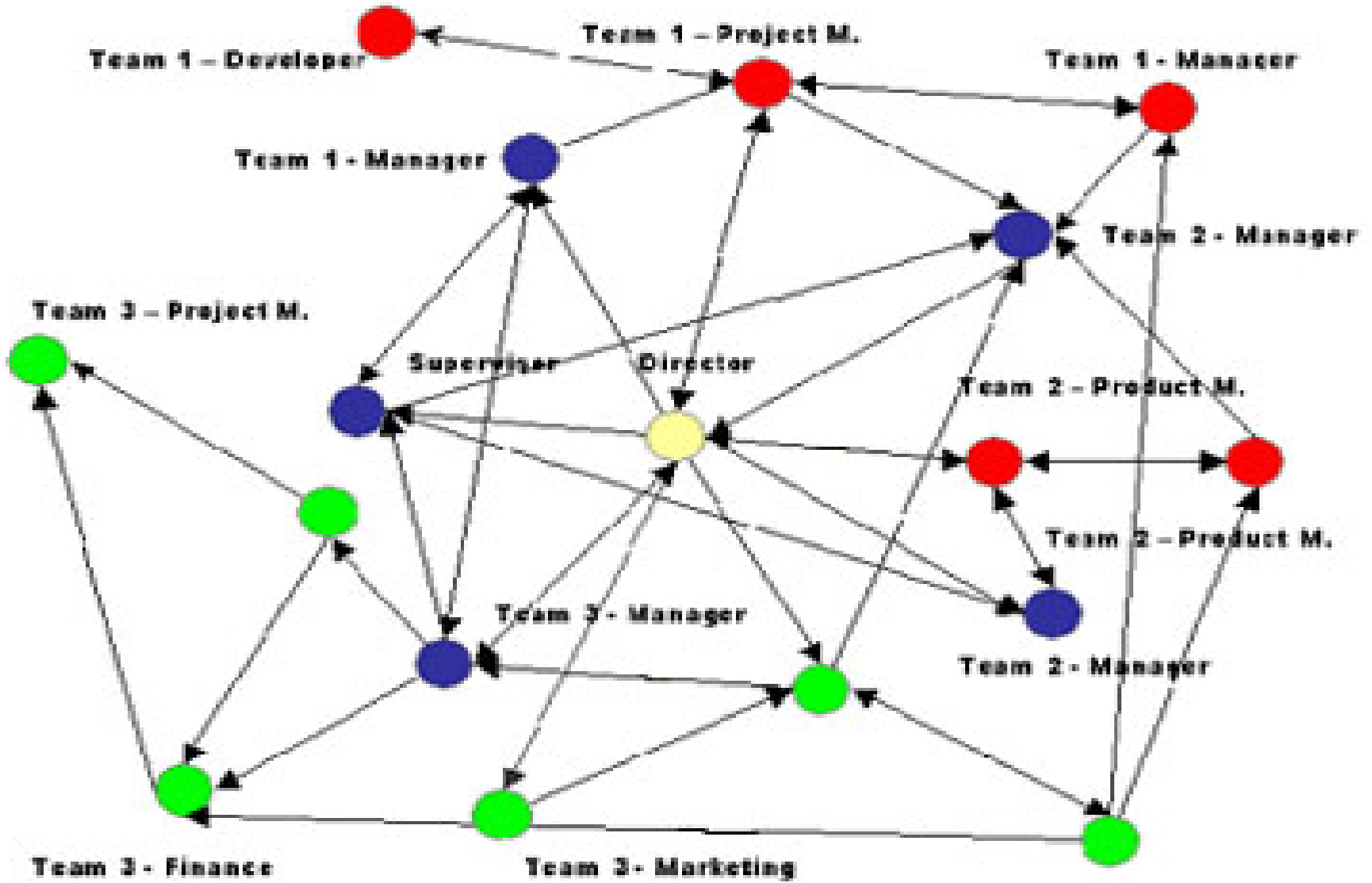
1. How **effectively** does an organisational chart inform you on **how the job gets done?**
2. Can you identify **process bottlenecks, gatekeepers, peripheral individuals**
3. Can you identify and manage your **intangible resources** (e.g. knowledge)
4. Can you infer **improvement strategies** from your organisational chart?

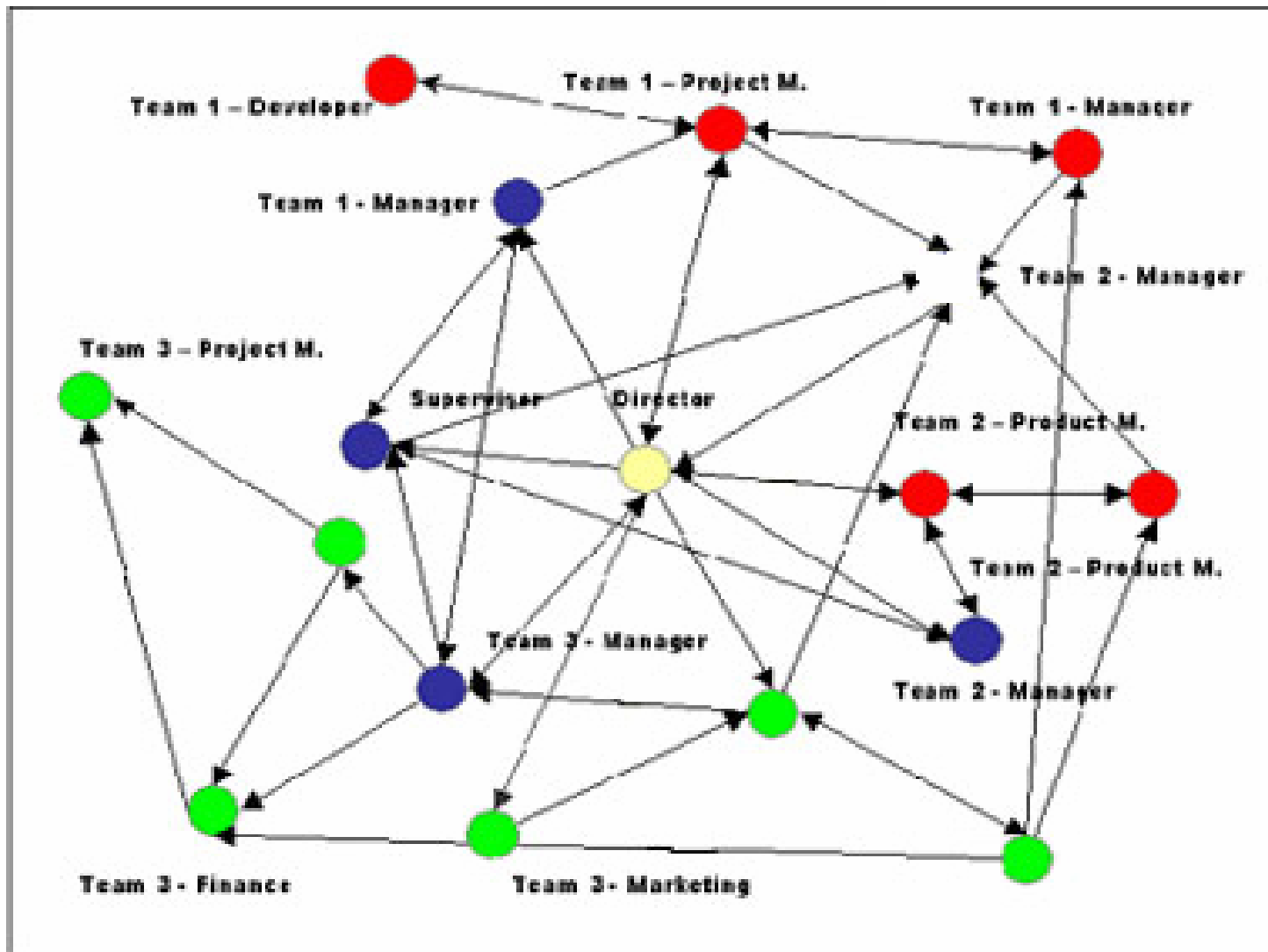


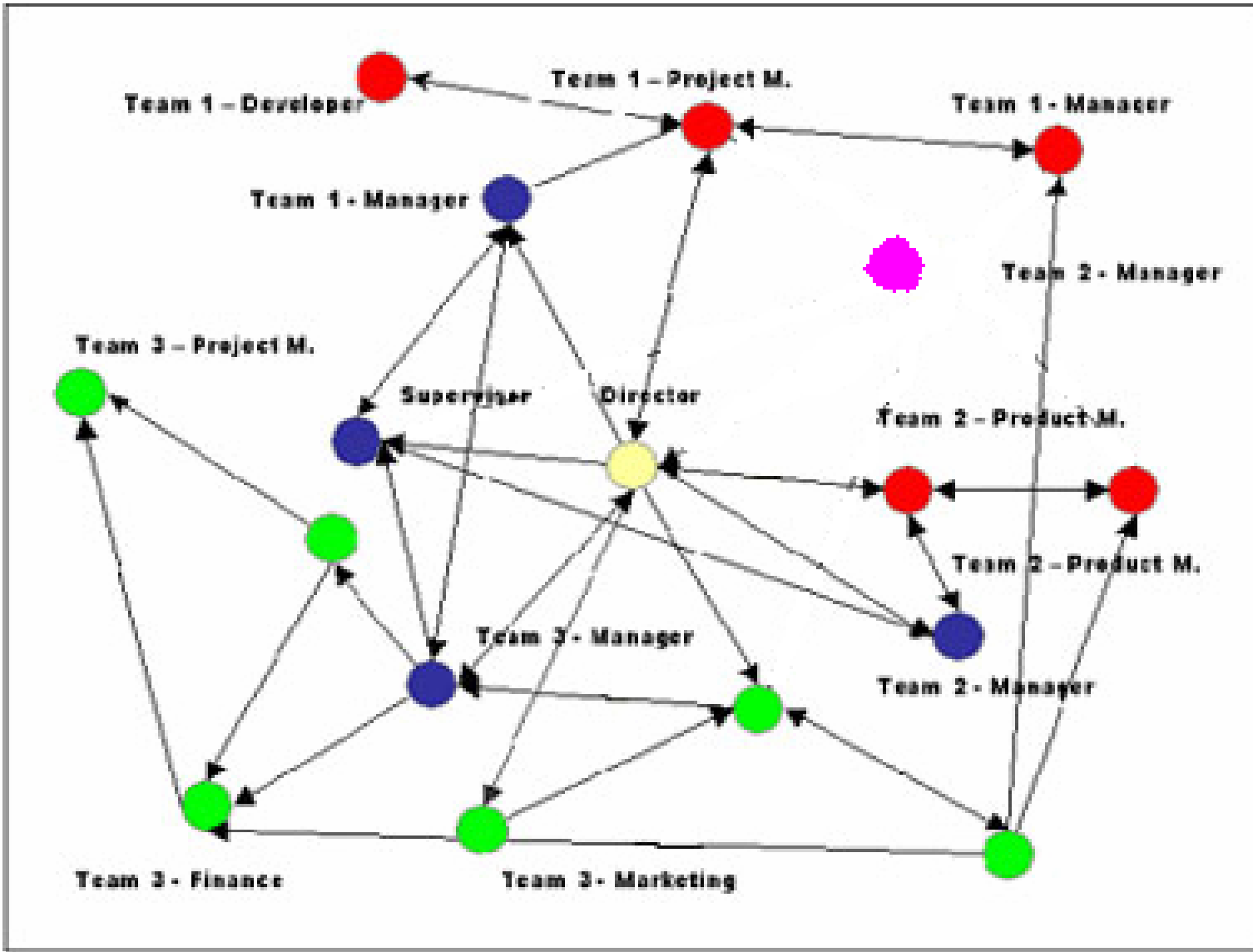
Let's take a closer look

Numerous ways of connecting...











...by studying social networks

we can

investigate the disruptions on hotel
networks...

Operationally - Knowledge Management

Strategically – Idea Generation

Methodology

Literature Review
Research Proposal

Research
Design

Data Collection
1 year

Data Analysis
6 months

Sample

Network Theory

Case Study

Geographical Region:
Northern Territory

Analytic Strategy:
Compare & Contrast

Social
Constructionism

University of
Melbourne

Data Collection:
questionnaires, interviews,
observation

Analytic Units:
Networks
Relationships
Resources

Ethics

CDU HREC Ethics
Committee:
Sample Selection
Study,
Case Study Fieldwork

Participant Recruitment:
Presentations (AHA NT,
NT & SSPR Seminar
Series)
Sample Selection Study
Consent Forms

Analytic Tools:
Social Network
Analysis,
NVivo
SPSS

Participant Benefits:
Sociogram, literature
reports

Analytic Scope:
Holistic
Egocentric
Conjoint

Unit of Analysis:
Network, Actors

Timeline

2008 2009 2010

Literature Review			
Research Design			
Data Collection			
Data Analysis			
Thesis			

Where are we now?

Literature Review

Method

Data Collection

Results

Recruit Cases

Benefits (1)

Sociogram...X-ray of the informal organisation

In depth and holistic understanding of how your business functions...preparation in anticipation of staffing changes

- **Knowledge Management**
 - Aware of information/knowledge resources
 - Identify bottlenecks
 - Gatekeepers / connectors
- **Strategic Management - Innovation**
 - Identify potential synergies and opportunities
 - Foster idea generation

Benefits (2)

Reporting

1. Book Chapter on Knowledge Retention Strategies and Cultures...***August 2008***
2. Census Data on tourism Staff Turnover in the NT...***August 2008***
3. Qualitative interview findings on Hotel Turnover, drivers, consequences...***May 2008***
4. Monthly Reports
5. *Journal Articles, Conference Presentations*

1. Sigala, M. Chalkiti, K. (2007). Tacit knowledge externalisation & utilisation: preliminary findings from Greek hotels. *International Journal of Productivity and Performance Management*, Vol 56, No 5-6, pp. 456-483(28)

2. Sigala, M. Chalkiti, K. (2007). New Service Development: preliminary findings on process development and assessment from the Greek hotels. *Advances in Hospitality Leisure*, Vol 3, pp. 129-149

3. Chalkiti, K. Sigala, M. (2008). Information Sharing and Idea Generation in peer to peer online communities: The case of DIALOGOI. *Journal of Vacation Marketing*, Vol. 14, No. 2, pp.121-132

***13th International Annual EurOMA Conferemce, Glasgow,
June 2006***

23rd & 24th EuroCHRIE Congress – France, Greece



Cost

Australian Postgraduate Award



***Need to ensure
this investigation
is useful to YOU***



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