

# Additional info material for teaching - module "vocational orientation in the service sector"

## Careers in events

The events industry is one of the most exciting in the hospitality industry, employing 19,500 people. With a career in events, you could find yourself working anywhere, from Reading Festival to the BAFTA's. Alternatively, you could work for an exhibition and conference venue where events are hosted, such as Earls Court, the O2, the Edinburgh International Conference Centre and Cardiff Indoor Arena.

The events industry is made up of several types of businesses, all playing a fundamental part towards an event's success.

**Event organisers:** Event organisers are businesses that co-ordinate and manage events. These events can be large or small in size and can range from weddings, to music festivals.

**Venue providers:** Venue providers are the venues where the events occur. These can range from small community halls to large centres, such as the ExCel centre in London where the London 2012 games were held.

**Exhibitors:** An exhibitor is an organisation, company or individual that attends an event usually to showcase a product or service. For example, at a career fair an employer showcasing its jobs is classed as an exhibitor.

**Event suppliers:** Event suppliers liaise with event organisers, venue providers and exhibitors to supply the events with their products and services. An event supplier will provide the event with anything from internet services to catering.

**Temporary structures:** A temporary structure is the structure where the event is contained. These range from stands used during exhibitions, and marquees that can hold hundreds, to stages used during music concerts. This is a great career path for those that are hands on, as this involves setting up and organising staging, lighting and tents for shows and exhibitions.

The events industry offers plenty of choices. You could host and co-ordinate global conferences in international locations like Dubai or New York, or if you fancy something smaller – local weddings and parties.

## Career opportunities and skills needed

### Career opportunities

Due to the range of businesses involved with co-ordinating an event, there are plenty of career opportunities. Whatever your interests or educational background it's likely there'll be something in the industry that's perfect for you.

As an events co-ordinator you could become a senior events manager which involves overseeing the whole event process from start to finish. To be a successful senior events manager you'll need to have excellent organisational skills and keep calm under pressure.

If you're practical, you could start your career as a temporary structures constructor and take responsibility for the preparation, building and dismantling of the site and its equipment. As you become more experienced, there is opportunity to become a site crew manager and co-ordinate how the temporary structures are built.

### Skills needed

Organisation is a core skill within events, as the industry involves a lot of planning and working to deadlines. Events co-ordinators and managers are required to oversee all aspects of the event, from marketing to lighting, so the ability to keep calm under pressure is essential.

Excellent communication skills are also a must! As an events co-ordinator or site crew member you will be giving and taking orders while working to deadlines. This means you must be clear with the instructions you give and listen carefully of what's expected of you too.

Health and safety is a primary concern in the industry – while visitors are at an event their safety is in the hands of the organisers. Therefore, event organisers and site crew members need to recognise health and safety risks and adhere to strict regulations.

# Careers in food service management

Food service management, also known as contract catering, is the outsourcing of food services to other organisations, such as schools, banks or museums. The industry currently employs around 377,200 people in the UK and traditionally the industry has provided food and drink, but some providers are offering wider facilities management including housekeeping services.

If you have a passion for food and want a varied working life, this could be the industry for you. You could be working within a museum designing menus for its guests or working in a bank preparing lunches in the staff restaurant. Each organisation and its requirements are different, so you are bound to find an environment perfect for your aspirations.

This industry tends to have traditional working hours – for a business or industry contract, it will typically be 9 to 5, five days a week, plus the occasional weekend or evening for functions. Hours in the education sector can be even shorter.

Food service management providers tend to operate in the following areas:

- Travel
- Business
- Retail
- Education
- Health care
- Remote and offshore locations
- Corporate hospitality and executive dining
- Government and local authority provision
- Leisure venues and events (including concerts, regattas, sporting events as well as weddings and parties)

## Career opportunities and skills needed

### Career opportunities

The careers within food service management will generally cover the traditional roles you would expect in hospitality. Chefs, kitchen porters and general managers are all career prospects within food service management.

The food service management industry has the lowest labour turnover rate in the sector, meaning individuals in the sector are the most likely to stay and develop their career. This is an industry with clear career pathways, and fantastic opportunities for progression. With determination and commitment, a catering assistant could become a regional manager and oversee the running of several sites.

### Skills needed

The food service management industry is all about incredible food and service, so excellent interpersonal skills are a basic requirement. Whether you are the head chef, kitchen porter or general manager it is likely you'll have face-to-face contact with customers who will expect staff to be attentive, friendly and helpful.

The staff within a successful food service management function will always be co-operative and work together to create a positive dining experience for its guests. All it takes is one team member to disrupt the workflow and dishes may come out late, and guests might go unnoticed. If you enjoy working as a team then you'll love the buzz in the food service management industry.

Like many industries in the hospitality industry you will be responsible for the health and safety of your guests. Hygiene in particular, is important in the food service management industry and therefore you will need to be aware of hygiene, and health and safety regulations.

# Careers in gaming

The gaming industry is unique and offers an amazing selection of career opportunities. You could work as a croupier in a casino, assist customers to place bets at a bookmakers, or take to the stage as a caller in a bingo hall - there are a wealth of careers to choose from.

The gaming industry covers betting, bingo and casinos.

## Bingo

Bingo halls are places where people get together to enjoy a lively environment full of anticipation and excitement! There are two big players in the bingo industry, Gala Bingo and Mecca Bingo, which make up over 43% of the industry between them.

## Casinos

A casino is a site that features many gaming activities, such as blackjack, roulette and poker.

The casino industry is dominated by three companies - the Gala Coral Group which has 28 casinos throughout the UK, Grosvenor Casinos, which has 32 casinos, and Stanley Casinos/Stanley Leisure/Genting International, which merged in 2007 and now has 46 casinos.

The online gambling industry has grown considerably over recent years as the demand has grown.

# Career opportunities and skills needed

## Career opportunities

The careers within gaming cover the traditional roles you would expect in hospitality. Chefs, kitchen porters and general managers are all career prospects within the industry, and there are additional job roles within gaming such as a croupier, pit boss and inspector. As an inspector you could be responsible for supervising gamers and ensuring players are adhering to the rules. If you want to manage your own team, you could become a pit boss and supervise a team of inspectors as well as handle customer complaints.

For 'entry-level' positions such as a gaming machine assistant, or cashier there is always the opportunity to progress to a general manager and beyond.

## Skills needed

There are many job roles, each offering something unique. While a bingo caller will entertain the guests and create a fun environment, the pit boss will make sure players are adhering to the rules. Whether you're looking for a career where you'll need charisma or require great observation skills – you'll find it in the gaming industry.

As the gaming industry is public-facing, most job roles will require excellent communication and customer service skills. As a bar team member or a croupier, you will have lots of face-to-face contact with customers so you'll need to be attentive and helpful. An inspector or pit boss will need to be observant, and efficient at maintaining a safe environment.

# Careers in holiday centres, self-catering accommodation, & hostels

Self-catering accommodation, holiday centres and youth hostels are sites consisting of accommodation units for people to stay. The type of accommodation each provides is very different. Units that offer self-catering accommodation are usually apartments, where the visitor is provided with in-house facilities to serve themselves. Holiday centres are places that provide accommodation and on-site activities, such as a restaurant, bar or playground – such as Butlins. A youth hostel is the go-to accommodation for people travelling on a budget, especially students and travellers.

Youth hostels are sociable places to stay, usually consisting of shared accommodation and organised group activities. Most people staying in hostels will be travelling through the UK, giving you a great opportunity to meet people from different countries and explore different cultures. If you enjoy meeting new people, and you're comfortable communicating with people of all backgrounds, you will enjoy a career in the industry.

Your day-to-day duties may include housekeeping to catering, so this industry is ideal if you prefer variety. You might be preparing breakfast, lunch or dinner, ensuring that apartments are clean, and if you're working in a holiday centre, you could be entertaining guests as part of their evening show. Accommodation may be provided as part of your job, so it can be a great opportunity to discover somewhere new.

## Career opportunities and skills needed

### Career opportunities

As there are many facilities within self-catering accommodation, holiday centres and youth hostels there are many career opportunities, ranging from kitchen assistants through to entertainment staff and managerial positions.

You could work in the restaurant within a youth hostel and provide food and beverage for the guests. If you'd like to lead, you could manage a team as a housekeeping supervisor and ensure the accommodation is well maintained and clean.

As a member of the entertainments and leisure team, you could be responsible for the well-being of the guests at a holiday centre, making sure they're safe and having a wonderful time.

For the 'entry-level' positions, many employers look for a willingness to work hard and a good attitude. Workers who are willing to take on new responsibilities are most likely to progress, and those who show commitment to their job are rewarded with rapid career progression. You could start your career as a guest service assistant and with the right attitude and qualifications you could become an operations director and co-ordinate all aspects of the holiday experience for your guests.

If you are looking to move into senior positions in the industry, you will need managerial experience and a solid understanding of the industry.

### Skills needed

As the self-catering, holiday centres and youth hostels industry is very customer-focussed you'll need to be good with people and have great communication skills, especially as an entertainments and leisure team member. Each day will be different as you'll meet lots of new people and face many scenarios, therefore you will need to monitor and solve customer service problems and maintain a positive relationship with all visitors.

If you're working within food and beverage you'll need to work well in a team. Co-operation and good communication are essential to providing guests with great customer service and a timely service.

Like many industries in the hospitality industry you will be responsible for the health and safety of your guests. Whatever your role, you will need to be aware of health and safety procedures and adhere to them.

# Careers in hotels

There are over 12,000 hotels in the UK with a workforce of 262,000 people, providing accommodation for millions of guests each year. Some of these will be visiting the UK for the first time and it's up to you and your team to make their experience unforgettable!

If you enjoy working with people, the hotel industry is perfect for you. Many hotels host events, such as weddings, parties and conferences, so it's often a buzzing workplace with guests coming in and out, to celebrate, work and sleep.

Due to the range of services available within a hotel, there is a huge variety of career prospects. You could work in the hotel's restaurant overseeing food preparation as the head chef, or if health and fitness is your thing, you could be a spa therapist or gym instructor. Housekeepers, kitchen porters and room attendants also play a significant part in maintaining hotel facilities, so whatever career path you choose, you will be a valued member of the team.

The hotel industry never stops! Some services within a hotel are available 24/7, so it is an industry that is exciting, fast-paced and for the hard working. If you enjoy problem-solving and a stimulating environment, you will love the challenge!

## Career opportunities and skills needed

### Career opportunities

There are a variety of careers available in the hotel industry. You could have a career as a general manager and oversee all aspects of the business, as head housekeeper you could be in charge of maintaining the hotel and supervising your staff. If there is a restaurant within the hotel there's the opportunity to be a waiter or waitress, a restaurant manager, a head chef – the possibilities are endless.

For the 'entry-level' positions, employers look for a willingness to work hard and a passion for the industry, so committed workers who are willing to take on new responsibilities are most likely to progress. Some employers within the hospitality industry report that particular skills are lacking in their current workforce – especially amongst waiting staff, bar staff, kitchen assistants and receptionists. This means individuals that show commitment to the industry and seek opportunities for training can be rewarded with rapid career progression and a successful career.

### Skills needed

For public-facing roles, such as a bar team member, waiter or receptionist, you will need excellent communication skills and great customer service skills. Other roles will require you to work well in a team; this is especially true for roles based in the kitchen and housekeeping duties.

As there are so many careers in the hotel industry, the skills needed for each will vary. However, there is one basic skill everyone must possess, this is to maintain the hygiene, safety and security of the working environment. Health and safety is the most basic requirement of guests during their stay and it is the duty of the hotel staff to make sure all standards are adhered to.

# Careers in pubs, bars & nightclub

Pubs, bars and nightclubs are an important part of our culture and social scene. Every day people visit one of 52,000 pubs, bars and nightclubs in the UK to celebrate, have fun and wind down. If you're energetic and sociable, this is a great industry for you to join.

You'll meet many people in a fast-paced, busy environment, meaning no two days are ever the same. Many pubs offer food and function as a pub and restaurant, so this industry offers a diverse environment with plenty of career paths. Chefs, bar managers and waiters can all have a successful career in a bar, pub and nightclub!

Most pubs and bars are small businesses employing less than 10 employees, for example, 45% of pubs, bars and nightclubs have a team of just 1 to 4 people. Other pub companies, such as Punch Taverns and Enterprise Inns, have thousands of leased premises that tenants own and run on their behalf. There are also larger UK-wide chains such like Wetherspoons, Spirit Pub company and Stonegate that own a portfolio of popular brands.

The nightclub industry is also made up of a mixture of small and large operators, with Luminar Group being the biggest operator in the UK, owning Oceana, Liquid and Cameo.

## Career opportunities

The careers within pubs, bars and nightclubs have the traditional roles you would expect in hospitality. Many pubs are branching out into dining, so there is a diverse working environment and an array of career opportunities. You can now expect to see catering jobs alongside bar jobs; and chefs, assistant bar managers and general managers are all career prospects available in the industry.

A job in a pub, bar or nightclub can offer long-term career prospects, however it is wrongfully perceived as a short-term career, often as a stop gap while studying at University or looking for another full-time time role. However, individuals who have started out as bar team members can progress to bar managers and regional managers with good pay, so the industry is anything but a short-term solution!

## The skills you need

For a successful career in the pub, bar and nightclub industry, you will need to have first-rate interpersonal skills. As you probably know, pubs, bars and nightclubs are lively environments, so customers are often chatty and want you to join in the fun. While you can't get too distracted from the job, being friendly and welcoming are qualities that will help you progress in your career and get you noticed.

For public-facing roles, such as a bar team member or host you will need excellent communication and customer service skills. You may be required to take orders where there is lots of noise so it's important that you listen and can communicate to your customers clearly.

Other roles will require you to work well in a team; this is especially true for roles based in the kitchen and bar where quick service relies on good communication between the staff members.

# Careers in restaurants

Eating out is one of the most popular pastimes in the UK, and if you're a food and drink enthusiast, working in a restaurant provides an excellent opportunity to turn your knowledge and passion into sales! The UK's restaurant industry is extremely diverse and employs 709,700 people, so whatever you're looking for, you're likely to find something that suits you.

Restaurants range from top-end, fine-dining establishments to quick service outlets. Asian and Oriental restaurants make up a significant part of the industry. There are 11,000 Asian and Oriental restaurants in the UK that serve 2.5 million customers every week!

Coffee shops are also a part of the restaurant industry. In the UK the coffee shop industry is growing fast as Britain becomes a nation of coffee drinkers. Did you know, 20% of people visit a coffee shop daily? There has been an emergence of coffee chains all over the UK, such as Costa Coffee, Starbucks, Caffè Nero, Pret A Manger and EAT. The largest 13 brands now operate approximately 2,500 outlets, compared with 1,000 just three years ago.

## Career opportunities and skills needed

### Career opportunities

The restaurant industry is a great place to progress, as there are plenty of careers on offer and hard work is rewarded. With determination and commitment a kitchen porter could become a restaurant manager. Take your pick and choose a career as a sous chef, head sommelier or regional manager – the list goes on.

If you want a career that offers amazing career prospects, it may surprise you that quick service restaurants are great for rapid career progression and rewarding hard-workers. If you're good under pressure, enjoy working as part of a team, and want a clear route into a management position, the industry provides an ideal path to success. The great news is that the industry is changing its image. Quick service doesn't necessarily mean low quality and many food outlets are proving there can be quick service with fresh, seasonal produce.

There are many careers within coffee shops too, you could become a barista and learn how to make and serve coffee. There are a countless number of hot drinks and coffees, each with its own history and preparation technique. As a barista, it could be your job to create the perfect flat white, cappuccino, or hot chocolate.

### Skills needed

The staff in a successful restaurant will always be co-operative and work together to create a positive dining experience for its guests. All it takes is one team member to disrupt the workflow and dishes may come out late, and guests might go unnoticed. If you enjoy working with people, then you'll love the buzz in the restaurant industry.

The restaurant industry is all about incredible food and service, so excellent interpersonal skills is a basic requirement. Whether you are the head chef, waiter or restaurant manager it is likely you'll have face-to-face contact with customers who will expect staff to be attentive, friendly and helpful.

Like many careers in the hospitality industry you will be responsible for the health and safety of your guests. Hygiene in particular, is important in the restaurant industry and therefore you will need to be aware of hygiene, and health and safety regulations.

# Careers in tourist services

Tourism is a huge industry in the UK – in 2011 alone it is estimated that £99 billion was spent as a direct result of the tourism trade. With a rich and interesting history and landscape, millions of visitors from all over the world, and locally, explore the UK each year.

The industry offers a breadth of career opportunities. You could work for a national tourist organisation and promote the visitor experience in your area – such as wildlife parks, zoos and museums. If you'd love to bring historical stories to life, you could be a tour guide and show tourists famous landmarks while giving them information about the site and its fascinating past. Finally, you could work in a tourism information centre, advising tourists about what places to visit and the most popular local activities.

There are three main areas within the tourist services:

National and regional tourist organisations are responsible for marketing and developing tourism for domestic and overseas visitors. The national tourist boards in the UK are Visit Britain, Visit Scotland, Visit Wales and Northern Ireland Tourist Board. Within these organisations there is sometimes the opportunity to work abroad, to promote tourism in the UK.

- Tourist information centres provide information about the local area for tourists. There are tourist information centres all over the UK, where you can pick up free brochures and maps, and speak to a tourist information officer for advice about local activities.
- Tour guiding involves showing visitors around local attractions and demonstrating the wealth of history and culture of the surroundings. There are tour guides operating within historical buildings, museums, coaches, theatre and more – so there is plenty of scope in this area.

## Career opportunities and skills needed

### Career opportunities

There are plenty of career opportunities in tourism – from tour guiding to marketing.

National and regional tourist organisations aim to promote tourism to domestic and overseas visitors and therefore they rely on marketing teams to communicate its messaging and increase visitors into the UK.

As a tour guide or tourist centre information officer, as long as you show passion and knowledge in your field there is plenty of opportunity to progress. You could become a manager and play a key role in influencing the tourism strategy in your local area. This means liaising closely with providers of tourist attractions, such as tour operators to decide how you can attract tourists to your area. Along with career progression comes more responsibility – as a regional manager you could oversee the entire business operations within a tour guide company or tourist information centre.

### Skills needed

Tourism is all about the visitor and their experience, meaning customer service is very important. To work in the tourist services you'll need to be great with people and have excellent communication skills, as you'll be conveying directions and lots of information.

You will also need to be passionate about your surroundings as your role is to create an exciting visitor experience. This means you must be well-informed about your location and its history.

As you progress to senior roles within the industry you may be required to analyse, evaluate and present tourism data to implement a tourism strategy, and organise and implement tourism promotional activities.

# Careers in visitor attractions

Millions of visitors flock to theme parks and visitor attractions in the UK each year, and as an employee it's your job to make sure they have fun! The industry also includes theme parks, zoos, museums, and seaside attractions.

The scope of opportunity within the industry is huge! You could be a ride operator co-ordinating the rides in a theme park and adhering to health and safety procedures. If you like entertaining you could have a career as a show performer and dazzle the guests with your charm and wit. Whatever your career choice you will play an integral role to providing an enjoyable experience for guests of all ages.

The majority of theme parks and attractions are fairly large and cater for day visitors and tourists. Larger cities like London, Edinburgh and York, are more likely to attract overseas visitors. A well-known company within the industry is Merlin Entertainments Group. Merlin is currently the world's second biggest visitor attraction operator, behind Disney, with 12,800 employees and around 35 million annual visits to its attractions.

Merlin own Alton Towers, London Dungeon, SEA LIFE centres, the London Eye, Thorpe Park, Madame Tussauds and LEGOLAND Windsor. All are extremely popular visitor attractions in the UK – you might have visited a couple of these places yourself. The experience of the visitors depend on the staff, so if you're always up for having a good time you're likely to succeed in the industry.

The visitor attraction industry also includes independent theme parks and fairground attractions. Many of these are found at seaside resorts and are family-run, such as Blackpool Pleasure Beach and Flamingo Land theme park.

## Career opportunities and skills needed

### Career opportunities

There are many careers within the visitor attraction industry. The frontline staff will have roles within admissions, food and beverage and even as actors and actresses!

If you're part of the frontline staff there is plenty of opportunity to progress. Depending on your experience you could become a general manager and oversee an aspect of business within food and beverage, maintenance, marketing and much more. The responsibility as a general manager depends on the area of business you specialise in, but as a manager you'll be required to co-ordinate budgets and ensure your workforce is motivated.

Most visitor attractions will contain restaurants and coffee shops, so there are career opportunities within these areas too. The visitor attraction industry offers a truly diverse landscape offering all sorts of careers, from a maintenance manager, to a barista.

### Skills needed

As careers within visitor attractions are public-facing, customer service skills are extremely important. You'll often be working with other staff to deliver services and therefore the ability to work well in a team is vital. As a general manager or director you'll need to be skilled to implement marketing plans for your area and lead your team.

As there are so many careers in the visitor attraction industry, the skills needed for each will vary. However there is one basic skill everyone must possess, this is to maintain the hygiene, safety and security of the working environment. Health and safety is the most basic requirement of visitors and it is the duty of the staff to make sure all standards are adhered to.