

Plain Guide to Hospitality and Tourism

Hospitality and tourism is a very diverse sector and covers a range of different industries all based on service delivery. The ten sub-sectors that make up the industry include: events, food and service management, gambling, hospitality services, hotels, pubs, bars and nightclubs, restaurants, self catering accommodation, holiday parks and hostels, tourist services, visitor attractions.

Typical job titles include:

Chef or cook	Theme park attendant
Food service staff	Housekeeper/concierge
Waiting staff	Hotel receptionist
Kitchen porter/assistant	Hotel/accommodation manager
Restaurant manager	Conference/events manager
Catering manager	Croupier
Bar staff	Publican/licensee

Source: Annual Survey of Hours and Earnings, 2013

Working hours

Long 'unsocial' hours, shifts, weekend and holiday working are common. Part-time, seasonal and casual work likely to be available. Contract catering may offer more regular hours.

An additional
660,200 people
will need to be
recruited by 2020
(Working Futures,
UKCES 2008)

Hospitality
and tourism is
the UK's fourth
largest industry
(British Hospitality
Association (BHA))

7.7% of the
Y&H workforce is
in hospitality and
tourism
(BHA 2012)

7% (2m jobs)
of the working UK
population are in
hospitality and tourism
(People 1st State of the Nation
report 2013)

Employment in
the accommodation
and food service sector
is predicted to increase
by 6% from 2013-2020
(Working Futures, UKCES 2008)

Pay

Depends on the type of employer, location and levels of experience or responsibility involved. Tips, uniform and accommodation may be part of the package.

Where are the jobs?

Hotels, pubs, bars, cafes, coffee shops, fast food outlets. Catering services at shopping centres, sports centres and visitor attractions. On trains, boats, planes and at railway stations, ports and airports, betting shops, casinos. Hospitality services or contract catering jobs in schools, colleges, hospitals, residential homes, prisons, factories, offices, or the armed forces.

Typical full-time salaries:

Bar person	£10,000 - £15,000
Pub/restaurant manager	£18,000 - £31,000+
Waiter	£10,000 - £15,000+
Chef	£13,000 - £24,000+
Head housekeeper	£14,000 - £23,000+
Hotel manager	£17,000 - £35,000+
Kitchen and catering assistant	£8,000 - £16,000+

Source: Annual Survey of Hours and Earnings (ASHE) 2013

Skills shortages

Employers report a shortage of the following:

Job specific skills, including culinary skills for chefs

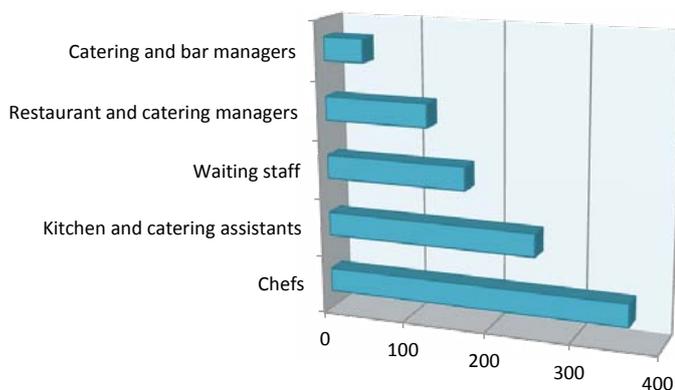
Communication

Customer handling skills

Team working

Management and leadership

Top five hospitality and tourism occupations as shown by numbers of vacancies advertised between 01/03/14 - 31/03/15



Source: Labour Insight Burning Glass Technologies 2015

Skills and personal qualities needed

Customer service

People and team work

Communication skills

Good organisation skills

Good personal presentation

Awareness of health and hygiene

Numerate, able to deal money

Able to work under pressure

Able to handle problems or complaints effectively



Qualifications and training

- Many people enter this industry without qualifications but have to undertake training in food safety or licensing to meet legal requirements.
- For information on training and qualifications for different jobs in the industry, see <http://hospitalityguild.co.uk>
- Apprenticeships are one of the routes into hospitality and tourism; you can search for vacancies here www.gov.uk/apply-apprenticeship
- Employers are being encouraged to recruit more apprentices, particularly for ethnic cuisine.
- Examples of qualifications are Levels 1, 2 and 3 Diplomas in Professional Cookery, BTEC level 3 Diploma in Hospitality supervision and leadership, or in Hospitality, travel and tourism. See www.ucasprogress.com for further education courses in the Yorkshire and the Humber region. There are also qualifications for the licensed hospitality industry, such as the Award for Personal Licence Holders and Licensed Hospitality Operations at level 2 and 3 for barpersons. In addition there are qualifications for door supervisors and CCTV operators. See www.bii.org/
- There are HNC/HND, foundation degrees and degrees in hospitality, tourism and events management. See www.ucas.com
- People 1st Training provides training in management, leadership, customer service and apprenticeship training in professional cookery, hospitality etc.

Current picture

- The hospitality and tourism sector is predominately made up of small businesses, almost half (46%) employ less than five people.
- There are 181,500 (2012) individual business sites operating in hospitality and tourism in the UK.
- Restaurants, hotels, pubs, bars and nightclubs represent the largest number.
- Restaurants employ the largest workforce. The previous decline in pubs, bars and nightclubs is stabilising as many diversify.
- 44% of hospitality employees are under 30.
- Nearly half the workforce (48%) is employed part-time, a much higher proportion than the economy as a whole (28%). The staff traditionally filling these roles are transient which can lead to high staff turnover.
- The number of housekeepers and accommodation proprietors have fallen since 2007, reflecting the closure of smaller independent hotels and the continued growth of budget hotels that require fewer staff.
- There were 105,000 more jobs in the UK in accommodation and food services between Dec 13 and Dec 14 (ONS Dec 14)
- With staff leaving the hospitality and tourism sector, 28% of existing staff will need to be replaced. More managers will need to be replaced than staff in elementary roles.
- There is more competition for jobs with an average of 20 applicants for each job, in some areas there are 71 applicants for each waiter vacancy. Chefs and restaurant managers are most in demand.



Future trends

- Future growth will depend on the economy and factors such as a company's ability to adapt to changing customer tastes and spending patterns.
- Skills and qualification levels need to increase to improve recruitment, productivity and retention.
- To improve staff retention and fill skills gaps, employers may need to recruit older people rather than relying on recruiting young people on a short term basis.
- Changes to immigration policy may have an impact on the number of ethnic cuisine chefs or restaurant and hotel managers coming into the UK. Employers will need to find skilled people within the European Economic Area (EEA), or train their own locally.
- Food and beverage services are expected to see robust growth in employment, particularly chain brands that have fared better than independents post-recession and are opening further outlets.
- People 1st predicts that by 2017, the hospitality industry will need 12% more managers, 11% more waiting or bar staff, but 9% fewer chefs.
- However, there will still be employment in Yorkshire and the Humber for 15,000 chefs and demand for 5,100 additional ones to replace existing staff who leave or retire.
- Technology and social media will be key to engaging with customers. Responsible food sourcing, reducing energy and waste will become more important.

Examples of jobs advertised in hospitality and tourism between 01/03/14 - 31/03/15 in Yorkshire and the Humber

Vacancy	Employer	Location
Chef	Toby Carveries	Doncaster
Housekeeping Team	Premier Inns	Harrogate
Waiter	Hotel Du Vin and Malmaison	York
Restaurant Manager	KFC	Sheffield
Barista	Caffe Venecia	Huddersfield
Events Manager	Dine Catering Ltd	Leeds
Head Housekeeper	Holiday Inn	Grimsby
Catering Assistant	Jacques Ltd	Rotherham
Shift Manager	Pizza Hut	Bradford
Accommodation Assistant	Bourne Leisure Holdings	Filey

Jobs - where to look?

Hospitality and tourism jobs are advertised in local, regional and trade newspapers. Vacancies may be on display at catering outlets or it may be worth asking about jobs; take a copy of your CV with you. Visit your local Jobcentre Plus or search www.gov.uk/jobsearch by job title or try 'catering' or 'hotel'. Some are filled by specialist agencies. You can search for recruitment consultants on www.yell.com or do an internet search on 'hospitality and catering jobs' or 'travel and tourism jobs' Social media channels such as LinkedIn are used increasingly to find jobs. See also www.caterer.com, www.hospitalityguild.co.uk, www.leisurejobs.com, www.barzone.co.uk, www.jobsinhotels.co.uk, www.hcareers.co.uk, www.traveljobsearch.com, www.prospects.ac.uk

More information...

People 1st (Sector Skills Council) www.people1st.co.uk
 Hospitality Guild– careers information and links to other industry bodies www.hospitalityguild.co.uk
 British Hospitality Association www.bha.org.uk
 British Institute of Innkeeping www.bii.org
 Institute for Travel and Tourism www.itt.co.uk
 Many organisations, public and private, advertise on their own websites.
 National Careers Service <https://nationalcareersservice.direct.gov.uk>
 See 'Job profiles' for information on different jobs in hospitality and tourism.



Further help...

National Careers Service advisers are available in your local area to provide information, advice and guidance on learning and work. See the website or call 0800 100 900.

