

Labour Market Exploration:  
HospitalityINDUSTRY  
HEADLINES

The Sector Skills Council covering Hospitality, People 1st, have launched a media campaign designed to counteract the “...negative stories about careers in bars, hotels, restaurants... We have been able to pull together some of the biggest names in our sector to attempt to reverse this trend”. **The campaign includes an innovative microsite – [www.greatplaces2work.co.uk](http://www.greatplaces2work.co.uk) – which has a ‘YouTube’-style collection of videos showing real people with great jobs.**

## INTRODUCTION

- The industry employs over 2.5 million people throughout the UK and spans:
  - *hotels offering accommodation from budget to luxury*
  - *restaurants, gastropubs and fast food outlets*
  - *pubs, clubs and bars*
  - *theme parks, cinemas, museums, art galleries and leisure resorts*
  - *schools, colleges, hospitals, nursing homes, railways, airports and cruise ships*
- Examples of core occupations within the sector include:
  - Food & Drink Preparation & Service – *kitchen and catering assistants; bar staff; chefs/cooks; waiting staff*
  - Food Technology/Science – *food technologist; brewer*
  - Front-of-house – *receptionist; hotel manager*
  - Housekeeping – *housekeeper; accommodation manager*
- **The sector employs a young workforce**, with just over a third of staff under the age of 25
- Many occupations within the sector may be **appropriate for those seeking flexible working hours**

## TRENDS

- This sector has grown, with huge opportunities for food service providers and contract caterers to serve educational institutions, healthcare providers, local authorities and other businesses since hospitality facilities have been outsourced
- The ban on smoking is having an effect on the industry, with pub food becoming more important and is predicted to challenge the restaurant industry



- **Technology is having an increasing impact** with online bookings, more sophisticated vending operations serving hot and cold meals, and cutting-edge conference and event facilities within hotels

## SKILLS

- Excellent customer service skills essential
- Ability to work in a team
- Able to keep calm under pressure and solve problems quickly
- Awareness of health & safety
- Good organisational and business skills

## WEBLINKS – including SSC's (Sector Skills)

### Main sources:

- SSC gateway site – [www.sectorecareersinfo.co.uk](http://www.sectorecareersinfo.co.uk) – includes labour market intelligence, curriculum resources, inspirational case studies, role models that challenge stereotypes
- Jobs4u – [www.connexions-direct.com/jobs4u](http://www.connexions-direct.com/jobs4u) – extensive careers database and a good site for young people
- Apprenticeships – [www.apprenticeships.org.uk](http://www.apprenticeships.org.uk) – official site for all apprenticeships across over 80 industry sectors
- National Guidance Research Forum (NGRF) – [www.guidance-research.org](http://www.guidance-research.org) – site developed by the Institute for Employment Research (IER) including labour market trends data & an on-line learning module for LMI
- Careersbox – [www.careersbox.co.uk](http://www.careersbox.co.uk) – a free national careers film library showing films of real people doing real jobs



### Specialist sources:

**Key:** C – careers information    J – job hunting  
L – learning & training    T – tutor resource

- People 1st – [www.people1st.co.uk](http://www.people1st.co.uk) – the Sector Skills Council which includes hospitality – **C, L, T**
- Springboard – [www.springboarduk.org.uk](http://www.springboarduk.org.uk) – hospitality careers site, including Career Scope an online virtual careers adviser – **C, J, L, T**
- Improve Ltd. – [www.improveltd.co.uk](http://www.improveltd.co.uk) – the Food & Drink Sector Skills Council – **C, L**