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| |  |  |  | | --- | --- | --- | | Logo  Description automatically generated |  | Text  Description automatically generated |   **Assessment Front Sheet**   |  |  | | --- | --- | | **Student First name/s** |  | | **Student Family Name / Surname** |  | | **GBS ID Number** |  | | **Programme title** | Choose an item. | | **Cohort** | Choose an item. | | **Level** | Choose an item. | | **Module Number** | Choose an item. | | **Component of assessment** | Choose an item. | | **Campus** | Choose an item. | | **Assessment Word Count submitted** |  | | **Lecturer Name** |  | | **Student Signature** (please type your name) |  | | **Date**  (Please type the date) |  |  |  | | --- | | **Individual Assessment**: I am signing electronically above to confirm that if this submission is an individual assessment that this is submission is all my own work, produced solely by myself and without any external/outside help except for acceptable support from my lecturer.  I am aware of and understand that failure to comply with the above statement is a breach of the CCCU Academic Integrity Policy and will be investigated and sanctioned in accordance with the CCCU Academic Misconduct Procedures which can be read by clicking on the links below:  CCCU Academic Integrity Statement - [**CCCU Academic Integrity Policy**](https://www.canterbury.ac.uk/learning-and-teaching-enhancement/policies/academic-integrity.aspx)  CCCU Academic Misconduct Procedure - [**CCCU Academic Misconduct Procedures**](https://www.canterbury.ac.uk/learning-and-teaching-enhancement/docs/Student-Academic-Misconduct-Procedures-from-Sept-2021.pdf) | |

# Academic Part

Every business has several stakeholders, among which the employees are most essential ones (Singh et al., 2019). Their skills and productiveness in work can improve the business performance and efficiency. The skills of employees can be divided into employability and enterprise. The employability and enterprise skills are necessary for getting, keeping and being successful in a job (Buheji and Buheji, 2020). These skills and attitudes are embedded in all aspects of educational sectors preparing the students to collaborate with colleagues, decision making, problem solving and develop the respect. A set of personal achievements, knowledge, and characteristics known as employer skills that increase an individual’s employability by cultivating a positive attitude toward work and achieving succeed in their chosen field (Hameed and Irfan, 2019). The ability to collaborate with others to achieve a common goal, as well as the ability to manage oneself and be managed by others, are all components of employability. In contrast, those with enterprise skills are prepared for employment of any kind. The ability to recognize and take advantage of opportunities is called the enterprise (Concepción Garcés-Ayerbe et al., 2019). Professionals use their enterprise skills to come up with and execute business ideas, which is especially helpful for employers looking for qualified candidates. Anyone with strong business skills has the ability to make the most of any situation. They are creative thinkers who are constantly coming up with new concepts and approaches that will help their company or business generate revenue. Employees can use these skills to identify market segments with growth potential as a job seeker (Petrongolo and Ronchi, 2020). They can demonstrate to employers about their own expertise and resources can help create business plans with a high chance of long-term success if they have well developed business skills. It requires adaptability, creativity and resourcefulness, as well as a willingness to change; know when and how to express creativity an initiative; can assess risk to help individuals and groups make decisions; and the ability to persuade others to join the venture.

Tourism is a vast industry that help the people to travel from one place to other nationally or internationally. The careers involved in tourism are travel agent, tourism manager, tour guide, transport officer, event manager etc. For this assignment, the career of tour guide is chosen. According to the data from (Statista, 2023) in the year 2022 there were 295 million people who joined the travel industry as their career. And this ratio is expected to grow in future. It was decreased in 2020 and 2021 as compared to 2019 due to the arrival of pandemic.

# Self-assessment

## Strengths

The strengths that I have, firstly include the communication power. I believe I have better communication skills, I can easily communicate with number of people professionally or non-professionally depending on the situations. I have the ability to develop behavior and attitudes that can easily attract other’s behavior. My kind and generous behaviour keeps the people satisfied during conversations. Also, I have the ability to listen to my communicator during a conversation which helps me to understand their ideas and points that other person is trying to share. I have the ability of managing the conflicts.

## Weaknesses

I lack at some points when I evaluate myself for my career development as a tour guide. Firstly, I cannot make my own decisions when other people share their ideas. When I listen to the thoughts of others then I make decisions according to their ideas. This can be a weakness for me in career development because in tour guide career different people have different ideas in that situations strong decisions are necessary to take. Secondly, I face problem of managing the time. In the career of tour guide it is necessary to manage the time effectively so tourists should not get frustrated or angry.

## Values

I value the integrity of other the most. I never disclose other’s personal or confidential information to anyone. I believe that everyone has their own personal information and it should be kept secure and leaking that information without their consent is an unethical task. Secondly, I also prefer to be sustainable and use the sustainable products. I promote the sustainability of plastics especially because plastic is the harmful product for environment and nature. These values can help me to get more tourists because people get satisfied when sustainability is promoted at most. And also, they would be sure about the confidentiality of information they share. I can also be friendly in nature which would keep the tourists entertained.

## Interests

My personal interest does match my career goal. My interest is to travel the world. I am highly interested to travel and explore the different places and meet new people, communicate with them and learn about their cultures. This would also help me in my career development when I would respect the other people’s culture and traditions. My interest would help in a way that due to this I have visited a lot and I have a knowledge about so many different places.

## Obstacles

Focusing on my weakness I want to overcome the decision-making ability. I would need to consider my own decisions also because due to lack of decision-making skill I can lose my confidence over some strong situations. For this I can take sessions and understand how to find out the mutual decision without hurting other’s feelings. And also, I would want to manage the time efficiently. For this I would need to understand the value of time in other’s and own life.

# Research your industry

Basically, it refers to all kinds of endeavors related to the transient development of individuals in the areas in which they normally live. Tourism is one of the largest industries in the world and it is the engine of the economies of many countries (Manzoor et al., 2019). Furthermore, it is a broad sector that includes the hotel industry, the transportation industry, and several others. It is essential to understand that this industry relates to leisure, business and other reason related to travel. Tourism has many benefits, including economic benefits for countries that receive a lot of visitors due to the money they spend on local businesses in addition to their actual stay (Dangi and Petrick, 2021). Moreover, it offers many job opportunities for those working in the transportation and hospitality sectors. In addition, tourism has the potential to increase the value of money, create opportunities for recreation and relaxation and strengthen ties between countries or businesses (Olimjon Saidmamatov et al., 2020). it can also open potential doors for social commerce, while for tourists it can promote happiness, prosperity and better education. In tourism the tour guide is a person who instructs the tourists about their travel, accommodation, provides details about religious, historic or other visiting places (M. Tregerman, 2021). The essential skills and attributes required for a tour guide include the communication, professionalism, active performance, memory, punctuality and etc.

# Create an Action Plan:

## Learn about the industry

Initially, I would need to understand and gain the comprehensive knowledge about the tourism industry that could include the popular travel places, requirements tourists prefer and etc. And I would also explore about the different travel and services included in this career and then decide to choose the suitable according to my interest such as historical, cultural or religious travelling destinations.

## Trainings and sessions

After I have gained enough information about my career industry, I would then need the trainings to improve my skills and abilities. I would need to join some tourism-based learning programs or workshops through which I can furnish or channelize my abilities with the help of more professional environment. From there I would need the certifications which can help me in future to get job in any reputed company.

## Look for experience

I would then also look for the internships, basic level positions related to some famous travel agencies and gain some experience from there. Working and learning under the supervision of experienced tour guides will be helpful for me. I would consider all the opportunities, jobs, internships and workshops to increase my level of experience in this field.

## Advertisement

Then I would need to promote myself digitally through online platforms. Creating and launching my own website would be essential at this stage for me. Through my website it would be helpful for people to get in contact with me and view the other relevant information. And create the pages on various social media platforms such as Facebook and Instagram to attract more young generation people.

## Enable the professional connection

I would need to meet the experts in the field and learn about industry trends and make valuable connections by attending the tour conferences, events and shows. Also, I would need to stay in touch with other tour guides share the ideas and suggestions with them and join the relevant professional associations or online communities.

## Enhance the expertise

In order to avoid the involvement in competitive market I would need to focus on the specific area or place where I would be highly comfortable and people could be more attracted to. I would improve the communicational skills and get my expert level in this ability because this is known to be most important when interacting with people from different areas and places related to different culture.

# Implementing Action Plan

## Learn about industry

I will start to learn about this industry by spending time reading and traveling more and follow the websites and articles related to information of tourism industry. I will also join the online forums where I will interact with tour guides and get information of this industry

## Trainings and sessions

I will look for the sessions especially physical ones and join them, there I will get multiple sources to move forward in this career of tour guide. I will achieve the certifications from the travel workshops that are conducted by some tourism schools or academy.

## Look for experience

For the experience I will join the Hay’s travel agency in UK to get started my experience. There I will learn from the tour guides and other experienced people. I will get to know about more skills and abilities required for this job.

## Enable the professional connection

By joining the workshops, sessions, trainings and Hay travel agency I will increase my interaction with the professionals working in this industry. I will start to contact the travel agents international to increase my connection globally. this professional connection will help me in all the aspects to enhance in this field.

## Enhance expertise

During my internship or first job I will learn the techniques to convince and entertain the public. And there I will fix my weaknesses of time management and decision making. I will learn from the professionals about how to manage the time effectively and how to consider the mutual decision. Along with these weaknesses I would improve the communication power and learn for some knowledge about this field and famous tour places.

## Advertisement

I will launch the website with all my information provided there. I will invest in developing my website from a well-known web developer and get my website certified to avoid the copyrights and other legal problems. I will also start to contact different travel agents to promote my Facebook and Instagram pages in their companies so many people start to know about me.

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