The stakeholders of the resort management essay

Sandals Whitehouse is being acquired by a new management. Even though the new management has promised to maintain the status quo; this obviously has created some certainties on the stakeholders of the resort.

This research project looks at four stakeholders, It is essential to involve all stakeholders, and particularly the local community, in the planning process for sustainable tourism also design to deal with each uncertainty. The new management team that was employ to the resort, however this group will clarify the queries that customers are having with the level of the customer care service and product quality; the uncertainty that the employees are having with the security of their jobs and the organizational structure; the uncertainty of the shareholders and the security of their investment and the profitability of the resort; and the community uncertainty of this new team to maintain the community projects and good relations. It was specially made to make awareness and effectiveness towards customers, employees, shareholders and people within the community. Each were given assurance that this new management team that was brought up will do their require job and this make things better. The literature review looks at the groups and communication.

At our conference on November 15, 2012, we discussed the current uncertainty that the stakeholders are having. They expressed concerns and wish for the new team to take on their jobs as the pervious team or even better than before. You asked me to submit this research proposal today.

The proposed topic is to take the uncertainties of the stakeholders in to place and find the necessary communication methods to conversant with each and everyone that have possible concern.

Objectives arising from mandate:

Assure customers that the resort will still maintain its enviable customer service and product quality.

Communicate and assure employees that the new management team will not affect their organizational structure, culture and leadership style and also their security.

To call a meeting for all shareholders, for the uncertainty about the security of their investment and the profitability.

To have a community meeting with people in and around the resort to generalized the uncertainties and assure them that this new management will still carry out the community projects and offer more such as put it place Christmas programs; where talented kids can show case their talents and win grand prizes and trophies. The four P's can be used to determine the objectives. These four P's are the product, pricing, placement and promotion.

Research Question

Hypothesis 1: Look into all the concerns of each stakeholder and ensure effective communications is carry out.

Instruments are use such as questionnaires, agenda and minutes. The results will be collected and analyzed using statistical methods to compare the research questions with those of the interview and questionnaires.

Communication

In a formal meeting managers should meet with employees at twice a month to communicate about anything that has an impact on their work with the new management team, employees at all level rely on reports. Manager develops strategy in response with an internal report. Employees; Internal Communication structures like internal emails to communicate issues if any or just to give needed information, also using organization charts to help them understand chain of command and span of control therefore they know who to report to. Make them aware of how they can advance in the company(position).

In a informal meeting with members of the community; social responsibility will use to give back to community and how you will help them, things like sponsoring groups like football or netball, clubs etc; meeting will be done within the community base centre at twice a month, sending text messages, small projects are to be done. Communities may benefit from organizing a village-based system to plan and manage their coastal activities in a sustainable way. They also may benefit from information on effective means to control outside groups that exploit resources unsustainably, for example, outside dive operators, outside fishers, etc. Communities also will benefit from assistance on switching to alternative resources or practices. For example, fisher people can display considerable knowledge and awareness

of the state of health of their coastal resources, but they often lack suitable alternatives to their harmful practices.

Communities should participate in all stages of planning, including resource assessments, identifying problems, and defining actions to resolve them. It is important to verify their perceptions of resources with independent observations, since occasionally opinions may be based on inaccurate impressions. Communities should be also involved in final review and approval of the protected area management plan (including location of zones, boundaries and controls). The protected area should be integrated into the existing village institutional structure wherever possible, with clear definitions of community and management roles and responsibilities, and avoidance of parallel structures wherever possible. As a gesture of respect, community representatives should always be placed in the forefront of any public activities related to the planning or management – workshops, meetings with donors, media events, etc.

Advertisements will be use to on customers; to show them enticing products and service, media such as television, radio, internet and newspaper. The public needs to understand how their input will be used, how decisions will be made, and the consequences of potential management action. There should be a link between public comment and decision making, or the public will see no reason to participate.

For the Investors and Shareholders, host meetings monthly to discuss profits or losses, regular reports on the business must be generated and sent to them in order to let them feel their money is being put to use.

Literature Review

Communication unlike expression does not require response. When you communicate, you exchange with other people the evidence of their ideas and feelings as well as yours. (Wolf, 1989)

Communication it is the process by which a message or information is exchange from a sender to a receiver.

According to Wolf (1989) Employee helps to bring resources and goals together. Thus, you participate in management, which is achievement of efficiency through appropriate decisions and actions. At the same time, you participate in communication, which is a process of sharing information through symbols, including words and messages. Management and communication are inseparable.

Internal communication within a business organization does not flow simply upward or downward or along single level. Organization communication involves messages and responses in vertical, horizontal, and diagonal directions. This is when messages can flow from the subordinate to the superior level, when you communicate with superiors; your primary job is to supply information for making decisions. By doing this job efficiently, you help the executive to perform his or hers. By helping the executive, you assist the company and thereby yourself. (Wolf, 1989)

Messages can also flow from the superior to subordinate levels, when you communicate with employees at level subordinate to yours, your job is to

share information related to their concerns with work requirements, organizational policies, and job tenure.

External Communication helps to establish your company's identity. External Communication is important because you will be dealing with a lot of people from outside of the company who will need to know what is going on with the company.

According to the Business Dictionary. com Organization Structure is the typically hierarchical arrangement of lines of authority, communications, rights and duties of an organization. Organization structure determines how the roles, power and responsibilities are assigned, controlled, and coordinated, and how information flows between the different levels of management.

A structure can depend on the organization objectives and strategy. In a centralized structure, the top layer of management has most of the decision making power and has tight control over departments and division. In a decentralized structure, the decision making power is distributed and the departments are division may have different degrees of independent.

Stakeholders – those with an interest or stake in the decisions being made – should be involved at all stages of planning for any management endeavor in protected areas, including sustainable tourism in and around MPAs. Stakeholders include local community members, government, NGOs, as well as the tourism industry and the tourists, and many other groups. A first step in planning for sustainable tourism is to identify the stakeholders and open communications with them.

It is especially important to involve local community members, and to develop trust and foster partnership between the community and the MPA management, as well as with other stakeholders. To begin the process, MPA managers can ask community members to participate in focus groups, surveys, or community mapping, which can help identify where in the area the relevant resources are and how they are being used. These tools are only the first steps in an ongoing process of community-based management.

Method

Participants

The study requires a number of person that consists of each stakeholders, however each had different methods that was issue to each. Customers were vary concern the age group from 25 – 45, Shareholders age group from 45 – 65, Employees age group from 18 – 65 and the community 16 – 65.

Research Instrument

The respondents will be asked to indicate the importance value personally associate with each certainties of the new management team at the Sandals Whitehouse. A five-point style scale will be used, with 5 being the most important and 1 being the least important.

Analysis of Data

A data collection has been undertaken to assess the response to the questionnaire; comprehension and ease of completion, as well as the suitability of the venue. The new management department of the resort has

been consulted and given permission for the researcher and research assistants to undertake the project in the management department.

Data Analysis

The findings will be based on each stakeholder with a respondent's citizenship being the identifying factor of their culture, and sub-sets of Age and Gender also included. Frequency counts will be conducted on the behavioral and demographic data with median and modes used to create a profile of the respondents. Mean and standard deviation will be used to summarize the key features of the ranked data and multiple regression will be used to identified significant relationships between the dependent variable and the independent variables.

Managerial Implications

If the hypotheses are validated, the findings of this study will contribute to the positioning and advertising strategies of many service organisations that cater for business (Mattila 1999), tourist and senior travelers of both Asian and Western cultural backgrounds. Advertising campaigns that focus on the availability of personal service will be more effective in Asian countries, while campaigns focusing on hotel facilities providing fun and enjoyment can be used in Western countries.

Recommendation

All stakeholders should get a follow up via text messages or call however the communication should get a follow up informal community meeting. The planning team may need to actively solicit the views of some groups that

might not otherwise participate and may need to explore alternative forms of public involvement that are sensitive to the groups' needs and culture. It is important to involve as many people, organizations, and agencies as possible that may be affected by or have a stake in the outcome of planning and implementation decisions. All groups and individuals should have equal access to information aswell as equal opportunities to interact with the planning team.

Good planning ensures that everyone who has a stake in the outcome of a decision understands and can accept the decision as it is being made. To achieve this objective the public must be convinced and understand that:

• Doing something is better than doing nothing

• The planning process is reasonable and fair, and not predetermined

• MPA managers are truly listening to the public

• MPA managers are trying to minimize hardships while still solving the problems

Conclusion

All management strategies consistent of either a top-down, bottom-up or combination approach.