

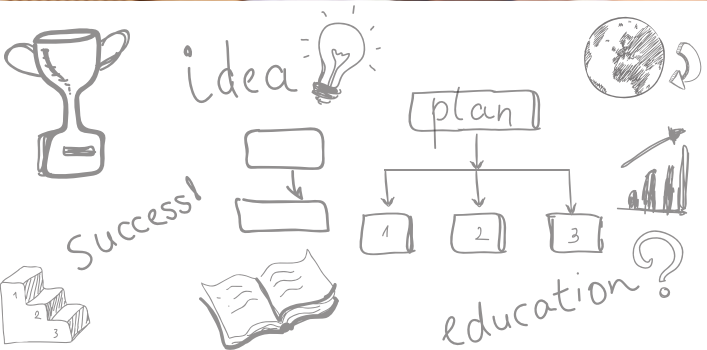


**CAPITAL HOTEL SCHOOL**  
★★★★★

# CAREER GUIDANCE FOR STUDENTS

## WHY THE HOSPITALITY INDUSTRY

- \* Fastest growing and most energetic contributor to the economy
- \* An industry that caters for many different personality types
- \* Offers a wide spectrum of global job opportunities

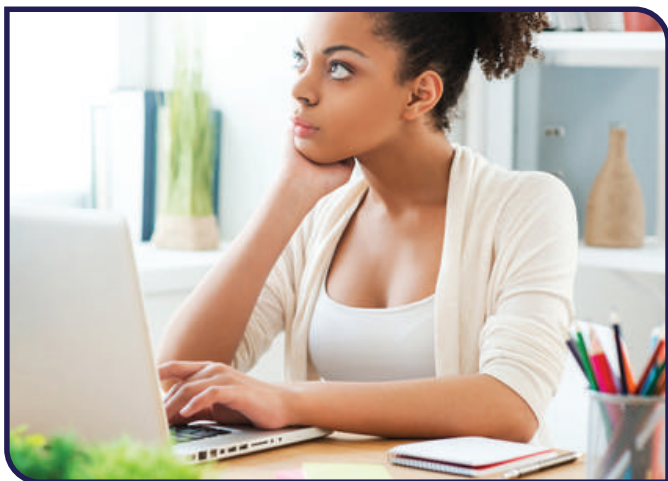




Choosing a career is one of the most important decisions you will make in life. It's much more important than deciding what you will do to make a living.

To start with, think about the amount of time we spend at work.

We are on the job over 70% of the year!



## Career planning is the continuous process of:

- Thinking about your values, interests, personality and skills.
- Exploring the career, work and learning options available to you;
- Ensuring that your work fits your personal circumstances;
- Continuously fine-tuning your work and learning to make changes in your life and work.
- You can revisit and make use of this process throughout your career.

# Career planning, the 4-step process:

1: Knowledge

2: Exploration

3: Decision Making

4: Action

## STEP 1: KNOWLEDGE



### OBJECTIVE

Getting to know who you are.

### HOW TO

Begin by thinking about where you are now, where you want to be and how you're going to get there. Now you can work on getting to know your **V**alues, **I**nterests, **P**ersonality and **S**kills (VIP'S)

### GOAL SETTING

- Where am I at now?
- Where do I want to be?
- What do I want out of a job or career?
- What do I like to do?
- What are my strengths?
- What is important to me?



### END RESULT

At the end of this step you will have a better idea of your work or learning goal and your individual preferences. You can use this information about yourself as your personal 'wish list'. Your personal preferences are very useful for helping you choose your best option.

# STEP 2: EXPLORATION



## OBJECTIVE

Exploring the occupations and learning areas that interest you.

## HOW TO



- When you have an idea of your career choice, research the skills and qualifications needed.
- Explore occupations that interest you and ask yourself;
  - How do my skills and interests match up with these occupations?
  - Where are the gaps?
  - What options do I have to gain these skills or qualify for these occupations?
  - What skills do I need?
  - Where is the location of the work?

## END RESULT

At the end of this step you will have a list of preferred occupations and/or learning options.



## STEP 3:

# DECISION MAKING



### OBJECTIVE

Compare your options and narrow down your choices, thinking about what suits you best.

### HOW TO

SWOT analysis (Strengths, Weaknesses, Opportunities, Threats):

- What are my best work/training options?
- How do they match with my skills, interests and values?
- How do they fit with the current labour market?
- How do they fit with my current situation and responsibilities?
- What are the advantages and disadvantages of each option?
- What will help and what will hinder me?
- What can I do about it?

### END RESULT

At the end of this step you will have narrowed down your options. You will have a good idea of what you need to do next to help you achieve your goals.

## STEP 4:

# ACTION



### OBJECTIVE

Here you plan the steps you need to take to put your plan into action.

### HOW TO

Use all you have learned to create your plan.

Begin by asking yourself:

- What actions/steps will help me achieve my work, training and career goals?
- Where can I get help?
- Who will support me?

### END RESULT

At the end of this step you will have:

- A plan to help you explore your potential options further.
- A plan with steps to help you achieve your career goals.

## **CAREER MISTAKES TO AVOID**

### **LISTENING TO PEOPLE WHO TELL YOU THAT YOU SHOULD, OR SHOULD NOT, DO SOMETHING.**

The career decision you make should be your decision and not influenced by any other individual. Ensure the career you choose is something you are passionate about.

### **FOLLOWING SOMEONE ELSE'S FOOTSTEPS**

Your parents' could have expectations of you for a certain career choice. As hard as it is to do, ignore the pressure you may feel to please your parents. Remember, and if necessary, remind your parents, that they made their own choices and now it's your turn. What was right for them may not be for you.

### **NOT DOING YOUR RESEARCH**

Don't choose a career without taking the time to learn about it. Use job descriptions to find additional information, typical duties, educational requirements, earnings, job prospects etc.

### **NOT TALKING TO THOSE IN THE KNOW**

Talk to someone who currently works in the career field you are considering. People who are employed in a position can share their experiences with you. If possible, talk to a few people to avoid individual biases.

### **GOING FOR THE MONEY, HONEY**

Bringing home a pay check is important, but it's not a great predictor of job satisfaction. You can make six figures, but if you hate what you're doing, you'll find it hard to enjoy the fruits of your labour. Find a balance between making enough money, and doing work that fulfils you.

### **IGNORING WHO YOU ARE**

Your personality type makes you better suited for certain occupations. These traits are inborn, which means you can't change them. Take them into account when selecting a career so that it suits your personality.

### **IGNORING THE FUTURE**

Ignoring the potential employment prospects are dangerous. Consider if the career has a promising future before pursuing it.

**FOR MORE INFORMATION ON CAREERS  
IN HOSPITALITY MANAGEMENT,  
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# VARIOUS EMPLOYMENT OPPORTUNITIES IN DIFFERENT SECTORS OF THE HOSPITALITY INDUSTRY

## FOOD & BEVERAGE

### ***Country Club /Golf Club/ Club House***

- Food and Beverage Manager
- Assistant Food and Beverage Manager
- Floor Supervisor

### ***Hotel industry***

- Food and Beverage Manager
- Outlet Manager
- Food and Beverage Supervisor
- Food and Beverage Attendant
- Banqueting and Event Coordinator
- Banqueting Manager
- In house Restaurant Manager
- Barman / Head Barman

### ***Boutique Hotels/Lodges***

- Food and Beverage Manager
- Outlet Manager
- Food and Beverage Supervisor
- Food and Beverage Attendants
- Banqueting and Event Coordinator

### ***Retailers (Woolworths, Spar, Pick n Pay etc.)***

- Food and Beverage Manager
- Supervisor – Freshly prepared – Hot and Cold Food Station

### ***Event Coordinators***

- Hotels/Lodges etc.
- Companies (Some companies like Outsurance have in-house event coordinators)
- Private Events Company
- Event Coordinator for Festivals

### ***Restaurants***

- Floor Supervisor
- Host or Hostess
- Assistant Manager
- General Manager
- Stock Controller
- Kitchen Pass Manager

## **Other**

- Food Bloggers
- Wine Representative
- Catering Supplies Representative
- Maître di
- Trainer / Lecturer
- Consultant for the South African Tourism Grading Council
- Barista
- Sommelier
- Night Club Manager / Supervisor / Head Barman
- Mixologist
- ABI representative
- SAB representative
- Liquor Distributor
- Food Distributor (Food suppliers)
- Deli Manager
- Yacht Host / Hostess
- Food and Beverage Staff on Cruise Liners
- Host / Hostess for Tours & Safaris
- Catering Manager (Canteens, Staff Kitchens and Cooperate Companies)
- Hospital Kitchen Supervisor / Manager
- Inspector / Mystery Guest

## **HOUSEKEEPING**

- Room Attendant
- Public Area Attendant
- Laundry Attendant
- Houseman
- Floor Supervisor
- Public Area Supervisor
- Laundry Supervisor
- Stock Controller
- Laundry Manager
- Assistant Executive Housekeeper
- Executive Housekeeper
- Supervisor
- Branch Manager
- Butler



## FRONT OFFICE

- Receptionist
- Reservationist
- Porter/Doorman
- Concierge
- Guest Relations Officer
- Guest Relations Manager
- Reception Supervisor / Shift Leaders
- Assistant Front Office Manager
- Front Office Manager
- Reservation Manager
- Group Reservationist
- Night Auditor
- Night Manager
- Internal Auditor
- Rooms Division Manager

## CHEFFING

- Chef (Executive Chef / Sous Chef / Pastry Chef/Bakers etc. )
- Chocolatier
- Baker
- Demo Chef
- Caterer
- Consultant Chef
- Blogger
- Food Photographer
- Sommelier
- Entrepreneur (Food Truck / Market Chef)
- Food Stylist
- Product / Recipe Developer
- Hospitality Bed and Breakfast
- Private Chef (Yachts / Diplomats / Trains etc.)
- Kitchen Planning and Design
- Stock Management and Control
- Food Service Director
- Food and Beverage Manager

- Fast Food Manager / General Manager (Restaurant/Hotel etc.)
- Kitchen Manager
- Cooking Instructor
- Chef Lecturer / Trainer (Secondary and Tertiary)
- Health Inspector
- Food Safety Supervisor
- Food Safety Specialist
- Resorts / Spa's / Country Clubs / Guest Houses / Boutique Hotels / Lodges
- Kitchen Operations Assistant
- Store Manager (Ordering)
- Marketer
- Blockman / Butcher
- Product Trainers
- Quality Controller
- Food Taster
- Purchase Manager
- Food Ambassador
- Salesman (Food Products)
- Food Writer / Journalist
- Production Manager
- TV / Radio Personality
- Canteen (Hospitals / Retirement Homes)
- Nutritionist
- Food Technologist
- Food Scientist
- Flight Attendant

