Business skills for International Hotel Industry

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Table of Contents

Introduction.....3

Current Employability Skills.....3

SWOT analysis.....3

Personal Development Plan.....5

Conclusion.....9

Reference.....10

Appendices.....11

Introduction

It is highly imperative for me, after the completion of the university course, to seek professional development improvement in the highly competitive business environment. For the purposes, the evaluation of both my interpersonal and professional skills would assist me in identifying myself on the market. Subsequently, in the report into account have been taken the SWOT analysis and the Personal Development Plan (PDP) due to their positive evaluation in the past (Tasker, 2015). Namely, due to the demanding nature of the hospitality and hotel industry, requiring a specific skill set, the utilisation of the SWOT and PDP analysis is taken as critical in the formulation of a systematic assessment of one's academic qualification (Williams *et al,* 2016) and employability skills essential for the potential recruitment into the various sectors thereafter.

Current Employability Skills

Having entered the hotel and hospitality industry years ago, I consider my acceptance into the university as the first step in working towards improvement of my skills. On a self reflection, I believe that my experience has put me in a position to describe myself as an outgoing person, feeling confident during group activities. Furthermore, I tend to capitalise my highly developed communicative skills, both written and spoken. However, I can easily distinguish personal drawbacks which require persistence and time in order to be improved such as my computational abilities and numerical prowess.

In this report the Personal Development Plan could be considered as an insight into the strengths and weaknesses of mine corresponding to the short- and long-time goals. Additionally, making different kinds of strategies for each of the different goals is quite necessary.

SWOT analysis

As per the study of Bull and his colleagues in the year 2016, the SWOT analysis is conducted to undertake an extensive analysis of one's personal capabilities and to initiate a positive diversion in one's personal development plan. It is often defined to be the means of understanding the business studies and strategies for the betterment of the overall potential of an individual.

In its essence the SWOT analysis assesses the weakness and strengths of an individual. It helps to further observe and highlight the various kinds of opportunities and capitalise on them further. The consideration of the threats with respect to the development of the characteristic of the individual is also of high importance.

In the SWOT analysis:

The strengths section focuses on the various techniques and talents that a person is greatly good at and which would eventually require no or minimum amount of improvement. This is a set of skills where the least amount of time for development is supposed to be spent (Phadermrod *et al,* 2019).

The weaknesses of a person section focuses on the area where the demand for development is the greatest. It is required from the individual to spend maximum amount of time and dedication in the improvement of those.

Opportunities are considered to be various and different from one another goals set by an institution or simply the country in which a person is functioning.

Threats are classified to be either intrinsic or extrinsic. This section requires the consideration of the various kinds of problems and detrimental situation which might impede the development of one's characteristic or the profitability of the country.

In addition, the internal and external characteristics are important parameters of great importance as well. As internal factors could be identified the strengths and the weakness of an individual. The internal factors are assessed using the BACK analysis which includes the Baggage, Aspirations, Culture and Knowledge. While the external factors are assessed with the help of the PESTLE analysis which takes into consideration all the aspects of a country in which an individual functions - Administrative, Economic, Social, Technological, Environmental and Legal (Chen *et al,* 2016).

Having conducted the SWOT analysis, the assessment is listed below:

Strength	Weakness
• My confidence in a group environment is of great advantage to me • I am confident in my written and communication skills	• My technology-related skills are considered to be my main disadvantage • I have prowess in the numerical abilities • I tend to struggle to concentrate and this would have proven to be quite detrimental for honing my other capabilities. • I am not utilising my full potential in networking with people related to the hospitality sector.
Opportunity	Threat
• There are greater opportunities of taking part in various kinds of activities which would further help in the development of various kinds of skills. • The scheme of progressive studies is an added opportunity which is received from the exposure to the academic environment. • The networking capability that was provided by the university was an additional opportunity.	• The challenges of funding was a major issue which had the potential of providing some serious threat to the development • The scope of falling ill whilst learning the newer skills could also potentially threaten the development.

Personal Development Plan

The people in the hospitality sector generally look for employees with a wide range of knowledge with respect to the hospitality industry and the networking capabilities. A creative mindset with a keen attitude towards the acquiring of enterprises and the

ethical mindset is always welcome. Hence it is important that I develop the aforementioned qualities. Besides, the hospitality sector also looks into the matters of networking, negotiation and leadership capabilities. With respect to this sector I need to improve my skills in being capable of expanding my professional circle, the attention span which is important for the proper development of the organisational skills and the ability to solve problems which is only possible when the quick analysis is conducted (Gould, 2017). Hence I need to improve technology-related skills too, which would help me in taking the necessary measures easier.

According to the study of Gholipour in the year 2016 and after the consideration of all the different types of Strengths and Weaknesses and the identification of the potential opportunities and threats in the environment, the Personal Development Plan could be confidently defined as exceptionally important for the purposes of the development of one's own learning process. I realised throughout the analysis that taking into account the personal pros and cons would influence the long-, short- term and mid-term goals of mine.

Sections	Short Term (0 to 12 months)	Mid Term (12 to 30 months)	Long Term (30 to 48 months)
1 (Goals to be achieved)	-To take part in greater number of activities initiated by the university which would stimulate my concentration and develop further of numeral prowess. -To increase the level of participation in the group activities in order to improve my English. -To participate in extracurricular events which would broaden my network.	-Pass university with not only a good academic record but also a good character certificate. -To work on the weakness and hone them. -It is also important for me to ensure that I do not suffer much from the disease and to ascertain that I do not fall prey to any financial mishap.	-To find a job in the hospitality sector on an international level. -To proceed improving kinds of weakness and regularly work on myself. -To achieve balance and permanency in the job structure.

2 (Skills and Knowledge Learnt)	-Development of the organisational and leadership qualities. -It is also necessary that I work on my weaknesses and develop my networking potential. -Dealing with the attention deficit is all very important.	-To implement the things learnt at the university on a daily basis. -To maintain the greater capacity of capitalising on the strengths of the individuals.	-To work with great conviction and honesty -To always strive to improve the organisational and the leadership qualities intact when undertaking the development of the long term plans.
3 (Method of acquiring skills and knowledge)	-Keeping close touch with the tutors -Paying attention to all that it is taught at the university -Taking part in the extracurricular activities in order to obtain practical development.	- Taking part in the co curricular and group activities would also help in the long run to attain the development. - Having and evaluative and logical mindset is the other way in which this can be possibly achieved.	- Always being an enthusiastic and permanent part of the operational framework would help in the honing and the maintenance of the skills
4 (Resources those are present at my expense and which would help me achieving the goals)	-Money -Time -Opportunity -Motivation -Discipline	-Knowledge -Perseverance -Patience -Discipline -Comprehension	-Skill -Discipline - Attitude

5 (The amount of time that has been taken to achieve the goal)	-The objective in the short term shall be achieved by me in a year time	-The mid-term target shall be achieved by me in a couple of year or so	-The final objective or the long term goals shall be achieved within the five year.
Date of Commencement			

Conclusion

The report has made me get an insight into the employability skills and the academic qualifications those are required for the process of recruitment to the hospitality sector. The proper SWOT analysis has been conducted, followed by the establishment of the personal development plan.

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Appendices

Sections	Short Term (0 to 12 months)	Mid Term (12 to 30 months)	Long Term (30 to 48 months)
1 (Goals to be achieved)			
2 (Skills and Knowledge Learnt)			
3 (Method of acquiring skills and knowledge)			
4 (Resources those are present at my expense and which would help me achieving the goals)			
5 (The amount of time that has been taken to achieve the goal)			
Date of Commencement			