

HOTEL, RESTAURANT, AND TOURISM MANAGEMENT

What can I do with this major?

AREAS	EMPLOYERS	STRATEGIES
<p><u>HOTEL RESTAURANT AND TOURISM INDUSTRY</u> Hospitality: Operations Management Property and Facility Management Rooms Management Housekeeping Management Banquet and Catering Management Front Office Management Reservations and Sales Guest Relations Meeting and Event Services</p> <p>Restaurant/Food Service: Operations Management Food Quality and Food Safety Menu Design Production and Service of Food Food and Beverage Management Banquet and Catering Management Cost Control</p> <p>Tourism/Travel: Travel Planning Including Niche Travel, e.g. Educational, Adventure, Ecotourism Reservations and Sales Corporate Travel Management Attraction Management</p> <p>Overlap Areas Include: Sales and Marketing Customer/Guest Services Human Resources/Training General Management Owner/Operator</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, theme parks, and attractions Historical, cultural, and natural attractions Special event and festival organizations Conference centers and banquet facilities Meeting and event planning companies Entertainment industry: casinos, theaters, arenas, and stadiums Leisure organizations: sporting clubs, recreation centers, fitness facilities, and country clubs Online travel companies Tour operators and travel packagers Ecotourism companies and outdoor outfitters Property management companies Reservation companies Transportation/travel industry: airlines, cruise companies, car rental agencies, travel agencies, airports, motor coach/tour carriers Federal, state, and local government: tourism offices, visitor bureaus, convention centers, and park systems US Military Morale, Welfare and Recreation (MWR) Programs Support industries/industry suppliers</p>	<p>Work in a restaurant, catering facility, campus dining hall, or local hotel to gain relevant experience. Acquire supervisory skills and experience by assuming roles such as Assistant or Student Manager.</p> <p>Join student professional associations and seek leadership positions.</p> <p>Build a strong foundation in customer service. Learn to communicate effectively with a wide variety of people and to work well in teams.</p> <p>Develop the ability to effectively problem solve, make quick decisions independently and to handle stress while meeting deadlines. Become detail-oriented.</p> <p>Prepare to work "from the bottom up" to gain industry experience and to relocate for promotions.</p> <p>Demonstrate enthusiasm for working with the public. Gain experience in reservations or telephone sales. Master the product line and learn to give excellent service.</p> <p>Plan trips or outdoor excursions for campus activities boards or recreational centers.</p> <p>Volunteer to assist at local festivals and events.</p> <p>Take courses in a second language. Travel or study abroad.</p> <p>Learn about world geography and international travel regulations.</p> <p>Understand that employees in this industry typically work long hours including nights, weekend, and holidays.</p> <p>For travel positions, research certification with the Institute of Certified Travel Agents and learn to use Computer Reservation Systems (CRSs) or Global Distribution Systems (GDSs).</p>

AREAS	EMPLOYERS	STRATEGIES
<p><u>SPECIAL EVENTS</u> Convention and Trade Show Planning Convention Services Management Meeting Planning Entertainment Event Planning Athletic Event Planning Programs and Activities Planning Children's Programming/Planning Corporate Event Planning Wedding Planning</p>	<p>Large hotels and resorts Amusement centers, theme parks, and attractions Special event and festival organizations Conference centers and banquet facilities Meeting and event planning companies 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, park systems, and US Military MWR Programs Large corporations</p>	<p>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. Work part-time or intern with local hotels, conference centers, and banquet facilities. Develop the ability to make quick decisions independently. Learn to think creatively. Display good planning, organizational, interpersonal, and public speaking skills. Attend conferences for student organizations and professional associations. Research certifications for event or wedding planning.</p>
<p><u>SALES/MARKETING</u> General Sales Meeting and Convention Sales Incentive Travel Sales Media Planning and Development Public Relations Publicity/Promotions Market Research</p>	<p>Tour operators and travel packagers 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 Online travel companies 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</p>	<p>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 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.</p>

AREAS

EMPLOYERS

STRATEGIES

CORPORATE ADMINISTRATION

Property Acquisition and Development
Legal Services
Research/Market Analysis
Marketing
Finance and Accounting
Purchasing
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
Car rental 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.

COMMUNICATIONS

Writing
Editing
Research
Electronic Media
Photography

Self-employment/Freelance
Newspapers, magazines, and trade journals
Publishers: guide and travel books, travel newsletters
Internet sites related to the industry
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.
Create a portfolio or build a website to showcase work.

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, restaurant patrons, and tourists 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 communicate effectively with more guests.
- Utilize campus career centers, faculty members, and professional organizations for employment leads.