

HOSPITALITY/HOTEL, RESTAURANT ADMINISTRATION

What can I do with this degree?

AREAS

EMPLOYERS

STRATEGIES

MANAGEMENT

Property Management
Facility Management
Rooms Management
Banquet and Catering Management
Restaurant Management

Historical, cultural, and natural attractions
Lodging: hotel/motel, bed and breakfast, timeshares, and campgrounds
Destination areas: amusement centers, theme parks, and resorts
Special event and festival organizations
Conference centers
Entertainment industry: casinos, theaters, and stadiums
Food service: catering companies, schools, universities, hospitals, and military
Restaurants, dining clubs, taverns, and fast food operators
Leisure organizations: sporting clubs, recreation centers, fitness facilities, and country clubs

Build 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.
Develop the ability to make quick decisions independently.
Acquire supervisory skills and experience by taking leadership roles in student organizations.
Gain experience working with budgets.
Work in a restaurant, catering facility, campus dining hall, or local hotel to gain relevant experience.
Be prepared to work "from the bottom up" to gain industry experience.

CUSTOMER SERVICES

Office Operations
Purchasing
Reservations
Travel Planning

Tour operators
Historical, cultural, and natural attractions
Lodging: hotel/motel, bed and breakfast, timeshares, and campgrounds
Reservation companies
Destination areas: amusement centers, theme parks, and resorts
Special event and festival organizations
Conference centers
Entertainment industry: casinos, theaters, and stadiums
Food service: catering companies, schools, universities, hospitals, and military
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)

Interest and experience working with the public are very valuable.
Develop problem-solving skills.
Start in reservations or telephone sales. Master the product line and learn to give excellent service.
Develop computer skills and knowledge of different programs.
Gain experience working with budgets by serving as treasurer or financial officer of an organization.
Acquire supervisory skills and experience by taking leadership roles in student organizations.
An orientation toward service and detail is necessary to succeed.

AREAS

EMPLOYERS

STRATEGIES

Customer Services, Continued

Leisure organizations: sporting clubs, recreation centers, fitness facilities, and country clubs
State, federal, and local government: tourism offices, visitor bureaus, convention centers, and park systems

Customer Services, Continued

Learn state, federal and local government job application process.

SPECIAL EVENTS

Convention/Trade Show Planning
Convention Services Management
Entertainment/Event Planning
Programs and Activities Planning

Lodging: large hotel/motel, bed and breakfast, timeshares, and campgrounds
Destination areas: amusement centers, theme parks and resorts
Special event and festival organizations
Conference centers
Entertainment industry: casinos, theaters, and stadiums
Cruise companies
Leisure organizations: sporting clubs, recreation centers, fitness facilities, and 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

Gain experience through planning activities/events for campus and civic/community organizations.
Develop the ability to make quick decisions independently.
Practice excellent interpersonal and public speaking skills.
Enhance creative thinking skills.
Display good planning and organizational skills.
Attend conferences for student organizations and professional associations.
Take classes in business, commercial recreation, advertising, and public relations.
Gain experience working with budgets and fund-raising.
Learn state, federal, and local government job application process.

MARKETING/ADVERTISING

Market Research
General Sales
Meeting and Convention Sales
Incentive Travel Sales
Media Planning and Development
Public Relations
Publicity/Promotions

Tour operators
Historical, cultural, and natural attractions
Lodging: hotel/motel, bed and breakfast, timeshares, and campgrounds
Reservation companies
Destination areas: amusement centers, theme parks, and resorts
Special event and festival organizations
Conference centers
Entertainment industry: casinos, theaters, and stadiums

Consider a minor in public relations, marketing, business, or advertising.
Gain competency in a variety of computer programs, especially computer graphics.
Gain experience in customer service and communication skills.
Learn about geography and international travel regulations.
Strive for excellent interpersonal and public speaking skills.
Learn to think creatively in order to develop unique marketing campaigns and selling techniques.

AREAS

EMPLOYERS

STRATEGIES

Marketing/Advertising, Continued

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, and country clubs
Trade and professional associations
Public or private corporations and businesses
State, federal and local government: tourism offices, visitor bureaus, convention centers, and park systems

Marketing/Advertising, Continued

Attend conferences and trade shows.
Join student clubs and professional associations in your field of study and volunteer for their publicity committees.
Start in reservations or telephone sales. Learn the product line and how to deal with travel agents and customers.
Be willing to relocate to a major city like Los Angeles, Chicago, Miami, or New York for more opportunities.
Learn state, federal, and local government job application process.
Take a part-time job in any area and move up.

CORPORATE ADMINISTRATION

Property Acquisition and Development
Legal
Research/Market Analysis
Financial Relations
Human Resources
 Human Resource Management
 Recruiting and Training
 Employee Support Services
 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
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, and country clubs

Supplement your program with courses in industrial psychology, business, communications, and law.
Consider a minor in human resources.
Obtain a graduate degree in business or law for advancement opportunities.
Be a leader in student organizations and professional associations. Attend their meetings and conferences.
Study the industry leaders and trends by reading trade journals.
Gain experience in decision-making, planning, budgeting, and human resources issues through an internship or co-op.
Be flexible geographically.
Create a network of contacts for advancement.
Strive for excellent interpersonal and public speaking skills.
Be prepared to work "from the bottom up" to gain industry experience.

AREAS

EMPLOYERS

STRATEGIES

PUBLISHING

Guides
Journals
Books
News Writing/Editing

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

Study and gain an in-depth knowledge of industry trends.
Consider a journalism minor to learn writing skills and objectivity.
Gain writing experience by working for your college newspaper and other publications or by writing for student organization newsletters.
Develop effective research methods and computer skills.
Practice paying attention to detail and meeting deadlines.

EDUCATION

Teaching
Research
Administration

Colleges and universities

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.
Learn writing and research skills.
Maintain a high grade point average and secure strong recommendations for graduate school admission.
Obtain a Ph.D. to teach at the university level.
Gain professional industry experience. Attend and speak at conferences, trade shows and professional associations. Network in the industry for professional contacts.

GENERAL INFORMATION

- Bachelor's degree qualifies you for entry-level government and industry positions.
- Master's degree qualifies you for community college teaching and advancement in industry and government.
- A doctoral degree 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 to stay abreast of current issues in the field and to increase networking contacts.
- Obtain volunteer, part-time, summer, internship, and/or co-op experience at related organizations such as restaurants, catering facilities, campus dining facilities, or hotels.
- Be prepared to "work your way up from the bottom." Gaining industry knowledge through work experience is highly valued.
- It may be necessary to move around geographically to get promotions.
- Be willing to work on weekends, holidays, evenings, and long or unusual hours.
- Develop strong communication and customer service skills. The ability to work well with all kinds of people in all kinds of situations is necessary to succeed.
- Learn to pay attention to details. Hotel guests and restaurant patrons expect excellent service.
- Obtain computer experience.
- Check with your school's career center, faculty members, and professional organizations for employment leads. Create a network in the industry to establish contacts for advancement.
- Take additional courses and/or travel abroad to gain a better understanding of world history, geography, foreign languages and customs, and international relations. This will help you relate to more guests.