

# HOSPITALITY/HOTEL, RESTAURANT ADMINISTRATION

## What can I do with this degree?

### AREAS

### EMPLOYERS

### STRATEGIES

#### RETAIL/SITE MANAGEMENT

Property Management  
Facility Management  
Rooms Management  
Beverage Management  
Kitchen Management  
Production Supervision

Historical, cultural and natural attractions  
Lodging: hotel/motel, bed and breakfast, time-shares and campgrounds  
Destination areas: amusement centers, theme parks and resorts  
Special event and festival organizations  
Entertainment industry: casinos, theaters and stadiums  
Food service: catering, schools, hospitals, military, concessions, and institutions  
Restaurants, dining clubs, taverns, and fast food operators  
Leisure organizations: sporting clubs, recreation centers, fitness facilities, private and/or country clubs  
Self-employment

Develop a strong foundation in food service, administration and customer service. Courses in communications, marketing, management, law, accounting, and food and beverage controls are a must.  
Gain an ability to make quick and independent decisions.  
Check the placement office, faculty members, and professional organizations for employment leads. Create a network in the industry to establish contacts for advancement.  
Take leadership roles in student organizations.  
Gain experience working with budgets.

#### GENERAL SERVICES

Office Operations  
Reservations  
Purchasing  
Customer Services  
Travel Planning

Tour operators  
Historical, cultural and natural attractions  
Lodging: hotel/motel, bed and breakfast, time-shares and campgrounds  
Reservation companies  
Destination areas: amusement centers, theme parks and resorts  
Special event and festival organizations  
Entertainment industry: casinos, theaters and stadiums  
Food service: catering, schools, hospitals, military, concessions, and institutions  
Restaurants, dining clubs, taverns and fast food operators  
Transportation/travel industry: airlines, cruise companies, car rental agencies, travel agencies, airports, motor coach/tour carriers, and rapid transit (AMTRACK)

A high interest in working with the public and problem-solving is a must.  
Start in reservations or telephone sales. Master the product line, learn to give excellent service.  
Understand and use office machines and office systems in your area of expertise.  
Serve as treasurer or financial officer of an organization.  
Gain experience working with budgets.  
Acquire supervisory skills and experience.  
An orientation toward service and detail is necessary to succeed.

AREAS	EMPLOYERS	STRATEGIES
	<p><u>General Services, Continued</u></p> <p>Leisure organizations: sporting clubs, recreation centers, fitness facilities, private and/or country clubs</p> <p>State, federal, and local government: tourism offices, visitor bureaus, convention centers, and park systems</p> <p>Self-employment</p>	<p>Learn state, federal and local government job application process.</p>
<p><u>SPECIAL EVENTS</u></p> <p>Convention/Trade Show Planning</p> <p>Entertainment/Event Planning</p> <p>Activities Planning</p> <p>Recreation Manager</p> <p>Convention Services Management</p>	<p>Lodging: hotel/motel, bed and breakfast, timeshares and campgrounds</p> <p>Destination areas: amusement centers, theme parks and resorts</p> <p>Special event and festival organizations</p> <p>Entertainment industry: casinos, theaters and stadiums</p> <p>Cruise companies</p> <p>Leisure organizations: sporting clubs, recreation centers, fitness facilities, private and/or country clubs</p> <p>State, federal, and local government: tourism offices, visitor bureaus, convention centers and park systems</p> <p>Trade and professional associations</p> <p>Public or private corporations and businesses</p>	<p>Gain an ability to make quick and independent decisions. Prepare interpersonal and public speaking skills. Be creative and have good planning and organizational skills.</p> <p>Gain experience through planning activities/events for civic/community organizations.</p> <p>Attend conferences for student organizations and professional associations.</p> <p>Include classes in marketing, promotions, commercial recreation, activity planning, resort management, advertising, public relations, and business.</p> <p>Learn how to do fund-raising.</p> <p>Gain experience working with budgets.</p> <p>Learn state, federal and local government job application process.</p>
<p><u>MARKETING</u></p> <p>Product Development</p> <p>Market Research</p> <p>Communications</p> <p>General Sales</p> <p>Meeting and Convention Sales</p> <p>Incentive Travel Sales</p>	<p>Tour operators</p> <p>Historical, cultural and natural attractions</p> <p>Lodging: hotel/motel, bed and breakfast, timeshares and campgrounds</p> <p>Reservation companies</p> <p>Destination areas: amusement centers, theme parks and resorts</p> <p>Special event and festival organizations</p> <p>Entertainment industry: casinos, theaters and stadiums</p> <p>Food service: catering, schools, hospitals, military, concessions, and institutions</p>	<p>Gain competency in a variety of computer programs. Gain experience in customer service and communications skills. Learn about geography and international travel regulations.</p> <p>Strive for excellent interpersonal and public speaking skills. Consider a foreign language or business minor.</p> <p>Take a part-time job in any area and move up.</p>

**AREAS**

**EMPLOYERS**

**STRATEGIES**

Marketing, Continued

Restaurants, dining clubs, taverns and fast food operators  
Equipment suppliers and manufacturers  
Transportation/travel industry: airlines, cruise companies, car rental agencies, travel agencies, airports, motor coach/tour carriers, and rapid transit (AMTRACK)  
Leisure organizations: sporting clubs, fitness/recreation facilities, private and/or country clubs  
State, federal and local government: tourism offices, visitor bureaus, convention centers and park systems

Marketing, Continued

Attend conferences and trade shows and join student clubs and professional associations.  
Take classes in marketing, promotions, advertising, public relations, and business.  
Start in reservations or telephone sales. Learn the product line and deal with travel agents and the customer. Work in a major port city like Los Angeles, Miami, or New York.  
Learn state, federal and local government job application process.

ADVERTISING

Product Design/Illustration  
Media Planning and Development  
Public Relations  
Publicity/Promotion

Lodging: hotel/motel, bed and breakfast, time-shares and campgrounds  
Destination areas: amusement centers, theme parks and resorts  
Special event and festival organizations  
Entertainment industry: casinos, theaters and stadiums  
Leisure organizations: sporting clubs, recreation centers, fitness facilities, private and/or country clubs  
State, federal, and local government: tourism offices, visitor bureaus, convention centers and park systems  
Trade and professional associations  
Public or private corporations and businesses  
Restaurants, dining clubs, taverns and fast food operators  
Product and equipment suppliers and manufacturers  
Transportation/travel industry: airlines, cruise companies, car rental agencies, travel agencies, airports, motor coach/tour carriers, and rapid transit (AMTRACK)  
Leisure organizations: sporting clubs, fitness/recreation facilities, private and/or country clubs

Gain competency in a variety of computer graphics programs.  
Strive for excellent interpersonal and public speaking skills. Consider a public relations or marketing minor.  
Take a part-time job in any area and move up.  
Volunteer to advertise/promote events for parties, outings, and organizations.  
Learn state, federal and local government job application process.  
Include classes in marketing, promotions, advertising, public relations, and business.  
Join student organizations in your field of study and join the publicity committee.

## AREAS

## EMPLOYERS

## STRATEGIES

### HUMAN RESOURCES

Personnel Management  
Training  
Employee Support Services  
Recruitment  
Labor Relations  
Compensation and Benefits

Lodging: hotel/motel, bed and breakfast, time-shares and campgrounds  
Destination areas: amusement centers, theme parks and resorts  
Entertainment industry: casinos, theaters and stadiums  
Food service: catering, schools, hospitals, military, concessions, and institutions  
Restaurants, dining clubs, taverns and fast food operators

Take courses in labor relations, industrial psychology, personnel management, public speaking, organizational behavior, business, communications, management, and law.  
Gain experience in decision-making, planning, budgeting, and personnel issues through an internship or co-op.  
Be a leader in student organizations and professional associations.  
Plan to be flexible geographically.

### CORPORATE ADMINISTRATION

Property Acquisition and Development  
Legal Areas  
Research/Market Analysis  
Financial Relations

Lodging: hotel/motel, bed and breakfast, time-shares and campgrounds  
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Restaurants, dining clubs, taverns and fast food operators  
Transportation/travel industry: airlines, cruise companies, car rental agencies, travel agencies, airports, motor coach/tour carriers, and rapid transit (AMTRACK)  
Leisure organizations: sporting clubs, recreation centers, fitness facilities, private and/or country clubs

Take courses in human relations, food service production, marketing, law, accounting, food/beverage controls, and resort management.  
Obtain a graduate degree in business or law.  
Be prepared to work "up from the bottom" to gain industry experience. Attend conferences and professional association meetings.  
Study the industry leaders and trends by reading trade journals.  
Be willing to work long or unusual hours and on holidays.  
Gain an ability to make independent decisions.  
Strive for excellent interpersonal and public speaking skills.  
Be flexible geographically. Create a network of contacts for advancement.  
Gain experience working with budgets, details, and meeting deadlines, and supervising others.

**AREAS**

**EMPLOYERS**

**STRATEGIES**

PUBLISHING

Guides  
Journals  
Books  
News Writing/Editing

Self-employment  
Newspapers, magazines and trade journals  
Tour operators  
State, federal, and local government: tourism offices and visitor bureaus

Experience living abroad. Gain an understanding of world history, geography, and international travel regulations.  
Study and gain an in-depth knowledge of the industry trends.  
Consider a journalism minor. Learn writing skills. Emphasize research methods and computer skills. Learn to be objective.  
Work for your student newspaper, write for student organization newsletters, or work in publications areas at your college.  
Practice giving attention to detail and meeting deadlines.  
Learn about etiquette and social customs.

GOVERNMENT

Community Relations  
Travel Information  
Tourism Bureaus

State, federal, and local government: tourism offices, visitor bureaus, convention centers, special event and festival planning offices, historical, cultural and natural parks/attractions  
Food service: catering, schools, hospitals, military, concessions, and institutions

Take classes in political science, government, social research methods, public policy, marketing, promotions, advertising, public relations, and business.  
Learn state, federal and local government job application process.  
Seek experience in customer service and planning. Increase skills in public speaking. Learn about etiquette and social customs. Gain sales skills.  
Learn grant writing skills.  
Understand and use office machines, systems and computers.  
Serve as treasurer or financial officer of an organization or secure experience with budgets.

## AREAS

## EMPLOYERS

## STRATEGIES

### EDUCATION

Teaching/Training  
Research

Lodging: hotel/motel, bed and breakfast, time-shares and campgrounds  
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Food service: catering, schools, hospitals, military, concessions, and institutions  
Restaurants, dining clubs, taverns and fast food operators  
State, federal, and local government: tourism offices, visitor bureaus, convention centers, and park systems  
Trade and professional associations  
Self-employment  
Colleges and universities

Possess objectivity, an inquiring mind, and an interest in working with both data and people.  
Determine an area of expertise. Gain an in-depth knowledge of that industry, its leaders and trends by reading recent books, journals and annual reports.  
Obtain a degree in the subject you plan to teach or research. Learn writing and research skills. Consider a graduate degree in research methods or a speciality of the trade.  
Gain professional industry experience. Attend and speak at conferences, trade shows and professional associations. Network in the industry for professional contacts.

### GENERAL INFORMATION

- Obtain volunteer, part-time, summer, internship, and/or co-op experience.
- Bachelor's degree qualifies for entry-level government and industry positions.
- Master's degree qualifies for community college teaching and advancement in industry and government.
- Ph.D. is required for advanced research or teaching positions in colleges and universities and senior positions in government.
- Join professional organizations such as The National Tour Association, The American Hotel and Motel Association or The National Restaurant Association.
- It may be necessary to move around geographically to get promotions.
- Obtain computer experience.
- Develop strong communications and customer service skills.
- Be prepared to "work your way up from the bottom."
- Be willing to work on weekends, holidays, evenings and long or unusual hours.