

Leadership in the Hospitality Industry

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### **Introduction**

The leadership concepts have been explained in numerous ways, but the essence of leaderships includes persuading individuals towards a desired goals and objectives. Leaders have the unique quality of motivating their follower. While the management is often considered to focus on efficiency, control and stability; leadership is about concentrating on adaptation, innovation and employee development (Del Mar Alonso et al, 2013). A leader shares and shapes the vision, which serves as point of reference to the work of others. Leadership and management go hand in hand, one natural extension of the other. A manager can formulate an effective marketing campaign, develop an innovative strategy for growth and create the most productive work process, but if the followers are not actively involved in the implementation of these tasks, these efforts will eventually fail. Like in any other industry, in hospitality sector, many managers often unable to understand their full leadership potential (Butler et al, 2014). Some choose not to exercise it, while other does not have the required authority to do so. It impedes their professional as well as personal growth in the development process (Butler, 2014).

### **Discussion**

In the hospitality sector, which usually involves meeting meal deadlines every day and with the associated demands on resources and time to reach those objectives, team briefing can often regarded as a leadership function which is often ignored because of time constraints and pressures. The heart of any hospitality business is its employees (Butler et al, 2014). When manager concentrates on the systems that must be organized and in the right order for the

purpose to run the business in the effective manner, a leader is the person who look beyond those processes and introduce to new ways to achieve overall success. In a hospitality industry, the level and quality of service makes a noticeable difference and provides competitive edge from other competitors. Therefore, much has to do with service leadership because most of the process in the hospitality business requires outstanding and distinguish services (Del Mar Alonso et al, 2013). The hospitality managers and executives possessing strong leadership competencies master them on a regular basis and it is essential to note that the leadership qualities are not the limited domain of those born with capability (Butler, 2014).

Quality leaders acquire many skills and competencies such as courage, qualities and patience, but above all, the most important element that should be present in all the leaders, particularly those who are operating in the hospitality business is excellent communication skills. The exceptional customer service comprises of listening to or focusing on the target market, exploring its demands and projecting the fulfillment of those demands, sometimes before the customers themselves (Butler et al, 2014). Apart from satisfying the customers, hospitality leaders must exercise and maintain good relationships with all the stakeholders, meeting their expectations regularly and listening prudently to their concerns, questions and ideas.

### **Conclusion**

Leadership is essential in the smooth functioning of the business, particularly in service sector like hospitality industry. Leadership in its essence is the act of influencing others to behave in a certain way, working with individuals in a group context and impacting group members and all the subordinates towards the common goal accomplishment. Where managers seek for the immediate future, a leader encourages a more expansive perspective. In the future,

past studies conducted on highlighting the importance of leadership environment in hospitality sector will assist the organizations operating in the same industry to divert all their efforts in strengthening and developing leadership culture within the workplace (Del, 2013).

**References**

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