

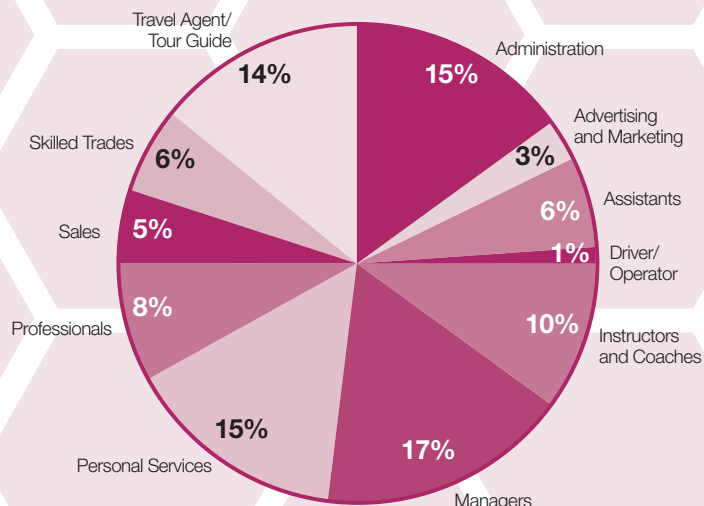


Travel and Tourism

What's happening?

- East of England's tourism contributes £4bn to the economy and Essex constitutes over £1.5bn of that, making it of considerable economic significance.
- Essex is the largest county in the East of England. With excellent countryside it offers many attractions, such as coastal resorts, museums, market towns, gardens, shopping (e.g. from shopping centres such as Freeport in Braintree to Lakeside in West Thurrock), to mention just a few.
- Spending can be influenced by world events. For example, the July 2005 bombings had a significant impact for tourism based in the City of London.
- There are three major growth areas affecting Essex in the next 15 to 20 years – the Thames Gateway South Essex, the Haven Gateway and the M11 Corridor.
- Employment in the industry is growing. Other types of work, such as farming and other land-based industries, are diversifying into the leisure and tourism industries.
- It is a sector with traditionally high labour turnover rates and a young workforce (34% under 25). The turnover creates good opportunities for those wanting to start working in this sector.
- Surveys of employers show that skills such as customer service, communication, problem solving and the ability to demonstrate initiative are essential in the sector. Tour operators also require good ICT skills, as internet use is becoming more common in the industry.

Who does what?



Source: Labour Force Survey 2006, © Crown Copyright. Figures are for England.

Numbers employed within sector by local businesses

Essex LSC	29,600
Essex	21,900
Southend UA	2,200
Thurrock UA	5,500
UK	962,000

Source: Annual Business Inquiry, 2007, [Nomis 17 May 2007] © Crown Copyright. Figures do not include the self-employed, people under 16 or trainees without a contract of employment. Figures are rounded to nearest hundred.

How much could I earn?

Remember – many jobs will demand minimum entry qualifications. Those earning high salaries are usually well qualified and experienced and will continue to learn throughout their working life.

	Annual mean salary
Air Travel Assistant	£21,367
Rail Travel Assistant	£23,044
Travel Agency Manager	£24,604
Travel Agent	£21,367

Salary rates have been calculated using the average gross pay for full-time workers. Figures are for the UK. Averages can hide higher earnings. With training and career development, higher salaries can be achieved. Source: Annual Survey of Hours & Earnings 2007, ONS © Crown Copyright.



What we think will happen

- It is estimated that 12,000 jobs in many types of employment are likely to be created as a result of London being awarded the 2012 Olympic Games.
- It is believed that the greatest economic benefits for the region will be that the event will boost tourist related products, with an opportunity for the region's businesses to secure up to 10-15% of the value of the contracts linked to the Olympics.
- Estimates suggest that the economic impact of the 2012 Olympic games on the East of England could exceed £600m.
- Employers will continue to demand workers with skills in customer handling, communication and problem solving.
- The proportion of self-employed in this sector is expected to continue to decline.
- The industry needs good calibre management entrants. Employers intend to develop a professional management scheme in order to do this. This means that in future, there will be more opportunities for career progression.
- The Tourism Network has been commissioned by the Greater Essex Prosperity Forum to develop a Tourism Growth Strategy for Essex to enhance the visitor economy in Essex over the next five years. Its strategic aims are to increase the value of tourism to Essex by 4% per annum to over £2billion and to create an additional 7,000 jobs within 5 years.
- Apprenticeships enable people to earn while they learn the skills they will need within their chosen career.
- Apprenticeships, such as the 'Travel Training Programme', are increasingly being used as a route into working in this sector.
- There will be a new qualification called a Diploma in Travel and Tourism available from September 2010. This will help people prepare for university, college or work.

Is this you?

- Good communication skills
- Enjoy working with people
- Have stamina and enthusiasm
- Good at problem solving

What local students did in 2006

Many of the jobs at 16 in this sector are in Retail or Administration through Apprenticeship schemes. Most people interested in these sorts of jobs continue to develop their skills and knowledge at school or college and enter the Travel and Tourism sector post-18.

For further information and advice please contact Connexions Direct in confidence (you don't have to give your name or personal details if you don't want to):

**Email: via www.connexions-direct.com (click on the email link) • Telephone Connexions Direct on 080 800 13 2 19
Text Connexions Direct on 07766 4 13 2 19 • Local Connexions service www.estconnexions.co.uk**

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Some job suggestions

- Resort Representative
- Tourist Information Centre Assistant
- Travel Consultant/Travel Agency Clerk
- Travel Courier

Next steps...

If you're serious about this type of work - FIND OUT MORE!

Use your Connexions Resource Area in School/College or visit your local Connexions Centre/One Stop Shop for information about jobs; qualifications; local training; further and higher education; skills and personal characteristics; rates of pay and working conditions.

Really useful websites and resources!

People 1st - the Sector Skills Council for the hospitality, leisure, travel and tourism industries – www.people1st.co.uk
Creative and Cultural Skills, the Sector Skills Council for the arts, museums, galleries, heritage, craft and design

– www.ccskills.org.uk

Visit Britain (information on the UK tourism industry)

– www.visitbritain.com/ukindustry

The Diploma – www.direct.gov.uk/diplomas

Apprenticeships – www.apprenticeships.org.uk or **call the helpline on 08000 150600**

Jobs4u (careers database) – www.connexions-direct.com/jobs4u

The Tourism Network report, 'Exceeding Expectations – Tourism Growth Strategy for Essex; is available from
www.tourismknowledge.com/essex.htm

Working in Booklets – case studies of people in a variety of jobs. (Tourism). Try your Connexions area, or download them from

www.connexions-direct.com. Go to careers>career resources>download publications>Working In

For learning opportunities and course information for 14-19 year olds in Essex, Southend and Thurrock, see www.stepon.org