RUNNING HEAD: BUSINESS AND MANAGEMENT

Hospitality Management

Prabin Devkota

[Name of the Institution]

Hospitality Management

I think that this problem cannot be shrunk down to be answered so easily and comprehensively. There are multiple ways in which a manager needs to work when it comes to managing the internal factors of tourism and hospitality businesses. This is a concept of a complicated origin as many factors need to be taken care of to guarantee customer satisfaction (Querubin S. Yap, 2014).

A Manager of the tourism and hospitality business is like a person who is sandwiched between the whims of his customers and the abilities of his employees. On one hand, the manager is responsible for the training of the new staff about the procedures of the organization, and on the other hand, he is trying hard to make sure that the increases his clientele, so that the business grows and he gets more incentives for his hard work. Therefore, realizing the importance of the internal environmental factors of the business, he focuses more on his staff as they are supposed to act as the eyes and the ears of the organization under his management (Robert C. McMurrian, 2016).

This is not so easy for the managers themselves. For keeping all the internal factors in line, the managers have to consider some of the external factors of the hospitality and tourism business as well. There can be no business if there is not the season of work or if the customer cannot reach their place of business. So, the manager has to be flexible as he is a bridge that balanced the internal environment of the organization with the external one. True that the internal environment is the permanent factor that makes the wheel of the organization run but there should be not a shred of doubt that it always takes two to tango and enjoy the bounty of life.

# Bibliography

Querubin S. Yap, J. K. (2014). Developing Corporate Culture in a Training Department: A Qualitative Case Study of Internal and Outsourced Staff. *Review of Business & Finance Studies*, 43-56. Retrieved from https://papers.ssrn.com/sol3/papers.cfm?abstract\_id=2497055

Richard C. Becherer, D. H. (2001). Marketing Orientation in SMEs: Effects of the internal environment. *Journal of Research in Marketing & Entrepreneurship*, 1-17.

Robert C. McMurrian, E. M. (2016). Building Customer Value And Profitability With Business Ethics. *Journal of Business & Economics Research*.