**BX2174: RESEARCH AND DECISION MAKING FOR BUSINESS**

**ASSESSMENT TASK 1 COLLEGE OF [INSERT COLLEGE]**

**INDIVIDUAL TASK COVER SHEET**

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| *Student*  *Please sign, date and attach cover sheet to front of assessment task for all hard copy submissions* | | | | | | | | | |
| **SUBJECT CODE** | BX2174 | | | | | | | | |
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| Tran | Le Binh | 1 | 3 | 4 | 7 | 6 | 1 | 1 | 2 |
| **ASSESSMENT TITLE** | Critical Literature Review | | | | | | | | |
| **DUE DATE** | 06/04/2018 | | | | | | | | |
| **LECTURER NAME** | Sven Dahms | | | | | | | | |
| **TUTOR NAME** | Sven Dahms | | | | | | | | |
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Individual Task Cover Sheet (Version January 2017)

**Introduction**

The six articles and two reports that concentrates on the employability in hospitality industry all around the world. There will be the analysis in terms of the major skills that the employers are looking for and the percentage of lacking skills in the current labor market in UK. Moreover, there also indicates the differences between those who learn from vocational training and those who learn from university. Each of these fields will be outlined below with two section which originates from more than one article. From the analysis, there will be a summary on the trend involving the employability in hospitality industry.

The hospitability industry involves in providing services to customers for luxury and leisure activities rather than providing services on a daily activity, including airlines, hotels, resorts, restaurants, events, cruise lines, tourism. The hospitality industry comprises three categories such as Food and Beverage, Accommodations, Travel and Tourism (What is the Hospitality Industry? n.d). To enter the hospitality industry after graduation, the candidates must achieve some potential skills to adapt customer’s satisfaction. There are 2 types of training in hospitality industry in terms of vocational training like SHRM college in Singapore and tertiary education like James Cook University or La Trobe University in Australia. Hence, there are some distinctions between 2 types of education which will be discussed below.

**Literature review**

**Skills required and obtained from the recruiters**

Skills refer to the ability to use knowledge sufficiently and execute through performance (Skills, n.d). The employers prefer to employ the potential employees with using skills competently. The accuracy and successful in employing the suitable employees will increase the development not only for the companies but also for the economy. In the past, most of businesses run the hospitality industry successfully in the domestic market. However, there is an appearance of big hotel group like Intercontinental, Marriott, Hilton and Hyat nowadays, which brings career opportunities to labor market. To boost the development in the hospitality industry, there are some primarily skills that the recruiters expect from the staffs.

Jaafar et al (2010) found that on the hotel’s owner-managers themselves, they learned skills from the job-training and the leadership and management skills has been developing gradually through the period of running business. Moreover, the crucial positive characteristics or personal qualities were also mentioned like self-confidence, independence, learning from failure so that their businesses can run effectively.

In addition to this, Martin (2007) found that some skills such as soft skills related to social and aesthetic field and the “right kind of attitude and appearance” skills. Especially, for graduates who desire to work in hospitality, they must have interpersonal skills, problem-solving and self-management, which straightforwardly attract the employers and managers from the interview. Moreover, Kamari (2003) who also studied about the graduate labor market sector and discovered some supplementary skills that the graduates must have. There are that creative skills (Hughes, 2000; Hughes and Stoner, 2000) and life skills.

Interestingly, differ from Martin (2007) and Karami (2003) who conducted their study generally, Hai-yan and Baum (2006) took the front office position as a persuasive example for the skills acquired from the recruiters in some hotels in China. There are some important skills that the employees ought to have like communication skills in oral and written, team work, leadership qualities, the ability of using front office equipment, customer care, interpersonal, professional and ethical standards, accounting, marketing, IT, health and safety, legal issues.

In fact, based on the UK Commission’s Employer Skills Survey in UK, the report investigated the current labor market in hospitality industry, created an analysis about the accumulated skills on employees and found the noticeable result that there are three main skills that the overwhelming majority of employees are missing. They are customer handling skills, team working skills and job specific skills, which make 58%, 53% and 47%, respectively. Follow by, technical or practical skills, planning and organization skills consists of 46%, 41%, respectively (Hospitality Industry Skills Development Initiative, 2011). Furthermore, the report also suggested some skills that need to enhance in different departments. For example, the operational department should nurture the online marketing skills, web analytical skills, project management skills; the owner operators ought to require some necessary skills like people management, negotiating and planning; the kitchen department should provide some skills in using sous-vide cooking, pre-packed vacuum bags (Hospitality Industry Skills Development Initiative, 2011).

**The human resources between vocational training and university**

The two types of training like vocational training and higher education create a lot of job opportunities for those who want to enter the hospitality industry. Therefore, it draws the clear human resources picture about the employability in hospitality industry between the vocational graduates and the university’s graduates.

Ayres (2006) found that in the past some employers did not require the formal training from the staffs and most of recruiters preferred to employ the non-tourism graduates who illustrate the soft skills in vocational training. However, due to the governments encouragement, industry and labor union, there is a dramatic increase in the quantity and quality of higher education in the labor market in order to provide high skilled workers taking part in major positions in the hospitality industry. Therefore, Kamari (2003) compared the job position between vocational training and higher education and discovered that graduates possessing a high level of education will entry the industry at the assistant manager while those with a low level of education commence at supervisors or department head grades and worked in some department like marketing, finance, R&D. According to the report of degree statistics, 20-30% of managers are graduates and 70-80% of managers are non-graduates (Lashley, 2002).

In order to clarify the distribution of human resources in hospitality all over the world, Jaafar et al (2010)

researched the level of formal educational based on the owners-managers position and indicated differences in each geographic factors. For examples, the owners-managers with higher education consist of 34% in Australia (Getz and Carlsen, 2000), there is a balance between those with secondary education and those with university-level education in Scotland (Glancey and Pettigrew 1997), the proportion of those with higher education is 70% in the United Kingdom (Szivas, 2001) and 50% in Turkey (Avcikurt, 2003).

From Ayres (2006), Kamari (2003) and Jaafar et al (2010)’s research, there is a main tendency in the human resources in hospitality industry that those with higher education will be in charge of high position and constitute a modest percentage in the labor market. This assumption is also reinforced by the Tasmanian Hospitality Association (THA) reports. This report showed that there were a majority of staffs owning High School Certificates, No Previous Qualifications and Certificate III which accounts for 329 people, 266 people and 95 people, respectively. There are only 2 employees possessing Master Qualifications, 10 staffs with undergraduate and postgraduate degree. In Tasmania, the employment status depends on casual labor with 1008 people, following by full time with 353 people, part-time with 71 people and seasonal with 9 people (Hospitality Industry Skills Development Initiative, 2011).

**Limitation**

The provided articles contain some limitations. To be more specific, Ayres (2006), Martin (2007) and Kamari (2003) conducted their research theoretically and depended on the former scholar study to establish their perspectives and studies. However, Jaafar et al (2010) and Hai-yan and Baum (2006) provided the practical examples and figures in worldwide market like China, Australia, Scotland, United Kingdom, Turkey to strengthen the researches. Most of articles use questionnaires, deductive methods and quantitative data to conduct methodology except for Kamari (2003). Kamari (2003) created the hypothesis, research method to test the employment model so that the accuracy of the study is not tested by the experienced scholars. Moreover, there are only 2 authors called Jaafar et al (2010) and Hai-yan and Baum (2006) conducted study based on two practical markets. They discussed about the owner-managers in Malaysia and the front office position in China to investigate the required skills for employment so that the employability is not reflected totally in the global market.

**Conclusion**

From the above describe about the employability in terms of skills required and human resources, there are some conclusions in business decision making. For the aspect of skill, the recruiters want to employ the potential candidates who possess communication skills, technical or practical skills, planning and organization skills, customer handling skills, interpersonal skills, problem-solving team working skills. Especially, staffs who are in major departments like operational department, the owner operators should prepare some skills such as job specific skills, online marketing skills, web analytical skills, project management skills, people management, negotiating and planning. For the sector of human resources, those who are in the low level of education will be in charge of supervisors or department grade heads and those who are in the high level of education will entry the hospitality industry at assistant manager position or work in some department like marketing, finance, R&D. The exist qualification between higher education and secondary education differentiates in terms of the geographic factors. However, in Australia market, especially in Tasmania, the number of employees who achieved higher degree just accounts for 12 people, whereas there were an overwhelming majority for those who are in low level education in 2011.

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