

ACADEMIC, EMPLOYABILITY SKILLS, SWOT AND PDP ANALYSIS TO GET EMPLOYMENT IN HOSPITALITY AND HOTEL INDUSTRY

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Giulia Giuseppina Villa

1815169

Lecturer: Dale Clark

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CONTENT:

INTRODUCTION.....	pg 2
SKILLS.....	pg4
SWOT ANALYSIS.....	pg 5
PERSONAL DEVELOPMENT PLAN.....	pg 6
EMPLOYMENT IN HOTEL AND INTERNATIONAL HOSPITALITY.....	pg 7
CONCLUSION.....	pg 7
REFERENCES.....	pg 7

INTRODUCTION:

In this essay, I am going to introduce first my **personal** and **professional** skills.

From a personal standpoint, *skills* are an individual's capabilities gained through personal experiences, training & development to accomplish tasks or solve problems proficiently. These are also developed from good habits through time & continuous process. Whether utilized personally for the betterment of daily life or professionally to provide career growth or financial gain, skills must be developed satisfactorily as they provide strength & expertise to a person. Both facets of an individual's life can be reinforced by recognizing appropriate skills first on a personal level then nurturing them to be translated to professional skills

The personal skills are those hard to measure but incredibly desirable traits and characteristics that make people great at their jobs. These are commonly called *soft skills*, people skills or interpersonal skills. Some examples of soft skills include problem solving, adaptability, dependability, self-motivation and leadership skills.

On the other hand, professional skills are commonly called *hard skills* or technical skills. These are specific proficiencies that are taught in school or on the job, including foreign languages, computer programming, writing skills or machine skills.

Examples of academic skills include time management, reading proficiency, oral communication, written communication, critical thinking, research abilities, analytical thinking and problem-solving. In addition, students also need organizational and interpersonal skills to excel in an academic setting.

Employability Skills can be defined as the transferable skills needed by an individual to make them 'employable'. These skills are what they believe will equip the employee to carry out their role to the best of their ability. Employability depends on your knowledge, skills, and attitudes, how you use those assets, and how you present them to employers. The top ten employability skills are Communication and interpersonal skills, Problem-solving, Using your initiative and being self-motivated, Working under pressure and to deadlines, Organisational skills, Team working, Ability to learn and adapt, Numeracy, Valuing diversity and difference, Negotiation skills.

I will try to do my best to improve soft and hard skills to get a good job in order to perform better in the hospitality sector finding the right work-life balance.

Next, I am going to explain the meaning and the application of the *SWOT analysis* and the main features it includes.

SWOT Analysis is a useful technique framework for understanding your **Strengths** and **Weaknesses**, and for identifying both the **Opportunities** open to you and the **Threats** you face. Used in a business context, it helps you to carve a sustainable niche in your market. Used in a personal context, it helps you to develop your career in a way that takes the best advantage of your talents, abilities, and opportunities.

Consider your strengths from both an internal perspective, and from the point of view of your customers and people in your market. A useful approach when looking at opportunities is to look at your strengths and ask yourself whether these open up any opportunities.

Alternatively, look at your weaknesses and ask yourself whether you could open up opportunities by eliminating them.

Finally, I will use the **PDP analysis** to organize personal goals and to make them achievable within a certain time period.

Personal development planning is the process of creating an action plan based on awareness, values, reflection, goal-setting, and planning for personal development within the context of a career, education, relationship or for self-improvement.

I will define how to use and improve hard and soft skills in the employment environment.

I will utilize personal SWOT analysis as a great tool to assess myself in order to plan my career in this field.

My name is Giulia Giuseppina Villa and I am 26 years old and I come from the south of Italy.

I graduated from high school in classical subjects. I have been working in my father's pharmacy for many years and after that, I started my career as a hostess in the hotel company.

I have worked also as a private chef because this is one of my hobbies.

Recently I moved from Italy to London with the long term aim to start a professional career in the Hotel and Hospitality sector and improve my English knowledge.

In five years time, I see my self covering a high responsibility role in a big company.

SKILLS

My current academic skills are:

- **A team working:** *I'm a really friendly people person that loves working with others. I think that the only way to make a good job is by playing together.*
- **Leadership skills:** *After some years of work experiences, I'm able to conduct a team to the final goal.*

Academic skills I want to improve:

- **Digital skills:** *I would like to develop IT skills, word processing, an MS Excel.*
- **Time management:** *Managing the time and finishing the works by the time is one of the most important qualities that any good employer should have.*

My current employability skills are:

- **Verbal communication:** *Working with people gave me the chance to improve communication with others and best explain my opinion.*
- **Powerful negotiation:** *I hold good persuasive and bargaining skills that allow me to achieve the final result.*

Employability skills I want to improve:

- **Team liaison:** *I'm not a great team liaison. I got some difficult to stay focused on different works at the same time. I know that not being a multi-tasking person is a great weakness so I really want to correct them.*
- **Language skills:** *Unfortunately my English vocabulary is still not so rich, I really need to fill it up so I can explain myself as I would like.*

SWOT:

SWOT is an acronym of four words:

- STRENGTHS;
- WEAKNESSES;
- OPPORTUNITIES;
- THREATS;

It represents a simple way to analyze any company, paying attention to positive and negative aspects and allowing to forecasts some previsions. For this reason, it can be used to analyze themselves for academic or work purposes.

My strengths are:

- *I'm friendly and I'm able to create emphasis with people;*
- *I'm always staying positive;*
- *I'm a reliable person;*
- *I hold persuasion skills;*
- *I feel confident to work/study in a team; sharing thoughts and projects can stimulate me.*

My weaknesses are:

- My English is not so fluent;
- I'm not able to well manage my time.

Opportunities:

- Live in London can give me a range of opportunities that I could not have in my home country.
- Studying at university will give me the chance to meet people coming from all over the world, and thanks to this I can amplify my personal and professional networks.

Threats:

- *Some family business could force me to come back to Italy.*
- Working at studying at the same time could be harder than it seems.

PERSONAL DEVELOPMENT PLAN:

The Personal development plan (PDP) is a system used to analyze an individual's goal, as long as progress in the short medium and long term (6 months, 1 year, and afterward), and also include the skills and knowledge owned or to be acquired to achieve of these objectives. This method is also very helpful to analyze the performance of market companies, keeping attention to the strengths point and those to be strengthened.

	SHORT TERM TIME	MID-TERM TIME	LONG TERM TIME
SECTION 1: PERSONAL GOALS	-Improve my English level; -Understand how to handle work and study;	Take a good job as events manager in a high profile company;	Have my own company of events planning;
SECTION 2: SKILLS AND knowledge TO BE LEARNED	-Language skills; -Multi-tasking skills;	-Organizations skills; -Presentation skills; -Problem-solving;	-Marketing knowledge; -Leadership skills; -Critical thinking; -Accounting and finance knowledge;
SECTION 3: NEXT STEPS	-Be focused;	-Listening and learning more.	-Practice.
SECTION 4: RESOURCES	-Attending the course;	-Funding information;	-Practice.
SECTION 5: TIME SCHEDULE (When I will start?) (When I do expect to finish?)	February 2019	August 2019	February 2021
SECTION 6: (When I will complete each project?)	August 2019		

EMPLOYMENT IN HOTEL AND HOSPITALITY INDUSTRY:

The skills required to work in the hospitality industry are communication skills, language skills, being a team worker and have leadership skills. The academic and employability skills that I own and the one that I would like to improve could help me to get employment in a high profile hotel and generally in the hospitality industry. Having developed a PDP will help me to keep on mind what my future plans are and how to achieve my goals in this area, also has produced a SWOT will let me analyze which of my qualities are adaptable to this career and which one I need to get. I believe that I can get most of them in the mid-term and that I will continue to improve myself in the long term time, especially thanks to the previous experiences.

CONCLUSION:

To conclude, I would like to summarize my report:

At first, I have given some information about myself and my past work experiences. After that, I have listed the academic and employability skills that I currently have and the one that I want to improve in the future. Next, I made a SWOT analysis, to better understand which qualities I Need and a PDP grid to organize my futures objectives.

I really hope that all of them give me the opportunity to find employment in the hotellerie and international hospitality, so to grow up and build a bright career.

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