

Cancerous Cells Within an Organization Deterring the Healthy Running of Daily Operations-in the Hospitality Industry

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I. INTRODUCTION

Significant causes of problems which affect the healthy growth of an organization are miscommunication, disintegration and finally destruction of the functioning systems. The research will refer to the above disorders as causes of cancerous cells within an organization. The purpose is to identify symptoms of the disease from a management perspective, and suggest necessary treatments for cure. The scenario will further be matched with literature reviewed on cancer treatment and remedial applications from the medical field.

The related research and findings in this article are from the hotels managed and opened in Turkey, North Africa, Mediterranean and Europe during the 35 years of service within the hospitality industry. Regardless of country, hotel type or segmentation, the problems of management in achieving set objectives are universal and can deter the healthy functioning and growth of the company. Since completing a goal involves full commitment of all parties involved, it is of vital importance that all data is shared and utilized company-wide. The process should, not only include employees of all levels but, stakeholders, suppliers, customers and society in general.

In this research, problems within the organization are categorized under three headings as stated above.

Keywords:- *Miscommunication, Disintegration, Destruction, Cancer, Treatment, Diseases.*

II. LITERATURE REVIEW

➤ *Miscommunication*

- Not being able to communicate appropriately.
- The occurrence of a breakdown in communication (Dictionary US)

Humans communicate verbally, in writing even with gestures to understand and connect with one another. On earth, humans are the most advanced species who can communicate verbally through different languages and other means of systems like computer software programming and artificial intelligence developed by them. In our daily lives to complete many tasks, we prioritize them and set out to accomplish each one being in constant interaction with the circumstances and limitations which surround us. Completion of tasks may be ceased or delayed by human error as well as causes of the natural environment. In the case where tasks are incomplete due to circumstances

beyond our control, i.e., weather, traffic, hours of operation, lack of proper information, change of conditions were-organize ourselves and re-prioritize our objectives to complete the intended tasks.

For companies, the process is pretty much the same with a significant difference that the number of people who work for the company is more than one. This important criterion makes the healthy completion of the communication process much more vulnerable.

Like individuals, almost all companies have a mission to fulfill which they usually identify in their vision statements. They have a purpose in life as to what's expected from them in the course of their existence. To successfully achieve their mission they identify clear objectives which can guide them during their journey into the future. Communication of all vital issues with staff, as well as to stakeholders, partners, and society, in general, is essential. Any information and data withheld voluntarily or not from concerned parties could have an adverse effect and clog the smooth running of the operation.

There are many types of cancers and research is conducted for their cure. However, in this article, I refer to Gliomas-cancers of the nerve tissue. The term applies to all cancers of the brain and spinal cord. The brain and spinal cord with its neurological cells that function as the network structure of the human body. The similarities between the functioning of the brain to the organizational structure of the company is argued in "The Network Structures" paragraph and figure 1, below:

III. THE NETWORK STRUCTURES

Communication is an essential process in the smooth functioning of any organization. Without proper contact, it is difficult to exchange ideas, thoughts, or information. Conversation cannot take place unless people are involved in transferring data. People, therefore, are the essential element in the communication process. When communication process consists of a group of more than two people, communication networks emerge. Networks are merely diagrams of methods. Communication networks represent the direction and unique arrangement of communication attempts in a given group. The most common communication networks are those presented in Figure 1.

In a typical organization, the communication networks are centralized networks, (such as in a chain,

wheel, and “Y”). In these three networks, the leader occupies the center of the group and passes on the information to all members and from one member to another. In centralized systems, there is a two-way motivating the flow of ideas and increase the member participation in problem solving and decision-making.

Comparison of centralized and decentralized networks reveals that; centralized networks deliver fast and efficient results in small groups. Decentralized networks are

slower in solving the problem and less accurate; yet, morale reported as being higher and more messages were transmitted among members than in centralized systems. For complex problem situations, decentralized systems are inferior. They are slow, less accurate, with lower morale and fewer messages than in decentralized networks. Participative decision making in solving problems by getting members involved produce better results in decentralized networks. In this event, decentralized network deliver better results over the centralized type of systems.

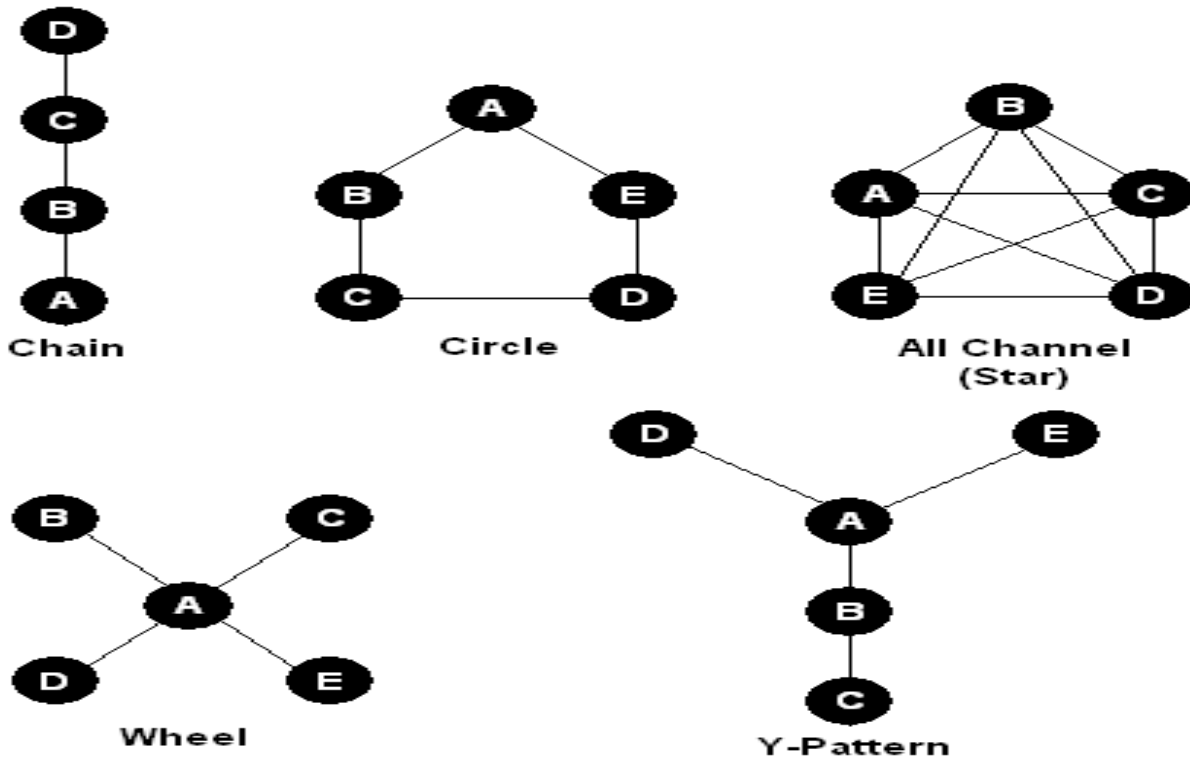


Fig 1:- Images of network structure types

(Communicate In A Business Environment, 2017)

In smaller companies where the top person, leader, founder, is in the center of all communication network may seem to be advantageous, however, it has its pros and cons. It may be faster to take decisions in smaller entities where controlling and checking the existing data and making decisions regarding production, service, and finance may be possible but as the size of the company grows this may not be possible and feasible to follow. In a 5-star luxury hotel, there will be about 12-14 departments which deal with daily businesses and need to be fed & share information regarding service given, the material used, human element and customer feedback on satisfaction and failures of the hotel as a business entity. Hence, from this perspective, an “All Channel” communication system is much flexible as it enables departments to be in contact with each other on a continues basis and take necessary steps of correction much faster. This checking and balancing system eliminates the leader’s involvement on every occasion, and only for matters which need his absolute decision.

Companies are formed and established by humans; hence most of them behave like its owner or founders. Weather, the founder, is an educated and witty person or an impulsive entrepreneur, or an aggressive and uncompromising

individual, his characteristic traits, all negative and positive will be passed on to the company by the way it is run and managed.

Most often people who are good in specific areas are not necessarily good and efficient in others. Thus a person who is witty in trade and investment, might not be a highly social individual. He may not be able to express himself in an environment, do not like to share, indifferent to others thoughts and opinions. A person despite possessing high leadership qualities, may not be able to manage a crowd of people with different personalities without listening and understanding them. Whether, owners, founders of establishment or managers who are out to manage a company must understand that running a company

is no easy task and they not only need to be equipped with “Business Knowledge” but “People Knowledge” as well.

For a company to achieve a sustainable life, it is required to position a check and balance system within the organizational pyramid. As much as the company needs, entrepreneur minds who are very, outward-looking and opportunist, equipped to develop the company faster than people who are inward-looking and study the development of the company with an eye to look and search for signs of problems at every stage. In case the check and balance system is not adapted, detection of problematic issues may grow to more significant stages ending with severe and destructive results.

IV. THE MULTIPLE PERSONALITIES OF CANCER

A. Cancer encompasses as many as two hundred related yet distinct diseases, which raises an important point.

Cancers classified according to the type of tissue and the type of cell in which they originate. Nine in ten take hold in the *epithelium*, the membranous tissue that forms the inner lining and outer covering of organs, glands, and vessels, as well as the surface layer of the skin. These tumors are called *carcinomas*. The remaining 10 percent of cancers belong to one of five other categories:

- *Sarcomas-cancers*:- of the body's connective tissues, including hard tissues such as bone and cartilage, and soft tissues like muscle and vessels.
- *Leukemia's-cancers*:- of the blood and the bone marrow, where blood cells produced.
- *Lymphomas*:- cancers of the lymph nodes scattered along the network of vessels, (the lymphatic system).
- *Melanomas-cancers*:- found exclusively in the skin cells producing the pigment responsible for skin color.
- *Gliomas-cancers*:- of the nerve tissue. The term applies to all cancers of the brain and spinal cord.

B. *Communication Process between Nerve Cells – Glioma Cancer.*

All of our sensations, feelings, thoughts, motor and emotional responses, learning, the memory and other functions of the human brain can only make sense by studying the captivating process of interaction between nerve cells. Simultaneously, neurons collect information about the internal state of the organism and its external environment. After evaluating the data, they coordinate activities appropriate to the situation and the person's current needs.

V. HOW NEURONS PROCESS THIS INFORMATION?

Nerve impulses are passing from one cell to another create a chain of information within a network of neurons.

During the processing of the nerve impulse, electrical and chemical phenomena start to occur. Electrical events propagate a signal within a neuron, and chemical processes transmit the signal from one neuron to another or a muscle cell. The chemical process of interaction between neurons and effector cells occur at the end of the axon, in a structure called synapse. Touching exceptionally close against another cell where the axon releases chemical substances called neurotransmitters, which attach themselves to chemical receptors in the membrane of the next neuron and promote excitatory or inhibitory changes in its layer.

The nerve impulses of one cell influence the nerve impulses of another during the nerve transmission, allowing brain cells to "talk to each other." The human body has developed a large number of these chemical messengers to facilitate internal communication and signal transmission within the brain. When everything is working correctly, the internal communications take place without we even being aware of them.
(Cardoso, 2001)

Neurons are the most extended living cells in the body. Despite the fact, some of them cease to exist during migration and differentiation. The lives of some neurons are negatively affected by diseases of the brain which result in their unnatural deaths.

- *Parkinson's disease*:- which causes difficulty initiating movement as neurons producing neurotransmitter dopamine die.
- *Huntington's disease*:- where a genetic mutation causes the person to control its body movement.
- *Alzheimer's disease*:- where neurons that exist in part of the brain which controls memory are subject to protein build in and around neurons, damaging the brain and preventing the execution of daily tasks.
- *Blows to the brain*:- a stroke can kill neurons instantly or slowly cause them the needed oxygen and nutrients to subsist.
- *Spinal cord injury*:- results in damaging the communication between the brain and muscles by ending the communication process.
(Stroke, 2016)

The above conditions concerning internal communication process of the human being is a significant insight for companies to study. The examples below is a reference to how an unhealthy departmental communication process can affect the hotel company.

Sales & Front Office are the two critical departments of the hotel which are the direct link to guests before their arrival. Both departments utilize CRS (central reservation system) and PMS (property management systems). The reservation process starts and continues through proper communication, noting down every detail of

guests profile, as well as extra information and requests. The information is then channeled through the system over a network of software applications unique for other departments. Such as the accounting, housekeeping, food & beverage, kitchen, maintenance, security, spa and guest services. The network is a simple simulation of the brain communicating with other organs to get the job done according to hotels product and service standards. Any uncollected vital data about the guest, as well as any incorrectly handled data by the staff can cause defects and negative guest satisfaction. All relevant information regarding a guest must be channeled to all concerned parties. From this point on all staff from various departments start to communicate with each other (written, verbally and by other means) through a network process shared above.

VI. HOW CANCER BEGINS

All Cancers, regardless of where they arise, share the same humble origin: a defect in a single gene, a linear thread of chemical substances known as DNA (deoxyribonucleic acid). Each of the body's trillions of microscopic cells contains approximately 140,000 genes which are arranged along twenty-three X-shaped pairs of biologic units called chromosomes.

The genes program every one of our physical, biochemical, and physiologic traits, from hair color to body functions. one of their many duties is to regulate the continuous process of cell division. As the body needs replacements, genes signal their cell to replicate itself creating twins with genetic codes that are identical—most of the time. For reasons, scientists do not fully understand, about once in every 1million divisions a copying error occurs, and one descendant departs with parts of its DNA jumbled or missing.

This by itself does not cause cancer. In fact, it may have no medical consequences whatsoever. Since all cells—except for the human sperm and egg cells—claim duplicates of each gene, often a cell can press on with one regular copy. However, if the cell needs both twins healthy to carry out its tasks, or if the other copy's DNA also becomes altered, the cell ceases to function correctly.

Cancer develops when the genetic mechanism that controls a cell's proliferation goes awry, allowing it to multiply recklessly. For this to happen, however, a cell has to acquire some mutations in its DNA, usually over many years. In carcinoma of the lung, for instance, "it probably takes a minimum of ten to twenty genetic aberrations for cancer to occur,"

(Peter Teeley, 2000)

VII. DISINTEGRATION

- The process of losing cohesion or strength.
- The process of coming to pieces.

(Dictionaries)

The act of disintegration happens in an unhealthy environment. The progression of disintegration may be slow or relatively fast depending on the situation at hand. Best

example would constitute a freestanding hotel owned and operated by the owner. A successful hotel is an establishment where the proper feasibility study regarding location, sales-marketing, finance, technical issues, law & regulations must be prepared and analyzed.

(Seymen, Critical Research & Analysis prior to the opening of Hotels. Istanbul, Turkey., 2017)

Deviating from these issues will create problems in running a successful organization. Not taking into consideration the location of a hotel, as well as the type of the hotel to be built, will critically affect the return on investment. If the calculation of return on investment is wrong, the number of personnel needed will suffer as this is the area where the cost cutting starts. The chain reaction will drop not only guest satisfaction but also the morale and motivation of personnel. The example above shows the start of a chain reaction where disintegration between parts of the organization becomes imminent.

The loss of cohesiveness is a result of disintegration. It is a stage where parts of the system or a network start to dissipate and loose connection. From a psychological aspect, disintegration stage harbors, loss of hope and a negative atmosphere where relations begins to suffer. In most cases, trust to the system and between people is at its lowest levels.

Below is a good example, of guest satisfaction concerning a hotel operation?

No matter if guest satisfaction traced through software programs and applications via internet before-during-after guests visit the hotel, where vital information is collected and tabulated for management to take necessary actions. On a daily operation, the management does not necessarily come face to face contact with the guest. Hence the pleasure or disappointment of the guest mostly gets unnoticed by the management. The valuable information regarding guest feedback by employees must be adequately channeled for proper action to be taken by the management. Employees have valuable information regarding the behavior of the guest. Logical outcome would be for the management to seek out the ideas and suggestion of employees in implementing specific remedies and changes in policy and procedures that concern guest satisfaction. In this case, periodic meetings allowing employees to participate in finding solutions as a corrective action process must be implemented. Failure of not engaging employees at this stage will cause a critical gap in the system where employees will be left out in the implementation of the corrective action process. Should this pattern continue, loss of motivation and a nonchalant attitude towards the organization and management regarding teamwork and sense of belongingness will rise to higher levels? Further continuation, will bring loss of hope in taking corrective action by involving employees in the process. Eventually, bring loss of trust towards management and the mission of the company on the part of the employees.

VIII. WHEN CANCER SPREADS

Cancer starts when normal cells reproduce and create new cells with defected DNAs. Defected cells create the primary cancerous tumor during this process. Primary tumors are localized, but when they start to spread to other parts of the body by forming secondary tumors, they pass into metastasis stage. Cancer may develop in the different parts of the body. However, if it remains as a localized primary tumor, it can be removed surgically. However, cancer in metastasis stage is where patient life is in great danger.

The secondary defected tumors can travel through the lymph nodes or blood circulation system during the metastasis stage. Cancerous cells can cling to other organs such as breast, lungs, etc. In the case where they filter into the blood vessels through tiny holes in veins (“Intravasation”), they can survive for months or years. Eventually, they die due to penetration of red blood cells or by the rapid flow of the blood circulating in the system. The recent figures estimate that only 1 out of every 10.000 cancerous cell survive within the blood circulation system.

There is a chance that the cancerous tumor can extract itself out of the blood circulation system and cling on to nearby organs waiting for the right time to grow and multiply, (“Extravasation”). Most of the cancerous tumors which go through the “extravasation” process will not develop secondary cancerous tumors. They will remain dormant and inactive for a long time.

Recent findings suggest that primary tumors send out signals to create new blood veins-cells and retard the progress of secondary tumors. This sheds new light on the surgical removal of the localized primary tumors and argues that it may not be the right procedure in some cases. (Mustafa Camgoz, 2016)

A. Destruction

- The action or process of causing great damage to something that it no longer exists or cannot be repaired.
 - The action or process of killing or being killed.
 - A cause of someone's ruins.
- (Dictionaries)

B. Death by Cancer

• Fatigue

Fatigue is the feeling of being tired physically, mentally, and emotionally. Cancer-related fatigue is an unusual and ongoing sense of extreme tiredness that doesn't get better with rest. Almost everyone with advanced cancer has this symptom.

• Pain

People with cancer often fear pain more than anything else. Pain causes to feel irritable, sleep poorly, decrease appetite, and decrease concentration, among many other things. However, pain can be controlled and managed by expert hands. It is important to know that pain does not have to be a part of dying. Talking to the health care team about pain is imperative. They understand that

pain is expected that and will be controlled. The patient and health care team must work together to reduce suffering, relieve pain, and enhance the quality of life.

C. Appetite changes

As time goes by, the body may seem to be slowing down. The patient may become to feel more tired, and maybe the pain intensifies. As this happens, the patient may become more withdrawn and find himself eating less and losing weight. Regrettably, this is a natural part of the last months of life, but it may be the start of a battle between the patient and his loved ones.

D. Problems breathing

Even thinking about breathing problems can be scary. Trouble breathing and shortness of breath are very common in people with advanced cancer, but it can be managed at the end of life. (Society, 2017)

The operational chores of the different departments of the hotel have been described, and integration between are highlighted. As stated in miscommunication and disintegration sections the breakdown in the flow of communication will undermine the smooth running of daily hotel operations. The final destruction will follow the same pattern above for the organization starting with Fatigue, Pain, Change in appetite and Breathing problems. Namely; the cohesiveness within department and workers will start to dissipate. The departmental policy, procedures as well as objectives will no longer be the common element among members, due to physical, mental and emotional tiredness. The disrupted communication between departments and workers will further bring negative results and low guest satisfaction, loss of business and market share due to low brand identity. Finally leading into chaos where a nonchalant behavior sets in and workers become indifferent to the needs and wants of the company and guest expectations. This may not seem as a deadly blow, but a company to reorganize through termination and rehiring process and create a sense of belongingness among workers, establish a higher morale to achieve individual and joint objectives will take time, investment and resources. Even when the new process is completed all new and old personnel need to be trained together per company policy and procedures to achieve set objectives. This could cost a company millions of dollars in lost revenues, a bad image, low brand identity and low esteem on part of the potential work force.

E. Sales & Marketing

Regardless the size, all hotels require a structured sales office with agents handling the corporate, leisure, incentives and e-commerce as well as GDS business. The fact that these activities being handled by the cluster office can cause the hotel to be more vulnerable and depended on the operating company. The person-in-charge at the hotel will have to oversee the seamless transition of issues related to sales and marketing of the property. The Sales & Marketing department should manage rate structure, room

types, and dynamics of the central reservation system on a daily basis.

The Director of Sales and Marketing (DOS&M), Rooms Division, Front Office (reservations & receptionist) including the Revenue Manager must receive detailed training on Property Management System (PMS) programs. (OPERA, SUN, NAVISION). The functioning of Central Reservations, as well as business coming from the cluster office, must be followed on a real-time basis. Planning of rate and sales strategy by segmentation are the essential duties of the Rooms Division and the Revenue Manager.

Sales and marketing action plan identifying competition must be prepared to encompass all relevant exhibitions, fairs, road-shows pertaining, travel trade and corporate business. Hotels sales team should be visible in marketing and sales events rather than the cluster. An affiliation or a sales & marketing partner should be considered such as “The Leading Hotels of the World,” or “Preferred Hotels of the World,” to increase hotel sales. All departments must share the relevant data regarding guest profile and additional guests needs with each other.

F. Public & Guest Relations

An external PR agency firm dealing with publications and processing of printed materials and releasing of media material for promotions and events of the hotel is a must to communicate internally and externally. This ongoing act must be followed internally by a person or a small team of public-guest relations office.

The social media has to be monitored through a careful evaluation of materials and relevant publications. The hotel must have a clear path in its mission as to what it intends to achieve. This task should be identified and communicated clearly. A set of social projects must be declared and pursued accordingly. “Go-Green”, Green Hotel project and involvement in charity works or educational aid projects for schools are an excellent example of social works.

Guest satisfaction tracing system must be initiated through employees and applicable software programs an applications by the hotel. The frequently used “Revinat” system should be checked daily to track down guest comments both from Trip Advisor and Booking.com. Guest service attendants must engage with guests personally conduct small surveys, or interviews while the guest is still in the hotel. “WEB VALLET” software program can be used for this purpose. Guest questionnaire specific to service and products provided by the hotel can be sent automatically to interactive and cellular devices such as i-pads, i-phones, and androids. In-house up selling and promotional schemes can be forwarded through same tools. All relevant data regarding guest profile and additional needs should be shared with other departments.

(Seymen, Change Management and it's Applications in a Luxury Hotel. Venice, Italy., 2017)

G. Rooms Division

Rooms Division Manager's role is to have direct relations with the PR, Sales & Marketing, Reservations and the Revenue Manager on the property. Concierge; the heart of greetings-service-farewells need very energetic and highly extraverted people with language skills as well as a positive attitude. The Rooms Division manages guest Services, Bell Service, Housekeeping, and the Front office. Rooms division is the hub of all relevant information regarding guests including but not limited to the check-in-check-out details. Large hotels initiate CRM modules collecting guest data and prepare custom-tailored packages for their guest to increase guest loyalty.

A problem-free billing process must be maintained. This department must follow cancellations, late check-ins-outs, VIP's and all other detailed chores. Hence, all front office staff must monitor the needs of the guest proactively, during check-in and before the check-out process anticipating guest's needs is the motto of this department and should be managed accordingly. The manager needs extensive training and coaching in management & leadership and people skills. Needless to say that all relevant data regarding guest profile and additional needs should be shared with other departments.

H. Housekeeping

Housekeeping is one of the most vulnerable departments of the hotel. Rooms and public areas, as well as the outside parameters, need constant attention. The Executive HK must be an energetic person and not spend time on desk jobs. Instead, initiate routine property controls and checks throughout the day. A vital issue for this department is that it cannot be overstaffed or understaffed of maids and houseman.

The department must have a yearly cleaning and preventive up-keep programs. There are software programs for reporting-tracking room repairs and maintenance. CRM section of OPERA is being used for this purpose where maids enter all repair works which must be completed by the maintenance department. To properly implement the software, technicians complete the work order at a specific time and close the repairing process. By utilizing the yearly preventive maintenance program, guest rooms, public areas all interior and exterior facilities are adequately cleaned following a periodical cleaning schedule.

I. Revenue Management

A revenue manager or a person for yield management must be hired to check the availability of room types and applicable rates of the property as well as significant competitors. The most important task of the revenue management is to load rates per segmentation by following specific clauses of exclusive contracts, internet & third-party rates and deals with a particular deadline.

Depending on the type of hotel there may be over 500 rate categories, some honoring fluctuating rates and flexible contracts with cancellation dates only hours before the check-in process. To manage a complex matrix one

needs to understand what to do before engaging in any daily-weekly-monthly rate & sales strategy by monitoring the competition and business in general.

Standalone properties which are not part of a central sales office need to complement revenue management within independent software program such as “Travel Click” to monitor the competition explicitly following the daily rates, and occupancies with ADR’s of direct competition. There are other valuable reports such as 365-degree report as well as a daily rate management report. The ability to sell rooms at the right time and price depends how this complex matrix of different conditions are checked regularly against room inventory. Based on the findings of the matrix both sales office, reservations and the rooms division must be notified accordingly. Any changes to plans or updates involving billing process must be notified to the accounting department.

(Seymen, Change Management and it’s Applications in a Luxury Hotel. Venice, Italy., 2017)

J. Food & Beverage & Kitchen

A seasoned F&B Manager with a Maître d in charge of the restaurant and a Head barman controlling bars including a Banquet Manager, Room service Captain will efficiently manage this department. In a bigger facility, the F&B manager may need an assistant, a secretary or even an operations manager to help run the daily business.

Banquets and receptions are the areas where the extra staff is required from outside vendors. This creates a situation which may have an adverse effect on the brand and property in general. Extras usually work an event and will not be needed until next time. Since they are not on the payroll their commitment levels to the property is quite low. They also need to be monitored carefully by the security to prevent unexpected events.

The kitchen accompanies this department with a Head Chef and a brigade of cooks as well as a Stewarding department in charge of sanitation and cleaning of kitchen, utensils, and equipment. Food & Beverage and the Head Chef is responsible for all costs and calculation of menus, as well as the pricing strategy, department’s success reflects directly on the departmental P&L’s. Most critical factor for this department is the purchasing policy, inventory control, over-staffing and utilizing of extra personnel during the events.

IX. OPERATIONS

A. Manning

Human Resources (HR) office should be involved in the calculation of all personnel including the hiring of extra staff. HR department, today should have a strategic role in planning and control the amount of workforce needed. Accounting office should also be involved before an event-organization takes place where the extra staff is to be used. The proper recording of arrival and departure of staff as well as wages to be paid must be followed in detail. Human resources department must monitor, manning levels

of each department and re-evaluate weekly rosters against monthly occupancy forecasts. Full-time staff already on the payroll, as well as extra staff needed, should be checked against daily rosters and re-evaluated to minimize payroll.

B. Service

Regardless the size of a hotel a training department must be devised especially in stand-alone properties. Even if the hotel is a franchised or a management operated company, an independent training department is vital to upkeep product and service standards. In addition to this self-improvement sessions and trainings should be organized to be given by outsourced companies for managerial staff on effective management techniques, cost containment, leadership skills, team-work, etc.

The serving of breakfast with proper utensils and equipment including a proper cold and hot sections to display food is an absolute necessity to meet the required hygiene conditions. Kitchens should be equipped with proper storage areas. The main kitchen should be clear of all material and goods blocking fire exits; all cold fridges should be positioned close to the central kitchen with repetitive storage facilities in the kitchen for daily use. All should have proper ventilation. Areas should be equipped with fire extinguishers, accompanied by the proper sprinkler system. Miser-en-place areas as well as linen & napkin section to be separated with clean & dirty materials stored apart from each other. All pantries and satellite kitchens should be equipped with proper shelving, and stewarding areas must be kept separately to prevent breakage and loss.

(Seymen, Change Management and it’s Applications in a Luxury Hotel. Venice, Italy., 2017)

X. EVENTS & ORGANIZATIONS (E&O)

Events and organizations department should be under the Sales & Marketing Department and report directly to the DOS&M, with links to Rooms Division. However, since the nature of business involves servicing of food & beverage, it also reports to the F&B department and the Kitchen. The cross involvement of several departments through the reservation and event management is to achieve revenue maximization. E&O is equipped with Sales & Catering Module (S&CM) of OPERA, “Micros Fidelio” software plans and schedules all E&O activities for the property throughout the year. The S&CM automatically prepares a Banquet Event Order sheet, (BEO) against a contract for each occasion. S&CM has links to Micros Fidelio’s (Materials Control) software which enable the calculation of menu costs against the calculated sales prices. Having these systems will inform the kitchen, stores, purchasing and accounting office online to take proper action and have controls with proper approvals on a real-time basis.

A. Stewarding

An expert Chief Steward is essential to prevent unnecessary breakage and loss of all valuable utensils and service-ware. There needs to be a monthly inventory taken

to track down the breakage. Storage facilities and back of house must be designed to prevent breakages.

B. Purchasing

The purchasing office prepares orders through “Materials Control” module of Micros Fidelio. The purchasing process always starts with a purchase request, turning into a purchase order after reviewing the item and stocks of such material. To complete the purchase order, the process must follow through the approval stage of relevant departments. Finally submitted to the GM for final approval. All stocks are identified according to specifications, and a par stock level is established allowing some items to be ordered automatically through the system.

C. Accounting

Critical work needed from this office is to have control systems on revenues and costs of the property. The preparation of reports must be thorough and adequately checked before their release.

Budget, Forecasts, P&L’s, monitoring of Accounts Receivables, Purchasing policy, Manning levels and controls of the workforce. Proper controlling of Rebates, Voids, Corrections. Month-end inventories, CAPEX are just some of the few areas where this department should be focused and follow-up daily transactions correctly.

All contracts signed must be tied with a deposit clause securing the partial payment against any cancellation. Any and all last minute items which may be requested by the client should be inaugurated with the original contract. The client must sign all contracts before the event.

(Seymen, Change Management and it’s Applications in a Luxury Hotel. Venice, Italy., 2017)

D. Security

A professional and trained Security Manager is essential to prevent events from happening and handle events professionally. The security brigade must be trained for proper greeting at the main gate where all arrivals especially VIP guests enter the property. This can be coordinated with the RDM. The greeting of guests, should have a set ritual of welcoming at the entrance. Security staff located at guest arrival points to be issued the daily arrival list of VIP’s and guests as they need to address them with their names at the time of the first contact.

Security department should execute fire prevention and safety programs followed by periodic fire drills. Loss and theft issues along with third-party liability and insurance issues for the property must be carried out by this department. To maintain a problem-free work environment search of personal belongings while entering and leaving the property (subject to law & regulations). A system to monitor the movement of staff under local and international legal system to be installed controlling outsourced vendors and extra staff hired.

Surveillance system in the hotel and around the property as well as event areas must be identified, and proper installations must be completed to prevent guest allegations.

E. Maintenance

Hotel property depending on the size must be maintained consistently. Apart from the interior, outside parameters including gardens, pool, tennis courts and all other facilities must be periodically maintained at all times. Even if the hotel is a seasonal property, the maintenance department should apply the year-around preventive and maintenance program.

Technical equipment and machinery must function well to keep all areas clean, and well looked after. Plant room with Boilers (heating & cooling) Central AC unit (chiller), Generator, Electrical (high voltage) section as well as substations of the greater property must be checked periodically. An annual preventive maintenance plan with monthly breakdown need to be followed with proper documentation and reports. The IT (digital hard & software) room where; Servers, Fire systems, Telephones (switchboard), music systems, CCTV and UPS are to be monitored 24/7.

A proper indoor-outdoor insect and rodent prevention plan must be devised on a monthly basis covering guest-rooms, public areas, the conference building, personnel quarters, storage areas, kitchens, bars, laundry facilities, garbage areas and all other applicable points.

Maintenance department should supervise the upkeep of kitchens. Maintenance manager along with the security officer must carry out the regular fire prevention training and fire drills. Insurance of all machinery and equipment on the property must be covered and recorded by this department. CAPEX items will be recorded and maintained with coordination of the accounting office

Any deviation from daily activities will prepare the beginning of destruction within the organization. If daily chores are not executed by professionals with specific skills and knowledge the miscommunication, disintegration and destruction will inevitably take place within the sections of the organization.

(Seymen, Change Management and it’s Applications in a Luxury Hotel. Venice, Italy., 2017)

XI. FINDINGS

To fight against management problems deterring the smooth & healthy running of an organization is to open up all communication channels and share information with all parties who are involved in the daily operation of the establishment. Specifically this is very relevant for the service industry where, hotels, restaurants, cruise lines, travel agencies, who are in direct contact with the guest with an ultimate goal to increase guest satisfaction.

Below are the treatment needed for a company which has symptoms of poor management and problems in daily operations:

- Open all communication channels.
- Use communication networks to reach every single person within the organization.
- Instill “participative management” in solving problems.
- Hold regular meetings with staff.
- Hold meetings with lower-level employees.
- Implement “Change Management” and be open to new ideas and suggestions.
- Re-structure the company into manageable sections.
- Implement an incentive scheme to achieve high guest satisfaction Observe competition.
- Listen to guests.
- Listen to all staff and treat them like a family.

The precautions to fight against cancer are listed below:

- Don't use tobacco.
 - Eat a healthy diet.
 - Daily exercising while maintaining a healthy body weight .
 - Protect oneself from the sun.
 - Get immunized.
 - Avoid risky behaviors (practice safe sex, do not share needles).
 - Get regular medical care .
- (Clinic, 2017)

XII. CONCLUSION

The researcher set to identify significant causes of problems which affect the healthy growth of an organization as miscommunication, disintegration, and destruction of the functioning system. Further, reviewed literature about cancer, explicitly relating to Gliomas-cancers of the nerve tissue which applies to all cancers of the brain and spinal cord. Similarities between the functioning of the brain compared to the functioning of communication networks within an organization were identified from a management perspective. Remedies were presented in the findings section. As a result both in cancer treatment and in an organization to prevent problems, early detection systems must be installed, and a check and balance system must be running on the a24/7 basis to detect and prevent problems. Deviation from daily activities will prepare the beginning of destruction within the organization. If complex chores are not executed timely which require professionals with different skills; miscommunication, disintegration and destruction will inevitably take place within the sections of the organization. If proper corrective action is not taken this could cost a company millions of dollars in lost revenues, bad image, low brand identity and low esteem on part of the potential work force.

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