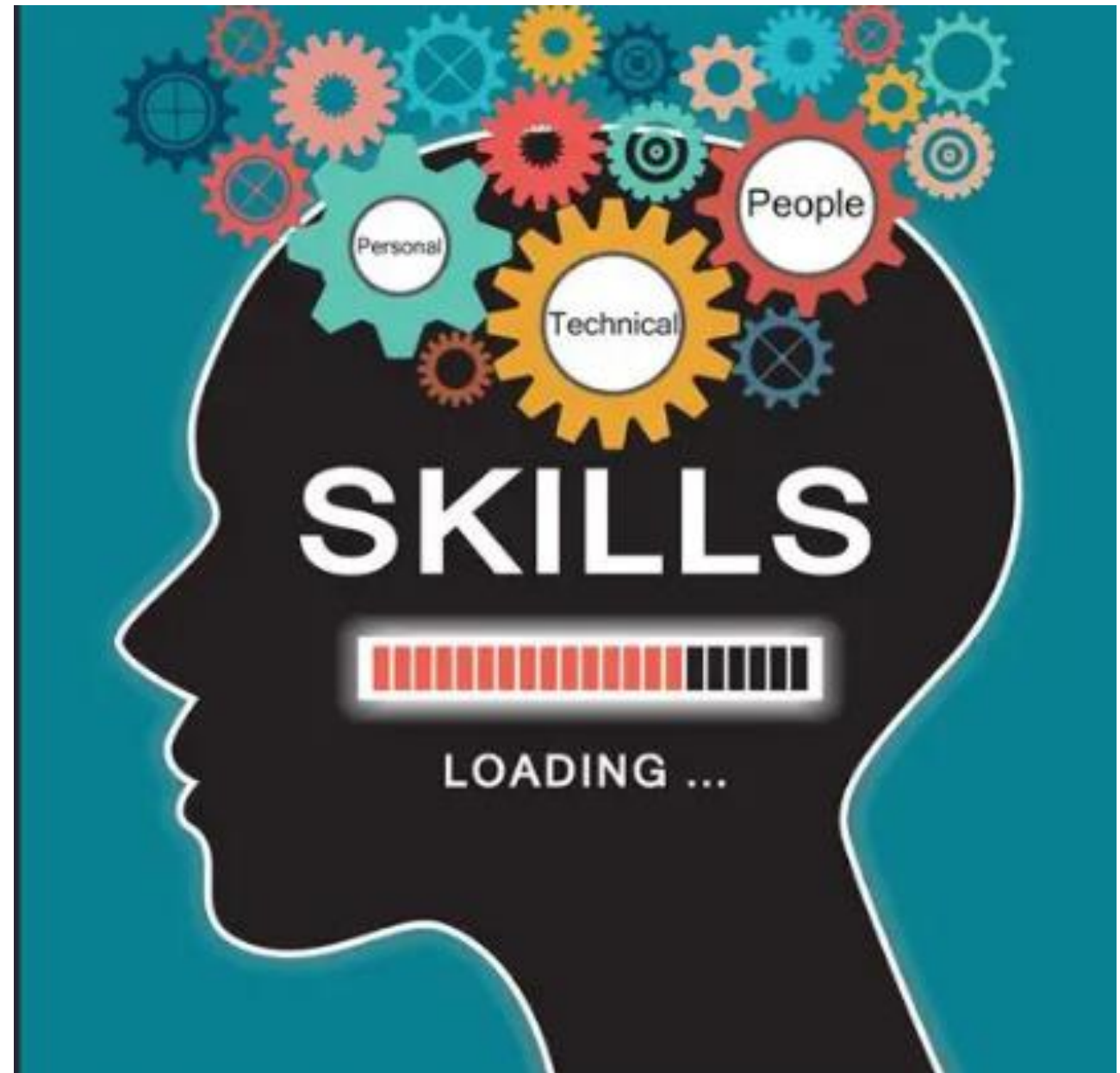


Placement Development Plan

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Introduction

- The aim of this assignment is to understand the fundamental principles of career preparation and professional growth by analysing my personal, academic and professional development needs. This involves conducting a comprehensive personal training needs analysis (TNA) to assess the gaps in my skills and knowledge and constructing a Placement Development Plan (PDP) to guide my growth.
- As a passionate student of International Travel and Tourism Management, I am motivated to work in the global travel sector and gain exposure to different cultures. I aspire to work in airport operations or hospitality management, potentially becoming an airport manager or events planner. This plan for professional and personal development is based on these goals.

Stage 1 - Personal Qualifications and Skills Audit

Personal Skills Audit

Personal Skills

- Strengths: Confidence, communication, creativity, multi-tasking, adaptability, interpersonal skills.
- Development Areas: Time management, initiative, patience, organisation.

Professional Skills

- Work Experience: Operations Clerk (DHL), Front of House (Swansea Arena)
- Skills: Customer service, teamwork, presentation, decision making, digital skills, motivation.
- Development Areas: Leadership.

Academic Skills

- Strengths: Social media marketing, understanding of hospitality and travel, event planning, application of theory
- Development Areas: Applying theory to practice more consistently, research and critical analysis

Qualifications Audit

Qualification	Level	Awarding Body	Year Completed
LIBF Certificate in Financial Capability	Level 2	LIBF	2020
Certificate in Equality & Diversity	Level 2	NCFE	2021

Reflection

- While I possess foundational academic and professional experience, I am aware of several areas that need development. My work experience has helped me build customer service and communication skills, but I need to strengthen leadership, organisation, and technical skills, especially related to digital tools and time management.
- I am passionate about my work and have experience in answering customer phone calls, responding to emails and serving customers in real life. I also have experience in wayfinding which entails helping customers with any queries about where they need to go (Swansea Arena, n.d.). I have passion for travel and am currently studying international travel and tourism management to be able to discover my strengths and build experience in the industry. I want to be more culturally aware and learn more about traditions and lifestyles.
- I am interested in expanding my destination knowledge and apply for jobs that will allow me to understand and experience new things in the travel and tourism industry. I also want to travel more and explore Asia and Europe in the next 5 years.
- One short-term goal I have completed is completing my CV and on the other hand still need improving in being more efficient with my productivity.
- I am also quite impatient and would like to master the skill in taking time to do things in a timely matter even though I am hardworking I would like to enhance every skill to be able to provide better customer service and work (Kolb, 1984).
- From placement I aim to improve my confidence and critical thinking. I enjoy learning about marketing and social media. I enjoy presenting in class and debating as it also helps me understand the work and dedication events/attractions put in. Debating and presenting in class also boosts my confidence in being able to speak to an audience and be able to memorise key information in a short amount of time that is useful for this industry (Strong, 1925).
- Understanding the structure of the tourism industry, such as destination management, customer service, marketing and advertising, sustainable tourism and cultural awareness are key knowledge I want to be more knowledgeable in.
- My career aspirations include becoming a leader or manager either specializing in a specific field or industry, making a meaningful impact on the world, or working in international settings or with global companies. Collecting and analysing data on tourism trends, customer satisfaction and economic implications, networking, and participating in field trips to observe and analyse management practices are beneficial for my improvement in academic, professional and personal skills (Helms and Nixon, 2010).

Stage 2 – Personal Training Needs Analysis & Skills Gap

Training Needs Analysis (TNA)

Area	Current Skill Level	Required Skill Level	Gap	Training Needed
Leadership	Basic	Intermediate/Advanced	Yes	Online leadership workshops, team projects
Time Management	Average	Advanced	Yes	Time management tools (e.g., Trello, Notion)
Communication	Intermediate	Advanced	Partial	Practice through customer service tasks
Technical Knowledge	Basic	Intermediate	Yes	Airport Ops (IATA), Digital Marketing (Google)
Customer Service	Intermediate	Advanced	Partial	Further training and reflective practice

Career Aspirations and skills needed

- I would like to work in an airport either be a cabin crew or airport manager. I am invested in IATA cabin crew training, inflight institute training, airline cabin crew training, IATA airport operations diploma, ACI Global training, Airport operations courses by OLC which are all courses that would benefit me to learn more about this industry (IATA, n.d.; TravelPander, 2025). I would also want more certificates such as the google digital garage certificate for fundamentals of digital marketing. IATA travel and tourism training and Coursera tourism courses are the ones I am most interested in at current to start (Coursera, 2025; Class Central, 2025). These align with my long-term goal of working in a leadership role in a global travel or events organisation.
- Skills needed for this career path are communication skills, interpersonal skills, customer service skills, technical skills, problem solving skills, organizational skills, teamwork and leadership skills. I need to improve my technical skills, organizational skills and leadership skills. However, I have learned that if you want to be an airport manager you must have specific qualifications which I might not be able to provide. Therefore, I must search for more available career opportunities such as being a Tour Guide, Travel agent, Travel writer and even Event planner. This will allow me to be able to discover my future career path.
- I need to enhance my communication and interpersonal skills to build more confidence. Enhance my customer service skills and understand the regulatory and compliance aspects of the industry. This will give me an even more in depth understanding of the industry. I need to apply academic theories and concepts to practical situation. Furthermore, also research and analyse tasks which means that I will know in full depth what I am doing and why. I also need to reflect on the learning experiences and integrate them into academic work and prepare for future career opportunities. An example of this would be communication skills and how I used my skills that I already learned by working to be able to effectively communicate with my team which then enhanced my teamwork skills. This then made me more confident to present.
- Applying Kolb's Experiential Learning Cycle (Kolb, 1984) will support reflection on placement experiences. Goleman's Emotional Intelligence theory (Goleman, 1995) also relates to personal development, especially in improving interpersonal skills (Singh and Behera, 2016).

Placement Aims and Objectives

Aims

- To develop industry-relevant skills
- To gain practical experience in a live environment
- To improve academic application in a professional setting

Objectives

- Complete a minimum of 100 placement hours
- Improve communication and problem-solving abilities
- Network with industry professionals and attend as many events as possible

SMART Objectives

- **Improve time management**

Specific: Organize and prioritize tasks to meet deadlines and complete all tasks on time.

Measurable: Complete every task within the given timeframe.

Achievable: Apply effective task organization techniques and time management tools (like Trello and Notion (Honey and Mumford, 1986)).

Relevant: Time management is essential for productivity and efficiency in the tourism industry.

Time: Achieve this objective by the end of May.

- **Enhance customer service skills**

Specific: Handle 20+ customer interactions independently.

Measurable: Record outcomes and feedback.

Achievable: Practice weekly in placement.

Relevant: Core skill for hospitality and tourism.

Time: By end of placement.

- **Develop leadership and initiative**

Specific: Lead at least one small team project.

Measurable: Receive supervisor feedback.

Achievable: Identify opportunities to lead at placement.

Relevant: Necessary for career goal of manager.

Time: By end of placement.

Stage 3: Placement Development Plan (PDP)

- Placement Details: Swansea Arena

Key Placement Aims & Objectives	Planned Placement Experiences / Training to achieve Learning Outcomes	Timeline	Measurable Learning Outcomes	Practical Application of Academic Theory
Complete 100 hours of placement	Events, conferences, exhibitions at venue	End of placement	Placement log and attendance	SWOT analysis (Helms and Nixon, 2010)
Improve motivation and initiative	Journaling, reflecting to understand what motivates me and identify area I can improve	End of Feb	Journal	Maslow's Hierarchy of Needs (Maslow, 1943; Singh and Behera, 2016)
Identify learning style	Research how I can efficiently learn more and better	May	Keep a log of what worked best for me	Honey & Mumford Learning Styles (1986)
Enhance problem-solving skills	Research trends and ways to communicate with customers	End of year	Reflective journal	AIDA model (Strong, 1925; Budiawan et al., 2017)
Strengthen communication skills	Respond to real customer inquiries	End of year	Feedback from supervisor or assessing and analysing the situations for improvement	SERVQUAL model (Parasuraman et al., 1988)

Reflection

- By keeping a log of my placement hours, I will be able to achieve my objective and conduct a SWOT analysis of what were the strengths, weaknesses, opportunities and threats such as identifying what has helped me with logging my attendance (Helms and Nixon, 2010; Abdel-Basset et al., 2018; Büyüközkan and Ilıcak, 2018; Pesonen and Horn, 2012). Therefore, I can write about the rest of my aims and objectives such as whether my motivation has increased and why. By identifying my learning style, I can increase my productivity and improve my organization and time management skills (Honey & Mumford 1986). Researching what customers enjoy will also help me understand what they do not so I will be able to enhance my customer service skills in being able to provide them with answer or help them resolve their issues. This will also help me improve my communication skills and confidence (Parasuraman et al., 1988; AlOmari, 2020).
- The modules I have finished related to marketing and social media which helped me build my experience in how to promote an attraction or event to be able to enhance the destinations image. Learning about the industry also enabled me to have a deeper insight on what customers' needs and wants are. Digital and academic skills made me understand how to research effectively, how to be a leader and how to have good teamwork skills. These skills and knowledge will assist me in the future whilst discovering what career path I will take. These modules all link in to help build a career path and enhance skills for professional settings.

Digital Placement Passport

BMTP4017

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100 Placement Hours

date	hours	event
1-Oct	4	Assignment Introduction
8-Oct	6	Arena Induction
14-Nov	5	Paul Smith
		Introduction to Live Conferences & Events
18-Nov	4	
19-Nov	9	Green Conference
29-Nov	14	Passion For Hospitality Conference
7-Dec	6	Dancing through the decades
1/28/2025	6	Marketing Pre Event Day
2/4/2025	6	House Party Planning
2/10/2025	6	ITT Set Up Day
2/15/2025	5	House Party Set Up
2/16/2025	11	House Party Event
2/25/2025	4	House Party Debrief
3/4/2025	4	4theRegion set up
3/5/2025	10	4theRegion expo

Completed Placement Development Plan

- **Events**

- - Paul Smith
- - 4theRegion
- - Passion for Hospitality Conference
- - House Party
- - Green Conference
- - Dancing Through the Decades

- **Roles**

- Wayfinding
- Help set up and direct the participants
- Network
- Merchandise
- Help set up and Wayfinding
- Wayfinding

- **Goals Achieved**

- Improved confidence
- More initiative
- Customer service skills improved
- Demonstrated problem-solving skills

Aims and Objectives

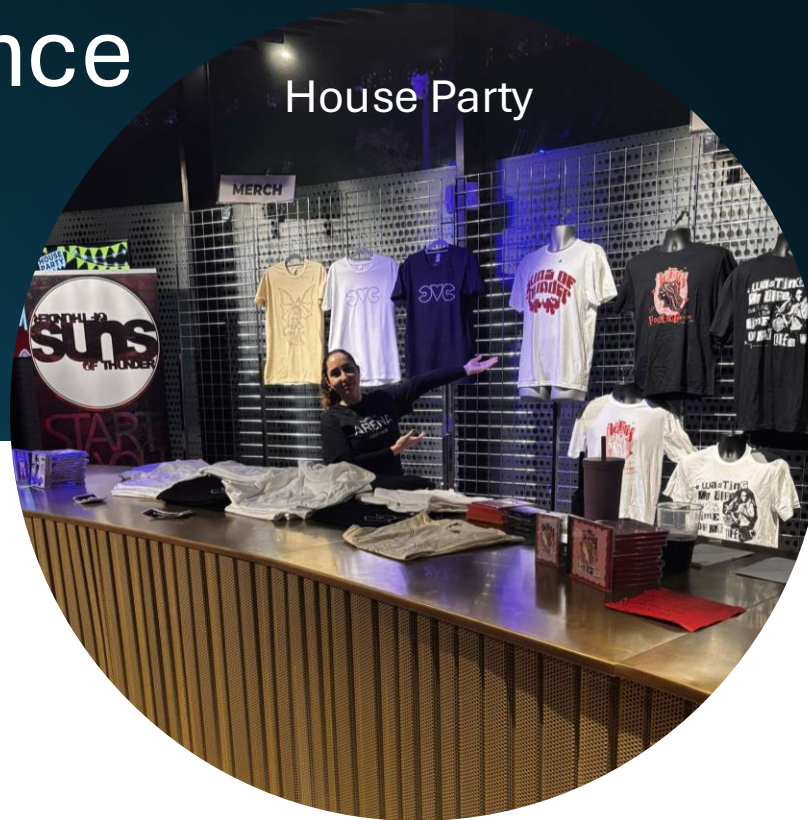
- Completed Aims and Objectives from Part 1
- SMART objectives : ✓
- Time management ✗
- Customer service skills ✓
- Leadership ⌚

I took initiative with a project at University but did not have a chance to lead something during placement hours.

Evaluation

- Guided over 200+ people, learned new skills such as dealing with merchandise and network with companies in this industry. Some industry expectations that I have improved in are customer focus skills, teamwork, communication, leadership, adaptability and achieved more practical experience. Created a self and welcoming environment for the attendees whilst being able to apply skills and be more empathetic (Maslow's Hierarchy 1943)). Goleman's EI model (1995) includes 5 parts, Self-awareness, Self-regulation, Motivation, Empathy and Social skills. I used this model to be able to deal with queries under pressure and read emotions. I used the AIDA model (Strong, 1925) consisting of 4 parts: Attention, Interest, Desire and Action. I would greet the customer (grabbing their attention) then I would ask politely if they needed any help with finding the area or seats they had to be in (making them interested) then I would ask if they are enjoying their evening and would further mention if they needed any extra help to come see me (attendees now would feel welcomed and want to attend the event) and lastly will thank them for joining us and to continue having a great evening. I helped set up these events and what went well would be the teamwork and how eager everyone was to help each other. The tasks would be to set up chairs, tables, signs etc. What I believe did not go as planned is the communication between some groups as sometimes there would be some confusion on what was happening. The attendees all seemed happy with our help but I feel that especially with me my confidence has improved immensely since starting the placement which helped me enhance guest satisfaction and complete my role to industry standards (Kolb's Learning Styles 1984)). SERVQUAL model (Parasuraman et al., 1988) was used as me and the rest of my team made sure things were organised, clean and visually pleasing to the eye for attendees. Most things happened as scheduled/advertised. Every event had a good amount of staff to assist customers that were confident and had great skills in being able to make the guests feel taken care of. Staff that work at Swansea Arena made sure we knew every code in case of emergency and allowed us to ask any questions we needed answers to which helped get key information and advice in what to do in certain circumstances. The staff also had a meeting about any feedback and to let us know what we could do better and how we can be more efficient and productive. My current strengths are communication skills, customer service skills, teamwork, multi-tasking and confidence. The skills I have not improved as well has been time management skills and problem solving. Another thing that I should improve for future placement's is collecting better data of my hours and journal in detail of what I wanted to achieve that day, if I did and what to improve for next time. Lastly, through my volunteering experience, I've realized that I possess qualities of both an Activist and a Reflector from the Honey & Mumford learning styles (1986).

Photos/Evidence



These are some photos that I gathered at the events as evidence

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