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Module name: Business skills for the international Hotel industry

Module Leader: Daniel Payne

University: University of Wales Trinity Saint David

AI declaration form

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Reflective Journal

Upon each week of Business essentials module, I have had time to reflect upon the experience and lessons I have learnt to further improve myself within Hospitality and Hotel industry. Looking through week two to week eight to see what I have learnt throughout Business essentials. While at the start of Hospitality and Hotel management I wanted to explore how to further my skills to be tailored for a career in hospitality management. This leads me to my goal of developing skills to become a hospitality manager in future. How I felt at the beginning was nervous as I have studied a management course before, but the management course was not tailored to hospitality. Throughout the weeks of studying my nerves have eventually turned into excitement from learning new skills and making professional connections. Which I will now explore throughout each week using the Experience, Reflection and Action-ERA- model by Jasper 2013. My action is to write the ERA model adapted to my experience from week two to week eight of learning.

Firstly, I start at week two. Week two was all about time management skills and how to use the library online resources. What I hoped to achieve in this week was how to plan and organise my time by using time management skills. Furthermore, I felt excited to start learning about time management and new concepts, such as: "Eat the frog" which means complete the trickier tasks first and the easiest task last. After I learnt this concept, I applied the concept to my assignments because I had issues with identifying which tasks order that I would complete them in. Therefore, I felt anxious as I was unorganised. After I understood the concept, I felt more confident in completing tasks in a good time frame in a good order. This has also helped me within my studies. Moreover, the library online resources helped me to gain confidence in how to use the e-books effectively and how to reference the e-books. This helped me feel more confident at finding reliable resources for my course work.

Secondly, week three lesson was about digital skills. Within this lesson the topics that resonated with me to improve further on where the digital skill workshop, LinkedIn learning and digital skill role play. What I hoped to achieve in week three was to improve my written communication further and I also wanted to learn new skills that are for management in hospitality.

I felt nervous about the writing skills demo. I then wrote a brief overview of a report with some references during the lesson. I became more confident with referencing and writing from the demo report throughout the lesson. Therefore, after the lesson I wrote an in-depth report and memo for hotel staff about the customer complaints- which I became more effective at communicating through written communication. This became a positive experience for me; I became more confident as I realised the style of communication had to be also effective. Furthermore, from studying further skills, I was able to gain more knowledge about how a manager can communicate effectively to a team- linked in learning. Moreover, by the additional use of the library, I was able to references effectively and use a range of reliable sources; which I found useful because I applied the referencing format to my assignments.

I realised from week three I will have to further my knowledge in research, communication and effective management skills. I could further my learning by using LinkedIn learning and to read reliable books that are for hospitality and hotel management. By using LinkedIn learning –watching tutorials- I was also able to create a professional LinkedIn account that would be helpful in the future to make professional connections and for employees to view my career history and skill set in hope for future employment.

Thirdly, week four was about referencing skills and writing skills. At the start I hoped to achieve how to write more accurately; as I felt unconfident in my written communication. Moreover, I learnt about how to cite work into paragraph; which has been useful in assignments. Furthermore, while writing skills I learnt how to structure different documentations and conducting the tone of the documentations. This will help me throughout university assessments and in future employment. Overall, I felt more confident in my writing ability after week four lesson.

Additionally, week five was reflective modules. I aimed to achieve how to use concepts such as the “ERA” to write an efficient journal for my assignments and to use “ERA” during work experience to improve my work ethic. As I had learnt reflective models before I felt confident in carrying out reflective journals. This week allowed me to reflect on the skills that I already had and to make amendments on areas that needed improving such as what to write in the “reflective” part of a reflection in depth throughout my study.

Moreover, week six was the visit to the “Institute of Hospitality” event. I hoped to achieve to learn more about what the hospitality sector expects from employees because hospitality is a new career path for me. At first, I was anxious and overwhelmed as of the large crowds which I was not used to and the new information provided by the “Institute of Hospitality” provided. The key points that I learnt from this event was to make new professional connections and connect using my LinkedIn profile.

Subsequently, week seven was the visit to Bluestone Wales and The Grove Narberth. I hoped to achieve an understanding about the companies to use during my assignments in other modules. I felt amazed that I had the opportunity to have more of an insight into the companies.

Finally, week eight was content creation. What I hoped to achieve was to know how to use “Canva” to produce a professional Curriculum Vita. I felt from the week more knowledgeable about how to use Canva which led me to produce a professional Curriculum Vita which I am proud of.

Action Plan

From my reflective journal I have found out what my strengths and weaknesses are in terms of skills and knowledge. By improving my strengths and weaknesses this will improve my opportunity for future employment.

The skills that I have identified as my strengths are customer service; time management and critical thinking.

To apply customer service to the hospitality industry I will research further into the hospitality by reading books about guest service. This will help me to understand how to apply guest service to real life situations in the workplace. I will also take on work experience opportunities such as the Morgon hotel to further my skills. While I was on work experience, I realised the difference between customer service and guest service because guests have different needs to be met. This experienced helped me to further my knowledge and in future learning about guest service, that will help in other work experience; in my future career as well.

Moreover, I have learnt more about time management through this module, and I will learn more aspects of time management in future.

Furthermore, problem solving by using critical thinking (Ennis, 1985) to make accurate decisions based on facts to produce an outcome- is the last strength which I will need to improve more- instead of incorporating my feelings I must base my knowledge more on facts. As of which I identified through (Myer-Briggs,1980) the research of the personality tests to find my personality and the work of Belbin (Belbin,1981) to find out what is my best team role is.

While my weaknesses are social media skills, leadership and written communication.

Reading books on social media will help to understand the core values of social media content which will help me gain knowledge on how to transfer the skill into practical situations. Moreover, studying others social media such as influencers will help to further

my understanding on how to use social media effectively. From studies: a significant plan for content is to generate ideas and apply to the social platform; with the addition of planning the video to the target audience that I would post each time (Steckly. K. 2025). This will assist me in my job role and creating social media content.

To improve my leadership skills, I could present myself in a manner I would want others to show and to build deeper connections with others because, relationships with others shape their viewpoint which could affect others behaviour-from how I present myself (McGregor, 1987) and as an unconscious role module (Mcabe,1988).This will help me to effectively lead a team and get tasks done in future.

Lastly, to improve my written communication I must analysis and obtain accurate information (Derrida, 1976) as written communication are records to produce an outcome for the reader; when the information is recorded accurately the reader will make a fair judgment. Therefore, to improve my written communication is by having an overall accurate record which will help the reader understand my dialog and reach a fair judgment.

To conclude, all the skills that I have mentioned are what I have explored through my report to take my learning further to assist me with future employment.

Citations

Books

Dyno limited, 2022. How management works The concept visually explained Page 128 – 131

Briggs-Myers. Isabel. Peter. Gifts Differing understanding personality type 1980, 1995. Page 85-87

Thompson. Neil. Effective communication Third edition. Page 73

Mullins. Luarie. J. Organsiational Behavior in the workplace. Tewleth additon. 2019. Page 356-359 (McGregor)(Mcabe)

Websites

Beason, Jade 2025 Create better contet with these 5 easy steps tips/ c

<https://>

McGregger

(Nadler and Tushman 1997)

Steckley, Kate 2025

References

Book references

1. Nadler. D. A. and Tushman, M.L. Competing by design: the power of organizational architecture, Oxford University press (1997)

2. Page 45-49

Website references

[Social Media Marketing for Beginners: Step-by-Step Plan](#) Youtube

Curriculum vita and LinkedIn Profile

Samantha West Hotel Management	+07542889548 misswestsamantha@gmail.com Ammanford, Sa18
PROFILE From my current studies of Hospitality and Hotel management I am looking for the opportunity to work in this sector. As a dedicated member of former teams I have helped produce the best experience for guests and customers of the companies - to contribute to the added value of your brand image.	EDUCATION 2025 - present University of Wales Saint Trinity David Hospitality and Hotel Management 2017 - 2018 University of Portsmouth Business first year • marketing • management • accounting
WORK EXPERIENCE - Avon 2025 - present Beauty advisor and Sale representative • Building a customer network • Producing sales • Gaining experience about the products - gold level beauty rep • Budgeting • Working independently • Producing social media content • Building trust and gaining loyalty with customers. - Betws family centre 2024 - 2025 Volunteer • Communicate efficiently with guests and staff • Cleaning tasks • Help setting up activities • Prepare and cook food for families • Ensure safeguarding was met.	SKILLS • Project Management • Customer service • Team collaboration • Time Management • Problem solving • Effective Communication • Critical Thinking QUALIFICATIONS • Food hygiene and safety level 2 • safeguarding • Health and social care level 3 REFERENCES • E. Evans 079044314 Betws family centre • Abacus 0163552232 Harrods

Link to my Curriculum vitae on

Canva:

https://www.canva.com/design/DAG6oylpDyk/stwSd0xz298nsSuPwmSZ3g/edit?utm_content=DAG6oylpDyk&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton



Samantha West
Beauty Advisor at Avon

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About

Hi, I am Samantha - with an ambition to create a positive impact in the world.

I am currently an Avon Beauty advisor and Sales representative. While I have former studies in Business, I am re... [see more](#)

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Public profile & URL
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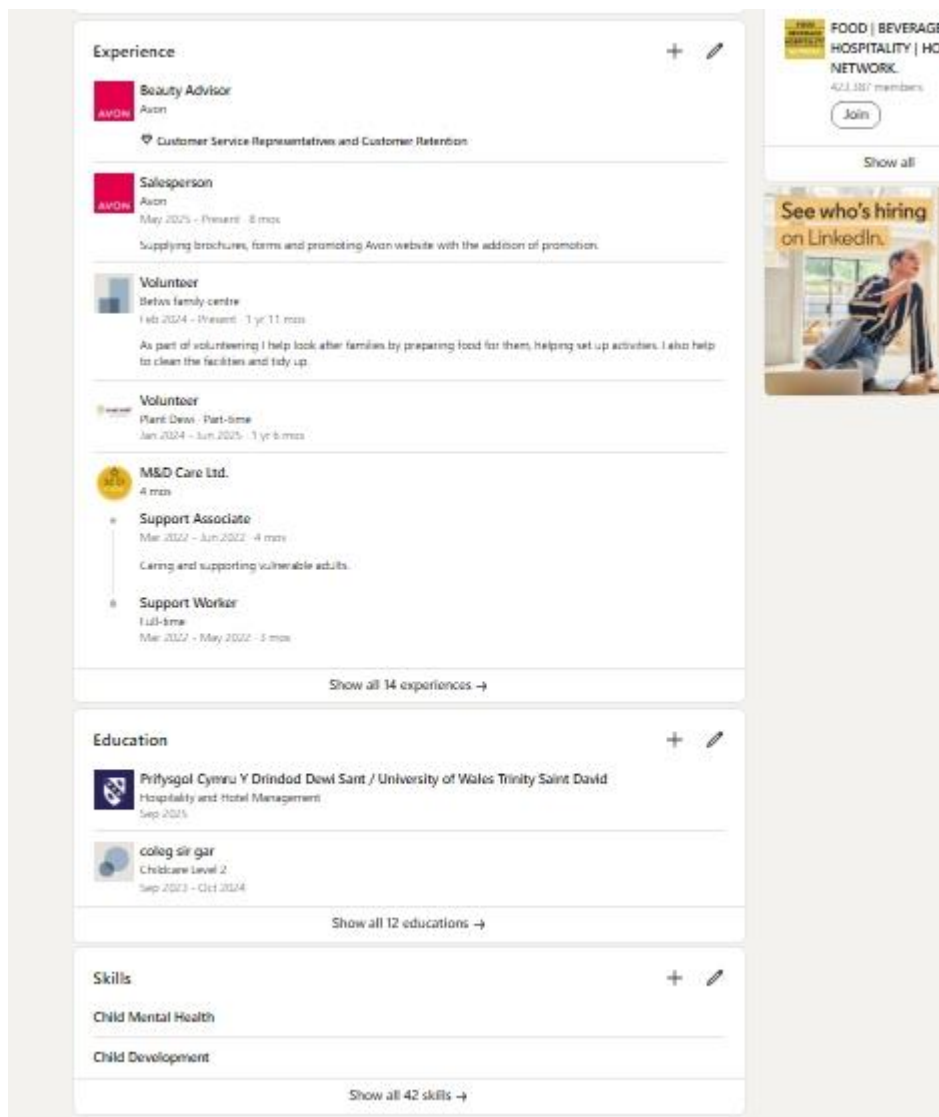
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- [HOSPA \(Hospitality Professionals Association\)](#)
11,763 members



Link to LinkedIn www.linkedin.com/in/samantha-west-903214391

I have been working towards my goals over the years - to work towards my main goal to become a hotel manager in future. I have written an updated and refined Curriculum vita to cover all my best employability skills and attributes for the workplace as a manager. This conveys me as an individual and shows my values which are integrity, ambition and determination to learn new skills which will build my professional brand. This shown through my linked in as I have highlighted my employment history and demonstrated skills that I have. While my personality is shown in the posts which I have posted via LinkedIn. My posts show team collaboration and my personal thoughts about the events I have attended to demonstrate my personal brand. Along with my Curriculum Vita demonstrates my

employability. I have highlighted my customer service skills as I feel guest service in the hotel and hospitality industry is essential for the guest to feel welcomed from their visit. Overall, my curriculum vita has allowed me to expand my LinkedIn profile by highlighting my key skills on the skill set and to show case the start of my start of my Hospitality career.