

Tourism Company

Group number: 07

Prepared by: Marwan Zaid Al-Refai (2021201265), Mohammed Abdullah Al-Dar (2021201554),
Bandar Ibrahim Al Ahmadi (2021203373), Khaled Ahmed Al-Ghamdi (2021201154),
Abeer Abdullah Ahmed Al-Qarni (2021202173), Mohammed Ali Al-Qahtani (2021201068),
Motaz Abdulfattah Al Saqqa (2021200135), Abdullah Jafari (2021202433),
Abdullah Sultan Alshammari (2021200252).

Supervised by / Dr. Waleed Sdiq

Third Semester

1443 Hijri - 2021 AD

List of Contents

1	Strategy	7
1.1	Mission Statement	7
1.2	Vision Statement	7
1.3	Objectives	7
1.4	Performance Measurement Indicators.....	8
1.5	Project Charter.....	8
2	Governance, Structure and Process	9
2.1	Organizational Structure	9
2.2	Basis of Adoption.....	10
2.3	Supportive PMO.....	10
3	Compliance, Standards & Regulations.....	10
3.1	Compliance Model	11
3.2	Check List Model	11
4	Power & Interest.....	11
4.1	Stakeholder Registers	11
4.2	Two Networks Interest and Influence:	12
4.3	Logical Diagrams	12
5	Culture and Values	13
5.1	Culture of the Organization.....	13
5.2	Proposals of the Organization Values	15
6	Self-Reflection and Self- Management	18
6.1	Three Personal Behaviors.....	18
	Productivity-	18
	Job Satisfaction.....	19
	Turnover and Absenteeism.....	19
6.2	Reasons and How They Can Be Eliminated	21
6.3	SWOT Model	22
7	Personal integrity and reliability.....	24

7.1	Three Behaviors Contradict the Moral Integrity	24
7.2	Financial, Social & Technical Influence	25
8	Personal communication.....	25
8.1	Personal Communication and the Effective Communication	25
8.2	Shapes, Models, and Channels of the Personal Communication	27
8.3	Communication Matrix	27
8.4	Three Wrong Scenarios of Communication.....	27
9	Leadership	28
9.1	Leadership model	28
9.2	Reasons for the Model.....	29
9.3	Five Proposals for the Motivation Methods.....	30
10	Teamwork.....	33
10.1	RACI Model for Three Administrative Measures of the Project	33
	Responsible.....	33
	Accountable:	33
	Consulted:	33
	Informed:	33
11	Conflict and Crisis	33
11.1	Conflicts and Crisis	33
11.2	Three Expected Scenarios	35
11.3	Optimal Strategies	35
1.	Functional Risk	36
2.	Social Risk.....	36
3.	Physical Risk	36
4.	Time Risk	36
11.4	Root Cause Analysis	36
12	Resourcefulness	37
12.1	Distribute the Human Resources.....	37
12.2	Conducting Crashing and Fast-Tracking Process	37
13	Negotiations.....	37
13.1	General Rules	37

13.2	Two Negotiation Plans	38
14	Product Design	
14.1	Triple Constraints	
14.2	List of Projects	
14.3	Work Breakdown Structure.....	
15	Requirements and Objectives	
15.1	Requirement	
	Skills Variety	
	Task identity:	
	Task Significance	
	Task Autonomy:	
	Job Feedback:	
15.2	Requirement Collection.....	
15.3	Hierarchal Structure	
16	Scope	
16.1	Scope Statement	
16.2	Scope Creep.....	
16.3	Product Analysis Management.....	
17	Time.....	
17.1	Functions List.....	
17.2	Relationship between Activities.....	
17.3	Logical Diagram.....	
17.4	Gantt Chart & Milestones Chart.....	
18	Quality:	
18.1	Deming Model of Quality	
18.2	SIPOC Model	
19	Finance.....	
19.1	Cost breakdown Structure	
19.2	Earned Value Management	
20	Resources.....	
20.1	Leveling & Smoothing	

20.2	Equipment & Tools	
21	Procurement.....	
21.1	Execution Process & Contractor Selection	
22	Plan & Control.....	
22.1	Agenda Invitation.....	
22.2	Performance Measurement.....	
22.3	Change Request Model	
23	Risk and Opportunities	
23.1	Risks & Opportunities.....	
	Natural disasters	
	Political issues	
23.2	Risk Register	
23.3	Qualitative Risk Analysis.....	
23.4	Response Strategies.....	
24	Stakeholders.....	
24.1	Engagement Assessment Matrix	
25	References	

List of Figures

Figure 1 Stakeholder Register.....	12
Figure 2 Stakeholder Register.....	13
Figure 3 Stakeholder Register.....	13
Figure 4 SWOT Model	23
Figure 5 Triple Constraints	
Figure 6 Product Analysis Management.....	
Figure 7 Logical Diagram.....	
Figure 8 Deming Model.....	
Figure 9 SIPOC Model	

List of Tables

Table 1 Performance Measurement Indicators	8
Table 2 Organizational Structure	9
Table 3 Product Design.....	
Table 4 List of Projects	
Table 5 Work Breakdown Structure	
Table 6 Gantt Chart.....	
Table 7 Financials	
Table 8 Engagement Assessment Matrix.....	

1 Strategy

1.1 Mission Statement

ATW Tourism Company is commissioned to become the leading traveling and tourism company in Kingdom of Saudi Arabia. We want to serve the visitors coming from around the world with dedication and commitment to deliver the highest levels of quality service with a sense of individual pride, friendliness, and warmth and company spirit. We want to become an attractive employer while playing our part for the society by working towards sustainability.

1.2 Vision Statement

To become first choice for travelers and visitors around the world through authentic hospitality and great service quality experience.

1.3 Objectives

- Finalize business registration and legal processes by December, 2021
- Make contracts with transportation companies by February, 2022
- Hire guides for different locations around KSA by February, 2022
- Create visual ads and packages for different tourism spots by March, 2022
- To become operational by the end of March, 2022
- Obtain at least one batch of travelers for different spots around KSA by May, 2022
- Reach to break even sales by the end of December, 2022.

1.4 Performance Measurement Indicators

Table 1 Performance Measurement Indicators

Strategic Objective	Lead Measures	Lag Measures
Obtaining new clients	Increasing marketing efforts	Number of clients
Increase company awareness	Increasing social and digital media marketing	Receiving customer calls and online visits on website
Adding in more tourism spots	Research and make visits to different locations	Compare with existing locations
Increase customer satisfaction	Improving customer service	Customer satisfaction score through
Retaining old clients	Hire qualified service personnel	Repeat clients from database

1.5 Project Charter

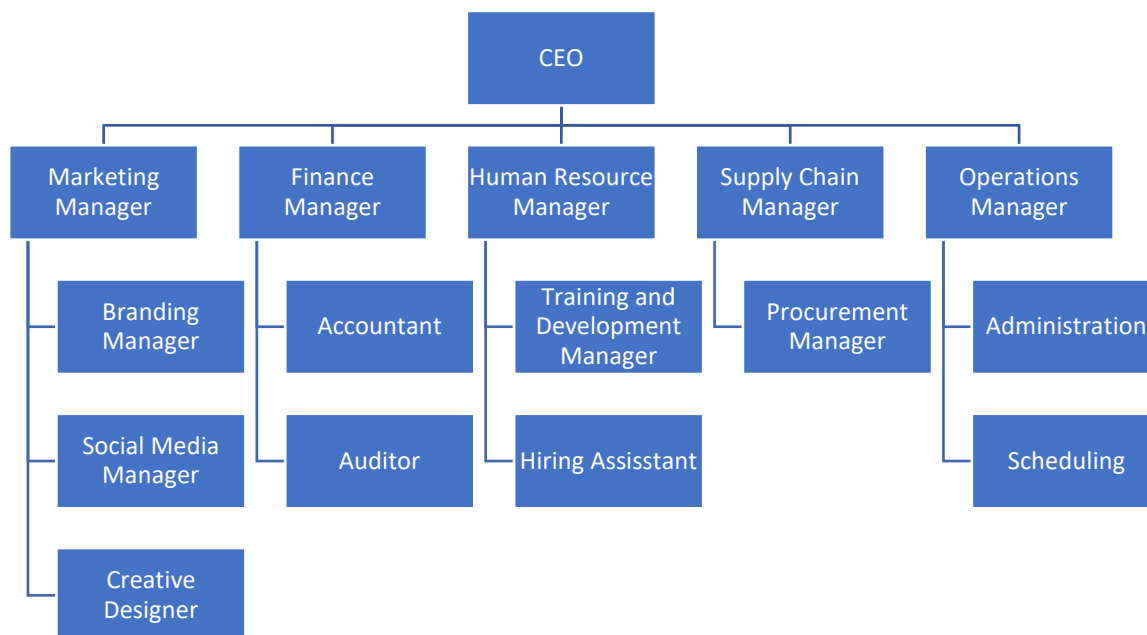
The name of the business is ATW Tourism Company and will be registered as a private limited company. The business will be registered in Kingdom of Saudi Arabia and will provide tourism services to the visitors, travelers and the residents of the country. The global tourism industry is estimated at around \$950 billion and Kingdom of Saudi Arabia accounts for around \$2,201 million in tourism. However, most of the revenue comes from tourism of religious places as this is a holy place for Muslims but, Saudi Arabia has much more to offer in terms of tourism as the country is rich in natural tourism spots and also, Saudi government has created a number of places worthy of

visits. We would cash the opportunity by offering tours to different tourism spots in KSA located in different regions around the country. This will not only serve the visitors from other countries rather; this would be an opportunity to serve the citizens of KSA as there is not an alternative to this business. The project will take around 6 months to finalize the requirements to make the business operational and a budget of around XXX amount will be required.

2 Governance, Structure and Process

2.1 Organizational Structure

Table 2 Organizational Structure



2.2 Basis of Adoption

The organizational structure for this company would be decentralized as it is a flat structure. There are several benefits of this structure as it gives the company more power to focus on customers and also enhances the employee retention. The employee morale is also higher within flat structured organizations because, each employee has an access to higher authorities who can solve their problems instantly. The decision-making is also faster as the file does not move through different layers of management and reduces the costs for the company as well as lower hierarchy's means less amount of money will be disbursed in terms of salaries and other expenses. It also increases employee productivity, clear communication and less feeling of dominance or supervision.

2.3 Supportive PMO

Tourism is a service industry and there is less need for tight control in the tourism segment as there could not be tightly controlled processes, procedures and documentation etc. There are a few interrelated sets of activities to get our job done and may not require much of the things from customers or the government. The first step would be to get either a call from customer or our salesmen should close a deal through online media platforms. For Saudi residents, their national identity card would be enough however, for visitors, a copy of their Visa and passport will be required and no additional documents will be required to process the things. Therefore, the need for PMO will only be required in lieu of the on-demand support and expertise.

3 Compliance, Standards & Regulations

Regulatory compliance refers to “an organization's conformity to applicable laws, rules, standards, and specifications. Regulatory violations frequently result in legal consequences, including federal penalties.”

3.1 Compliance Model

Compliance model is “a regulatory framework or model known as dualistic, where the regulator reacts to an entity's behaviour depending on whether the behaviour is seen as either right or wrong. This is also known as a black and white response, and is often used for strict liability offences in law.”

3.2 Check List Model

Check list model is “The simplest method of project screening and selection is developing a checklist, or a list of criteria that pertain. To our choice of projects, and then applying them to different possible projects.”

4 Power & Interest

4.1 Stakeholder Registers

- Stakeholder Name Title
- Power. Is their power low or high?
- Influence. Is their influence low or high?
- Current engagement level. Are stakeholders unaware, resistant, neutral, supportive, or leading?
- Desired engagement level. What engagement level do you want for each stakeholder—unaware, resistant, neutral, supportive, or leading?
- Interests. What are their interest and needs?
- Concerns. What are their concerns?

4.2 Two Networks Interest and Influence:

Making an Importance versus Influence Matrix helps to map out stakeholders and their relation to the issue at stake in the MSP. “It generates insights on the importance and influence of each stakeholder. With this information, it becomes possible to develop a specific approach and strategy for the identified stakeholders. Importance: The priority given to satisfying the needs and interests of each stakeholder. Influence: The power a stakeholder has to facilitate or impede the achievement of an activity’s objective” and following a certain course on action.

4.3 Logical Diagrams

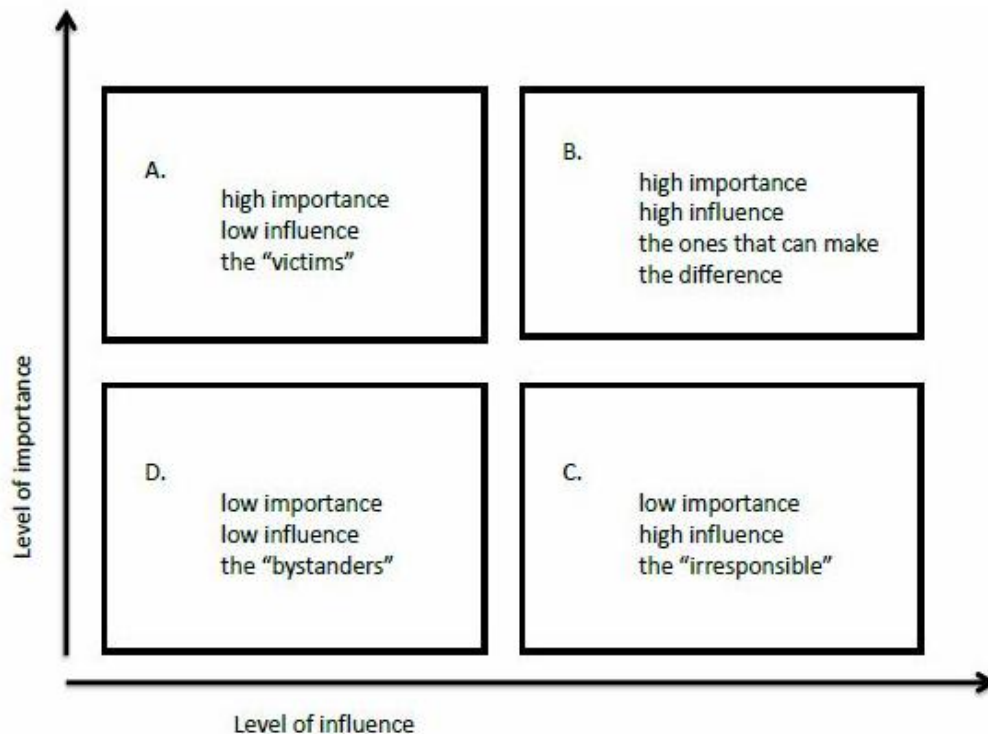


Figure 1 Stakeholder Register

Figure 2
Stakeholder
Register

STAKEHOLDER REGISTER							
Project Title: _____				Date Prepared: _____			
Name	Position	Role	Contact Information	Requirements	Expectations	Influence	Classification

Stakeholder Register						
Project Name:					Date:	
Stakeholder's Name	Role	Group (Internal/ External)	Type	Group	Influence/Interest	Address
Brian	Client	External	Positive	Sponsor	High-Power / High-Interest	New York

Figure 3 Stakeholder Register

5 Culture and Values

5.1 Culture of the Organization

Seeing that the culture of an organization describes the modus operandi of an organization and how it influences the actions and inactions of individuals of that organization, it is safe to say that the culture of ATW is innovation, excellence, expertise, strategic collaboration with industry leaders (where each person is a master at his skill), cross collaboration, authenticity, trend setting, attention to detail, flexibility, adaptability. These perceptions, values, beliefs, patterns, expectation, ideologies, attitudes, perceptions, and behaviors are both tangible and intangible and

could have been invented, discovered or developed by the pioneers of the ATW Brand. Another important factor to consider is the fact that it is new members is indoctrinated to live and act in consonance with the culture at play in ATW as an organization.

ATW organizational “culture is a critical factor in the proceeding with achievement of the business. A company's organizational or corporate culture sets up and keeps up with the business theory, qualities, convictions, and related practices among representatives. This business examination case shows that ATW has a corporate culture that empowers HR to help different key destinations. For instance, the company's social characteristics are lined up with the drive for development, which is a central point that decides business seriousness in the data innovation, online administrations, and purchaser gadgets ventures. In view of the organizational culture, this business condition works with the satisfaction of ATW corporate mission and vision explanations. Through the authority of Steve Jobs and, presently, through the administration of Tim Cook, the company keeps on improving its social qualities to amplify human asset support for business pertinence in different business sectors all throughout the planet.

ATW shapes its corporate culture and uses it as an instrument for key administration and achievement. Through its corporate culture, ATW Inc. fortifies its upper hands against different firms in different enterprises. The company goes up against data innovation firms like Samsung, Google, Amazon.com, Dell, Lenovo, Sony, and PayPal, just as IBM and Intel. These contenders force a solid outside power that impacts vital administration among firms in the business, as delineated in the Porter's Five Forces investigation of ATW”. Thus, social characteristics should support vital upper hands through the labor force. The company halfway accomplishes this essential target through its organizational culture

Productivity: The innovative, adaptability and flexibility culture at ATW pushes their staffs to think above and beyond the box, pay extra attention to the most seemingly insignificant details, and produce nothing short of exceptional products that is the first of its kind. ATW's drive for excellence also settles in the mind of the employees that every product and its design must be unique, which drives them to see, work, think and produce the best possible product so long as technology says it is possible.

Job Satisfaction: ATW's culture of cross-collaboration with every single team in the company achieves job satisfaction for the employees because by involving everyone in the decision-making process, they make their employees feel like an important part of their innovative journey and product, which is a priceless feeling that every consumer wants to have. ATW's drive for excellence and innovation also motivates their employees by pushing them to be masters in their industries because at every point in time, the culture of excellence that ATW lives by drives their employees to seek out the latest knowledge in the required fields.

5.2 Proposals of the Organization Values

Well in the present time employees are the genuine resource for the organizations and in the event that a worker is dealing with their pressure gravely, this isn't right. I feel that the association ought to be answerable for engaging the pressure since it's the employees that buckle down for the associations to draw out the best in them, take work from them and make them endeavor to accomplish the ideal yield so it ought to be the risk of the firm to oversee pressure of their employees as they work for the improvement of the association and this ought to be executed from one side of the planet to the other.

Contention is only that employees give their best in work for advancement of the association and if organization and associations will do exercises and occasion that will decrease

the pressure of employees then the employees will feel inspired and will fill in as a persuasive factor. Job of individual in managing pressure is to make themselves away from work at whatever point in home, overseeing individual life in a superior way.

Job for director in managing pressure is he should design activities and occasions that will eliminate pressure from employees and job of association is, they ought to contribute their however interaction for decreasing pressure and should enlist gifted administrators and HR that can oversee pressure of employees. The issue of who should be responsible for dealing with work stress—the individual or the organization—is an important one. What do you think? What are your arguments for and against each position? What is the role of the individual and what is the role of organizations, and managers in dealing with stress? In my opinion, both the individual and the organization should be equally responsible for dealing with work stress, whether it concerns preventing stress from happening in the first place or managing stress when it comes.

Organizations have a crucial role to play when it has to do with designing the work environment and designating responsibilities such that there is still room for relaxation and breaks in between. Managers or executives should pay attention to red flags like absenteeism problems, reduced performance, drug abuse in the work environment, hostility to colleagues, the decline in quality of overall production, and failure to meet up with monthly or quarterly targets in organizations. The management can also create a system that encourages support between colleagues and from senior colleagues to subordinates, encourage open communication, sets realistic goals for employees, maintain transparency at all times, be receptive to feedback at all times, promote collaboration between colleagues. The organizations can also design wellness programs and workshops to train employees on how to better deal with stress.

When it concerns the individual's effort to deal with stress, it is a conscious effort that involves actions such as meditation, biofeedback, relaxation training, and cognitive techniques. For these actions to be effective, they have to be habitual and proactive, I.e done at intervals rather than wait till the individual is burnt out or is in a critical state like depression. Every individual has to be attentive to their psychological, emotional, and behavioral health, decipher the activities or situations that are most likely to induce stress, and either avoid it or find a way around managing the situation. It's also important to learn about the boundaries and/or stressors that are peculiar to the individual and live by them, without trying to overachieve or yield to unhealthy habits at the detriment of balance, rest, and equilibrium. At the end of the day, every individual has some level of autonomy over themselves, actions, job choices, and situations. It's the reason why I believe that individuals are in a better position to handle stress because they would bear the grunt of it at the end of the day. The management of an organization can do all they like to intervene but, if the individual in question is lackluster or indifferent about his mental, emotional, and psychological balance, stress is most likely to hit when it is least expected

The pace of globalization and the always changing nature of pretty much every human association and the side-effects of these connections is a pointer to the motivation behind why supervisors need to apply the ideas of hierarchical conduct as it mirrors the whole: input-measure yield cycle, interrelationships between the association and its outer climate and the phase of the association's life; to be fruitful as well as to flourish in any specialty or industry. Since authoritative conduct as an idea is multidisciplinary, execution situated, in light of perceived disciplines, is application arranged and has a humanistic methodology, it will undoubtedly be dynamic and would continually be tested by interior and outer powers like: the adjustment of client requests, examples, inclinations and purchasing conduct, changes in market structures, changes in aggressive powers,

changes in political, financial, social, innovative, natural and lawful market influences and the progressions in the cosmetics, requests, and needs of labor force, chiefs need to reliably focus on patterns, escape clauses, persuasive components, activities, inspiration, etc. Another significant piece of authoritative conduct as it applies to the achievement of directors understands the elements of individual execution, which has demonstrated to be an essential for successful administration. Singular variables (like pressure, rewards, singular contrasts, singular inspiration, and rowdiness) and relational elements (power, governmental issues, intergroup conduct and struggle, authority) should be considered, examined, comprehended and refreshed as the need emerges. Applying hierarchical conduct will keep administrators side by side of the powers that shape the board as training, which are: speed of progress, force of HR, globalization, mental agreements, variety and innovation. It additionally empowers them to viably deal with the cycles that oil the activities of the association, they are the: correspondence measure, dynamic interaction, and administration interaction of each subunit of the association.

6 Self-Reflection and Self- Management

6.1 Three Personal Behaviors

The three personal behaviors are the following.

Productivity- Leveraging diversity can impact productivity. The competitive advantage of many US companies is hiring the best talent worldwide regardless of race, religion, sexual orientation, and others. However, a mismatch of diversity can have a negative impact on productivity.

Job Satisfaction- When diversity is managed properly and everyone feels welcome, they are more satisfied with their work environment

Turnover and Absenteeism- Individuals in a hostile environment where they are not respected and treated fairly due to diversity differences will leave the organization

Diversity refers to those attributes that makes people different from one another. Every human being has distinct traits that make him/her different from the next person. There are different dimensions to look at when talking about diversity and they include stable/primary ones like age, ethnicity, gender, physical attributes, race, and sexual/affection background etc. there are also changeable/secondary dimensions like educational background, marital status, religious beliefs, health and work experience. It is very important for managers to understand and manage diversity in the workplace because most places of employment today are flooded with people from a variety of backgrounds and an understanding of how to manage such diverse people is needed in order to get maximum benefits of its advantages such as better functioning teams, happier employees, and on top of that, more revenue.

There are several important benefits to be gained from committing to diversity and creating a culture of inclusiveness, these benefits are outlined below: A coming together of people from diverse backgrounds brings a platform for enhanced decision quality, as board members, employees and managers from diverse backgrounds can bring a wide array of experiences perspectives and information networks to help with complex problems that might arise in the day to day running of an organization.

As the population of the US becomes increasingly diverse, it means that organizations in the country will have diverse customers, thus creating a need for employees that can cater to the

different demographics that makes up their customer base. A diverse workplace can serve as a reflection of a diversifying world and it will go a very long way in helping teams become better attuned to the many needs of their customers. Company products and policies can also be improved by tapping the creative, cultural and communicative skill of their employees from diverse backgrounds. This will help the company move forward and promote inclusivity among members of staff. If managers can get a full grasp of the importance of diversity management in the workplace, it will help their various companies on many fronts as discussed above, it will lead to greater employee satisfaction, as the employees will feel understood and appreciated, there will be an enrichment of corporate culture and a positive company image that will attract top talent and high potential associates. Managers need to communicate with all employees in a company. Hence, it is necessary for them to understand the behavior of organizations. This helps them to know the behavior of the employee as an individual and also in the group. Since the manager wants to effectively polish up the work that has been done, it is important to him to motivate the employees as individuals and also as a team to work effectively and efficiently. A manager needs to know his employees well. Organizational behavior is about human behavior in a company that helps you understand individual behavior. This is how you can manage them effectively. If you don't understand the behavior of your subordinates, it becomes difficult to deal with them. The workforce is the most important asset of an organization. Hence, a manager needs to create a good work environment in order to keep them. The concepts of organizational behavior are very helpful in creating a great work environment.

Hence, it is important that the manager has a good understanding of organizational behavior. The overall use of the organizational behavior is invaluable a must have for the humanity & work place. One can never understand or overstate the imperative use of consistency,

agreements & uniqueness. Why as we want leaders and the organizational effort through management to be motivated to care, learn & to always be culturally adaptive in business ethics with the organizational behavior to eliminate the perceptions. Carry the team approach, I think if we work more closely together the perception becomes a foregone conclusion; when we respect, trust and honor our fellow man and woman equitably. Such as equal pay, fair rights, honor & equality & then be influential leaders. It matters to have common appreciation in our core ethics & by doing this managers will appreciate; and give more to the workers who work tirelessly to be a part of this job their livelihood deepens on as a commitment and time, (Ivancevich, Matterson, & Konopaske, 2014).

6.2 Reasons and How They Can Be Eliminated

A generation of today must focus on ability, skills, and diversity so hard work is not undervalued. Today so many people don't get chances, the right chances are earned to mental ability, and diversity assists values equality through performance. As on one's background shapes them to be committed. As others are shaped by their experiences as I felt the same way in many views as I didn't always win everything properly, but it makes us a better person through life's learning and experiences. Also, it's not about what kind of person you become from the MBTI, but it shapes your view of what's your perspective is of who you are true in a personality values you believe in and allows you to grow further. But it is not a bad thing, as your heart is the dedication & commitment in what makes us all different; just be your best. The OB is a guide for managers to observe, and it's your mental help guide.

To motivate us to be aware, stronger, and more open-minded, in how we are addressing the work roles we all see in some form to participate in. Great post you voiced. Individual behavior is the approach in which people fluctuate with one another. Every member of a company has their

own behavior. It is important that managers understand male or female variations as they affect employees' feelings, thoughts, and behaviors. Individuals have different variations at work, such as certain personalities, values, emotions, and moods. When new employees join the company, their stable or temporary characteristics influence their behavior and performance. In addition, companies hire people in the hope that those people will have the right skills, abilities, personalities, and values. It is therefore important to recognize the character traits that are reminiscent of the behavior of employees at work. When recruiting, agencies are fascinated by assessing at least two types of aptitude. The correspondence between a person and an organization refers to the extent to which a person's values, personality, goals and various characteristics shape that of the organization. The healthy worker is the degree to which a person's skills, knowledge, abilities, and various qualities match the demands of the job. Therefore, any proactive and innovative person can also be an ideal partner for a company in the high-tech region that would benefit from taking human risks, but also a negative partner for a company that rewards predictable events and behaviors. This compelling fact is necessary for managers because of their ability that managers cannot manipulate all employees on their team in the same way. Help managers understand what motivates a person. Personality gives clues about the things a character likes to do and will do for free.

6.3 SWOT Model

According to my SWOT analysis I am a very passionate individual. I would always want a job, that has variety and to work on perishable skills and a talented organizational balance in my work expectations.

Figure 4
SWOT
Model

Strengths • Studying for a Masters in PR Leadership • I'm trusted and liked in the workplace • Strong support network in family, friends and work colleagues • Experienced in B2B and B2C PR	Weaknesses • Young, married women - could mean that future jobs or promotions would be limited due to view of 'starting a family' or being 'too young' • Not much space for progression in my current role
Opportunities • Eager to learn new things and skills • Young, lots of time to learn and develop • Building a strong and wide network on social media, means I am more open to future job opportunities	Threats • Often distracted by other tasks or jobs, meaning PR never gets my full attention • Time is limited, as heavily involved with church and travel a lot around the country to see friends and family, so cannot give PR much time

So, that I'm excited, motivated & contributive to the work efforts & personal accountability. Next, I would always have a set of checks and balances in my activities to ensure quality control in place to validate the productivity of outcome; nowadays most jobs require some accountability in task & the amount of work whether preparing a brief and or builds or an assembly line task is process quality. Seek ways through the HR department to aid the number of hours working to account for family support if one has, a medical issue that can be supported, like a disabled child, such as flex hours or telework. This way the health care home provider can assist more equitably. Reducing the amount of absenteeism occurring. And see if there are adequate childcare facilities available also. It's important to be informed of information, as a benefit to employee package compensation that can assist all staff can be consistently updated to support the employee also with personal and professional flexibility. Fourth, always build in a large amount of creativity to foster ideas and to bolster creative autonomy in ideas and work production if possible achieving high output and performance in highly skilled professions. Build in bi-yearly feedback on all tasks, build in a comment solution box and allow open ideas and open-door policies to be driven from the bottom up to top management. Because the employees: as staff, are all key

in their views, equal opportunities, and cultural diversity to shape bigger values and allow them to grow the business segment also. Sometimes the best ideas come from within any business, as a valued added effort in the job satisfaction, (Ivancevich, Konopaske, & Matterson, 2014). Additionally, I would be most interested in the job enlargement, because of the number of new roles, skilled pay, and the benefits of a greater contribution to the team; I can assist to leverage my talents, (Ivancevich, Konopaske, & Matterson, 2014). As I think the enrichment comes, as a part of the routine job expectations of responsible management & obligations; a company has to take great professional care of its people. As a business dedicate to its growth & retain ability.

7 Personal integrity and reliability

7.1 Three Behaviors Contradict the Moral Integrity

Although related, abilities and skills are different in terms of their origin, how to manage them and their influences on organizational behavior. Abilities are generally inherent in an individual, and is often referred to as talent- often used to perform a physical or mental task. On the other hand, skills are typically acquired over time because of dedicating time and resources for the mastery of that interested skill. While both are valuable in the workplace, one requires more effort at expertise than the other initially. It is important for managers to understand the differences between skills and abilities, which of the employees have either of them, which of their employees are eager to enhance their skill and abilities, which of their employees are complacent with acquiring or updating their skills and abilities. Managers should also understand skills and abilities from the perspective of constantly working to improve the skills and abilities of their staff through corporate training, workshops, symposia, and any form of tangible/intangible investment in the mental or physical abilities and skills of their employees. Finally, managers need to come to terms with the fact that not their employees are not expected to be good at everything. This will help

them to not demotivate or drain their employees by setting unrealistic goals or comparing them to their colleagues. Rather, they can help them leverage their strength, as well as overcome the weaknesses peculiar to each employee.

20. To analyze the financial, social, and technical influence, if any, of such behaviors on the

7.2 Financial, Social & Technical Influence

On social level I think value judgment and status differences are the hardest to correct. As discussed, earlier value judgment is when the receiver judges the message before receiving it on the basis of his previous experience with the communicator or on anticipated meaning of the message. And it is not easy change decision or view point without listening to the other person. If one does not listen to or receives a message, how can he change perceive the message? On the other hand, status difference is another major barrier and the hardest to overcome. Most of the people value higher or equal rank people more that they value lower rank people not just in organizations but in real life as well. So, if one does not value a person that means he will not listen what he or she has to say which will create a permanent barrier to effective communication until that equal status is achieved by the communicator.

8 Personal communication

8.1 Personal Communication and the Effective Communication

I guess effective communication skills can affect the project. At every level of the listening process, there are obstacles to effective hearing (Hargie, 2016). Noise can obstruct or alter incoming impulses at the reception stage. Complex or abstract information may be difficult to link to prior experiences during the interpreting stage, making comprehension challenging. Natural constraints to our memory and attention problems might obstruct remembering during the recall

stage. Personal biases and preconceptions might lead us to block individuals out or believe we know what they're going to say during the assessing stage. Misunderstandings might occur during the responding stage due to a lack of paraphrasing and questioning abilities.

Barriers to effective communication that we discussed in chapter 13 are:

- Frame of Reference
- Selective Listening
- Value Judgments
- Source Credibility
- Filtering
- In-Group Language
- Status Differences
- Time Pressures
- Communication Overload

In my view, selective listening, value judgments, source credibility, filtering and status difference are responsible for the most communication problems. Selective listening is a type of selective perception where one only intake the information that fits to his emotional desires or experiences and block out the new information that is being conveyed. Value judgment is when the receiver judges the message before receiving it on the basis of his previous experience with the communicator or on anticipated meaning of the message. The receiver's trust, confidence, and faith in the communicator's words and behavior are referred to as source credibility. Whereas filtering refers to the manipulation of message or information in order to get it perceived in a positive manner by the receiver. Lastly, status differences such as titles, offices, and carpets, might be

interpreted as threats by those lower in the hierarchy, hence preventing or distorting communication (Ivancevich, Matteson, & Konopaske, 1990).

8.2 Shapes, Models, and Channels of the Personal Communication

There are number of different types of communication channels exist as listed below:

“Face-to-face conversations, Videoconferencing, Audio conferencing. Emails. Written letters and memos. Chats and messaging. Blogs. Formal written documents.” The organization also have to take care of their employees by making sure they are in the right frame of mind to carry out their duties efficiently, and they also have to protect the interest of the company so that there won’t a big loss to the company in the event of a mistake by the employee. This is where the manager comes in, since he/she works in the interest of the organization, a very effective manager will notice the stress symptoms exhibited by the employee, approach said employee and try to get to the root of the problem before going all out to educate and support the employee on stress management and all.

8.3 Communication Matrix

In communication, the validity of the message is tied to the reputation of the sender. If the receiver doesn’t trust the sender, he will view the message itself with skepticism or suspicion. If the sender is trustworthy, the receiver will likely believe the message despite her personal opinions about that subject.

8.4 Three Wrong Scenarios of Communication

In other words, the trustworthiness of a communication, regardless of format, is heavily influenced by the perceived credibility of the source of that communication. Source credibility describes the sender’s positive characteristics that affect the receiver’s acceptance of a message.

A manager's source credibility is based on experience, knowledge, and interpersonal skills. Managers who deal openly and candidly with employees will find it easier to solicit the kind of feedback that tells them whether their message has been understood.

9 Leadership

9.1 Leadership model

Leadership models may be defined as “guides that suggest specific leadership behaviors to use in a specific environment or situation. In addition, they often use a graphic representation to show the required leadership behavior.” According to my opinion the leader of this project should be the one who can hold stress. Stress is the result of dealing with situations referred to as stressors. These situations could be work or non-work related, and for those situations to be the trigger of stress, it must be perceived by the individual to be a source of threat, challenge, or harm. It won't be a potential for stress if there is no perceived consequence.

Looking at who should be responsible for handling stress at the workplace, I'll say the onus falls on both parties to play their roles in the management of stress in a work environment. An employee can show signs of being stressed in different way; it could be mistakes while doing their job, frequent absenteeism, fighting colleagues, reduced quality of production etc. When these signs are being manifested, a manager that really knows his/her employees will detect something wrong in the way the employee is working and act accordingly to manage the stress before it gets out of hand

Individuals have a key role to play in dealing with work stress as does the organization. The individual is the person doing the job dealing with the stress when it comes up, the individual knows him/herself better than anyone else and should be able to notify the manager when job

responsibilities is taking a toll on their mental health, and then steps can be taken to manage the issue based on their organizational rulebook in the handling and management of stress.

Most companies have programs targeted at identifying and helping their employees manage stress, so a good employee should know when he/she is stressed and seek for help. We can look at Simone Bile's, an American athlete, who withdrew from some events at the just concluded Olympics due to her mental health, there was a lot of positive and negative reactions to her withdrawal but ultimately, it was her health that mattered, and she paid attention to it in order to prevent an accident or jeopardize the chances of her team winning their contests. Extrapolating from Simone's situation, some employees will rather hide the fact that they're stressed at work maybe for fear of losing their job and in the long run, it negatively affects their work forgetting the fact that somewhere further down the line, if closer attention isn't paid to their mental health, worse could happen. In conclusion, both the individual and the employee have a role to play in managing stress, and the manager also has a part to play. Creating a supportive work environment will go a very long way in helping members of staff when they're stressed. It is a very important decision. Decision making capabilities are highly differ from person to person based on behavior, attitude, understanding and institution. Decision making behavior is highly influenced by several factors like potentiality for risk bearing, dissonance, values etc. All such elements play a great role for an individual to reach at a decisive point.

9.2 Reasons for the Model

The reason I preferred this model is because it focuses on specific leadership behaviors and the use of these behaviors in a specific environment. Managers need to communicate with all employees in a company. Hence, it is necessary for them to understand the behavior of organizations. This helps them to know the behavior of the employee as an individual and also in

the group. Since the manager wants to effectively polish up the work that has been done, it is important to him to motivate the employees as individuals and also as a team to work effectively and efficiently.

A manager needs to know his employees well. Organizational behavior is about human behavior in a company that helps you understand individual behavior. This is how you can manage them effectively. If you don't understand the behavior of your subordinates, it becomes difficult to deal with them. The workforce is the most important asset of an organization. Hence, a manager needs to create a good work environment in order to keep them. The concepts of organizational behavior are very helpful in creating a great work environment. Hence, it is important that the manager has a good understanding of organizational behavior.

9.3 Five Proposals for the Motivation Methods

Motivation can be looked at as “the underlying drives of individuals to accomplish tasks and goals.” This drive to accomplish isn’t an innate trait in every employee as companies need to have measures put in place to adequately motivate their employees to meet the goals of the organization. Motivation is a very important prerequisite that can help a company to retain their outstanding members of staff and also help them reach their full potential. There must be a need before someone can be motivated to do something. “Needs refer to deficiencies an individual experiences at a particular time” (Ivancevich, J. et al 2014)

If there is a particular need in a person’s life, it becomes imperative for that need deficiency to be reduced. This is where the motivation process comes into play, this motivational process is goal directed and these goals as regarded as attractive forces that make the individual feel motivated to embark on a process to satisfy a particular need.

There are many theories that have the common goal of attempting to provide explanations to how individuals can get motivated to accomplish a goal, these theories are divided into two approaches namely content and process approaches but for the purpose of this discussion we'll take a look at the process approach and specifically equity theory. "The process theories of motivation are concerned with answering the questions of how individual behavior is energized, directed, maintained, and stopped." (Ivancevich, J. et al 2014) The expectancy theory was propounded by Victor Vroom and it posits that most employee behaviors are voluntary and thus motivated. From a managerial perspective and with the purpose of increasing employee productivity, I'll meet the effort to performance expectancy by making sure that various tasks in the work areas are assigned to adequately qualified members of staff and I'll make sure they undergo training programs to bring them up to speed with updates and developments as needed for their job descriptions. It is very important for employees to believe they have fair and impartial managers in their various departments, managers that notice and acknowledge their performances, thus it is vital that the performance to outcome expectancy is met, and as a manager, I'll make sure my employees are adequately rewarded for their performances as this will spur them on to do even more. As a manager, it will be quite tricky to cater to the individualistic preferences of all members of staff when it comes to valence and desired outcomes. It will be quite easier if the company already has (attractive) incentives put in place for every worker with high performance. These incentives might be bi-yearly pay raises, coupons, vacation packages etc. The outcome of these incentives might not be a hundred percent positively valet, but they'll have to come as close as possible in order for the employees to keep feeling motivated enough to do their jobs and keep meeting the company's goal and objectives. The expectancy theory puts forth the premise that employees will put forth an amount of work and commitment equal to what they expect to receive

in return. Commission compensation structures leverage this theory by allowing employees to earn as much money as they desire, completely based on their job performance. Making sure that employees always expect future pay raises and potential job promotions can keep them working hard to achieve personal goals. If employees expect little compensation and no growth opportunities in return for their work, they may put forth only minimal effort until they eventually look to a new employer for new opportunities.

A manager can successfully apply Vroom expectation theory to the work environment to motivate employees. The theory holds that people are motivated to try harder when they learn that their efforts lead to better results, better performance, and that they will be rewarded. In short, motivation is a product of valence (the value placed on achievement or reward), hope (efforts that pay off in achievement), and instrumentality (achievement associated with rewards). A manager can motivate the employees by making the processes so transparent that the relation between efforts, performance and rewards is visible for all. There are a number of ways in which the efforts can be linked to performance (such as efforts put by a customer care executive resulting in high ratings), and the rewards can be linked to performance (such as all executives having a month end star rating of 4.5 and above getting a free all-expense paid trip to nearby resort town). By doing this, the manager will motivate more and more employees to perform better by putting in higher efforts and earning rewards.

10 Teamwork

10.1 RACI Model for Three Administrative Measures of the Project

The RACI model brings structure and clarity to describing the roles that stakeholders play within a project. The RACI matrix clarifies responsibilities and ensures that everything the project needs done is assigned someone to do it. The four roles that stakeholders might play in any project include the following:

Responsible: People or stakeholders who do the work. They must complete the task or objective or make the decision. Several people can be jointly responsible.

Accountable: Person or stakeholder who is the "owner" of the work. He or she must sign off or approve when the task, objective or decision is complete. This person must make sure that responsibilities are assigned in the matrix for all related activities. Success requires that there is only one person Accountable, which means that "the buck stops there."

Consulted: People or stakeholders who need to give input before the work can be done and signed-off on. These people are "in the loop" and active participants.

Informed: People or stakeholders who need to be kept "in the picture." They need updates on progress or decisions, but they do not need to be formally consulted, nor do they contribute directly to the task or decision.

11 Conflict and Crisis

11.1 Conflicts and Crisis

Any organization can face conflict and crisis. The tourism industry also faces many conflicts. It is the job of a leader to manage conflicts. Bob Iger assumed the position of CEO at a critical time in Disney when the company was in dire need of a revamp both sides of the shareholders, board

members and consumers who seemed to have taken a dislike to its recent creative works and the discouraging revenue figures. As this took place 15 years ago, the same cannot be said of Disney today as Iger approach to leadership was assuredly the catalyst that led to the fruition of his strategy. His brilliant management techniques have not only improved Disney's ability to charm kids all over the world but have also prospered the company financially.

To pull the kind of stunt that he did, Iger had to wear the cap of captain, chief strategist, executioner, and leader (to mention a few). He was in the habit of succinctly stating daring mandates and holding the hands of employees to smash goals which seemed unattainable before now. He had the knack for articulating priorities in the most comprehensive and consistent forms such that it was difficult for any team member to lose sight of these goals even if they tried. He also allowed the clearly mapped objectives to inform the decisions of every team player, while encouraging creativity and innovation with the clear goal in perspectives, as he acknowledges that there are diverse ways to attain a goal. His flexibility and open mindedness helped immensely when Disney was face to face with intimidating challenges. In his book: *The Ride of a Lifetime: Lesson Learned as the CEO of the Walt Disney Company*, Bob Iger explained that there is more to management than viewing it as some type of formula (Stephanie Denning, 2019). He further explained that in dealing with different creative personalities, everything is distinct or individualized, as nothing is out rightly right or wrong in most scenarios, and there are more ways to arrive at a destination than one can imagine. Contrary to what was seen with most bosses, Iger proved that it is possible to be a virtuous individual, yet a fiercely competitive boss and believes that integrity is an invaluable asset to wield as an individual who leads a multitude of people from diverse backgrounds. He has a penchant for values like mutual respect, loyalty, optimism, courage, focus, decisiveness, fairness, thoughtfulness, authenticity, integrity, curiosity, and a relentless aim

for perfection. He reiterates that regardless of how much achievement he has to his credit, he tries in every way to never lose his self-awareness even though everything and everyone reminds him of his power and influence. His innate belief that everything will pan out positively, his ability to communicate that to his team through words and actions and his humility in choosing not to operate from a place of self-preservation and intolerance sets him apart from others and has preserved Walt Disney Studios for more than a decade (Stephanie Denning, 2019).

11.2 Three Expected Scenarios

- The first scenario may be the eventual arousal of covid-19 5th wave.
- The second scenario would be any terrorism activity.
- The third scenario of crisis would be the eventual economy crisis faced by the company.

These three crises can affect this project.

11.3 Optimal Strategies

For managing this conflict a vice and dedicated strategic management leadership is needed. As a manager of the association, I would utilize my ability, knowledge and experience to acquire force and authority. My sub-ordinates would require my direction on issue. What's more, this would imply that they would be subject to me for taking any basic choices. However this is contrary to the standard of assignment of force, it is being utilized broadly by managers to hold the position and force with them. This is an impediment for decentralization and worker strengthening. However, managers deal with their colleagues, cycles and generally division utilizing this procedure. There are various types of risks,

1. **Functional Risk** - This is the risk that the purchased product or service will fail to function as expected. Consumers will react to this by having a mechanism if such incident occurs. For example, customers always like to buy products with warranty. If a product exists which have same features and benefits but if the one product has a longer warranty period, the customer will choose that product.
2. **Social Risk** - This risk is something which the buyer doesn't need his companions to think about him buying this product/administration. Here, the customer will respond by utilizing mysterious method for purchasing or utilizing the product/administration.
3. **Physical Risk** - Here the purchaser fears the actual mischief the product is probably going to cause. For this situation, the purchaser additionally buys wellbeing hardware to secure him against the likely actual damage.
4. **Time Risk** - Here, the purchaser is vigilant with regards to the time he needs to spent while buying the product, for example lines at shopping market, store and so on Customer dodges this risk by purchasing on the web or from a specialist.

11.4 Root Cause Analysis

Root cause analysis is "a method of problem solving used for identifying the root causes of faults or problems." By shaping definable accommodations, building, and shaping processes in place, always leaning towards a joint compromise; extensive problem-solving practices & leveraging collaboration. Keeping mindful conflicts are derived from others not seen other views and appreciating other angle aspects of communication. As conflicts are inevitable, but at least strive very hard to ensure and making all parties feel at ease and comfortable with internal and external conflict resolutions. Companies have to operate ethically and be conflict-free; they have legal

obligations to consumers to work internally to build cooperative teams and ask for much more of their internal leader influences and obligations. Build a competent execution and comprehensive management team, led by example to advance our business depth and our choice to buy and have a set of choices Shape Cultural Staffing centralized, with exemplary core competencies and mission advocacy in all HR processes Ensure your business model has a foundational structure of the process, mechanics, & the highest model of Best Practices; defined by control measures and governance reliability Defined agility in the force modernization that is an adaptive business to instill technology.

12 Resourcefulness

12.1 Distribute the Human Resources

Being the project leader it is the duty of leader to assign this task to human resource department to allocate individuals according to their expertise in the desired are of this project.

12.2 Conducting Crashing and Fast-Tracking Process

Fast-tracking is a technique “where activities that would have been performed sequentially using the original schedule is performed in parallel.” Crashing is “the technique to use when fast tracking has not saved enough time on the project schedule.” for this projects both techniques has been used.

13 Negotiations

13.1 General Rules

It is a two way process between leadership and stakeholders. In this project negotiation is needed towards employees or towards stakeholders regarding budgeting, finance and salaries. I like to think of this as staff monitoring without crashing the car sort of mindset. To build in on the uses

of training, management counsels & then the use of online training of legal compliance activity training. And the last perspective is to showcase the use of client relationships and ensuring the perceptions are understood and the accountability of actions reflects on the business is fully a real perspective to what people see. Again alleviating the misconceptions of the halo theory. Have respect, honor, dignity & consideration of others, and always be ethical in our values so we can be consistently cognitive and have a professional candor about who we are. The low levels hurt business productivity and impact the organizations. We all rather not have dysfunctional activities but rather have functional high-performance initiatives that create and leverage our skills, success & business model areas. For this reason, we must have defined practices, strategies, and reduced threats that maintain resilient work strategies to increase Intergroup and Organizational performances. Thus, a key is to stay ahead of the changes and balance the rhythms of leadership. Get smarter, but don't rely on being the smartest; as management needs positive peace, motivations, social harmony; & no negative voices of influence or conflicts internally. Build positive changes and be influential with goals in how we shape our solutions, promote peace, via reduced conflicts, (Ivancevich, Konopaske, & Matterson, 2014).

13.2 Two Negotiation Plans

We should never be displaying ineffective in adequacy efforts, but not caring for others or being considerate and not acting revengeful like sometimes our anger get the best of us in tempered situations. As we are dealing with feelings and emotions in principle. But the thing that occurs most often is the power-grabbing over others, its best to work with all staff and be understanding and kind, but always approachable at least open to being approached. We don't need attention seekers this is an area that mistrust & resentment occurs. This is where it builds up for people to make rash decisions and bad behavior occurs most often. These are the variables and it's best to

have a controlled approach also. And usually, the people who are late to work. Is the exception in seeing misbehavior occurs often or occasionally, but is another form of misbehavior not taking the work fully for its value & actively engaged by being prepared, (Ivancevich, Konopaske, & Matterson, 2014).