RUNNING HEAD: REFLECTIVE WRITING

Reflective writing

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Author Note

***Part A***

While studying business and management various things come into the spot light regarding how one can become an ideal manager. One of the most important guidelines was Competing Values Framework (CVF) which highlights factors due to which one can successfully perform all the assigned duties as a supervisor (Ashford, et al, 2019). I believe that being a manager is not an easy thing and one has to develop certain characteristics in him/her gradually. Collaboration, creation, competition, and control are the key things that every manager should learn. During my first survey, I learned about my strongest quadrant as being the manager of the tourism and hospitality business, one has to take both of these things into consideration, i.e. of the needs of customers and the abilities of the employees relating to how efficiently they could perform the assigned tasks.

From both of the CVF surveys that I did, I learned two things; firstly, my strongest area was collaboration and secondly, I came to know that I need to review and work upon my four quadrants of the CVF as they were not exactly equal. Though from the start, maintaining a link between both internal and external factors of an organization is important. Being a Mastery management, I would say that, in motivating one’s own self and other employees, CVF survey plays an important role. As results of CVF survey are not equal, it means I have to work on a certain area so that I could maintain balance among all the four quadrants of the wheel (Tolkach & Tung, 2019). Creating abilities lies in the Flexibility-External quadrant; External-control makes the Goal Model (which is linked with Competence). From the results, I have seen that Internal-flexibility helps in making models for human relations (Collaborate) and the controlling process helps in keeping things under a check (Control). From the results of this CVF survey, I came to know that my stronger areas are Open system Model (Create) and Internal process (Control). On the other hand, from the survey report, I could say that my weak areas are Rational Goal Model and Human Relations Model (Compete and Collaborate). I need to work upon my two weak areas as I am the Master Manager, so motivating employees for collaboration is one of my responsibilities. Though, I am good at creating new things and keeping things under control.

Considering the results, I would say individual role is of great importance and I need to focus more on maintaining a balance among all the four quadrants as a good manager has held over all the four areas. A good Master Manager is the one who has the capabilities of motivating himself and employees working at the same workplace to collaborate so that maximum output could be achieved (Salim, et al, 2019, pp.1445-1460). The ideal manager has the abilities to control the situation so that any kind of unrest could be avoided and he should also possess competitive skills that enable him/her to survive under threatening circumstances. A manager also has to create new policies if the previous ones are not working effectively. So, I would promulgate that I need to be more competitive and should focus more on being collaborative.

***Part B***

In any organization, different elements combine to form an internal environment which makes a layout or policy that the organization's members follow. Various factors contribute and form organization and the most central factors of any business/organization are employees, management, policies, and culture that everyone is expected to follow. Environment and culture spotlight on the values, views and models that are practiced and promoted so set target could be achieved. Core competing values, paradoxical views and models in any organization help in making people understand the vision of the company. Core values, models, and views also shape up the culture and through these factors customers and potential customers would come to know what the company is about by identifying the company’s mission and way of work.

Like any other industry, the internal environment is also of great importance for modern tourism and the hospitality industry (Fyall, et al, 2019). Common core values include customer satisfaction, honesty, efficiency, and commitment to the delivery of best services etc. Taking a look at this specific community (one running tourism and hospitality industry) customer loyal is one of the core values as if the customer would be loyal the business would grow more as they would not only use the services but would also recommend due to which customer ratio would increase. In tourism and hospitality management, industries sometimes have to consider and develop personal touch as they have to deal with some customers by making different arrangements for them as per their needs. It has been found that an organization and its management, it is important to keep certain factors in mind i.e. the core values (customer loyal and personal touch) that make it different from the rest. The internal environment is also an appealing and competing value that reflects a clear picture of the management and working of the organization. Internal environment includes management, current employees; a culture that defines the employee behaviour.

Being the Master Manager, I would say that in tourism and hospitality industry the above mentioned three views and competing values (customer loyalty, internal environment and personal touch) play a central role for defining the pathways for the management how to increase their business. The internal environment is the main factors that impact the approach of operations and success (Sharma, 2019, p.4.). It helps in letting the customers know whether they should get the services of an organization or not as it depicts how far it would suit their needs (Cheng & Tung, et al, 2019, pp.1-21). Customer loyalty helps in making a company reliable as it is customers choose the same organization’s service over its competitors. Being a Master Manger, I have noticed in my career that once when a company gains the loyalty of customers, it becomes difficult to sway them by low price or other approaches. I certain cases, I have witnessed that even they pay more for getting services and products from the organization/company they love. Customer loyalty serves as an important factor that helps in improving the brand image.

An organization, should win the trust of the customers so that they share a positive experience with others that helps in increasing new customers. Being a Master Manager, I always focus more on gaining customer loyalty as it helps in retaining existing customers and getting more through improving the quality of the services provided. Customer loyalty leads toward high profits as customers refused to go to other organizations even when prices are high for getting the same quality that they trust (Budianto, 2019, pp.299-305). Throughout my experience, I also learned that sometimes, we have to avoid following the normal routine as because of this personal touch and being used to our services, they want us to do arrangements as per their suitability. The personal touch helps in making customers feel at home due to which an organization/management becomes their topmost choice (Dawar & Singh, 2019, pp.303-326). So after considering the outcomes of the blogs and analyzing management view, I would say competing values and complementary models or plans worth differently for different industries. In the hospitality and tourism industry, internal environment, customer loyalty, and personal touch are important that defines that ways that management and managers have to follow. Each business or the organization has different requirements due to which it has to choose the factors that would be central for its attention i.e. being the Master Manager, for me and the industry I work for (tourism and hospitality industry) areas of focus would be different for example, customer loyalty, personal touch, and internal environment. It is one of the responsibilities of the Master Manager to highlight the areas that must be promoted and encouraged to practice more by the management and spotting certain areas helps in realizing the importance of the factors that are highlighted.

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