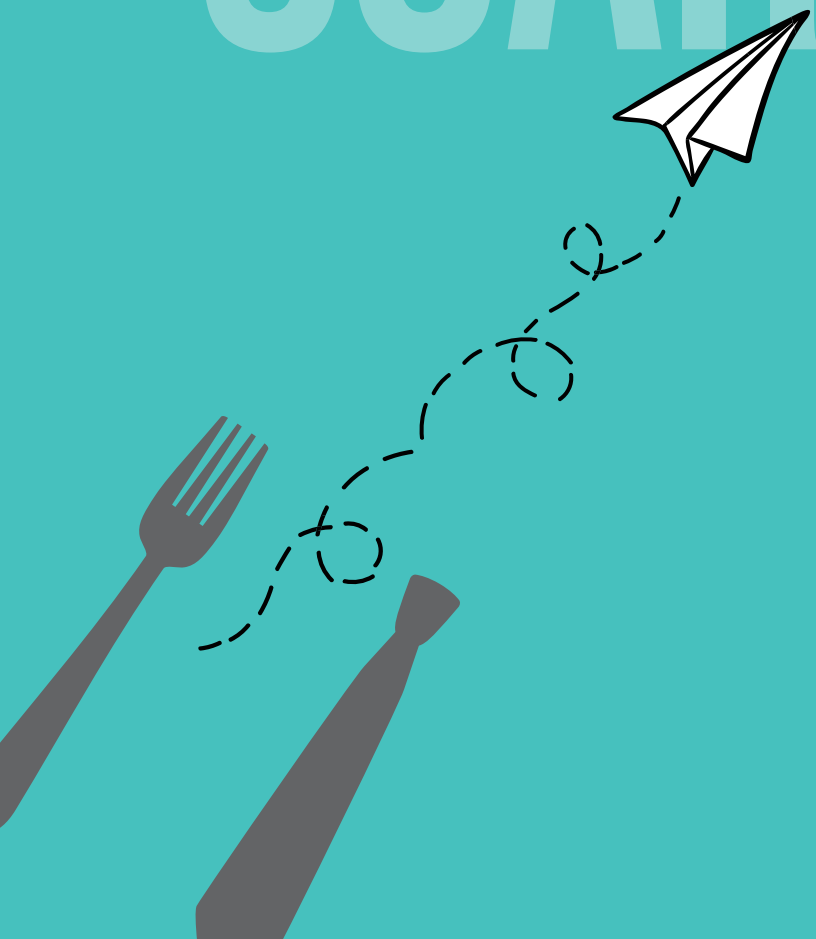


EMPLOYMENT  
OPPORTUNITIES  
IN APPALACHIA  
ALABAMA'S  
HOSPITALITY  
AND TOURISM  
INDUSTRY

# Second helping

A stylized graphic featuring a blue fork and a teal paper airplane. The paper airplane is positioned as if it is flying from the fork, with a dashed line indicating its path. The fork and paper airplane are integrated into the word 'helping' of the main title.

# TIME TO SOAR



- MISSION STATEMENT 3
- NORTH ALABAMA'S APPALACHIAN REGION 4
- PROGRAM SPONSOR 5
- A SIMPLE & HONEST PLAN 6
- PROGRAM PARTNERS 7
- CONTENT
- 8 WHY A CAREER IN TOURISM/HOSPITALITY
- 9 TYPES OF JOBS IN TOURISM/HOSPITALITY
- 10 ABOUT NORTH ALABAMA TOURISM
- 12 CURRENT JOB OPENINGS
- 16 FREQUENTLY ASKED QUESTIONS  
HOW TO SIGN UP

# BOUNDLESS CAREER OPPORTUNITIES



## Second Helping MISSION STATEMENT

Knowing that sometimes in life people get off course, we in the hospitality industry know that every now and then you need a second helping to get you back on course.

Second Helping is a program that serves to help those recovering from opioid addictions to reenter the work force while helping to fill much needed job positions within the tourism, travel and hospitality industry of Alabama's Appalachia Region.

The Second Helping program name evolved from a common seminar within the industry, "Four Courses of Hospitality Training," which outlines the basic needs of service in our industry based on a four course meal theme: appetizer, salad, entree, and dessert.

As with any good meal, there is always room for a second helping.



# Second Helping PROGRAM SPONSOR

The Second Helping Program is a creation of the Alabama Mountain Lakes Tourist Association (AMLA).

AMLA is a nonprofit organization that was created in 1964 with the express purpose of developing North Alabama’s travel industry and marketing the region to the traveling public. Our ever-expanding membership base represents progressive travel-regulated businesses and associations as well as various levels of government.

AMLA’s 500-plus members include chambers of commerce, convention & visitors bureaus, attractions, campgrounds, festivals, communities, counties, golf courses, restaurants, tour operators, accommodations, vendors, financial institutions, parks and individuals.

We all prosper by working together in a unified effort to promote the sixteen-county region’s natural, historic and man-made attractions.

Additional information on AMLA and North Alabama destinations, accommodations and special events is available by calling 800.648.5381 or by visiting [www.NorthAlabama.org](http://www.NorthAlabama.org).

## NORTH ALABAMA’S APPALACHIAN MOUNTAINS REGION

The Alabama Mountain Lakes Tourist Association (AMLA) region is made up of the 16 northern most counties of the State of Alabama. This area includes the Tennessee River Valley and the Appalachian Mountain Range.

Counties within the AMLA region are:

- |          |          |            |          |
|----------|----------|------------|----------|
| BLOUNT   | DEKALB   | LAUDERDALE | MARION   |
| CHEROKEE | ETOWAH   | LAWRENCE   | MARSHALL |
| COLBERT  | FRANKLIN | LIMESTONE  | MORGAN   |
| CULLMAN  | JACKSON  | MADISON    | WINSTON  |

# Second Helping A SIMPLE & HONEST PLAN

The Alabama Mountain Lakes Tourist Association has gathered a list of participating partners for the program who are willing to extend opportunities for employment to you as they come available. There is no need to feel hesitant about your situation. Partners are aware of your efforts to overcome a challenging time in your life and are willing to extend a second helping.

Employment is not guaranteed. However, this program does make it easier for you to submit an employment application and resume to a company willing to review the submission with an open mind.

The tourism and hospitality industry is a growing field in need of dependable workers. Career opportunities are frequently opening and changing. The Second Helping Program allows you to tap into a list of current job openings at our partner locations. When you are prepared to submit your resume, simply visit the web site [www.SecondHelpingJobs.com](http://www.SecondHelpingJobs.com). A list of available jobs will be shown along with who to send your resume to and their contact information.

# Second Helping PROGRAM PARTNERS

Please note: below is a list of participating partners at the time of printing. This list will expand and change as various job openings occur. You will be provided with a list of current employment opportunities when you contact the program coordinator.



# Why Choose a Career IN TOURISM & HOSPITALITY?

- The career prospects in the travel and tourism industry are fantastic and offer endless opportunities to those driven to succeed. There are a wide range of jobs available in a variety of sectors.
- 8.8 million American jobs directly supported by domestic and international travelers in the United States.
- Travel is the seventh largest employer in the private sector.
- Travel-dependent leisure and hospitality is the largest small-business employer in the United States.
- From 2010-2017 travel jobs increased 20 percent compared to 12 percent in the rest of the private sector.
- All 50 states reported travel employment increased faster than the rest of the economy in their state
- 22% of Americans with a first job in travel went on to earn a bachelor’s degree.
- \$82,000 is the average career salary of Americans whose first job was in travel.
- 2 in 5 Americans with a first job in travel are now earning more than \$100,000 a year.
- 52% of Americans employed in travel jobs earn a middle-class wage or higher.

U.S. Travel Association



# What Types of Jobs are IN TOURISM & HOSPITALITY?

## Careers in Lodging

The lodging industry includes chalets, chain motels, luxury hotels and quaint bed-and-breakfasts.

- |                     |                                |
|---------------------|--------------------------------|
| Front desk services | Hotel Manager                  |
| Spa Manager         | Concierge information services |
| Housekeeping        | Shuttle drivers                |
| Restaurant workers  | Property maintenance           |

## Careers in Food and Beverage Industry

This includes sit down dining restaurants to fast-food franchises.

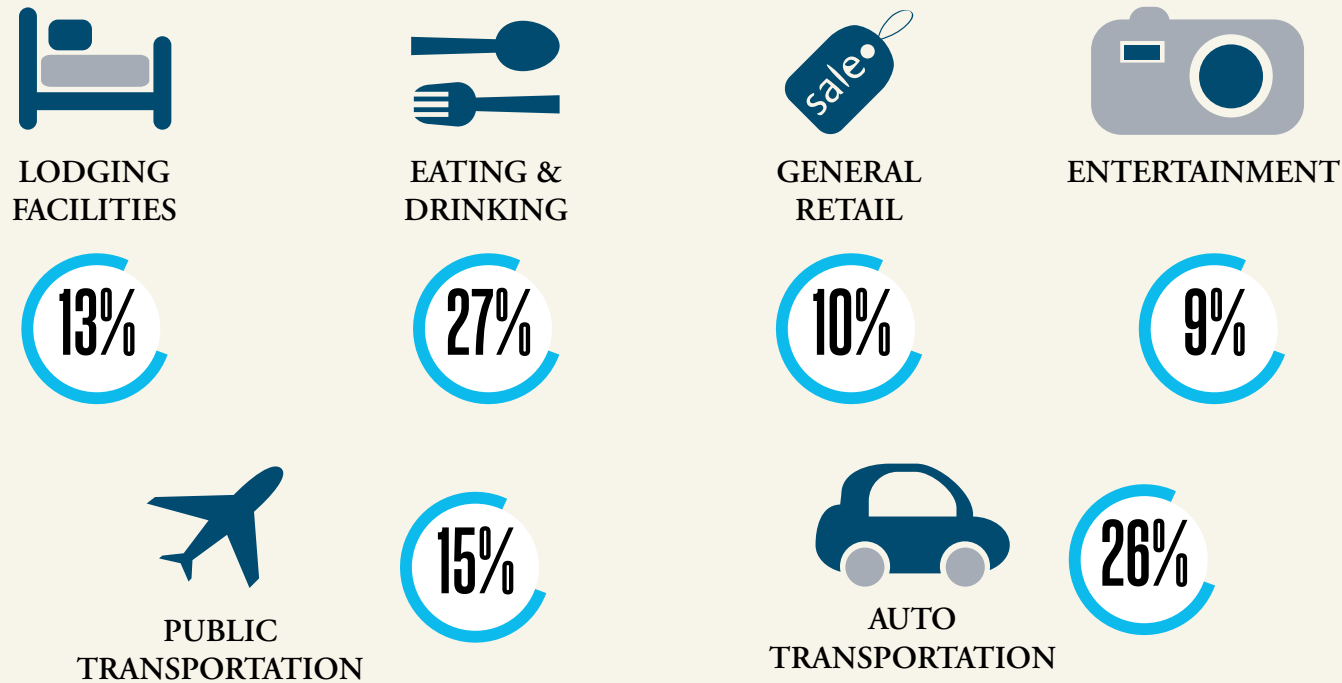
- |                 |                    |
|-----------------|--------------------|
| Waiter/Waitress | Bus persons        |
| Bartenders      | Hosts              |
| Cashier         | Chefs              |
| Cooks           | Kitchen assistants |
| Dishwashers     |                    |

## Diverse Segments

- |                              |  |
|------------------------------|--|
| Tour guide                   | Ride operators                                 |
| Social media manager         | Blogger  |
| Group Tour Operator          | Nature park worker                             |
| Event & Conference Organizer | Tour Guide                                     |
| PR Manager                   | Leisure Activity Coordinator                   |
| Customer service staff       | Golf course grounds keeper                     |
| Lifeguards                   | Sales (memberships, conference bookings, etc.) |
| Visitor Bureau staff         | Marketing                                      |

## WHERE NORTH ALABAMA TRAVELERS SPEND MONEY

The largest single travel expenditure was made on eating and drinking by visitors to North Alabama. This category (food services in general) accounted for 27 percent of all the travel and tourism spending in the state. Transportation and lodging were the next largest travel expenditure categories.

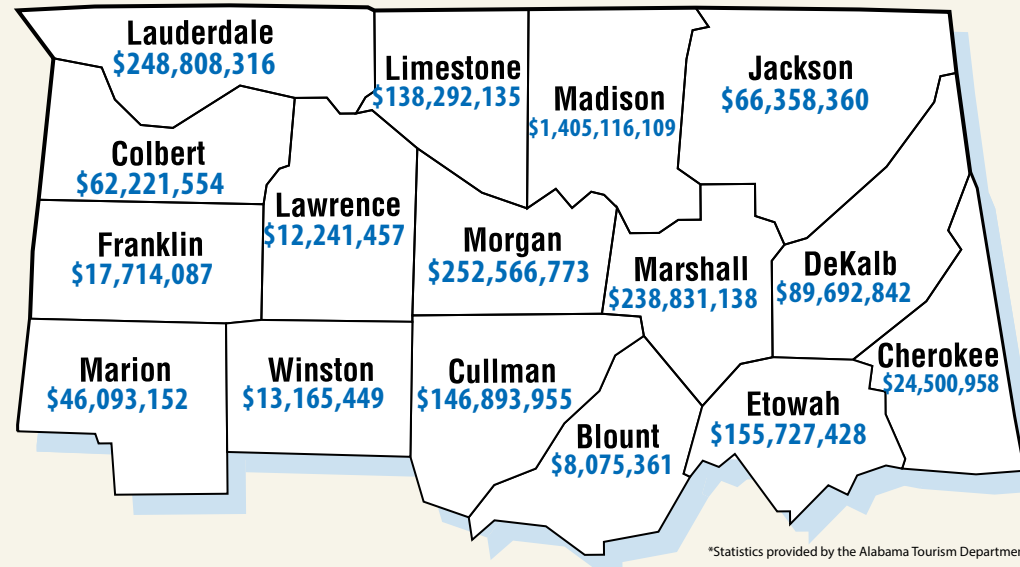


## NORTH ALABAMA TOURISM IMPACT

As Indicated by the 16-County Region's Total Tourist Expenditures

# \$2.92 BILLION

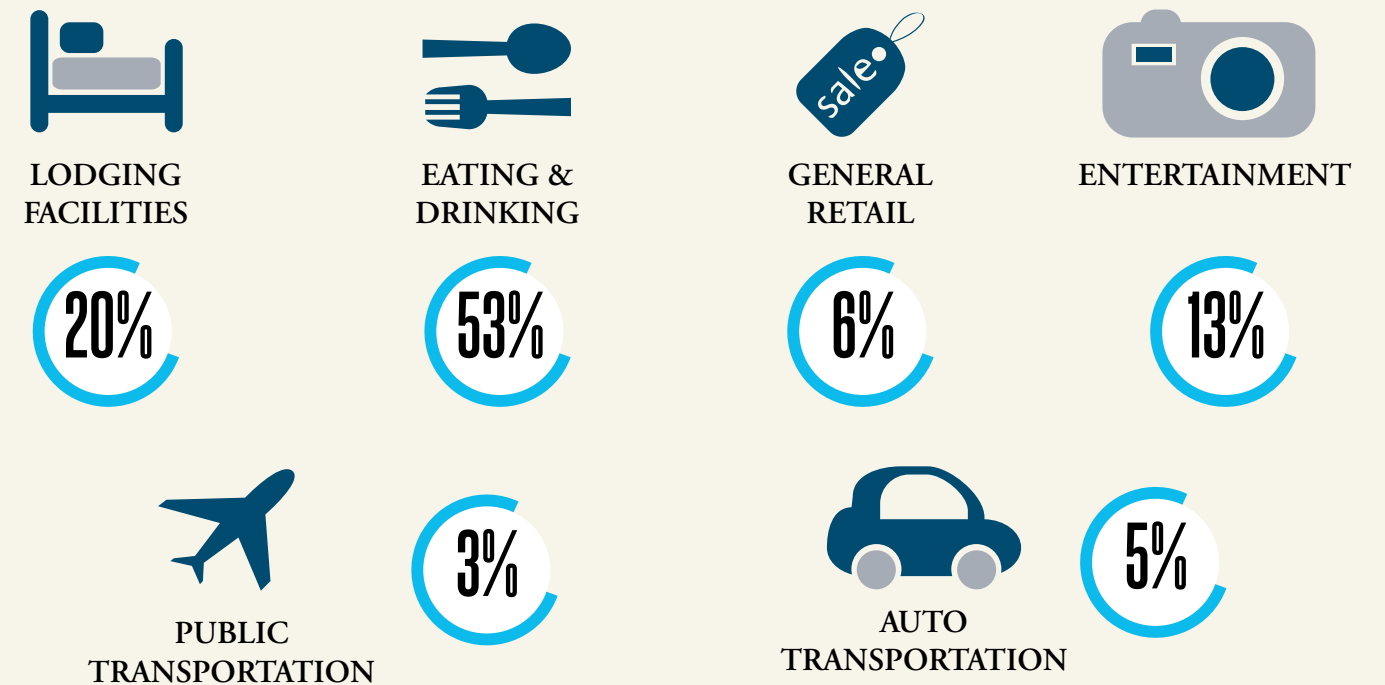
County-by-County Tourist Expenditures for 2018 Shown on Regional Map.



\*Statistics provided by the Alabama Tourism Department

## NORTH ALABAMA TOURISM EMPLOYMENT

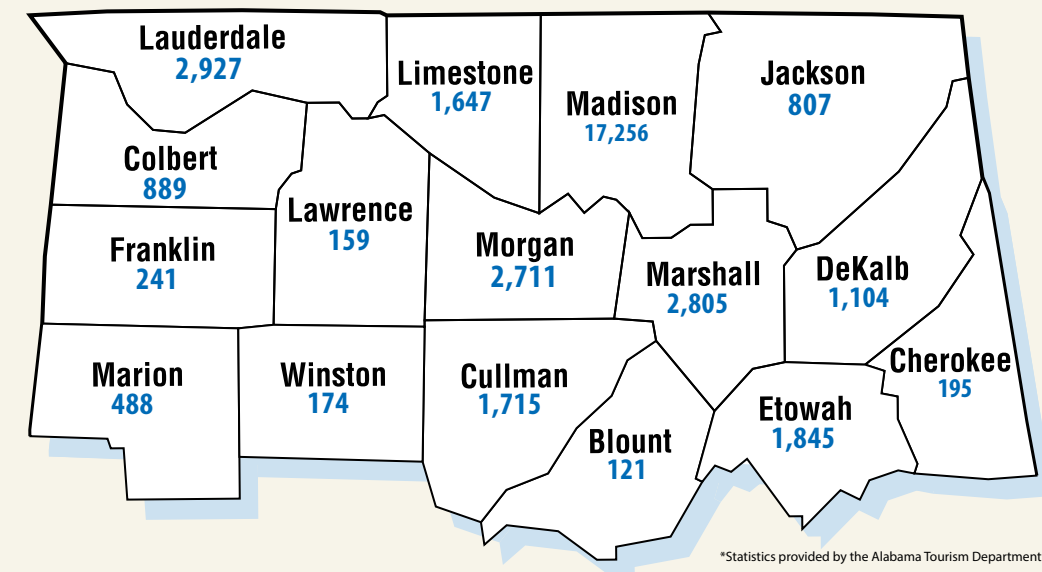
In 2018, an estimated 35,084 North Alabama jobs were directly and indirectly attributable to the travel industry. These jobs were created in response to services demanded by travelers in the state. A study conducted by the Alabama Tourism Department indicates that the biggest beneficiaries of travel-related activities were eating and drinking establishments. This sector accounted for 53 percent of all the travel-related jobs created in 2017. Other industries that benefited strongly were lodging facilities and entertainment. This indirect job creation is known as the multiplier effect or economic impact.



## NORTH ALABAMA TOURISM EMPLOYMENT

# 35,084 JOBS

County-by-County Direct and In-Direct Employment in the Tourism Industry for 2018.



\*Statistics provided by the Alabama Tourism Department

# EXAMPLES OF REQUIREMENTS FOR VARIOUS JOBS IN TOURISM



## Alabama State Parks

Work as part of a 3-6 person crew to construct, repair, and maintain trails and related facilities and to perform related duties as assigned. Work involves heavy lifting, digging, carrying, brush cutting and operation of power equipment in the construction and maintenance of natural surface and crusher fines trails. Position emphasizes and involves a variety of knowledge and abilities in the field of trail construction and maintenance, including excavation and grading of trails, carpentry, dry stone work, and operation of a motor vehicle, mechanized equipment and trailers. Position requires hiking up to 10 hours per day, carrying a backpack and hand tools, and working outside in occasionally inclement weather. Positions require working up to 10 hours per day. Positions require the ability to lift, push, pull and/or carry loads of 50 pounds repeatedly on grades and sloped terrain. Positions require bending for long periods using hand tools and using equipment that vibrate severely such as chainsaws, power carriers, rock breakers and plate compactors for up to 10 hours a day. Trail Labor positions will work with Jr. Rangers, AmeriCorps crews, volunteers and other groups and individuals assigned to trail projects. Depending on experience, Trail Worker positions may be required to assist in training and working with Jr. Rangers, AmeriCorps crews, volunteers, and other groups and individuals assigned to trail projects. Compensation \$15-\$20 D.O.E



## North Alabama Hotel

North Alabama hotels are looking for a professional housekeeper able of attending to our facilities with integrity and attention to detail.

The goal is to create a clean and orderly environment for our guests that will become a critical factor in maintaining and strengthening our reputation.

### Responsibilities

- Perform a variety of cleaning activities such as sweeping, mopping, dusting and polishing
- Ensure all rooms are cared for and inspected according to standards
- Protect equipment and make sure there are no inadequacies
- Notify superiors on any damages, deficits and disturbances
- Deal with reasonable complaints/requests with professionalism and patience
- Check stocking levels of all consumables and replace when appropriate
- Adhere strictly to rules regarding health and safety and be aware of any company-related practices

### Requirements

- Proven experience as a cleaner or housekeeper
- Ability to work with little supervision and maintain a high level of performance
- Customer-oriented and friendly
- Prioritization and time management skills
- Working quickly without compromising quality
- Knowledge of English language
- High school degree





**North Alabama Hotel**

JOB TITLE: Maintenance Person

DEPARTMENT: Maintenance

SUPERVISOR TITLE: General Manager/Maintenance Supervisor

Job Description/Summary: A hotel maintenance person has to perform various tasks like general maintenance, preventive and emergency maintenance of the hotel. There are various kinds of maintenance employees deployed for different types of maintenance and repairs work. Generally, hotel maintenance is done in restaurants, front desk, rooms, parking, lobbies, restrooms and elevators of a hotel.

**ESSENTIAL JOB FUNCTIONS:**

Skill Requirements:

Skills required by hotel maintenance personnel are as follows:

- Operational skills: High amount operational skills are required to know all types of maintenance jobs like repairing, working of equipment, engineering work, etc.
- Customer Service: Hotel maintenance is about providing high amount of quality to customers.
- Interpersonal skills: A hotel maintenance person should have good interpersonal skills as he/she deals with superiors, colleagues and different kinds of customers.
- Management skills: Few maintenance persons also have to perform job of a supervisor or a manager thus requiring management skills.
- Scheduling and planning skills: A maintenance person has to perform a number of jobs at a time thus planning and scheduling is a must.

Main Duties:

Main task of a hotel maintenance manager is to perform general, preventive and emergency maintenance. Detailed lists of duties are as follows:

- Must perform task like repairing of various equipment and materials, replacement of electronics, painting, cleaning or wiring work
- Also maintenance of electronics like refrigerators, television sets, air conditioners etc. must be done regularly
- To keep a check that safety equipment like fire alarm, fire extinguisher etc. are in place and are in working condition.



**North Alabama Hotel**

A North Alabama hotel is looking for a Hotel Front Desk Agent to serve as our guests' first point of contact and manage all aspects of their accommodation.

Hotel Front Desk Agent responsibilities include registering guests, managing reservations and providing information about rooms, rates and amenities. If you have a knack for customer service and work experience in the hotel industry, we'd like to meet you. Ultimately, you will help create a pleasant and memorable stay for our guests.

**Responsibilities**

- Perform all check-in and check-out tasks
- Manage online and phone reservations
- Inform customers about payment methods and verify their credit card data
- Register guests collecting necessary information (like contact details and exact dates of their stay)
- Welcome guests upon their arrival and assign rooms
- Provide information about our hotel, available rooms, rates and amenities
- Respond to clients' complaints in a timely and professional manner
- Liaise with our housekeeping staff to ensure all rooms are clean, tidy and fully-furnished to accommodate guests' needs
- Confirm group reservations and arrange personalized services for VIP customers and event attendees, like wedding guests
- Upsell additional facilities and services, when appropriate
- Maintain updated records of bookings and payments

**Requirements**

- Work experience as a Hotel Front Desk Agent, Receptionist or similar role
- Experience with hotel reservations software, like Cloudbeds and RoomKeyPMS
- Understanding of how travel planning websites operate, like Booking and TripAdvisor
- Customer service attitude
- Excellent communication and organizational skills
- Degree in hotel management is a plus

# Second Helping FREQUENTLY ASKED QUESTIONS

**Q: What is the purpose of the Second Helping program?**

A: Our purpose is two-fold: 1) to help your recovery from opioid addiction by making it easier for you to find career opportunities; 2) to help fill a need for dependable workers in the North Alabama tourism and hospitality industry.

**Q: How does the program work?**

A: We have met with a number of tourism-related businesses and organizations in North Alabama to ask them to become supporting partners. As supporting partners they are aware of your life circumstances and are willing to open job opportunities to you. They have agreed to make job opportunities available to you. When you are prepared to submit your resume, simply visit the web site [www.SecondHelpingJobs.com](http://www.SecondHelpingJobs.com). A list of available jobs will be shown along with who to send your resume to and their contact information.. Open, honest and simple.

**Q: Is there a cost of join the program?**

A: No. This is a free service from the North Alabama Tourism & Hospitality Industry.

**Q: Am I guaranteed a job?**

A: No. Our purpose is to facilitate information transfer between you, the job seeker, and the business/organization seeking workers. You will be responsible for doing the same regular job interviews and other requirements requested by the potential employer as other job seekers.

**Q: How do I find Second Helping job opportunities?**

A: Simply visit our website [www.SecondHelpingJobs.com](http://www.SecondHelpingJobs.com). A list of current job opportunities are posted by participating partners on the site. Job listings are frequently updated as they become available.





A community support program presented by:

**NORTH**  
**ALABAMA**

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