

THE ROLE OF INTERNAL COMMUNICATION FOR A HEALTHY ORGANIZATION CULTURE IN A FIVE STAR HOTEL

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Abstract

Organizations recognize that effective Internal Communication plays a vital role in improvement of organizational success and employee relation with the employers. The decision to be happy and have a positive attitude has been the subject of hundreds of books, articles, speeches, studies, and workshops. The importance of Internal Communication is being explained about the organization wants and needs and also gives them freedom of choosing the way of they do their job which effects the individual, team, and over all organizational culture. This article underwrites to the collected works by signifying that current Internal Communication, if it is two way between employees, supervisors, and management which improves attitude and contentment thereby affecting Organization culture in The Accord Metropolitan Hotel Chennai. The main objective of this study is to understand the process and ways of internal communication in a five star hotel. This study is a conceptual paper the conclusion part is made of completely on observation done inside the hotel premises.

Keywords: Internal Communication, organization culture, meetings, Human Resource Management, Five star Hotel

Introduction

Internal Communication is that the methodology of transferring data between individuals or cluster for sympathy and confidence. It involves the flow of data from the sender to the receiver. The receiver should perceive that means and message of data. It also can be taken because the method of sharing concepts, thoughts, opinions and views from one person to a different person. A manager ought to communicate effectively to his subordinates to implement the plans and policies. The Internal Communication is one amongst the necessary operate of management. A corporation is nothing however a standard platform wherever people from totally different backgrounds move and work as a collective unit to realize sure objectives and targets. The word organization derived from the Greek work “organon” could be a came upon wherever individuals be part of hands to earn a living for themselves similarly as earn profits for the corporate. A corporation consists of people with totally different specializations, academic qualifications and work experiences all operating towards a standard goal. Here the individuals are termed as employees. Each individual has sure temperament traits that facilitate them stand except for the group. No 2 people behave in an exceedingly similar approach. Within the same manner organizations have sure values, policies, rules and pointers that facilitate them produce a picture of their own.

Organization culture refers to the beliefs and principles of a selected organization. The culture followed by the organization incorporates a deep impact on the staff and their relationship amongst themselves. Each organization incorporates a distinctive culture creating it totally different from the opposite and giving it a way of direction. It's essential for the staff to grasp the culture of their work to regulate well.

Objectives:

- To study the impact of Internal Communication on organization culture.
- To find out the different ways of Internal Communication in organization.
- To understand the role of Internal Communication in cross cultural environment.

Scope:

This study discusses about how the Internal Communication helps the employees to understand their role.

The study helps to understand the association of Internal Communication with organization culture.

Limitations

1.This study is an exploratory study and usually in such a study there are a lot of limitations. Some of the shortly relevant limitations to the study are:

2.Time frame of the study was only for a duration of two months. Those conclusions that were made based on the observations that were noted during this short time frame may not be reliable.

3.In any organisation the schedule of work would be very hectic, especially The Accord Hotel, Chennai as it is a part of the service industry.

4.This study lacked the ability to relate to a wider society in general. The study was only conducted in The Accord Hotel, Chennai excluding the other branches of the organisation which are widely spread out all over the country. The other branches were contacted but the researcher was not able to collect adequate data.

5.There was no privacy for recording those observations. The researcher had to take part in the operations of the company and take notes of those operations and therefore it meant that the researcher had to wait until they are alone and rely on their memory.

Review Literature

Lei, Slocum, & Pitts, (1999) Learning is not possible without Internal Communication as Internal Communication is a prime factor for learning. Internal Communication can be verbal or nonverbal through media like books, white papers, and pictures or through observations.

(Cao & Balasubramaniam, 2007) As task interdependence increases, the need for coordination becomes greater organization. Effective Internal Communication helps the organization to handle the internal courses running effortlessly and it improves positive relations with people both inside and outside the organization.

(Aguinis, Joo, & Gottfredson, 2013; Leventhal, 1980) Transparency in organizational policies and procedures results in perceptions of fairness and justice in organizational research and practice.

Schall, M. S. (1983) this paper suggests that organizations, cultures, and cultural "rules" can be synthesized as Internal Communication phenomena, using a Internal Communication-rules perspective.

Hostede (1984) defines culture as the collective programming of the minds, which distinguishes one group from another. He identified five dimensions of national culture that influence accounting practices around the globe.

Kim, K. and Jogaratnam, G. (2010), studied the effects of individual and organizational factors on job satisfaction, organization culture has a positive impact on intent to stay of hotel.

Schein, E. H. (2010) A pattern of shared basic expectations that the group of members in an organization learned because it resolved its issues of external adaptation and internal addition that has worked to an adequate degree to be thought of valid and, therefore, to be schooled to new members because the correct approach you understand, think, and feel in respect to those issues.

(Ouchi, 1981; Peters and Waterman, 1981) culture can be described as the distinguishing way in which work is done in different organizations. The perceived relationship between culture and competitive advantage has changed throughout the years. The authors who popularized corporate culture in the 1980's considered that there were particular cultural configurations which led to success.

Verbeke et al. (1998) found that there are numerous definitions of organizational climate virtually all identified climate as socially shared insights of organizational members regarding key characteristics of their organization.

(O'Reilly, 1989; Chatman and Caldwell, 1991; Uttal, 1983; Van Maanen and Schein, 1979) While it is understood that culture is comprised of several layers of elements, researchers tend to focus their study of organizational culture at one of the levels. Many have chosen to study culture by assessing the values shared by individuals within an organization.

O'Reilly (1989) affirms that culture is the set of central norms which illustrate an organization and which shape the behavior of individuals and groups within the organization. He explains that norms can be understood to be potentials regarding which behaviors are fitting and which behaviors are inappropriate. Thus, in few organizations it is expected that people share their opinions with their boss, while in others people never express incongruity with their superior, likewise, in few organizations a "good" leader takes control, while in others a "good" leader delegates accountabilities and duties to subordinates.

Internal Communication in the Organization

The Internal Communication between the highest management and therefore the worker must be effective for higher work culture. The management should clearly die necessary data to any or all the workers in order that they apprehend what they really area unit presupposed to do at the work. The workers should be terribly clear with their key responsibility areas for them to deliver their maximum.

The employees ought to have the freedom to share their ideas and ideas on an open forum to return to an innovative resolution benefitting all. It's essential to return to an alternate acceptable to 1 and every one for a healthy culture at the work. Discussions area unit necessary before implementing any new plan.

The consistent performers should have a say within the strategy creating. Such activities go a protracted method in motivating the staff and making a culture wherever employees persist with the organization for a protracted time. Morning conferences area unit essential to effectively communicate the agenda of the day to 1 and every one. Each worker ought to be treated equally and nobody ought to feel neglected or unseen at the work. Fast feedbacks area unit necessary.

The employees should develop the habit of mistreatment planners and organizers to avoid forgetting essential problems. Additional stress ought to be arranged on written language as compared to verbal Internal Communication as nobody will ever back enter cases of written language. Emails area unit a crucial method of Internal Communication at the work. All the workers United Nations agency need to be a region of the Internal Communication ought to be unbroken within the loop. The emails ought to be obvious and supply common data to any or all.

The superiors should be accessible to any or all the members and lend a sympathetic ear in cases of queries. Effective Internal Communication plays a crucial role in increasing the morale of the workforces.

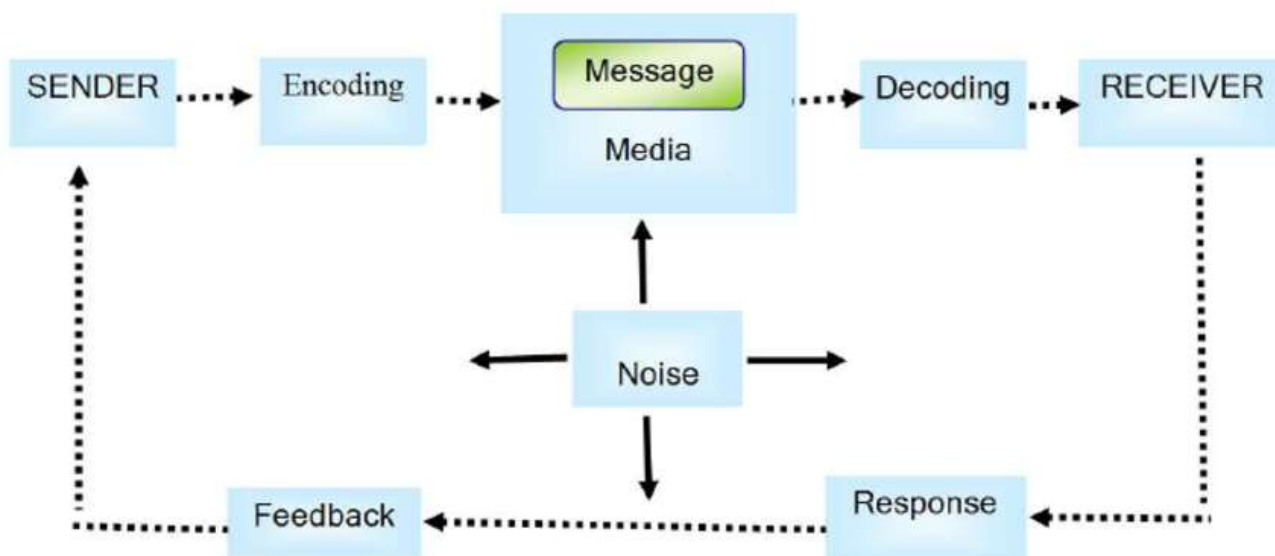
Internal Communication Process

A sender is that the party that sends a message. Lindsey, of course, are the sender. She'll additionally would like the message, that is that the data to be sent. Lindsey will have to be compelled to cypher her message that is remodeling her thoughts of the knowledge to be sent into a type that may be sent, like words.

A channel of Internal Communication should even be designated, that is that the manner within which the message is shipped. It embrace speaking, writing, video transmission, audio transmission, electronic transmission through emails, text messages and faxes and even nonverbal Internal Communication, like visual Internal Communication. Lindsey additionally must apprehend the target of her Internal Communication. This party is termed the receiver.

The receiver should be able to decipher the message, which suggests mentally process the message into understanding. If you cannot decipher, the message fails. As an example, causation a message in an exceedingly foreign language that's not understood by the receiver in all probability can end in coding failure.

Sometimes, a receiver can provide the sender feedback that may be a message sent by the receiver back to the sender. As an example, a member of Lindsey's team could offer feedback within the style of a matter to clarify some data received in Lindsey's message.



Impact of Internal Communication Processes on Organization Culture

Effective Internal Communication is what keeps internal processes running smoothly and helps to form positive relations with individuals each within and out of doors the organization. Internal Communication may be a street, leaving exchange of ideas.

Why Culture Matters



- The assumptions and beliefs of employees drive behavior.
- The collective behavior of employees determines results.
- The results measure performance and indicate if strategic business objectives have been achieved.

I've perpetually aforesaid that wars are fought due to cultural Internal Communication misunderstandings. This can be a tragic truth as a result of it needn't be that approach. Once there are Internal Communication breakdowns at intervals a company, it will result in conflict within the workplace.

The basic truths that we tend to all got to bear in mind. Firstly, staff are the soul of any organization. Staff need to be listened by the employers, they require to share their views on what works and what doesn't work, so they will improve their workplace. Staff who are engaged additionally will care more. Their productivity will increase, they believe the organization's mission and vision, and that they provides it their all.

Employees WHO believe their employers are associate degree organization's most potent voice outwardly. They'll need to speak regarding what they (and their employer) do, and therefore they'll look to push their work and the work of their leader. Your folks are often your most potent weapon once it involves building a robust name among your customers, potential staff and therefore the public.

In the Accord metropolitan hotel as most of the employees belong to food and beverage production and housekeeping department, which will basically work on floor job can be able to communicable due to their work schedule. Ultimately it may disturb the culture of the organization.

They communicate in top down culture, the message passes with the order of top management, which will be directly reflected in the notice board in mostly of two language (English and Tamil). Notice board is the widely used communicator in the Accord Hotels.

Face to face Internal Communication with the HR will be second most Internal Communication model used in the organization. Due to cross culture employee residing's it is difficult to communicate in English alone, need to have multi lingual accessing HR people in the organization.

Suggestions

In the five star hotel where the researcher performed the observation study from which many observations were made and from the observations the following suggestions are given:

Even though The HR Admin are very busy with work it would be better if they do not make the candidates wait for a long period of time. In average a candidate who is a fresher and has come for an interview would wait for almost the whole day for about 7-8 hours. This might make the candidate loose interest in job. This might make the candidate worried that he might not get the job and he might search for another opportunity.

A lot of files get lost easily due to the busy schedule of the admin. Better handling of data is advised by all and not only one member of the HR department.

Conclusion

All the objectives of the study was achieved by the researcher. As the Hotel industry comprises of cross cultural environment the HR Department is making sure to give the information in minimum of 2 languages in the public notice board.

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