



REVIEW OF INDUSTRY SKILLS

Naiara Palanques Garcés
1702373
Academic and Industry Skills
M4X02101
03 May 2018
University of Wales Trinity Saint David



Executive Summary

The purpose of this report is to identify and analyse key skills from the travel & tourism industry based on an advertisement tour guide position. The travel and tourism industry is considered one of the largest economic sectors worldwide as it generates jobs, prosperity and drives exports.

This report analyses the job as a tour guide for the company City Explorers. The advert requires to have key competencies that required in order to get the job. This skills are the following: the candidate needs to be **enthusiastic, committed to their work**. Also, they need to be **fun** and **friendly**. Moreover they need to have a flexible time table and they need the **desire to learn**. All candidates are required to speak fluent **Spanish** at a **native level**.

The competencies that are mentioned above are very important due to the fact the worker needs to be confident and they need to believe what are saying. Also, they need to treat clients with respect and dedication . Doing this will increase customer loyalty and they will achieve the objectives up to a 44% more. In addition , the candidates needs to dress appropriately and arrive punctually to work and meetings. Furthermore , they need to have the desire to learn new things due to the fact what may work today can not work tomorrow. The ideal candidate needs to speak Spanish. In the tourism industry, clients are likely to speak a different languages. The ability to speak foreign languages allows employees to understand clients demands and make them feel welcome.

Table of Contents

Executive Summary	0
Introduction	3
Main Body	4
Conclusion	6
Appendices	7
Appendix A - Job Advert (indeed.com)	7
Appendix B - Job Application - Cover letter	8
Appendix C- CV	9
Bibliography	12

Introduction

Travel and the tourism industry is considered as one of the largest economic sector worldwide as well as it generates jobs, generates prosperity and drives exports (World Travel and Tourism Council, 2017). Inside this industry, there are different jobs that work collectively in order to offer the best experience to the client that are purchasing a product or they are spending their holidays in their business.

In the following report, the key skills based on a advertisement of tour guide will be identified and analysed.

Main Body

During the research, many diverse jobs were found although there was one advert that stood out.

The advert was to work as a freelance tour guide for the company City Explorers (See Appendix A). If the advert is read carefully, it is possible to see that the job requires some specific skills related with the industry. According to the advert, City Explorers is looking for a person who is **enthusiastic** and **committed**. As well, they are looking that the person is **fun and friendly**. In addition, the person needs to have a **flexible** time table as well as they need to be **professional** and they are **willing to learn**. Furthermore, they need to be able to speak **Fluent Spanish** at a native level.

This skills mentioned above are very important due to the fact the person is dealing with customer face to face and they represent a company. The person needs to be **enthusiastic** due to the fact they need to transmit that what they are seeing it is the most wonderful thing in the world (Inreachitsolutions.com, 2016). In order to do this, they need to be confident and they have to believe that what they are saying is unique. When a person is enthusiastic about their work, they will invest time in order to improve the working space and their performance at work.

When employees are not afraid to get anything wrong, it is more probable the employees will be more confident to solve a problem and as well the managers will encourage to be more productive (Rampton, 2017). Moreover an employee needs to be **friendly** to the customer and their co-workers because the client deserves to be treated with respect and dedication. In addition, the worker is the image of the company. If an enterprise conveys a good image to the client, clients will return and this action will affect the profit of the business. Experts said that “ There is no better publicity than your customers speak well of you” (translated from Benavidez, 2017). Also, good feedback help the employee to advance in the company.

Commitment is another requisite in order to obtain the job. This skill is considered as the feeling of reliability that people have towards the objectives of an organisation. It has been proven that when an individual is committed, there is a chance that they contribute to the success of a company (Gigli, 2018).“The experts argue that a company with committed employees has 29% more benefits than a company with employees without motivation. Also they increase up to a 505 more from customers loyalty and they improve the possibilities to achieve the objectives up to a 44% more” (translated from Gomez, 2017). Also, the employees feel professionally recognised and they have got lot of motivation to reach goals inside a company. Furthermore, the client will be more loyal due to the fact they prefer workers who are motivated and as well they are kind and nice.

Professionalism is an essential ability to help get a job (See appendix A). Professionalism consists of dressing appropriate, people should arrive promptly to meetings, obey the norms of the business (WikiHow, 2018). Also, people need to be friendly with coworkers and clients.

Dressing appropriately when a person goes to an interview or at the workplace is very important due to the fact it is the first impression that the company will have of the candidate (Hernandez, 2010). Also, a person who dresses up for the occasion will show that the company has put in an effort (Hernandez, 2010). Furthermore, the interviewer will judge at first your appearance before starting your interview. (Hernandez, 2010)

Another sign that shows professionalism is to arrive on time to work and meetings. This will show that you have respect for other people (Smith, 2010). Also it indicates that the employee can be trusted and you have commitment (Smith, 2010).

Flexibility is another quality necessary for this industry. A business needs to include flexibility in the employees contract in order to improve the life quality of the employee as well flexibility can improve employees productivity (Why We Should Encourage Flexibility in the Workplace, n.d.). Flexibility in the tourism industry is important due to the fact that the time table of employees will vary depending on the demand on the services they provide.

Another characteristic in this job is the enthusiasm to **learn new things**. Luis Maroto said “ What worked yesterday might not work tomorrow [...] that’s why we always have to be willing to learn. Complacency leads to failure” (IESE Business School, 2015).

Learning how to **speak foreign languages** is another strength that companies are asking to their employees. In the tourism industry speaking languages is necessary in order to be able to communicate with different people and allow the employee to serve people better and understand their needs (De Valoes, 2014). If an employee communicates directly with new clients and companies in their native language there is a possibility that you establish an international business relationship (De Valoes, 2014) and people feel more welcome when they speak their native language. In this case, the advert requires to speak Spanish at a native language.

Conclusion

This report has identified and analysed key skills in a job advert. Travel and tourism industry contributes to the economy of a country, it creates jobs and it drives exports. The scope of this report did not allow for analysing in detail every skill relevant to the tourism industry but it has given a good overview of what is needed. In order to obtain a job in this industry you need to be enthusiastic about the work you are doing as well as you need to be committed. Also, it is important to be professional and speak different foreign languages. Furthermore, they need to have a flexible time table and they are willing to learn. In a wider context, it is possible to say that these skills are transferable to any other roles in the travel and tourism industry.

Appendices

Appendix A - Job Advert ([indeed.com](https://www.indeed.com))

Appendix B - Job Application - Cover letter

Naiara Palanques Garcés

C/ La Mata de Morella Door 11 Floor 4 Door, 12006 Castellón de la Plana (Spain)

+44 (0) 750 029 186 2 +34 647 214 286

naiarapalanques@gmail.com

May 2018

Subject : Job Application

Dear Sir or Madam,

I would like to express my interest in the Travel guide job that your company is offering due to the fact I always want to show people around a city or a monument as well as I can do the different tours in different languages such as: French, German, Spanish, Valenciano, English. Also, I have always been fascinated by working in this industry.

Also In my curriculum, I have got the Spanish infant, primary, Educación Secundaria Obligatoria, Bachillerato as well as I have got IGCSE and A-levels. Furthermore, I can work in a team and I can communicate effectively in different languages. Also, I am very organised and I am studying a course in how to be organised. Furthermore, I studied ICT since school and I am very agile writing in computers, tablets, phones etc...

The key aspects of my background are that I can speak 5 foreign languages. Spanish and Valenciano being my mother tongue and as well I can speak English, German and French. My higher qualifications for these languages are a B2 (for English) and a B1 for German and French.

I look forward to the opportunity to work with your company due to the fact your business will help me to meet new people and culture. As well as, it will give the opportunity to start a job in this industry.

I am enclosing my CV in these documents.

Thank you for taking the time to consider my application.

Naiara Palanques Garcés

Personal Information

Naiara Palanques Garcés

C/ La Mata de Morella Door 11 Floor 4 Door, 12006 Castellón de la Plana (Spain)

+44 (0) 750 029 186 2 +34 647 214 286

naiarapalanques@gmail.com

Sex Female | Date of birth 06/05/1999 | Nationality Spanish

POSITION Travel guide

EDUCATION AND TRAINING

20/07/2017 University of Wales Trinity Saint David, Swansea (United Kingdom)

University

International Travel & Tourism Management

01/09/2012–15/09/2017 Laude British School of Vila-real, Castellón de la Plana (Spain)

High School

Double Qualifications, the British and Spanish

IGSCE & A-levels

Educación Secundaria Obligatoria & Bachiller

01/09/2002–15/07/2012 Lledo International School, Castellón de la Plana (Spain)

Infant, School, and High School

01/05/1999–15/07/2002 La Lluna Escola Infantil, Castellón de la Plana (Spain)

Child care agency

PERSONAL SKILLS

Mother tongue(s) Spanish & Valencian

Other language(s)

English ----- Grade 7 Trinity College, Cambridge B2

German ----- B1 Goethe-Institut

French ----- B1 Diplôme d'études en langue française

Communication skills

I have good communications skills due to the fact I have made many presentations in class.

As well, I am very participative.

I have lived for two months in Germany and I have been seven months in the UK and eighteen years in Spain.

As well as, from the age of seven until the age of seventeen I have gone all summers into camps and host families abroad Spain to improve my language skills.

Organisational / managerial skills

I am very organised

I am studying a subject on how to organise

Job-related skills

I have good communication skills.

I have studied in Spanish A-levels I studied History of Art.

I like to help people. I can speak fluently in different languages

Digital skills

Study ICT since school and as well it was done in IGCSE and A-level.

Volunteering

Do not go gentle festival

ADDITIONAL INFORMATION

I play the piano and the violin

From April 2016 till September 2017 I was a member of a Gaiata. A Gaiata has been describe as “an explosion of light without fire or smoke”. Also, these monuments are usually about 19 feet high and it reminds us to the latterns that the inhabitants of Castellón used to find their way to plane.

Bibliography

Benavidez, M. (2017). Deja que tus clientes hablen por ti. *Entrepreneur - es edition*. [online] Available at: <https://www.entrepreneur.com/article/290615> [Accessed 25 Apr. 2018].

De Valoes, L. (2014). Importance of Language – Why Learning a Second Language is Important. [Blog] *Continuing Education Trinity*. Available at: <https://www.trinitydc.edu/continuing-education/2014/02/26/importance-of-language-why-learning-a-second-language-is-important/> [Accessed 29 Apr. 2018].

IESE Business School. (2015). “*You Have to Be Always Willing to Learn*”. [online] Available at: <https://www.iese.edu/en/about-iese/news-media/news/2015/june/you-have-be-always-willing-learn> [Accessed 30 Apr. 2018].

Mdusm, P. (2016). *The components of the Tourism and Travel industry*. [online] LinkedIn. Available at: <https://www.linkedin.com/pulse/components-tourism-travel-industry-prince-mdusman-fda-ba-itc-mba-emba> [Accessed 9 Apr. 2018].

Inreachitsolutions.com. (2016). *How Important is a Candidate's Enthusiasm? | IT Staffing in Dallas - InReach IT Solutions*. [online] Available at: <http://www.inreachitsolutions.com/tag/how-important-is-a-candidates-enthusiasm/> [Accessed 4 Apr. 2018].

Gigli, M. (2018). Job Commitment: Definition & Overview - Video & Lesson Transcript | Study.com. [online] Study.com. Available at: <https://study.com/academy/lesson/job-commitment-definition-lesson-quiz.html> [Accessed 15 Apr. 2018].

Gómez, E. (2017). *¿Por qué es importante el compromiso laboral de los empleados?*. [online] Con Tu Negocio. Available at: <https://www.contunegocio.es/recursos-humanos/compromiso-laboral-empleados/> [Accessed 19 Apr. 2018].

Hernandez, G. (2010). *Dressing appropriately for an interview*. [online] The Sundial California State University Northridge. Available at: <https://sundial.csun.edu/2010/10/dressing-appropriately-for-an-interview/> [Accessed 29 Apr. 2018].

Indeed.co.uk. (2018). *Spanish Speaking Tour Guide Jobs in Edinburgh - April 2018* | *Indeed.co.uk*. [online] Available at: <https://www.indeed.co.uk/jobs?q=%20spanish%20speaking%20Tour%20Guide&l=Edinburgh&vjk=e0db43c37aa9695d> [Accessed 13 Apr. 2018].

Rampton, J. (2017). 10 Ways to Make Your Employees 10x More Productive. *Entrepreneur*. [online] Available at: <https://www.entrepreneur.com/article/304220> [Accessed 16 Apr. 2018].

Smith, T. (2010). The Importance of Being On Time. [Blog] *Little Things Matter*. Available at: <http://www.littlethingsmatter.com/blog/2010/01/21/the-importance-of-being-on-time/> [Accessed 29 Apr. 2018].

Why We Should Encourage Flexibility in the Workplace. (n.d.). [Blog] *6QBlog*. Available at: <https://inside.6q.io/encourage-flexibility-in-the-workplace/> [Accessed 30 Apr. 2018].

WikiHow. (2018). *How to Be Professional at Work*. [online] Available at: <https://www.wikihow.com/Be-Professional-at-Work> [Accessed 29 Apr. 2018].

World Travel and Tourism Council (2017). *TRAVEL & TOURISM:ECONOMIC IMPACT 2017 WORLD*. [online] World Travel and Tourism Council. Available at: <https://www.wttc.org/-/media/files/reports/economic-impact-research/regions-2017/world2017.pdf> [Accessed 29 Apr. 2018].