

Business skills for International Hotel Industry

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Module Lecturer: Dale Clarke

Name: Anna Stoyanova Petrova
Student Number: 1817455

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Introduction

Personal development can be defined as the process of self improvement through conscious activities and habits. It enables an individual to assess and enhance his/her academic and career oriented skills. In order to prosper in the modern hospitality sector one must have critical mind-set and reflective skills. They help us recognise our skills, abilities, areas of weaknesses etc. and also enable us to develop new employability skills which are essential for achieving one's personal career objectives. In this report therefore I will focus on deciding certain personal development goals in relation to hotel and hospitality industry (Assiter, 2017). In the following section I will evaluate my current personal and professional skills and in the final section I will design a PDP which will help me achieve those goals. In order to carry out this assignment successfully I will also conduct a SWOT analysis on my personal, academic and employability skills.

In order to make effective and feasible career development plans an individual must have certain long-term career objectives. Currently I am undergoing a hotel management degree course; after achieving my university degree I would love to join the Hotel and hospitality industry as a manager. Hospitality industry is a customer and service-oriented business sector that requires highly efficient and vigilant employees. Most of the employers in this industry seek to recruit candidates that possess extraordinary communication skills, patience, team spirit, flexible nature and cultural awareness (Firth, 2017). Added to that most of the employees must have a few other skills as well, those are knowledge application skills, critical thinking skills, creativity, having a world-view, problem solving skills, and honesty & integrity. Therefore all of my short-term and mid-term goals will depend on these requirements.

Employability skills can be divided into three categories,

- Core academic skills: writing, reading, numeracy, verbal communication etc.
- Thinking Skills: creative thinking, problem solving, reasoning, decision making.
- Personal Qualities: self-control, social skills, confidence, honesty etc.

Skills

My Current Employability Skills

According to my assessment I possess many of the key professional skills. For example

- I am good at communication and also at negotiation and persuasion. Although I don't prefer working in a team (as I think it slows down my work) I have always successfully managed my team communications. Once I took part in an academic team project in my university and I convinced my team members that all project related information should be shared within our team through email conversations as it was the most formal process.
- My written communication skill is strong as well. I used to compose all of the previously mentioned emails applying effective writing structure and language.
- I can lead a team while required. I successfully and confidently convey my messages to others; people easily understand what I am saying. Most of the time I successfully lead group projects and finish them on time.
- My organisational skill is also appreciable. last year I was going through severe financial crises; I was also under pressure due to my examination and one of my family member got sick. In order to manage all of these matters I started following work schedules, I used to maintain a filing system to manage my academic activities, and I adopted the proactive approach in terms of time utilisation.
- I can work under immense pressure; as I mentioned earlier, last year I experienced several problems, still I scored well in my examination.
- I have good time management skills. I am capable of accomplishing tasks on time and I completed all my academic projects with efficiency.
- I can motivate myself and others while required and I know how to maintain perseverance during a situation of personal crisis.

Employability Skills I need to Work On

- My team work skill needs attention. I fail to understand my team members as I am impatient and I don't possess active listening skill. I feel annoyed on several occasions assuming that my team-mates are slow and not efficient enough to successfully achieve tasks (Tang, 2017).
- I take huge time to read and understand my study materials as I am a slow reader and I dedicated most of my study-time to reading sessions.
- I lack critical thinking and analytical skills which require special attention.
- Although my IT skill is good, I would love to develop them even more as they are extremely important in the modern hospitality industry.

SWOT Analysis

SWOT analysis is an extremely powerful analytical tool that helps us assess the strengths and weaknesses of a particular subject. It also enables us to identify the threats and opportunities which need to be dealt with properly (Bull *et al.*, 2016).

Strengths

- I am good at IT operations and I am extremely comfortable with technological equipments and internet.
- I am good at communication, both in spoken and written forms.
- My numeracy skills are appreciable and I can easily calculate things.

Weaknesses

- I need to work on my concentration power as my attention span is extremely limited.
- I feel uncomfortable while working in a team. I lack patience and active listening skill.

- My reading and analysing skills are not very strong, I take huge time to read and understand things.

Opportunities

- I can take part in university seminars, team projects and classes to enhance my academic and social skills.
- I can form inter-personal bonds with new people to acquire transferable professional skills.
- I can enhance my knowledge base by actively participating in all learning sessions in my university.

Threats

- Sudden increase in academic fees can be a great challenge for me to deal with.
- Lack of physical and mental well being can affect my academic endeavours.

Personal Development Plan

PDP is a powerful tool that helps business firms and students to develop a plan to facilitate further improvement. According a recent survey conducted within Netherlands, 89% of the modern companies use PDP to develop and manage their improvement plans in a systematic way (Perry, 2017).

As per my self assessment I am good at IT operations, communication (both spoken and written forms), and my numeracy skills are appreciable. However I can take part in several seminars and other educational programmers to develop the above mentioned skills even more. I should also carry on my educational activities to enhance my knowledge-base and try to acquire transferrable skills by forming bonds with new people. However my reading and analysing skills are not very strong and I feel uncomfortable while working in a team atmosphere (Alexakis, and Jiang, 2019). I need

to work on my concentration power as well. Based on this discussion I have developed the following personal development plan.

	Short Term Goals (0-12 Months)	Mid Term Goals (12-30 months)	Long Term Goals (30-48 months)
Section1: goals and objectives I aim to achieve within the mentioned time-period	To improve my team-work and inter-personal skills.	To enhance some of my academic skills such as reading, concentration power and critical thinking	To achieve my university degree for enhancing my knowledge & understanding and to assume the position of a hotel manager in a well-acclaimed organization.
Section 2 : Specific Skills I Need to learn	• A c t i v e Listening Skills • Patience • Leadership • Negotiation • Communicatio n	• Organizational skill. • C r i t i c a l Thinking • P r o b l e m Solving • Written and v e r b a l communicatio n	• Commercial awareness • Confidence • Comprehensive knowledge of everyday business operations of a hotel.
	Lacking		

Section 3: How to learn those skills and acquire the knowledge	By actively taking part in various group activities within my class.	By reading relevant books on personal skill development to gather knowledge about reading skills, critical thinking skills, concentration power, and team building abilities. By forming bonds with-others so that my communication skills and transferable professional skills get improved.	Attending all academic seminars and classes during my university years to improve my IT, numeracy and hospitality management skills.
Section 4: Required resources for this Endeavour	• Patience • Time and dedication	• Energy and Time • Understanding • Money • Guidance	• Dedication and perseverance • Money • Time • Knowledge and Understanding • Market awareness

Section 5: determined time frame	I aim to achieve this goal within 6 months.	This goal will be achieved within 1.5 years.	This is a long-term goal, therefore I wish to achieve it by the end of my final term (3.5 years approximately).
Start Date	3 rd July, 2020	July, 2020	Within July to December, 2020.
Expected Goal Achievement Date	January, 2021	January, 2022	Spring, 2023

Measurement

in order to achieve these goals I need to have a success measure strategy.

Setting Benchmarks: I will set personal standards or benchmark to measure the success of some the goals, for example the goals of developing personal and professional skills. The primary criteria would be, to achieve the time bound objectives on times and to become able to resolve the issue (Elliott *et al.*, 2015).

Peer Review: I would ask my peers and my teachers to provide me with necessary feedbacks through this year. They are motley expected to review my team-work skill, and academic performance. Based on these information I would decide whether I am moving towards the right direction or not.

Conclusion

This assignment has encouraged me to become reflective and critical about my personal skills. With the help of this assignment I have formed a better understanding of my personal, academic and professional skills and also the current trends of the job market. The SWOT analysis provided me with a clear image of the available opportunities which I should utilise properly and also the threats which need to be

mitigated on time. The Personal Development Plan would definitely work as a guideline for the upcoming four years and help me achieve my career objectives with efficiency.

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