

Tourism and culture in Coventry & Warwickshire

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the next step

The tourism industry - also known as the 'visitor economy' – is one of the fastest growing sectors in the UK and includes jobs in hospitality and catering, passenger transport, and attractions and services such as festivals, galleries and museums. There's a wide range of roles and local people who do jobs connected to tourism are playing an increasingly important role in supporting the local and UK economy.

Between 2014 and 2024, the hospitality and tourism industry needs to **recruit 1.3 million staff**: **25%** of those will be new jobs and **75%** to replace those who leave.¹



Calling all chefs!

It's one of the **top 3 jobs** in demand in Stratford-upon-Avon and Warwick and in the top 7 for the rest of Warwickshire.²



Future trends

The tourism industry is changing: more accommodation options, online apps and growing customer power means that more needs to be done to attract visitors. This also means raising standards which will create better quality and more permanent jobs.

Marketing plays a large role in tourism and jobs such as digital marketer are growing. There's also a high demand for graduates in leadership and management roles.

In demand:

chefs | **digital marketing specialists** | front of house staff | **waiting staff** | kitchen managers | **social media managers**

Skills and qualities

Some employers report that they struggle to find people with the right people or personal skills. Employers in these sectors are particularly looking for:

Communication
Planning & organisation
Customer awareness
Team working
Problem solving
Leadership
English
Reliability
Creativity
Enthusiasm
Languages
Flexibility
Initiative

What could you earn?

These are the average salaries you might expect to earn in the culture and tourism sectors.*

Waiting staff £14,850
Kitchen assistant £15,400
Housekeeping supervisor £17,300
Chef £20,550
Bar manager £20,900
Artist £27,200
Travel agent £20,000
Museum curator £26,800
Exhibition organiser £27,050
Marketing officer £27,500
Web designer £30,300
Arts officer £37,150

*Annual Survey of Hours and Earnings 2017 median salary rounded to nearest £50



For more information, visit: nationalcareersservice.direct.gov.uk or call a professional careers adviser on 0800 100 900 (8am – 10pm daily).



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The local picture

The top eight tourist attractions in Coventry & Warwickshire generate **£171 million** for the local economy – Stratford-upon-Avon receives more than **£5 million visitors a year** and as well as Shakespeare's heritage, the area is rich in the arts, history and motoring attractions.



How many people are employed in these sectors in our area?

40,000 people have jobs connected to tourism in Coventry & Warwickshire.³ Just over 7,000 are employed in accommodation services such as hotels and 20,500 in restaurants and catering with Warwick, Coventry and Stratford hotspots. Around 4,300 are employed in sporting activities and Stratford is a particular hub for creative, arts and entertainment jobs.



Large and valued companies in the area include:



Ricoh Arena | British Motor Museum | National Trust | Warwick Racecourse | Royal Shakespeare Company | Premier Inn | Warwick Castle | Coventry Transport Museum | Wroxhall Abbey | Nuneaton Museum and Art Gallery | Stratford-upon-Avon Butterfly Farm | Royal Pump Rooms | The MAD Museum | Warwick Arts Centre | Belgrade Theatre | Holiday Inn Kenilworth and Coventry | The Warwickshire Exhibition Centre | Talash Group (Head office)

Finding out more



www.careerscope.uk.net

www.hospitalityguild.co.uk

www.ccskills.org.uk/careers/advice

www.creative-choices.co.uk

www.bubble-jobs.co.uk

<https://shakespeares-england.co.uk>

www.conferencecoventryandwarwickshire.co.uk

*Annual Survey of Hours and Earnings 2016 median salary rounded to nearest £50

Routes in



There are several routes into a career in culture or tourism and you don't necessarily need specific qualifications to start – if you can show dedication and enthusiasm the chances to progress are often there. Those who do a degree in a subject related to tourism, hospitality and leisure management or gain a place on a graduate training scheme may be able to start higher up the ladder but it's possible to also reach management positions through the vocational qualifications or apprenticeship route.

Types of apprenticeships include:



events assistant, travel consultant, outdoor activity instructor, hospitality manager, commis chef, creative venue technician, digital marketer, lifeguard, live event rigger, golf course manager, museum assistant, customer service adviser.

Work experience can be a good way of working out which roles you most suited to and can improve your chances of securing that first job.