

So, you're thinking of a career in... VISITOR ECONOMY

What is the Visitor Economy sector all about?

The visitor economy is a major driver of economic growth and prosperity in the Liverpool City Region and is worth more than £4.2bn a year to our economy. It provides 52,000 jobs locally. The sector is booming and, as a result of the work to further grow the sector, more opportunities will arise for people to secure jobs and progress in the sector so long as they have the skills required by employers.

Will there be any opportunities and where are they?

The visitor economy comprises a whole eco-system made up of museums, theatres, venues, restaurants, hotels, bars, shops and transport operators. This combination of assets makes the Liverpool City Region a great visitor attraction location. A workforce that comprises people with the right skills, knowledge and attitudes is vitally important to creating a welcoming and positive experience. For the people with the right skills and attitudes there are numerous job roles and companies to consider.

How to get into the sector?

Important skills to have:	Useful subjects to study:
Good communication and social skills	English and Maths
Customer service	Languages
Teamwork and working with others	Business Studies/Administration
Resilience, patience and overcoming challenges	Food preparation and nutrition
Reliability and Punctuality	Hospitality and Catering
Literacy and Numeracy	Customer Service
Foreign Language Skills – Bilingual/Multilingual	ICT

What types of jobs are available?

Air Travel Assistants: Air travel assistants issue travel tickets and boarding passes, examine other documentation, provide information and assistance at airport terminals and look after the welfare, comfort and safety of passengers travelling in aircraft.

Chef: Chefs plan menus and prepare, or oversee the preparation of food in hotels, restaurants, clubs, private households and other establishments.

Hotel and Accommodation Managers and Proprietors: These plan, organise, direct and co-ordinate the activities and resources of hotels, hostels, lodging homes, holiday camps, holiday flats and chalets, and organise the domestic, catering, and entertainment facilities on passenger ships.

Leisure and Sports Manager: Leisure and sports managers organise, direct and co-ordinate the activities and resources required for the provision of sporting, artistic, theatrical and other recreational and amenity services.

What types of jobs are available... continued

Managers and Directors in Wholesale: Retail and wholesale managers and directors plan, organise, direct and co-ordinate the operations of major retail and wholesale establishments in order to maximise business performance and meet financial goals.

Conference and Exhibition Managers and Organiser: Conference and exhibition managers manage, organise and coordinate business conferences, exhibitions and similar events.

Restaurant and Catering Establishment Managers and Proprietors: Restaurant and catering establishment managers and proprietors plan, direct and co-ordinate the catering services of restaurants, hotels and large-scale catering services within other organisations.

Sales and Retail Assistants: Sales and retail assistants demonstrate and sell a variety of goods and services in shops, stores, showrooms and similar establishments.

Travel Agents: Travel agents advise travellers upon travel arrangements, make bookings and receive payment for travel arrangements made.

Waiters and Waitresses: Waiters and waitresses serve food and beverages in hotels, clubs, restaurants and other establishments.

Find out more...



UK Hospitality: www.ukhospitality.org.uk



Visitor Economy week: www.liverpoollep.org/visitor-economy-week



Visit Britain: www.visitbritain.com