

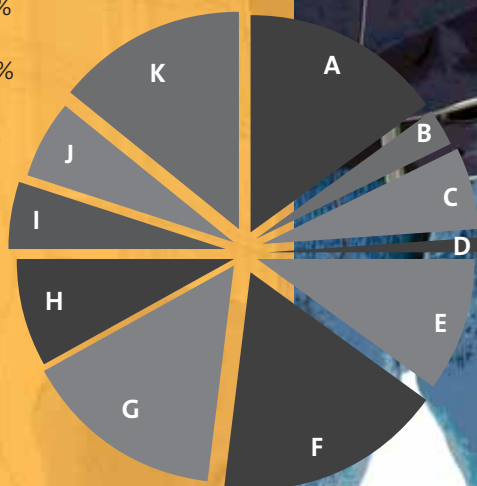
# Travel and Tourism

Jobs in leisure, sport and tourism involve helping others to enjoy their time outside of work, but can also involve helping people to get from one place to another on business.

Tourism is a fast growing industry. Until recently, locally one in five of all new jobs have been in travel and tourism.

## WHO DOES WHAT?

- A Administration 15%
- B Advertising and Marketing 3%
- C Assistants 6%
- D Driver/ Operator 1%
- E Instructors and Coaches 10%
- F Managers 17%
- G Personal Services 15%
- H Professionals 8%
- I Sales 5%
- J Skilled Trades 6%
- K Travel Agent/ Tour Guide 14%



## WHAT'S HAPPENING?

- > Over 300,000 people are employed in travel and tourism in the South West.
- > 76% of employers in the South West are micro-businesses, employing between one and ten staff.
- > Employment in the industry is growing due to other types of work, such as farming and other land-based industries, diversifying into the leisure and tourist industries.
- > It is a sector with traditionally high labour turnover rates (one in five employees has been with their current employer for less than one year) and a young workforce (34% under 25) which creates good opportunities for those wanting to start working in this sector.
- > Surveys of employers show that skills such as customer service, communication, problem solving and the ability to demonstrate initiative are essential in the sector.
- > Apprenticeships are increasingly being used as a route into working in this sector. These enable people to earn while they learn the skills they will need within their chosen career.

## WHAT WE THINK WILL HAPPEN

- > Spending can be influenced by world events. The current economic downturn is likely to mean that more people holiday in this country than travel abroad.
- > The strongest growth is expected in education, visitor services, archaeologists, volunteer co-ordinators as well as marketing and fund raising roles.
- > A small growth in jobs in cultural heritage attractions is expected.
- > Diplomas at Foundation, Higher and Advanced level, are being introduced for learners aged 14-19. These will help people prepare for university, college and work. There will be a Diploma in Travel and Tourism from September 2010. Look out to see whether it's on offer in your area.

Source: Labour Force Survey 2007 © Crown Copyright. Figures are for England.

## NUMBERS EMPLOYED LOCALLY

> B&NES	608
> Bristol	968
> North Somerset	1,338
> South Gloucestershire	784

Source: Annual Business Inquiry Employee Analysis. ONS Crown Copyright. (From Nomis 2009)

## SOME JOB SUGGESTIONS

- > Cabin Crew Member
- > Event Manager
- > Information Centre Assistant
- > Resort Representative
- > Tour Guide
- > Tourism Marketing Manager
- > Travel Agent

## IS THIS YOU?

- > Enjoy working with people
- > Enthusiasm and stamina
- > Flexible
- > Good communication skills
- > Well organised

## HOW MUCH COULD I EARN? Average annual salary (£s)\*

> Air Travel Assistant	£22,062
> Leisure and Sport Manager	£27,241
> Leisure Theme Park Attendant	£6,270
> Rail Travel Assistant	£26,651
> Receptionist	£11,801
> Travel Agent	£17,134
> Travel Agency Manager	£24,652
> Travel Tour Guide	£7,900

## WHAT 16 YEAR OLDS DID IN 2008

In 2008 83.7% of 16 year olds in the West of England continued in full-time education, while a further 10.2% entered full-time employment or work-based training.

A total of 1,182 Year 11 school leavers from local schools entered full-time employment or work-based training. There are limited opportunities to enter this occupational area at 16. It can be easier to find work in this sector after further training.

Source: Connexions West of England 2009.

## WANT TO KNOW MORE?

If you're serious about a career in travel and tourism – FIND OUT MORE!

- > Use Careerscape, JED, Kudos and the travel and tourism section of your Connexions resource area for more information including:
  - > Qualifications
  - > Local training, further and higher education opportunities
  - > Skills and personal characteristics
  - > Rates of pay and working conditions
  - > Local, national and international employers.

## WEBSITES

- > Apprenticeships: [www.apprenticeships.org.uk](http://www.apprenticeships.org.uk) or call the helpline on 08000 150 600
- > Creative and Cultural Skills, the Sector Skills Council for the arts, museums, galleries, heritage, craft and design: [www.ccskilss.org.uk](http://www.ccskilss.org.uk)
- > People 1st. the Sector Skills Council for the hospitality, leisure, travel and tourism industries: [www.people1st.co.uk](http://www.people1st.co.uk)
- > Sector Skills Council for Active Leisure and Learning: [www.skillsactive.org.uk](http://www.skillsactive.org.uk)
- > The Diploma: [www.direct.gov.uk/diplomas](http://www.direct.gov.uk/diplomas)
- > Tourism Skills Network: [www.tourismskillsnetwork.org.uk](http://www.tourismskillsnetwork.org.uk)
- > Tourism Task Force (local information on jobs, careers, education and training): [www.tourismtaskforce.org.uk](http://www.tourismtaskforce.org.uk)
- > Visit Britain (information on UK tourism): [www.visitbritain.com/ukindustry](http://www.visitbritain.com/ukindustry)

\*Salary rates have been calculated using the average gross pay rates for full-time workers. Figures are for the United Kingdom. Averages can hide higher earnings. With training and career development, higher salaries can be achieved. Source: Annual Survey of Hours and Earnings 2008, O.N.S., © Crown Copyright.

A young man with dark hair, wearing a white hoodie, is smiling and hugging a woman from behind. The woman is wearing a vibrant, multi-colored patterned scarf. The background is a soft, out-of-focus outdoor setting. The entire scene is overlaid with a semi-transparent orange rectangle that contains a series of horizontal dotted lines for writing.

# Notes

A series of horizontal dotted lines for writing, contained within a semi-transparent orange rectangle.

Connexions centres in the West of England:

**Bath and North East Somerset:** 28 Southgate, Bath BA1 1TP. T: 01225 461 501

**Bristol:** 4 Colston Avenue, Bristol BS1 4ST. T: 0117 987 3700. Minicom: 0117 907 4514

**North Somerset:** 45 Boulevard, Weston-super-Mare BS23 1PG. T: 01934 644 443

**South Gloucestershire:** 21-23 High Street, Kingswood, South Gloucestershire BS15 4AA. T: 0117 961 2760  
or 28 Gloucester Road North, Filton, South Gloucestershire BS7 0SJ. T: 0117 969 8101

**Head Office:** 4 Colston Avenue, Bristol BS1 4ST. T: 0117 987 2031 F: 0117 987 2661

[enquiries@connexionswest.org.uk](mailto:enquiries@connexionswest.org.uk)

[www.connexionswest.org.uk](http://www.connexionswest.org.uk)