

# THANK YOU!

## ANY QUESTIONS OR FEEDBACK?

REFERENCES

INDUSTRY CONTEXT & METHODOLOGY

THEORETICAL  
FRAMEWORK



HOSPITALITY EDUCATION

# **HOSPITALITY EDUCATION: A PATHWAY TO CAREER SUCCESS?**

*Tourism and hospitality work(ers):  
new challenges in a globalised world.*

**24th Nordic Symposium in Tourism and  
Hospitality Research**

**MARIA GEBBELS; MSc, BA (Hons)**

**University of Brighton  
School of Sport and Service Management**

**Email: [m.gebbels@brighton.ac.uk](mailto:m.gebbels@brighton.ac.uk)**



# THANK YOU!

## ANY QUESTIONS OR FEEDBACK?

REFERENCES

INDUSTRY CONTEXT & METHODOLOGY

THEORETICAL  
FRAMEWORK



HOSPITALITY EDUCATION



# THEORETICAL FRAMEWORK



**Why do hospitality management graduates leave the hospitality industry?**





# **Proactive agents**

## **POWER OF BELIEVING I CAN**

**Individuals take charge of their lives, choices and decisions through having confidence to act.**

**It is the BELIEF in one's own capabilities that convinces us to undertake a certain task.**



# CAREER COMMITMENT

Source of occupational meaning

# CAREER COMMITMENT

Psychological **bonding** between an individual and chosen career

Long term **CAREER PROMOTION**

Affective concept, which depicts **identifying** with a series of related jobs in a **specific field of work**.

It is expressed in an ability to **cope with disappointments** in pursuing career goals



# CAREER AS LEGACY

**Careers** are shaped by the **family** one was born into, and **family members' occupations** and **socio-economic status** frame pre-career childhood experiences and expectations .

# Changing nature of CAREERS

**Individual** is in **control** of career choices and decisions

**Do-it-yourself** career managers

autonomy

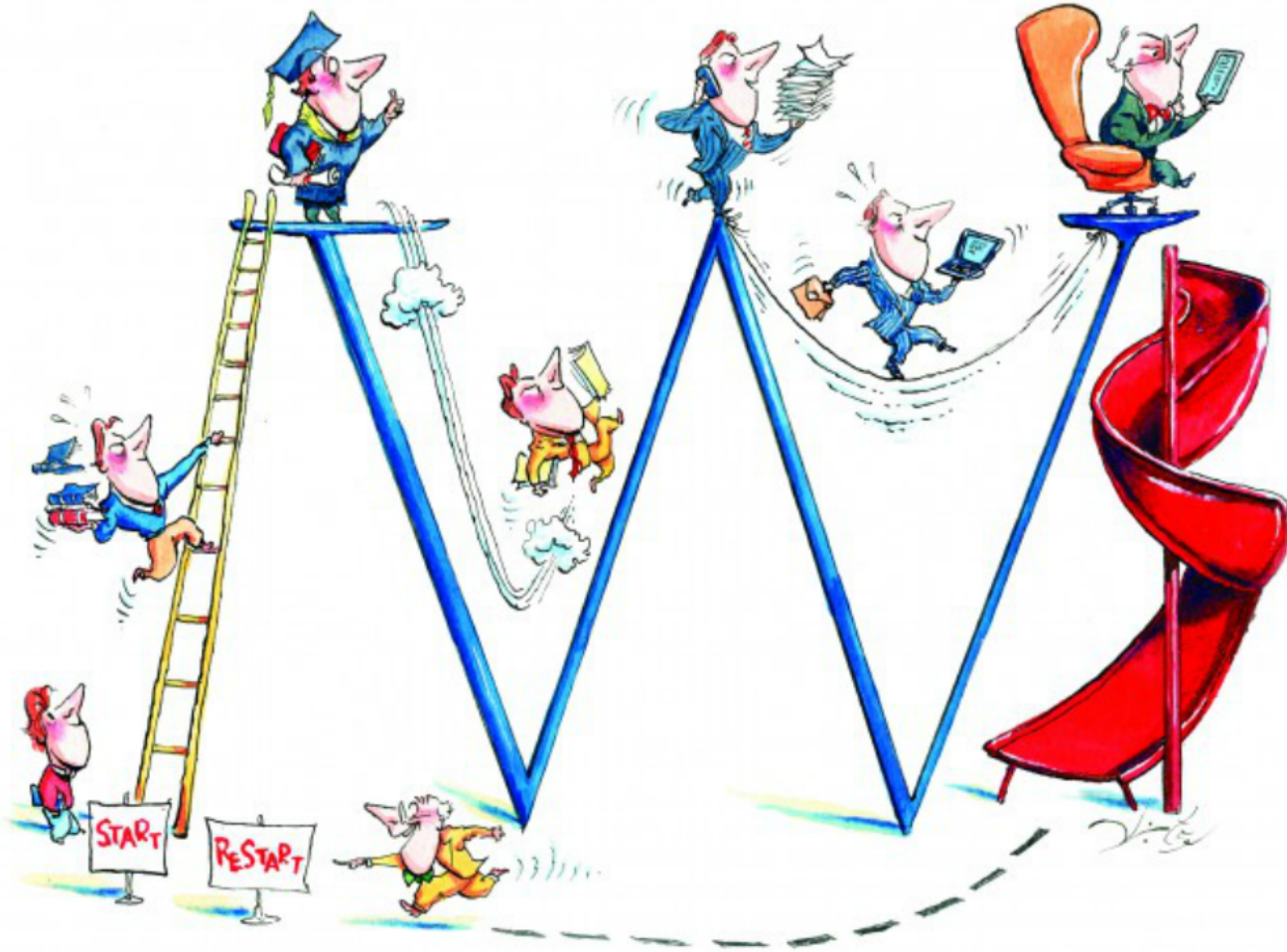
work-life balance

Redefinition of **career success**



The diagram illustrates the redefinition of career success. At the bottom, the text 'Redefinition of career success' is centered. From this central point, three blue arrows point upwards and outwards. One arrow points towards the word 'autonomy' on the left, another points towards 'work-life balance' on the right, and a third arrow points upwards towards the word 'success' in the central text above it.

# Career

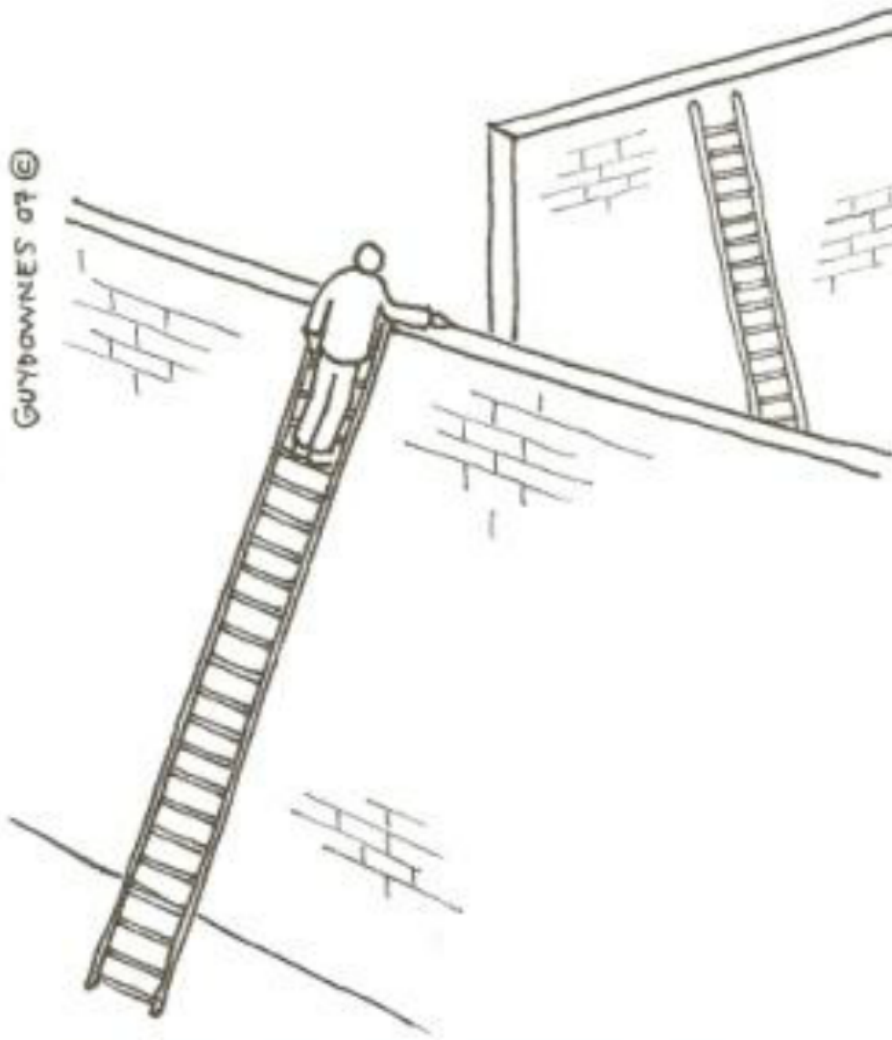


Career spans throughout one's life. Individuals, through their careers, try to identify themselves and their lives, and indicate how they want others to perceive them.

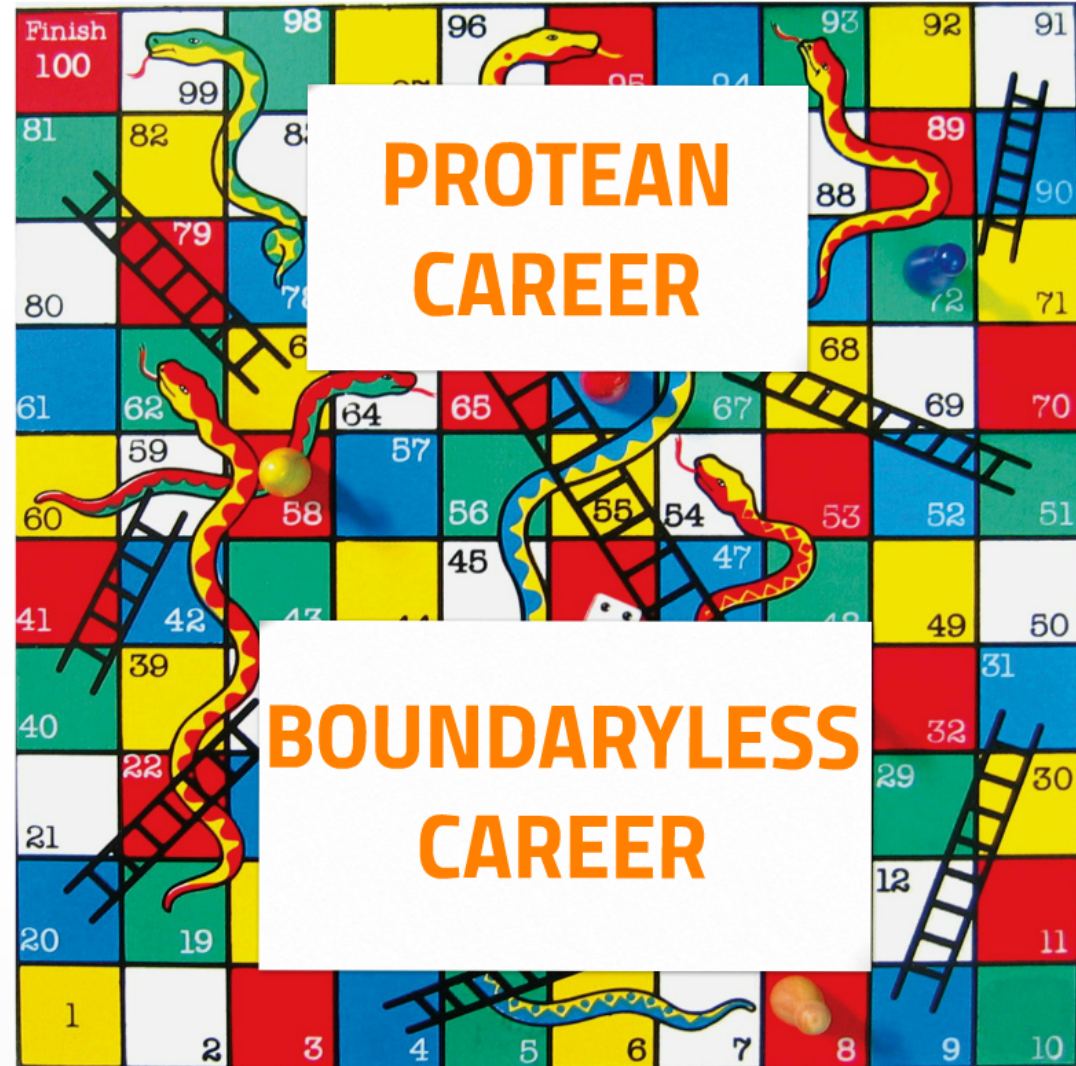
One's career is a major part of one's identity.



GUYBOWNES 07 ©



IMAGINE REACHING THE TOP OF THE  
CAREER LADDER ONLY TO REALISE  
YOU'RE LEANING AGAINST THE WRONG  
WALL



# Changing nature of CAREERS

**Individual** is in **control** of career choices and decisions

**Do-it-yourself** career managers

Redefinition of **career success**

autonomy

work-life balance

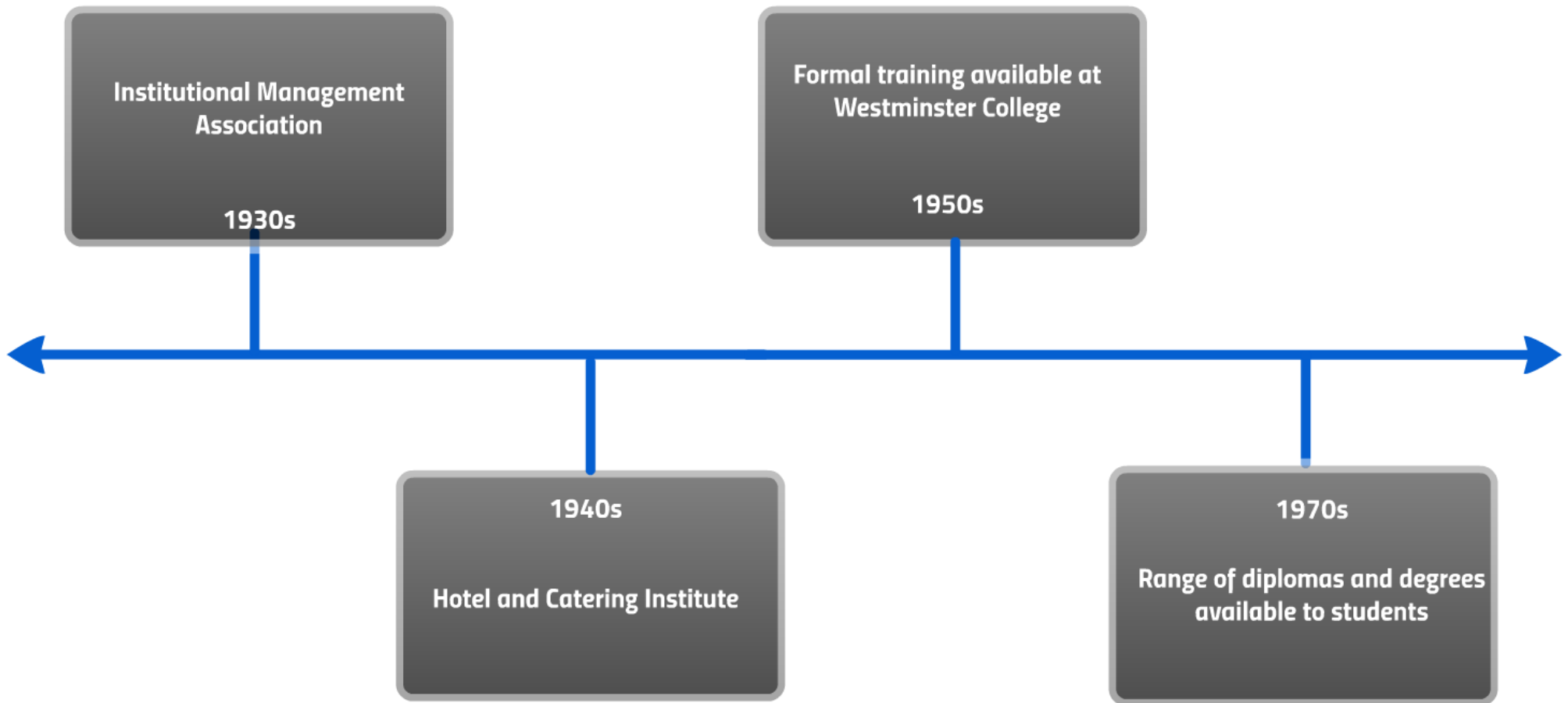
inner satisfaction



# **A PATH FOR CAREER SUCCESS?**



# Emergence of the subject of hospitality





**NEGATIVE  
PERCEPTION**



**CAREER  
OPPORTUNITIES**

4th largest employer      2.6 million jobs  
150 million customers  
**Hospitality  
industry  
in the UK**  
66,000 more managers required  
cost of £2.7 million a year



**STAFF  
RETENTION**

**THE CATERER** 



**4th largest employer**

**2.6 million jobs**

**150 million customers**

# **Hospitality industry in the UK**

**66,000 more managers required**

**cost of £2.7 million a year**





# LIFE HISTORY: the methodological approach

'all-round picture'



'life as a whole'

17 semi-structured  
interviews

**PARTICIPANTS**

Previously worked in  
the hospitality industry  
and  
graduated with  
a hospitality management  
degree in the UK

# Why study hospitality management?

**“the academic background helps you rationalise your decisions” (Martin)**

**Opens doors to managerial positions, and improve career prospects within the industry.**

**"if I wanted to get any kind of success within the industry, you know, let's say the high levels of management you need to have at least a minimum of a bachelor degree. So that was really sort of being a bit more logical and at least planning out some kinda career path" (Mark)**

# Benefits of a hospitality degree

Equipped graduates with life long skills, such as self-confidence, ability to deal with complex matters and challenging situations, patience, and maturity.

“opened my eyes towards business, and how to operate things”

“I suppose that was one of the things that I quite liked about the whole idea of hospitality degree, that you can come out of it, and while you're not a nurse, you're not a doctor, you have the experience, the kind of go off and work on a higher level” (Joanna)

**PARADOX**

“if you think of the hospitality degree at some point it seems like a business administration degree with a specialisation. So you still have sort of skills that can let you work in different industries, with better working hours, better compensation and more appreciation for the education that you've got. It is really easy actually for you to quit the hospitality industry” (Paul)

**GOING FORWARD**



# DISSONANCE: degree vs experience

**"when we started our studies we were told we need a degree these days in the industry, not just the work experience to actually move on; then you finish your studies and you're being told: it's nice you have a degree, but actually all that we are interested in is work experience" (Paul)**

**"they (hospitality employers) just want you with a basic knowledge, basic expectations, just wanting a job and this is what I faced when I tried to find a job in a hotel (after she graduates)" (Milly)**

# GOING FORWARD



# THANK YOU!

## ANY QUESTIONS OR FEEDBACK?

REFERENCES

INDUSTRY CONTEXT & METHODOLOGY

THEORETICAL  
FRAMEWORK



HOSPITALITY EDUCATION