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The Hospitality Special

WHAT'S IN HOSPITALITY?

BY PRABHU SILVAM

An industry that's serviced with smiles, the hospitality sector is often tagged for being dynamic and fast-growing. Which means a career in it would provide plenty of opportunities to grow, develop

and travel. So if you're far from aloof, and you enjoy lending a helping hand or two, read on to find out more about the industry that could bring you places, quite literally.

WHY WORK IN THE HOSPITALITY INDUSTRY?

SHOW ME THE MONEY

With an annual turnover of \$3.5 trillion and growing, the hospitality industry looks ripe for the plucking. Increased tourist spots and cheaper air travel means greater moo-lah whichever way you look at it. An entry level job in the hospitality industry can rake in as much as \$4,000 - \$5,000/month within the first 2 years of employment depending on academic qualifications and on-the-job experience. Because of the numerous vocations on offer, job progressions and career advancements are done on a regular basis.

TRAVEL PERKS

A career in hospitality is probably one of the sure-win ways to land yourself a job in a faraway destination. Hotel and resort chains, as well as cruise lines, are constantly expanding and growing their businesses across regions.

Manpower is in constant demand and so are fresh hospitality graduates hoping to secure lucrative positions. Those seeking employment outside of resorts or cruise ships can also find opportunities in areas like managing and creating tours or outdoor adventure programmes, where you won't be working behind a desk.

JOB SCOPE

Not many industries can boast such a wide range of jobs; a degree in hospitality can land you gigs like a casino manager, a tour manager, cruise director, event planner, marathon organiser or anything in the food & beverage department. This means you're qualified to handle a wide range of duties. Of course, there are also plenty of graduates who choose to open their own restaurants, cafes or backpackers'.

WHAT YOU NEED TO BE IN THE INDUSTRY

BEING HOSPITABLE

Hospitality management entails largely of service-driven job scopes that encompass major businesses in the food and beverage, tourism, entertainment, and airline industries. Because of the social nature involved, being a people person is an absolute must for anyone wanting to venture into the industry.

WHAT YOU NEED

Many recognised universities across the globe offer variations of Bachelor Degree programmes (varying from 2-4 years) in Hospitality Management where students will be exposed to a multitude of topics, from front desk operations to food services, as well as management, public relations, accounting and more, often culminating in a job placement internship. Alternatively, specialised diplomas, degrees and training certificates are available for individuals preferring to narrow down on a career path.

For example, Le Cordon Bleu Australia's programmes are tailored to culinary arts - from gastronomic tourism to food entrepreneurship - for students more interested in the F&B business, while James Cook University Singapore's Sports & Events Management Degree grooms students to organise events like sports, conventions or concerts - a fast emerging market in Singapore.

For those who want to keep their options open, Kaplan's Hospitality & Tourism Management Degree allows you to take a Double Major together with Marketing, Management or HR Management majors, making you more of an all-rounder.



Beyond Concierge



Many perceive that the landing-place after a hospitality degree is usually a hotel or a food and beverage establishment. However, with flexibility and diversity as tenets of the hospitality industry, so are the job options.

Hospitality programmes, such as those offered by schools like Blue Mountains International Hotel Management School or the University of Queensland, ensures job diversity in this industry. Below is a list of designations that are less of a familiar tune, but are definitely rooted in the hospitality industry.

Casino Manager

What has blackjack and roulette got to do with a hospitality industry? Plenty. A poker-faced profession that operates and manages a casino requires excellent communication skills, customer service and a good amount of math skills. Most casino managers start off working the tables as casino dealers before climbing the ladder, as the position requires a background in the gaming industry.



Cruise Director

Not a job for the routine-lovers, being a cruise director is all about spontaneity and keeping up with the trends. The clipboard-wielding profession essentially is in control of all the fun activities that happen onboard a cruise ship, from organising a masquerade party to planning shore excursions that will take place when a ship travels to a new port. An extremely varied job depending on the cruise company, being equipped with a hospitality degree is imperative due to management ethics and skills needed.



Wedding Planner

Often seen scurrying behind the scenes, wedding planners are the unsung heroes of wedding days. More than just planning, the checklist-loving profession requires detail-oriented individuals with plenty of patience, and will be able to think fast on their feet. Even with those traits on hand, a hospitality degree is a prerequisite for the industry; with budget management and problem-solving skills being common denominators of the planning process, a hospitality degree helps in honing those essential skills.



Conventions Manager

Coordinating and overseeing meetings, conventions or conferences, a convention manager's role varies depending on the event organised. Often a stickler for detail and time management, this profession is responsible for organising the retreats that companies have, or conventions or meetings they would like to hold. Found usually in bigger organisations, and often working with chairpersons or authority figures, a hospitality degree is imperative for this line of work due to the various skills that are needed, which includes accounting, event management and supervising.

Travel Manager

A know-it-all for everything travel related, a travel manager is equipped with information ranging from cost-friendly airlines to ideal holiday destinations. Often seen globetrotting to find the best tour operators and researching vacation spots, the qualities that a travel agent has to have includes being adventurous and extremely organised (especially with all the data they're collecting). A right-hand for this job is a hospitality degree, as communication skills are honed, and better conveyed through the various travelling stints.



Exceptional Opportunities in Tourism

CRICOS Provider No. 00025B

"The development of world-class integrated resorts in Singapore has created a range of employment opportunities in the tourism, hospitality and events sectors. Singapore is continually reinventing itself as a tourism destination and quality staff are in high demand. The University of Queensland's programs produce graduates who are ready to move into managerial roles in this dynamic industry, through a mix of teaching informed by the latest research and industry engagement."

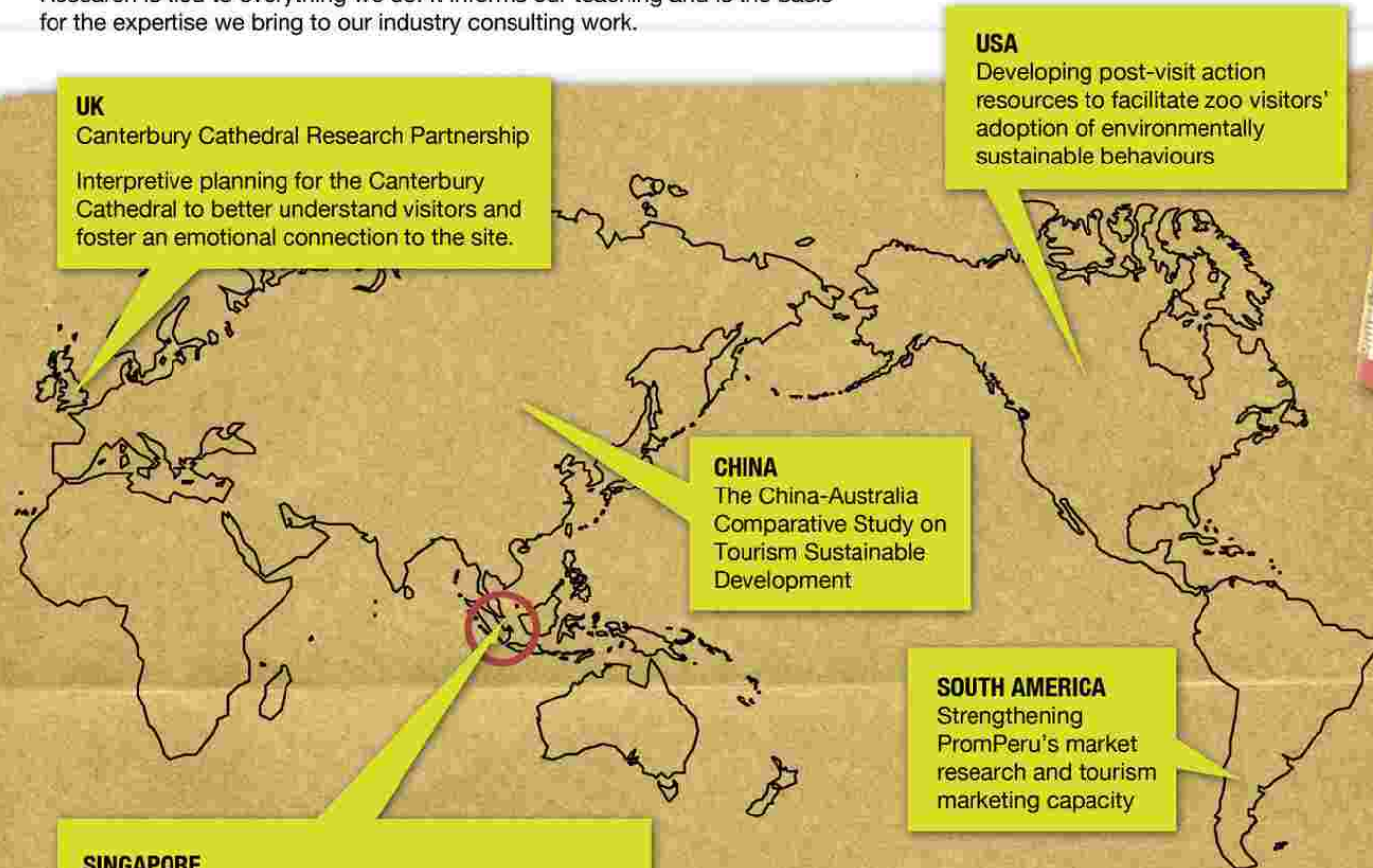
- Dr Pierre Benckendorff, PhD, Senior Lecturer & Chair of Learning at the UQ School of Tourism.



BENEFIT FROM WORLD-CLASS RESEARCH

UQ research around the globe

Research is tied to everything we do. It informs our teaching and is the basis for the expertise we bring to our industry consulting work.



SINGAPORE

A CGE assessment of Singapore's tourism policies

In a cross-institutional study, Tien Pham, along with his colleagues Xianming Meng and Mahinda Siriwardana, have been examining the strong performance of the tourism industry in Singapore and the impact Singapore tourism policies have had on its economy.



Scan here to learn more about our work integrated learning opportunities.

Work integrated learning is built into our undergraduate programs, allowing you to gain some hands-on experience in the field and start building up your CV!

WHAT OUR STUDENTS SAY

Bernard commenced his studies in Tourism at UQ with a scholarship and the outcome was not only a degree and an outstanding grade point average, but his nomination as the 2009 valedictorian for UQ's Faculty of Business, Economics and Law.

"I felt extremely excited and honoured. I did not expect to get nominated as valedictorian," Bernard said.

Bernard said he found a very high level of competition among students at UQ and an "experience package that is truly wholesome and undoubtedly world-class".

- Bernard Tan,
Bachelor of International Hotel and Tourism Management



"I am from Singapore and have spent years living and working in the Netherlands, Indonesia and Singapore. I chose the School of Tourism at the University of Queensland knowing Australia and Australian higher education are strong in the connection between academic research and professional practice which is important for me.

My research interest is in understanding older adult travellers particularly in relation to their travel-related lifestyles or motivations, decision making behaviours, travel experience and life satisfaction. It is expected that the findings drawn from my study will contribute to the development of a conceptual model of successful aging which will fully acknowledge the significant impact that emotionally-engaging tourist experiences have on the life satisfaction. It is also expected that the study will serve to provide new insights for tourism operators into facilitating, improving, and enriching their current travel offerings for this growing market segment."

- Lintje SIE,
PhD Candidate



WHERE DO I START?

Whether you are thinking about undertaking a Bachelors, Honours, Masters, or Research Higher Degree in Tourism, Hospitality or Event Management, UQ offers a comprehensive range of programs that not only prepare you for a successful career, but expose you to innovative research and opportunities to engage with industry.

Scan the QR code below to learn more about your study options at UQ.



ADVANCED STANDING

Are you studying at a Singaporean Polytechnic and considering further studies?

Depending on your diploma programme, you may be able to receive up to 1.5 years of advanced standing (credit) towards our Business, Commerce, Economics, or International Hotel & Tourism Management degrees. This means you could complete your Bachelor's degree in as little as 1.5 years!

HOSPITALITY: BY THE NUMBERS

HOSPITALITY INDUSTRY OVERVIEW

260 million people employed annually in the Hospitality Industry worldwide

The hotel business is a multinational, **\$3.5 trillion** industry.

Tourism is the first, second or third largest employer in over **32 countries**

Jobs in the cruise industry are expected to grow by **20%** from 2010 to 2020

One new job created in Hospitality every **2.5 SECONDS**

According to the U.S. Department of Labor, **hospitality management is considered a "high growth industry,"** with 17% projected wage and salary employment growth between 2004 and 2014.

AROUND THE WORLD

Over **1.7 million** enterprises involved in Hospitality Industry in Europe

South Korea, China, South Africa, and Indonesia showed the most growth in 2012

83 million France Expenditure per tourist was **US\$646** visitor arrivals in

13 million Macau Expenditure per tourist was **US\$3,213** visitor arrivals in

Travel & Tourism created **3.5%** (65million) of jobs in Asia Pacific in 2012, with a growth of **2% p.a.** forecasted till 2023.

One in **11 jobs** in the world are related to Travel & Tourism

WORKING IN THE INDUSTRY

≥50% Almost half of the hospitality workforce is 35 years of age or younger

55% Employed in hospitality **45%** More women than men employed in Hospitality

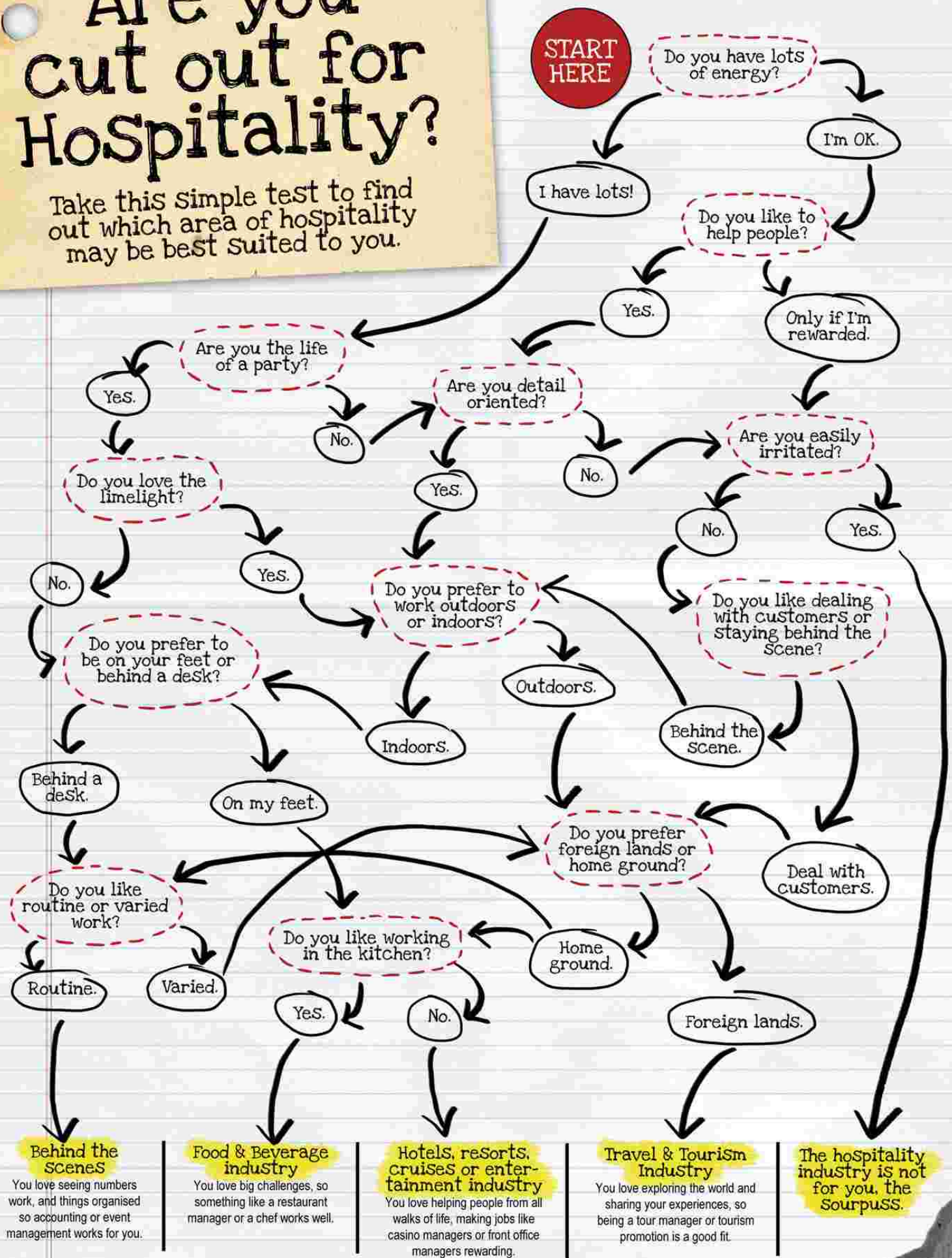
Average number of hours per day in a hospitality-related job **6.5 HOURS**

Monthly salary of the highest paying hospitality job in the world: Casino Property General Manager **\$218,300**

Average Annual Salary in the Hospitality Industry: **US\$27,000 - US\$56,000**

Are you cut out for Hospitality?

Take this simple test to find out which area of hospitality may be best suited to you.



Global Knowledge

Gain deeper insights with SIM Global Education

Syarifah Soraya
Graduate, Class of 2011
Higher Diploma in International Hotel Management
IMI International Hotel Management Institute Switzerland

Build a firm foundation in hospitality from one of Switzerland's oldest hospitality schools – IMI International Hotel Management Institute Switzerland (IMI). At SIM Global Education, we prepare you for a rewarding career in hospitality, starting with the Higher Diploma in International Hotel Management and progressing to a range of degree programmes at IMI, Switzerland. Expect an education that is designed to **bring out the best in you.**

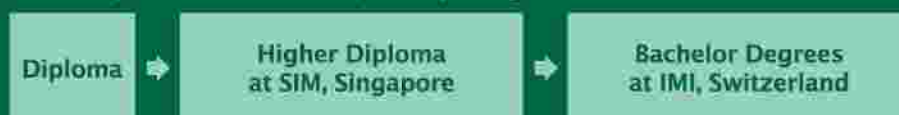
Institute Highlights

- A highly specialised hospitality and tourism institution
- Accredited by the British Accreditation Council and EduQua
- Extensive contacts with the industries

Higher Diploma in International Hotel Management – Programme Highlights

- Taught by a highly qualified local and international faculty
- Combines quality academic teaching with Swiss practical training
- Graduates are highly sought after as they are well-equipped by the programme

Pathway to a Swiss Hospitality Degree



Applications for Jan 2014 intake for relevant diploma holders close on 7 Oct 2013.

UPCOMING EVENTS

Open House@SIM

Date: 21 Sep (Sat)

Time: 11am to 5pm

Join us for a briefing

Date: 21 Sep (Sat)

Time: 11am

Register online now.

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