

## The Tourism and Hospitality Sector

The basic skills required for many future jobs are expected to rise – it is estimated that by 2010 around 95% of all new jobs will be at Level 2 or above. These fact sheets have been designed to support people in making informed choices about future employment and / or training to make the most of new opportunities as the economy begins to recover.

### The North East Tourism and Hospitality sector

The Tourism and Hospitality sector covers leisure, tourism, travel and hospitality and includes hotels, bars, nightclubs, restaurants, visitor attractions, travel services and holiday parks. It also includes facilities which may be used for hospitality events, such as wedding receptions.

Job roles across the Tourism and Hospitality sector include kitchen and catering assistants, cooks and chefs, bar workers, waiting staff, managers, bouncers, tour guides, marketing professionals and travel agents.

The North East Tourism and Hospitality sector is quite large, employing roughly 80,000 people. The region's history, culture and natural scenery combined mean that the sector has a strong customer offer to build on. It is likely to do well over coming years as people holiday in the UK and the value of the pound stays low.

Many parts of the wider UK Tourism and Hospitality sector have enjoyed more visitors and better success over 2009 as a result of the recession – with many people living in the UK opting to holiday here rather than going abroad as a result of reduced income and confidence in spending due to the recession, and because of the weak pound (meaning that the relative cost of buying goods or services overseas has become higher).



There is no reliable evidence to date that the North East Tourism and Hospitality sector has suffered job losses from the recession, making it one of few sectors which has been mostly unaffected. However, there have been fewer overseas visitors to the region as a result of the recession.

The restaurant sub-sector employs the most people within the Tourism and Hospitality sector – in mid-2008 the largest number of vacancies in the sector were for kitchen and catering assistants, chefs and cooks, and bar staff. Vacancies in this sector often arise as some staff choose to remain in jobs for relatively short periods of time. This means that employment opportunities arise frequently and can be a good way of getting on the first rung of the ladder. As the population of the UK ages there will be an increased market from retired individuals seeking leisure activities which may lead to growth, and hence more jobs, in the sector.

## Skills required in the Tourism and Hospitality sector

Skills needed for working in the tourism and hospitality sector vary greatly. For instance, good communication skills and basic food hygiene are required for some of the more 'hands on' jobs such as catering assistants, bar staff and waiting staff.



Employers in the industry look for skills such as:

- Team working
- Management and leadership skills
- Customer service skills. There is a new qualification starting in July 2009 called the Gold Standard Customer Service, tailor-made for the hospitality sector
- Good knowledge and awareness of hygiene
- Commercial awareness
- Organisational skills

There is also an increased demand for chefs that specialise in the preparation of ethnic or speciality food.

Many types of qualifications are valued across the Tourism and Hospitality sector, from GCSEs to NVQs to Degrees. Customer service and communication skills are valued across the sector.

Common examples include the NVQs in Travel and Tourism Services, Customer Service, Sales, and Hospitality and Catering Studies. Marketing qualifications such as the Diploma in Tourism Marketing are valued by commercial employers such as hotels and travel operators. This sector provides opportunities for individuals who are looking for part-time and/or seasonal work.

Management skills and/or experience are usually needed for supervisory roles. The management skills needed are similar to those in Retail, and cover areas such as customer service, event management and health and safety practices.

Training provision for people interested in the Tourism and Hospitality sector is well balanced in the North East and there are many opportunities to develop skills, which will be in demand in the future. Roughly a third of the North East workforce in the Tourism and Hospitality sector is qualified to NVQ level 2 or equivalent. Apprenticeships are a common entry route to this sector, especially in catering and cooking occupations. At higher occupational levels, Management qualifications are very useful in the Tourism and Hospitality sector because supervising teams of people with a customer service focus is important. Management training is available from colleges, universities and private training organisations across the North East.

For those already employed within the sector, the Tourism and Hospitality sector also boasts a National Skills Academy (NSA). A NSA supports training providers to present flexible, customised training to meet the needs of businesses.

### For more information about the Tourism and Hospitality sector please see the following websites:

- UKSP provides information on hospitality, leisure, travel and tourism jobs, careers and qualifications. Includes a career map illustrating the wide range of pathways throughout the sector. [www.uksp.co.uk](http://www.uksp.co.uk)
- North East Tourism and Skills Alliance [www.tourismnortheast.co.uk](http://www.tourismnortheast.co.uk)
- People 1st, the Sector Skills Council for the Tourism and Hospitality sector [www.people1st.co.uk](http://www.people1st.co.uk)
- National Skills Academy [www.nationalskillsacademy.co.uk](http://www.nationalskillsacademy.co.uk)