

HosPA/Brookes Survey 2015-16

Analysis by Job - Consultants

Profile:

- Out of the 100 respondents to the survey, 18 identified themselves as 'consultants', with an equal split of gender.
- All those that responded to the age question said they were over 40.

Education and experience:

- Half had a hospitality degree, with a third having a masters or other postgraduate qualification – a greater proportion than any other group. However, overall they thought that qualifications would have 'some importance' in the future, but they did not feel as strongly about this as either Revenue or Finance managers, which indicates some contradictions.
- All had more than 10 years experience working in the industry.
- Professional development was also not as strong, with the majority having undertaken less than 5 days last year.

Salaries:

- Those that responded all earned more than £50,000 a year.
- Benefits tended to be limited, with few other than private health insurance, a mobile and laptop.

Management competencies:

Those that were identified as 'very important' for their current job were:

Communication	100.0%	Innovation	75.0%
Problem solving	100.0%	Team work	62.5%
Planning	87.5%	Organisation	62.5%
Leadership	87.5%	Development self and others	62.5%
Customer-focused	87.5%	Cultural awareness	50.0%
Negotiation	87.5%	Presentations	37.5%
Strategy/goal setting	75.0%		

Comments regarding their role were:

- In the last 5 years the technology has become far more sophisticated, particularly since the recession with a 'splurge of activity now the economy has changed'. However, there were concerns about the reliance on systems and the lack of knowledge as to how they work, or the underlying concepts. One commented also on the need to be guest focussed, and the increasing use of benchmarking.
- In the next 5 years, they saw increased demand for their services, and hence more people being needed and therefore more management of junior consultants and project managers. There were also comments about the increasing use of technology and the need to 'keep current' with this.