

UNIT 5: CAREERS IN TRAVEL & TOURISM

PASSPORT TO THE WORLD

Resources Guide



OUTCOMES:

- Students will know about the variety of careers available in Travel & Tourism
- Students will be able to recognize their own career path preferences in terms of direct customer contact versus the operational side of the industry and in terms of working for a global business versus a small business

Person after person said how much they enjoyed the variety in their jobs. Every day is different. "I rarely have a boring day," a lot of them said. "There is never a dull moment," others agreed. Tourism offers many different challenges. Most employees were grateful not to be stuck in a routine, predictable job.

Introduction:

Because there are so many sectors and so many companies involved in the Travel & Tourism industry, there are a wide variety of career opportunities. The jobs range from simple to highly complex, and require differing abilities and qualifications. One of the main reasons why people like working in this industry is that it is never boring. A survey in Canada asked people to name their top ten reasons for working in the Travel & Tourism industry. Reason number one:

¹ Go to the web site, <http://www.cthrc.ca/careerplanning/> for details on the survey.



The industry is labor intensive in sectors like accommodation and food, but is technology intensive in areas like providing information and making reservations.



Courtesy Lufthansa

FAST FACT:

The tourist industry employs nearly 90 percent of the workforce in Antigua and Barbuda in the West Indies, according to the World Travel & Tourism Council.

FAST FACT:

China is expected to increase employment in Travel & Tourism from 74.5 million to 99 million people between 2008 and 2018; Brazil from 5.5 million to 7.6 million; and Russia from 4.1 million to 4.6 million.

Attitudes & Skills Needed for Travel & Tourism

The GTTP's business partners have provided their views on the kinds of attitudes and skills that are necessary for a successful entry into this industry. The questionnaire they answered is included in this unit. Take the time to answer the questions and then you can compare your answers with the answers of people who have been in the Travel & Tourism industry for many years.

Before you answer the questions, though, be sure you understand that distinction between "front line" employees and "back room" or operational employees.

Front line employees are the employees who work directly with a company's external customers:

- . The business executive who needs travel arrangements made for an upcoming business trip.
- . The tourist renting a car at an airport.
- . A travel agent planning a trip for a retired couple.
- . A reservation expert answering a telephone call from a customer.

The customer contact can be by phone, computer or in person – but the key element is that the employee is the face of the company to the customer. Because the Internet is now so important in this industry, these employees often use computers in order to do their jobs.



Operational employees are sometimes called “back room” employees because they are not out front where the customers can see them.

These employees manage the systems and/or people that keep the company running. They may work on software that is used to keep track of customer preferences, or schedule airplane flights, figure out ticket pricing, or pilot a ferry boat.

These employees have “customers”— they are “internal customers” — the other employees who need their services. Often the operational jobs are technology intensive. Many of these employees not only use computers they may also design computer systems.

What do you think are the differences between the attitudes and skills needed for a job involving external customer contact and a job that focuses more on technology or operations? What are the similarities?

Entrepreneurial Careers:

The second questionnaire, Entrepreneurial Questionnaire, is designed to help you see whether you might prefer a career starting or working in a small business rather than in a global company. Even in a small business, a distinction can be made between jobs where

FAST FACT:

The largest single employer of people in the transportation industry is China Railways, which in 2007 employed some two million people.

customer contact is key and jobs where technical skills are key. Neither questionnaire is intended to be definitive. There are many factors that will influence your choice of careers and whether you want to work in a global company or a small company, whether you want to work directly with customers are not.



Talking to People Working in Travel & Tourism:

The third questionnaire – Job Research Interview Record Sheet—can be used to interview people who actually work in the industry. Interviewing people in the industry will let you meet people and learn more about possible careers.

Once you learn about this industry, you will be in a position to decide if it is the career for you. And even if you don't decide to make it your career, you will be a much more knowledgeable traveler in the future.



There are thousands of students who have studied about Travel & Tourism in one of the Global Travel & Tourism Partnership (GTP) member schools. Many of them are now working in the industry; others are still in university or company training programs. You can learn more about what other students are studying and about career paths by visiting www.gtp.org.





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