# HOSPITALITY/HOTEL, RESTAURANT ADMINISTRATION

## What can I do with this degree?

<table>
<thead>
<tr>
<th>AREAS</th>
<th>EMPLOYERS</th>
<th>STRATEGIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>RETAIL/SITE MANAGEMENT</td>
<td>Historical, cultural and natural attractions</td>
<td>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.</td>
</tr>
<tr>
<td>Property Management</td>
<td>Lodging: hotel/motel, bed and breakfast, timeshares and campgrounds</td>
<td>Gain an ability to make quick decisions independently.</td>
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<tr>
<td>Facility Management</td>
<td>Destination areas: amusement centers, theme parks and resorts</td>
<td>Check with the placement office, faculty members, and professional organizations for employment leads. Create a network in the industry to establish contacts for advancement.</td>
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<tr>
<td>Rooms Management</td>
<td>Special event and festival organizations</td>
<td>Take leadership roles in student organizations.</td>
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<tr>
<td>Banquet and Catering Management</td>
<td>Conference centers</td>
<td>Gain experience working with budgets.</td>
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<tr>
<td>Restaurant Management</td>
<td>Entertainment industry: casinos, theaters and stadiums</td>
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<tr>
<td></td>
<td>Food service: catering companies, schools, hospitals, and military</td>
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<tr>
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<td>Restaurants, dining clubs, taverns, and fast food operators</td>
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<td>Self-employment</td>
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<tr>
<th>CUSTOMER SERVICES</th>
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<tr>
<td>Office Operations</td>
<td>Historical, cultural and natural attractions</td>
<td>A high interest in working with the public and problem-solving is a must.</td>
</tr>
<tr>
<td>Purchasing</td>
<td>Lodging: hotel/motel, bed and breakfast, timeshares and campgrounds</td>
<td>Start in reservations or telephone sales. Master the product line and learn to give excellent service.</td>
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<tr>
<td>Reservations</td>
<td>Reservation companies</td>
<td>Develop computer skills and knowledge of different programs.</td>
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<tr>
<td>Travel Planning</td>
<td>Destination areas: amusement centers, theme parks and resorts</td>
<td>Gain experience working with budgets by serving as treasurer or financial officer of an organization.</td>
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<tr>
<td></td>
<td>Special event and festival organizations</td>
<td>Acquire supervisory skills and experience.</td>
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<td></td>
<td>Conference centers</td>
<td>An orientation toward service and detail is necessary to succeed.</td>
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### EMPLOYERS

**Customer Services, Continued**
- 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
- Self-employment

**SPECIAL EVENTS**
- Convention/Trade Show Planning
- Convention Services Management
- Entertainment/Event Planning
- Programs and Activities Planning

- 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
- Cruise companies
- 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

**MARKETING/ADVERTISING**
- Product Design and Development
- Market Research
- Communications
- 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

### STRATEGIES

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

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

**Consider a minor in public relations, marketing, business, or foreign language.**
**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.**
**Take a part-time job in any area and move up.**
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<tr>
<td><strong>Marketing/Advertising, Continued</strong></td>
<td>Restaurants, dining clubs, taverns and fast food operators</td>
<td>Attend conferences and trade shows.</td>
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<tr>
<td></td>
<td>Product and Equipment suppliers and manufacturers</td>
<td>Join student clubs and professional associations in your field of study and volunteer for their publicity committees.</td>
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<tr>
<td></td>
<td>Transportation/travel industry: airlines, cruise companies, car rental agencies, travel agencies, airports, motor coach/tour carriers, and rapid transit (AMTRACK)</td>
<td>Start in reservations or telephone sales. Learn the product line and how to deal with travel agents and customers.</td>
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<td></td>
<td>Leisure organizations: sporting clubs, fitness/recreation facilities, private and/or country clubs</td>
<td>Work in a major port city like Los Angeles, Miami, or New York. Learn state, federal and local government job application process.</td>
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**CORPORATE ADMINISTRATION**
- Property Acquisition and Development
- Legal Areas
- 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, private and/or 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

<table>
<thead>
<tr>
<th>Education</th>
<th>Colleges and universities</th>
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<tbody>
<tr>
<td>Teaching</td>
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<td>Research</td>
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### Employers

<table>
<thead>
<tr>
<th>Self-employment</th>
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<tbody>
<tr>
<td>Newspapers, magazines and trade journals</td>
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<tr>
<td>Tour operators</td>
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<tr>
<td>State, federal, and local government: tourism offices and visitor bureaus</td>
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</tbody>
</table>

### 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.
- 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.

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### Publishing

<table>
<thead>
<tr>
<th>Guides</th>
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<tr>
<td>Journals</td>
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<tr>
<td>Books</td>
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<tr>
<td>News Writing/Editing</td>
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### Employers

- Experience living abroad. Gain an understanding of world history, geography, and international travel regulations. Learn about etiquette and social customs.
- 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.

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### Strategies

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GENERAL INFORMATION

- From a long-range perspective, the demand for workers in this industry is expected to increase. Employees will be needed to meet the demands of the growing travel industry and the nation's expanding population.
- 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.
- 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.
- Obtain volunteer, part-time, summer, internship, and/or co-op experience.
- Be prepared to "work your way up from the bottom." Gaining industry knowledge though 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 get along with all kinds of people in all kinds of situations is necessary to succeed.
- Include foreign language and geography classes in your curriculum. You will be able to relate to more guests.
- Learn to pay attention to details. Hotel guests and restaurant patrons expect it.
- Obtain computer experience.