

CAREER CLUSTERS—FOCUSING
EDUCATION ON THE FUTURE



Preparing for Career
Success in Hospitality
and Tourism



Career Clusters Prepare All Students for College, Technical Training and Careers

Career Clusters prepare learners of all ages for the information age as schools, colleges and employers strive for higher achievement in science, math and communication. One key to improving learner achievement is providing learners with relevant contexts for studying and learning. Career Clusters offer these contexts by linking school-based learning with the knowledge and skills required for continued success.

The Concept of Career Clusters

Career Clusters identify the knowledge and skills learners need as they follow a pathway toward their career goals. The knowledge and skills identified form a strong basis for learner success whether the learners are in high school, college, technical training or in the workplace.

How to Pursue Education and Training in Hospitality and Tourism

There are thousands of challenging educational and training opportunities within the high-skilled world of Hospitality and Tourism. Learners need a solid background in math, science and technical skills. Education and training can be



Learners participate in relevant educational opportunities framed in the context of the cluster. They gain knowledge

obtained in high schools, technical colleges, two-year community colleges, four-year colleges, apprenticeship programs and career technical schools/institutes.

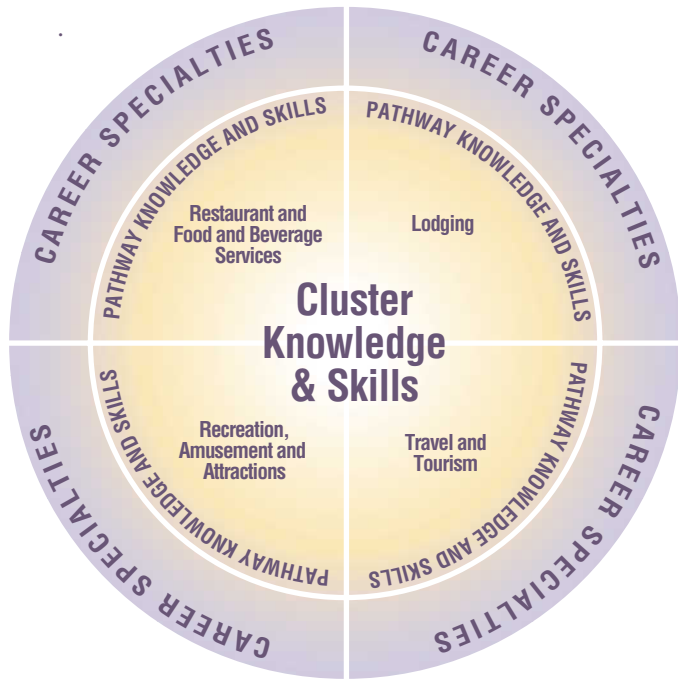
Along the way, career guidance professionals assist learners in assessing their educational goals, interests, abilities and skills to facilitate a good match to the cluster's many pathway options.

and skills through coordinated workplace learning experiences such as site visits, job shadowing and internships. If they choose, they may achieve valuable skill certifications that lead to employment. Colleges and universities offer advanced degrees and industry certifications that prepare learners for professional and technical careers.



Career Pathways at a Glance

The Hospitality and Tourism Career Cluster is divided into four pathways. Pathways are grouped by the knowledge and skills required of occupations in these career fields. Each pathway provides instruction as a basis for success in an array of careers and educational pursuits.



The Four Pathways

- Restaurant and Food/Beverage Services
- Lodging
- Travel and Tourism
- Recreation, Amusements and Attractions

What Is the Hospitality and Tourism Career Cluster?

The Hospitality and Tourism Cluster prepares learners for careers in the management, marketing and operations of restaurants and other food services, lodging,

attractions, recreation events and travel-related services. Hospitality operations are located in communities throughout the world.

Employment Outlook

Travel and tourism is one of the largest and fastest-growing industries in the world. Each year, travel and tourism employers



employee's skills, education and job level at a hotel, restaurant, tourism office, recreation facility, amusement park or attraction site. Salaries range from entry-level wages to six

figures. This industry is known for promoting within and for its large number of young managers.

around the world pay more than \$1.6 trillion in wages and salaries and create 12.5 million new jobs. Beginning salaries depend on the

Restaurant and Food/ Beverage Services

Overview

Employees working in the Restaurant and Food/Beverage Services pathway perform a variety of tasks to maintain operations and promote guest services in eating and drinking establishments.

Sample Occupations

- General Manager
- Food and Beverage Manager
- Catering and Banquets Manager
- Maitre'd
- Restaurant Owner
- Executive Chef
- Pastry and Specialty Chef
- Cook
- Bartender and Server
- Banquet Setup Employee
- Room Service Attendant
- Wine Steward

Credentials

Completion of postsecondary training in culinary arts, restaurant and food service management, or a related field is increasingly important for advancement in the industry. Management programs are available

through junior and community colleges, four-year colleges and universities, and hotel or restaurant associations. Chefs and cooks also may be trained in apprenticeship programs offered by professional culinary institutes, industry associa-



tions and trade unions. Training for chefs has changed radically in the past 10 years as chefs continue to assume greater leadership and managerial roles in the industry. The Educational Foundation of the National Restaurant Association awards the certified Food-service Management Professional (FMP) designation to managers who achieve a qualifying score on a written examination, complete a series of courses and meet standards of work experience in the field. The American Culinary Federation awards the ACF Chef

Certification to professionals who complete training, have industry experience and meet ACF standards.

Employment Outlook

The 11.3 million jobs in the restaurant industry make it one of the world's largest



employers. This industry employs many young people in part-time jobs with high turnover rates. Opportunities in the restaurant industry will generally keep pace with the average growth rates, but jobs will be even more plentiful because of the

high turnover rates. Graduates of college hospitality programs should have especially good opportunities. Wages of chefs, cooks, and food preparation workers depend greatly on the part of the country and the type of establishment in which they work. According to the latest statistics, median annual earnings of food service managers is \$31,702.



Lodging

Overview

Employees working in the Lodging pathway perform tasks related to the operation of lodging facilities and the care of guests who use these facilities, either through direct guest contact or the provision of background services that enhance the guest experience.

Sample Occupations

- General Manager
- Front Office Manager
- Executive Housekeeper
- Director of Sales and Marketing
- Director of Operations
- Rooms Division Manager
- Front Desk Supervisor
- Reservations Supervisor
- Bell Captain
- Sales Professional
- Reservationist
- Guestroom Attendant



Credentials

Because hotel operations are becoming more complex, a greater emphasis is being placed on specialized training. This training is available through programs offered in high schools, vocational schools, technical institutes, junior colleges, and four-year universities and colleges. Many programs offer associate, bachelor's



and master's degrees in lodging management. Internships and apprenticeships offered through hotel chains or individual properties also provide training opportunities. The American Hotel and Lodging Association, through its Educational Institute, offers professional certification for every level of employment within the

lodging industry—from line level through supervisory, department head and general manager positions.

Employment Outlook

The lodging industry has 1.9 million jobs. Opportunities in this industry will keep pace with average growth rates which, coupled with high turnover, will mean many opportunities for applicants. Traditionally, many hotels promote from within, and it is possible for an entry-level employee to become a first-line manager within two to three years and for a departmental manager to become a general manager within seven years. The 200-plus positions in the lodging industry provide opportunities for people from a variety of backgrounds and interests, from accounting and marketing to maintenance and security. People who enjoy hard work, variety and working with people will have many opportunities to advance in the lodging industry. Earnings vary widely, depending on the location and type of lodging property. The median salary for a front office manager was \$33,900 in 2000. The median salary for a general manager was \$97,300.

Travel and Tourism

Overview

Employees in the Travel and Tourism pathway focus on the development, research, packaging, promotion and delivery of a traveler's experiences. There is a broad range of jobs in this pathway. Employees may be involved in developing a heritage area for the enjoyment and education of visitors, creating guide books, planning trips and events, managing a customer's travel plans or overseeing a huge urban convention center.

Sample Occupations

- Event Planner
- Convention Services Manager
- Destination Manager
- Heritage Tourism Developer
- Interpreter
- Meeting Planner
- Tour Guide
- Tour Operator
- Travel Agent
- Tour and Ticket Reservationist
- Tourism Marketing Specialist
- Welcome Center Supervisor

Credentials

Many colleges offer associate, bachelor's or master's degrees related to travel and tourism. Some vocational schools offer training programs for travel agents. Many

trade associations offer conference seminars that lead to certifications. The level of education required depends on the level of job responsibilities. Career potential in this pathway is influenced by creativity in organizational and promotional skills. Knowledge of geography and the psychology of dealing with people and their expectations, computer and map reading skills, and strong problem-solving skills are also crucial. Employers may want applicants familiar with foreign languages. Some of these jobs encounter local political issues.

Employment Outlook

The Travel and Tourism pathway supports the other industry segments.

The four sectors of the Hospitality and Tourism Cluster are expected to grow an average of 19.8 percent from 2000 to 2010. While growth in travel and tourism jobs is expected to be average, careers for travel agents may show slower growth than other careers in this pathway. The demands of an aging population and the growth of technology



provide mixed opportunities for meeting and convention services. Rising interest in nature tourism and heritage tourism provides new opportunities.

Recreation, Amusements and Attractions

Overview

Employees looking for exciting and diverse work situations are best suited for the Recreation, Amusements and Attractions pathway. The work is often demanding but never boring. Good customer service skills are essential for success. Employees must also understand what makes each operation unique. Technical skills are location-specific, and training is handled on the job.

Sample Occupations

- Club Manager
- Club Event Planner
- Club Membership Developer
- Parks and Garden Director
- Resort Instructor
- Gaming and Casino Supervisor
- Fairs/Festival Event Planner
- Fairs/Festival Promotional Developer
- Theme Parks/Amusement Parks Area Retail Manager
- Theme Parks/Amusement Parks Area Ride Operations Manager
- Museums/Zoos/Aquariums Docent
- Museums/Zoos/Aquariums Exhibit Developer



Credentials

Approximately half of all workers in the industry have no formal education beyond high school; however, upper-level management and supervisory jobs usually require a college degree. Employers look for people with strong interpersonal

skills. The Parks Association certifies individuals who meet eligibility requirements for professional and technical jobs.

Employment Outlook

An increase in leisure time and personal income across the nation means more



business for the recreation, amusements and attractions industry. According to Travel Industry Association of America (TIA), employment growth from 2000 to 2010 is expected to increase 34.5 percent. Both wage and salary jobs are

projected to increase 32 percent over the 1998-2008 period. Although the pool of these workers will grow in coming years, opportunities should be good for young seasonal, part-time and unskilled workers. Earnings vary according to occupation and segment of the industry. The National Recreation and

skills to work with the public. Entry-level supervisory or professional jobs in recreation sometimes require completion of a two-year associate degree. Many states offer associate degrees in parks and recreation. Students can specialize in such areas as aquatics, therapeutic recreation, aging and leisure.



Career Clusters link what students learn in school with the knowledge and skills they need for success in college and careers.

The 16 Career Clusters

Agriculture, Food & Natural Resources

Architecture & Construction

Arts, A/V Technology & Communications

Business, Management & Administration

Education & Training

Finance

Government & Public Administration

Health Science

Hospitality & Tourism

Human Services

Information Technology

Law, Public Safety & Security

Manufacturing

Marketing, Sales & Service

Science, Technology, Engineering & Mathematics

Transportation, Distribution & Logistics



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