

Hospitality and Tourism

Worcestershire

**National
Careers
Service**

Helping you take
the next step

The tourism industry (also known as the visitor economy) is one of the fastest growing sectors in the UK and includes jobs in hospitality, catering, passenger transport, and attractions and services such as festivals, galleries and museums.

There is a wide range of roles, and local people who do jobs connected to tourism are playing an increasingly important role supporting the local and UK economy.

There is a shortage of skills in the hospitality and tourism industry, especially to replace those who leave.

Worcestershire overview

Worcestershire has a number of historical houses, museums, environmental and cultural assets, all of which contribute to it being a popular tourist destination.



2,250 people work in hotels and similar accommodation¹

1,250 people work in libraries, archives, museums and other cultural activities¹

1,250 people work in creative, arts and entertainment activities¹



Chefs are in high demand – chef roles were the second most advertised role in Worcestershire in 2019.²

There's a high demand for graduates to go into leadership and management roles, especially in hospitality, however there is also the ongoing need to attract waiting and bar staff.³

¹BRES, ²Labour Insight (Burning Glass Technologies), ³People1st.co.uk

Future trends



In the future we can expect to see technology create new roles in the tourism and hospitality industries. Online apps are making it easier for visitors to book their own trips and holidays and online reviewing is leading to a better quality of services. Marketing plays a large role in tourism and we can expect to see virtual reality and digital marketing play a bigger part in the sector; this means the industry needs **creative people with digital skills**.



Like all sectors, there is a high demand for people to fill **leadership and management roles** and across the UK we also have a continuing shortage of **chefs**. The hospitality sector is particularly looking to attract more **women** into these roles.

Local employers include:

West Midlands Safari Park • National Trust • Chateau Impney • Hilton Hotels • Severn Valley Railway • Avoncroft Museum of Historic Buildings • Malvern Theatres • Stanbrook Abbey Hotel • Worcester Racecourse



Job roles in hospitality and tourism include:

Airline customer service agent • Airline pilot • Airport information assistant • Barista • Catering manager • Chef • Consumer scientist • Counter service assistant • Cruise ship steward • Digital marketer • Events Manager • Fairground worker • Head chef • Heritage Officer • Hotel manager • Hotel porter • Hotel receptionist • Hotel room attendant • Housekeeper • Interpreter • Kitchen assistant • Kitchen porter • Marketing executive • Museum assistant • Public relations officer • Resort representative • Restaurant manager • Riding holiday centre manager • Riding holiday leader • Tour manager • Tourist guide • Tourist information centre assistant • Travel agency manager • Travel agent • Visitor attraction manager • Waiter • Wedding planner

Skills and qualities

In the hospitality and tourism sector employers are particularly looking for:

Teamwork and interpersonal skills • **Communication skills** • Customer service • **Ability to manage own time and prioritise tasks** • Leadership and management skills • **Digital skills** • Commercial awareness • **Reliability** • Ability to speak other languages

What could you earn?

Chef **£13,000 - £50,000**

Digital marketer **£20,000 - £50,000**

Hotel receptionist **£12,500 - £24,000**

Hotel manager **£20,000 - £60,000**

Museum assistant **£15,000 - £22,000**

Visitor attraction manager **£22,000 - £50,000**

Events manager **£17,000 - £80,000**

Find out more

<https://careerscope.uk.net/>

<http://www.hospitalityguild.co.uk/A-Career-in-Hospitality>

<http://www.skills4worcestershire.co.uk/>

Routes into this sector

Ways to get into this sector will vary depending on the job role.

Apply directly for roles such as waiting staff – being able to demonstrate customer service skills may help. A seasonal or volunteering role may also be a good way to gain experience.

Choose a **college course** at level 3 (A level equivalent) or level 4 to add to your qualifications.

An apprenticeship could be a good route in – from **hospitality team member** (intermediate apprenticeship) and **senior production chef** (advanced apprenticeship) to **digital marketer** (degree apprenticeship). Always check the requirements for each individual apprenticeship.

Work your way up to roles such as supervisor or manager by training on the job – this can be rapid in this sector for those who can show motivation.

For some roles, such as at management level, employers will look for someone who has a **university degree**.

For more job profiles and careers information visit the National Careers Service website: <https://nationalcareers.service.gov.uk> or call 0800 100 900



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