



Reflective Journal: Global Sales, Marketing and Distribution Strategic Partnership for an Independent Hotel in Bangkok

Part 1: An overview of what you understand reflection in a professional setting to mean / involve

Start typing here.....{This section should provide evidence of your understanding of reflection based on relevant literature and your experience, including how and why reflection is a useful skill and tools to use in your professional life. You are expected to appropriately reference any literature you refer to. 450 -550 words}

Reflective journals are the record of learning experiences in student viewpoint (Reflective Journal and Learning Logs, n.d). It is considered as a useful and effective tool for university due to the improvement of English writing skills, the increasing motivation, the creativity enhancement and the development of critical thinking (Farrah, 2012).

There are four types of reflections that contributes to the benefits of Reflective journal. There are Observations, Questions, Speculations, Self-awareness, Integration of theory and ideas and Critique (Reflective Journal and Learning Logs, n.d). For the Observations, students will write down all the observation and viewpoint during the course. For the Questions, students will pose questions related to the course. For the Speculations, students will propose the reflection after monitoring the course. For the Self-awareness, students will express their attitudes arising from their viewpoint. For the Integration of theory and ideas, students will make a connection between the experience and the theory. For the Critique, students will reflect themselves through critical writing.

From the aspects of improving English writing skills, reflective journals require the formal writing format by using correct terminology, facts related to learned subjects (Reflective Journal and Learning Logs, n.d). As a result, it helps students conduct the academic and meaning written documents

There are four phases of Reflective cycle including Record – what, Reflect – thinking, Analyze – explain & gain insight and New action (Reflective Journal and Learning Logs, n.d). Firstly, the students will write down the knowledge of course, the research activity when learning, which belongs to the process of Record. Then, the student will think about their reactions, feelings, experiences, opinions about the course, which belongs to Reflect phase. Next, the students will analyze how the theory and experience can be integrated, which belongs to Analyze phase. Finally, students will come out with the conclusion about the general landscape and specific outcomes from learning period. Therefore, it upgrades the thinking level during learning and proposes the new aspect of knowledge, which contributes to the creativity enhancement and forms the critical thinking to students.

Students will evaluate themselves and monitor the progress when learning, which stimulates the

communication. For the motivation, reflective journal writing is the platform where there is further confident communication with the instructors. The instructors will depend on the reflective journal to transform the teaching method and obtain more knowledge from the student work

According to the experiment from Hebron University, Palestine, it indicated that more than 85% of female students conducted the reflective journal than male ones which makes up 15% (Farrah, 2012).

In my view point, writing reflection is the useful tool to reflect my professional life. It helps me to improve writing skills due to the utilization of terminology, the grammar attention to conduct the professional document. Moreover, it helps me remind all the activities, knowledge, attitudes and behavior during learning the subject. Some forgotten knowledge will be stored and reminded, which gets higher marks in the final exam. Furthermore, through the reflective journal, I recognize the mistake and problem that I could not be aware of doing the report. Therefore, I can address the problems by myself and think various aspects, which forms the critical thinking and innovative ideas.

Reference

Farrah, M. (2012). *Reflective Journal Writing as an Effective Technique in the Writing Process*. Retrieved from https://www.researchgate.net/publication/258030767_Reflective_Journal_Writing_as_an_Effective_Technique_in_the_Writing_Process

Reflective Journal and Learning Logs. (n.d). Retrieved from https://www.niu.edu/facdev/_pdf/guide/assessment/reflective_journals%20and_learning_logs.pdf

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Part 2: A report and evaluation of the team work component of the project.

Start typing here....{ This section should include identifying at least one critical incident which illustrate what you learnt about working in teams, what you learnt from other disciplines in teams and how that has impacted on your professional development (critical incidents can be positive or negative, an interesting interaction or an ordinary everyday experiences but which prompt personal development or understanding. 450 -550 words}

There is a prerequisite of team working when learning the Multidisciplinary Project subject. During conducting the research about Global Sales, Marketing and Distribution Strategic Partnership for an Independent Hotel in Bangkok, my team encountered two incidents that affected significant about the project. Firstly, there was a change of team member. At the beginning of this course, my team had five team members, namely Tran Le Binh - Linda, Santhiti Sirisawat - Mek, Liu YuWei - Yuki, Yang Yun Qi - Adam and Deng Ming Hong - Deane. After learning first tutorial, our group divided the task of each person according to the questions of the project and the assessment task, which is described in Figure 1 and 2.

However, there are some personal reasons that Deng Ming Hong could not study in MDP subject. Hence, my group should rearrange the task of each person according to the questions of the project and the assessment task, which is described in Figure 3 and 4.

Table of Figure

Due to the absent of Deane, this made my group feel unhappy and try to conduct the project. After the work of each team member, as a team leader, I ought to combine all work and check grammar to make the report professional. The appreciation about each team member work is the valuable things that I achieved during team work. Through their work, I acknowledge that all of them put a great effort to answer the questions. Thanks to team work, it also helps me address some questions and issues that I could not find the appropriate solutions when I did my work.

Secondly, there was the oversized poster which makes difficult for my tutor – Mrs. Virginia Wu to send to the lecture – Dr. Wesley Kendall. When it happened, there was a small group meeting to overcome the problem, which happed on Tuesday 8th December, 2019. There were two suggested solutions, namely recreating the poster on PowerPoint by hiring people or continuing using the Photoshop software to revise the poster and print by ourselves to present on the Conference day.

The listening the ideas from team members is crucial to obtain the optimum solution. Finally, my group chose the Photoshop system to deal with the problem. We saw a video on Youtube, Google and asking our friends who are experienced in using Photoshop system. There was several trial related to reduced size on the system. As a consequence, we found that when we reduced the file size, the content of poster will be blurred. This made Liu Yuwei – my team member stressful when revising the file. Due to the limited knowledge about Photoshop system, my team must believe Liu Yuwei's effort to make the reduced size poster. On Wednesday 9th December, 2019, Liu Yuwei

successfully reduced the size and submitted to my tutor. After this incident, I recognize that putting the belief on team member is extremely important. It shows the respect of each other and the appreciation about each member group work. Last but not least, I realize that keeping the positive mood is vital to address the problem and the more nervous we got, the more failure and upset we suffered.

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Please assess yourself and your team members on the following behaviours that have been reported as critical for the successful completion of projects.

TEAMWORK

Read each statement carefully, and enter the number that indicates the extent to which the person has demonstrated this behaviour. Use the following scale: 5 = perfection 4 = almost always 3 = frequently 2 = sometimes 1 = seldom 0 = almost never

Surnames	Tran Le Binh	Liu Yu Wei	Santhiti Sirisawat	Yang Yun Qi			
Participates in group discussions	5	5	5	4			
Offers ideas/suggestions	5	5	5	4			
Is open to criticism /questioning	5	5	5	4			
Acknowledges expertise of others	5	5	5	4			
Does not dominate group discussions	5	5	5	4			
Willing to give and take; flexible	5	5	5	4			
Listens attentively to others	5	5	5	4			

Follows through on promises/ deliverables	5	5	5	4			
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OVERALL EVALUATION

Surnames	Tran Le Binh	Liu Yu Wei	Santhiti Sirisawat	Yang Yun Qi			
Grade you would assign for project contribution (HD, D, C, P, N)	HD	HD	HD	D			
Grade you believe they would assign you	HD	HD	HD	D			
Relative contribution to projects (divide 100 points BETWEEN all your group members – total points allocated = 100)	26	26	26	22			

Part 3: An overall reflection on how your professional identity has developed throughout the project.

Start typing here....{Some questions/points to help guide you: What does professional identity mean to you? What have you learnt about your strengths since completing your skills audit? What might you need to improve? What have you learnt about the industry/organisation? You are expected to appropriately reference any literature you refer to. 450 -550 words}

Professional identity

Professional identity describes how a person perceive their self within occupational context, how a person communicates with each other and there are some different professional identities according to different career practitioners (Professional identity, 2014). In Multidisciplinary Project subject, my occupation is a team leader as well as the group captain of business consultant teams for an independent hotel owner in Thailand. As a team leader, my professional identity is about maintaining the positive team work spirit, stimulating the positive learning motivation to the team member, communicating with team member in the “Win-win” condition.

Maintaining the positive team work spirit is very crucial. In my team, each person has each competency. For example, Yuki is competent in using Photoshop system, Mek is competent in using Pebble pad, Adam is competent in keeping the positive thinking and I am competent in communication and problem solving skills. In order to harmonize these competency, everyone represents their talent and helps each other to conduct the project. The positive thinking and appreciation about each person capacity create the positive team work spirit.

Due to the fact that each team member has studied four subjects in this semester, the stressful from studying is actually obvious. In my team, everyone expressed their sorrow and happiness about learning not only the Multidisciplinary Project subject but also another subjects that we took. After sharing the stories with each other, each member team emotion felt relaxed. This is my approach to stimulate the positive learning motivation to everyone.

Moreover, the team member comes from different countries. I come from Vietnam, Mek comes from Thailand, Yuki and Adam comes from China. The language barrier is the obvious thing. However, I can listen and speaking Mandarin and Mek comprehends Mandarin so that I could explain to my team easily. Therefore, in my opinion, my team communication always gains the “Win-win” condition.

Lesson about my strengths since completing my skills audit

After the project completes, I nurture the communication skills with my team member and enhance the higher level of multilingual that makes my team member freedom to express their emotions, experiences, thinking about the project and their daily life. I do not deny the fact that there are several problems happened in the project. More and more people getting together will generate more creative solutions to deal with problems. Thanks to Mek and Yuki, I learnt more tips to conduct the Pebble pad and Photoshop system that will help me significantly in my future. Last but not least, due to my major Marketing, Sports and Event Management, this project helps me outline the landscape about hospitality industry in terms of running the independent business hotel, which upgrades my research skills and makes me do not expect that I could run my project successfully.

Expected improvement

Each team member studies different subjects in this semester. Therefore, I hope that I can further learn some knowledge about Finance and Accounting from my team member. I expect that through Yuki and Adam's assistance, my multilingual skills will upgrade that will be necessary for my life.

The knowledge of hospitality industry

Our project involves with the hospitality industry. The project relates to the concern about Global Sales, Marketing and Distribution Strategic Partnership for an Independent Hotel in Bangkok. Through this project, I experienced and achieved more knowledge about running the hotel where there is a variety of competitors in the market. In order to conduct the project, I have conducted the research in the hospitality industry including

- Firstly, there is the overall competitive landscape in Sukhumvit area, Thailand
- Secondly, there is the past trend and business outlook for 3 to 4-star hotels in Bangkok
- Thirdly, there is the total number of "Branded" and "Non-branded" hotel properties
- Fourthly, there is the advantages and disadvantages of being a standalone hotel as well as the suggested possible solutions to deal with the disadvantages,
- Fifthly, there is the selection of strategic partnerships
- Finally, there is the landscape about the competition between Ho Chi Minh City, Jakarta and Thailand in MICE business

For the overall competitive landscape in Sukhumvit area, I collected the information through credible secondary data such as the Hospitality Journals and Trade websites – HVS, Bangkok.com. I recognized that

- Bangkok is one of the world's top tourist city where there is an increasing number of travelers (Amazing Thailand, 2019).
- The favorite tourist destination belongs to Bangkok which welcomes about 19.4 international visitors

in 2015 (Hotels & Hospitality Group, 2017).

- Especially, in Sukhumvit area, it ranks the first position in terms of Ranking, Location, Transportation and Costs. On the other hands, Sukhumvit area also has some disadvantages due to the traffic issues and culture.
- The owner business gains the dramatic advantage due to the prime location of Sukhumvit and BTS Skytrain – Thonglo station and the current hotel properties.

For the past trend and business outlook for 3 to 4-star hotels in Bangkok, I collected the credible secondary data from HotelWorks, Skyscanner, Travel Weekly Asia and Thailand Redcat. I discovered that

- During a 10-year period from 2006 to 2016, the number of international and domestic arrivals increased significantly from 15,000,000 to 30,000,000 and from 5,000,000 to 15,000,000, respectively (HotelWorks, 2018).
- The number of Average Daily Rate – ADR, Revenue per Available Room – RevPAR and Occupancy rate increased 6.6%, 16.6% and 66%, respectively from 2011 to 2016 (HotelWorks, 2018).
- Most of travelers who are Chinese, Japanese and Korean people make up an overwhelming percentage in Thailand's hospitality industry. They conducted the research about Bangkok in office time and at home when they use Social media and Word of mouth strategy with the motivation of Relaxation and Self-fulfilment.

For the total number of “Branded” and “Non-branded” hotel properties in Sukhumvit area, I collected the credible secondary data from Booking.com, Tripadvisor, Expedia, Agoda, Hotel.com. I found that

- There are three top criteria in terms of the top 10 famous budget hotels where the price is below \$60, the top 10 popular hotels arising from the impressive decoration and the top 10 luxury hotels which provides the world-class service to the customers (Hotel.com, 2018)
- Most of travelers spend from SGD80 to SGD410 for accommodation (Agoda, 2018).
- Different hotels will choose different Online Travel Agency to promote the business such as Agoda with 705 hotels (Agoda, 2018), Booking.com with 821 hotels (Booking.com), Tripadvisor with 485 hotels (Tripadvisor, 2018) and Expedia with 657 hotels (Expedia, 2018).

For the advantages and disadvantages of being a standalone hotel, I collected the credible secondary data through the useful information from Mr. Roland Jegge - President, Asia Pacific, WorldHotels AG in Tutorial 5.

- The advantages include the provision of Excellent personalized hotel service, Creative freedom, Unique experience and Agile policy
- The disadvantages include the dependence of Online Travel Agencies such as Booking.com, Tripadvisor, Expedia, Agoda, Hotel.com to get the distribution network and the lack of loyalty program to attract customers.

For the choice of strategic partnership, I collected the information through six official organization websites such as the Small Luxury hotel, Leading Hotels of the World, Compass Edge, Global Hotel Alliance, WorldHotels and Preferred Hotels and Resorts. I found that

- The organization of Small Luxury Hotel, Leading Hotels of the World & Global Hotel Alliance is not suitable due to the position of luxury hotels and Chinese target market in Compass Edge organization
- WorldHotels ranks top which is suitable for all criteria in terms of becoming the 4 to 4.5-star hotels and the concern about Global marketing, sales and distribution, MICE objectives, followed by the Preferred Hotels and Resorts.

For the competition between three countries such as Ho Chi Minh City, Jakarta and Thailand, I collected the information from Nikkei Asian Review, ThaiEmbassy, The Public Health and Safety Organization, HVS, Thailand Convention and Exhibition Bureau, UFI The Global Association of the Exhibition Industry, Bangkok Post, Vietnam Investment Review, ASEAN Framework Agreement on Visa Exemption, MyVietnamVisa, Vietnam National Administration of Tourism, ITE HCMC, The Straits Time, TopBali, GBG Indonesia and Jakarta Globe. I found that Thailand has some disadvantages about Visa issuance/Waiver program, MICE facilities and advantages about Aviation infrastructure, Airline services, Food, Number of visitors, MICE revenue, MICE activities. It is undeniable that the advantages exceed the disadvantages. Hence Thailand rank first for the preferred choice of MICE Destination (Thailand Convention and Exhibition Bureau, 2018).

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Appendix



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