



## Visitor Economy

This Visitor Economy sector includes industries that are primarily engaged in the tourism and hospitality business, providing recreational, lodging, local transportation and entertainment services. Examples from this sector include fast food restaurants, hotels and motels, and theme parks. It also includes industries whose primary business is to arrange the logistics for transporting goods, people and utility services across areas

South West View



14,855

Businesses across the region



233,000

People are employed in this sector



8%

Forecasted growth to 2022

### JOB TYPES

Check below to see the types of jobs in this sector, the demand based on the number job advertisements in the past year and what salary you could expect to earn

Occupation	Advertised Salary	No. of Job posts
Administrative	£18,479	6,483
Chefs	£22,067	3,624
Book-Keepers	£20,820	3,458
Managers	£47,310	2,871
Sales and Accounts	£38,084	2,857
Customer Service	£18,559	2,305
Van Drivers	£20,956	1,970
Retail Assistants	£21,309	1,746
Catering Assistants	£16,111	1,123
Receptionists	£16,938	1,312
Finance Assistants	£21,629	958
Serving Teams	£20,553	956
Cooks	£18,982	877
Cleaners	£17,484	656
Catering Managers	£25,239	518
Conference Managers	£21,925	510
Bar Staff	£17,112	319
Sports Coach	£26,101	264

### SUBJECT AREAS

Get ahead in this sector by studying the following subjects



Business Administration



English



Accounting

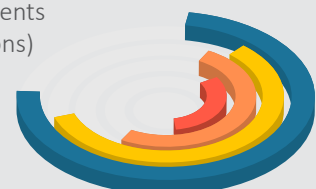


Marketing

### QUALIFICATIONS

21%

of job advertisements required a BA (Hons) degree



# Day in the life...

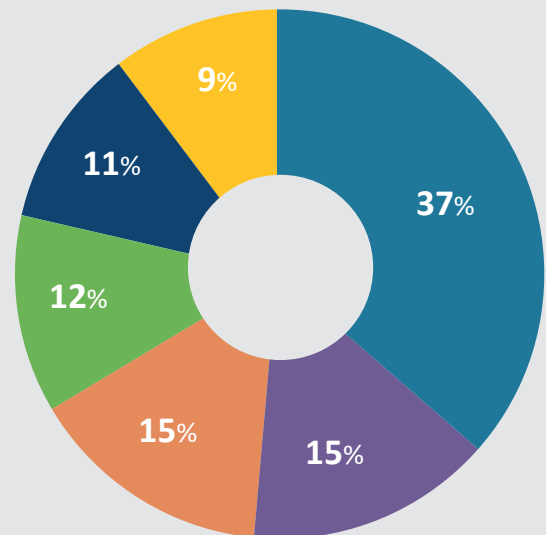


My current role involves line manging up to 20 apprentices both in and out of the kitchen. It's very much a mentoring role, ensuring our professional chefs are delivering the training we promise to our apprentices, whilst having an awareness of the constant demands of a busy wokring enviroment. A major aspect of my role covers attendance and disciplinary issues that might arise on any given day - kitchens can reach 'boiling point' at times and it's important to create and maintain the right enviroment for our apprentices to learn and flourish whilst at the same time exposing them to the pressure of a professional kitchen

- Training and Development Chef

## JOB SHARE

The chart shows the share of job types which are currently in demand for this sector



- Administrative
- Skilled Trades
- Managers, Directors and Seniors
- Sales and Customer Service
- Associate Professionals
- Elementary Occupations

## TOP EMPLOYERS

Based on the number of recent job advertisements these are the largest employers for this sector in your area

- National Health Service
- Devon County Council
- University of Exeter
- TESCO
- Boston Tea Party
- Fusion Lifestyle
- Hilton Worldwide
- Plymouth Univeristy
- Whitbread Restaurants Limited
- Loungers Limited



If you over 16 you can apply, apprentices should work for at least 30 hurs per week and an apprenticeship takes one and five years to complete, depending on the level and sector

### Apprenticeship Types

- Chef
- Bar and Waiting
- Hospitality and Catering
- Finance
- Hotel Receptionist



Want to speak with an National Careers Service adviser?

Call 0800-100-900 or webchat 8am to 10pm, 7 days per week

### SOURCES

Labour Insights, Burning Glass Technologies  
NOMIS  
Working Futures, UKCES



**prospects**

Inspiring People: Developing Potential