

Business culture in the hospitality industry

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The hospitality industry is very different from other business as they largely focused on customer satisfaction and meeting leisurely needs rather than basic ones. This industry has seen tremendous flourish in recent years. (Nadiri and Tanova, 2010) But it has changed significantly over the last twenty years because of globalization, economic importance, technology, and sophistication. Now it has become a very competitive place for attaining goals for the company. As a result, a dramatic change is seen in the culture of the established organization (Nadiri and Tanova, 2010). In order to keep this industry growing and prospering, the company needs some proficient manager who can increase the organization's growth. The relation between the company and the customers has become more sophisticated due to the competitors. Communication process has also changed because of the modern world (Nadiri and Tanova, 2010). Managers are more likely to focus on their own management skills. SWOT and other strategical measures are taken to develop and implement them in the organization. They to go through a process which involves different leadership styles, social and cultural influence, training and improvement of employees that have an impact on behavioral and cognitive skills of managers (Alvesson and Sveningsson, 2015). Managers should spend times and join courses to develop their management skills.

Here, this assignment is about different management styles and managers skills following on the review of leadership characteristics and their strategy. Most importantly the plan for improving the personal skill of a manager is highlighted.

Comparison of different management styles

The method of leadership varies from one company to another. Managers chose the way of management style which is better to increase the efficiency of a company. (Şahin, 2012) Globally AIC Hotel Group and La Reserve Hotels are the top most companies. AIC Hotel Group is us based brand that introduced the world's first-ever all-inclusive Hard Rock Hotels and Hard Rock-branded golf courses. They have a unique method of management style which is Consultative leadership (Şahin, 2012). On the other hand, La Reserve is a Swiss hotel company which was designed to offer intimate settings and state-of-the-art facilities to make sure holistic lifestyle experiences. This company is basically focused on luxury, therefore they built hotels, residences, and spas strategically in privileged environments and recruited more than the satisfied management team. But they are following Democratic leadership (Şahin, 2012). The comparison between those two management styles are as follows:

AIC Hotel La Reserve

All the managers and workers always vote whenever a major decision has to be made but the final decision is taken by top management. Managers always retain the final decision-making authority within my department or team. Managers want to create an environment where employees are allowed to participate in the decision making process. One or more employees includes in determining what to do and how to do it. Employees were asked for their vision of where they see their jobs going and then uses their vision where appropriate. Managers plans about employees future, cares about them and give advices for their betterment. Decision making is

much easier when company has short time. Company almost fails to take effective every time when company needs short time decision. Here, both rival company has different management styles but they are successful as their management leads to a better relationship between employees.

Discussing various leadership characteristics

Leadership is about mapping out where you need to go to “win” as a team or an organization; and it is dynamic, exciting, and inspiring. Leaders have some characteristics which turn their ideas into real-world success stories (Li et al., 2012). AIC Hotel Group and La Reserve Hotels have recruited some managers who have recruited some ingenious managers. Here, discussing various leadership characteristics of those companies:

Honesty and Integrity: This two ingredients of a great leader earns the respect of the followers (Li et al., 2012). Leaders have to have great ethics to stick to the value and cores beliefs.

Confidence: Confidence is the first sign that anyone knows well about own decision and qualities. This characteristic earns respect and trust of the followers as people can see swagger and assertiveness of their managers (Li et al., 2012).

Inspire Others: Managers set good examples and tell stories of successful people to inspire followers. In tough situations workers look up to see how manager react, if they can handle it well then the workers tend to follow them. A manager has to be positive in both thinking and approaching any situation (Li et al., 2012). Probably this is the most difficult job of a leader.

Commitment and Passion: A leader has to fully passionate about fulfilling workers need to work efficiently for the company. Managers should give rewards as committed to gain trust among them which eventually helps them to perform better (Li et al., 2012). Otherwise, a chaos will be seen in the workplace and leaders will fail to score companies goals and objectives.

Creativity and Innovation: Creativity and innovative thinking can differentiate a leader from others. It helps to solve any problem that occurred in the organization tactfully (Li et al., 2012). A manager must have all these qualities to become a good leader but if he lacks some of these qualities, then he should learn and develop those to make the mark in the world of leadership. You will have to set a good example for others to follow (Li et al., 2012). That is where your commitment, passion, empathy, honesty and integrity come into play. Good communication skills and decision-making capabilities also play a vital role in success and failure of a leader. Lastly, innovation and creative thinking, as well as the futuristic vision, are a couple of key traits which make a leader stand out (Li et al., 2012).

Evaluating communication processes in selected business

Managers spend the majority of their time communicating in several forms: meeting, face-to-face discussion, letters, emails etc. Communication is important to connect all the department of a firm to make them understand the goals and objective of the company (McQuail and Windahl, 2015).

Communication can create positive relation relationship by creating friendly environment within the organization. Clear communication can prevent conflict and build relationship among workers and managers. Communication is done to two parties (McQuail and Windahl, 2015). First one internal

communication happens only between the staffs of a company. And the second one external communication happens with the outsider of any company. But in AIC Hotel Group and La Reserve Hotels communication process consists of the following eight steps:

1. Developing idea by the sender: In the first step, the communicator develops or conceptualizes an idea to be sent.
2. Encoding: Then the idea is translated into a perceivable form that can be communicated to others.
3. Developing the message: After encoding the sender gets a message (oral, written, symbolic or nonverbal) that can be transmitted to the receiver.
4. Selecting the medium: Medium is the channel or means of transmitting the message to the receiver. Once the sender has encoded his into a message, the next step is to select a suitable medium for transmitting it to the receiver. The medium of communication can be speaking, writing, signaling, gesturing etc.
5. Transmission of message: The sender actually transmits the message through chosen medium.
6. Receiving the message by receiver: Involves the reception of sender's message by the receiver.
7. Decoding: The receiver must still decode it attaching meaning to the words or symbols.
8. Feedback: The last and final process is feedback the receiver reacts or responds to the communication sent by the sender.

Communication is very important regarding to completing everyday task for a company (McQuail and Windahl, 2015).

Analyzing organizational culture and changes in selected business

Organizational culture consists of organization's expectations, experiences, philosophy, as well as the values that guide member behavior, and is expressed in member self-image, inner workings, interactions with the outside world, and future expectations (Alvesson and Sveningsson, 2015).

Both AIC Hotel Group and La Reserve Hotels have some brilliant managers who appreciate their role in maintaining or evolving an organization's culture. But organizational culture is not one-sided because employees take a big part of it. So both company has some trained staffs who know that their decisions matter (Alvesson and Sveningsson, 2015). Made of instinctive, repetitive habits and emotional responses, culture can't be copied or easily pinned down. Corporate cultures are constantly self-renewing and slowly evolving: What people feel, think, and believe is reflected and shaped by the way they go about their business. And there is a training program for both managers and employees to cope up with organizational culture (Alvesson and Sveningsson, 2015).

Hospitality business has gone through many changes but in recent years some radical change is seen due to globalization, changes in the economy and most importantly technology. To cope up with this both company has given impotence to e-commerce and e-marketing (Alvesson and Sveningsson, 2015). They are spending more money on promoting and training staffs. People are more concern about their health, taste and so on.

So those companies are having a more sophisticated relationship with the customers.

Assessing own management skill performance

Managers are responsible for making everything correct in the company. To be a great manager one must have an extensive set of skills – from planning and delegation to communication and motivation (Sultana, 2012). But Clayton Crown Hotel London company need to remember that it is all information that managers need for career development and sometimes they find that what they thought was a weakness could also be a strength. Assessing management skills is challenging to wisely analyze and improve in all of those areas (Sultana, 2012). My responsibility is to satisfy the customer's desires. As a manager, I need to focus on management strategy thinking skills, as I believe these are so critical for organizations to implement their strategy and achieve their goals. I should not neglect essential operational skills which help me to achieve organizational goals more efficiently (Sultana, 2012). The bottom line is to pick a few skills to focus on. I can become obsessed with fixing all my weakness, but sometimes my best option is to further develop my strengths.

Analyzing personal strengths, weaknesses, opportunities and threats

Clayton Crown Hotel London has invested a lot of money and also earnings millions, that's why a SWOT analysis of hotel industry is, therefore, paramount. It can help develop and implement sound and robust business strategies of this company. As a hotel manager, understanding the SWOT analysis of hotel industry is a must.

Strength:

- Clayton Crown Hotel London has some experienced work team which helps to sustain old customers and attracts new customers.
- Advanced technology and innovative thinking of the managers.
- Though it has invested a lot of money for customer's satisfaction, this company retains a huge profit margin.
- This company recruited staffs from a different part of the world so cultural diversity is highly noticeable.

Weaknesses

- Democratic leadership leads to delaying on taking decisions for the company's projects.
- High dependency of tourists.
- UK governments' high tax rate and rigid laws.

Opportunities :

- UK has such a place where history meets the modern world, a place where tourist are attracted to visit.
- During peak season, this hotel typically take in domestic and international tourism - and local tourists during the off-season. And, this is the magical allure of the hotel industry.
- Increasing globalization can lead more tourists, especially from emerging economy. Threats:
- Too much competition in this sector.
- Natural disasters, terrorists attack, political unrest can be a great threat because it leads to reduce profit margin.

- High interest rate is a threat for future investment.

Set and prioritizing objectives and targets to develop own potential of management and performance. Managers must develop skills to become a great leader. Being proactive about improving is really the first step to great management skills. It opens the new ways for the managers to know that they are not perfect (Ramdass and Zimmerman, 2011). The list of skills that a great manager should have is endless but there is some extent of skills that a manager must have. The most important skills are related to organizational strategy management and balancing organizational and individual needs. To develop own potential:

First, a manager must know their strengths and weakness. To be great manger you have to know who you are but finding weakness can be difficult (Ramdass and Zimmerman, 2011). Managers cannot develop all the skills they have to set priorities that mean make a list that he should accomplish in. At last, he should create a professional development plan where it will be stated that where and how he can improve his management skills.