

REPORT TITLE:

USING ACADEMIC AND EMPLOYABILITY SKILLS VIA SWOT AND PDP ANALYSIS TO FIND EMPLOYMENT IN HOTEL AND HOSPITALITY INDUSTRY



Name: Stoyanka Tsvetanova Tsvetkova

Student Number: 1815041

Module Code: M4X01917

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INTRODUCTION

In this report, I am going to tell my current academic and employability skills to find employment in hotel and hospitality industry. The way I will do is that I will create my own personal SWOT analysis in which I will tell and list my strengths, weaknesses, opportunities and threats. Next I will create my own PDP (Professional Development Plan) and list all my development plans there and create a report that how to get employment in hotel and hospitality industry using my skills.

I will try to convert my weaknesses into success and strengths that I have listed in SWOT analysis. Academic skills are related to learning. These skills help a person to become more fluent and effective in the way of learning. Some of the academic skills include:

- Digital Skills.
- Note Marking.
- Referencing.
- Critical Thinking.
- Time Management.
- Employability.

These skills help a person throughout his / her lifetime. People who are really good and efficient in their academic skills are most likely to get jobs easily in any organization of their own choice. An organization depends both soft and hard skills.

Soft skills are the personal attributes that enable someone to interact effectively and politely with other people. Soft skills include social skills, communication skills, courtesy, and career attributes.

Hard skills are specific, teachable abilities that can be defined and measured, such as typing, writing, reading and the ability to use software programs.

Among both these skills, in today's environment an organization demands more soft skills rather than hard skills because soft skills are the main reason for a person to stay in an organization as soft skills includes good communication skills and talking politely and humbly with other members of the organization.

Employability skills are also important because employers want employability and flexibility skills in the employees.

I am from Bulgaria. I came to England 9 years ago and have a working experience in a hotel and I met with new people there and increased my communication skills. My main role overall is to demonstrate my skills (academic and employability) in different fields and areas to reach my goals by utilizing my skills and try to succeed in my upcoming future. I want to continue my hospitality and want to learn more to have a really good experience in this field and industry. My main goal is to become a hotel manager. I want a better future for me and my family.

SKILLS

Skills include academic and employability skills.

Current Academic Skills:

My current academic skills include:

- **Note Taking:**

I make notes for my work and project to help me better understand the project as a whole and so the project is done perfectly.

- **Time Management:**

My best academic skill include time management. I manage the time properly and try to complete the work before the given deadline. I meet the goals efficiently and effectively.

- **Self-Discipline:**

I set my clear goals for my better future.

Academic Skills I Want To Develop:

- **Digital Skills:**

I want to develop some of the digital skills like IT skills and word processing. I have a knowledge on MS word, MS excel, but need knowledge about IT and word processing.

- **Leadership Skills:**

My main goal is to develop leadership skills in myself. I want to become a hotel manager in future and want to manage a team that works under me.

Current Employability Skills:

My current employability skills include:

- **Team Work:**

I love to work in a team, group and to exchange and gain new ideas and things while working in a group.

- **Willingness to learn:**

I want to learn new things and want to get knowledge about new things that help me in future.

Employability Skills I Want To Develop:

- **Presentation Skills:**

I want to develop presentation skills in myself so that I can present myself, my work in front of higher authorities in form of reports or presentations.

- **Leadership Skills:**

I want to develop leadership skills in myself so that in future I can become a leader and people can work under me.

- **Enthusiasm:**

I want to be able to stay positive and polite in front of others. I want my mind to set a clear goal for myself and don't change it every time.

SWOT

SWOT stands for Strengths, Weaknesses, Opportunities and Threats. Creating a SWOT analysis can be a chance to inspire learning on natural abilities.

SWOT analysis separates our qualities into four things:

- Strengths.
- Shortcomings.
- Dangers.
- Openings.

SWOT ANALYSIS

Strengths:

My strengths are:

- Decisive – I can settle an issue and can provide a definite result.
- Creative – I can use my imagination to give new ideas and plans.

- Personality.
- Responsible – I am a responsible person and don't leave any work for the next day.
- Active – I am very active in my work.

Weaknesses:

My weaknesses are:

- I trust people every time.
- I change my mind very often.
- I am also distractive sometimes.

Opportunities:

My opportunities are:

- I work well in a team – great team work spirit.
- I work very fast and quick.
- My memory is very strong (can remember everything very well).

Threats:

- I am afraid that I will not fail to do my job.
- I will not disappoint people who have trusted me.
- I want my plans to take place in the future.

PDP

PDP stands for Personal Development Plan. It tells the complete plan of a person from time to time like what a person wants to become after 6 months, 1 year or 2 years and so on. A personal development objective could be about developing a specific skill or behavior or increasing our knowledge in a specific area or field. When we create our Personal Development Plan, it gives us with the time to self-reflection. PDP analysis is a way for a person to assess one's skills and qualities and also to consider their aims in life and to set and build a good career in future.

PERSONAL DEVELOPMENT PLAN ANALYSIS

	Short-Term Time Frame	Mid-Term Time Frame	Long-Term Time Frame
Section 1 – My Goals What are my overall goals that I want to accomplish in this time period?	I would like to develop more • Communication skills. • Become more confident.	Develop • Creativity. • Organizational skills.	• To become a manager in a hotel or to hopefully open my own hotel.
Section 2 – Skills and Knowledge to be learned What specifically do I need to learn? What project do I need to work on?	• Research Skills. • Time Management.	• Employability Skills. • Problem solving ability.	• Motivation and confidence to manage a team. • Negotiation Skills.
Section 3 – Next Steps How am I going to acquire the skills and knowledge? How am I going to do this project?	Take student event to help my development.	• Work in a team to build my confidence. • Do informational projects.	Take any opportunity to reflect on my motivation which would help me in my career.
Section 4 – Resources What resources do I need?	• Free Time. • Funding.	• Time management. • Resources of information.	• Engagement with the profession.

Section 5 – Time Schedule What is my time schedule?	At the beginning of this course.		
When will I start?	At the beginning of this course.		
When do I expect to finish?	At the end of this course, hopefully I would have gained all of the needed skills required for employment.		
Section 6 – Completion When have I completed each project?	■ _____ Date ■ _____ Date ■ _____ Date	■ _____ Date ■ _____ Date ■ _____ Date	■ _____ Date ■ _____ Date ■ _____ Date

PERSONAL OBJECTIVES

Short Term (12 months):

My aim is to develop the rest of my academic and employability skills that will help me in future.

Medium Term (2-3 years):

My aim in this time frame is to become a hotel manager.

Long Term (3 years – On going):

My aim is to work as a hotel manager and lead the rest of the staff and if I get an opportunity, I will make my own hotel.

EMPLOYMENT IN HOTEL AND HOSPITALITY INDUSTRY

The skills (academic and employability) listed above in the report, will help me in getting an employment in a hotel. My current academic and employability skills best fit for the job opportunity in a hotel. Mostly hotel industry wants an employee with good communication

skills, good team work capability which I have in me. Moreover, they want good presentation skills too that I am developing in upcoming future.

After getting job in a hotel industry, I will try to develop new skills that I have mentioned above, as well as I will try to improve these skills as much as I can, so that in the future I can become a good employee and member of the staff or a hotel manager so that I can have a bright future for myself and my family.

CONCLUSION

After thorough and deep research, I have summed up by academic and employability skills and the purpose of those skills for employment in hotel and hospitality industry. I have also done SWOT and PDP analysis in which I have listed my strengths, weaknesses, opportunity, threats and my personal development plan which will help the hotel manager and staff to better understand my SWOT and PDP analysis. My PDP plan will also help be to overcome my weaknesses. I hope these skills and analysis will help me to find an employment in hotel and hospitality industry and will surely help me to build my future and career.

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