

Final personal journal

Business



HB 358 - Introduction to Hospitality Business Entrepreneurship Personal Journal Final Question Final Question Read back through your entire journal, and make an honest assessment of your progress. How have some your attitudes and opinions changed this semester? What is the most important insight you've gained? How will you carry the things you've learned in this class forward into your career? (350-500 words)

My Journal

I have really progressed from the time I joined the Hospitality Business Entrepreneurship class. There is a lot I have learnt concerning ethics in the hospitality industry, general entrepreneurship, and how well I can run a business successfully. The course has given me a chance to think in line with coming up with a small business in the hospitality industry and try to implement all that I acquired during the period that I took to complete my hospitality studies.

My opinions and insight have really changed this semester since I have learnt the art of saving and ethics when it comes to the industry of hospitality. At the moment I believe that it can only be smooth and enjoyable for one to work well in the industry if they consider all ethical considerations in the hospitality field. The course has also enhanced the manner in which I consider my entrepreneurship plans after graduating from campus.

Since I studied this course of Hospitality Business Entrepreneurship, I plan to start a small resort by the side of the lake that will create good scenery for customers who will pay a visit there. The resort will be one of its kinds since my town has a number of them but what matters is ensuring that I install proper management and make better what the competing resorts make wrong. I will incorporate my knowledge on hospitality to design a garden on <https://assignbuster.com/final-personal-journal/>

the same ground with the resort, where couples can have ample time chatting and having soft drinks that will be served on request.

The skills I acquired in entrepreneurship will help me make a perfect plan and strategize on how well I can run the resort without experiencing many losses or rather avoiding all instances of loss. Market research will be my first move before I install the resort on the shores of the lake. The most important issue I will consider is the availability of the market and the aspects that the other hotels in the surrounding are not doing right. My knowledge will enable me come up with a blue ocean strategy which I will embrace to the favor of the success of my resort.

Before embarking on any serious business, I will make sure that members of staff recruited to work in my premises have adequate hospitality and catering knowledge in order to be sure that they will not just serve customers in a haphazard manner. When the time for my graduation from college comes, I will endeavor to ensure that I have all it takes to run and manage well a resort or a country club. I will seek information related to advertising, general product marketing, and finance management. It will be significant for me to make inquiries from my classmates on their views concerning my plan to start a resort.

This semester has made a turning point in my opinion towards the future of my entrepreneurial plans. I have gathered enough information to enable me run well the resort that I have in mind. It has also given me the courage to make research in the hotel industry and try to establish the various challenges and advantages that the people in this field face in their daily business transactions. My attitudes and opinions towards life in general have

had a positive enhancement this semester, thanks to the course I am undertaking.