

Victoria University of Bangladesh

Mid-Term Test

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Course Title : Organizational Leadership in
Tourism

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Ans to the Q. NO - 1

Organizations that generate revenue and profits by selling products or services to their potential clients are referred to as service-based organization.

Here are six characteristics of highly effective service-based organization -

01. Service strategy Delivers outcome-

strategy defines what an organization wants to accomplish and how it will prioritize initiatives and allocate resources to achieve outcomes. Service organizations need a strategy to set goals, define priorities and establish plans.

02. Service offers Drive Growth —

Service programs establish customer expectations and define how companies monetize service delivery. Service portfolios need to meet evolving customer needs from onboarding through adoption, support, success, and modernization stages of product ownership.

03. Service Team Design promotes collaboration —

Every team within an organization is accountable for contributing to customer outcomes. Organizations need to have the right people with the right skills and responsibilities incented to do the right things.

04. processes are streamlined and cross-functional —

process defines what organizations do and how they do it. Service processes need to encompass delivery of service, engagement, and renewal of customer relationships, and strengthen service delivery capabilities.

05. Technology Driven Efficiency and Innovation —

Technology enhances service capabilities and enables new ways to engage customers. The right use of service technology will scale delivery capacity, improve customer experiences and deliver better business outcomes at lower costs.

06. Access to Data leads to meaningful Insights -

Highly effective service organizations have the means to measure the contribution of service initiatives to specific corporate goals and objectives. They use insights to predict and prevent issues and escalations and identify opportunities to mitigate churn and expand relationship value.

Ans to the Q. No. - 2

Leadership is about much more than top-down policy making. Leaders do this through a mixture of motivation, influence, business communication and support.

Leadership is essential to improve organizational activities. Leaders matter: they inspire people, motivate them to perform to a higher level, and embody company values and culture. Effective leadership will:

- Improve morale —

There's a strong relationship between leadership and employee

morale, especially in times of change.

- Build connectedness —

Building trusting relationships between leaders and teams doesn't just benefit that leader. It helps create a culture of openness and trust throughout the organization.

- Boost engagement —

Trust in leaders is one of the top factors cited in helping improve employee engagement. According to Gallup, employees supervised by highly engaged leadership teams

are - 39% more likely to be engaged themselves.

- Inspire confidence -

Influential leaders inspire people to feel confident in their abilities and their work.

- Enable innovation -

Innovation involves change, which isn't always easy. Effective leadership is essential to steer employees smoothly through the process - as McKinsey puts it, to "encourage employees to win over hearts and minds".

Ans to the Q. NO - 3

Supervisor, being the manager in a direct contact with the operatives, has got multitarious functions to perform. A supervisor should be concerned with performing the following functions —

01. planning and organizing —

Supervisor's basic role is to plan the daily work schedule of the workers by guiding them the nature of their work.

02. provision of working conditions —

A supervisor plays an important role in the physical setting

of the factory and in arranging the physical resources at right place.

03. Leadership and Guidance —

A supervisor is the leader of workers under him. He leads the workers and influences them to work their best.

04. Motivation —

A Supervisor plays an important role by providing different incentives to workers to perform better.

05. Controlling —

Controlling is an important function performed by supervisor.

06. Linking pin —

A Supervisor proves to be a linking pin between management and workers.

07. Grievance Handling —

The supervisor can handle the grievances of the workers effectively.

08. Reporting —

A supervisor has got an important role to report about the cost, quality and any such output.

09. Introducing new work methods —

conscious about the environment of market and competition present.

10. Enforcing Discipline —

Maintain discipline in the concern by regulating checks.

Ans to the Q. No - 4

Maslow's hierarchy of needs is a theory of motivation which states that five categories of human needs dictate an individual's behaviour. Maslow's theory presents his hierarchy of needs in a pyramid shape, with basic needs at the bottom of the pyramid and more high-level, intangible needs at the top.

01. physiological needs -

The first of the id-driven lower needs on Maslow's hierarchy are physiological needs. These most basic human survival needs include food and water, sufficient rest, clothing and shelter, overall health,

and reproduction. Maslow states that these basic physiological needs must be addressed, before humans move on to the next level of fulfillment.

02. Safety needs —

Next among the lower-level needs is safety. Safety needs include protection from violence and theft, emotional stability and well-being, health security and financial security.

03. Love and belonging needs —

The social needs on the third level of Maslow's hierarchy relate to human interaction and

are the last of the so-called lower needs. Among these needs are friendships and family bonds - both with biological family and chosen family, physical and emotional intimacy ranging from sexual relationships to intimate emotional bonds are important to achieving a feeling of elevated kinship.

04. Esteem needs -

The higher needs, beginning with esteem, are ego-driven needs.

The primary elements of esteem are self-respect and self-esteem. Maslow specifically notes that self-esteem can be broken into two types: esteem which is based on respect and acknowledgment from others, and esteem which

is based on our own self-assessment self-confidence and independence stem from this higher type of self-esteem.

05. Self-actualization needs

Self-actualization describes the fulfillment of our full potential as a person. Sometimes called self-fulfillment needs, self-actualization needs occupy the highest spot on Maslow's pyramid. Self-actualization needs include education, skill development - the refining of talents in areas such as music, athletics, design, cooking and gardening - caring for others, and broader goals like learning a new language, travelling and winning awards.