

# 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
	<p><b><u>Customer Services, Continued</u></b></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><b><u>Customer Services, Continued</u></b></p> <p>Learn state, federal and local government job application process.</p>
<p><b><u>SPECIAL EVENTS</u></b></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><b><u>MARKETING/ADVERTISING</u></b></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><b><u>Marketing/Advertising, Continued</u></b></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><b><u>Marketing/Advertising, Continued</u></b></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.