MANAGEMENT ANALYSIS REPORT INSTRUCTION

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PART I

Victoria Park Recreational Facility in Hong Kong

Located in Hong Kong, Victoria Park is one of the largest parks on Hong Kong Island. Victoria Park covers an area of 19 hectares (LCSD, n.d.). Victoria Park was named after the British Queen Victoria. There is a statue of Queen Victoria at the park entrance (Victoria Park - One of Hong Kong’s Most Popular Parks, n.d.). Victoria park is registered within historic parks under the historic and monuments Act 1953by Historic England for its special historic facilities (VICTORIA PARK, Non Civil Parish - 1000178 | Historic England, n.d.).

The park offers sports facilities such as basketball courts, handball roller, skating rinks, fitness stations, jogging trails and children’s play area (Leisure and Cultural Services Department - Victoria Park - Introduction, n.d.). The park provides sports facilities such as soccer playground pitches and swimming. The park also has a multi-purpose swimming pool as one of the essential sporting activities. The swimming pool is of international standards and provides options for public swimming. Among other facilities found in the park is the Victoria Park Tennis Court, equipped with a spectator stand with 3600 seats and 14 tennis courts (LCSD, n.d.).

The park is famous for being an attractive venue for sports and recreational activities. It is also a spot for community cultural activities and events. Thousands of people visit the park for the Hong Kong Flower Show, Lunar New Year Fair, and the Urban Mid-Autumn Lantern Carnival events (Hong Kong’s Mid-Autumn Festival 2021, n.d.).

Victoria Park is a corporate organization with a corporate business plan. In 2015, the town began a town’s new strategic plan known as the Evolve plan. The park's corporate business plan is a five-year planning document that entails the strategic community plan. The town will, among other plans, renovate Victoria Park to accommodate the growing population to accommodate more customers. Among its competitors are Kowloon Park, the Tai Po Waterfront Park, Tamar Park and Pet gardens. Victoria park aims to provide better recreational facilities to outstand its competitors.

Victoria Park is a community-based park. One of the missions of victoria park is to ensure that it remains the best community visitor attraction site. The park has always been attractive for many years, attracting visitors from the country and worldwide. The vision of victoria park is to be a welcoming and vibrant park that will offer modern recreational facilities and maintain its heritage which it is significantly known for. Victoria Park also wants to be recognized as the best social enterprise and be financially stable.

The goals of Victoria Park are to provide a well-maintained park with diversity and include a set of volunteers. The park also aims to provide an exciting site for all calendar events of the year while offering good partnerships with other organizations. The park also aims at becoming financially stable and organizes generating surpluses and building reserves.

Victoria Park has its set code of behaviour. It promotes the integrity of the employees, respect for all, opportunities, friendships, caring and support, and responsiveness to community needs. Being a community-based organization, Victoria Park promotes the management of the environment and provides a clean facility for recreational activities.

The organizing structure of victoria park is based on a hierarchical order. The head is the Chief Executive Officer (CEO), who runs the executive duties and manages the overall operations in the company (Organisation Structure 2017-2018, n.d.). Under the Chief Executive Officer (CEO) are the chief financial officer, the chief community planner and the chief operations officer.

The chief financial officer controls the management of finances. The chief community planner makes plans and organizes the events in the park. The chief operations officer designs and implements business operations and establishes policies that promote the organization's vision and goals. Down the hierarchy are the departmental managers assigned to different departments such as technology.

There are various jobs in Victoria Park. Since the park attracts a large number of people, businesses do well around the area. Businesses such as restaurants and hotels offer employment opportunities to people in that area. Among other people employed in the area are security officers to protect the assets inside the park. Cleaners are also employed to keep the park clean and promote a habitable place for all living things in the park. Others are park keepers and grounds persons employed around the park—specialists such as technology officers, financial specialists such as certified public accountants, and event organizers.

Conclusion

Victoria Park is one of the best recreational facilities in Hong Kong. The park offers various recreational activities such as sports and provides ground for event hosting. The park has visions and missions that they hope to achieve in the future. Victoria Park aims, among other aims to become a financially stable institution. The park's management is based on a hierarchy, from the highest leader being the Chief Executive Officer. The park contributes to the growth and development of the economy by providing employment opportunities to citizens. There exists a research gap in establishing the main contributions of victoria park to society at large.

References

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