

Journal of Hospitality & Tourism Education >

Volume 25, 2013 - [Issue 3](#)

9,614 Views | 150 CrossRef citations to date | 2 Altmetric

Articles

Essential Hospitality Management Competencies: The Importance of Soft Skills

Lisa G. Sisson MM RD ✉ & Allison R. Adams MBA

Pages 131-145 | Published online: 17 Sep 2013

🗨️ Cite this article 🔗 <https://doi.org/10.1080/10963758.2013.826975>

Sample our
Education
Journals

>> **Sign in here** to start your access
to the latest two volumes for 14 days

📄 Full Article 📊 Figures & data 📖 References 🗨️ Citations 📊 Metrics

📄 Reprints & Permissions

Read this article

🔗 Share

Abstract

To meet the needs of the rapidly changing hospitality industry educators must continually investigate which competencies are essential for graduates to possess and revise the curriculum to meet these needs. The purpose of this study was to determine the essential competencies and to determine whether differences exist between competencies needed by managers in lodging, food and beverage, and meeting and event management. Of the competencies deemed essential, 86% were soft competencies. Between functional work areas, no difference in importance was found for 76% of the competencies. The results indicate that programs should stress teaching hospitality students soft competencies in favor of hard competencies.

Keywords:

competency

soft skills

hard skills

hospitality

management

Related Research Data

[Competencies in Foodservice Information Technology Expected by the Foodservice Industry of Graduates of Hospitality Bachelor's Degree Programs in the United States](#)

Source: Journal of Hospitality & Tourism Education

[Toward a Definition of Entry-Level Job Competencies](#)

Source: International Journal of Hospitality & Tourism Administration

[Food and Beverage Management Competencies: Educator, Industry, and Student Perspectives](#)

Source: Hospitality & Tourism Educator

[Hospitality Technology Education: Student Successes in Mastering the Hidden Curriculum](#)

Source: Journal of Hospitality & Tourism Education

[U.S.-Based Hospitality Programs: Looking to Keep Pace with Today's High-Tech Industry Needs](#)

Source: International Journal of Hospitality Information Technology

[Property-Management Competencies for Management Trainees](#)

Related research

People also read

Recommended articles

Cited by
150

[An Exploratory Analysis of Soft Skill Competencies Needed for the Hospitality Industry](#) >

Melvin R. Weber et al.

Journal of Human Resources in Hospitality & Tourism

Published online: 7 Aug 2013

[Industry Competencies and the Optimal Hospitality Management Curriculum: An Empirical Study](#) >

George Alexakis et al.

Journal of Hospitality & Tourism Education

Published online: 22 Feb 2019

[Effect of Hospitality and Tourism Students' Perceived Skills on Career Adaptability and Perceived Employability](#) >

[View more](#)

Information for

[Authors](#)

[R&D professionals](#)

[Editors](#)

[Librarians](#)

[Societies](#)

Opportunities

[Reprints and e-prints](#)

[Advertising solutions](#)

[Accelerated publication](#)

[Corporate access solutions](#)

Open access

[Overview](#)

[Open journals](#)

[Open Select](#)

[Dove Medical Press](#)

[F1000Research](#)

Help and information

[Help and contact](#)

[Newsroom](#)

[All journals](#)

[Books](#)

Keep up to date

Register to receive personalised research and resources by email



Sign me up



Copyright © 2026 Informa UK Limited [Privacy policy](#)

[Cookies](#) [Terms & conditions](#) [Accessibility](#)

Registered in England & Wales No. 01072954
5 Howick Place | London | SW1P 1WG



Taylor & Francis
by **informa**...