Management is the Pursuit of Flexibility

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# Blog 1

Flexibility in management has gained significant attention in the past few years. Managers are expected to be dynamic and influential and creativity is expected in management in every sector, especially the service sector, including tourism and hospitality. Brandon-Jones and fellows studied the managerial challenges of professional services i.e. consultancy with respect in the tourism and hospitality industry in the US. The data collected by researchers coincide with the notion that professional services should be at the behest of customers in the tourism and hospitality industry (Brandon-Jones, Lewis, Verma, & Walsman, 2016). When it comes to professional services in the tourism industry, based on the challenges occurred in the past 20 years, a contingent perspective is needed to mitigate the managerial challenges. Some of the managerial challenges highlighted in the study include the effective application of technologies to support intra- and inter-firm cooperation. The study suggests consulting firms and manages in travel, tourism and hospitality industry must not rely on the traditional operations management approaches, thus demonstrating the need for more contingent perspective. As Quinn et al. (2015) state the need of creating value in any industry, using the most contingent approach will help eliminate the challenges faced by managers in professional service pertaining to tourism and hospitality.

# Blog 2

The pursuit of flexibility hassling been among one of the most innovative approaches in the management of enterprises. This article suggests clustering as an effective technique in planning tourism destinations (Séraphin, Gowreesunkar, Roselé-Chim, Duplan, & Korstanje, 2018). Clustering is a technique of putting together similar organizations in terms of their potential attractiveness for the tourists. Clustering is an innovative approach and this study aimed at exploring its effectiveness for the development of the Caribbean as a sustainable tourist destination. The effectiveness of this tool is linked with its ability to bring about flexibility in management at Caribbean (Séraphin et al., 2018). Both the clusters and the tourism industry are ambidextrous. Ambidextrous management has been deemed as being sustainable, innovative and leading to success in tourism management. Despite the fact that clustering as a tool is one of the most effective approaches, yet it is not considered as "one size fits all" approach. According to Quinn et al. (2015), flexibility in tourism has resulted in significant advantages; it is not entirely possible to rely on one single approach as a panacea. Thus, the study supports the idea of Quinn calling for each destination to stick to its authenticity and it is the factor that creates a pull effect for a tourist destination.

# References

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