

Spanish Tapas

Reflection Essay

Module: MARKETING FUNDAMENTALS

Code: LCBB4004

Students:

Juan Quintero (1815072)

Lavinia Rus (1814705)

Slave Stoyanov (1813736)

Cynthia Tini (1814700)

Lecture: Tanja Nathan

JUAN QUINTERO (1815072)

The aim was how to start writing a blog which all its elements, it was my first time doing a blog I found it very interesting how to learn as nowadays people who do blogging has the opportunity to work on it and get some money as new forms of consumer behaviour have given the power in social media (Labreque et al. 2013).

When we decided to do the blog about Tapas, I thought it was going to be difficult as my peers were not aware of " Tapas", but Lavinia and myself we choose the idea we were sure what to do and how to do it. I put the team together and we started to bring ideas and assigned topics it was not easy task as the topics should be suitable for everyone, eventually we managed to assign every task to everyone, we choice this topic from our perspective as we love eating tapas , a blog can be understood as a human brand from a brand-a-process perspective (Merz, He,, and Vargo 2009) , from our experiences and the interest that this can rise up from people who do not know this type of food.

As Spanish Native I am I got the topic about the history and tradition which would suit me more. I started doing my reaches through internet about the traditions to be honest I was not aware of the history I have never asked myself from where comes the term " Tapas" or the receipt in fact, it was quite interesting doing the blog.

Good things:

I found too much information that I was not aware of it, as it was a blog was simple how to put the information on it as it was giving our perspective of the topic and put it on blog format.

Bad things:

Regarding of being group leader has been quite stressful for the simple fact that the guys were depending on me and the blog, I gave the guidelines to my peers how to do it and when, I even helped them what kind of information should be go into the blog of their part. Eventually we managed to put all the parts together except one person of our group.

As a group leader I did not motivate them enough to do it better as it is for certain circumstances and the lack of responsibility for some members.

In the future when it comes to do group work, I will try to improve my leadership and motivation skills to manage the goals and the objectives that it is asked for this type of work.

LAVINIA RUS

The purpose of the reflective writing is to describe what happened, what are the feelings, what was good or bad in creating a blog as a group and what else could be improved.

My biggest concern about writing a group blog was the compatibility of the team as some members may fail to work well together for several reasons: lack of vision, lack of planning, lack of purpose, lack of motivation to achieve their goals or other similar reasons.

I was not concerned about the topic of the blog because I have lived and studied in Spain for almost two years.

During my second term as a student I promised myself that I will manage my time properly, as on the first term this was my biggest challenge together with the fact that I found it difficult to work with my fellow students. Unlikely due to some specific reason I feel that I fail again to be a good team member and to manage my time properly. But I am glad that I tried to put all my effort in motivating and concentrating myself for researching the best information.

Working with the other team members has taught me to understand their personality, goals, and to be more patient. It did help to develop my stronger communication skills.

In future I am looking forward to improving my time management as a student and as a full-time employee because I have realised that I am responsible for organising my own time.

As a conclusion I take this group blog as a lesson of discipline for further group works and I am grateful for the skills that I gained during the documentation about the Spanish culture.

SLAV

Blogging also let me jump into a vibrant online community of digital historians and humanists. Moving forward, the connections I've made through blogging (and on a noisier level, Twitter) will serve me for a long time to come. When I was doing my part of blogging research, I was feeling comfortable and I was known where and how to find the information about difference areas between north and south Spain gastronomy.

CYNTHIA TINI

In this part I am going to reflect on what made me choose to describe why “tapas” are so known worldwide and how I was able to come up with this part of the blog.

Tapas have a big place in my heart and in my food habits since long time. I am coming from south of France, Marseille, that is 4-5 hours driving to Spain. I used to go often for shopping and holidays and fell in love with this very traditional Spanish dish.

The easiest part for me in this blog was the understanding of the Spanish culture and the historical understanding of this dish. And I loved writing it as a blog so people can feel the importance I give to this subject and to push people to try this delicious dish.

The difficulties of this part are to find out and explain how this recipe now can be found in lot of restaurants across the world and understand how it has expanded worldwide. And do research on the best restaurants you can find them as it was not easy to find reviews according to the subject.

This subject was a great and delicious experience and I was happy to share it with my teammates.

REFERENCES

The Reflective Practice Guide - Barbara Bassot. Pp 71

Cottrell, S. (2013). The study skills handbook. 4th ed. England pp.25, 26, ,121,123.

Mullins L. J.(2002) Management and Organisational Behaviour. 6th ed. England. pp.22, 465,466.

Labrecque, Lauren I., Ereni C. Markos, and George R. Milne (2011), "Online Personal Branding: Processes, Challenges, and Implications," Journal of Interactive Marketing, 25, 1, 37–50.