**BTEC HOSPITALITY**

**UNIT 26: HOSPITALITY INDUSTRY**

**RELATED PROJECT**

**Assignment 26.2**

**P2/M1: Plan and research a hospitality project, including the skills needed to carry out the project**

**PLANNING DOCUMENT**

**NAME:**

***PROJECT TITLE:***

***Any task guidance in this document written in red font MUST be deleted.***

**a) Business(es) to be Investigated (if relevant):**

***(Repeat if you are focussing on more than one business)***

**Name of business:**

**Address of business:**

**Postcode:**

**Contact telephone number:**

**E-mail address:**

**Website:**

**Brief description of the business: (Or area of the hospitality industry I am researching)**

*(Delete: Which sector of the hospitality industry? Chain/independent? Types of products/services/customers? Location/premises? Is it successful – why/why not??*

**Why have I chosen to research this business? (or area of the industry)**

**b) Project Plan Summary/Skills Development for the Market Research Project:**

**1. Project Objectives (What am I aiming to achieve?)**

*Delete:*

*Personal Objectives: What knowledge am I hoping to gain? How will I find this out? When/how will I do this? What am I hoping to understand more? How could this project help me in the future? What skills will I hope to develop by undertaking this project?*

*Business Objectives: How could my findings help the business(es) I am researching?*

**2. Criteria to measure the success of the project?**

*Delete: How will I know my project has been successful? What do I need to do before and during my research to make sure it is successful? How will I make sure I complete the project /all research professionally?*

**3. Skills Analysis**

*Delete: For each section, comment on your current skill set. For each of the following headings, explain your strengths and weaknesses in these areas, giving specific examples of when/where you have used these skills (at work, school/college/part-time job/through other experiences).*

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| --- |
| **a) Working effectively with others**  (For example, on a group project or sports team).  **Key words**: approachability, team work, co-operation, rapport, adaptability |
| *Delete:* *Am I good at working with/getting on with other people? If yes, in what kind of situations? Give an example of when you have worked well with other people. Why was this so positive? What did you do to help the team?*  *If no, why not? Give examples of when a team you worked in failed. What could/should you have done to help?* |
| b) Communication  (For example, expressing your ideas, explaining something complicated)  Key words: listening, enthusiasm, clarity, pertinence, confidence |
| *Delete:* *Am I good at communicating with other people? If yes, in what kind of situations? Give examples of when you have communicated well with other people. Why was this so positive? Consider different types of communication (written/verbal).*  *If no, why not? Give examples of when your communication was poor. What could/should you have done to improve it?* |
| c) Judgement and decision making  (For example, choosing which project to do, which information to include in a project)  **Key words:** decisiveness, research, planning, reaching a conclusion, evaluation |
| *Delete:* *Am I good at making decisions and sticking to these? If yes, in what kind of decisions? Give examples of when you have made a good decision that has led to a positive outcome. Why was this so positive?*  *Give examples of when your decision making was poor. What was the result of this? What could/should you have done to improve it?* |
| **d) Persuading and influencing**  (For example, persuading someone to come to a party or accepting your argument)  **Key words:** communication, leadership, negotiation, charisma, motivation, determination, forcefulness, vision, empathy |
| *Delete:* *Am I good at persuading people or influencing them? Give examples of when you have persuaded someone/customers to listen to you/change their mind.*  *If you feel that you are more passive or lack persuasive skills, give examples of when you wish you could have changed someone’s mind (and how you perhaps could have gone about doing this).* |
| e) Ability to solve problems  (For example, school assignments, coping when team members don't pull their weight)  **Key words:** critical thinking, analysis, lateral thinking, creativity |
| *Delete:* *Am I good at solving problems? If yes, in what kind of problems? Give examples of when you have solved a problem that has led to a positive outcome. Why was this so positive?*  *Give examples of problems that you have failed to resolve. What was the result of this? What could/should you have done to improve it?* |
| **f) Time Management**  (For example, ensuring your assignments are done on time, punctuality)  **Key words:** organisation, prioritisation, work/life balance, meeting deadlines. |
| *Delete:* *Do I have good time management skills? Give examples of what evidence you have for this. Why is this a positive skill to have for completing your project?*  *If not, give examples of the consequences of your poor time management (and negative impacts this could have on your project).* |
| **g) Use of IT**  (For example, word processing, publisher, internet research skills) |
| *Delete:* *Do I have good IT skills? Give examples of what evidence you have for this. Why is this a positive skill to have for completing your project?*  *If not, give examples of where you think your IT skills are lacking (and negative impacts this could have on your project).* |
| **h) Achieving your goals**  (For example, getting grades for College, getting a p/t job)  **Key words:** determination, commitment, will-power, resolution, stamina, ambition, energy, resilience |
| *Delete:* *Am I good at setting/achieving your goals and targets? If yes, in what kind of situations? Give an example of when you set yourself a clear goal and achieved this. Why was this so positive? What skills did you have to use to help meet this goal?*  *Have you ever set yourself a goal and failed to achieve this? Why did you fail? What could/should you have done differently?* |
| **i) Specialist Hospitality subject knowledge** |
| *Delete:* *What have I learnt about the hospitality industry so far? Where have I learnt this? How will this help with my project?*  *Which aspects of the industry do I feel I need to know more about and why?* |
| **j) Market Research Skills**  **(when have you undertaken market research before, interviews, surveys etc.)** |
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| **In which of the above skills can you offer plenty of examples where you are using the skill?** |
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| **Which skills do I think that I need to develop further? (and why?)** |
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