

**Business Skills for International Hotel Industry,
Assessment Component 2**

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Introduction

The global hotel and hospitality industry has been expanding in a rapid momentum. This includes the increased hiring in the service industry associated with such organisations. The aim of this section lies in the identification of the multiple skills and the weakness associated on a personal scale. The scope of this section includes the identification of the multiple academic and the employability skills that are currently associated on a personal basis coupled with implementation of the mentioned skills in finding employment in the current market. The importance of this analysis lies in the identification of the skills that would be required in the current market.

Using your SWOT and PDP, prepare a report, in which you analyse your current Academic and employability skills and outline how you intend to use these skills to find employment in the hotel and hospitality industry.

Employment in the hotel and hospitality industry

A SWOT analysis is characterised by the identification of the variable attributes associated with an individual in the current aspect (searchcio.techtarget.com, 2019). In this segment, I will conduct a SWOT analysis of the academic and the employability skills required in the international hotel and the hospitality industry.

Segment	Attributes
Strength	• Servicing skill for the customers • Communication • Multi tasking • Problem solving skills
Weakness	• Language barrier • Limited team working in the academic segment • Poor experience in the execution of the IT systems like Zoho Desk for customer management and Computerised Reservation systems
Opportunity	• Improve the understanding multiple dictions and languages • Develop team dynamics and leadership skills in the academic segment that would aid in the professional space
Threats	• Variation in the required skills in the professional segment • Development of gig economy

Table 1: SWOT analysis

I think that based on the current approach coupled with the inclusion of the Gibbs reflective model, I am able to identify the above-mentioned attributes. In the hospitality industry, understanding the customer need is the prime skill required in any situation. The professional skills required in this segment includes being both positive and proactive in the conduction of the process (Hamzah *et al.*, 2016). The mentioned strength coupled with communication would

enable finding and acquiring a decent job in the recent hospitality and hotel industry. The rationale for the same would include the increase in the international arrivals to 1.4 billion in 2018 that projected a net increase of 6% from the 2017 (Www2.unwto.org, 2019). Hence, communication and dynamic serving is one of the major requirements in the international segment. The skill of multitasking that I possess would enable me to serve in multiple international chains. For example, the current multi tasking skills coupled with the communication and problem solving skills would enable me get a job at Hilton Hotel. This would be because; the mentioned hotel essentially has a staff rotation policy that requires multi-tasking ability for the conduction of the study.

As per my peers as well as my self-reflection, I think that the major weakness that I have includes the language barrier. The international market would house customers of different accents and ethnicity (Core.ac.uk, 2019). As a result, the current language barrier in the segment of diction and international customers might hamper the service efficiency and the effectiveness in the long end. For an organisation like Hotel Hilton, this might hamper my growth in the near future. The rationale would include the potential transfer to the international locations of the organisation of against the global operation segment. One of the additional weaknesses that I have currently lies in the effective use of the current IT system in the hotel and the hospitality industry. This would be because, in the academic segment, such software are not in use or shown in a practical form. The might hamper the probability of acquiring a job in the hotel and the hospitality industry. This would be due to the demand in operating knowledge of such software coupled with application of problem solving skills to mitigate any issues (Sherman, 2009).

However, the mentioned weakness enables the scope for mitigation of the same in a phased manner. Active and effective mitigation would enable the enhancement of the possibility in acquiring a job in the hotel industry. This would be because; such an international organisation would prefer an individual who has some basic idea and training in multiple international languages. The net profit for the hotel industry would include having trained staff that would provide unique experience to the customers in the segment service. Similarly, development of the leadership and the dynamic team skills would enable me to work in a tight and multi-tasking team in on a war footing. As a result, I would be hired by such international organisation in the

near future. Similarly, development of leadership and team dynamics would enable catering to the entire hospitality industry including conduction of guided tours by the mentioned hotel.

The major threat in the current hotel and hospitality industry lies in the development of gig economy of the organisation (Adeyinka-Ojo and Abdullah, 2019). As a result, I would have to update my skills on a real time basis to cater to the changing dynamics of the industry. The net effect would include poor mastery in any one of the skills. In the long end, this would limit my hiring potency as for the senior positions; international organisations such as Hilton would expect and demand adequate mastery in a particular skill. The associated threat of skill variation would be a product of the gig economy so mentioned.

A personal development plan (PDP) is defined as the creation of an approach for mitigation of current weakness coupled with improvement in the available strengths against a particular aim (Www2.le.ac.uk, 2019). On a personal front, my overall aim includes the acquisition of a respectable job in the hotel and the associated hospitality industry in the near future.

Objective	Required action	Required resources	Success criteria	Deadline
To mitigate language barrier	The process that I would incorporate would include viewing of multiple English movies developed across the globe. This would enable me to identify the subtle difference in diction and the minor variation in the meaning of word across regions. Example would include the understanding of	The major resources in this segment would include multiple movies having subtitles. Additional requirements would include a laptop or personal computer having headphone capacity. The rationale for the same would include the personalised training of diction across multiple forms of English.	The success criteria for the same would include effective understanding of the dictions of multiple professors and international student in the academic circle coupled with effective handling of customers in the professional segment in the long end.	15 th November, 2019

	the word rubber and difference in UK meaning and American meaning.			
To improve personal leadership and team working dynamics	The required action would include the incorporation of multiple group activities associated in the academic segment.	In this segment, no physical resource would be required for personalised development in this case. However, resources in the segment of time would be required for the same. The potential rationale would include extensive spending of time with the current project teammates for understanding the requirement of each. In the long end, this would enable the execution of delegation in the international hotel and the hospitality industry.	The success criteria in this segment would include the reduction in the occurrence of differences within the team members. Additional success criteria would include development of personalised framework for the mitigation of team issues in the near future.	25 th November, 2019
To gain experience in the current digital services	For the development of the mentioned skill in the IT domain, I	In this segment, the required resources would include the multiple contact	The success criteria in this segment would include two	15 th January, 2019

like customer relationship management system and computerised reservation systems	would essentially approach multiple hotels and hospitality based organisations that use the mentioned systems for internship. Additional action would include executing an online course against such technical systems.	information of such hotels and letter of recommendation from the academic head of the department. The rationale for the same would include incorporating a legal and proper channel for the gathering of the required skills in a documented format.	domains. First, in the gathering of practical experience against the mentioned IT systems, success criteria would include gathering of documented evidence against the skills acquired and gaining pre-placement offer from such organisations. Second, success criteria would the application of the concepts of the two management systems in the current academic scenario. This would be characterised by the creation of timeline and development of urgency factors against multiple comments and other approach in	
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			execution of the current tasks	
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Table 2: PDP

The last objective would take the maximum tenure due to the scope of pressurised practical learning during the coming holiday season including the long Christmas in the UK. The holiday season would enable me to gather extensive practical knowledge in the use and features of the required IT skills in the hotel and the hospitality industry.

Conclusion

In this section, it could be summarised that in the current segment, I possess multiple skills that would enable me to acquire a job in the hotel and the hospitality industry. This includes communication and problem solving skills. This skill would enable me to mitigate the mentioned weakness in the short and long end.

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