...in Administration

POSSIBLE OCCUPATIONS
- Corporate Administrator
- Public Relations Director
- Financial Relations Agent
- Human Resources Executive
- Legal Administration
- Property Acquisitions
- Sales Manager
- Tour & Agency Manager

WORK SETTINGS
- Amusement Centers
- Casinos
- Cruise Companies
- Fitness Facilities
- Food Service Industry
- Hotels
- Lodging
- Resorts
- Restaurants
- Sporting Clubs
- Stadiums
- Theaters
- Theme Parks
- Timeshares

PREPARATION STRATEGIES
- Take courses in labor relations, industrial psychology, personnel management, public speaking, organizational behavior, business, communications, management, and law.
- Gain experience in decision-making, planning, budgeting, and personnel issues through an internship or co-op.
- Be a leader in student organizations and professional associations.
- Be prepared to work “up from the bottom” to gain experience.
- Gain experience in working with budgets, meeting deadlines, and supervising others.
- Plan to be flexible geographically.

...in Advertising

POSSIBLE OCCUPATIONS
- Advertising Director
- Development/Planning
- Illustrator
- Product Designer
- Promoter
- Publicity Specialist

WORK SETTINGS
- Amusement Centers
- Convention Centers
- Entertainment Industry
- Festival Organizations
- Leisure Organizations
- Public/Private Corporations
- Resorts
- Special Event

PREPARATION STRATEGIES
- Gain competency in a variety of computer graphics programs.
- Consider a public relations or marketing minor.
- Volunteer to advertise/promote events for parties, outings, and organizations.
- Include classes in marketing, promotions, advertising, public relations, and business.

...in Marketing

POSSIBLE OCCUPATIONS
- Communication Specialist
- General Sales
- Market Researcher
- Marketing Director
- Meeting & Convention Sales

WORK SETTINGS
- Entertainment Industry
- Food Service
- Historical, Cultural & Natural Attractions
- Hospitality Companies
- Non-profit Organization
- Reservation Companies

PREPARATION STRATEGIES
- Gain competency in a variety of computer programs.
- Gain experience in customer service and communications skills.
- Learn about geography and international travel regulations.
- Consider a foreign language or business minor.
HOTEL/RESTAURANT INDUSTRY  What I can do with this degree...

...in Site Management

POSSIBLE OCCUPATIONS
• Facility Manager
• Kitchen Management
• Production Supervision
• Property Manager
• Rooms Management

WORK SETTINGS
• Entertainment industry
• Food service
• Historical, cultural & natural attractions
• Leisure organizations
• Lodging
• Resorts
• Restaurants
• Special event & festival organizations

PREPARATION STRATEGIES
• Develop a strong foundation in administration and customer service.
• Gain an ability to make quick and independent decisions.
• Create a network in the industry to establish contacts
• Take leadership roles in student organizations and budget experience.

...in Special Events

POSSIBLE OCCUPATIONS
• Activities Planner
• Convention/Trade Show Planner
• Entertainment Event Planner
• Recreation Manager

WORK SETTINGS
• Convention Centers
• Cruise Companies
• Entertainment Industry
• Local government
• Non-Profit Sector

PREPARATION STRATEGIES
• Gain an ability to make quick and independent decisions.
• Prepare interpersonal and public speaking skills.
• Be creative and have good planning and organizational skills.
• Gain experience through planning activities/events for civic/community organizations.
• Learn how to do fund-raising.
• Gain experience working with budgets.

...in Other Areas

POSSIBLE OCCUPATIONS
• Community Relations
• Travel Information Specialist
• Writer/Editor of Guides & Journals

WORK SETTINGS
• Government
• Magazines
• Tourism Bureau
• Trade Journals

PREPARATION STRATEGIES
• Experience living abroad.
• Gain an understanding of world history, geography, and international travel regulations.
• Study and gain an in-depth knowledge of the industry trends.
• Consider a journalism minor.
• Work for your student newspaper, write for student organization newsletters, or work in publications areas at your college.
• Learn about etiquette and social customs.
PROFESSIONAL ORGANIZATIONS

American Bed & Breakfast Association
P.O. Box 1387 Midlothian, VA 23113
(800) 769-2468

American Hotel and Motel Association
1201 New York Avenue N.W., Suite 600
Washington, DC 20005

Council of Hotel and Restaurant Trainers
P.O. Box 211
Avon by the Sea, NJ 07717

The Hospitality and Information Service
Meridian House
1630 Crescent Place N.W.
Washington, DC 20009

Hospitality Sales and Marketing Association International
1300 L Street NW, Suite 1020
Washington DC 20005

National Association of Black Hospitality Professionals
P.O. Box 8132
Columbus, GA 31908

National Restaurant Association, Educational Foundation
1200 Seventeenth Street NW
Washington DC 20036

Tourist House Association of America
RR 1, Box 12A
Greentown, PA 18426

OTHER SOURCES OF INFORMATION IN THE CAREER LIBRARY

• Occupational Outlook Handbook
• DISCOVER
• O*NET
• Best Jobs for the 21st Century
• Hotel and Motel Management Careers

WEBSITES

Information for this handout compiled from:
Career Services at The University of Tennessee, Knoxville & Florida State University Career Services.