

# Hospitality

## What is the Hospitality Sector?

The hospitality sector includes businesses ranging from hotels and other types of accommodation to bars, restaurants, cafes and nightclubs.



Average annual salary  
**£21,900**



Percentage of GM workforce working in this sector

**6%**

(86,000 employed)

Approximate number of GM employers

**8,200**



Who might you work for?

- [Whitbread](#)
- [Sodexo](#)
- [Britannia Hotels Limited](#)
- [Fridays](#)
- [McDonalds](#)
- [Stonegate Group](#)
- [Marriott International](#)



Soft skills

- Customer service / People skills
- Passion
- Commitment
- Communication skills
- Flexibility
- Teamwork
- Cultural awareness
- Time management
- Professional integrity
- Multi-tasking

Want to know more? - [Check the journey to this career](#) or visit the hospitality [jobs board](#).



## Workplace trends

- Predominately a younger workforce.
- Welcomes a diverse workforce.
- Hospitality can be a 'lifetime career' with fantastic career development.
- A great sector to experience different cultures and people.
- Underrepresentation of females working in the chef profession.

## Roles that GM employers are currently recruiting for

- Kitchen and Catering Assistants
- Chefs
- Managers and Proprietors
- Bartenders
- Waiting Staff
- Receptionists
- Sales
- Customer Service
- Programmers and Software Developers

## Shortage and in demand roles

- Chefs
- Kitchen and Catering
- Housekeeping
- Barista
- Bartenders
- Supervisors and Managers (front and back of house)
- Event Management
- Security
- Lighting and Sound Engineers

- Many employers are enhancing wider staff benefits such as vouchers, special offers and access to leisure facilities.
- Health and wellbeing is a focus.
- Many employers are signing up to recognised schemes, like 'The Hoteliers' Charter' so they can better support their employees.



## Types of qualifications

L1-2 college courses, NVQs, BTECs, diplomas and degrees.

Catering and hospitality apprenticeships (from L2-7).

University degrees in Event Management or International Hospitality Management.

T Levels to be launched in GM in 2023.

## What do I need to start my career?

Generally, no experience required for entry roles.

Specialist/technical roles such as professional chefs require a qualification such as Level 4 Diploma in Professional Culinary Arts. You can learn while you work as apprenticeships are widely used for entry level roles.



## What does the future hold for this sector?

- Internet of Things (IoT), Artificial Intelligence (AI).
- e.g., Smart hotels, transforming booking systems, supply systems, housekeeping schedules etc.
- Software Developers and Data related roles in demand to innovate sector.

