

# Queensland rainforest resort case essay



Queensland Rainforest Resort has a number of internally and externally sourced problems. Internally, the resort has a disgruntled workforce due to a number of reasons. One, some employees are having problems with the shift to a service delivery based on information technology such as an electronic ordering and other points of coordination. Information technology, introduced into organizations for the first time, causes major changes leading to uncertainties and apprehensions expressed through resistance or even sabotage (Penderghast, 1998).

Another, there are delays in salary payments, even in the case of managers since the outsourcing of payroll management, which is likely a source of dissatisfaction with the job making free Internet access a means of making up for the delayed salary. Salary is a fundamental source of employee motivation and delaying this would most likely have adverse impacts on performance and productivity (Stern & Associates, 2006). Externally, the resort has outsourced many important aspects of its operation, those directly linked to service delivery, to an IT company and this involves risks (Ashford, 2008) including information theft and poor customer relations management that have already happened. These problems directly affect service quality. The resort can improve services and service delivery in a number of ways. First, it should focus on better integration of IT into its processes and systems (Coleman, 2008) by conducting seminars and training for employees to explain how IT can improve their work and how to operate IT systems effectively.

This would support a better uptake and efficient use of the systems. Second, the resort has to work on motivating employees to create a positive,

energetic and productive working environment since job satisfaction translates to customer satisfaction (Tippins, 2001). Third, the resort should evaluate payroll outsourcing to find ways of making it efficient by getting back control over this or improving terms and obligations in the outsourcing agreement. Fourth, the resort needs to assess and reaffirm its stand on privacy and communicate this to CibCo to determine any breach and address this problem.