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# FPHP BULLETIN HOT & TOUR

THE CROSSROADS;  
UNVEILING FOOD, TRENDS, & CULTURAL EXPERIENCES

NEWSLETTER VOL. 1/2023

*"Embracing & Escalating FPHP Creativity & Passion in Writing"*



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# FPHP Bulletin Hot & Tour Newsletter

## THE CROSSROADS; FOOD, TRENDS, & CULTURAL EXPERIENCES

### **AN OVERVIEW OF CLAN CULTURE IN THE HOTEL INDUSTRY IN MALAYSIA**

BY DIAN ASZYANTI ATIRAH MOHD ASRI (DR.)

#### **Introduction**

The hospitality industry contributed significantly to Malaysia's and the global economy. Therefore, it is important to understand what factors contribute to the success of this industry (Seidu et al., 2022). Organizational culture can be a significant factor in the development of hotel management practices and eventually influence the success of an organization. Based on an online survey conducted in January 2022 among all 203 general managers in four- and five-star hotels listed under the Ministry of Tourism and Culture (MOTAC).

The outcome shows that clan culture was the most practiced in Malaysia among all four types of culture. Based on the findings, the author has come up with an insight into the most agreeable culture, which is the clan culture. In the bustling world of hospitality, where exceptional service and guest satisfaction reign supreme, the choice of organizational culture can be pivotal. One such culture, the clan culture, has woven its way into the fabric of the hotel industry, shaping the dynamics of employee interactions and ultimately influencing hotel performance. This narrative review delves into the nuances of clan culture within the context of the hotel industry,

exploring its effects on employee engagement, customer service, adaptability, and potential pitfalls.

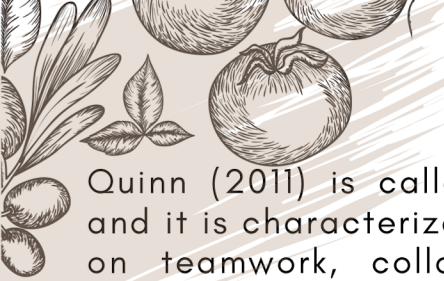
### **The most agreeable culture in four and five-star hotels in Malaysia**

For a variety of reasons, hotel organizations, like many other types of organizations, may decide to foster a clan culture among their employees. One of the four organizational culture types suggested by the Competing Values Framework by Cameron and



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Quinn (2011) is called "clan culture," and it is characterized by an emphasis on teamwork, collaboration, and a sense of family inside the organization. According to my personal opinions, there are a few reasons hotels might decide to embrace a clan culture.

First, clan cultures place a strong emphasis on creating a welcoming and supportive workplace where workers feel heard, appreciated, and connected. Higher levels of job satisfaction and engagement may follow, which may lower turnover rates and boost employee morale.

Second, providing excellent customer service is essential for both repeat business and guest happiness. Employees are more likely to go above and beyond to give outstanding service when there is a clan culture that promotes teamwork and a strong sense of belonging.

Next, this culture encourages cooperation and teamwork, enabling many departments to successfully communicate and resolve issues together. Additionally, it frequently promotes employees' role ownership and creative idea sharing.

*'A clan culture can aid in developing a reputation as a top employer, making it simpler to attract and keep talented workers.'*

BY DIAN ASZYANTI ATIRAH MOHD. ASRI

Employees are more inclined to take the initiative, come up with solutions, and offer suggestions when they feel empowered, which can help the hotel operate more efficiently as a whole.

Then, clan cultures frequently place a high value on ongoing education and growth. In the hotel sector, where trends and visitor expectations can change quickly, this is particularly crucial. A workforce that is more skilled and flexible may result from a culture that encourages learning.

With shifting demand and unforeseen difficulties, the hospitality sector can be unpredictable. Employees and teams can react to changing situations more successfully when there is a clan culture that values flexibility and adaptation. Additionally, working in a hotel can be difficult and occasionally require long hours.

Reduced burnout and increased mental and physical health among employees can be attributed to a clan culture that prioritizes work-life balance and employee well-being. Strong interpersonal ties among staff members are encouraged by a clan culture, which can improve cooperation, trust, and togetherness. This may result in a more encouraging and productive workplace. A clan culture can aid in developing a reputation as a top employer, making it simpler to attract and keep talented workers.

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