

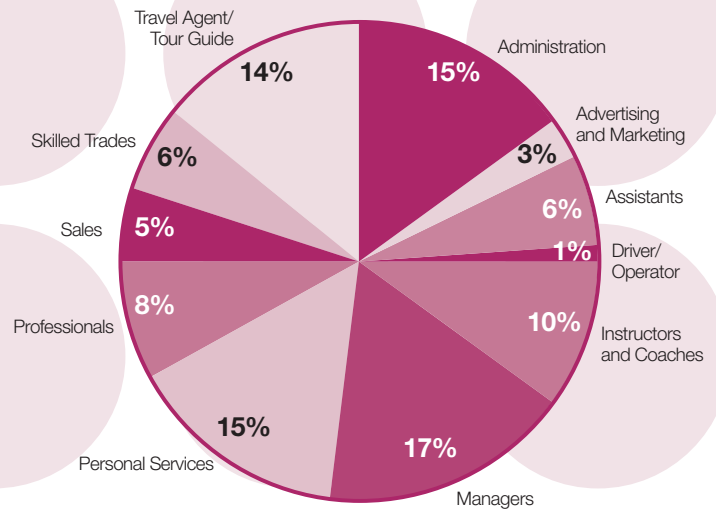


## Travel and Tourism

### What's happening?

- There is a relatively high concentration of tourism employment in East Hertfordshire and St. Albans. This reflects the importance of the county's market towns and historic city to the travel and tourism industry.
- Spending can be influenced by world events. For example, the foot and mouth outbreak in 2001 had a significant impact for tourism based in rural areas.
- Employment in the industry is growing. Other types of work, such as farming and other land-based industries, are diversifying into the leisure and tourism industries.
- It is a sector with traditionally high labour turnover rates and a young workforce (34% under 25). The turnover 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. Tour operators also require good ICT skills, as internet use is becoming more common in the industry.

### Who does what?



Source: Labour Force Survey 2006, © Crown Copyright. Figures are for England

### Numbers employed locally

Hertfordshire	13,500
London & South East	343,000
Great Britain	1,073,100

Source: Annual Business Inquiry, 2005, © Crown Copyright. Figures do not include the self-employed, people under 16 or trainees without a contract of employment. Figures are rounded to nearest hundred.

### How much will I get paid?

Remember – many jobs will demand minimum entry qualifications. Those earning high salaries are usually well qualified and experienced and will continue to learn throughout their working life.

	Average annual salary
Travel Agency Manager	£33,157
Travel Agent, Travel/Tour Guide, Air/Rail Travel Assistant	£16,272

Source: Annual Survey of Hours & Earnings 2005, © Crown Copyright. Salary rates have been calculated using the average, gross pay (before deductions) for full-time workers in the UK.



## What we think will happen

- It is estimated that 12,000 jobs in many types of employment are likely to be created as a result of London being awarded the 2012 Olympic Games. Local opportunities will be generated as Hertfordshire will host the canoe and kayak slalom at Broxbourne.
- Apprenticeships, such as the 'Travel Training Programme', 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.
- Employers will continue to demand workers with skills in customer handling, communication and problem solving.
- The proportion of self-employed in this sector is expected to continue to decline.
- The industry needs good calibre management entrants. Employers intend to develop a professional management scheme in order to do this. This means that in future, there will be more opportunities for career progression.

## Is this you?

- Good communication skills
- Enjoy working with people
- Have stamina and enthusiasm
- Good at problem solving

## What local students did in 2006

In 2006 a total of 1,383 Year 11 local school leavers entered full-time employment or work-based training. Of these, 7 went into travel and tourism related work.

Source: Connexions Hertfordshire 2006.

## Some job suggestions

- Resort Representative
- Travel Consultant/Travel Agency Clerk
- Travel Courier
- Tourist Information Centre Assistant

## Next steps...

### If you're serious about this type of work - FIND OUT MORE!

Use your Connexions area or visit your local Connexions Centre or One Stop Shop for information about jobs; qualifications; local training; further and higher education; skills and personal characteristics; rates of pay and working conditions; local, national and international employers.

## Really useful websites and resources!

People 1st. the Sector Skills Council for the hospitality, leisure, travel and tourism industries

– [www.people1st.co.uk](http://www.people1st.co.uk)

Creative and Cultural Skills, the Sector Skills Council for the arts, museums, galleries, heritage, craft and design

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

Visit Britain (information on the UK tourism industry)

– [www.visitbritain.com/ukindustry](http://www.visitbritain.com/ukindustry)

Apprenticeships – [www.apprenticeships.org.uk](http://www.apprenticeships.org.uk) or call the **helpline on 08000 150600**

E-Clips (information about careers and lifestyle issues)

– [www.connexions-hertfordshire.co.uk](http://www.connexions-hertfordshire.co.uk)

Fast Tomato (interactive careers guidance)

– [www.hertsft.com](http://www.hertsft.com)

Jobs4u (careers database)

– [www.connexions-direct.com/jobs4u](http://www.connexions-direct.com/jobs4u)

Working in Booklets – case studies of people in a variety of jobs. Try your Connexions area, or download them from

[www.connexions-direct.com](http://www.connexions-direct.com). Go to careers>career resources>download publications>Working In.

**Please contact your Connexions Personal Adviser for further information and advice.**

**Freephone: 0800 389 3258 • [enquiries@connexions.hertscc.gov.uk](mailto:enquiries@connexions.hertscc.gov.uk) • [www.connexions-hertfordshire.co.uk](http://www.connexions-hertfordshire.co.uk)**

**The information in this leaflet can be made available in other languages and formats. Contact the Information Team on 01462 704 914.**

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