

Deciding against a career in the hospitality industry:
some preliminary findings.

THANK YOU!
ANY QUESTIONS OR FEEDBACK?



CAREER PATHS: PRELIMINARY FINDINGS IN HOSPITALITY

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THANK YOU!

ANY QUESTIONS OR FEEDBACK?

REFERENCES

INDUSTRY CONTEXT & METHODOLOGY

THEORETICAL
FRAMEWORK



PRELIMINARY FINDINGS

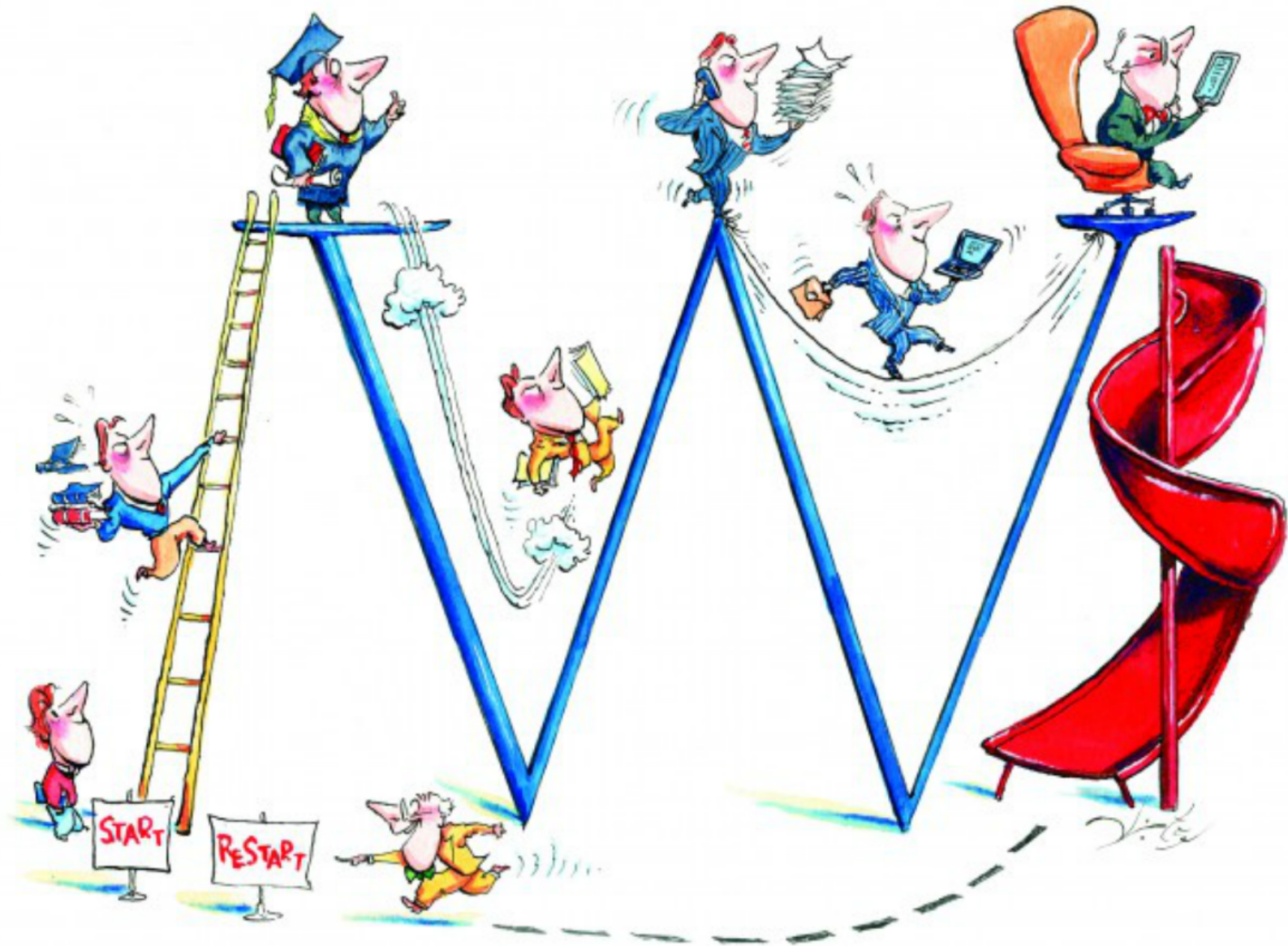
Changing nature of CAREERS

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

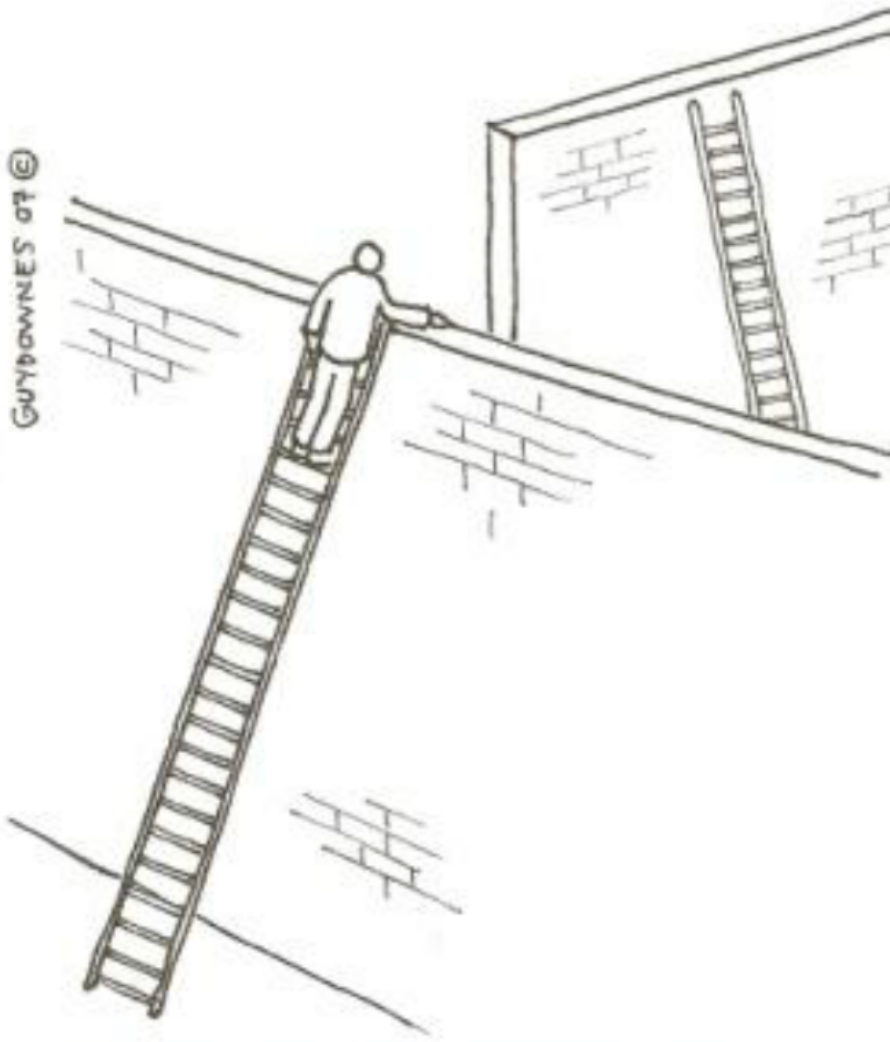
Do-it-yourself career managers



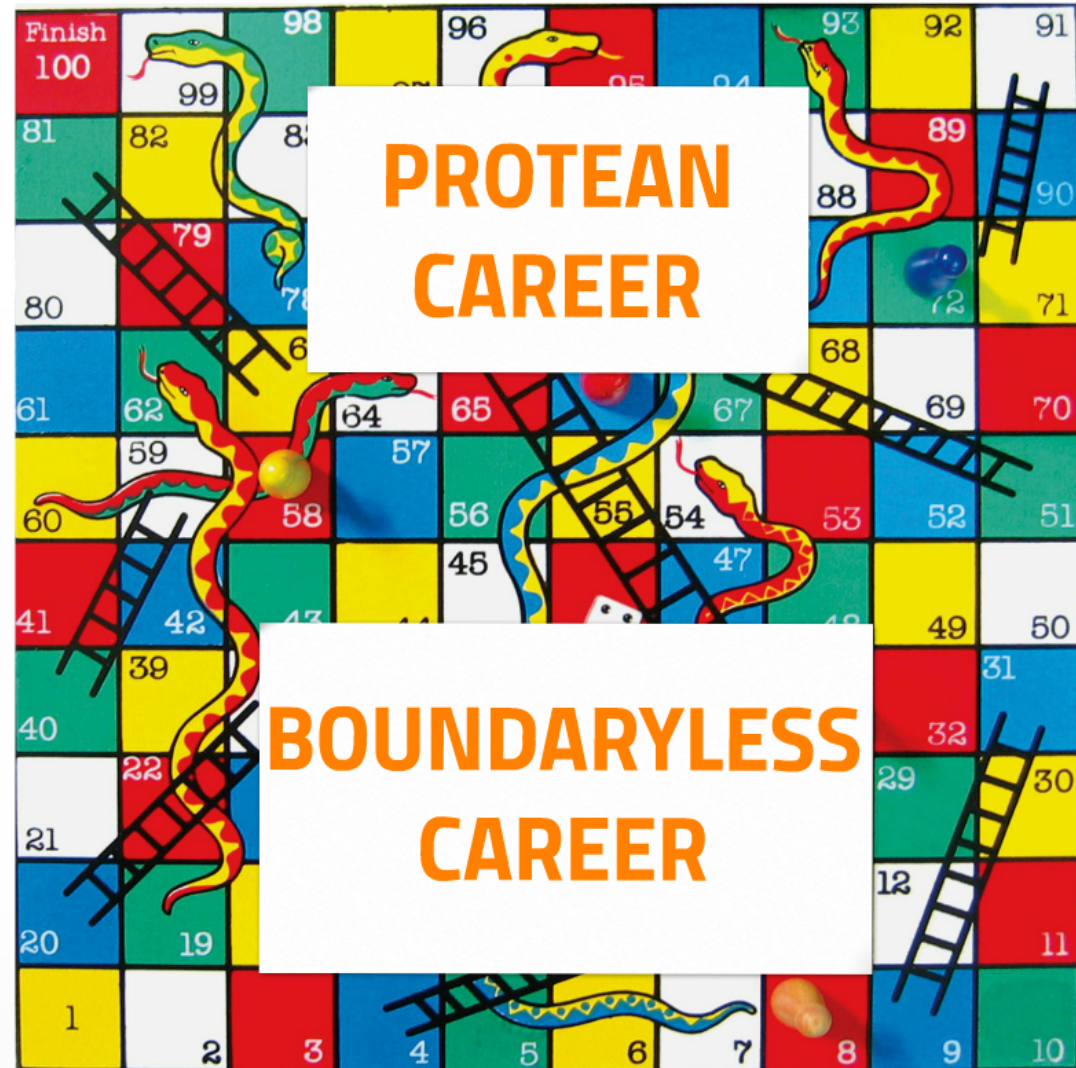
Career



GUYBOWNES 07 ©



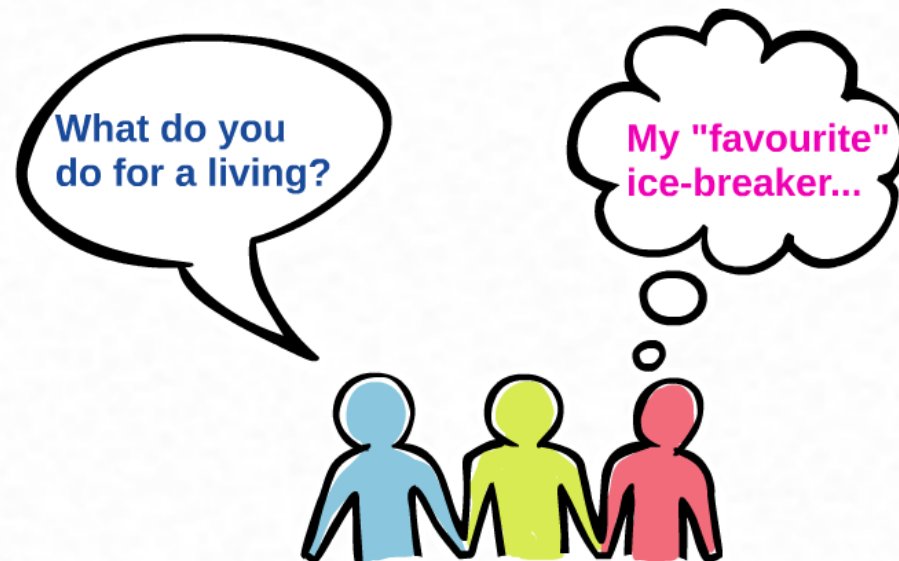
IMAGINE REACHING THE TOP OF THE
CAREER LADDER ONLY TO REALISE
YOU'RE LEANING AGAINST THE WRONG
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Changing nature of CAREERS

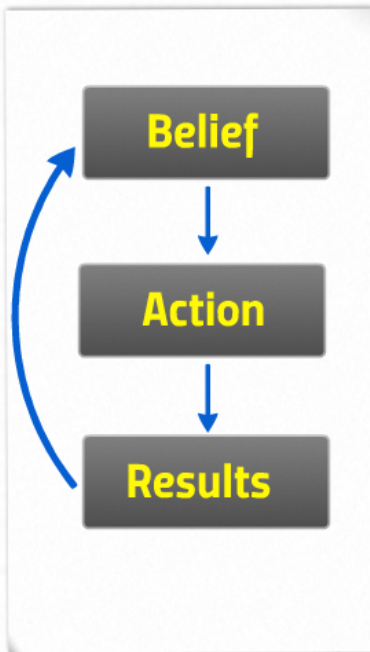
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Do-it-yourself career managers



THEORETICAL FRAMEWORK





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

Includes elements of **life and work**

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

Long term **CAREER PROMOTION**

Gottfredson's stages of circumscription



Stage 1: Orientation to size and power (age 3 to 5)



Stage 2: Orientation to sex roles (age 6 to 8)



Stage 4: Orientation to Internal, Unique self (age 14+)



Stage 3: Orientation to Social Valuation (age 9 to 13)

Compromise:
giving up preferred alternatives

Self-creation:
shaped by experiences



**NEGATIVE
PERCEPTION**



**CAREER
OPPORTUNITIES**

4th largest employer 2.6 million jobs

150 million customers

**Hospitality
industry**

Growth and self-development

66,000 more managers required

cost of £2.7 million a year



**STAFF
RETENTION**

THE CATERER 



4th largest employer

2.6 million jobs

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Hospitality **Growth and self-development** **industry**

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:

- worked in the hospitality industry
- graduated with a hospitality management degree in the UK

PRELIMINARY FINDINGS

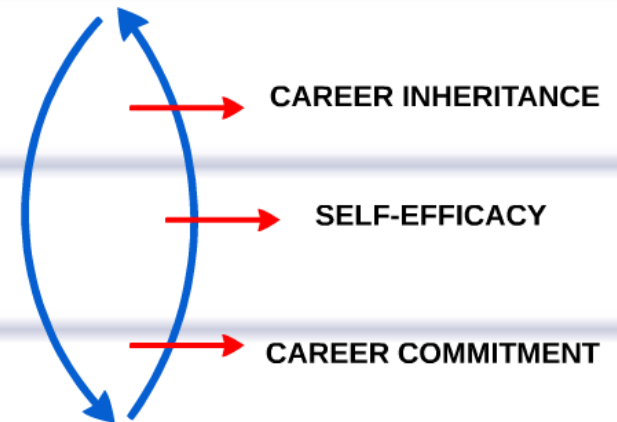
The Structure

FOUR LIFE STAGES

The Structure

FOUR LIFE STAGES:

1. **Entering** the hospitality industry
2. Industry **experience**
3. Hospitality management **degree**
4. **Leaving** the hospitality industry



4. Leaving the no

LEGACY OF HOSPITALITY

"I found what I like about hospitality * within a different industry, but under different conditions, because now I earn a lot more to what I used to in the past, I have regular hours, I do Monday to Friday, early morning until late afternoon, early evening, and I have a social life again, I can plan in advance, I have so many benefits compared to the past" (Claudia)

*** working with people, providing good service, task management**

"you feel like helping people, you're sort of serving people, so it feels natural to me; it feels like a natural progression, instead of working in the hotel I'm behind a computer screen, now speaking to people on the phone" (Louise)

CAREER SLIDER

“I didn’t leave hospitality, I left that career path, and I’m now using hospitality in a different way” (Sarah)

“I still do hospitality. I just do it differently (...) I’m now educating people to go into the industry.” (Mark)

CAREER IDENTITY

"job definitely defines in my mind a little bit about who you are. Because it's kind of a badge, you know, at the party the first thing someone asks when you introduce yourself: Hello my name is..., what do you do? That is what we spent half of our time doing in life. So it is what you are." (Jack)

"it's the outside of home part, cause I've got my mom's side, which doesn't really care about my career, but then I've got my other side which does, which is focused on my career. Once I'm out of this house, I'm at work, I'm a different person, at uni I'm a different person." (Louise)

Being a mother "it's an unpaid job. You do it, because it has potential for the future population (...) but also you have a relationship with someone, and you think actually we want to start a family, because that's innate, that's in our human biology to do that, anyway. So I kind of take that job for granted but then I have another career that I get paid for, even though I get paid for by unconditional love and things like that, it's different because this job pays me money" (Monica)

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" (Milly)

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