

# **Careers** *in* **FOCUS**

## **TRAVEL & HOSPITALITY**

**THIRD EDITION**

Ferguson  
*An imprint of Infobase Publishing*

# Table of Contents

Introduction . . . . .	1
Adventure Travel Specialists . . . . .	7
Amusement Park Workers . . . . .	19
Baggage Porters and Bellhops . . . . .	29
Bartenders . . . . .	37
Bed and Breakfast Owners . . . . .	45
Cooks and Chefs . . . . .	55
Cruise Ship Workers . . . . .	65
Cultural Advisers . . . . .	75
Flight Attendants . . . . .	81
Food Service Workers . . . . .	91
Hotel and Motel Managers . . . . .	101
Hotel Concierges . . . . .	109
Hotel Desk Clerks . . . . .	117
Hotel Executive Housekeepers . . . . .	125
Hotel Restaurant Managers . . . . .	133
Interpreters and Translators . . . . .	141
Reservation and Ticket Agents . . . . .	153
Ski Resort Workers . . . . .	161
Spa Attendants . . . . .	169
Tour Guides . . . . .	179
Travel Agents . . . . .	189
Index . . . . .	199

# Introduction

There are four basic necessities of travel: transportation, lodging, dining, and entertainment. When planning a trip, most travelers first gather information on these four elements by checking the current availability and cost of transportation, lodging, and food at their planned destination.

Many travelers find it easier to let a professional help with the information gathering and planning. In such cases, travelers consult a travel agency. The goal of travel agents working for a travel agency is to help their clients plan a trip that meets their desires and fits within their travel budget. Specifically, they check rates on transportation and accommodations and make transportation and hotel reservations. Agents also provide information such as visa and medical requirements for travel abroad, and they supply additional directions specific to the traveler's needs.

There is another option for travelers that simplifies the planning process even more: the packaged tour. Packaged tours, which can range from several days to several weeks, are available for those who wish to have many aspects of a trip planned in advance. They may cover a number of countries or they may include just one city the entire time. Tourists have a wide variety of tours to choose from to meet their specific needs and interests. Travel agencies, private groups, museums, universities, and other institutions are just some of the organizations that provide packaged tours.

One specific type of packaged tour is adventure travel, which has become one of the fastest-growing segments of the travel industry. This type of travel is geared toward the more physically active traveler who enjoys both seeing and exploring great wonders. Adrenaline-pumping activities such as kayaking, whitewater rafting, and hiking are just some of the pursuits available to the adventure traveler. Hundreds of outfitters make a living organizing and guiding such trips, which may include a weeklong trip sea-kayaking in Baja or whitewater rafting in the Grand Canyon. Outfitters usually specialize in one sport, but some of the bigger companies take on several sports. Outfitters usually take groups of eight or more people on their trips.

For tourists interested in spending much of the time actually moving from one point to another, cruise ships provide a slower, more leisurely type of travel. Cruises provide enough entertainment that

## **2 Careers in Focus: Travel & Hospitality**

some passengers regard them as floating vacation spas. Some of the most popular cruises today are to the Caribbean and Alaska.

There are seven main branches of the lodging, or hospitality, industry. Front office, service, marketing and sales, and accounting and financial management make up the “front of house” positions, or those most visible to the public. Less visible “back of house” jobs include food and beverage, housekeeping, and engineering and maintenance. Most branches of this industry operate on a three-shift system, allowing for 24-hour service for hotel guests.

The front office deals with all the paper and computer work involved with room and reservation assignments. The people working in this department also run the reservation desk, switchboard, and mail room. A general manager heads this department, as well as the entire hotel operation and employees. Department supervisors report to the general manager.

The main purpose of the service branch is to make the guests feel welcome. This includes greeting guests, parking cars, running the elevators, opening doors, carrying baggage, preparing rooms, and assisting with travel plans and entertainment. Most jobs in this department require little training or further education, thus creating a great starting place for people eager to break into the lodging industry.

The accounting and financial management branch controls the fiscal affairs of the hotel. Projects such as financial policy and planning and maintenance of records and statements, overseeing expenditures, bank accounts, and payroll are some of the ninny responsibilities of this department. Many of the accounting executives rise to leading hotel positions.

The marketing and sales sector strives to attract potential customers. The employees of this department try to find out what guests want in a hotel. Marketing and sales workers often use surveys, focus groups, or other research methods to gauge the feelings and opinions of guests and potential guests.

The food and beverage departments are among the largest and most lucrative sectors in the hospitality industry. They include all the services involved with the bars and restaurants of a hotel, as well as room service, from purchasing to food preparation and presentation.

Depending on the size of the hotel, the housekeeping department can easily number in the hundreds. The room and floor attendants are responsible for keeping the rooms clean and supplied with fresh linens and towels. Executive housekeepers oversee the workers in the housekeeping department.

The engineering and maintenance departments keep the facilities of a hotel, motel, or other establishment in working order. The responsibilities include plumbing, painting, electrical wiring, and general repairing. They also help the housekeeping staff with the heavier tasks of keeping a hotel clean.

Travel and hospitality is one of the largest retail service industries in the United States. Total 2005 expenditures for domestic and international travelers in the United States were more than \$646 billion, according to the Travel Industry Association. This represents an increase of 5 percent from 2004.

There is a growing trend toward more frequent, shorter vacations. Three- and four-day weekends are replacing the two-week vacations that were common in previous decades. Since people in the United States work more and are hard-pressed for time to take long vacations, many travel organizations have designed their programs around shorter trips.

Another trend is the growth in adventure travel and ecotourism, which involves visiting a pristine natural area, learning about its ecosystem, perhaps even performing some environmentally helpful work while there, and making every effort to preserve and protect that ecosystem without altering it by the act of traveling there. Ecotours to such places as the Galapagos Islands and Costa Rica have become very popular. Public interest in environmental issues is likely to encourage this trend in the future, although travelers may choose domestic rather than foreign destinations.

The positive outlook for the travel and tourism industry took a sudden turn after the terrorist attacks of September 11, 2001. The threat of more terrorism has affected consumer confidence and corporate travel policies. Air transport and corporate and convention travel were particularly hard hit. Foreign travel to the United States was also been affected. However, the steady increase in foreign and domestic travel over the past several years indicates that people are regaining confidence and looking for new destinations. This bodes well for many of the career in the travel and hospitality industry.

Each article in *Careers in Focus: Travel & Hospitality* discusses a particular occupation in detail. Most articles appear in Ferguson's *Encyclopedia of Careers and Vocational Guidance* but have been updated and revised with the latest information from the U.S. Department of Labor and other sources.

The **Quick Facts** section provides a brief summary of the career including recommended school subjects, personal skills, work environment, minimum educational requirements, salary ranges, certification or licensing requirements, and employment outlook.

## 4 Careers in Focus: Travel & Hospitality

This section also provides acronyms and identification numbers for the following government classification indexes: the *Dictionary of Occupational Titles* (DOT), the *Guide for Occupational Exploration* (GOE), the National Occupational Classification (NOC) index, and the Occupational Information Network (O\*NET)-Standard Occupational Classification System (SOC) index. The DOT, GOE, and O\*NET-SOC indexes have been created by the U.S. government; the NOC index is Canada's career classification system. Readers can use the identification numbers listed in the Quick Facts section to access further information about a career. Print editions of the DOT (*Dictionary of Occupational Titles*. Indianapolis, Ind.: JIST Works, 1991) and GOE (*The Guide for Occupational Exploration*. 3d ed. Indianapolis, Ind.: JIST Works, 2001) are available at libraries. Electronic versions of the NOC (<http://www23.hrdc-drhc.gc.ca>) and O\*NET-SOC (<http://online.onetcenter.org>) are available on the World Wide Web. When no DOT, GOE, NOC, or O\*NET-SOC numbers are present, this means that the U.S. Department of Labor or Human Resources Development Canada have not created a numerical designation for this career. In this instance, you will see the acronym "N/A," or not available.

The **Overview** section is a brief introductory description of the duties and responsibilities involved in this career. Oftentimes, a career may have a variety of job titles. When this is the case, alternative career titles are presented.

The **History** section describes the history of the particular job as it relates to the overall development of its industry or field.

The **Job** describes the primary and secondary duties of the job.

**Requirements** discusses high school and postsecondary education and training requirements, any certification or licensing that is necessary, and other personal requirements for success in the job.

**Exploring** offers suggestions on how to gain experience in or knowledge of the particular job before making a firm educational and financial commitment. The focus is on what can be done while still in high school (or in the early years of college) to gain a better understanding of the job.

The **Employers** section gives an overview of typical places of employment for the job.

**Starting Out** discusses the best ways to land that first job, be it through the college placement office, newspaper ads, or personal contact.

The **Advancement** section describes what kind of career path to expect from the job and how to get there.

**Earnings** lists salary ranges and describes the typical fringe benefits.

The **Work Environment** section describes the typical surroundings and conditions of employment—whether indoors or outdoors, noisy or quiet, social or independent. Also discussed are typical hours worked, any seasonal fluctuations, and the stresses and strains of the job.

The **Outlook** section summarizes the job in terms of the general economy and industry projections. For the most part, Outlook information is obtained from the U.S. Bureau of Labor Statistics and is supplemented by information taken from professional associations. Job growth terms follow those used in the *Occupational Outlook Handbook*. Growth described as “much faster than the average” means an increase of 36 percent or more. Growth described as “faster than the average” means an increase of 21 to 35 percent. Growth described as “about as fast as the average” means an increase of 10 to 20 percent. Growth described as “more slowly than the average” means an increase of 3 to 9 percent. Growth described as “little or no change” means an increase of 0 to 2 percent. “Decline” means a decrease of 1 percent or more. Each article ends with **For More Information**, which lists organizations that provide information on training, education, internships, scholarships, and job placement.

This revised edition of *Careers in Focus: Travel & Hospitality* also includes photos, sidebars, and interviews with professionals in the field.