

# HOTEL, RESTAURANT, AND TOURISM

What can I do with this major?

AREAS	EMPLOYERS	STRATEGIES
<p><b><u>MANAGEMENT</u></b>                      Lodging Management Including:                          Operations Management                          Property Management                          Facility Management                          Rooms Management                          Banquet and Catering Management                          Human Resources                      Restaurant/Food Service Management Including:                          Operations Management                          Food Quality and Food Safety                          Menu Design                          Production and Service of Food                          Cost Control                          Human Resources                      General Management of Other Related Facilities</p>	<p>Lodging: hotels/motels, resorts, bed and breakfasts, timeshares, RV parks, and campgrounds                      Restaurants, dining clubs, taverns, and fast food operators                      Food service providers: catering companies, schools, universities, hospitals, and military                      Amusement centers and theme parks                      Historical, cultural, and natural attractions                      Special event and festival organizations                      Conference centers and banquet facilities                      Entertainment industry: casinos, theaters, arenas, and stadiums                      Leisure organizations: sporting clubs, recreation centers, fitness facilities, and country clubs                      Ecotourism companies and outdoor outfitters                      Property management companies</p>	<p>Work in a restaurant, catering facility, campus dining hall, or local hotel to gain relevant experience.                      Acquire supervisory skills and experience by taking on roles such as Assistant Manager or Student Manager.                      Join student professional associations or organizations and seek leadership positions.                      Build a strong foundation in customer service and management. Learn to communicate well with a wide variety of people.                      Learn to work well in teams.                      Develop the ability to make quick decisions independently and to handle stress all while meeting deadlines.                      Prepare to work "from the bottom up" to gain industry experience and to relocate for promotions.</p>
<p><b><u>CUSTOMER SERVICES</u></b>                      Office Operations                      Reservations                      Sales                      Travel Planning                      Guest Relations</p>	<p>Lodging: hotels/motels, resorts, bed and breakfasts, timeshares, RV parks, and campgrounds                      Tour operators and guide services                      Reservation companies                      Historical, cultural, and natural attractions                      Amusement centers, theme parks, and attractions                      Conference centers and banquet facilities                      Entertainment industry: casinos, theaters, arenas, and stadiums                      Food service providers: catering companies, schools, universities, hospitals, and military                      Transportation/travel industry: airlines, cruise companies, car rental agencies, travel agencies, airports, motor coach/tour carriers                      Ecotourism companies and outdoor outfitters                      Federal, state, and local government: tourism offices, visitor bureaus, convention centers, and park systems</p>	<p>Demonstrate enthusiasm for working with the public. To succeed in this area, develop an orientation toward service and attention to detail. Learn effective problem solving tools.                      Gain experience in sales through part-time or summer jobs.                      Start in reservations or telephone sales. Master the product line and learn to give excellent service.                      Hone interpersonal communication skills and become adept at communicating with people from diverse backgrounds.                      Take courses in a second language.                      Learn about world geography and international travel regulations.                      Research government job application processes. Intern with government agencies to increase chances of full-time employment.</p>

## AREAS

## EMPLOYERS

## STRATEGIES

### **SPECIAL EVENTS**

Convention and Trade Show Planning  
Convention Services Management  
Meeting Planning  
Entertainment/Event Planning  
Athletic Event Planning  
Programs and Activities Planning  
Children's Programming/Planning

Large hotels  
Resorts  
Amusement centers, theme parks, and attractions  
Special event and festival organizations  
Conference centers and banquet facilities  
Entertainment industry: casinos, theaters, arenas, and stadiums  
Athletic teams and organizations  
Cruise companies  
Leisure organizations: sporting clubs, recreation centers, fitness facilities, and country clubs  
Trade and professional associations  
State, federal, and local government: tourism offices, visitor bureaus, convention centers, and park systems  
Large corporations

Take classes in business, commercial recreation, advertising, and public relations.  
Gain experience through planning activities and events for campus and community organizations.  
Work with summer conferences and youth groups that your university may host.  
Complete internships or work part-times jobs with local hotels, conference centers, and banquet facilities.  
Develop the ability to make quick decisions independently.  
Display good planning, organizational, interpersonal, and public speaking skills.  
Learn to think creatively.  
Attend conferences for student organizations and professional associations.

### **SALES/MARKETING**

General Sales  
Meeting and Convention Sales  
Incentive Travel Sales  
Media Planning and Development  
Public Relations  
Publicity/Promotions  
Market Research

Tour operators and guide services  
Historical, cultural, and natural attractions  
Lodging: hotels/motels, resorts, bed and breakfasts, timeshares, RV parks, and campgrounds  
Reservation companies  
Amusement centers, theme parks, and attractions  
Special event and festival organizations  
Conference centers and banquet facilities  
Food service providers: catering companies, schools, universities, hospitals, and military  
Entertainment industry: casinos, theaters, arenas and stadiums  
Transportation/travel industry: airlines, cruise companies, car rental agencies, travel agencies, airports, motor coach/tour carriers, and rapid transit (AMTRAK)  
Leisure organizations: sporting clubs, fitness/recreation facilities, and country clubs  
Ecotourism companies and outdoor outfitters  
Trade and professional associations  
Federal, state, and local government: tourism offices, visitor bureaus, convention centers, and park systems  
Public or private corporations

Take additional courses in marketing and advertising.  
Gain experience in sales and customer service through part-time or summer jobs and internships.  
Develop excellent interpersonal and public speaking skills.  
Learn to think creatively in order to develop unique marketing campaigns and sales techniques.  
Join student organizations and professional associations and volunteer for publicity committees.  
Attend conferences and trade shows.  
Start in reservations or telephone sales. Learn the product line and how to deal with travel agents and customers.  
Be willing to relocate to a major city like New York City, Los Angeles, Chicago, or Miami for more opportunities.

## AREAS

## EMPLOYERS

## STRATEGIES

### CORPORATE ADMINISTRATION

Property Acquisition and Development  
Legal Services  
Research/Market Analysis  
Marketing  
Finance and Accounting  
Human Resources:  
    Human Resource Management  
    Recruiting and Training  
    Employee Support Services  
    Labor Relations  
    Compensation and Benefits

Parent corporations for large chains of:  
    Hotels, motels, and resorts  
    Restaurants and fast food operators  
    Food service providers  
    Casinos  
    Amusement centers and theme parks  
    Attractions  
    Fitness facilities  
Airlines  
Cruise companies  
Motor coach/tour carriers  
Rapid transit companies

Assume leadership roles in student organizations and professional associations. Attend their meetings and conferences.  
Study the industry leaders and trends by reading trade journals.  
Gain experience in decision-making, planning, budgeting, and human resources through internships and summer jobs.  
Develop excellent interpersonal and public speaking skills.  
Prepare to work "from the bottom up" to gain industry experience.  
Be geographically flexible and willing to relocate for promotions.  
Create a network of contacts.  
Obtain a graduate degree in business, law, or a related field to increase opportunities for advancement.

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### COMMUNICATIONS

Writing  
Editing  
Research  
Electronic Media

Self-employment/Freelance  
Newspapers, magazines, and trade journals  
Publishers: guide and travel books, travel newsletters  
Internet sites  
Video producers  
Tour operators  
Federal, state, and local government: tourism offices and visitor bureaus

Study and gain an in-depth knowledge of industry trends.  
Take journalism or English classes to hone writing skills.  
Work for campus newspapers and other publications or write for organizational or departmental newsletters.  
Develop effective research methods and computer skills.  
Practice paying attention to detail and meeting deadlines.  
Study or work abroad while in school.  
Travel as much as possible in the United States and beyond.

## AREAS

## EMPLOYERS

## STRATEGIES

### EDUCATION

Teaching  
Research  
Administration

Colleges and universities

Gain professional industry experience. Attend and speak at conferences, trade shows and professional associations. Network in the industry for professional contacts.

Determine an area of expertise. Gain an in-depth knowledge of that industry, its leaders and trends by reading recent books, journals, and annual reports.

Develop strong writing and research skills.

Maintain a high grade point average and secure strong recommendations for graduate school admission.

Obtain a Ph.D. to teach at the university level. Some community colleges may hire candidates with master's degrees.

### GENERAL INFORMATION

- Bachelor's degree qualifies you for entry-level industry and government positions. Master's degree qualifies you for community college teaching and advancement in industry and government. A doctoral degree is required for advanced research or teaching positions in colleges and universities and senior positions in government.
- Join professional organizations such as The National Tour Association, The American Hotel and Motel Association, or The National Restaurant Association to stay abreast of current issues in the field and to increase networking contacts.
- Obtain volunteer, part-time, summer, and/or internship experience at related organizations such as restaurants, catering companies, campus dining facilities, hotels, conference centers, recreational venues, and attractions.
- Get involved with student travel groups or campus recreation committees that plan trips for other students.
- Prepare to work your way up from the bottom. Gaining industry knowledge through work experience is highly valued. It may be necessary to move geographically to earn promotions.
- Be willing to work on weekends, holidays, evenings, and long or unusual hours.
- Develop strong communication and customer service skills. The ability to work well with all kinds of people in all kinds of situations is necessary to succeed.
- Learn to pay attention to details and to demonstrate enthusiasm. Hotel guests and restaurant patrons expect excellent service.
- Other important qualities for this field include working well in teams, handling stress, and meeting deadlines.
- Take additional courses and/or travel abroad to gain a better understanding of world history, geography, customs, and international relations. Learn a second language. This will help you relate to more guests.