

## Hotel General Manager

A hotel general manager is responsible for organising all the work which goes on in a hotel: reception, food service, bar service, room service, booking, budgeting, marketing and staff.

### The Work

You could be:

- making sure all guests receive a high quality of service
- planning marketing campaigns
- planning budgets, setting sales targets and managing accounts
- analysing sales figures and producing reports
- recruiting, training and supervising staff
- meeting and greeting guests
- dealing with customers' complaints and other problems
- organising building maintenance
- making sure that the hotel meets health, safety and security regulations and licensing laws.

In a small hotel you would look after the following areas yourself:

- housekeeping
- food and drink
- restaurant
- front office
- conferences and banqueting.

In a large hotel you would have departmental managers for these different functions.

### Pay

The figures below are only a guide. Actual pay rates may vary, depending on:

- where you work
- the size of company or organisation you work for
- the demand for the job.

Most applicants for the post of hotel general manager have several years of experience already. Pay can vary over a wide range from £23,000 to £70,000 a year or more. Some managers may earn more depending on the size of the hotel and the quality rating.

### Conditions

- It is a demanding job, both physically and mentally.
- You will probably work shifts including evenings and weekends and hours can be long.

- You may have to take your holidays at certain times, when it's off-peak.
- You might be on call when off duty.
- You might live in or near the hotel.
- You might spend nights away from home.
- Some hotels are in remote areas, such as parts of the Highlands and Islands.

## Getting In

You can enter hotel management in several ways.

- A degree or HND in hospitality and tourism management, hospitality management or a business related subject. For a degree course you usually need 4-5 Highers for entry and for an HND 1-2 Highers usually including English.
- A degree in an unrelated subject and then a postgraduate course in hospitality management.
- Gaining experience in various fields of hotel work and then getting promotion to management.
- Some hotel chains run trainee management programmes for graduates in a relevant subject.
- You may be able to enter through a Modern Apprenticeship in Hospitality (Supervision and Leadership) at SCQF Level 7 or a Technical Apprenticeship in Hospitality Management at SCQF Level 8.
- Foreign languages are useful and a driving licence may be essential.

Hotels and guest houses are in virtually every Scottish town and city as well as in rural areas. There are luxury hotels which are part of an international chain and have restaurants, swimming pools, gyms and laundries.

## What Does It Take

You need to have:

- excellent organisational skills
- excellent communication skills
- initiative and good problem solving skills
- business skills and an ability to work with a budget
- a polite and diplomatic manner
- assertiveness and negotiating skills
- sales skills
- resilience.

You need to be able to:

- manage and motivate others
- cope with stress and emergencies.

## Training

- Training is mainly on the job.
- If completing the Modern Apprenticeship, you would study for the SVQ Hospitality Supervision and Leadership at SCQF Level 7.

- If completing the Technical Apprenticeship, you would study for the SVQ Hospitality Management Skills at SCQF Level 8.
- You could study part time for qualifications offered by the Institute of Hospitality, such as the Level 3 Diploma and Level 4 Advanced Diploma in Hospitality and Tourism Management.
- The Institute of Hospitality also offers continuing professional education (CPD) short courses.

## Getting On

- Tourism is a growth sector in Scotland.
- There are good promotional prospects within hotel work although you might have to move to different locations.
- In larger hotels and chains you might specialise in training or marketing.
- You could consider self-employment.
- There are also chances to work abroad, particularly if you have foreign languages.
- Outside hotels, you could consider other forms of management, such as corporate or retail management.

## Contacts

### Confederation of Tourism and Hospitality (CTH)

Tel: 020 7258 9850

Website: [www.cthwards.com](http://www.cthwards.com)

Twitter: @cthawards1

Facebook: [www.facebook.com/ConfederationOfTourismAndHospitalityCth](http://www.facebook.com/ConfederationOfTourismAndHospitalityCth)

### Institute of Hospitality

Tel: 020 8661 4900

Website: [www.instituteofhospitality.org](http://www.instituteofhospitality.org)

Twitter: @IoH\_Online

Facebook: [www.facebook.com/IoHOnline](http://www.facebook.com/IoHOnline)

### People 1st - Hospitality Guild

Tel: 0203 074 1222

Email: [eqa@people1st.co.uk](mailto:eqa@people1st.co.uk)

Website: [www.hospitalityguild.co.uk](http://www.hospitalityguild.co.uk)

Website (2): [www.people1st.co.uk](http://www.people1st.co.uk)

Twitter: @p1stgroup

### Springboard

Tel: 020 7921 0420

Email: [info@springboarduk.org.uk](mailto:info@springboarduk.org.uk)

Website: [www.careerscope.uk.net](http://www.careerscope.uk.net)

Website (2): [springboard.uk.net](http://springboard.uk.net)

Twitter: @Springboard\_UK

Facebook: [www.facebook.com/SpringboardUKCharity](http://www.facebook.com/SpringboardUKCharity)

### Wine and Spirit Education Trust (WSET)

Tel: 020 7089 3800

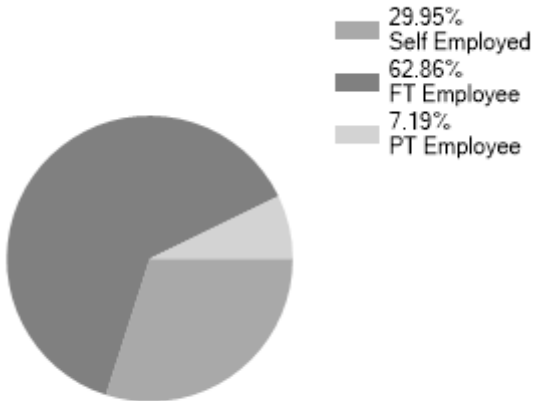
Website: [www.wsetglobal.com](http://www.wsetglobal.com)

Twitter: @WSETglobal

Facebook: [www.facebook.com/WSETglobal](http://www.facebook.com/WSETglobal)

Statistics

Employment Status UK %



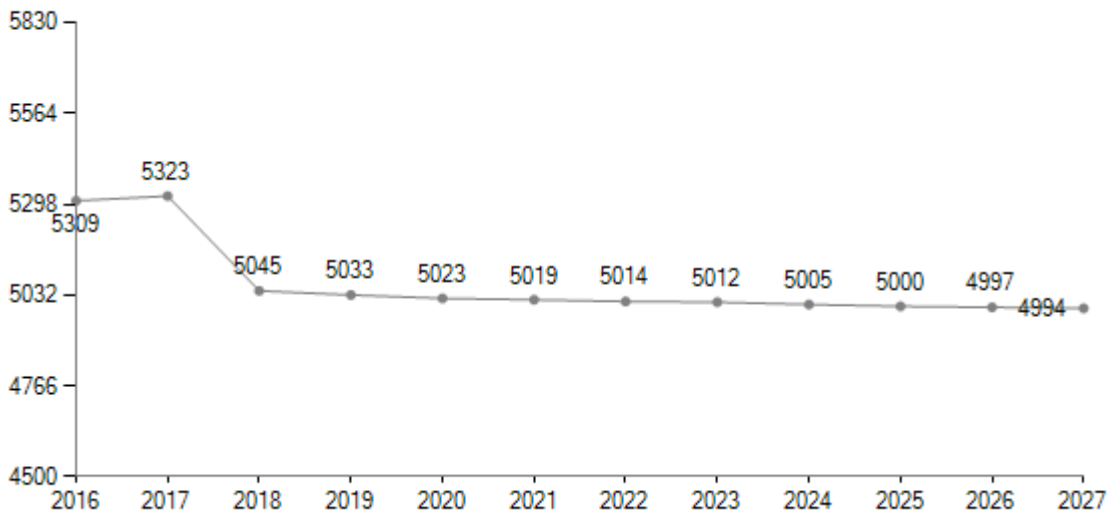
Past Unemployment - Scotland

Date	Unemployed
Dec 2018	0.06%

LMI data powered by [EMSI UK](#)

LMI data powered by [LMI for All](#)

Predicted Employment in Scotland



LMI data powered by [EMSI UK](#)