

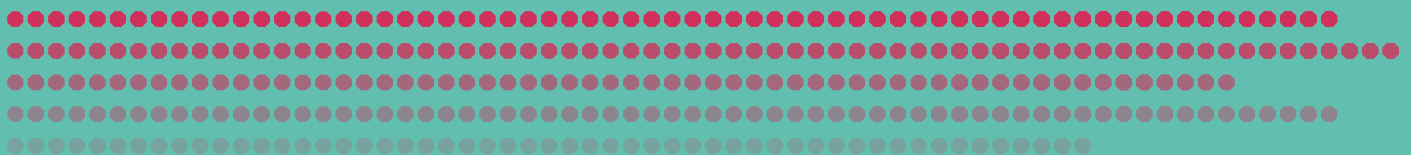


Make informed decisions about your career path by learning about key labour market sectors in Cornwall & the Isles of Scilly

THE VISITOR ECONOMY

(HOSPITALITY & TOURISM)

SECTOR IN CORNWALL & THE ISLES OF SCILLY





Introduction to the visitor economy sector

Cornwall and the Isles of Scilly are one of the UK's strongest tourism assets. With miles of coastline and 27% of the region being designated as an *Area of Outstanding Natural Beauty* over 4 million overnight visits happen every year, along with 14 million day trips. This success creates a large number of regional jobs and £2 billion of visitor spend annually.

Overall, the visitor economy makes up 15% of the Cornish economy and the mean average salary is £16,177, with salaries for different occupations within the sector showing significant variation. Catering, bar and restaurant managers earn the highest salaries.

The qualifications required for roles in this sector differs between occupations. There are many roles that don't require a degree and some that have apprenticeships. A lot of training is done on the job, either formally through an apprenticeship or directly from a line manager, and work experience is relatively easy to find in this sector. Good communication skills and Maths and English GCSEs are important in the sector.

A desire to continually improve the visitor experience means more focus is being given to the development of a skilled workforce.

THE VISITOR
ECONOMY SECTOR
MAKES UP

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£2
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VISITOR SPEND ANNUALLY



Remember not all vacancies are advertised. Many people find a job through their networks and informal contacts.



Current outlook

There are about 35,695 employees in this sector and of these 47% are full time, and 53% are part-time in Cornwall & the Isles of Scilly. Full-time staff are more likely to be working in hotels, with part-time workers being employed more often in pubs, restaurants and cafes.

Within the visitor economy, the largest proportion of staff are cleaners, followed by those who work with food, either as kitchen and catering assistants or chefs, and then receptionists, waiting staff and bar staff. Within Cornwall, the demand is highest for chefs and kitchen/catering assistants. There is an ongoing concern within the sector about the domestic skills shortage, driven by both the immigration changes as a result of Brexit and the pandemic.

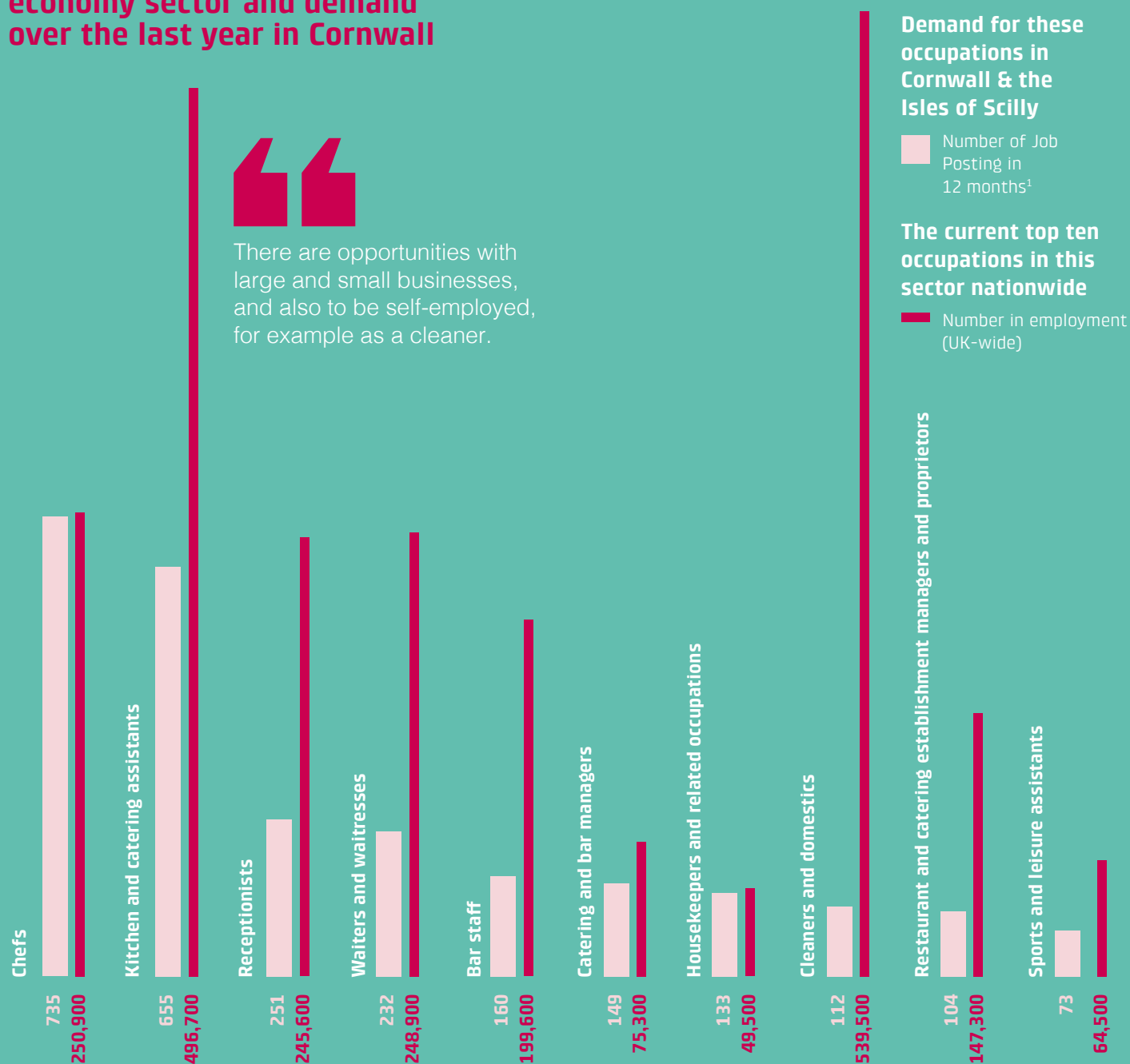
Salaries in the national visitor economy sector

Occupation Title	Median Salary (UK-wide)
Bar staff	£7,241
Catering and bar managers	£19,803
Chefs	£18,165
Cleaners and domestics	£8,498
Housekeepers and related occupations	£15,044
Kitchen and catering assistants	£9,473
Receptionists	£14,660
Restaurant and catering establishment managers and proprietors	£22,551
Sports and leisure assistants	£12,478
Waiters and waitresses	£7,312



Whilst salaries can appear low they are often based upon part-time hours and don't take generous employer bonuses and gratuities into account

Proportion of jobs in the visitor economy sector and demand over the last year in Cornwall



Key employers in the visitor economy sector in Cornwall include:

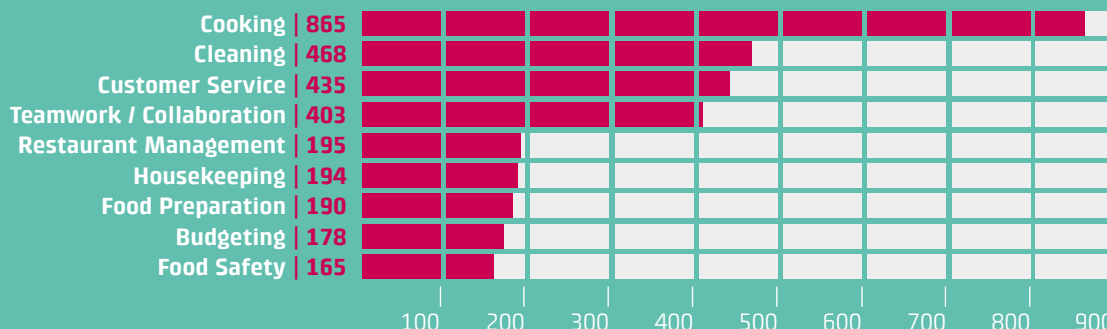
- Beach Retreats
- Bourne Leisure
- Darwin Escapes
- Eden Project
- Flambards
- Hub Box
- Loungers Limited
- Paul Ainsworth
- Red Hotels
- Rick Stein Group
- St Austell Brewery
- The Headland Hotel
- The Pig Hotel
- Whitbread

¹ Burning Glass Data from March 31 2021 to April 1 2022

Skills

Employer demand for specialist skills in the visitor economy sector in Cornwall

Job adverts listing this skill



Good communication skills are very important in the sector and involves being able to engage positively with visitors, customers and colleagues.



Food Safety is critical for anyone working with food and will involve additional qualifications.

Employer demand for IT skills in the visitor economy sector in Cornwall

Job adverts listing this skill

101

Microsoft Excel



61

Facebook



43

Microsoft C#



41

Microsoft Office



32

Lotus Domino



21

Microsoft Word



13

Adobe Photoshop



12

Software Engineering



11

Adobe Illustrator



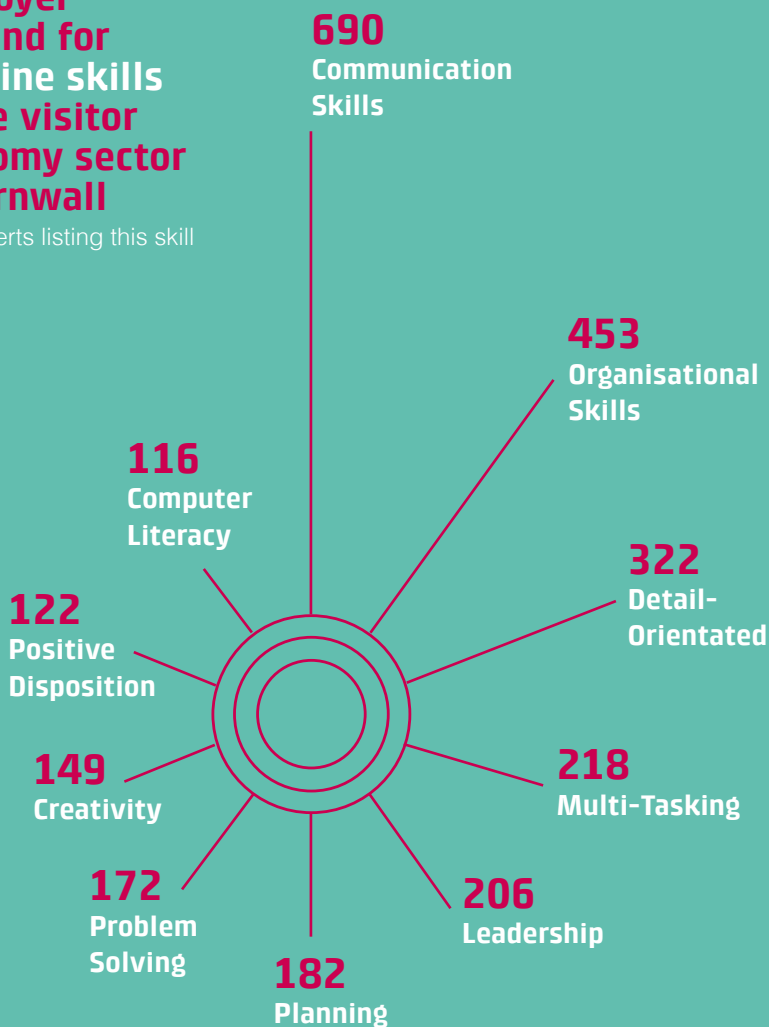
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Microsoft Outlook



Employer demand for baseline skills in the visitor economy sector in Cornwall

Job adverts listing this skill





Useful things to know



Approaching employers directly can be helpful, especially if looking for an entry role or apprenticeship.

Many vacancies are 'hidden' – that is, not advertised through the usual channels. They might appear on social media or are often made available to workers who are known to the company. Having a good network – and reputation – is therefore really important if self-employed or in a small business.

There are small and large visitor attractions in the region, as well as heritage sites and brand new experiences. Voluntary roles are often available which can help build experience and skills.

Attracting more visitors from overseas is a focus for the sector, so any language skills could help you stand out.

Future outlook

The tourism industry was significantly affected by the global pandemic. Inbound tourism was at times non-existent - air passenger arrivals fell by 98% in the first quarter of 2020.² The pattern of domestic tourism also changed. The sector will be impacted by any similar future global or national events, including climate change. For example, the National Trust predicts that the peak visitor season may shift from summer to autumn as temperatures rise, and there will be a shift from inland attractions to coastal ones.³

The drive to Net Zero will continue to bring a focus on sustainable tourism. Consumers will make decisions not just on how they travel but also on the carbon footprint of destinations and attractions. Businesses, such as accommodation and food/beverage providers, will need to consider how to reduce their impact on the environment and will expect their employees to have the skills and understanding to support this.

The sector has been under constrained pressure in the last few years through the pandemic and immigration changes as a result of Brexit and has struggled to attract employees.

² <https://www.ons.gov.uk/businessindustryandtrade/tourismindustry/articles/coronavirusandtheimpactontheuktravelandtourismindustry/2021-02-15>

³ <https://www.nationaltrust.org.uk/features/how-climate-change-will-affect-the-future-of-uk-tourism>

Automation

Automation and other technological drivers are already changing the way in which the tourism industry works. We can expect to see further automation changing both the booking experience (for example through virtual reality) and the visitor experience. Service and passenger assistance robots already exist and while there remains a preference for face-to-face interactions currently, it can be expected that roles such as receptionists and waiting staff could be automated in the future. The jobs where there is a low risk of automation are chefs, sports and leisure assistants and cleaners.

Digital platforms and AI are also going to further impact the industry. The personalisation of the industry will allow consumers to make more informed decisions and so digital skills will be in demand by employers from those entering the visitor economy sector.



Routes into hospitality & tourism:

1. Direct employment into a job in hospitality and tourism and receive training on the job. The **Find a job service** (<https://www.gov.uk/find-a-job>) can help you with your search for jobs and send alerts when new jobs become available.
2. Apply for an apprenticeship or traineeship with an employer. The **Find an Apprenticeship Service** (<https://www.gov.uk/apply-apprenticeship>) can help you with your search, send alerts when new apprenticeships become available and has advice on how to apply.
3. Undertake a relevant College course, or new T-Level qualifications are available for 16-18 year olds.
4. Graduates can enter the workforce after attaining a relevant degree.
5. Work experience can be a great way to find out what it's like working in hospitality and tourism and gain valuable skills for your CV.

For further support:

Home - CareerScope - Hospitality | Leisure | Tourism

(<https://careerscope.uk.net>)

Career advice | Caterer.com (<https://www.caterer.com/advice/career-advice>)

Contact the Cornwall & Isles of Scilly People Hub, they can help if you are:

- unemployed and wondering what options are open to you
- out of work and looking to retrain or develop new skills
- recently redundant and want to get back into work or training

Call - 0333 0150699 (Monday–Friday, 9am–4pm)

Visit – www.peoplehub.info

Email – hello@peoplehub.info

The National Careers Service provides free careers advice and guidance to individuals from the age of 14. Visit 'Get the Jump' for 14-19 year olds and the National Careers Service website for adults.

Get the Jump: explore your education and training choices |

National Careers Service (<https://nationalcareers.service.gov.uk/explore-your-education-and-training-choices>)

Careers advice - job profiles, information and resources |

National Careers Service (<https://nationalcareers.service.gov.uk>)

