

GO!

A STUDENT GUIDE FOR WORK IN THE LEISURE, TOURISM & HOSPITALITY INDUSTRY



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GO! - Leisure, Tourism & Hospitality Work Experience/Placement Guide

About You and Your Placement

Name _____

Address _____

_____ **Postcode** _____

Telephone _____

Mobile _____

Email _____

School/college

Address of the above

_____ **Postcode** _____

Placement Provider

Address of the above

_____ **Postcode** _____

Telephone _____

Mobile _____

Email _____

Main Contact

Position _____

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Why the Leisure, Tourism & Hospitality industry?

Here's why!

A career in tourism, leisure and hospitality offers a good salary, travel opportunity and a great social life. It is the fastest growing industry in the world, and tourism is worth an estimated £74.6 billion per year in Britain alone.

As many as one-in-five newly created jobs in the UK are within the tourism industry, with a variety of opportunities available for people in the industry. A huge range of different job opportunities exist in sport, travel, heritage, leisure, tourism, and hospitality sectors.

Leisure, Tourism & Hospitality is a great industry for developing many skills such as:

- Management
- Customer service
- Craft skills
- Team work
- Communication

It is an industry that fundamentally exists to ensure people have an enjoyable experience, and it can be very rewarding to be part of.

An attraction of the industry is its variety and flexibility. Training usually happens whilst you are working, and a positive attitude and enthusiastic approach can prove to be as valuable as any qualification.

To ensure the continued expansion of the British tourism industry, we need switched on, smart, fresh managers to become future industry chiefs and decision makers.

Did you know?

- Leisure, Tourism & Hospitality is the one of largest employers in the West Midlands region accounting for over 248,000 jobs, which is approximately 10% of the regions employment. (*Advantage West Midlands 2003*)
- The Leisure, Tourism & Hospitality industry is one of the largest growth industries in the UK, with a predicted growth of employment in the industry of a further 12% by 2008 in the West Midlands. (*Impact Research, Oct 2003*)

To work in the leisure, tourism and hospitality industry it is not essential to gain a degree in order to make an impact. You should not be put off by a lack of qualifications when considering a career in the industry. Indeed, many top managers started at 'grass roots' level and worked their way up. That said, a qualification would go a long way towards strengthening a job application in any industry, particularly in one as competitive as Leisure, Tourism & Hospitality.

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If you want an exciting and stimulating career, you need to think about which area of the Leisure, Tourism & Hospitality industry best suits your personality. One of the best places to begin your entry into this sector is through a quality Work Experience/Placement.

The main aim of this guide is to help you understand more about the Leisure, Tourism & Hospitality and give you an insight into this dynamic industry.

Using the guide will help you from the beginning to the end of your Work Experience/Placement and also helps you record your experiences based on your time with the placement provider.

This pack has been written for the purpose of sharing resources and ideas in the Leisure, Tourism & Hospitality industry. It can be downloaded from www.finders-keepersuk.org.uk and duplicated as required.

The guides has been compiled and written by Adrian Richards from the Shropshire Education Business Partnership, and Caroline Morris form Walford & North Shropshire College.

Further Acknowledgements.

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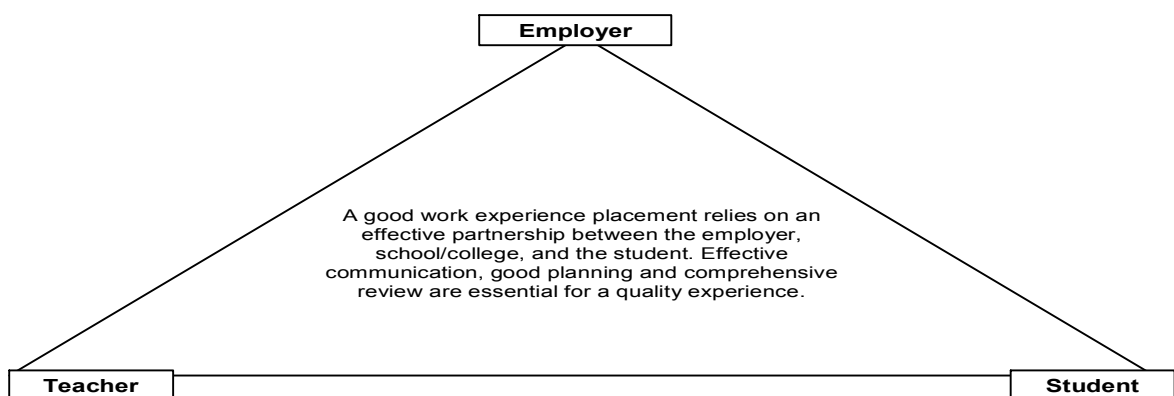
Getting the most out of your work experience/placement

If you are doing it just because you have to, you won't gain the most out of it. It is important that you think about what you want to achieve and then consider how you might make this happen. There are many benefits to a good work experience/placement, such as:

- a chance to improve and practice your skills and personal qualities;
- gaining evidence to prove your achievements and to contribute to your qualifications enabling you to make better informed choices about work that suits your skills, qualities and interest;
- recognition of the skills you've learned and being able to use them to your advantage when planning for future careers;
- gaining an up to date reference from an employer;
- adding real experience to your CV.

But to achieve these it is important that you have the right attitude from the start and recognise that the above list will benefit you personally.

It is important that, for any placement you are thinking of going to, your school/college is aware of the full details about the organisation and that appropriate approval has taken place **before** you start. **You** are a vital part of the process of any work experience/placement.



Your school/college will co-ordinate the approval process, but you must give them full details to ensure the following are done:

Has the placement undergone work experience/placement approval? If so when?

Is the placement approved? If not, do you have parental consent to go to the place of work?

Also, ensure that you have received a copy of:

"Be Safe! An Introductory Guide to Health & Safety". It is very important to read and understand the information in this guide.



Interview preparation

It is important to consider what you want to gain from the experience.

Below is an outline to prepare you for any work related interview. Your Careers Advisor/Work Experience Coordinator will be able to expand on this for you, and be available to offer further advice and guidance.

- To find out what's involved in a particular job
- To help with college/school/college
- To gain a Key Skills qualification

Pre-interview:

- Find out information about the company, if possible.
- Arrange your schedule to attend the interview, allow yourself plenty of time, and check transport arrangements
- Make sure your records are up to date and all of the data is correct, such as contact phone numbers, address, etc.

- To find out what working life is really like
- To practice using a range of skills
- To try out a job that you are thinking of doing in the future

Questions you may be asked by an employer:

- What do you know about the company?
- Why do you want to work here?
- What do you understand by customer service?
- What do you want to gain from work experience/placement?

→ To help decide what career to do in the future

Questions you may want to ask:

- What is planned for the work experience/placement placement?
- What does the organisation want me to wear?
- What training will be provided?

→ To gain future part-time or full-time work in the company

Things to take to the interview:

- Qualification certificates, Record of Achievement/Progress File, C.V. etc.
- Other important personal information that may be required, such as personal identification, bank details (if required), etc.
- Pen, pencil, paper.
- All of your contact details.
- Diary or filofax to organise your schedule and arrange start dates.

NB. Think about taking any information and items that will be relevant to the employer.

Make a note of any interview appointment details - there may be more than one.

Name of the organisation _____

Address: _____

Time _____ Date _____

Name of the person you will be meeting _____

Phone number of organisation _____

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Name of the organisation _____

Address: _____

Time _____ Date _____

Name of the person you will be meeting _____

Phone number of organisation _____

.....

Name of the organisation _____

Address: _____

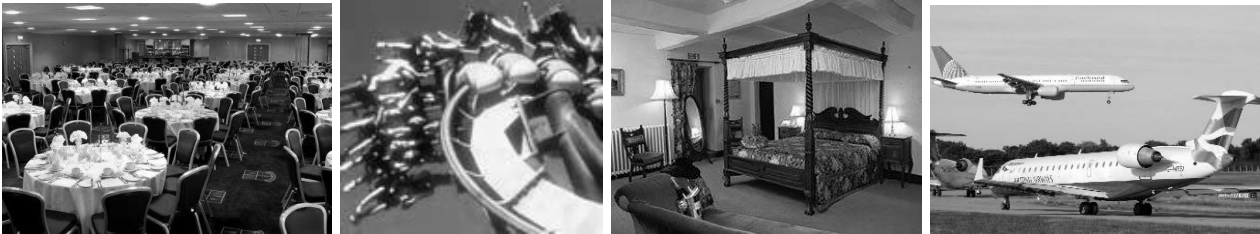
Time _____ Date _____

Name of the person you will be meeting _____

Phone number of organisation _____

Helpful Hints and Tips When Applying for Work

Choose the type of organisation where you would like to do your work experience/placement (e.g. travel agency, hotel, leisure centre, theme park, tourist information centre, etc).



Get a current list of names and addresses of key contacts from your tutor, training provider or careers office. Try your own personal contacts (e.g. Parents, family, friends), use the Yellow Pages or via local searches on the Web.



Do some research on each of your selected organisations so that you get a feel for the type of business that they are and the work opportunities that they may provide.



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Compile a letter of application making sure you have all the contact details correct and that you inform the employer why you would like to work there. (It may also be a useful exercise to enclose a CV with your letter for practice in applying for jobs in the future).



Even for work experience/placement some employers may require you to undertake a formal interview. This will help the employer understand what you are hoping to gain from the experience and allow them to get to know you prior to the placement. It is also good experience for future interview situations, and an opportunity for you to practice.



If you haven't had a response from the organisation it is a good idea to follow up your letter with a phone call. (Also having an idea of another organisation, even more than one, in case they are unable to offer you a placement).



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Do some research - find out about the company.

Make sure you turn up at the correct time (or even get to the appointment early!).

Dress smartly and appropriately - remember that first impressions count!

Be confident, courteous and friendly - e.g. smile, make eye contact, shake hands firmly, consider your own body language, etc.

Be prepared - think about some of the questions that you may be asked. If you're not sure then your tutors, careers advisors or parents should be able to help.

Be honest with your answers but don't undersell yourself either.

Think about the skills you already have and the areas that you'd like to develop and tell the employer (use *GO* to help you think about this). It is important to **SELL YOURSELF** for the position as there may be others also looking to take the same placement/job.

Thank the employer for their time. Find out how and when they will be contacting you to let you know if they will be offering a placement.

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Responsibilities

Use the following ideas below to ensure that you are able to get settled in with your host organisation, and then throughout your time with the company.

What employers want?

Employers want you to gain as much as possible from your time working with them. They are investing time and resources in supporting you so it is important that you recognise what they are looking for in you. Remember, if you impress your employers now, you may gain paid part-time/full-time work in the future! So what are employers looking for from candidates for work or work experience/placements? The following ideas came from a group of employers representing a range of Leisure, Tourism & Hospitality organisations - these are real requirements so it would be best not to ignore them!

- Show good timekeeping (this is really important!) - don't be late but also make sure you check when the correct times for breaks are. If you are delayed for any reason it is really important that you let someone at work know as soon as you can.
- Good personal appearance - dress appropriately for the organisation (check with your tutor or the employer if you are not sure what to wear) and that what you are wearing is in good repair.
- Make sure you are always neat and tidy.
- Behave respectfully to other work colleagues and to guests / customers.

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Responsibilities (continued)

- Be friendly and smile, even when you're nervous. Good eye contact is important.
- Be keen and prepared to learn, use your initiative.
- Follow instructions carefully.
- Be prepared to try new things and to fit in with the needs of the organisation.
- If you're not sure of something, ask.
- Don't chew gum!
- Make sure your mobile phone is switched off while at work.
- Make sure you are working in a safety conscious way - you have a personal and legal responsibility for yourself and other people in the work place, Health & Safety At Work Act 1974 (The employer will talk to you about the specific requirements for the Health & Safety in the organisation - make sure that you adhere to these).

The Responsibilities of the Employer

An individual organisation may have its own codes of conduct and policies regarding dress and behaviour - make sure you check these at your interview or in during the induction so that you know what these are.

What employers should provide:

- An induction within the first 2 days covering introductions to members of staff, policies and procedures etc.
- Health & Safety awareness within the first 2 days.
- A uniform where appropriate.
- A plan for your work experience/placement to show you when and where you'll be working.
- A review at the end of your placement.
- A work reference.
- A work based mentor to provide support and advice.

Checklist

Just make notes below relating to your place of work experience/placement. This will act as a reminder and also help when compiling any report/appraisal or for specific details for an application form/CV.

Action	Details
Name of organisation	
Address of organisation you'll be working with	
Contact person at the organisation	
Contact telephone number of the organisation	
Length of work experience/placement (specify dates)	
Check what times/days you'll be required to work	
Name of line manager and department you'll be in	
Travel arrangements	
What do you have to wear? Is uniform provided?	
Name and telephone number of work based mentor	

Don't forget!

Each organisation differs slightly in what information it requires from you before you start, so do check before you arrive if there is anything specific you are required to bring with you on your first day. Be prepared however, to give your host organisation the following information:-

- Do you have any special needs, allergies or medical conditions?
- Provide the name and address of your school/college with a contact person and telephone number.
- Provide details of who the organisation should contact in an emergency, as well as a school/college liaison who can be contacted about your placement.
- Some organisations require you give them the date of your last tetanus jab (if you are working outside and/or with animals).

While you are working within your work experience/placement provider you are a representative of their company. So be sure to act in a way that gives a positive impression of yourself and the company at ALL times. You won't be expected to know the answers to everything (you can always ask for help) but be positive, friendly and a professional attitude is really important within the Leisure, Tourism & Hospitality industry.

Collecting Evidence During Your Work or Work experience/placement

It is useful during your work experience/placement or part-time job that you record your experiences and keep a log that can be used to reflect the work you have undertaken.

This can be done in many ways:

- By keeping a personal written accounts or keeping a diary during the placement.
- Checklists or organisational logs to evidence any work that you have done (you may need to obtain permission from the organisation before you do this).
- Taking photographs of the activities that you have undertaken (you may need to obtain permission from the organisation before you do this).
- Certificates to show training and attendance at any courses that the organisation has required you to do during your time with them.

You can add to this further by asking the organisation for:

- Copies of promotional literature to compile a portfolio about the organisation in which you have worked. This may also be required for any projects and/or course work that any work experience/placement may require.
- Copies of company literature such as organisational charts, checklists, etc. Some of this information may not be available in some organisations, e.g. financial reports, etc.

- Witness testimonies from your supervisor, line manager or work based mentor relating to your work activities.
- A letter of reference relating to your work with the organisation.
- A letter of personal reference relating to your time with the organisation.
- Further information or comments from other members of staff, customers, suppliers, etc., that may provide further evidence of your work and interaction with different people during the placement.

Use the following pages to help you record the work that you undertake.

Work Experience

Placement Schedule

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Work Experience Placement Schedule

Use this to note the days and times that you are required by the organisation, and record any activities that you think may be of benefit for you at a later date (for report writing, evaluation, CV, Key Skills evidence, etc). Some Leisure, Tourism & Hospitality organisations may require you to work weekends - you must get permission from the school/college and/or your parent/guardian beforehand.

Week 1 Date	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Where? Which Department?							
Times							
Notes Task, jobs undertaken. Names of colleagues.							

Note - As a point of courtesy, toward the end of the placement remember to thank your host organisation.
- For any additional weeks number and date accordingly.

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Work Experience Placement Schedule (This can be photocopied to include any additional weeks as you require)

For additional weeks.

Week Date	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Where? Which Department?							
Times							
Notes Task, jobs undertaken. Names of colleagues.							

Activity Record Sheet

Use the following page to write notes about what you have done.

(This can be photocopied as many times as you require)

Describe the situation.

Date. _____

Describe what you did.

Describe what you have learned from this experience/activity.

Further Notes.

Counter Signed (by supervisor).....Date.....

Supervision Record/Testimony

During the work experience/placement ask your supervisor to observe you undertaking different tasks and activities.

The supervisor may use the guidance notes below in order to verify and record that you have achieved a competent level in order to carry out the task and/or activity.

Name of Candidate: _____ (Student Name)

Activity Undertaken (please provide a brief description)

(use the space below to describe the activity and/or task that that the student has been required to undertake as part of their role in the organisation. Outline what the activity/task involves, how the student is able to complete the activity/task, and comment on the skill development process that the student requires in order to fulfil this particular duty)

I confirm that I have seen _____ (Student Name) _____ complete this activity to a competent level.

Signed _____ Date _____ Position _____

Further Supervision Testimony sheets are on the next page.

Supervision Record/Testimony (This can be photocopied as many times as you require)

Name of Candidate: _____

Activity Undertaken (please provide a brief description)

I confirm that I have seen _____ complete this activity to a competent level.

Signed _____ Date _____ Position _____

.....

Supervision Testimony (This can be photocopied as many times as you require)

Name of Candidate: _____

Activity Undertaken (please provide a brief description)

I confirm that I have seen _____ complete this activity to a competent level.

Signed _____ Date _____ Position _____

Your Colleagues With The Company (This can be photocopied as many times as you require)

Use the guide below to take the opportunity to find out more about the people that you are working with, and aspects of their role within the organisation.

Name _____ Position _____

How long have they been with the company? _____Years_____Months

Give a brief outline of their role and responsibilities

Describe their background and why they chose to work in the Leisure, Tourism & Hospitality industry

What are the positive (if any) aspects to working in the Leisure, Tourism & Hospitality industry?

What are the negative (if any) aspects to working in the Leisure, Tourism & Hospitality industry?

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At The End Of Your Work experience/placement

Send a thank you letter to the organisation (see the example below).

1 Made Up Place
Nowhere Road
Notown
Shropshire
29th February 2003

Anne Example
Personnel Manager
The Leisure & Tourism Place
Happy Valley
Notown
Shropshire

Dear Miss Example,

Thank you very much for letting me spend two weeks working at The Leisure & Tourism Place in the different departments there. I found it both interesting and stimulating. I was particularly pleased to be able to work closely with your organisation and I was able to gain a valuable insight into a business and learn a great deal about the leisure and tourism industry. I feel that this will help toward my own studies and have been able to fully utilise the experience.

Please pass on my thanks to everyone that helped me especially (name those who helped you during the work experience/placement), who were very helpful during my time with you.

Yours sincerely,

Ann Other

