



# Hospitality



The catering and hospitality industry includes a wide range of establishments such as hotels, hostels, restaurants, cafes, pubs, and contract catering. The profession currently employs 2.5 million people in the UK.

## What's happening?

- Locally 21,501 people (4.3% of the working population) are employed in hotels and restaurants.
- Much of the industry is made up of small businesses. 75% of employees work for a company employing less than 50 people. Working for a small company can offer experience in a wide range of areas.
- Particular skills shortages exist for chefs/cooks and for managers with a range of skills including people management, problem solving, commercial and business skills.
- The Sector Skills Council for the catering and hospitality sector has highlighted the need to increase managerial and supervisory skills and qualifications.
- The catering and hospitality sector has a large proportion of people aged 25 and under (38%) compared to the average across all sectors (13%).
- Research indicates that the traditionally high rates of staff turnover in this sector may be due to individuals seeking greater career progression. There is enormous scope for movement between the industry's many and varied sectors.
- Many hospitality companies are international and offer opportunities to work abroad.
- A large number of students work in this sector on a part-time or temporary basis.

## How much could I earn?

	Average annual salary (£s)
Hotel Porter	£12,528
Hotel/Accommodation Manager	£28,028
House Keeper	£11,689
Restaurant/Catering Manager	£18,889
Waiter/Waitress	£7,834

Salary rates have been calculated using the average gross pay rates for full time workers. Figures are for the United Kingdom. Averages can hide higher earnings. With training and career development, higher salaries can be achieved. Source: Annual Survey of Hours and Earnings 2008, O.N.S., © Crown Copyright.

## What we think will happen

- Growth in the catering and hospitality sector is closely linked with the economy as a whole, and with consumer confidence.
- Hospitality and tourism has been identified by 'West at Work' as a local area of growth where specific skills are, or will be, in demand.
- Some of the demand in this sector will come from new local development sites. These include: Bristol Harbourside Phase 2; Locking Parklands (North Somerset); Science Park – SPark (South Gloucestershire); SouthGate (Bath); Temple Quarter (Bristol); the regeneration of Keynsham, Portishead, Radstock and Weston-super-Mare town centres; Western Riverside (Bath); Weston Park (North Somerset).
- With an increasing awareness of the environmental impact of foreign travel, more people are likely to holiday in the UK in future, increasing demand for high quality hospitality services.
- ICT skills are increasingly important in the industry. Many companies are now developing e-marketing strategies to develop new business and to retain repeat customers.

## Do you want to work in the Hospitality sector? Is this you?

- Good communication skills
- Well organised
- Good team worker
- Prepared to work different shifts
- Enthusiastic
- Calm under pressure

## Some job suggestions

- Baker
- Banquet/Events Manager
- Bar Worker/Manager
- Chef/Cook
- Food/Counter Service Assistant
- Hotel Porter
- Hotel Manager
- Hotel Receptionist
- Housekeeper/ Housekeeping Manager
- Restaurant/Catering Manager
- Waiter

## Routes into the Hospitality sector

Level 1 (Foundation)	Level 2 (Intermediate)	Level 3 (Advanced)	Level 4 (Higher)
GCSE Grades D – G BTEC Introductory Diploma NVQ 1 Foundation Diploma	GCSE Grades A* – C BTEC First Diploma NVQ 2 Apprenticeship Higher Diploma	A Level BTEC National Diploma NVQ 3 Advanced Apprenticeship Advanced Diploma	HND Foundation Degree First Degree NVQ 4

Led by People 1st, the Sector Skills Council for the Hospitality, Leisure, Travel and Tourism industries, the **Diploma in Hospitality** has been developed in response to employer demands for better skilled and employable young people. The Diploma will help young people understand the hospitality sector, and support them to develop the skills that will help them work in a wide range of careers. The Diploma includes at least 10 days work experience.

See: [www.hospitalitydiploma.co.uk](http://www.hospitalitydiploma.co.uk)

**Check with your school or Connexions Personal Adviser when this will be on offer in your local area.**

Note: there are a number of ways of training for this area of work; the new Diploma is just one of these. See Routes into the Hospitality sector for the options.

## Want to know more?

Apprenticeships – [www.apprenticeships.org.uk](http://www.apprenticeships.org.uk)  
or call the **helpline on 08000 150600**  
British Hospitality Association – [www.bha.org.uk](http://www.bha.org.uk)  
Hospitality Diploma – [www.hospitalitydiploma.co.uk](http://www.hospitalitydiploma.co.uk)  
People 1st, the Sector Skills Council for the Hospitality, Leisure, Travel and Tourism Industry – [www.htf.org.uk](http://www.htf.org.uk)  
Springboard UK (hospitality, leisure, travel and tourism) – [www.springboarduk.org.uk](http://www.springboarduk.org.uk)  
Tourism Skills Network  
– [www.tourismskillsnetwork.org.uk](http://www.tourismskillsnetwork.org.uk)  
The Diploma – [www.direct.gov.uk/diplomas](http://www.direct.gov.uk/diplomas)  
West at Work – [www.westatwork.co.uk](http://www.westatwork.co.uk)

**" Hyatt International is proud to be able to share in developing a high quality learning programme that will not only introduce young students at an early age to what our industry can offer, but also start to introduce and develop the management skills and the concepts of superior customer service so vital to our sector."**

Michael Gray, General Manager, Hyatt Churchill Hotel

## Want to speak to somebody?

Go to [www.connexionswest.org.uk](http://www.connexionswest.org.uk) for addresses of Connexions West of England local centres or contact Connexions Direct. Connexions Direct can offer you all the information and advice you need to make the decisions and choices in your life.

Connexions Direct: **080 800 13 2 19** Text: **07766 4 13 2 19**

Webchat/Email: [www.connexions-direct.com](http://www.connexions-direct.com)