Are You a Hospitality Professional?
by Steve Browne

A wise man once said that you can only buy two products, a solution to a problem, or a feeling.

Those of us in the hospitality industry, and gaming is smack-dab square in the middle of the hospitality industry, certainly know that we sell a feeling. However, did you know that in our industry there are only TWO kinds of people available to sell that feeling? There are hospitality employees… and hospitality professionals.

Which are you?

A hospitality employee is one who works a job in the hospitality industry. They punch a clock, put in their eight, and hit the gate. They only work to live; they value themselves in the workplace only by their ability to perform their job tasks for the organization. They have no higher purpose or calling and measure their success only by the money they make, or how skilled they are at their job tasks, or how much they can get away without doing in a day.

A hospitality professional on the other hand is something quite different. You see, the definition of hospitality is “to create a pleasant and sustaining environment for others (sustaining as in lifting up, supportive, enriching).” And the definition of a professional is “one who follows a calling or vocation, one possessing exceptional skill and often requiring long and intensive academic or experiential preparation.” Put the two together and you have a hospitality professional, one who is “exceptionally skilled at providing a sustaining and enriching environment for others.”

Forget the job title or duties. They are virtually the same for the professional as for the hospitality employee. Professionals occupy the same positions, fill the same departments, perform the same tasks as employees, and yet, they are different.

Are you a hospitality professional?

You’re a hospitality professional if you put service to others FIRST! Before self, before job, before feelings.

You’re a hospitality professional if you think nothing is more important than spending time with your guests.

You’re a hospitality professional if you want to be liked, and want others to like you.

You’re a hospitality professional if you learn to perform your tasks flawlessly, and without effort, so you can concentrate on how to make your guests feel important.
You’re a hospitality professional if you have mastered the art of making others feel the way you want them to feel (anytime you want them to feel that way).

You’re a hospitality professional if you serve regardless of how you feel or what is going on inside of you.

You’re a hospitality professional if you serve both the angel and the devil with grace and respect.

YOU’RE A HOSPITALITY PROFESSIONAL IF THE ONLY THING YOU REALLY CARE ABOUT IS MAKING SOMEONE FEEL TRULY SPECIAL!

Are you a hospitality professional? If you are, then welcome to the club. You are certainly “ONE-OF-US,” as Dennis and I put it. On the other hand, if you are not, if you are just a hospitality employee, then consider crossing over to our side. You see, the day you discover that making another human being feel good, feel truly special, is far more valuable than any talent you have to pitch cards, or make schedules, or set direct mail marketing campaigns, or whatever the hell it is you do, well, that’s the day you get the key to the kingdom. Because that is what our industry is all about, and it is the only path to true fulfillment and happiness in your career in hospitality. It is the value we offer. It is the calling we follow.

Are you hospitality PROFESSIONAL?

Until next time…

Steve (your resident hospitality pro) Browne

PS – Take a moment, turn off your computer, and go make someone else feel really good. Tell a joke, compliment their hair (or clothes), admire their work, give a smile, or just listen to someone who needs a shoulder to cry on. Do it NOW! You know you can. You know you want to. You know you will enjoy it. So get going…