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Reflective writing

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Reflective essay

Students of the college were divided into separate groups for the purpose of project and I was in a group of four fellow students. The project topic of our group was regarding sustainable development and globalization of certain organization. At the first stage of this research project, I had hardly any idea regarding the project topic given by the faculty. But gradually I have gathered relevant and useful knowledge regarding this topic to prepare a successful project work.

As per the requirement of the project work, I have chosen a tourism sector organization for analysing and evaluating sustainable development and globalization. Hilton Hotel is selected as the focused company for serving the purpose of the project work. According to the private website of this hotel, information was collected in order to acquire adequate knowledge for performing the project tasks. In this reflective essay report, I am going to share my experiences and learning outcomes after completion of this project. This essay report is written based on the model of Honey Mumford learning style, which includes the following points for preparing a systematic reflective essay. Discussion is done based on these important elements of Honey Mumford Learning styles (Honey and Mumford, 1989).

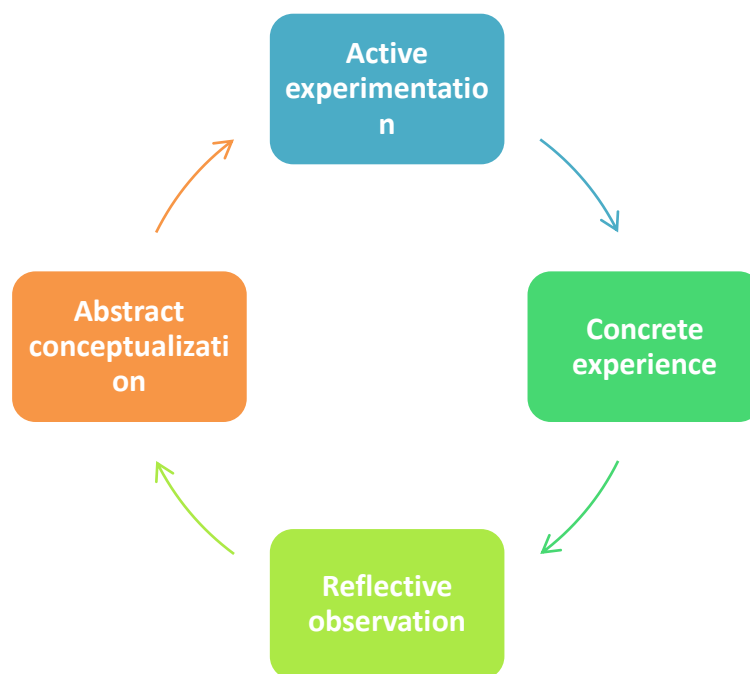


Figure 1: Honey Mumford Learning Cycle

(Source: Honey and Mumford, 1989)

Active experimentation:

In this section of this report I am going to discuss certain experiences at the time of research work. As I said, I had hardly any idea regarding the research topic of Sustainable development and

globalization, I had to go through various online articles, journals, eBooks, databases, and others on the internet for accumulating sufficient knowledge regarding this research topic. Various type of research work is done based on the selection procedure of the suitable research methodology for attaining research objectives in an effective way. Sufficient knowledge regarding different influencing factors of sustainability is identified by preparing research work from annual reports and project reports of several companies (especially Hilton Hotel). I have done the research work along with my three fellow members of my team. I used to discuss regarding the suitability of different research process to choose a perfect and most appropriate research methodology.

At the time of setting the research objective, research aim, and the research questions, a conflict has occurred. In order to avoid the adversities of the situation of conflicts, I have decided to take all the relevant research question from each of my fellow members to enrich the research work by answering the number of research questions and clearing the doubt related to those questions. In case of development of the sequence of relevant activities associated with this research project, I have taken help from lot of books frequently to avoid conflicts by means of constructive discussions regarding the project subjects. According to the requirement of the project, all the tasks of research works were divided among us equally to ensure equal involvement of every student with the project works. One of my fellow members was confident in this research subject and he was able to help in inculcating adequate knowledge to perform the research activities. In case of unavailability, I used to discuss the topic with each other through phone call and messages it helps us in minimizing the elapsed time of journey. For this project, I was asked to do the research part of organization trends and external analysis of the selected organization Hilton Hotel. At the time of collecting data regarding the trend in the tourism industry, I have found many difficulties due to several false statements, but my friends and supervisor helped me in tracking the right way to complete my assignment. Division of different subtask helped in equal involvement and made the task easy for us, as the project requires a good level of research work.

Concrete experience: At the stage of experimentation, proper sequence of all the relevant activities was to be maintained by us. Lots of group meeting were conducted to discuss the facts and provide useful information regarding the research topic. As the topic of current market trend of tourism industry was new to me, I have lot of help from one of my friend regarding this topic, I have understood about the important influential factors, which decides the current market trend. Cooperative environment during research work and experimentation helps in sharing important and relevant information in a larger scale and it enriches the project with standard level of information.

In order to understand the situation and trend of the current market of tourism industry, I have gone through the conduction of surveys and interview sessions for collecting qualitative data from primary data sources. I have faced some problems during gathering information due to lack of communication during the time of survey with the other team members of mine, because, all of my team members were busy in collecting data for performing their own tasks. Skype conference calls at the end of the day made the situation little easier for me as it allowed me to communicate with the fellow members. Other than this problem, false statements, unavailability of the responders, requirement of costs for arranging survey created things difficult. I have lot of support from my friends to overcome these barriers in collecting suitable data for research and analysis purpose of the current market trend in tourism industry. Data collection from the secondary source like the

annual report of the selected company (Hilton Hotel) and company websites were much easier than primary data collection.

Reflective observation: After collecting all the relevant data from the primary and secondary resources, analysis was done. In the time of analysis, I have all performed our tasks in-group and help together. I have met with my friends frequently to solve any kind of problems and taken help from the supervisor in this project. Several models and theories for ensuring sustainability and globalization were introduced to promote relevant data in our research work. During the time of performing this research work, I have gone through many difficulties, but still, I enjoyed the process of the activities according to the requirements of the project work. I have always enjoyed the group work for performing a single project always.

Problems in calculation and analysis in all the parts of the project work were solved mutually by all the members of my team. Cooperative working environment used to make things easier in combating different problems, which were raised during the project work. Our supervisor also helped me by providing important information, formulae, and equations for proper analysis. In case of the analysing the factors affecting sustainability and development, I have helped my friend in order to make him comfortable with the task as the task was harder. Comparative study and analysis, group discussion, conferences and attending seminars helped us enriching the project work by means of shared idea, value and important information in accordance with the requirement of the project.

Abstract conceptualization: This section is the last section of the Honey Mumford learning cycle and as well as the research project. This project helped me to understand different facts about the sustainability and globalization. Different affecting factors were identified for providing recommendation for the selected organization for better performance minimizing the risk factors. I did this project for the first time. This is why I have faced many difficulties during preparation and performance of this project work. Communication problem at the time of data collection, lack of proper sequences in the activities created problems for us, but I have overcome the problems by helping each other and taking help from our experienced supervisor. Our supervisor provided us different effective tools and techniques to collect data by minimizing the risks and problems. Lack of communication introduced the chance of misinterpretation and repetition of several topics associated with this project work. Frequent Skype conferences and meeting helped us in these cases.

I can state an overall good experience of performing this research work. Sufficient knowledge gathered during the research work of this project made me knowledgeable and aware of the factors and definition of sustainability and influence of the cultural and marketing trends on ensuring sustainability. In the interview sessions, Director and owner of the Hotel were involved to gather most practical knowledge for maintaining a prominent existence in competitive industry like tourism. Some additional information regarding cultural aspects, political influence and economic condition of the UK were also discussed during interviews. Preparation of open ended and close ended questionnaire for survey and interview was a bit difficult for me as I had to handle important persons during interviews with an expectation of gathering expert opinion regarding the current methods undertaken by the organization for ensuring sustainability and the requirement of further possible improvements.

Through different activities of this project work, I have overcome my weakness regarding communication and interacting ability, and those relevant interview sessions have made me confident in interacting with others for the purpose of the project objective. In future projects, I am quite sure that, some important learning outcomes, confidence level, and acquired communication skills during this project would help me a lot.

Reference list:

Honey, P. and Mumford, A., 2013. Learning styles questionnaire. Linden avenue; Organization Design and Development, Incorporated.