Professional Development & Operational Placement

(BMTP4017)

Susie-May James

2404489

Jacqui Jones

Table Of Contents:

Part A – Completed Placement Development Plan

Part B – Digital Placement Passport

Part C – Placement Review

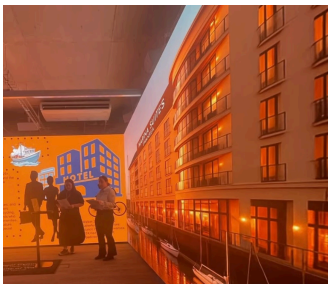
PART A

Completed Placement Development Plan

Name: Susie-May James (2404489)

Programme and Level Placement Details:

International Tourism Management – Level 4

Key Placement Aims & Objectives	Planned Placement Experiences / Training to achieve Learning Outcomes	Measurable Learning Outcomes	Practical Application of Academic Theory	Evidence
Improve my confidence and public speaking abilities (practicing through placement at Arena)	This requires making a concious effort to get involved and engaged in class and talking with customers at the Arena.	I will have developed this confidence and can measure progress by testing my ability to talk in front of a crowd.	I can apply the confidence cycle (of practice, apply, assess, modify) to help me follow the steps to overcome this challenge (Dr Pete, 2014).	In a recent university assessment, I had to provide a 5 minute hospitality training talk along with my group in front of the whole class. This demonstrates my completion of my goal to face public speaking & build confidence. This was achievable with the help of placement at the arena to gradually develop this confidence. I also used the confidence cycle to guide me towards this goal. 
Do Camp America this summer as being a General Counsellor	Practice my interview skills so that I can be chosen for the role	I will have secured a spot for my summer placement by 12/4/25	The Cohen & Plog theory links to this as while I am out in America I will have to immerse myself within their culture & customs. This means I would fit into the category of	I ensured to practice my interviewing skills & have managed to achieve my goal of securing a summer placement with Camp America, as a general counsellor & did this within my set deadline!

			an explorer/drifter by seeking new experiences away from tourist places (See Appendix A) (Tourism Teacher, 2022).	 FOR YOUTH DEVELOPMENT® FOR HEALTHY LIVING FOR SOCIAL RESPONSIBILITY April 15, 2025, Dear Susie May James, It is with great pleasure that I formally offer to you the position of **Hayward Cabin Counselor** for the South Shore YMCA Camp Burgess & Hayward. The position has a start date of **6/14/2025**and an end date of **8/22/2025** Although this offer letter refers to a position for a specific period of time, as an at-will employee, either you or Camp can end your employment at any time and without any advance notice before the job's end date. (This can be supported by my camp offering letter & contract!)
Explore career opportunities through placement opportunities (e.g TUI Children's Rep Job)	Placement opportunities like Camp America will give me an insight into whether I could see myself doing a similar role as a Children's Rep.	By the end of the Camp America summer placement (25/08/25) I will gain a clear vision of whether the Repping role is something I would want to do.	Kolb's Experiential Learning Cycle ties in as I will have immersed myself within the role, reflect upon this experience, take in the learnings, then assessing whether I could do this as a career or not (See Appendix B).	Although this has not yet happened, in order to maintain my progress I will keep a weekly reflective journal of my Camp America placement experience, containing some of my key responsibilities & how I continue to feel about the children's rep role. This will also allow me to put the Kolb's Experiential Learning Cycle into practise as I will be continually reflecting on my experience & assessing whether this role would be suited to me.
I aim to develop both my personal & professional skills through my 100 hour Swansea Arena Placement (Jones, 2025) (See Appendix C)	By taking on every opportunity that comes my way I will be able to continually progress these personal & professional skills. I will also ensure to	I will have completed my 100 hours of placement by 01/04/25. I can also measure my progress in these skills through how many events I have helped out at, as well	The Gibb's Reflective Cycle can be used to assess every experience at the placement, considering what went well & what didn't to further improve my personal & professional skills. Similarly, the	Evidence of this can be found in my newly developed Digital Live Video CV, showcasing my Arena placement & overall personal & professional growth! I also managed to complete my 100 hours of placement & even reached 113 hours!

	keep a tracker of my placement hours.	as gaining some feedback from the Arena Team.	Honey & Mumford's model would offer me a deeper insight into my specific learning style, showing me how to approach future placement experiences.	I gained a reference/feedback from a specific event I helped out at (4theRegion - 'It's Your Swansea' Business Event). Evidence can be displayed below through an email screenshot. **Short Reference Susie-May** Susie-May played a key role in supporting the 4theRegion team at our It's Your Swansea event, one of our major flagship conferences. She assisted with registration, captured social media footage, and carried out a range of other event-related tasks, all of which contributed to the smooth delivery of the day. She approached her responsibilities with enthusiasm, professionalism, and a positive attitude throughout. She was a reliable and hardworking individual, demonstrating dedication and a strong work ethic in a fast-paced, high-pressure environment. As a Level 4 student, Susie-May embraced the opportunity to gain practical, hands-on experience. Her contribution was greatly appreciated, and she has shown herself to be a reliable and dependable individual. We would happily welcome Susie-May back to future events to continue supporting her development and studies. -- **Amanda Lewis** *Event Assistant*

BRITISH PASSPORT

UNITED KINGDOM OF
GREAT BRITAIN
AND NORTHERN IRELAND

SUSIE-MAY'S DIGITAL PLACEMENT PASSPORT



PLACEMENT EXPERIENCES THIS YEAR ...









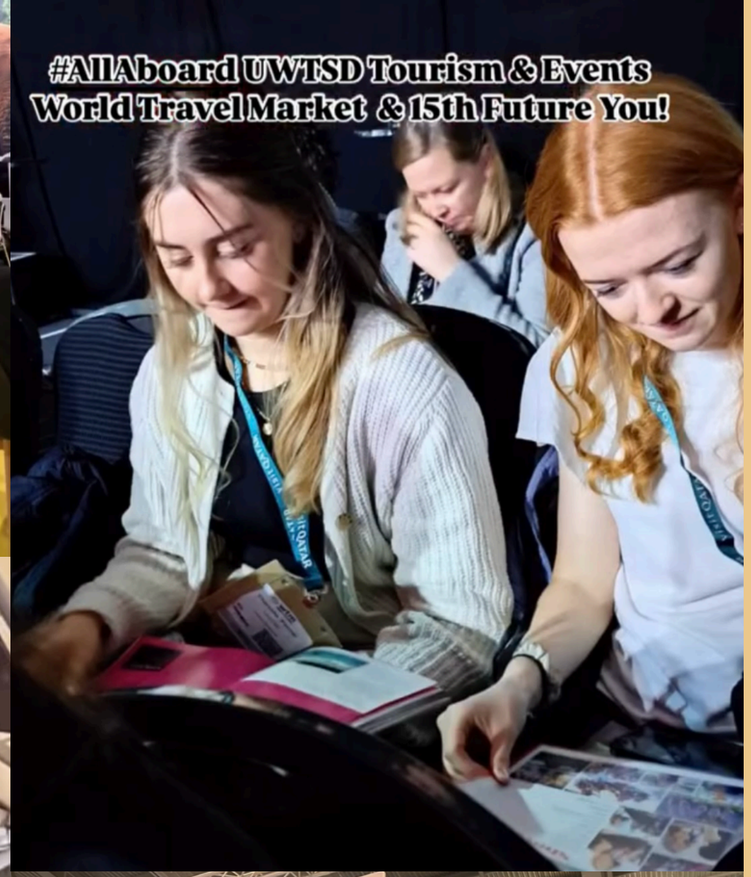
















WORLD TRAVEL MARKET

wtm® LONDON

The World Travel Market offered the opportunity for me to acquire a new skill of networking with industry professionals and businesses from all over the globe. According to (Indeed, 2025), networking is a key skill that employers seek, demonstrating that my professional skills had enhanced as a result of this experience. It also allowed for the chance to secure a potential placement by immersing myself with these professionals, helping me to improve my future employability.







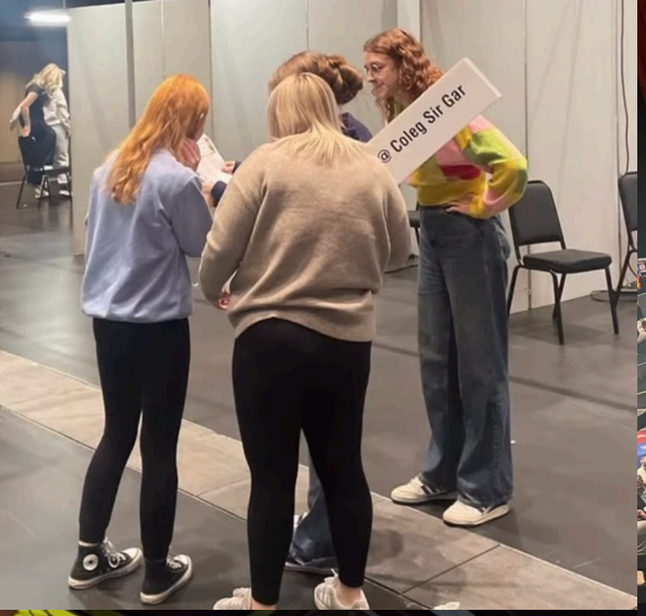


JANE MC DONALD

My role was to direct people to their seats & to the main areas of the building (e.g bar, toilets), as well as assisting with any queries.

We then got to experience & watch the show in the VIP Box!

I strengthened many skills throughout this experience, for example customer service skills, problem solving skills & initiative - all crucial skills when working in the industry!









4THEREGION - WELL-BEING ECONOMY EVENT 2024

4theRegion
WORKING TOGETHER

As you can see from the images, I was involved from the set up of this event, right through to the execution! This was a valuable experience as it gave me an insight into the work & effort involved in running an event!

My role within set up was to display the correct business sign to their designated stand.

4THEREGION - GREEN ECONOMY CONFERENCE & EXHIBITION







During this specific event, I had to download an app on my phone in order to scan visitors tickets, take their names & check them into the event. I also handed them a brochure & structure of the day. This was a skill that I learnt then & there, which involved using my technology skills and resilience to try to acquire a new skill.

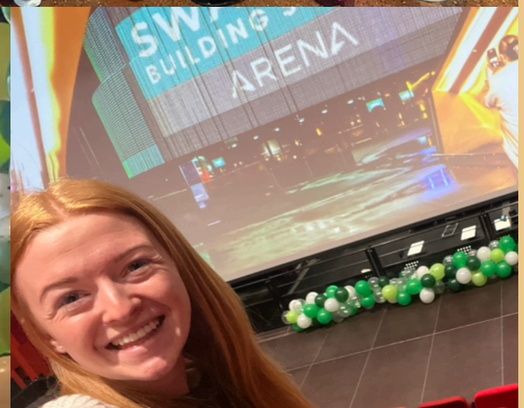












ITT - 'FUTURE YOU'

As the Level 6's were running this specific event at the arena, this meant we were heavily involved in the process and set up.

As you can see my role consisted of arranging & setting up the balloon arch ready for the day!

Similarly, as the colleges began to arrive, I gave out goodie bags to each student & directed them to where they needed to go.

We then supported & watched the event & the whole process taught me a lot about everything involved in running an event from start to finish!

TENBY TRIP


UWTSD #TourismOnTour Refreshers
Educational Fam Trip with Visit Pembrokeshire
Dinbych-y-pysgod Tenby


BOOKS




#All Aboard for Sustainable Travel Experiences UWTSD
UWTSD #TourismOnTour Work with Visit Pembrokeshire







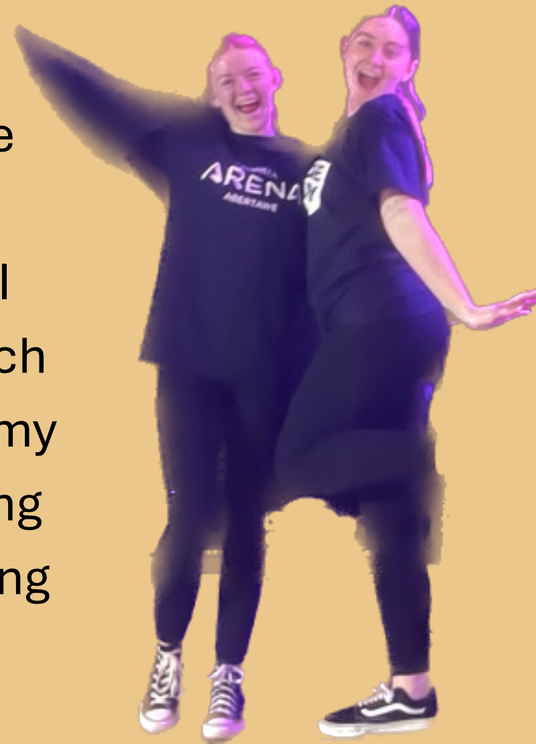




HOUSE PARTY

I was designated multiple different roles throughout this event which included setting up & prepping for the event, helping out backstage by moving music equipment for the band, as well as checking in VIP guests!

This experience gave me confidence as I was able to switch between all 3 of my roles, showcasing good multi-tasking skills!



4THEREGION – 'IT'S YOUR SWANSEA' BUSINESS EVENT

During this event, my role was to hand out the goodie bags to visitors as they arrived. I also played a significant part in the social media footage of the day!
The reference displayed, demonstrates my involvement throughout this event.





Short Reference Susie-May

Susie-May played a key role in supporting the 4theRegion team at our It's Your Swansea event, one of our major flagship conferences. She assisted with registration, captured social media footage, and carried out a range of other event-related tasks, all of which contributed to the smooth delivery of the day. She approached her responsibilities with enthusiasm, professionalism, and a positive attitude throughout.

She was a reliable and hardworking individual, demonstrating dedication and a strong work ethic in a fast-paced, high-pressure environment. As a Level 4 student, Susie-May embraced the opportunity to gain practical, hands-on experience.

Her contribution was greatly appreciated, and she has shown herself to be a reliable and dependable individual. We would happily welcome Susie-May back to future events to continue supporting her development and studies.

--
Amanda Lewis
Event Assistant



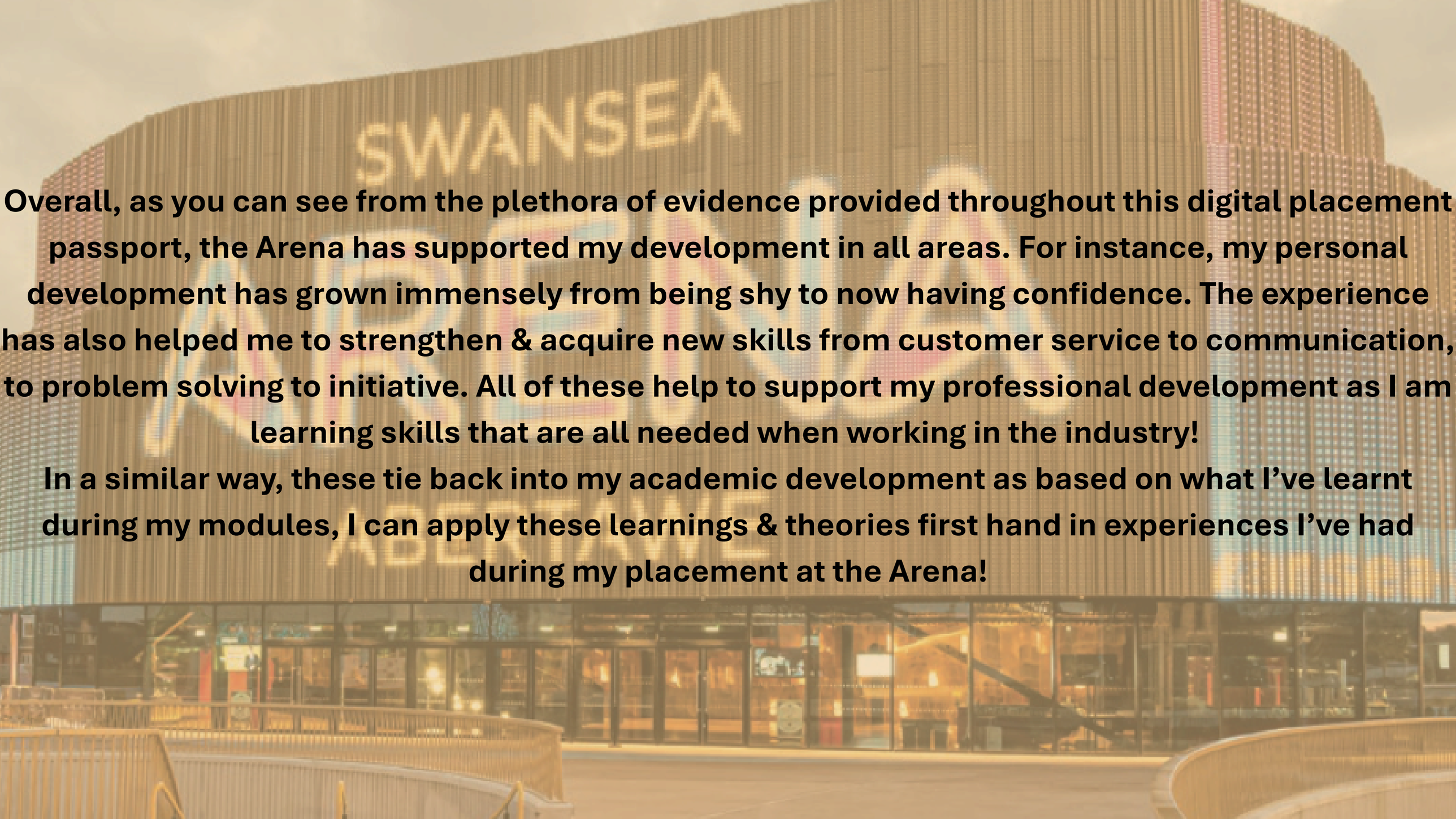


THE NIGHT SKY SHOW EVENT

My role during this specific event was to greet guests as they entered the Arena, checking their tickets to direct them to the correct floor level. I also ensured to hand out to each & every one of them a QR code that would allow them to pre-order their food/drinks to their seat without having to move or queue! Which would allow the opportunity for a ‘wow’ factor & overall enhance their experience.

I then got to enjoy the show & see it from a guests perspective!

I further developed excellent customer service skills & strengthened my communication skills.



Overall, as you can see from the plethora of evidence provided throughout this digital placement passport, the Arena has supported my development in all areas. For instance, my personal development has grown immensely from being shy to now having confidence. The experience has also helped me to strengthen & acquire new skills from customer service to communication, to problem solving to initiative. All of these help to support my professional development as I am learning skills that are all needed when working in the industry!

In a similar way, these tie back into my academic development as based on what I've learnt during my modules, I can apply these learnings & theories first hand in experiences I've had during my placement at the Arena!

PLACEMENT HOURS

SEP:

27 Sep - 4 hrs - Tour Arena / Saw the set up for The Child of Wales Awards 2024

OCT:

1 Oct - 2 hrs - Intro to Placement

8 Oct - 6 hrs - Music Photoshoot activity & presentation & tour of backstage & dressing rooms

15 Oct - 2 hrs - Placement

29 Oct - 3 hrs - Placement

NOV:

6 Nov - 5 hrs - WTM (World Travel Market) London Event

12 Nov - 4 hrs - Keith Tech Manager Role (sounds & lighting) & set up for Jane Mc Donald

- 4.5 hrs - Worked Jane Mc Donald Event

18 Nov - 4 hrs - 4theRegion Well-being event set up

19 Nov - 7 hrs - 4theRegion Well-being event day

26 Nov - 3 hrs - Placement

DEC:

3 Dec - 4 hrs

JAN:

7 Jan- 3 hrs - Placement

20 Jan - 8 hrs - Tenby Trip

28 Jan - 6 hrs - Arena

FEB:

4 Feb - 6 hrs - Arena

10 Feb - 4.5 hrs - ITT set up

11 Feb - 9 hrs - Welcoming colleges to event

15 Feb - 10 hrs - House party event

MAR:

5 Mar - 3 hrs - 4theRegion event set up

6 Mar - 8.5 hrs - 4theRegion event day

8 Mar - 4.5 hrs - Night Sky Show

25 Mar - 2 hrs - Placement

TOTAL OF 113 PLACEMENT HOURS

PLACEMENT REVIEW:

Swansea Building Society Arena; located in the heart of Swansea, is an indoor arena that has the capacity to hold 3,500 people & offers over 200 performances a year (Visit Wales, 2025). The Arena has welcomed over 750,000 visitors in the course of 3 years since its opening (Business News Wales, 2025), making it a honey pot destination for tourists to visit!

My placement took place at the Swansea Arena Building Society & involved me having to reach a total of 100 hours by the end of the final semester. This specific placement is an ideal venue to gain industry experience first hand due to its tourism background & range of events that take place there!

Reflecting on the whole of my placement experience, I began being a very shy individual, however has helped me to step out of my comfort zone & immerse myself in new experiences & situations! It has helped me gain confidence within myself & the skills that I have developed throughout. Some of the soft skills that I have acquired include communication, team work, problem solving, adaptability, creativity and time management skills (Indeed, 2021). These skills have helped to support my professional development as I now have a portfolio & wealth of experience using these skills as a result of placement. It is evident that this placement experience will enhance my future employability as I have learnt so much from the experience.

Throughout this placement, I got to experience a plethora of different roles around the venue, including greeting visitors as they entered, directing them to their seats, handing out goodie bags & brochures to guests, checking in visitors (& VIP) and helping out back stage!

I feel that the skill I have strengthened the most are my customer service skills as I had very limited experience of this, therefore has allowed me the opportunity to develop this even further. Within the tourism industry, providing exceptional customer service is crucial to succeed (Capitán, 2022), showcasing the sheer importance!

I have learnt the value in a simple smile to welcome guests (Heppell, 2015, pp 53-54). In fact, research shows that a first impression and greeting can last up to six months (Wooller, 2016), showing the impact that it truly can have on guests & their experience!

I have realised that I learn best by watching others & taking time to think before getting started. According to Honey & Mumford (1986), this fits the Reflector learning style. During placement, I observed staff to customer interactions, took internal notes of how they handled different scenarios, then applied this when it came to my time. This helped me to build confidence gradually and reflect on how I could improve after each session.

I was successful in achieving the 100 hour placement goal & even reached 113 hours in total! I was able to do this by turning up to each session, as well as actively opting to do many of the optional/ voluntary evening events which helped to boost my hours!

Overall, it is clear to see that this placement experience at the Arena has taught me valuable insights & lessons not only about my personal development, but also supporting my academic studies and professional development!

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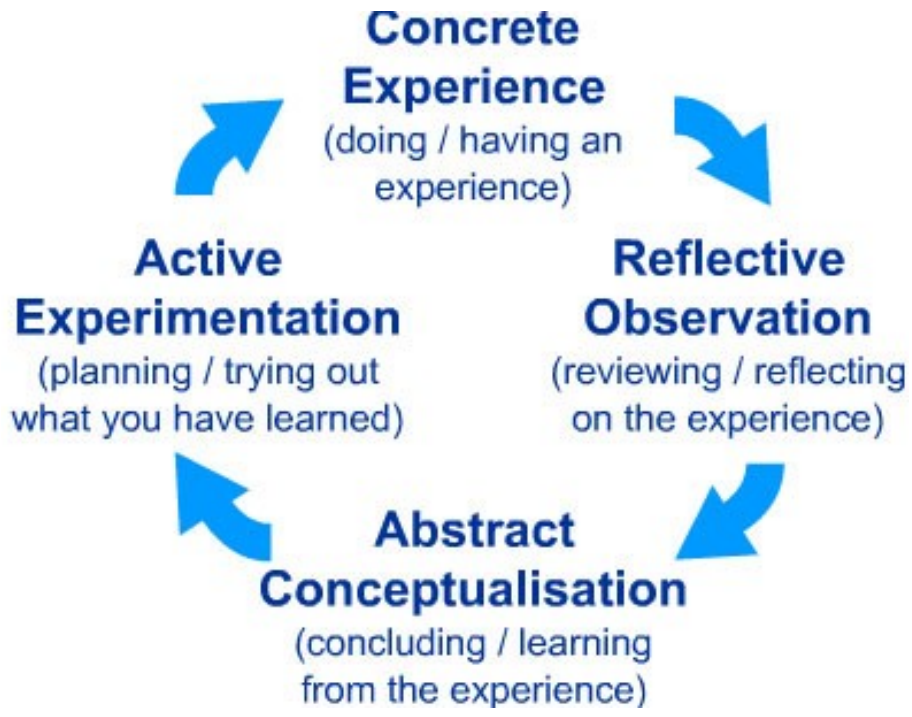
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APPENDICES

Appendix A - Cohen & Plog's Theory



Appendix B - Kolb's Experiential Learning Cycle



(University of Puget Sound, 2023)

Appendix C - Module Handbook

AIM(S)

- To introduce the student to the key concepts of career planning and professional development through auditing and analysing their professional skills and training needs to effectively consider a range of suitable industry opportunities, along with providing students with the knowledge and understanding to organise an operational placement or volunteering experience within travel, tourism, hospitality, events, or leisure resorts to develop their industry understanding professional skills.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

identify opportunities for personal and professional development in terms of specific learning outcomes and professional career development;

successfully consider a range of industry opportunities to secure and undertake a suitable operational placement within the travel, tourism, hospitality, events, or leisure resort sectors.

(Jones, 2025)