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Community Engagement

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The Savoy Hotel

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EXECUTIVE SUMMARY

For an organisation to remain competitive it is very much essential to plan and coordinate by analysing various factors and attributes. With the help of defining the goals and objectives, mission and vision of the organisation, employees should be able to give one of their efforts in order to gain potential outcomes.

INTRODUCTION

Organisation is a network of internal authority and responsibility relationships within the firm in order to achieve desirable goals and objectives. The nature of organisation is division of work, determination of multifarious labours and activities, grouping of various activities and delegation of it in proper manner. Respective report is based on the Savoy hotel which is a luxury hotel which located in the Central London, England. It is the first luxury hotel in Britain by introducing the electric lights throughout the building, electric lifts and bathrooms in order to satisfy the consumers wants. Respective hotel deals in hospitality industry in UK marketplace by providing no. of rooms and restaurants respectively are 267 and 7.

Mission and vision:

To be the most sustainable, environmentally responsible and luxurious hotel in the London marketplace. The mission of respective organisation is to apply the principles that helps to enhance experiences of consumers and colleagues by promoting rich culture exchange in between communities to gain positive benefits (Ashok, 2019). The target market of respective organisation is people who prefers the luxurious services and great treatment that enhance their level of satisfaction. The consumers prefer the best kind of services from them in order to remain competitive in marketplace.

DISCUSSION**Role of employees within the organisation to achieve goals and objectives:**

In an organisation there every employee gives their one of their best efforts in order to gain potential outcomes the contribution of them is very much important that are as follows:

Hotels is one of the most important part of hospitality and tourism industry and its and their employees actual role or function not only to provide the place for people to stay but also they are responsible to create the enjoyable experiences by defining their wants and needs (Batty and Gee, 2019.). Employees are very much responsible to identify the consumers needs and wants and accordingly give positive experience that increase the likelihood of repeat business. In context of savoy Hotel employees are majorly accountable to serve and prepare one of best services in order to enhance their satisfaction level. They are important part in organisational profitability and sustainability in order to comply with changes to achieve their goals and objectives.

Role of operation manager:

Operation manager in the Hospitality industry oversee the entire operations of the lodging establishments. In their major operations includes the Human resource, housekeeping, security, public relations and food services in order to gain positive outcomes (Baumgartner and Mangematin, 2019). In context of Savoy hotel as they operate at very much large scale, they appoint no. of operation manager in order to creating a job schedule, hiring the new employees and many more activities in order to gain potential outcomes in positive manner.

Importance of operation manager:

The major importance of operation manager in order to supervise and evaluate major factors that are as follows:

Customer service:

It is the major important task for an organisation which deals in service industry is to provide one of the best guest check in, for that operation manager responsible to implement one of the best customer services by ensuring the repeat business no matter how expensive the accommodation may be (Beckford, 2019.). In context of Savoy hotel operation manager plays very important role to realize the needs of guest and serve them accordingly to develop the loyalty in them. In customer service consist of meet and greet consumers, housekeeping, redressal of consumers complaints and many more. It can be said that respective are the major areas in which operation manager give one of their best services in order to gain potential outcomes.

Training and development with its importance:

T&D is one of the most vital program of HR development and main function of by set up where employees are instructed and taught the matters of technical knowledge and information related to the job role (Dwyer and Hopwood, 2019.). In context of Savoy hotel which is one of the most popular brand name in hospitality industry in order to gain potential outcomes from them. The major importance of training and development that is it improves the quality and quantity of workforce by enhancing the skills and knowledge base of their employees. In context of Savoy Hotel, they provide both on the job and off the job training to their employees after finding out the gaps in perform the well and accordingly provide training to them. Training proved beneficial to improve the satisfaction and retention of employees within organisation as it creates sense of belongingness within the organisation.

In context of Savoy hotel demonstrating the strong leadership and motivational skills plays very much crucial role in context of Operations manager at the time of supervising manpower in order to gain potential outcomes. Respective organisation aimed to provide training and development to their potential manager to develop the leadership and motivate them in proper manner. They provide opportunities to lead people by giving proper education to them in order to gain potential outcomes (Froger and et.al., 2019.). To motivate operation manager the Savoy hotel provides the career growth opportunities, bonus and incentives in order to achieve potential results.

Skills and Knowledge for a operation manager in hospitality industry:

In hospitality industry operational manager plays very crucial role by putting one of their best skills and knowledge the are potential for gaining competitive advantage. In context of Savoy Hotel they examine the key skills and capabilities of an individual by accessing their respective skills and capabilities that are as follows:

Leadership:

Leadership skill is one of the most important skill and capability that required potentially in an individual in order to gain potential outcomes. In context of Savoy Hotel that are one of most leading organisations in sector of hospitality industry to instruct others in order to gain potential outcomes from them. It can be said that leadership skill plays one of most crucial role in the life of an individual in order to lead and motivate others in positive manner.

Ability to oversee budgeting, reporting, planning and auditing:

respective skills plays very much crucial role in order to evaluate or examine each and every factor in proper manner (Galanis, 2019.). In context of Savoy hotel, they forecast and then prepare budgets, reporting to the higher authority and conduct audit for respective activities manager required the financial knowledge and understanding so that they can forecast and give proper insights to gain potential outcomes in proper manner. They examine respective skills at the time of selection of each candidate in order to gain potential outcomes from them.

It can be said that to carry out role of operation manager respective skills and capabilities are very much potential in order to reap important outcomes from them. If any kind of gap found in their skills and capabilities, then it is very much important to provide crucial kind of training to them in order to gain potential outcomes from them.

Theories and practices:

For an organisation it is very much crucial to analyse the different theories and practices in order to achieve potential results in positive manner. To improve the leadership performance needed to evaluate the various theories and practices in context of leadership that are as follows: In context of Savoy hotel, they can use democratic leadership style which also known as participative leadership in which members of the group take more participative role in order to gain potential decisions. In context of Savoy hotel, they can use the situational leadership style in which an leader can change their style of leading to the others as per the situation or circumstances so that they can gain desirable outcomes in positive manner. So respective style of leadership proved beneficial for organisation in order to mould oneself as per the situation for gaining competitive edge and improve leadership performance in positive way.

Another major kind of theory of motivation that is Maslow's theory of hierarchy in which organisation find out the Physiological needs, safety, love and belongingness, esteem and self-actualization needs in order to provide satisfaction to employees after their accessing needs at every stage of life for gaining potential outcomes. In respective organisation to motivate workforce it is very essential to access their needs in proper manner.

SWOT analysis:

Respective kind of tools proved beneficial for an organisation to evaluate the internal and external strength and weaknesses of an organisation so that proper strategies and tactics should be formulated accordingly in an organisation (Hassanien and Dale, 2019.). In context of Savoy hotel they examine various factors before framing strategies and tactics to gain potential outcomes that are as follows:

Strength: Savoy Hotel one of most well known brand in the market that provides one of the most safe accommodation for people away from the home and they provide luxurious rooms to their consumers and variety of services around the globe by offering every thing to a place to kick back and relax away from all kinds of hustle and bustle of every day work. They one of best service provided and contribute one of great proportion in economy (Hiekkataipale and Lämsä, 2019.).	Opportunities The major opportunity in front of Hospitality industry is to that they can enlarge business opportunities by adding new services in their portfolio as it directly contributes in their year round influx of customers contributed towards modern structure. In context of Savoy Hotels they on specified time period bring new attribute and kinds of attributes to attract large no. of consumer base.
Weaknesses The major areas of weakness that they operate in various nations simultaneously that affect on their business as hotel industry subjected to the unfair tax structure that takes too much cost of offering hospitality industry to whole new high. Respective factors directly affects on their level of profitability and sustainability in marketplace.	Threats The major threat in front of Savoy Hotels that they face risk of consumer protection as consumers in today's world are very much conscious so it is the responsibility of hotel to provide one of the best food services to them in order to gain potential outcomes. If the consumer sentiments harms that negatively affects on organisational profitability.

PEST Analysis:

for an organisation to gain potential outcomes in regards of the external environment one of most crucial tool is PEST analysis in context of Hospitality industry that are as follows:

Political factor: the political factors which directly affect on the economy of a particular nation, the main goal of the hotel industry in which Savoy hotel deals is to attract the international tourism by offering the different properties as it is the backbone of government enables to gain competitive advantages (Marin, Rousova and Verdier, 2019). In context of Savoy hotel they deals in various nations, government charges large amount of taxes to operate various activities.	Economic factor: In economic factors includes the taxation changes, rate of inflation, economic growth and interest rates, so for an organisation it is very crucial to acknowledge the economic changes that impact on the behaviour of organisation. In context of Savoy Hotel they deals in various nations that affect on their level of profitability in negative way. With commencement of inflation in economy directly affects on their profitability.
Technological factor In today's competitive world there are large no. of competitors existed in the marketplace that by using various kinds of advance tools and techniques enhance the life of an individual. So to remain enough competitive, Savoy hotel have to use tools and techniques that are advanced in nature in order to gain potential outcomes.	Social factor Change in taste and preferences of consumers that directly affects on their business and related activities. In that regards Savoy hotels have to bring innovations and new products into market in specified time period to gain potential outcomes (Murithi, Vershinina and Rodgers, 2019.).

From the above discussion it has been summarised that there are various factors or attributes that directly affect on their business to eradicate or eliminate the negative effects organisation have to build potential kinds of strategies and tactics in order to gain potential outcomes.

CONCLUSION

From the above report it has been concluded that for an organisation, consumers are the one of most important assets and it is very essential to access the needs and wants of them in proper manner. To perform organisational targets and visible results employees put one of their best efforts by using specific skills and capabilities. In hospitality industry services plays very crucial role so providing one of best services to consumers foremost objective of organisation by providing training and development to the labour force. That is how the employees can redound one of their best accomplishments positively. To build one of best strategies organisation primarily have to gather crucial knowledge and information in order to gain potential outcomes from them. It has been recommended that organisation have to change their leadership style to improve their leadership performance in positive manner.

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