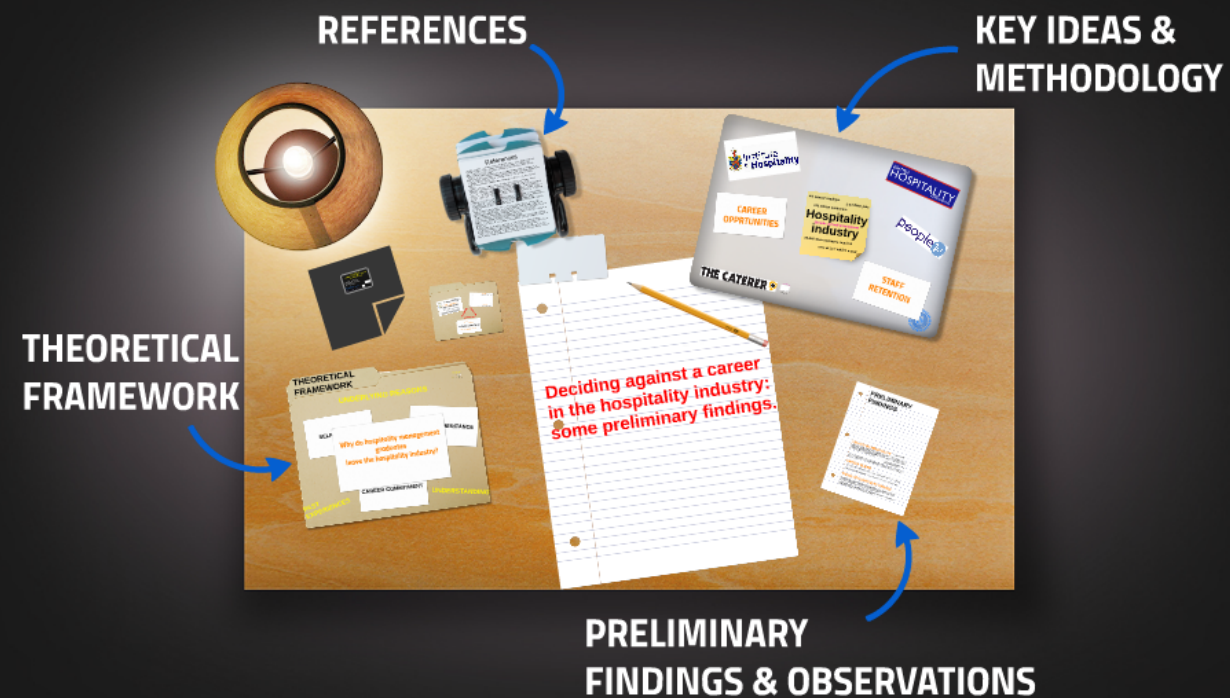


Deciding against a career in the hospitality industry:  
some preliminary findings.

**THANK YOU! ANY QUESTIONS?**



# **Deciding against a CAREER in the HOSPITALITY INDUSTRY: some preliminary findings.**

**Contemporary Perspectives in  
Tourism and Hospitality Research:  
POLICY, PRACTICE AND PERFORMANCE  
International Conference**

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

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



# THANK YOU! ANY QUESTIONS?

REFERENCES

KEY IDEAS & METHODOLOGY

THEORETICAL  
FRAMEWORK

Deciding against a career  
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PRELIMINARY  
FINDINGS & OBSERVATIONS





# THEORETICAL FRAMEWORK

## UNDERLYING REASONS

SELF

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

HERITANCE

CAREER COMMITMENT

PAST  
EXPERIENCES

UNDERSTANDING



# Changing nature of CAREERS



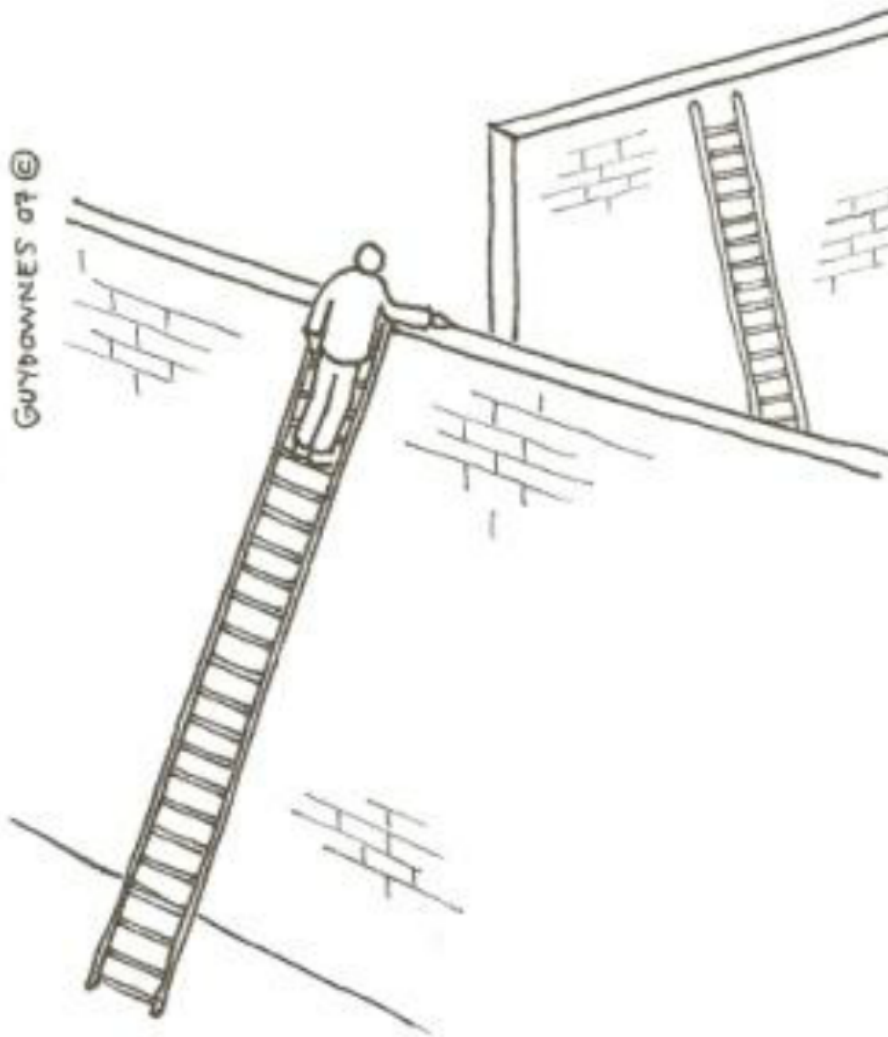
# Career



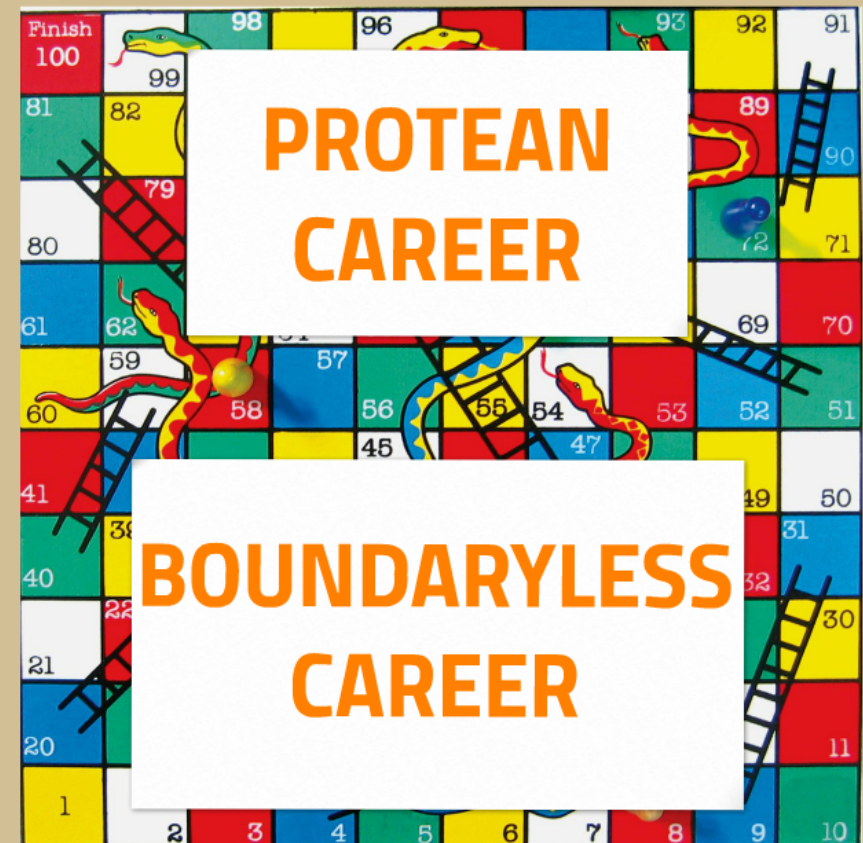
Who am I?

**Commitment to an  
organisation  
gives way to  
commitment to a career**

GUYBOWNES 07 ©



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





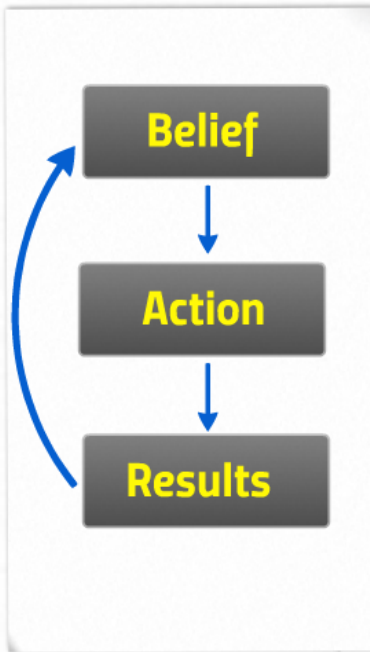
# Changing nature of CAREERS



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

**Do-it-yourself** career managers





**Proactive agents**

*Increased performance  
and  
productivity*

## **POWER OF BELIEVING I CAN**

Take charge of their lives, choices and decisions

**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

SELF-EFFICACY

Long term **CAREER PROMOTION**

PROTEAN CAREER

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





**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**

**150 million customers**

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

**66,000 more managers required**

**cost of £2.7 million a year**

# Life history: the methodological approach



Layers of understanding and meaning

**17 semi-structured interviews**



# **PRELIMINARY FINDINGS**

# LEGACY OF HOSPITALITY

transferability of skills

"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)

## VALUE OF HOSPITALITY DEGREE

"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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