

# Guide on technical skills needed in the Hospitality, tourism and events Career Field



## What are technical skills?

Technical skills are the specialized knowledge and expertise required to perform specific tasks and use specific tools and programs in real world situations. Diverse technical skills are required in just about every field and industry, from IT and business administration to health care and education.

In fact, many entry-level positions across industries require basic technical skills, such as cloud computing in Google Drive and navigating social media platforms. Examples of more advanced technical skills that a job might require include programming languages, technical writing, or data analysis.

Technical skills, sometimes referred to as hard skills, that your resume/cv should always show the practical knowledge you use in order to complete tasks.

This guide will help you with the technical skills companies are expecting to see listed on your resume/cv based on the career field you are applying for.



## What is the Marketing field?

Tourism and hospitality fields focus on the management, marketing, and operations of hotels, restaurants, parks, and other attractions. Event planning - often associated with tourism and hospitality - focuses on the budgets, timelines, legalities, and logistics of planning various kinds of events.

This career field encompasses many types of businesses ranging from hotels, restaurants, attractions, tour groups, music venues, and more with the core focus of providing an excellent experience and service for customers.

It includes positions in the tour-bus market, planning and marketing excursions, travel writing, tour packages, destination management and tourism planning

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## Possible Careers

### Accommodation Manager

As an accommodation manager, you'll be responsible for the efficient running of your establishment. This includes ensuring standards of cleanliness and maintenance are upheld, budgets are controlled and any problems are quickly rectified. You must also make sure your staff are well trained and managed.

### Event Manager

Event managers plan and organise promotional, business and social events. They're responsible for running a range of events, ensuring the target audience is engaged and the message of the event is marketed properly. Events play a huge part in the success of a brand or an organisation.

You'll manage the whole process from the planning stage, right through to running the event and carrying out the post-event evaluation. The role is primarily hands-on and often involves working as part of a team.

### Tour Manager

Tour managers ensure travel arrangements run as smoothly as possible and provide holidaymakers with practical support throughout their trip. An in-depth knowledge of a particular area or region is essential and you may act as a tour guide during the tour.

On overseas tours, you'll use your language skills and knowledge, for example of the culture or history of an area, to ensure the tour goes smoothly and that holidaymakers enjoy themselves.

### Travel Agent

Travel Agents research, plan, and book trips for individuals and groups. Although people are starting to research and book their travel plans online, it's often easier to use a Travel Agent, as they have years of experience and knowledge. They are able to help with flight bookings, hotel selection, transfer arrangements, and holiday activities.

If you're considering becoming a Travel Agent, you will need great organisational skills, attention to detail, and the ability to think on your feet.

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## General skills needed

### General hard skills you may need

Hard skills are those that can be easily defined, taught, and measured. They are necessary to be able to perform your job

- Health and Safety regulations
- Food and beverage management,
- Commercial acumen,
- Sales and marketing skills,
- Competency in all areas of hotel operations,
- Human resource management.
- Hospitality Management Software
- Budget Management
- Event Management
- Contract Management
- Compliance Knowledge

### General soft skills

Soft skills are related to how you work and interact with your colleagues, clients, or partners. They are related to your personality and they are not necessarily tied to one specific job.

- Attention to detail
- Teamwork skills
- Negotiation skills
- Communication skills
- Leadership skills
- Organizational skills
- Interpersonal skills
- Vendor relations
- Creativity skills
- Coordination skills



## CV and Interview preparation

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## CV examples

Customer-focused and dynamic professional with 5+ years of experience in hospitality management. Possess a BA (Hons) in Hospitality Management. Highly experienced in staff recruitment, operations optimisation, inventory management, budgeting, and event management. Seeking a Hospitality Manager position at Dakota Manchester Hotel to provide excellent services for visitors of all ages and backgrounds.

### Work Experience

#### Hospitality Manager

PREMIER INN MANCHESTER CITY CENTRE, Manchester May 2021–Present

- Led resort operations generating £3.5M yearly revenue and a guest service team of 45 members
- Increased guest satisfaction rating from 75% to 98% by providing high-quality services
- Recognised for delivering 10%—13% savings on the yearly budget
- Surpassed yearly hospitality service goals by 15%, 12%, and 22% in 2020, 2021, and 2022
- Conducted 25+ audits for compliance with health and safety standards
- Generated repeat visits and 98% positive feedback by prioritising the needs of 400+ guests
- Boosted FoH efficiency by 20% by installing new systems and consoles
- Improved sales by 90% YoY through streamlined staff training and development

#### Receptionist

IVY BUSINESS CENTRE, Manchester July 2019–April 2021

- Reduced front desk expenses by £5K yearly through cost control initiatives
- Answered 50+ telephone calls and engaged with 70+ guests daily
- Coached and mentored 4+ new receptionists, boosting performance at individual and group levels
- Attained 99% guest satisfaction through active listening and swift service delivery

### Education

#### Manchester Metropolitan University, Manchester

September 2016–June 2019

Bachelor of Arts (Hons) in Hospitality Management — upper second-class honours (2:1)

**Relevant Modules:** House Keeping, Front Office, Accounting, Food & Beverage, Human Resource Management, Event Management, Public Relations, Travel Management, Hotel & Tourism Management

#### Distance Learning Centre, Online

July 2020

Certified Professional in Catering and Events

Certified Hospitality Sales Professional

A-Levels: Business Studies (B), History (C), Maths (B)

GCSEs: 10 A\*–C, including English, Maths, and ICT

### Additional Skills

- Guest service
- Team leadership
- Front and back of house operations
- F&B Services
- Event management
- Sales maximisation
- Opera property management system (PMS) hotel software

### Hobbies & Interests

Photography | Vlogging | Cooking

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## Questions which are helpful to prepare

There would be a mix of standard behavioral questions and technical questions to assess your skills and where you would be most utilized within the company during your internship.

1. What are your strengths?
2. What areas would you like to improve in?
3. What are your hospitality career goals?
4. Can you work under pressure?
5. What are you like working in a team?
6. How are you at taking direction/ motivating your team?
7. How would you handle a difficult customer/ guest/ employee?
8. What does excellent guest service mean to you?
9. Where do you see yourself in five years?
10. What personality traits, skills, and education do you think all event planners must have?
11. What event software and tools do you like using? And why do you use them?
12. How do you keep up with industry trends and news?
13. How do you manage event promotion, including social media outreach and email campaigns?
14. What makes an event successful and how do you measure that success?
15. Do you have any experience negotiating budget with third parties (vendors, sponsors, etc.)?

Remember, that this is an internship, and if there are things you are unsure of - that is completely okay! This is a learning experience and your supervisor is there to support you. Be sure to be honest and transparent regarding your skills and capabilities.