

# Industry Weekly Digest

School of Hospitality & Tourism Management



## Attracting, Retaining and Developing Talent

Hospitality is one of the largest employers in the UK, contributing an enormous amount to the economy. Those of us working in hospitality, and committed to it, know what a wonderful industry it is to work in – but many on the outside have no appreciation of the opportunities to travel, to experience quick promotions and to reap the uplifting rewards of being part of the team enabling guests to experience their perfect visit.

The UK Hospitality industry has very much been impacted by the effects of both Brexit and the pandemic on the labour market. The industry is not alone in facing staffing issues – but could we be doing more to encourage people to join the industry?

# Professional Development for Hospitality Professionals

## Jane Pendlebury

The Hospitality Professionals Association, **HOSPA**, has launched two campaigns. Firstly, **#WhyILoveHospitality** which urges people to highlight and shout about just what it is that makes them love the industry and secondly, **#ShareYourSuccess** which seeks to encourage those who have achieved success in the industry to celebrate and showcase this to encourage others to join us. Both campaigns are designed to increase awareness and to prove that career in hospitality can be exciting, rewarding and fulfilling.



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To find out more about the Professional Development programme click [here](#)

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Within HOSPA's specialisms, we're seeing career opportunities in finance, revenue management and technology in particular, but practically every area is in need of an influx of talent. It's an excellent time for anyone to join the industry as the demand is very much there and it really is a candidate's market at the moment. There are way more jobs than applicants which means that salaries are being driven upwards.

With so much opportunity for individuals entering the industry it's well worth looking at each organisation's approach to ongoing professional development - a key part of job satisfaction. Learning always gives a sense of reward and growth but crucially in the current market it also helps to foster loyalty and commitment - from staff to employer and vice versa. At **HOSPA** we have a comprehensive **Professional Development programme** to that helps staff to realise their potential and employers to improve business performance.

To summarise, I love the hospitality industry and I know that I am surrounded by some amazing colleagues locally and across the globe who feel the same. I believe that ongoing professional development will be crucial to the future of our industry for both organisations and their staff as they navigate the increasingly complex markets of the future.

*"The course has really helped me to understand the theories behind Revenue Management. Putting the knowledge I gained into practice has help me to increase both occupancy and average rates."*

*"Some finance courses are generic, however with HOSPA the examples and case studies are relatable to our industry, allowing you to take learnings from the studies and apply them to your own working environment."*