

strategy to bring in 4 million extra overseas visitors over the next four years, making the most of opportunities such as the 2012 Olympics and Diamond Jubilee.

- The Government wants to increase domestic tourism, boost visitor expenditure and help UK tourism compete more effectively in the international market. It also wants to increase numbers of UK residents holidaying at home. This could create 50,000 new jobs across the UK.
- Aims are to improve productivity and staff and management skills through additional apprenticeships and training courses.
- Also to use new technology such as i-phones and android apps as well as websites, to widen access to tourist information and availability in different languages.
- Tourist Boards may change with the Government and private tourist firms (e.g. hotels, restaurants) co-operating with each other to promote visitor destinations across the UK.
- A new industry taskforce will look at cutting 'red tape' and regulations which may be holding the industry back.
- People 1st and GoSkills Sector Skills Councils have merged to achieve a more integrated approach to passenger transport operations, travel and tourism to provide a better welcome for visitors.

Jobs – where to look?

Travel and tourism jobs may be advertised in local or regional papers or specialist journals. Visit your local Jobcentre Plus or search www.direct.gov.uk/jobsearch for 'travel' and 'tourism' jobs. Some may be filled by agencies. Look in Yellow Pages under 'recruitment consultants' or search www.yell.com See also

www.travelweekly.co.uk
www.newfrontiers.co.uk
www.traveljobsearch.com
www.e-tid.com

www.travelindustryjobs.co.uk
www.ttgdigital.com
www.alltraveljobs.co.uk
www.yorkshirejobstoday.co.uk

More information

People 1st (Sector Skills Council)
UKSP (Careers information)
Institute of Travel and Tourism

www.people1st.co.uk
www.uksp.co.uk
www.itt.co.uk

Need more help?

For advice on learning and work, search online for National Careers Service or call **0800 100 900**

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Plain Guide to Employment and Skills

Travel and Tourism

This leaflet covers travel and tourist services but the wider tourism industry includes hotels and self-catering holiday accommodation, restaurants, catering services and visitor attractions. It is closely linked with passenger transport such as airlines, cruise ships, ferries, railways, coaches. See also the Plain Guide leaflets on [Catering and Hospitality](#) and [Driving Jobs](#).

Typical job titles include:

Travel agent/adviser	Resort representative
Travel consultant	Tour manager/courier
Travel agency manager	Tourism officer
Tour guide	Tourist information officer
Tour operator	Tourist board manager

Where are the jobs?

Travel services include travel agents and tour operators who may specialise in holiday or business travel, ticketing agencies and currency exchange services. They may work in high street shops, in contact centres or offer online travel services. Resort representatives and tour managers usually work abroad. Tourist services support tourism in the UK and include national and regional tourist boards, tourist information centres, tour managing, tour guiding and domestic tour operators, for example, coach tour operators.

Working hours

Part-time, temporary and seasonal work is common in this industry, as is working different shift patterns. Some jobs involve working long hours and/or living away from home.

Pay

Depends on type of employer, location and levels of experience or responsibility involved. In some jobs, staff can earn commission on sales, or get concessions on travel fares.

Typical full-time salaries:

Travel agent/adviser	£13,000 - £25,000
Travel agency manager	£26,000 - £30,000+
Tour operator	£11,000 - £24,000
Tour manager	£15,000 - £20,000
Resort representative	£16,000 - £24,000
Tourist information officer	£16,000 - £20,000
Tourist board manager	£28,000 - £35,000

Skills

People who like

Working with the public
Being part of a team
Providing a service
Taking responsibility
Marketing and selling
Using IT
Planning and organising

People who are

Good communicators
Good at solving problems
Resourceful
Calm under pressure
Smart, well presented
Able to deal with
paperwork and computers

There are skill shortages in customer service and foreign languages.

Qualifications and training

- There are jobs at all levels in travel and tourism services. For information on the range of jobs and qualifications, see www.uksp.co.uk
- Most travel service companies provide extensive training and there are opportunities to progress within the industry. Many people enter through Apprenticeships.
- Tour guides may not need formal qualifications but good communication skills are essential.
- Examples of courses are the Level 2 and 3 Diplomas in Travel Services, Level 2 and 3 Diplomas in Travel and Tourism, Level 2 Certificate in Tourism Services and the Travel Agents Certificate (formerly ABTAC).
- There are also HNDs, foundation degrees and degrees in Travel and Tourism Management, Travel Agency Management, International Tourism Management. See www.ucas.com
- Those working in the industry can gain recognition for their qualifications and experience, through the Accredited Travel Professional Scheme. See www.travelprofessional.co.uk
- Research by Leeds City Region indicates that although travel and tourism courses are very popular, the number of related jobs in this region are limited and unlikely to grow much before 2015.

Current picture

- During 2009-2010 there was a 5% fall in numbers employed in travel and tourism with fewer vacancies for travel agency managers and tour guides. Numbers of people working as travel agents have remained relatively stable.
- Current challenges are reduced consumer spending, unfavourable currency rates, fuel prices and political problems in popular holiday destinations in North Africa and the Middle East.
- There are fewer travel companies following mergers. Thomson and First Choice merged to form TUI Travel, while Thomas Cook took over My Travel and is considering a merger with Co-op Travel.
- Business travel plays an important role in domestic and foreign travel sectors; there are signs that this is increasing again after the recession.
- Domestic tourism is a very important sector of the UK economy, bringing in £90 billion each year and providing 1.36 million jobs.
- National and regional tourism bodies promote and develop tourism to attract domestic and overseas visitors. Tourism in Yorkshire provides jobs for nearly a quarter of a million people.
- Research by Welcome to Yorkshire, the official tourism agency, shows that the most popular destinations are Scarborough, York and Leeds.
- Tourism is an important part of Hull and East Yorkshire's economy bringing in £615 million a year and providing 15,000 jobs.
- According to People 1st, the Sector Skills Council, 95,100 people worked in travel services, 28,800 worked in tourist services and 9,900 worked at visitor attractions, in the UK during 2009/10.
- The travel and tourism workforce is well-qualified; 35% have level 4 and 24% have level 3 qualifications. 62% are female, 90% are white and the majority are aged between 20 and 39 years and working full-time. Labour turnover is around 17%.
- In 2009, there were around 7,200 people working in travel and tourist services in Yorkshire and the Humber. This included 4,600 travel agents and 1,200 travel and tour guides.
- There are more jobs for travel service workers in London and the South East and 50% of all domestic tourism spending is in London.

Future trends

- Selling holidays is likely to be more difficult this year and in 2012 as many people have less disposable income.
- Longer term, predictions are for jobs in travel and tourism to increase. Growth will be affected by the economy, and other factors such as technological change, environmental concerns, Government policy or unknown events.
- By 2020, British tourism is expected to employ 1.5 million people directly and 2.9 million indirectly, for example, jobs with suppliers to the industry.
- The Government Tourism Policy document, published in March 2011, outlines a