

Module Title: Business Skills BMIH4001

SWOT analysis

(International Hotel Management)

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Introduction

As one of the fastest growing industries in the world, it comes as no surprise that hotel management is a very lucrative career path to take on. However, this career path does require quite a bit of dedication and effort. In order to be successful in the field, there are several things we should know about its pros and cons. A personal SWOT analysis can help us to prepare for what lies ahead in the industry and make an educated decision regarding my future career path. I will help create my own SWOT analysis to determine if international hotel management is the right choice for my.

I am good at organizing and delegating tasks to others. I am also very good at anticipating what will happen in the future, both positive and negative. I have a lot of experience in hotel management, both domestic and international. I am also knowledgeable about different cultures which would be beneficial when dealing with guests from all over the world. I have enough free time so that I can devote myself to this project for an extended period of time if necessary. And finally, I don't foresee any significant issues arising as long as I am prepared (Fraser, 2020).

One of the most important things to have when running a hotel is great customer service. There are many ways that I could improve this for my hotel. For example, I could make sure that employees greet and check in guests as soon as they enter the building. It would also be important to provide a concierge desk with local information and suggestions so guests can make the most of their stay in our city (Evanoff, 2016).

I do not have enough experience in the management field. I am not educated in hospitality management, which is an essential skill for this industry. I do not have a degree that would allow me to work internationally. I don't have much money to invest in this project and it will take time before I see any revenue from the hotel. The location of the property isn't ideal because there are many other hotels nearby so it might be difficult to attract customers (Gonzalez et al., 2019).

Conclusion

I believe my greatest strength is my drive and determination to succeed at anything. One way that international hotel management can turn this weakness into strength is by having the hotels be more family-friendly. This will help them appeal to a wider range of customers and give them a better opportunity to compete with other international chains that are family-friendly (Henschel et al., 2018).

References

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