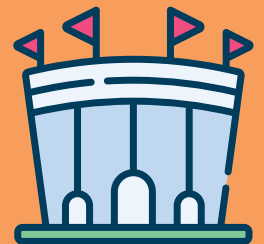




Career Prospects in



VISITOR ECONOMY



The visitor economy is made up of the tourism, hospitality and event industries. This means the sector includes all job roles in accommodation services, food and beverage services, travel, sport and recreation, visitor attractions and conference services.

This mean if you choose to pursue a role in this sector you could do anyone of a number of roles ranging from working as an Airline pilot to a bookmaker working for a gambling company. The majority of the visitor economy sectors workforce are between 20-29 years old.



DID YOU KNOW?



Tourism industry

Since 2010, tourism has been the fastest growing sector in the UK. It is expected to expand by **3.8%** a year up until 2025, accounting for 10% of all jobs.

9%

of the UK's gross domestic product (GDP) is generated by tourism.



Events industry

The events industry includes business events, such as conferences, exhibitions and corporate meetings and leisure events, such as festivals, fairs, arts, sporting events and shows.

In 2019, the UK events industry was estimated to be worth around **£70 billion and provided over**

70,000 jobs



Hospitality industry

Hospitality is the largest sub-sector of the tourism industry. Hospitality employs 3.2 million people and is the third largest private sector employer in the UK.

Findings show in the tourism and hospitality industry, **86%** of those working in the sector are employed in a restaurant, pub or hotel related business.

In 2016/17 **25,000 people** joined the hospitality industry via the apprenticeship pathway.



As the sector offers such a wide range of careers, many of which you may not have thought of, there are loads of opportunities for you to find the right career path. The sector also offers a wide range of entry routes, some roles focus on personal qualities and characteristics rather than qualifications where as some have set qualifications you must achieve to be considered.

It is important to do your research and determine the right path for you!

****Note- the coronavirus pandemic will have had an impact on all of the above stats****

TYPES OF JOBS IN VISITOR ECONOMY



As well as the typical jobs associated with tourism, hospitality and events, there is a huge range of other opportunities in the sector that you may not have thought about, the list below shows some of these jobs.



Baker

Makes bread, cake, pastries using machines or by hand.

Barista

Makes and serves coffee in cafes, coffee shops, restaurants and hotels.

Cellar technician

Install and maintain drinks systems in places, like pubs, bars, hotels and restaurants.

Consumer scientists

Study why people use or buy products and services, and give advice to retailers and manufacturers.

Food manufacturing inspector

Ensure companies meet hygiene and safety standards, and that products are safe to eat.

Food scientist

Develop food and drink products, making sure they are safe to consume.



Wedding planner

Support couples to organise their wedding.

Airline pilot

Fly passengers and cargo to destinations around the world.

Diver

Work underwater at sea, or in rivers, lakes, canals and reservoirs.

Heritage officer

Support teams to take care of buildings, monuments and places valued for their cultural and historical importance.

Interpreter

Convert the spoken word from one language to another, either face-to-face or remotely.

Port operative

Work with cargo, passengers and marine craft in ports and harbours.

Sailing instructor

Teach people to sail yachts and boats.



Exhibition designer

Work on large commercial public exhibitions, showcase events trade shows and conference for trade, industry or education.

Event manager

Plan and organise promotional, business and social events.

Head of visitor attraction

Responsible for ensuring effective day to day management of visitor centres.

Fundraiser planner

Plan special events to fundraiser as well as ways to thank donors.

Event social media coordinator

Promote upcoming events on social media to gain attendees and exposure for the event.

Event videographer

Create new and interesting ways to display what an event can offer through high quality video techniques.





MYTH BUSTING



Wages are poor in the visitor economy sector



The wage you may initially receive in some roles may be lower, especially those roles that do not require high level qualifications. However, due to the nature of the profession and the fast rate of progression onto managerial roles you have the potential to ensure your salary will quickly rise.



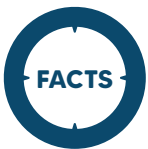
There are no progression opportunities in the visitor economy sector



A third of the workforce in the sector is under 25 and many of these will rise up the ranks and have their first managerial role before the age of 30. This sector is one of the few sectors that offer all employees including those at a young age to participate in training, development and support to build their next generation of managers. Additionally, the top hospitality companies offer mentors and their own programmes providing training in management and leadership skills. There is also the opportunity to use the transferable skills you develop in your role to progress to different areas within the sector or to a new sector entirely.



There is a high turnover of staff in companies in the visitor economy sector



There are jobs in the sector that are entry level jobs and are great for seasonal or part time work. However, there are also many more jobs that have the opportunity for longevity and progression to more senior roles resulting in the perfect opportunities for a life-long career.



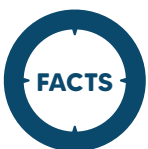
Working in this sector will mean I have unsociable working hours



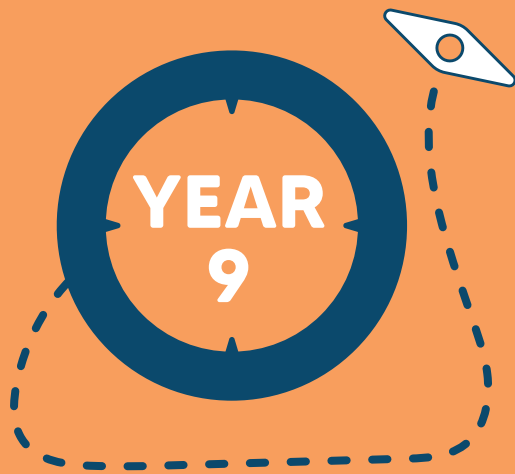
In this sector it is likely that you will work long hours or night shifts at some stage in your career, especially if you are working in restaurants, bars and events for example. However, there are many jobs within this sector where your hours will be more flexible or you could choose a role that has a 9-5 working week.



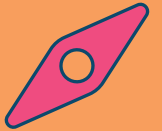
You have to work in a front-line customer service role to work in this sector



All of the different industries that make up the sector will have customer facing roles. However, there are also numerous behind the scenes role that are part of ensuring overall customer satisfaction. For example, there area range HR, accountant, maintenance, marketing and technician roles within the three industries in the sector.



What GCSE's are important for a career in VISITOR ECONOMY



This pretty much depends on what specific career you are interested in. There are only a few careers that require you to have completed specific subjects instead it is all about opening doors for yourself. Most jobs will however to require you have at least 5 GCSE grades at grades 9 to 4 including English Language and Maths. This will be in your mandatory subjects however you will have the choice to choose a few additional.

Think about the subjects you like and are interested in, there is no point choosing a subject you don't like, it will be a long, boring two years and you will be unlikely to succeed! It may also be worth thinking about the skills you will gain from the subjects and whether these skills will benefit you in a career in Visitor Economy.

Below are two examples of jobs in Visitor Economy and some examples of what GCSE's to consider.



Chef

Definitely: Maths and English Language

Think about: Food Preparation and Nutrition, a Modern Foreign Language

To train as a Chef there are many different potential progression routes. You could choose to follow the degree route, apprenticeship route or gain employment to build up your skills and progress through the necessary training.

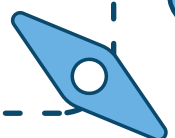
For all of these routes you need at least five good GCSEs (or equivalent Level 2 qualifications) at grade 4/C or above, including Maths and English Language.

Airline Pilot

Definitely: Maths, English Language, Science

Think about: Additional science or Physics

To begin training as an Airline Pilot you must have at least 5 GCSE's at grade 4/C or above, including Maths and English Language. You will then need at least two A-levels, ideally Maths and Physics. You can then either study a university course, complete a training scheme or train at a private flying school.





OPTIONS

Once you've done your GCSE's, you'll be able to choose your level 3 pathway.

You have the option of three different routes:

- 1 A-Levels,
- 2 Vocational Qualifications or
- 3 Apprenticeships

Due to the nature of the visitor economy sector and the huge variety of jobs that it contains there are not certain qualifications that you must take. Instead, there are **three main progression routes; vocational; academic and apprenticeship**. It is important for you to research your options and decide what the best route is for you. If you have a specific career within the visitor economy sector in mind, they may require a specific qualification so **make sure to research this before you make your decision**.

1 A Levels

A-Levels are subject-based qualifications that are usually studied over 2 years. They are assessed by examinations. Some degrees relevant to the Public sector ask for specific A-Levels. However, some useful A-Levels may be;

- A modern foreign language e.g. French
- Business
- Geography

2 Vocational Qualifications

Vocational qualifications are usually offered by a sixth form or local college. They are qualifications related to specific areas of employment.

There are different levels of vocational qualifications, it is important to choose the right level to ensure your progression.

Vocational qualifications tend to be much more hands-on.

T-levels are a new type of vocational qualification. They bring classroom learning and an extended industry placement together on a course designed with businesses and employers. You will spend 80% of your time in the classroom and 20% in a 45 day placement with an employer to give you the skills and knowledge companies look for.



Some examples of vocational qualifications you could study are;

- Hospitality Extended Diploma Level 3
- Travel and Tourism Extended certificate Level 3
- Diploma in Aviation Operations Level 3
- Level 3 Advanced Diploma in Professional Cookery

From Sept 2023 you will be able to study a Catering T-Level.

3 Apprenticeships

Apprenticeships combine practical training in a job with study. As an apprentice you would be employed and earning a wage whilst also learning to achieve a qualification. You would spend 80% of your time on the job and 20% training and studying.

There are different levels of apprenticeships available, if you achieve at least 5 GCSE's (grades 9-4) your next step in your progression would be a level 3 Advanced apprenticeship.

Some examples of Advanced Apprenticeships are;

- Senior Chef Apprenticeship in Production Cooking
- Hospitality Team Leader Apprenticeship
- Travel Consultant Level 3
- Customer Service Specialist
- Events & Marketing Apprentice



OPTIONS

There are 3 main routes to progress towards a career in the Visitor Economy Sector



Higher Apprenticeship

These apprenticeships will allow students to gain a level 4 qualification.

Entry requirements vary but they will usually expect level 3 qualifications and 5 GCSE's grade 9-4 often including Maths and English Language.

Apprenticeships usually last two to four years.

Some example apprenticeships:

- PR & Communications Apprenticeship for a travel company (Level 4)
- Hospitality Manager (Level 4)
- Senior Culinary Chef (Level 4)
- Food and Drink Engineer (Level 5)

Higher Education Degree courses

Entry requirements dependent on the course and the university. Some will ask for specific A-levels and grades in those courses, some will require certain grades in GCSE's

Usually 3 years, longer if a placement year is included.

Courses will cost up to £9,250 per year.

Some examples of the types of Higher education courses at Higher Education Institutions are:

- Tourism Management BA (Hons), Liverpool Hope University
- Events Management BSc (Hons), University of Lincoln
- Hospitality and Hotel Management Foundation Degree FdSc, City College Plymouth
- International Tourism Management with Air Travel BA (Hons), Buckinghamshire New University
- Sustainable Tourism Management BA (Hons), Falmouth University

- Food Business Management and Marketing BSc (Hons), Newcastle University
- Baking Science and Technology BSc (Hons), London South Bank University
- Aviation Management with Commercial Pilot License BSc (Hons), University of West London

Degree Apprenticeships

These apprenticeships will allow students to gain a bachelors degree level qualification and there professional qualification.

Usually last between 3 to 6 years.

Some examples of the types of Degree apprenticeships:

- First Officer Pilot (Level 6)
- Marketing Manager (Level 6)
- Food and Drink Advanced Engineer (Level 6)
- Food Industry Technical Professional (Level 6)



Employment

For some jobs within the visitor economy sector it is possible to progress without needing to study towards a degree. Instead those roles will focus more on the skills that you possess to determine if you are suitable for the role. Once you have been employed, your employer may offer to opportunities to upskill yourself and gain additional qualification such as HNC's and HND's in relevant areas. However, if you do decide to pursue a different career later in life it is likely to be more difficult if you do not have a higher level qualification.



Important skills needed for



VISITOR ECONOMY



In the visitor economy sector you can achieve a successful career without having to be academic, however this means that the skills you have and your personality traits are vital to succeed. First impressions are key!

✔ Problem solving skills

You may need to deal with a tricky customer or with an internal problem where you need to act quickly to determine a solution. You must have the ability to think on your feet potential in high pressure situations to be able to suggest solutions to ensure the customers satisfaction.

✔ Communication skills

The industry main focus is always the paying customer. If employees demonstrate excellent communication skills and are able to build successful relationships with customers it can enhance their experience. This is done through both verbal and non-verbal communication such as conveying clear and simple information, portraying warm body language and listening and valuing customer feedback. If a customer has a good experience it can lead to customer loyalty, increased businesses and potential new customers.

✔ Teamwork

Almost every job in the industry will require teamwork. Many roles in the visitor economy sector will be part of a bigger process that provides a service to the customer. This means that everyone in the process must be able to work effectively together to ensure the end product that is produced is to the highest standard for the customer. Effective teamwork brings increased efficiency, sales, creativity and happier team members.

✔ Customer service

These skills will ensure that each individuals needs are met which will help to ensure the satisfaction of customers leading to increased customer loyalty and repeat business. Good customer services skills are made up of a range of skills including body language, eye contact, communication, teamwork, delegation, listening, empathising and rapport building skills.

✔ Stress and time management

Within the industry many roles will require you to balance a range of tasks at once whilst working in a fast-paced environment. You must be able to focus and deal with your feelings of stress effectively to be able to complete all tasks to a high standard, whilst also ensuring that tasks are completed in a timely manner and meet deadlines.

✔ Attention to detail

In this sector almost everything is judged by the customer, therefore you will need to ensure it is at the highest possible standard before a customer can notice any problems or make a complaint. This is a skill that is likely to be tested on your first day on the job but continue to be important throughout your career.



A DAY IN THE LIFE OF an Airline Pilot



The day in the life of an airline pilot can be incredibly varied, they could fly only a few times a month or fly 4 to 5 days a week. It all depends on their seniority number in the company, the higher it is the better their schedule.

They can fly up to 100 hours a month but cannot exceed 8 hours flying in a 24 hour day. However, a pilots average duty day is 13 hours.

A typical day:



They will usually stay in a hotel the night before a flight to get their rest. However, how long they get each night between flights will vary, the minimum time is 8 hours.



In the morning they will get the hotel shuffle to the hotel and go through security like any passenger. They will then proceed to their correct gate.



The gate agent will provide the necessary paperwork to the pilot. This will include the flight plan, weather info, weight of the aircraft, estimated flight time.



Once on the plane they will begin their necessary checks and duties including checking the plane for any abnormalities, programming the flight management system and brief the crew.



When the passengers have boarded the pilot will get clearance from the tower and taxi instructions.



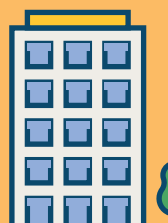
During the flight they will monitor the airplanes systems, monitor weather, wind speeds or any mechanical issues.



Landing is often the most difficult part of the pilots role. Prior to landing the pilot will gain information about the destinations airport, weather conditions and wind speeds to calculate how to make a safe landing.



Once landed and the airplane is parked the pilot starts the process all over again.





Signposting

Key websites

www.prospects.ac.uk/job-profiles/browse-sector

www.content.yudu.com/web/28qwf/0A2cmtz/CheckIn2020/html/index.html?page=102&origin=reader

www.lmihumber.co.uk/visitor-economy/

www.instituteforapprenticeships.org/apprenticeship-standards/?levelFrom=5&includeApprovedForDelivery=true

www.nationalcareers.service.gov.uk/explore-careers

Key employers

- Compass Group (catering)
- Greene King (pubs, restaurants and hotels)
- Hilton Hotels and Resorts
- InterContinental Hotels Group (IHG)
- Jurys Inn
- Marriott International (hotels)
- Merlin Entertainments (attractions such as Alton Towers and SEA LIFE)
- Mitchells & Butlers (pubs and restaurants)
- Sodexo (catering and event management)
- The Deltic Group (late night bars and clubs)
- Travelodge
- Wetherspoon
- Whitbread (includes Costa Coffee and Premier Inn).
- Clarion Events
- Live Nation Entertainment (concert venues)
- London Business Conferences
- Reed Exhibitions
- Theme Traders.
- Bannatyne Group
- British Airways
- Camp America
- Carnival UK
- Center Parcs
- Expedia
- Flight Centre UK
- InterContinental Hotels Group
- P&O Cruises- Humber
- TUI
- Humberside Airport- Humber
- The Spa Bridlington- Humber
- Grimsby Auditorium- Humber
- KC Stadium- Humber
- Hull Truck Theatre- Humber
- The Deep- Humber
- KCOM Stadium- Humber
- The Baths Hall- Humber

