

HOTEL, RESTAURANT, AND TOURISM

What can I do with this major?

AREAS

EMPLOYERS

STRATEGIES

MANAGEMENT

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

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

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.

CUSTOMER SERVICES

Office Operations

Reservations

Sales

Travel Planning

Guest Relations

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

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.

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.

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.