



Organizational Structure & Business Structure in Tourism, Hospitality, and Events

This presentation will delve into the complexities of organizational structure and its vital role within tourism, hotel, and event businesses.



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Meaning and Importance of Organizational Charts

1 Visual Representation

Organizational charts visually depict the hierarchy and relationships within a company.

3 Structure & Efficiency

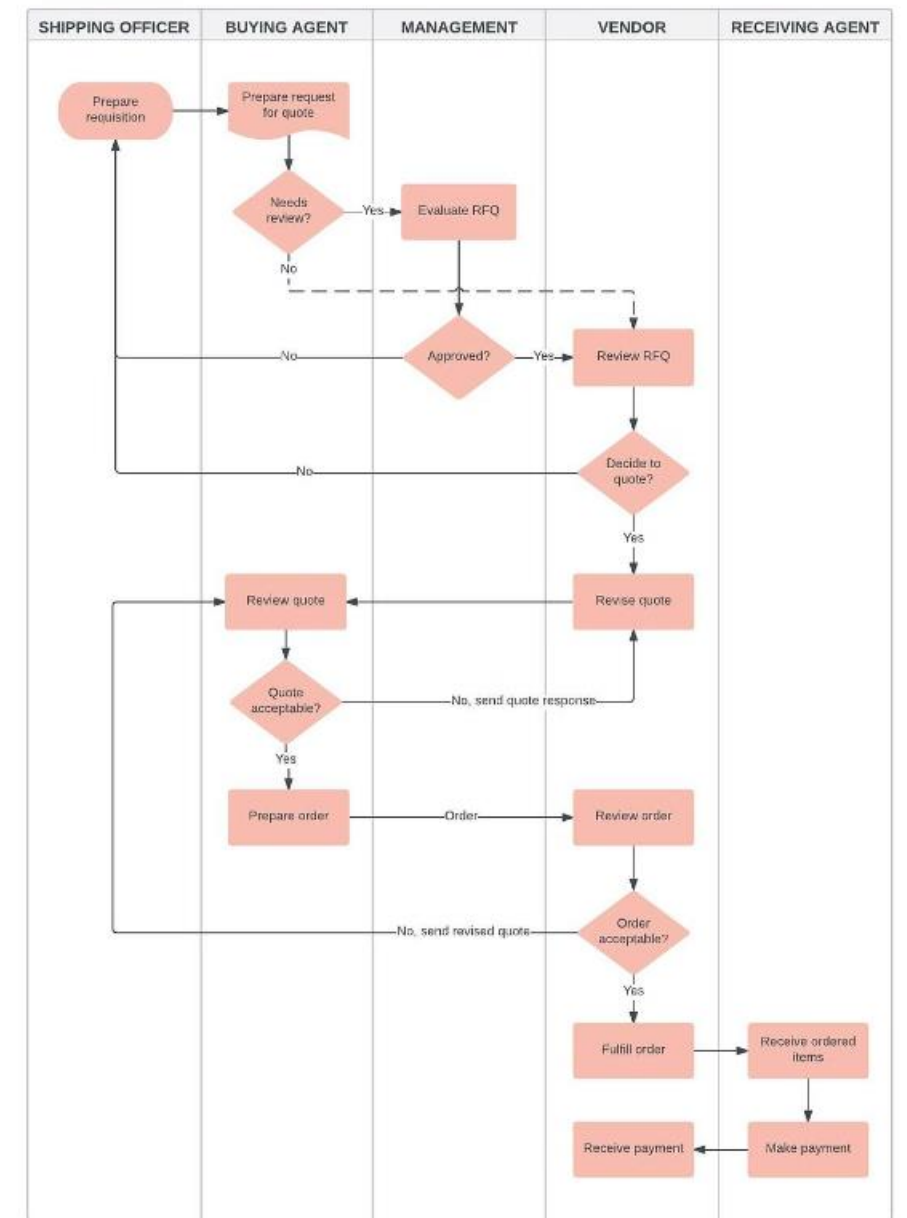
Organizational charts streamline workflows and promote efficient operations.

2 Communication Tool

They clarify roles, responsibilities, and reporting lines, facilitating effective communication.

4 Decision-Making

They support informed decision-making by highlighting authority and accountability.



Types of Organizational Charts

Line Organization

A traditional, hierarchical structure with a clear chain of command.

Functional Organization

Groups employees based on specialized functions, such as marketing or finance.

Matrix Organization

Combines functional and project structures, allowing for flexibility and collaboration.

Designing Appropriate Organizational Charts

Industry-Specific

Charts should reflect the unique needs and dynamics of tourism, hotels, or events.

Size & Scope

Consider the company's size, complexity, and geographic reach when designing the chart.

Business Objectives

Align the organizational structure with the business's strategic goals and vision.

Adaptability

Design charts that can be easily adapted to future growth and changes.



Examples of Organizational Charts



Marriott International

A global hospitality giant with a complex organizational structure.



Disneyland Resort

A large-scale entertainment company with a vast and intricate organizational chart.

Importance of Organizational Structure



1

Efficiency

Clear roles and responsibilities streamline operations and enhance productivity.

2

Communication

Effective communication channels ensure information flows smoothly across the organization.

3

Coordination

Organizational structure facilitates coordinated efforts among departments.

4

Accountability

Clear lines of authority and responsibility promote accountability and performance.



Key Elements to Consider

Chain of Command

Clearly defined reporting lines to ensure effective decision-making and communication.

Span of Control

The number of direct reports a manager oversees, affecting efficiency and communication.

Centralization vs. Decentralization

The degree to which decision-making authority is concentrated at the top or distributed throughout the organization.

Departmentalization

The process of dividing the organization into distinct units based on functions, products, or regions.

Challenges & Best Practices



1

Resistance to Change

Employees may resist changes to organizational structure.

2

Communication Challenges

Ensure clear communication about the rationale behind changes.

3

Training & Development

Provide training to employees on new roles and responsibilities.

4

Flexibility & Adaptability

Develop an organizational structure that can adapt to changing business needs.

Aligning Organizational Structure with Business Strategy



Strategic Goals

Align the organizational structure to support the achievement of business objectives.



Collaboration & Innovation

Promote collaboration and innovation through organizational design.



Growth & Expansion

Design a structure that can accommodate future expansion plans.



Customer Focus

Ensure that the organizational structure supports a customer-centric approach.





Presentation for Undergraduate Students

The content of this presentation is tailored to be easily understandable for undergraduate students.