

# Contemporary issues in administration and management management essay



As according to the case study about the Accent hotel Group (AHG), which is a family owned business. It has got 7 hotels running four in two major capital cities(4star) and three at an international airport (two 3 star and one 4 star) . The Chairman and Chief Executive Officer of AHG is Daniel Rycart which is also followed by the eight boards of directors. The hotel is operated as a semi-autonomous profit centre and supported by in-house and outsourced services. There are 800 rooms in each hotel and they employ 800 staffs. The hotel offers a number of high class facilities like indoor swimming pool, gym, sauna, bar, restaurants etc. For the quality standards of the hotels, Daniel (CEO) has set a vision of commitment to excellence for the group.

### **Administration:**

Administration as “ design and implementation of systems and procedures instigated by management to help meet stated objectives” (Mullins, 2007. p. 414). So in other words Mullins states that administration is very important in the organization as it performs day to day operational activities to achieve the organizational goals and targets with the different types of departments operating in the organization. Like in the Accent hotel group there are CEO, IT Department, Finance department, Hospitality & Hotel services, Human Resource Department, Legal Service Department, Operational Department, Risk Management Department, and Sales & Marketing Department who has major roles in administration process. So administration helps them in strategic planning process in order to formulate or implement the strategy through proper guidance and coordination.

According to (Richman & Farmer, 1977) administration connects all the departments from top level to lower level so there is a flow of information <https://assignbuster.com/contemporary-issues-in-administration-and-management-management-essay/>

with the necessary suggestions and feedback that helps the top level management to plan for the future. Without the administration it is very difficult to operate because there are number of routine decision-making, operational activities, internal controlling and observation and formulation of strategies and goals takes place (Richman & Farmer, 1977).

Generally effective administration means the process and systems of administration being run smoothly through proper coordination and controlling of activities, staffs and information in an efficient and effective manner (Richman & Farmer, 1977). Through the effective administration, the organisation is benefited in number of ways as it stores the necessary documents of the organization like record keeping, utilizes the resources efficiently and effectively, there is a satisfaction of customer and employees and makes the brand image of the organisation (CfA, 2001). According to the research conducted by the CfA (2003), an organization (Accent Hotel Group) can provide effective administration through:

## **1. Effective Communication:**

Communication is the act of exchanging views, news, ideas, process, information, etc. between the sender and receiver (Hartley and bruckmann, 2002). In the organization communication plays a vital role because without the communication, the organization cannot operate its activities. As we know communication helps to send information throughout each and every department. While communicating, ones should use proper language to be effective. Daniel Rycaart could communicate properly with different department (Human Resource, Finance, Operational, etc) so that the information or instructions or rules laid down by him are correct, <https://assignbuster.com/contemporary-issues-in-administration-and-management-management-essay/>

understandable and to the point so that it will bring effective administration otherwise miscommunication leads to disputes, employee turnover, etc.

## **2. Resource Allocation:**

Resources are assets that are required by an organization. For the Accent Hotel Group (AHG) to run smoothly it requires raw materials, human resources, financial resources, etc. These resources need to be managed properly taking in consideration the efficient use of time as a resource. For example if there is lack of resources (i. e. computers, heating, chairs, etc.) then the works will be delayed because of bad working environment and no interest of employees at work might be witnessed. So, allocating the resources and time management helps to make administration effective.

## **3. Training and Development:**

According to Torrington et al. (2007) in order to provide effective administration for an organization (like AHG), their staff should be well trained which can be done by providing different types of on-the-job or off-the-job training to increase their capability, knowledge and make them flexible in handling or dealing with different types of problems that are met by the AHG. This brings the commitment to the organization from the employees (Rae. L, 2000).

## **4. Performance Management:**

It is very much necessary for the AHG to measure the performance of their staff as low performance could decrease the quality standard of the AHG. It is a forward looking and developmental as it provides the platform for the managers to help or support their staff (Armstrong. M, 2000)

## 5. Culture

As of the case study culture plays a vital role in planning, process and systems of the AHG. Culture helps in understanding the behaviour and working background of the organisation because it teaches us through the experience and develops ourselves (Handy. C, 1993). Like if the organization has a culture of helping each other while tackling or facing the problems , good communication between the staffs or co-workers instead of being rude or showing attitude openness then the future staff will also follows the same culture and in the end they will be committed towards the excellence (Schien. E. H, 2004)

## Conclusion

In conclusion, we can conclude above points that administration helps the organization to perform its day to day activities and in strategic planning process in order to achieve the organizational goals and objectives (Mullins, 2007). In order to attain the organizational goals and objectives the administration needs to be effective. Effective administration provides coordination and control of staffs and activities, records documents and information, satisfies the customer and employee, etc (CfA, 2001). So in the Accent Hotel Group, effective administration can be achieved through effective communication, resource allocation, training and development, performance management and culture (CfA, 2003). Hence commitment to excellence can be achieve through effective administration.

## **PART B**

### **Commitment to Excellence**

In commitment to excellence there are two words commitment and excellence in which commitment refers to the act of devoting oneself towards the accomplishment of something and excellence refers to a valuable quality by which one excels (brainyquote. com). So, commitment to excellence in business terms it means being committed towards the achievement of quality standard in terms of price, products, services, materials, etc that highlights the company images and development (Hannagan. T, 2007). According to Hannagan (2007), commitment to excellence is a very useful strategy that is used by many organizations like AHG has also used commitment to excellence in order to make the professional image and develop the organization internally. Because once all the employees are committed then their full interest, positive attitude and behaviour towards the accomplishment and development of organizational goals and objectives can be drawn which is the good advantage for the AHG. Overall it is about diverting towards committing with less freedom in order to achieve quality. So commitment to excellence can be achieved in following ways through:

#### **1. Motivation:**

Motivation is “ the desire within a person causing that person to act” (Mathis. R. L and Jackson. J. H, 2008. p. 72). In other words motivation is the act of influencing the employee’s behaviour towards the achievement or fulfilment of goals and objectives. It increases the performance, goodwill and overall image. Motivation helps the employees to motivate towards their work which

can be done by providing salaries, rewards, promotion, recognition, etc and also through job design, job rotation and job enrichment (Torrington et al, 2007). So when employees would be motivated then they would be fully committed to work towards achieving the excellence.

## **2. Learning and Development:**

In regarding to Argyris and Schon (1978), they have defined learning as a process in which the mistakes and errors are ascertained by the organisation and correct their mistakes by improving or increasing their knowledge through learning from experience database. Organization can do so by providing training that develop skills, efficiency, better opportunities, job satisfaction, better inter-personal relationship, etc in order to avoid mistakes and errors in the output result so that quality can be achieved (Torrington et al, 2007). In the office if a person knows what to do, what not to do, what are their targets and goals, etc then it is more likely that they will be committed towards the excellence

## **3. Leadership:**

Leadership is defined as “ the ability to influence people towards the achievement of a common goal” (Amandi et al, 2003. p. 1077). Leadership is very much important in the organization as it guides, leads or motivates all the organizations staffs towards the goals and targets. So a leader should be visionary, creative, flexible, imaginative, decisional, etc so if an organisation has a leader with that quality then the people working under it will be organized, cooperative, and together and satisfied to be committed to the organization.

## **Continuous Improvement**

Continuous improvement can be defined as a concept of being or remaining excellent in the field with whatever the circumstance to be in (hutchins. co. uk). It is about continuously finding out even if there are small mistakes or errors and resolving them by eliminating completely from the system or process for the improvement. It helps in growth and development of the organization because it improves products, services and processes.

Continuous improvement can be achieved by using:

### **1. Kaizen (Japanese Management):**

According to Torrington et al (2008), Kaizen it is a Japanese strategy used as a continuous improvement of the organization. The techniques like Just in Time (JIT) technology which is used for continuous improvement. This teaches the business to start from the very ground level and taking small steps towards improving even small things to big things with the involvement of everyone i. e. managers and workers also. It tells everyday there needs to improvement of something.

### **2. Total Quality Management (TQM):**

TQM is defined as “ comprehensive approach to improving competitiveness, effectiveness and flexibility through planning, organising and understanding each activity and involving each individual at each level” (Oakland, 1994. p. 40). TQM mainly focuses on the quality control, quality assurance and quality management through which it satisfies the customers, less faulty products, motivates employees and competes with rivals with the chance of expansion and diversification. Since TQM is a continuous process that facilitates



employee empowerment, involvement and participation, is customer focused and all that helps in continuous improvement of an organization (Torrington et al, 2007).

### **3. Benchmarking:**

In contrast with the Oakland (1994), benchmarking can be defined as improving the performance of the organisation by marking its progress to other leader competing in the market place. It is basically setting targets or goals of another successor that he/she/organization will achieve to set targets in a certain time in order to increase their performance or growth and development. It is also a continuous process as it compares the other companies process and systems and how they are operating in order to design plan to improve their performance and be continuously innovative at all the times (Torrington et al, 2007). It also facilitates the creation of organizational culture that is outward-looking and learning oriented which means comparing the other companies systems, process, etc (Hannagan, 2008).

### **Conclusion**

From the above information what it says is commitment to excellence helps the organization to be committed towards excellence that is quality, develops the performance of the staff and makes the professional image of the company (Hannagan, 2007). So Accent Hotel Group can achieve commitment to excellence by motivating the staff, leading the staff and providing learning and development to the staff. Continuous improvement helps the organisation to develop consistently and to be or remain best in the field (hutchins. co. uk). Continuous improvement can be seen in the <https://assignbuster.com/contemporary-issues-in-administration-and-management-management-essay/>

Accent Hotel Group through total quality management, benchmarking the success and using Japanese strategy-Kaizen.

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