

# CAREER Mapping

## HOSPITALITY AND TOURISM MANAGEMENT

### WHERE HOSPITALITY AND TOURISM MANAGEMENT FITS IN THE WORLD

Tourism and hospitality industries are among the largest industries in the world, supporting 7.8 million U.S. jobs and accounted for 11 percent of all U.S. exports and nearly a third (32 percent) of all U.S. services exports. Tourism and hospitality are at the forefront of change and offer ample opportunities for creativity and entrepreneurship (e.g., Social media and big data are generating new jobs in hospitality and tourism; digital and shared economy creating many new opportunities for enterprising graduates). The tourism and hospitality sector is the No. 1 small business employers in the United States. Careers in hospitality and tourism management provide fun and happiness for people around the world. The transferrable skills obtained span careers within and beyond those industries which include lodging, events, beverages, food, travel and much more.

### TECHNICAL SKILLS:

Commercial acumen  
Sales and marketing skills  
Hotel operation competency  
Human resource management  
Cultural awareness  
Food and beverage management  
Multitasking  
Influence  
Team leadership

### POSSIBLE INDUSTRIES

Lodging  
Beverage  
Gaming  
Restaurant  
Event Management  
Travel/Tourism/Leisure  
Agritourism  
Retail  
Property Management  
Law

### DAY IN THE LIFE

- Providing an experience that adapts to customers' cultural preferences, as well as, expectations set by specific industry and location.
- Provides opportunity to lead teams within the work place and have an impact on the surrounding communities from local to international.
- Analyze data in forecasting business performance on a daily basis.
- Requires the ability to work face to face as well as remotely to meet/exceed expectations of business and customer.
- Manage and communicate with and between numerous complimentary business units (e.g., sales, marketing, accounting, legal, human resources, finance, technology, facilities).
- Coordinate all aspects of events servicing anywhere from ten, to several thousand people.

### CAREER COMPETENCIES:

Being resilient  
Organizational savvy  
Values differences  
Communicates effectively  
Collaborates  
Customer focus

Situational adaptability  
Plans and aligns  
Resourcefulness  
Cultivates innovation  
Global



## HOSPITALITY AND TOURISM MANAGEMENT CAREER PROGRESSIONS

Salary data pulled in January 2020 from salary.com using Oklahoma City averages and national averages in parenthesis.

**ENTRY LEVEL HOSPITALITY AND TOURISM PROFESSIONALS**  
EVENT PLANNER \$59,861 HOTEL MANAGER ASSISTANT \$54,613 ASSISTANT GENERAL MANAGER \$40,427



**JUNIOR LEVEL HOSPITALITY AND TOURISM PROFESSIONALS**  
EVENT MANAGER \$75,358 HOTEL RESIDENT MANAGER \$69,328 RESTAURANT MANAGER \$50,709



**SENIOR LEVEL HOSPITALITY AND TOURISM PROFESSIONALS**  
EVENT DIRECTOR \$117,771 HOTEL MANAGER \$101,825 REGIONAL RESTAURANT MANAGER \$87,545

### SAMPLE ENTRY LEVEL JOB TITLES

Airline Reservation Agent  
Chef  
Event Planner  
Menu Design Consultant  
Butler/Housekeeper  
Cruise Director  
Menu Planner  
Service Manager

Tourism Coordinator  
Caterer  
Conference Planner  
Facilities Manager  
Country Club Manager  
Travel Agent  
Food and Beverage Manager

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## POTENTIAL EMPLOYER SAMPLE

Aimbridge Hospitality  
 Anheuser-Busch  
 Atrium Hospitality  
 Baltusrol Golf Club  
 Benchmark, A Global Hospitality Company  
 Bohemian Club  
 Braum's  
 The Broadmoor  
 Champion Hotels  
 Chickasaw Nation  
 Copper & Kings American Brandy Company  
 Coury Hospitality  
 CTI Foods  
 Deloitte  
 Destination South Meetings and Events  
 E.&J. Gallo Wineries  
 Express Employment Professionals  
 Firehouse Subs  
 Fisher Investments  
 Flint Hills National Golf Club  
 Four Seasons  
 Gecko Hospitality  
 Gaillardia Country Club  
 Glazer's Distributors  
 Grgich Hills Estate Winery  
 Hal Smith Restaurant Group  
 HelmsBriscoe  
 The Hershey Company  
 Hilton  
 Hilton Revenue Management Center  
 Hudson Capital Properties  
 Hyatt  
 InterContinental Hotels Group (IHG)  
 Island Hospitality Management  
 Jack Morton Worldwide  
 Love's Travel Stops  
 Life.Church  
 Marcus Hotels & Resorts

Marquee Event Group  
 Maritz Travel – A Maritz Global Events Company  
 Marriott International Inc. (instead of Marriott Corporation)  
 McNellie's Group  
 Meridian Technology Center  
 Mohr Partners, Inc.  
 New Century Hotels  
 Oklahoma City Golf and Country Club  
 Oklahoma State University Foundation  
 Panda Restaurant Group, Inc.  
 The Patriot Golf Club  
 Paycom  
 Promise Hotels  
 PepsiCo  
 Pappas Restaurants (instead of Pappadeaux Seafood Kitchen)  
 Provision Concepts  
 Raising Cane's Chicken Fingers  
 Remington Hotels  
 Regal Wine Company  
 Republic National Distributing Company  
 Rosewood Hotel Group  
 Southern Hills Country Club  
 Sun Mountain Sports  
 Stoller Family Estate  
 Tambourine  
 TenantBase  
 Tulsa Country Club  
 Tyson Foods, Inc.  
 Van Duzer Vineyards  
 Vast  
 VisitDallas  
 Walmart Stores  
 Weidner Apartment Homes  
 White Lodging  
 Wine Warehouse California

## PROFESSIONAL ORGANIZATIONS

National Restaurant Association  
<https://www.restaurant.org/Home>  
 American Hotel and Lodging Association  
<https://www.ahla.com/>  
 Meeting Professionals International  
<https://www.mpi.org/>  
 Club Managers Association of America  
<https://www.cmaa.org/>  
 Professional Convention Management Association  
<https://www.pcma.org/>  
 The Court of Master Sommeliers  
<https://www.mastersommeliers.org/>  
 Wine and Spirit Education Trust  
<https://www.wsetglobal.com/>  
 National Society of Minorities in Hospitality  
<https://www.nsmh.org/>  
 Eta Sigma Delta  
<https://www.chrie.org/m/pages.cfm?pageid=3278>  
 Institute for Real Estate Management  
<https://www.irem.org/>

## STUDENT/OKLAHOMA STATE UNIVERSITY ORGANIZATIONS

Distinguished Chef Series  
<https://business.okstate.edu/html/distinguished-chef-series.html>  
 Hospitality Days  
<https://business.okstate.edu/html/hospitality-days/index.html>  
 Wine Forum of Oklahoma  
<https://wineforumofoklahoma.com/>  
 Craft Beer Forum of Oklahoma  
<https://craftbeerforumofoklahoma.com/>

## JOB RESOURCES

Bureau of Labor Statistics  
[www.bls.gov](http://www.bls.gov)  
 Bureau of Labor Statistics  
[bls.gov](http://bls.gov)  
 CNN Money  
[money.cnn.com](http://money.cnn.com)  
 AH&LA  
[www.ahla.com](http://www.ahla.com)  
 National Restaurant Association  
[www.restaurant.org/Home](http://www.restaurant.org/Home)

Travel and Hospitality is the **largest** small-business employer in the United States.

US Travel Association, March 2019

## CAREER RESOURCES FOR HOSPITALITY AND TROURISM MANAGEMENT

Hotel management  
 Restaurant management  
 Hospitality careers  
 Tourism careers  
 Property management  
 Event management  
 Revenue Management  
 Sales Management  
 Culinary/Chef



# CAREER Mapping

Tourism (which includes the hospitality industry) has experienced six consecutive decades of growth and ranks number three (3) as a worldwide export behind chemicals and fuel (UNWTO, 2018)



**EASTIN CENTER FOR CAREER READINESS**  
 Spears School of Business