

ASSIGNMENT 1

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SUBJECT: COMMUNITY ENGAGEMENT(LCBB4002)

TOPIC: REPORT OF COLUMBIA BEACH RESORT

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1. INTRODUCTION

Columbia Beach Resort is a five star hotel and resort that is situated in Pissouri Bay. It was opened in 2002. The hotel is one of the best hotels on the Aphrodite Island and everybody know that and is happy when is there. Since the opening, the hotel was honored with many many awards and very quickly becomes member of the Small Luxury Hotels of the World.

Columbia Beach Resort had very big renovation in 2017 and now offers to its costumers 169 luxurious rooms and apartments. They are all with wonderful views and each room has its own personality. It is situated on over 75 000 m2, after the refurbishing. And the resort has now four restaurants and five bars where the people can enjoy tasty and delicious dishes during their lovely stay.

Their vision is to show to their clients that they know, they follow and they recognize all the standards and products quality. They are trying to be always excellent and to have excellent future development.

The main mission of Columbia Beach Resort is to go beyond guest expectations. To motivate, and inspire their own employees. And to perform excellent financial results.

“Guest who returns + Employee who progresses = Capital, which grows ”
(Columbia Beach Resort, 2018)

The major values of Columbia Beach Resort is THE PEOPLE!

2. DISCUSSION

What is the most important thing for one hotel or resort – the good management at the place or the good marketing? Both have the same importance and they are connected. The operating management produces the hotel product, through the people and services, but the marketing is searching their place on the market on the best price. In that kind of business the hotel is selling to its guests promises for adventures, which are important for them and they will appreciate, and it is very

important to trust to someone and to be sure that they will keep these promises. This someone is the operative management. And for that if both the management and marketing are good in that, only the costumers can say in their feedbacks.

To work in a hotel business, you should love the people. The people that you work for and the people that you work with.

Columbia Beach Resort helps its employees, it teaches them, and learn from them, as well. Leaded by the maxim, that, the costumer is King and is the Center of our attendance, Columbia Beach Resort familiarize hospitality, and politeness towards its guests. They show particular attention to the details and present more than it is expected.

The efforts and systems of worth monitoring are – following the guest gratification, checking employee fulfilment, ability system rates, and norms observation watching, productivity and competence tracking, promotion system, education and evolution system, and the financial results to measure the advancement.

Managing your own team of employees is never easy at all, but in the hospitality industry that is an extremely frightening task.

Each hotel small or large, has many different opportunities for its employees. A fluently operating hotel needs staffs in all the departments with different responsibilities, that depend on one another.

When one employees does not feel supported in his aims, or he does not see opportunities for progress with the company that he is working for, he becomes emotionally detached and is less productive, more probably to miss work and eventually leave the job and find better one where he will be more appiciated. For that the Columbia Beach Resort management meet with the team members minimum one time every second week and make ensure of the “temperature check”, that is part of the consultations. How the certain employees feeling their job? The responsibilities they are doing? What is in their interest? These communications allow the managers to proactively looking ahead the problems and identify the growth opportunities.

Many of the people know about how important is to set specific, measurable career targets, offering trainings, monitoring and evaluation, educational qualifications and opportunities etc. There is one concept : to *invest in the dreams of your employees*. To

understand the wider picture of what a person wants from life and how to measure that into their professional development may look like a turning down the focus from company targets. But Stelios Kizis, General Manager of Columbia Beach Resort says, "If you help the people to achieve their dreams, they would do anything for you".

Columbia Beach Resort offers training to help its employees with the health goals as well as their careers. They do this through mentoring program and offer devaluated sessions with a licensed career coach. The most important thing about that is, the employees must understand that the company is supporting them to achieve their targets.

THE GENERAL MANAGER is most responsible for a huge number of important things. He must prepare an yearly budget and send it to the hotel owner, to correspond with the offices or probably a district manager. The General Managers are responsible for many kinds of actions in the Resort, to control the staff as well as the guests. He, is supposed to be the delegate for the brand of the resort. The General manager provides management and strategic prediction to all departments, and helps of our service growth, make large actions and guest satisfaction. He has the responsibility for leading the Resort management team and the general hotel targets, to provide an excellent guest experience. The General Manager is asked to guide between advantages and guest satisfaction measures as well.

The General Manager duties and obligations are: to observe the operational functions of the Resort following an Organizational Chart, to perform regular briefings and meetings with the all heads of the departments, to provide full agreement to Resort action controls, politics, practice and service regulations, lead all important property problems, such as main projects and clients service and refurbishments, to handle complaints and observe the service refunding procedures, to be responsible for the training, presentation, and successive achievements of the hotel's yearly operating budget, commercial and sales plan for the capital budget, to control the working profitabilities of the Resort providing revenue and costumers satisfaction aims are seen and beated, to cover all solutions that are made, for the best interest of the Resort together with its management, to retrieve hotel budget targets and set another short and long term strategic targets for the property, to develop proved actions and fulfil costs savings, to strongly understand the Profit and Loss reports and to be able to respond with effectively tactics, carefully to supervise the hotel business statements, on a daily basis in order

to take the right decisions, to provide every month financial prospects for administrations, general, rooms, food & beverage on goals and precise, to prepare every month financial reports for the owner and stake holders, to compose plans and budget for the owner, to help with the provision of operational provisions and equipment, and to make contracts with other part suppliers for fundamental equipment and attendance, to act as a final decision taker in hiring a good staff, preparing and managing all the departments and to work closely with the department leaders on a daily basis, to control and develop the Hotel Executive Group and to provide occupation headway and evolution, to be liable for the duties of the departments leaders and to have possessions of all costumers complaints, to provide active leadership to the hotel team members, to conduct in all aspects of business planning, to reply to audits, and to ensure permanent improvement is achieved, to be liable for protection the quality of operations (internal and external audits), to be liable for legitimation, Occupational health and safety Act, Fire rules and other legal requirements.

3. SWOT ANALYSIS:

STRENGTHS OF COLUMBIA BEACH RESORT

One of the biggest strengths of the resort is that keep precise to the operational norms and values. The code of conduct and ethics is manner intended from the highest management and each employee should follow it with every single piece.

Columbia Beach Resort's active philosophy is based on innovation and most of the performance and methods try to integrate obligations and transitions to provide the cost of the money.

The researches show that Columbia Beach Resort is one of the most rival hotels in Cyprus and it tries to reinvent itself in order to win the competitions.

WEAKNESSES OF COLUMBIA BEACH RESORT

Columbia Beach Resort charges a lots of euro for a single night to stay in. The hotel is losing customers to competition inside and outside the industry.

OPPORTUNITIES OF COLUMBIA BEACH RESORT

The people around the world, nowadays prefer to stay in a luxury hotels, when they travel even with their family and this is a tendency which has seen a sharp slope in developing economies, it is an opportunity that the resort can not afford to miss.

Columbia Beach Resort supports the society and has specific offers for couples, that are from same sex. That is an exceptional opportunity for the hotel.

Today the customers want attention that is personally for them and many times are also ready to pay for this. That means one thing, that the hotels can charge a consideration for each personal service, that they offer.

THREATS OF COLUMBIA BEACH RESORT

The threats, are the any factors in one situation, that can be harmful to the increase and development of business. Some of the threats are contest and economic recession.

The Columbia Family faces a couple of competition from brands like Four Seasons, Amathus, Elias Beach Hotel, Mediterranean Beach Hotel etc., which are in a permanent chasing to become market leaders.

4.CONCLUSION

As the conclusion we have learnt about the meaning of hospitality by giving special attention to the customers and how Columbia Beach Resort helps and supports the employees by giving them a lots of knowledges and experience. The employees of Columbia Beach Resort have different programs and courses every week, that make them more confident and sure about what they are doing and how the behave during work and out of it.

We have learnt as well about the role of the General Manager. The General Manager has so many responsibilities. He is required to be in a close connection with the owner of the hotel, to corporate office and sometimes district manager. The General Manager is a leader and he has to plan all the strategies for all the departments in order to have good service and guest satisfaction. The managing of so huge team of employees is not easy, but when you find the right way to do it and when you help the people to achieve their dreams, the people will be thankful and will give you everything you ask them.

So, if you want to see architecture derived from Cypriot roots of culture and tradition, if you want to enjoy harmoniously environment and to taste the fresh Mediterranean fish – Columbia Beach Resort is your place.

REFERENCES:

1. www.columbiabeachresort.com
2. www.betterteam.com , 16 May 2019
3. "The new one minute manager", Ken Blanchard and Spencer Jonson

APPENDICES

EMPLOYEE	
NAME	
ROLE	
ISSUE	
DATE	
SIGNATURE	

To be a competitive manager, you must be responsible to every past, present and future training program, and you must establish an atmosphere and civilization of existing employee and business improvement.