



Programme: CertHE Skills for the Workplace

Module: Academic and Employability Skills

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Assignment Title: ACE Practical Portfolio

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Introduction

This course is about reflection on academic and employability skills. This report contains a presentation which focuses on career based academic skills and employability skills requirement. Various aspects of academic career and professional career are discussed in this report. For my career life, i would prefer to choose my career in Travel and Tourism Industry. This report contains reflective analysis whereas I use Driscoll reflection model. According to this reflection model, I described four crucial skills such as time management skills which is very important in personal as well as professional life. Moreover, academic writing skill which is mostly important in academic career and profession also. Then CV writing skills which I have learnt and prepared my own CV attractively for increasing self-confidence of mine. Finally, online learning which plays the most significant role in this pandemic period is described. This report is all about my reflection assessment whereas I have included my career goals and skills.

Task 1: Individual Presentation

Introduction

Each person has a dream job. People always try to get that dream job from the beginning of their dream. It becomes a passion of their life. This job can be exciting or can be prestigious. People choose their dream job to create a glamorous career in that job. Some people choose a high paying job to lead a luxurious life.



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THE POTENTIALS

- ❑ One of the Fastest Growing Business in the world.
- ❑ It contributes more than £106 billion to the UK economy.
- ❑ Business trips are increasing day by day.

Tourism is one of the fastest growing businesses in the world in the last decade (Morse, 2016). It contributes more than £106 billion to the UK economy and supports this country by providing more than 2.6 million jobs. According to the forecast of the UK tourism industry it will cover around 10% of UK GDP in the next five years. It had the highest number of visitors in 2017. More than 39.2 million people visit the UK in 2017. The UK ranked 7th according to global arrivals in the UNWTO arrivals league. The visitors spent £2.9 billion in July 2019. It helps the country a lot to increase the GDP. It has a lot of attractive places which attract people around the world. British Museum and National Gallery attracts millions of tourists from different ages and different countries. Besides that, cities like London, Edinburgh, Manchester bring a lot of customers to enjoy its beauty. The UK is not only a fantasy or tourist visit. A lot of people visit here to attend a meeting or conference. It becomes a center of different businesses. Various deals are signing here regularly. According to the statistics, more than 15.1 million people visit the UK for holiday and more than 8.4 million people visit here for business purposes. This place is also good to visit with family and friends. Thus, it brings more than 2.8 people along with their friends and family. People from various rich countries like the United States, Switzerland, Germany, Italy, Australia are visiting London very frequently. It helps in the tourism industry as well as the economy of this country. Because most of the time

they come here for business purposes like meeting, conference etc. More than 3.8% of the income of the tourism industry comes from the UK. This information proves that the tourism sector in the UK is one of the valuable sectors in this country.



Travel and Tourism sector can provide the most lucrative career. It has a lot of career opportunities. This sector is supporting the whole world by providing almost 10% of jobs. There are a lot of choices for candidates to choose their best job in this industry. Travel agent, hotel manager, tour operator, event organiser and tour guide are a part of the career option.

Here is a brief of them:

- ❖ **Travel Agent:** Travel agents are those who research, create plans and book trips for a person or a group of people. They help visitors by providing information and making a perfect plan for a day or couple of days.
- ❖ **Hotel Manager:** Hotel managers are those who provide resident service to the visitors. They are responsible from housekeeping to general maintenance of the visitors.
- ❖ **Tour Operator:** Tour Operators are those people who create and offer packages to the visitor by combining all tour and travel components together (Wiharjokusumo, 2019). It helps a lot for business trips. In that case, the tour operator manages all the things and removes the burden from the people of that trip.
- ❖ **Event Organiser:** Event organiser is very needed for business trips. When the meeting is big and they need to hire a conference room, they hire and manage all the things that are needed for that conference. They help the people by providing every detail of planning an event.
- ❖ **Tour Guide:** Tour guide helps people to explore the country. Normally they are needed when people go for an extended holiday.

Besides these, there are a lot of career options to choose. These jobs are becoming popular day by day. Being one of the beautiful countries in the world, there lies a lot of opportunity to grab a career.

Requirements

Education:

- Diploma Degree
- Graduation Degree
- Post Graduation Degree



Requirements (Cont.)



Language

**Sympathy and
Emotional Intelligence**

**Stress and Time
Management**

Problem Solving

**Strategy and
Innovation**

Travel and tourism are not for all. It requires educational qualification and other soft skills.

Education: This industry always appoints educated and smart people. A person needs to complete graduation in Tourism and Hospitality Management or can take many other courses related to tourism. People can take Diploma in Travel and

Tourism with a short course that can increase their knowledge in this sector. Any person can accomplish this requirement by taking a diploma, graduation or post graduate degree.

Other Soft Skills:

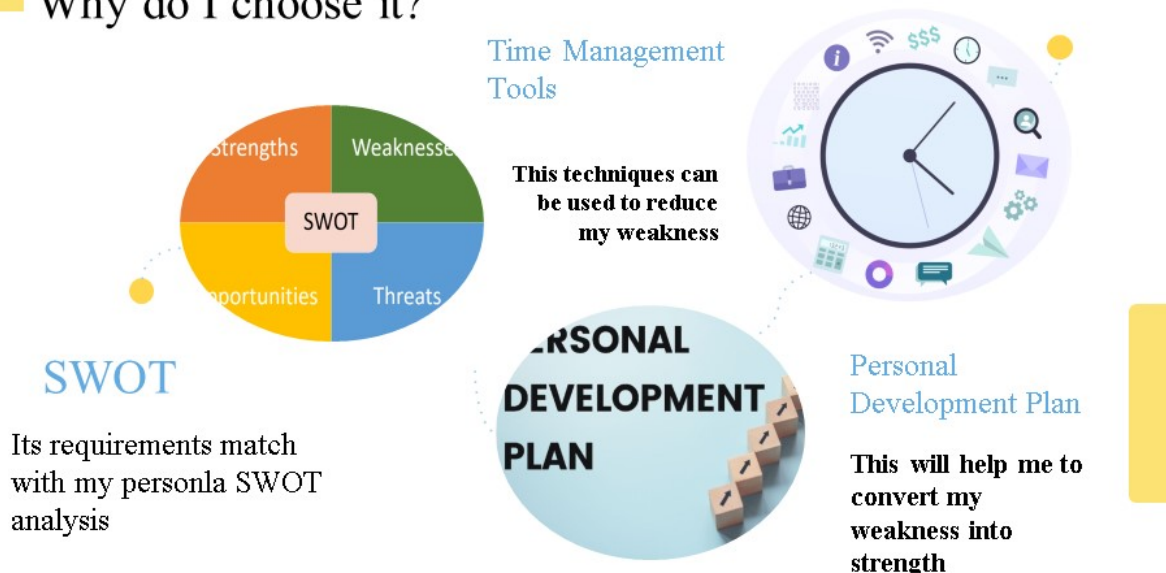
- **Language:** It is helpful to know more than 3 popular languages in the world. It helps to communicate easily with other people from those countries. It is required to have strong knowledge in English language.
- **Sympathy and Emotional Intelligence:** Unlike other industries, digital transformation has less impact on the tourism industry (Szivás, 2015). Thus, having sympathy and intelligence is important for progressing the industry.
- **Stress and Time Management:** This industry is time sensitive. If any company fails to manage its time properly, they need to face a lot of loss and may lose clients. Normally it creates stress in some seasons when people visit very much. A lot of work needs to be managed at a time.
- **Problem Solving:** At the time of dealing with difficult clients or internal problems, problem solving skills a lot to manage the situation smoothly. It helps to deal with managing future crises and identifying incoming threats.
- **Strategy and Innovation:** Being one of the fastest growing sectors, the competition is increasing day by day. Innovation and various strategies are necessary to keep old clients and attract new clients.

Goals of Job Placements: (Slide 7)



According to Tracy Lu & Howard Adler (Lu and Adler, 2011), “There are three most important goals for selecting this tourism after graduation.” Most of them select this job to hold a high-level job. Some of them choose it for having a lot of money. This industry provides handsome salaries to their employees. It also provides benefits by providing rights of free travelling around the world. Most of the time, they receive low-cost benefits for their family. Besides this, tourism managers receive more than £30,000 per annum based on their level (Archdale, 2016). The work in this industry is enjoyable because workers always meet with new people. It helps to learn about new culture every day. Workers in this industry can work in any country and enjoy huge freedom.

Why do I choose it?



I choose this career because the requirements of this career match with my SWOT analysis. Though there are some weaknesses, I can remove those things by taking time management tools properly. I can make the best use of my opportunity by making a personal development plan. It will also help me to remove my weakness permanently. Here is my Personal SWOT analysis:

SWOT Analysis:

Strengths	Weakness
Strong leadership skill. Good at oral communication. Hard Worker and passionate for my work. Know three languages.	Occasional time management issue. Mental toughness. Problems in written communication. Anxious.
Opportunity	Threats
Strong networking skill Open minded Internship	The recession in the global economy. Increasing competition in the job market.

This SWOT analysis shows that I have a good leadership skill and oral communication skill which is very important in the travel and tourism industry. It will help me to be a tour guide and communicate orally with the tourist. I also know three languages excluding English which will help me to understand and provide better service from that culture. I have a small weakness in written communication. I need to take extra courses to remove this weakness. I should remove anxiety. I have a lot of opportunities for this sector. A strong networking skill is needed for this sector. I have strong networking skills and I am open minded which will help me for this career. Threats can be minimised by bringing innovation in the industry.

Time Management Tools:

Tourism business is time sensitive. A small mismanagement can lose a client for good. Before starting this career, I need to apply time management tools and techniques to improve my time management skill. It will help me to improve my employability skills as well as academic skills. Firstly, I need to use a time planner and list down a master plan which will contain all things I need to do in a day. This master plan contains all the goals of different working lists. Secondly, I need to create a working list from the master plan. It will help to boost up the productivity and make it easy to achieve SMART objectives. Thirdly, I need to organise my task according to the priority. It will reduce the risk of eliminating important tasks from the task list. It will also help me to remove my occasional time management issue. Finally, I need to organise my time and allocate those time to the appropriate task. It will remove the stress of this work.

Personal Development Plan (PDP):

I need to prepare a personal development plan to reduce my weakness or convert my weakness into strength. It will help me for job purposes as well as my academic purpose. Firstly, I need to create a plan such as I need to create a plan to reduce occasional time management issues. Secondly, I need to set a standard. Thirdly, I need to measure my

performance with the standard. I need to recognise threats arising from different sections. Finally, I should try to eliminate those threats.

Skills Improve: (Slide 9)

Skills Improve

Academic Skills:

1. Time Management
2. Research
3. Problem Solving Skill

Employment Skills:

1. Communication
2. Teamwork
3. Leadership

Academic Skills:

This career is not selected only for earning a lot of money or getting a high-profile job. It will help me to develop my academic skills. Here is a brief discussion of how and which my academic skills it will nurture:

- **Time Management:** As I mentioned before, this industry is time sensitive. During the busy season, it takes almost all the day to maintain daily work. It becomes hard to find a time for lunch. But in that hard time, workers find a way to conduct their business smoothly. Thus, it will help me to learn time management skills which is necessary in academic life.
- **Research:** Employees of this industry need to find out information and research to make a great plan in order to attract customers. It is necessary for making and offering packages to the customer. This skill helps me to make my own research for academic purposes.

- **Problem Solving Skills:** This business requires to be updated all time. Many new problems arise every day. Employees need to solve those problems with their skills and experience. It will help me during my education life in solving new problems daily.
- **Employment Skills:**
- This job career will also help to build up my employment skills which is necessary to get a desired job in life. Here is a brief of which skills will be improved for this intended career:
- **Communication:** Strong communication skills are required to do the job of the tourism industry smoothly. Workers need to have verbal and written communication skills to be successful in this industry. Communication is also very important to get any type of job in this era.
- **Teamwork:** Problems are becoming complex day by day. It is needed to work with a team to solve problems. A successful teamwork can bring innovation in the business. This intended career will help me to nurture this skill.
- **Leadership:** Proper leadership is very necessary to be successful in the business. This career needs a leader to maintain a lot of workers and tasks at a time. It will help me to improve my leadership skill.

Challenges

Present Challenge



Future Challenge

Present Challenges: Present challenge for this industry is COVID 19 pandemic. Because of the global pandemic, this sector is heavily affected. According to the research of Aldermore, this sector lost more than 50% of their income during last year. Banning unnecessary travels, reduces the number of customers very much.

Future Challenge: After the COVID 19 pandemic, the taste of food and way of serving need to be changed to attract customers again. After this pandemic, people may search for hygiene and safe food. Many people will want to maintain social distance which will require more space in a hotel. It will lead to change the whole function of this industry which will require huge cost. Google's monopoly in the online travel space is a future challenge for this industry. Google flights, hotels and maps are becoming a hard challenge for this industry. Digital transformation can lead to the reduction of many employees from this industry.

Conclusion

Travel and tourism industry is one of the fastest growing businesses in the last decades. It helps to boost the economy by contributing a lot of money each year. It also creates a lot of job opportunities for the people from different countries. I choose this career because this is a standard job and its requirements match with my SWOT analysis.



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THANK YOU