

# A World of Possibilities

STARTS with a career in hospitality



The Next Generation of Hospitality

# Opportunities are endless

A bustling convention hotel in a big city, a timeshare resort on a sunny beach, a cozy ski lodge, a limited-service property on a busy interstate, a quaint bed-and-breakfast, a fun-filled cruise ship, even an elegant private club—these are just some of the many destinations in the world of lodging.

Whatever your interests and whatever your goals, the lodging industry has a destination and a career to fit your plans. For instance:

- Do you like interacting with people? Are you detail oriented? Are you good on the phone? You might enjoy working in a hotel's **front office**, where you'll impress guests with your ability to provide great service.
- Are you persuasive? Do you like to find out what others want and then find a way to make it happen? You might find a career in **sales and marketing**, letting people know how terrific your property is, and bringing in new business.
- Are you creative in the kitchen? Does everyone turn to you to plan the perfect party? Do you know how to turn ordinary ingredients into a special dish? Maybe a career in **food and beverage** is down the road for you.
- Are you most comfortable with a wrench in your hands? Can you fix mechanical problems? Do you get satisfaction from keeping things running smoothly? A hotel's **maintenance and engineering** department may be the place for you.
- Do you like working with numbers? Are you organized? Do you make careful decisions and manage money well? You might be happiest working in **hospitality accounting**, where you'll keep track of revenue and keep the property within its budget.

**With more than 200 lodging industry careers available, there's sure to be one that's right for you.**



# The faces of hospitality

## A Major Change with Endless Possibilities

Brittany Mock was in her Introduction to Criminal Justice class when she realized that the subject wasn't right for her. A bulletin board with a hotel organizational chart caught her eye, so she transferred to the hospitality program.

"By the end of my first week as a hospitality student, I knew I could find immense personal satisfaction and fulfillment working in this industry," says Brittany. "Hospitality stands out to me because it is open to a variety of people and their talents. No matter if your strength is accounting, cooking, or sales, there is a place for you."

In her job, Brittany solicits customers, books events, and coordinates events, ensuring that everything exceeds the customers' expectations. "I get to make someone's day easier, if not better, every day," she says.

At 22, Brittany has set her sights high. "The operations, sales, and marketing experiences I have gained are a solid foundation in my striving to become a general manager," she says. "The beauty of hospitality is that the ladder is endless. This girl, who started as a banquet server, could someday run her own hotel."



## From Summer Internship to Career Success

"What do you want to do with your life after college?" The high school mentor of Randall Williams, CHA, CRDE, encouraged the college student to write to his friend, Ted Kleisner, at the Greenbrier Resort in White Sulphur Springs, West Virginia. That "hospitality link" led to a summer internship that started Randall's career.

"White Sulphur Springs was a complete culture shock to a teenager from New York," Randall recalls. "After my first summer, I had no intention of ever coming back, but I was back the following summer, and the summer after that." Although not a hospitality major, he felt that his social science major provided him with the perfect background for hospitality.

"There is nothing else I would rather be doing," says Randall. He currently works for the Roberts Hotel Group, an emerging hotel portfolio company, as an area general manager for the company's Tampa and Fort Myers properties.

"People are the best thing about hospitality," says Randall. "I've benefited from the wealth of knowledge and experience offered by people I've had an opportunity to learn from."

He tells young people, "Invest in every opportunity—whether it comes from guests, coworkers, superiors, owners, or professional associations. You never know where they will lead."



## A Family Tradition of Entrepreneurship

Sarena Arora jokes that she was born with a tray in her hand. She has happy childhood memories of tagging along with her restaurateur dad as he picked up supplies, talked with vendors, and made business decisions. "It just seemed natural that I would be in the business, too," she says, so she attended his alma mater, the hospitality school at Cornell University.

"College opened up my horizons; there was more to hospitality than just restaurants," she says. "But after watching my father, I knew I wanted to be an entrepreneur."

When the historic Hotel Saranac came up for sale, Sarena's father alerted her and her sister to the opportunity. "We were looking for a property to buy. This hotel had potential, and we knew it could be turned around. The price was right, so we bought it," she says. Sarena was 24 years old.

As a hotel owner, Sarena is responsible for determining and executing property goals. She is involved in daily operations, including training and renovations.

Sarena says that hospitality offers people a strong foundation. "The skills you learn in hospitality can be applied in any field," she says. "Studying hospitality doesn't necessarily mean you'll work in a hotel. You learn communication and people skills that you can use anywhere. You have options."





# Explore your career choices

## Housekeeping

If you take pride in making everything “just so” and want to play a key role in providing a hotel’s main product—a spotless guestroom—housekeeping may be for you. You’ll also help guests feel comfortable and safe in their rooms.



## Food & Beverage

Are you creative? Do you pay attention to even the smallest details? In the kitchen or the dining room, those abilities could be your key to a career in food and beverage preparation or service. Friendliness, cleanliness, and pride in your work are also essential.



## Property Management

You’re in charge! As general manager, you directly or indirectly supervise every hotel employee and make sure the hotel is performing the way its owners want it to. You’ll work with every department to make sure the entire hotel runs like clockwork and guests feel welcome.



## Marketing & Sales

Being a good listener and communicator is crucial for marketing and sales. You’ll find out what services guests want, suggest ways your hotel can provide those services, and let the world know how great those services are. Your hotel’s business growth can depend on you.



## Human Resources

As the name indicates, being good with “humans” is critical. You’ll recruit, select, and train the best job applicants, administer benefits programs, and handle other personnel matters. Hospitality labor shortages and the need to hire good people have put this department in the spotlight.

## Front Office

Are you a “people-person”? Do you like computers? Are you good on the phone? You could use those skills to check in guests, accept payments on accounts, exchange messages, and impress guests with the hotel’s ability to provide great service. If you like the idea of being at the heart of a hotel’s action, the front office is for you.



## Guest Service

Do you like making good first impressions? Being on the go? Making people feel welcome? You were made for this department! You could do anything from driving the hotel’s van to handling luggage or amazing guests by getting them tickets to a sold-out show.



A lodging property is like a mini-community with opportunities for everyone. Your interests, skills, and personality traits will help you choose which department suits you.

## Accounting & Financial Management

If people call you “organized” and comment on your ability with numbers, you might be a natural for this area. You’ll guide management decisions, make important financial recommendations, and keep track of the dollars.



## Security

Detail-oriented. A problem-solver. Cool in a crisis. If those words describe you, there could be a career in security waiting for you. You’ll balance guest relations with safety and security concerns, and have key input in your hotel’s emergency procedures.

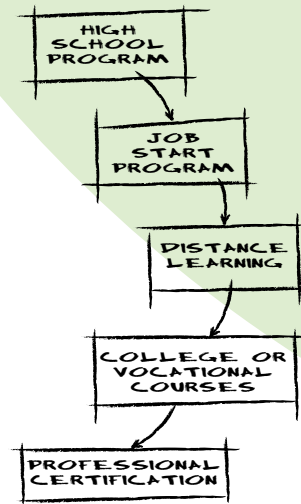




# Getting started is easy!

You can start your hospitality career today regardless of your education level. If you want to move ahead, you'll find hospitality education opportunities come in all shapes and sizes. One is sure to be right for you!

- Enter a high school-to-career program such as the Educational Institute's Lodging Management Program.
- Prepare for an entry-level hospitality position through a job training program using the START (Skills, Tasks, and Results Training) curriculum.
- Learn on your own through distance learning courses offered by the Educational Institute.
- Take hospitality-specific vocational or college-level courses.
- Earn professional certification from the Educational Institute, even at entry level.



More than 1,200 vocational schools, community colleges, and universities in the United States and abroad offer courses in hospitality management. To find a detailed listing of schools offering hospitality programs, visit the web site at [www.ahlei.org](http://www.ahlei.org) and click on "Hospitality Links."

## Why choose hospitality as a career?

- Enjoy job security
- Meet interesting people from different cultures and backgrounds
- Enjoy the satisfaction of helping others
- Be part of a team
- Live a new adventure every day
- Have fun while you learn
- Enjoy flexible scheduling
- Feel in command
- Be creative
- Explore a variety of career options
- Enjoy lots of growth potential

### Managerial Level:

Based on training, experience, and individual initiative.

Many executive, managerial, and supervisory positions are offered to people with college degrees, but opportunities will always be available for those who have worked their way up. Often, division-head jobs are filled by employees who excelled in skilled-level positions.

Examples include: front office manager, executive housekeeper, controller, executive chef, purchasing director, sales manager, and chief engineer.

### Skilled Level:

A variety of educational/skill backgrounds.

Many employees have moved up from entry-level jobs. Others have learned a skilled trade in another industry. Some are graduates of technical schools and junior colleges that offer hotel training, and still others come from business schools or specialized high school training courses.

Examples include: front desk agent, housekeeping supervisor, baker, electrician, sales representative, and accountant.

### Entry Level:

A high school education or less and no experience.

Every department has one or more entry-level jobs (many hotel managers and executives began at this level). The skills you learn can help you move up to new challenges.

Examples include: bellperson, housekeeper, kitchen assistant, marketing clerk, and busperson.

## What about salary and benefits?



Salaries depend on your skills and the level where you begin within a hotel or restaurant. Many hospitality operations offer a full range of benefits including:

- Health insurance
- Personal time
- Retirement benefits
- Paid vacations and sick days
- Discounts on accommodations and food
- Incentive programs and bonuses

## Billions of dollars and millions of jobs

- The travel and tourism industry directly employs more than 7.3 million individuals in the United States, and more than 221 million worldwide. In the United States, travel and tourism is the first, second, or third largest employer in 30 of the 50 states.
- The U.S. hospitality industry pays \$163.3 billion in travel-related wages and salaries and employs 1.8 million hotel property workers.
- For many young, seasonal employees, a job in hospitality offers the first meaningful employment experience with a competitive income.
- Many personal stories exist of executives climbing the corporate ladder of success from entry-level positions.
- Start your hospitality career and in as little as two years you could be a department manager and in another seven years be a general manager. Just nine years to reach the top!



## What does the future hold for people just starting hospitality careers?

The hospitality industry continues to grow both nationally and internationally, and with it, the need for qualified employees at all levels. While overall job growth in the United States has been estimated at 14 percent between now and 2014, growth in the hospitality industry is expected to rise by nearly 18 percent. And the figure is even higher for lodging managers, whose job growth is expected to rise by more than 27 percent! Jobs are waiting for the right people with the skills and knowledge to lead effectively.

The hospitality industry is committed to developing its employees through training and professional certification. Employers are looking for people they can train to grow with the company.



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