RUNNING HEAD: BUSINESS AND MANAGEMENT

Hospitality Management

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The internal environment of a business is composed of different elements that form the core of any organization. These include factors like employees, all layers of management and most important of all, the corporate culture of the organization. This environment defines any organization by showing what is valued more in its course of business: customer satisfaction or monetary gains.

This is why the internal environment of any organization is a necessary attribute when it comes to the industry of modern tourism and hospitality management (Robert C. McMurrian, 2016). This is since it is a proven fact that loyal customers are responsible for more than half the business of any organization. Also, that in the hospitality business, the management has to make sure that the customers are provided with every high-quality service, with the caveat that it is not declared illegal by the law of the land. This is also because the hospitality and modern tourism industry also tend to give a personal touch when it comes to their customers, as they often make a custom arrangement to suit a customer need.

That being said, many experts in this field believe that the majority of the contributions are made by the staff (Querubin S. Yap, 2014). This is the reason that the managers make sure that the staff reporting to them are well trained, efficient and masters of the service that they are providing to the customers.

Lastly, the final piece of the puzzle that further emphasizes the importance of the internal environment for tourism and hospitality management is the effective use of brand and marketing techniques (Richard C. Becherer, 2001). This is so important that many companies hire expert marketing firms for this specific task only. This method is used by several of these businesses to establish their goodwill in the market and survive the overall competition. This factor also has a direct link to customer satisfaction.

# Bibliography

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