

The tourism industry - also known as the 'visitor economy' – is one of the fastest growing sectors in the UK and includes jobs in hospitality and catering, passenger transport, and attractions and services such as festivals, galleries and museums. There's a wide range of roles and local people who do jobs connected to tourism are playing an increasingly important role in supporting the local and UK economy.

## The NEC hosts over 500 events every year

Birmingham - most visited English city outside London for European visitors and largest public library in Europe

People 1st

Between 2014 and 2024, the hospitality and tourism industry needs to recruit 1.3 million people: 25% into brand new jobs and 75% to replace those who leave

## Future trends

Tourism around the world is booming and like other sectors, it's adapting to changes in society and advances in technology. People are able to use digital methods to make bookings more easily and can leave reviews for others to help them make their decisions. Fancy going somewhere but want more of a feel for what it will be like? Take a virtual tour!

This means companies are always looking for ways to make it easier for people to make their bookings and roles such as digital marketer, SEO (search engine optimisation) specialist, virtual reality expert and web designer can all play a part in attracting more visitors.

## In demand:

chefs | digital marketing specialists | front of house staff | waiting staff | kitchen managers | social media manager

There's also a high demand for graduates in leadership and management roles.

## Skills and qualities

Some employers report that they struggle to find candidates with the right people or personal skills. Employers in these sectors are particularly looking for:

- Communication
- Planning & organisation
- Customer awareness
- Team working
- Problem solving
- Leadership
- English
- Reliability
- Creativity
- Enthusiasm
- Languages
- Flexibility
- Initiative

## What could you earn?

These are the average salaries you might expect to earn in the culture and tourism sectors\*. Salaries are likely to be lower for new starters and higher for experienced workers.

- Waiting staff £14,850
- Kitchen assistant £15,400
- Housekeeping supervisor £17,300
- Chef £20,550
- Bar manager £20,900
- Artist £27,200
- Travel agent £20,000
- Museum curator £26,800
- Exhibition organiser £27,050
- Marketing officer £27,500
- Web designer £30,300
- Arts officer £37,150

\*Annual Survey of Hours and Earnings 2017 median salary rounded to nearest £50

## The local picture

How many people are employed in these sectors in our area?

**Birmingham** - accommodation services 3,930; restaurants and catering 28,000; arts, entertainment and recreation 11,100

**Bromsgrove, Redditch and Wyre Forest** - accommodation services 1,150; restaurants and catering 6,260, arts, entertainment and recreation 2,955

**Solihull** - accommodation services 2,395; restaurants and catering 6,650, arts, entertainment and recreation 1,890

**Southern Staffordshire** - accommodation services 1,820; restaurants and catering 14,250, arts, entertainment and recreation 4,595

'Hotspots' popular with visitors include the NEC and Birmingham Airport near Solihull, the Library of Birmingham, Birmingham's Jewellery Quarter, Cannock Chase, West Midlands Safari Park and the Severn Valley Railway. But there are many other places to work in this sector including Michelin-starred restaurants, spa hotels and festivals.

Source: Business Birmingham

## Large and valued employers in the area include:

Drayton Manor Park | Cadbury World | hogarths | Villa Park | Birmingham Airport | West Midlands Safari Park | National Exhibition Centre (NEC) | Tamworth Snowdome | Severn Valley Railway | Library of Birmingham | Avoncroft Museum of Historic Buildings | Principal Hotel Company | Premier Inn | Genting Arena | Mitchells and Butlers | National Trust | Sea Life Centre | Birmingham Hippodrome | Pirelli Stadium

## Getting in

There are several routes into a career in culture or tourism and you don't necessarily need specific qualifications to start – if you can show dedication and enthusiasm, the chances to progress are often there. Those who do a degree in a subject related to tourism, hospitality and leisure management or who gain a place on a graduate training scheme may be able to start higher up the ladder but it's possible to also reach management positions through vocational qualifications or an apprenticeship route.

## Types of apprenticeships include:

events assistant, travel consultant, outdoor activity instructor, hospitality manager, commis chef, creative venue technician, digital marketer, lifeguard, live event rigger, golf course manager, museum assistant, customer service adviser.

Work experience can be a good way of working out which roles you're most suited to and can improve your chances of securing that first job.

## Finding out more

[www.careerscope.uk.net](http://www.careerscope.uk.net)

[www.hospitalityguild.co.uk](http://www.hospitalityguild.co.uk)

[www.ccskills.org.uk/careers/advice](http://www.ccskills.org.uk/careers/advice)

[www.creative-choices.co.uk](http://www.creative-choices.co.uk)

[www.bubble-jobs.co.uk](http://www.bubble-jobs.co.uk)

[www.getingofar.gov.uk](http://www.getingofar.gov.uk)