

HOSPITALITY/HOTEL, RESTAURANT ADMINISTRATION

What can I do with this degree?

AREAS

EMPLOYERS

STRATEGIES

RETAIL/SITE MANAGEMENT

Property Management
Facility Management
Rooms Management
Banquet and Catering Management
Restaurant Management

Historical, cultural and natural attractions
Lodging: hotel/motel, bed and breakfast, time-shares and campgrounds
Destination areas: amusement centers, theme parks and resorts
Special event and festival organizations
Conference centers
Entertainment industry: casinos, theaters and stadiums
Food service: catering companies, schools, hospitals, and military
Restaurants, dining clubs, taverns, and fast food operators
Leisure organizations: sporting clubs, recreation centers, fitness facilities, private and/or country clubs
Self-employment

Develop a strong foundation in food service, administration and customer service. Courses in communications, marketing, management, law, accounting, and food and beverage controls are a must.
Gain an ability to make quick decisions independently.
Check with the placement office, faculty members, and professional organizations for employment leads. Create a network in the industry to establish contacts for advancement.
Take leadership roles in student organizations.
Gain experience working with budgets.

CUSTOMER SERVICES

Office Operations
Purchasing
Reservations
Travel Planning

Tour operators
Historical, cultural and natural attractions
Lodging: hotel/motel, bed and breakfast, time-shares and campgrounds
Reservation companies
Destination areas: amusement centers, theme parks and resorts
Special event and festival organizations
Conference centers
Entertainment industry: casinos, theaters and stadiums
Food service: catering companies, schools, hospitals, and military
Restaurants, dining clubs, taverns and fast food operators
Transportation/travel industry: airlines, cruise companies, car rental agencies, travel agencies, airports, motor coach/tour carriers, and rapid transit (AMTRACK)

A high interest in working with the public and problem-solving is a must.
Start in reservations or telephone sales. Master the product line and learn to give excellent service.
Develop computer skills and knowledge of different programs.
Gain experience working with budgets by serving as treasurer or financial officer of an organization.
Acquire supervisory skills and experience.
An orientation toward service and detail is necessary to succeed.

AREAS

EMPLOYERS

STRATEGIES

Customer Services, Continued

Leisure organizations: sporting clubs, recreation centers, fitness facilities, private and/or country clubs

State, federal, and local government: tourism offices, visitor bureaus, convention centers, and park systems

Self-employment

Learn state, federal and local government job application process.

SPECIAL EVENTS

Convention/Trade Show Planning
Convention Services Management
Entertainment/Event Planning
Programs and Activities Planning

Lodging: hotel/motel, bed and breakfast, timeshares and campgrounds

Destination areas: amusement centers, theme parks and resorts

Special event and festival organizations

Conference centers

Entertainment industry: casinos, theaters and stadiums

Cruise companies

Leisure organizations: sporting clubs, recreation centers, fitness facilities, private and/or country clubs

State, federal, and local government: tourism offices, visitor bureaus, convention centers and park systems

Trade and professional associations

Public or private corporations and businesses

Gain an ability to make quick decisions independently.

Develop excellent interpersonal and public speaking skills.

Learn to think creatively.

Display good planning and organizational skills.

Gain experience through planning activities/events for civic/community organizations.

Attend conferences for student organizations and professional associations.

Take classes in business, commercial recreation, advertising, and public relations.

Learn how to do fund-raising.

Gain experience working with budgets.

Learn state, federal and local government job application process.

MARKETING/ADVERTISING

Product Design and Development
Market Research
Communications
General Sales
Meeting and Convention Sales
Incentive Travel Sales
Media Planning and Development
Public Relations
Publicity/Promotions

Tour operators

Historical, cultural and natural attractions

Lodging: hotel/motel, bed and breakfast, timeshares and campgrounds

Reservation companies

Destination areas: amusement centers, theme parks and resorts

Special event and festival organizations

Conference centers

Entertainment industry: casinos, theaters and stadiums

Consider a minor in public relations, marketing, business, or foreign language.

Gain competency in a variety of computer programs, especially computer graphics.

Gain experience in customer service and communication skills.

Learn about geography and international travel regulations.

Strive for excellent interpersonal and public speaking skills.

Learn to think creatively in order to develop unique marketing campaigns and selling techniques.

Take a part-time job in any area and move up.

AREAS

EMPLOYERS

STRATEGIES

Marketing/Advertising, Continued

Restaurants, dining clubs, taverns and fast food operators
Product and Equipment suppliers and manufacturers
Transportation/travel industry: airlines, cruise companies, car rental agencies, travel agencies, airports, motor coach/tour carriers, and rapid transit (AMTRACK)
Leisure organizations: sporting clubs, fitness/recreation facilities, private and/or country clubs
Trade and professional associations
Public or private corporations and businesses
State, federal and local government: tourism offices, visitor bureaus, convention centers and park systems

Marketing/Advertising, Continued

Attend conferences and trade shows.
Join student clubs and professional associations in your field of study and volunteer for their publicity committees.
Start in reservations or telephone sales. Learn the product line and how to deal with travel agents and customers.
Work in a major port city like Los Angeles, Miami, or New York.
Learn state, federal and local government job application process.

CORPORATE ADMINISTRATION

Property Acquisition and Development
Legal Areas
Research/Market Analysis
Financial Relations
Human Resources
 Human Resource Management
 Recruiting and Training
 Employee Support Services
 Labor Relations
 Compensation and Benefits

Lodging: hotel/motel, bed and breakfast, time-shares and campgrounds
Destination areas: amusement centers, theme parks and resorts
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Restaurants, dining clubs, taverns and fast food operators
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Leisure organizations: sporting clubs, recreation centers, fitness facilities, private and/or country clubs

Supplement your program with courses in industrial psychology, business, communications, and law.
Consider a minor in human resources.
Obtain a graduate degree in business or law for advancement opportunities.
Be a leader 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 issues through an internship or co-op.
Be flexible geographically. Create a network of contacts for advancement.
Strive for excellent interpersonal and public speaking skills.
Be prepared to work "from the bottom up" to gain industry experience.

AREAS

EMPLOYERS

STRATEGIES

PUBLISHING

Guides
Journals
Books
News Writing/Editing

Self-employment
Newspapers, magazines and trade journals
Tour operators
State, federal, and local government: tourism offices and visitor bureaus

Experience living abroad. Gain an understanding of world history, geography, and international travel regulations. Learn about etiquette and social customs.
Study and gain an in-depth knowledge of industry trends.
Consider a journalism minor to learn writing skills and objectivity.
Gain writing experience by working for your college newspaper and other publications or by writing for student organization newsletters.
Develop effective research methods and computer skills.
Practice paying attention to detail and meeting deadlines.

EDUCATION

Teaching
Research

Colleges and universities

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.
Learn writing and research skills.
Obtain a Ph.D. to teach at the university level.
Gain professional industry experience. Attend and speak at conferences, trade shows and professional associations. Network in the industry for professional contacts.

GENERAL INFORMATION

- From a long-range perspective, the demand for workers in this industry is expected to increase. Employees will be needed to meet the demands of the growing travel industry and the nation's expanding population.
- Bachelor's degree qualifies you for entry-level government and industry positions.
- Master's degree qualifies you for community college teaching and advancement in industry and government.
- Ph.D. 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.
- Obtain volunteer, part-time, summer, internship, and/or co-op experience.
- Be prepared to "work your way up from the bottom." Gaining industry knowledge though work experience is highly valued.
- It may be necessary to move around geographically to get promotions.
- Be willing to work on weekends, holidays, evenings and long or unusual hours.
- Develop strong communication and customer service skills. The ability to get along with all kinds of people in all kinds of situations is necessary to succeed.
- Include foreign language and geography classes in your curriculum. You will be able to relate to more guests.
- Learn to pay attention to details. Hotel guests and restaurant patrons expect it.
- Obtain computer experience.