

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 |
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| | <p><u>Customer Services, Continued</u></p> <p>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</p> | <p><u>Customer Services, Continued</u></p> <p>Learn state, federal and local government job application process.</p> |
| <p><u>SPECIAL EVENTS</u></p> <p>Convention/Trade Show Planning Convention Services Management Entertainment/Event Planning Programs and Activities Planning</p> | <p>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</p> | <p>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 fundraising. Learn state, federal, and local government job application process.</p> |
| <p><u>MARKETING/ADVERTISING</u></p> <p>Market Research General Sales Meeting and Convention Sales Incentive Travel Sales Media Planning and Development Public Relations Publicity/Promotions</p> | <p>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</p> | <p>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.</p> |

| AREAS | EMPLOYERS | STRATEGIES |
|-------|---|---|
| | <p><u>Marketing/Advertising, Continued</u></p> <p>Restaurants, dining clubs, taverns, and fast food operators</p> <p>Product and equipment suppliers and manufacturers</p> <p>Transportation/travel industry: airlines, cruise companies, car rental agencies, travel agencies, airports, motor coach/tour carriers, and rapid transit (AMTRACK)</p> <p>Leisure organizations: sporting clubs, fitness/recreation facilities, and country clubs</p> <p>Trade and professional associations</p> <p>Public or private corporations and businesses</p> <p>State, federal and local government: tourism offices, visitor bureaus, convention centers, and park systems</p> | <p><u>Marketing/Advertising, Continued</u></p> <p>Attend conferences and trade shows.</p> <p>Join student clubs and professional associations in your field of study and volunteer for their publicity committees.</p> <p>Start in reservations or telephone sales. Learn the product line and how to deal with travel agents and customers.</p> <p>Be willing to relocate to a major city like Los Angeles, Chicago, Miami, or New York for more opportunities.</p> <p>Learn state, federal, and local government job application process.</p> <p>Take a part-time job in any area and move up.</p> |

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.

What can I do with this degree?

HOSPITALITY/HOTEL, RESTAURANT

Hotel / Restaurant Links:

[Hotel Job Resource](#)

[Hospitality Net](#)

[Hospitality Careers Online](#)

[American Hotel and Lodging Association](#)

[Food Service Manager - Occupational Outlook Handbook](#)

[Lodging Managers - Occupational Outlook Handbook](#)

ADMINISTRATION

AREAS

MANAGEMENT

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

EMPLOYERS

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

STRATEGIES

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.

AREAS

CUSTOMER SERVICES

Office Operations
Purchasing
Reservations
Travel Planning

EMPLOYERS

Tour operators
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Destination areas: amusement centers, theme parks, and resorts
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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)
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

STRATEGIES

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. Learn state, federal and local government job application process.

AREAS

SPECIAL EVENTS

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

EMPLOYERS

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

STRATEGIES

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 fundraising. Learn state, federal, and local government job application process.

AREAS

MARKETING/ADVERTISING

Market Research

General Sales

Meeting and Convention Sales

Incentive Travel Sales

Media Planning and Development

Public Relations: Publicity/Promotions

EMPLOYERS

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

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

STRATEGIES

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.

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.

AREAS

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

EMPLOYERS

Lodging: hotel/motel, bed and breakfast, time-shares, and campgrounds

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AREAS

PUBLISHING

Guides

Journals

Books

News Writing/Editing

EMPLOYERS

Self-employment/Freelance

Newspapers, magazines, and trade journals

Tour operators

State, federal, and local government: tourism offices and visitor bureaus

STRATEGIES

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.

AREAS

EDUCATION

Teaching

Research

Administration

EMPLOYERS

Colleges and universities

STRATEGIES

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.

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Prepared by the Career Planning staff of Career Services at The University of Tennessee, Knoxville. (2005) UTK is an EEO/AA/Title VI/Title IX/Section 504/ADA/ADEA Employer