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Essential Hospitality Management Competencies: The Importance of Soft Skills

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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

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