



**ACTIVITY WORKSHEETS
AND HANDOUTS**

UNIT 5
CAREERS

Topic: Jobs

Title: Travel & Tourism Positions Available

Time Needed: 15 minutes to introduce the activity, and, after students have worked at home on their letters, additional class time to discuss their work.

Materials: Handouts with advertisements similar to the ones shown below.

Steps in the Activity:

1. Ask students to review the handout and pick a job that interests them
2. Each student should prepare a letter to the potential employer stating why they want the job and his/her qualifications. Each student should prepare a resume (C.V.) to accompany the letter.

Follow up:

1. Students can exchange letters and resumes (C.V.s) and offer suggestions to each other

Comments: Many students have never prepared a resume (or curriculum vita—C.V.) and this activity provides an opportunity to learn how to prepare a succinct summary of education and experience. If the student has had an opportunity to work as an intern, this experience should be included on the resume.

Reviewing the ads is a good opportunity to discuss the range of jobs that are available in Travel & Tourism.



PASSPORT TO THE WORLD TRAVEL & TOURISM POSITIONS AVAILABLE Continued on next page



This is Emma



This is her office

the UK's best
homeworking
package

Last year Emma earned in excess of

£25,000

working from her home for Holidays by Phone*

How would you like to work from the comfort of your own home? With Holidays by Phone you could do just that! We'll supply you with all the training and support you need to ensure the success of your home working arrangement, you could earn up to £25,000 per year. Working for Holidays by Phone is a fantastic opportunity to work from the comfort of your own home in a flexible role. As part of a team of sales and support advisors you'll be able to provide the best advice and support to our customers. You'll also be able to work from home in a flexible role, with no need for a commute. Our flexible working arrangements allow you to work from home in a flexible role, with no need for a commute. Our flexible working arrangements allow you to work from home in a flexible role, with no need for a commute.

One of our customers has been successful in working for Holidays by Phone. She has managed to earn in excess of £25,000 per year, working from her home. She has managed to earn in excess of £25,000 per year, working from her home. She has managed to earn in excess of £25,000 per year, working from her home.

Holidays by Phone offers you the opportunity to work from home in a flexible role, with no need for a commute. Our flexible working arrangements allow you to work from home in a flexible role, with no need for a commute. Our flexible working arrangements allow you to work from home in a flexible role, with no need for a commute.

Our other homeworking package gives you all this:

- 5 days comprehensive initial training
- Round the clock management support
- Training workshops and case study visits
- All equipment provided
- All advice available by telephone
- Full time £7.5 hrs per week - you choose 10hrs of hours you work
- Part time £6 hrs per week - you choose 10hrs of hours you work
- 4 weeks paid holiday plus holiday commission
- Opportunities for educational travel
- Regular incentives

Find out more, call us now
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www.holidaysbyphone.com

HolidaysbyPhone



NOBODY TALKS A BETTER HOLIDAY

Travel agencies 020-4730-1730. Please note: Holidays by Phone is a recruitment agency. You can contact us via our website www.holidaysbyphone.com or call us on 0800 093 3901. Please note: Holidays by Phone is a recruitment agency. You can contact us via our website www.holidaysbyphone.com or call us on 0800 093 3901.

Passionate About Aviation
Associate Flight Planner - West Sussex £Competitive
 Working for the world's leading supplier of Aviation Information Services, this global company is looking for an Associate Flight Planner to join their growing shift team. You must have an interest in aviation as well as a willingness to learn and develop related competences to include all aspects of Internal Flight Planning. This is an exciting and rarely available opportunity to enter the world of Corporate and Business Aviation - a knowledge of a second language, particularly Arabic, would be considered an advantage but is not essential. **Call Sharon** on 01293 485 440 quoting ref SW12W or email your cv to sharon.tw@canam.co.uk

КРУПНОЙ ТУРИСТИЧЕСКОЙ ФИРМЕ ТРЕБУЮТСЯ

- **МЕНЕДЖЕР**
- **ПОМОЩНИК МЕНЕДЖЕРА**

Работа 6 дней в неделю
 Полная занятость
 Зп по результатам собеседования

967-81-55
 Смирнова Ольга






THE NATIONAL FOLK THEATRE OF IRELAND

AUDITIONS FOR TALENTED YOUNG PEOPLE

An opportunity awaits you to become a member of the performing company of
Slamsa Tíre – The National Folk Theatre of Ireland.
Successful candidates will receive formal classes in traditional Irish

song, dance, music and mime at the Tíre Slamsa each week. Following a period of 3-year free tuition, the pupils will have an opportunity to become members of the performing company of
Slamsa Tíre – The National Folk Theatre of Ireland.
TEACH SIAMSA NA CARRAIGE – Friday 24th September 6pm to 8pm
TEACH SIAMSA FINUGE – Saturday 25th September 10am to 5pm

Auditions by appointment only.
Please phone Slamsa Tíre Theatre to make an appointment
066-7123055

SIAMSA TÍRE THEATRE
Town Park, Tralee, Co. Kerry.
Tel: 066-7123055

PROFESSIONAL CAREER SERVICES
People and Professional Service with Integrity and Care

<p>International Sales & Marketing Manager - Pakistan Control and Guide bookings and sell the Holiday and Destinations. For well known Tour Operator. Salary – Commensurate.</p> <p>Events & Incentives Co-ordinator/Project Manager - Pakistan Organise Tours to Travel Agencies and International Hotels. Meeting, Seminar, Wedding functions.</p> <p>Travel Manager - Comoros 8-10 years experience to control and coordinate with Airlines, Hotels & Booking. Full function of Senior Consultant. Very responsible salary.</p> <p>Regional & Senior Incentive Consultant - Romania & Bulgaria To plan and propose diverse list, must be able to travel with clients. Very Lucrative salary and perks.</p> <p>Contact: hr@pcsa-ss.co.za</p>	<p>Outgoing Incentive & Group Coordinator - Santiago 8 years experience using Galapagos Weekends bookings. Excellent salary & perks.</p> <p>The International Coordinator - Romania, Bulgaria, Eastern Europe Corporate, Regional & All International bookings.</p> <p>Recruitment Coordinator - Romania As a result of an increasing demand for our services, we need an additional Consultant to recruit for the Travel Industry. You will have a mix of Top in the Travel Industry, be well motivated with good people skills to develop long lasting relationships with your clients. Basic Commission Method.</p> <p>Email your CV to the MD at philip@pcsa-ss.co.za</p> <p>Tel: 011 780 3337 Fax: 011 787 0024 Many more positions can be found on our website: www.pcsa-ss.co.za 1255 MONTAGUE - 707 1001</p>
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Business Development Career in Travel and Conference Planning

Our client is a well recognized and highly regarded international travel and conference planning firm. The business development team is growing and is seeking solutions sales professionals with a strong track record calling at senior decision maker levels in both private and public sector markets.

If you are comfortable developing ongoing value based relationships with senior decision makers in the international marketplace and you consider yourself a successful solutions based sales professional, our client would like to hear from you.

You are currently earning in the \$100k per year range and you enjoy travel. Your fluency in both French and English would be an asset locally and internationally.

Please forward your resume to barbara@sandler.com no later than **September 30**.

Job in tourist business

■ ПОДГОТОВКА НА ДОЛЖНОСТИ ДЛЯ КОМПАНИЙ, туристическая, туроператоров: директор, руковод. направления (разработка новых турпродуктов), менеджер, организатор, турфирмы за рубежом. Все участки раб. турфирм: открытие (бизнес-план), лицензирование, формирование, туры и др. При заоч. обуч. выдается комплект лекций и полный пакет раб. докум. Тренинги по прод. турпродукта. Диплом. Трудовой договор. Льготы. тур. раб. 100%. Дел. язык - русский. АКАДЕМ. МЕЖДУНАРОД. СОТРУД., ст. м. "Красногвардейская", www.aicinfo.com, тел. 316-6161, 169-8553, 474-6171.



KINGSTON MUSEUM & HERITAGE SERVICE

Heritage Assistant

£1,900 - £9,621 p.a.
18 hours per week

Kingston's Museum & Heritage Service operates on two sites and comprises a Museum, Local History Room and Archives Service. We are seeking a Heritage Assistant to join our small team based at the museum.

You will assist in the running of the Museum's small retail facility, help with exhibition mounting and undertake general reception, stewarding, clerical and other routine duties. There will also be occasional opportunities to work in our local history research room.

You will be interested in museums and local history, enjoy meeting people and be prepared to work flexible hours on a variable rota, including some Saturdays and evening work, to meet the needs of the service.

Application details can be viewed on www.kingston.gov.uk
Alternatively application forms and further details are available by: telephoning 020 7382 7509 (lines open from 9am - 6pm, answerphone outside these hours), or email RBK@bartlett.co.uk

☎ Minicom users only 020 7562 5786.

Please quote vacancy reference 262008/002.

Closing date: 15 October 2004.

All full time positions are open to job share applications unless otherwise indicated

An equal opportunities employer



九龍酒店
THE KOWLOON HOTEL
KONG KONG

MANAGED BY THE PENINSULA HOTELS

The Kowloon Hotel, a business hotel in the heart of TST, managed by The Peninsula Hotels, is looking for the positions of

Assistant Sales Manager
Human Resources Co-ordinator
Assistant Manager - Wan Loong Court

Captain - Middle Road Bar

Captain - Pizzeria

Waiter / Waitress

We offer excellent salary and benefits packages, with a full amount of retirement contribution made by the company solely. Interested parties should forward their resume, with current and expected salary, to:

Human Resources Manager
The Kowloon Hotel
19-21 Nathan Road
Tsimshatsui, Kowloon

Tel: 2734-5706 Fax: 2368-0672

Email: hr.khh@thekowloonhotel.com

Website: www.thekowloonhotel.com

All applications will be handled in the strictest confidence and personal data collected will be used for recruitment purposes only.



THE HONGKONG AND SHANGHAI HOTELS LIMITED
香港上海大酒店有限公司

☎ 2368-1200

**Newtown Inn
Maynooth**

Positions being offered:

Bar Manager

Full & Part Time Staff

Opening Early November

Please send CV to:

Ardfield House, Lucan, Co. Dublin

Fax: 01-628 3532

E-mail: office@lark.ie

GLOBAL EMPLOYEE QUESTIONNAIRE

This questionnaire lists attitudes and skills that might or might not be expected of entry-level employees in a global company.

Please read the questions and think about whether you agree or disagree with the statements. Note that the first questionnaire first asks you to think about employees who will be in direct contact with customers—for example, working at a hotel front desk or working as a travel agent.

The second part asks you to think about employees who do not come in direct contact with customers but who work in a technical area—for example, scheduling flights or coordinating reservations.

Please indicate if you agree or disagree with the following statements by checking the appropriate column.

When you have finished your answers, you will be able to compare them with the answers that were given by senior executives in the Travel & Tourism industry.

FRONT LINE GLOBAL EMPLOYEES QUESTIONNAIRE

PLEASE ANSWER THESE QUESTIONS IN TERMS OF WHAT YOU THINK EMPLOYERS EXPECT FROM “FRONT LINE” EMPLOYEES WHO HAVE DIRECT CONTACT WITH CUSTOMERS. QUESTIONS RELATED TO “BACK ROOM” OR OPERATIONS EMPLOYEES ARE INCLUDED AT THE END OF THIS QUESTIONNAIRE.	Strongly agree	Agree	Am neutral	Disagree	Disagree strongly
1. FRONT LINE Global employees must:					
Be interested in learning about other cultures & people					
Willing to work in other countries					
Learn to be aware of their own cultural attitudes					
Learn to identify and respect the unwritten rules and attitudes of other cultures					
Have an open mind about how people from other cultures conduct themselves					
2. Attitude vs Skill					
A positive employee attitude is more important than skills					
Good skills are more important than attitude					



3. Communication/Learning Skills. New employees should:								
Recognize that learning and acquiring new skills will be a life-long process								
Learn the importance of asking the right questions when dealing with customers and co-workers from other cultures								
If English is their native language, speak another language								
Speak English or another language effectively in addition to their native language								
Read and write effectively in their native language								
Read and write effectively in English or another language								
Develop the ability to listen carefully								
4. Technical Skills. Employees need to know:								
Word processing								
Presentation software like Power Point								
Spreadsheet software like Excel								
5. Numeracy. Employees should know how to:								
Make arithmetic calculations without a calculator								
Know how to use a calculator								
Be able to solve mathematical problems								
6. Education								
To advance in my company, a university degree is essential								
A secondary school graduate can advance in my company without going on to further education								
A graduate degree is necessary to advance to senior management levels in my company								

Additional comments:



Please indicate if you agree or disagree with the following statements by checking the appropriate column.

PLEASE ANSWER THE QUESTIONS IN TERMS OF WHAT YOU THINK EMPLOYERS EXPECT FROM ENTRY LEVEL EMPLOYEES WHO WILL BE WORKING IN OPERATIONS OR BACK ROOM JOBS, NOT JOBS IN DIRECT CONTACT WITH CUSTOMERS	Strongly agree	Agree	Am neutral	Disagree	Disagree strongly
1. OPERATIONAL Global employees must:					
Be interested in learning about other cultures & people					
Willing to work in other countries					
Learn to be aware of their own cultural attitudes					
Learn to identify and respect the unwritten rules and attitudes of other cultures					
Have an open mind about how people from other cultures conduct themselves					
2. Attitude vs Skill					
A positive employee attitude is more important than skills					
Good skills are more important than attitude in					
3. Communication/Learning Skills. New employees should:					
Recognize that learning and acquiring new skills will be a life-long process					



	Strongly agree	Agree	Am neutral	Disagree	Disagree strongly
Learn the importance of asking the right questions when dealing with customers and co-workers from other cultures					
If English is their native language, speak another language					
Speak English or another language effectively in addition to their native language					
Read and write effectively in their native language					
Read and write effectively in English or another language					
Develop the ability to listen carefully					
4. Technical Skills. Employees need to know:					
Word processing					
Presentation software like Power Point					
Spreadsheet software like Excel					
5. Numeracy. Employees should know how to:					
Make arithmetic calculations without a calculator					
Know how to use a calculator					
Be able to solve mathematical problems					
6. Education					
To advance in my company, a university degree is essential					
A secondary school graduate can advance in my company without going on to further education					
A graduate degree is necessary to advance to senior management levels in my company					

Additional comments:



SUMMARY OF GLOBAL EMPLOYER RESPONSES

Executives responsible for human resources in a number of global Travel & Tourism companies were asked to fill in the questionnaire that students filled in. The answers the employers gave are shown below. The number shown are calculated as a percent of the total answers for the question.

FRONT LINE GLOBAL EMPLOYEES

WHAT EMPLOYERS EXPECT FROM "FRONT LINE" EMPLOYEES WHO HAVE DIRECT CONTACT WITH CUSTOMERS.	Strongly agree	Agree	Am neutral	Disagree	Disagree strongly
1. FRONT LINE Global employees must:					
Be interested in learning about other cultures & people	25	75			
Willing to work in other countries	25	50	25		
Learn to be aware of their own cultural attitudes	50	50			
Learn to identify and respect the unwritten rules and attitudes of other cultures		100			
Have an open mind about how people from other cultures conduct themselves	75	25			
2. Attitude vs Skill					
A positive employee attitude is more important than skills	75	25			
Good skills are more important than attitude			25	75	
3. Communication/Learning Skills. New employees should:					
Recognize that learning and acquiring new skills will be a life-long process	100				



Learn the importance of asking the right questions when dealing with customers and co-workers from other cultures	75	25			
If English is their native language, speak another language	50	25	25		
Speak English effectively in addition to their native language	50	50			
Read and write effectively in their native language	50	50			
Read and write effectively in English		75	25		
Develop the ability to listen carefully	100				
4. Technical Skills. Employees need to know:					
Word processing	75	25			
Presentation software like Power Point	25	50		25	
Spreadsheet software like Excel		75		25	
5. Numeracy. Employees should know how to:					
Make arithmetic calculations without a calculator		75	25		
Know how to use a calculator	25	75			
Be able to solve mathematical problems		100			
6. Education					
To advance in my company, a university degree is essential		25		75	
A secondary school graduate can advance in my company without going on to further education		25	75		
A graduate degree is necessary to advance to senior management levels in my company		75		25	



BACK ROOM OR OPERATIONAL GLOBAL EMPLOYEES

WHAT EMPLOYERS EXPECT FROM ENTRY LEVEL EMPLOYEES WHO WILL BE WORKING IN OPERATIONS OR BACK ROOM JOBS, NOT JOBS IN DIRECT CONTACT WITH CUSTOMERS	Strongly agree	Agree	Am neutral	Disagree	Disagree strongly
1. OPERATIONAL Global employees must:					
Be interested in learning about other cultures & people	25	75			
Willing to work in other countries		50	25	25	
Learn to be aware of their own cultural attitudes	50	50			
Learn to identify and respect the unwritten rules and attitudes of other cultures	25	75			
Have an open mind about how people from other cultures conduct themselves	25	75			
2. Attitude vs Skill					
A positive employee attitude is more important than skills	50	50			
Good skills are more important than attitude			50	25	25
3. Communication/Learning Skills. New employees should:					
Recognize that learning and acquiring new skills will be a life-long process	75	25			



	Strongly agree	Agree	Am neutral	Disagree	Disagree strongly
Learn the importance of asking the right questions when dealing with customers and co-workers from other cultures	75			25	
If English is their native language, speak another language	25	25	25	25	
Speak English effectively in addition to their native language	25	25	50		
Read and write effectively in their native language	25	75			
Read and write effectively in English		50	50		
Develop the ability to listen carefully	75	25			
4. Technical Skills. Employees need to know:					
Word processing	25	75			
Presentation software like Power Point	25	75			
Spreadsheet software like Excel	25	75			
5. Numeracy. Employees should know how to:					
Make arithmetic calculations without a calculator		75	25		
Know how to use a calculator	25	75			
Be able to solve mathematical problems		100			
6. Education					
To advance in my company, a university degree is essential			50	25	25
A secondary school graduate can advance in my company without going on to further education		50	50		
A graduate degree is necessary to advance to senior management levels in my company	25	50		25	

Additional comment:

Although cultural communication and adaptation is important in hospitality, some recent research suggests that attitude and approach may be as important in meeting guests' expectations and perceived levels of service.



ENTREPRENEURIAL QUESTIONNAIRE

Questions About Yourself

Under each question, check off the answer that best describes your thoughts and attitudes. You are the only person who will see your answers, so be frank with yourself!

Are you a self starter?

- I like to do things on my own. Nobody has to push me.
 If someone gets me started, I keep going all right.
 I like it better if someone else starts a project and I join in.

How do you feel about other people?

- I really don't need anyone else in order to enjoy myself or my work
 I like people. I can get along with most people I meet.
 I have a lot of friends and I like to be with them a lot.

How do you feel about leading others?

- I can get most people to do the work I want them to do.
 I can give orders but I like it when someone tells me what should be done.
 I like it better if I can work with a group of people.

What is your approach to responsibility?

- I like to take charge of new things and get them going well.
 I can manage things, but I like it better if someone else is responsible.
 There are a lot of people around who want to be president; I'd rather have more time off.

What is your view of organizing things?

- I like to have a plan before I start. I am usually the one who makes a list of the things that are needed, and the one who starts working.
 Sometimes I make a plan or a list, but not always.
 I like to plan things as they come along, not in advance. Otherwise, you make a plan and you usually get interrupted.

How do you feel about working hard?

- I keep going as long as I need to. I don't mind working hard for something I want.
 I can work hard, but I don't want to work overtime every day.
 I work just as hard as the next person. I will work as long as I am told to.

What do you do about decisions?

- I can make my mind up quickly if I have to.



_____ I can make decision, but I don't like to decide too quickly, or I will question whether I made the right choice.

_____ I don't like to be the one who has to decide everything.

When a job turns out to be very difficult, what do you do?

_____ If I make up my mind to do something, I don't let anything stop me.

_____ I usually finish what I start. When it doesn't go well, I might stop. It depends.

_____ If it doesn't go well, I prefer to have some help figuring out what to do next.

How much energy do you have?

_____ I never run out of energy.

_____ I have enough energy for the things I like to do.

_____ I have enough energy, but I want to have time for things outside my regular job.

Count up the answers you have checked. How many do you have beside the first answer to each question? _____

the second answer? _____

the third answer? _____

If most of your checkmarks are beside the first answers, you probably would enjoy setting up and running your own business because it is a job that takes 24 hours a day, seven days a week.

If you have checks mainly beside the second answers, you might not enjoy doing it all alone. So, if you want to start a business, you might look for a partner who is good in the areas where you think you would like to have some support.

If most of your checkmarks are beside the third answers, you might not enjoy running an entrepreneurial business. You might prefer to work for somebody in a bigger business or with more people around you so you can be involved in your job, but also have time for other interests.

Think about these things:

- How important is my independence?
- How important is structure to me?
- How do I feel about risk?
- How comfortable am I with uncertainty?
- Do I like to have someone who can show me how to do things?
- What makes me happy when I work?

When you interview people in the Travel & Tourism business, keep your answers to these questions in mind. They can help you choose the right career path for yourself.



Job Research Interview Record Sheet

In order to understand what is involved in the job you are researching, you will need to ask the person you are interviewing to answer questions that will let you fill in the information below.

Name of person interviewed: _____

Job title: _____

Circle the answer below that best fits the question:

Number of years the interviewee has held this job:

1 2 3 4 5 between 6-10 more than 10

What education or training did the interviewee have after secondary school?

A technical/vocational course university degree graduate degree such as MBA

How long did the training take?

1-6 months 7-12 months 1 year 2 years 3 years 4 or more years

How much time is spent directly dealing with customers?

No time 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

How important is the ability to use a computer in doing this job?

Not important somewhat important very important essential



Which of the following personality traits and characteristics are necessary to have if you want to be a success in this job?

	Not important	Somewhat important	Very important	Essential
An outgoing personality				
Ability to work in a team				
Creativity				
Knowledge of the Travel & Tourism industry				
Ability to work under pressure				
Mathematical ability				
A memory for names and faces				
Another language in addition to your native language				
Physical fitness and stamina				
A sense of humor				
Writing skills				
Speaking ability				

Starwood Human Resources

Topic: CAREER POLICIES AT STARWOOD

Title: STARWOOD HUMAN RESOURCES

The time needed for the activity: 1 hour in class plus 1 hour preparation time prior to class

Materials Needed: Access to the Starwood web site

Preparation Needed: Pass out the Handout (below) and ask the students to go the careers sections of the Starwood web site (<http://www.starwoodhotels.com/corporate/careers/index.html>) where they will review the current job openings to see the location and variety of jobs available, and to learn how Starwood thinks about its employees.

Steps in the Activity: 1. Before class (or in class if feasible) review the information on the web site using the categories on the Handout.

2. Group the class into small groups to discuss their findings. It is important the students recognize the wide variety of career paths available in global companies like Starwood.

3. Ask each group to present their views on what Starwood is doing to become the "Employer of Choice" in the hotel world. The web site summarizes the policies which include, among other elements:

- Evaluations and guidance that help each person develop as a person and as an employee
- Above average pay scales
- Benefits like affordable health insurance and dental and vision insurance
- Vacations
- Training
- Ability to move to jobs throughout the world and throughout the various brands
- A sense of family that includes all employees
- Recognition for outstanding performance
- Savings on hotel stays (as low as \$29 night in a luxury hotel)
- Discounts on meals in the hotel when traveling and free or discounted meals in the employee cafeteria that are prepared by the chefs who prepare guest meals
- Discounts on hotel products: soaps, towels, even mattresses
- Discounts with partners who provide new cars and car rentals, magazines, computers, electronics, etc.
- Community involvement

Note that Starwood's website allows a prospective employee to register to receive email notifications if a job opens that meets the prospective employee's stated interests. This is called "JobAlert" and is outlined on the web site.



Starwood Human Resources

HANDOUT: Starwood Human Resources

Pascal Leprou, a Le Meridien executive, summarized his human resources philosophy by saying:

Hire for Attitude, train for Skill

Develop talent for growth

Diversity in every sense

Attitude: Attitude is reflected in behavior, and Mr. Leprou believes that if a person has the right attitude, he or she can learn the skills needed to succeed on the job. One simple way Mr. Leprou helps new staff members understand how important it is to have a friendly attitude is to ask them to visit the most expensive store in the area. He asks them to walk in and see how they are treated. After they visit the store, he asks them to discuss whether they were treated in a friendly fashion or ignored, perhaps because they looked like they couldn't afford to shop there. He asks them how they felt about the way they were treated. And he asks them to think about how they treat every person who walks into the hotel. This is a very small example of customer service training for Starwood employees, but it underscores the view that Starwood employees need to understand their customers, and appreciate and respond to their customers' feelings in order to achieve the highest levels of customer satisfaction.

Develop talent: Starwood's philosophy is that people need training, feedback on how they perform, and opportunity to develop their talents. Everyone has an opportunity to assess their colleagues, including their boss, the people they work beside, and the people who report to them. This feedback, which comes from every direction is called 360 degrees. It helps all employees—from the most senior to the most junior -- understand how others see them, and what attitudes and skills they have that are really good and which ones could use improvement. And there are many courses, including on-line courses, that employees can take to improve their attitudes and skills. Employees can focus on a city or region they really like to work in, or they can focus on a particular function such as food and beverage, human resources, or marketing. There is even a specialized career area called "Six Sigma" which is for employees who focus on developing innovative ideas that can be used throughout the company to improve a guest's experience and seeing that those ideas get implemented.

Diversity: Starwood wants employees who have different backgrounds, experience, talents and opinions. The company also wants to be part of the communities where it has hotels and resorts. And it recognizes that having diverse employees who are enthusiastic and feel appreciated is the key to being successful with travelers who come from every country and every culture in the world—just as Starwood's employees do.

Go to the Starwood website and research the jobs that are currently available. Go to:



Starwood Human Resources

<http://www.starwoodhotels.com/corporate/careers/index.html>. Click on “Search Current Job Openings.” Find 6 that you think you would like and list these by:

Function:

Geographic area:

What can you do if you are looking for a job at Starwood, but don't see one that would work for you?

Review the policies that are listed on the web site in the “Careers” section of the site. Compile a list of at least 8 policies that Starwood has with respect to its employees.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

Which of these are most interesting to you? Why? Are there some that do not appeal to you? Why?



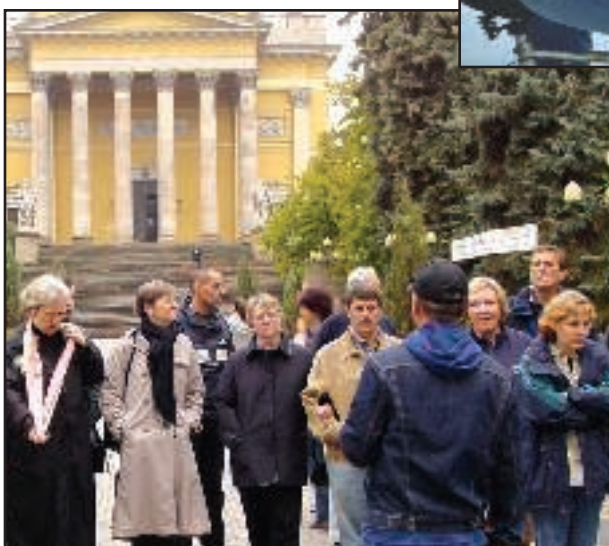
HANDOUT: The Range of Jobs in Travel & Tourism

Listed below are some of the many jobs available in Travel & Tourism; some are “front line” jobs where you have direct contact with customers. Others are jobs where you work more with technology, including the Internet. Some jobs involve both working with technology and with customers.

Air Cabin Crew
 Exhibition Organizer
 Manager (all sectors)
 Retail assistant
 Airline manager
 Farm Holiday Staff
 Marketing Officer
 Room attendant
 Airport Staff
 Fast Food Staff
 Secretary
 Motorway services Staff
 Art Gallery Staff
 Ferry Staff
 Security Staff
 Finance/Accounts Staff
 Bar Staff
 Bingo Hall Staff
 Gardener
 Museum Staff
 Boat Hire Staff
 Museum Curator
 Sports Coach
 Box Office Staff
 Sports Centre Staff
 Disco Staff
 Night Club Bouncer
 Grounds man/woman
 Night Porter
 Steward/Stewardess
 Nurse/Doctor



Taxi Driver
 Caravan/Camping Park Owner
 Guest House Owner
 Foreign Exchange Staff
 Computer Technician
 Park Attendant
 Chef
 Receptionist
 Lifeguard Entertainer
 Interpreter
 Coach Driver
 Housekeeper
 Catering Manager
 Tour Guide
 Waiter/ Waitress
 Computer Operator
 Conference Organiser
 Courier
 Electrician
 Kitchen assistant
 Railway Staff
 Tour Operator
 Engineer
 General Manager — Hotels & Tourist Attractions
 Carpenter
 Tourism Officer
 Pilot
 Baggage Handler
 Cashier
 Cinema Staff
 Park Attendant
 Public Relations Officer
 Reservations Assistant
 Resort Representative
 Theatre Manager
 Tourist Information Staff
 Wine Bar Staff
 Zoo & Wildlife Staff



Topic: Employment Opportunities

Title: Skills, Knowledge and Aptitudes Needed for Employment

Time Needed: At least 2 45-minute classes and homework time

Materials: No special materials needed, but access to a computer is useful

- Steps in the Activity:**
1. Divide the students into small groups
 2. Ask the groups to choose one of the following areas and subgroups:
 - Front line
Hotel (Front Desk Agent)
Motel (House Keeping Room Attendant)
Restaurant (Food and Beverage Server/Bartender).
Attractions (Local Tour Guide) / (Camp Ground Attendant)
 - Operations
Restaurant (Chef, Line Cook)
Airline (Help desk operator for reservation systems, web site designer)
Bookstore (inventory manager)
 - Management
Hotel, Bed and Breakfast or Inn (Sales Manager)
Airline (Marketing Manager)
Museum (Director)

Steps in the Activity:

3. Research and compare the skills and knowledge you need to have if you work in this job. Are there any particular aptitudes necessary to be successful? Prepare your findings about three careers of your chosen area and subgroups
4. Interview someone working in the job and ask them to comment on your findings.
5. Present your findings in computer generated text and tables or typed text and graph tables. Offer analytic opinions of this employability opportunity.

