



Travel Services and Tourism - 3009.00

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Prepared by the South Central Coast Center of Excellence for Labor Market Research

Labor Market Information

This report was compiled by the South Central Coast¹ Center of Excellence to provide regional labor market data for occupations and programs related to the field of Travel Services and Tourism. This report can help determine whether there is demand in the local labor market that is not being met by the supply from programs of study that align with this occupation group.

Overview

¹ The South Central Coast Region consists of San Luis Obispo County, Santa Barbara County, Ventura County, and the following cities from North Los Angeles County: Canyon Country, Castaic, Lake Hughes, Lancaster, Littlerock, Llano, Newhall, Palmdale, Pearblossom, Santa Clarita, Stevenson Ranch, and Valencia.

Occupation Codes and Descriptions

Currently, there are seven occupations in the standard occupational classification (SOC) system that are identified as related to the proposed certificate in Travel Services and Tourism. The occupation titles and descriptions, as well as reported job titles, are included in Exhibit 1.

Exhibit 1 – Occupation, description, and sample job titles

SOC Code	Title	Description	Sample of Reported Job Titles
434181	Reservation and Transportation Ticket Agents and Travel Clerks	Make and confirm reservations for transportation or lodging, or sell transportation tickets. May check baggage and direct passengers to designated concourse, pier, or track; deliver tickets, contact individuals and groups to inform them of package tours; or provide tourists with travel or transportation information.	Airline Ticket Agent, Airport Sales Agent, Customer Service Agent, Reservation Agent, Reservationist, Reservations Agent, Reservations and Ticketing Agent, Station Agent, Ticket Agent, Tour Sales Representative
397011	Tour Guides and Escorts	Escort individuals or groups on sightseeing tours or through places of interest, such as industrial establishments, public buildings, and art galleries.	Discovery Guide, Docent, Guide, Historical Interpreter, Interpreter, Museum Educator, Museum Guide, Science Interpreter, Tour Escort, Tour Guide
396012	Concierges	Assist patrons at hotel, apartment, or office building with personal services. May take messages, arrange or give advice on transportation, business services or entertainment, or monitor guest requests for housekeeping and maintenance.	Activities Concierge, Chef Concierge, Chief Concierge, Club Concierge, Concierge, Conference Concierge, Guest Service Agent, Guest Service Supervisor, Hotel Concierge, Lobby Concierge
413041	Travel Agents	Plan and sell transportation and accommodations for travel agency customers. Determine destination, modes of transportation, travel dates, costs, and accommodations required. May also describe, plan, and arrange itineraries and sell tour packages. May assist in resolving clients' travel problems.	Auto Travel Counselor, Beach Expert, Corporate Travel Consultant, Destination Specialist, International Travel Consultant, Tour Coordinator, Tour Counselor, Travel Agent, Travel Consultant, Travel Counselor
397012	Travel Guides	Plan, organize, and conduct long distance travel, tours, and expeditions for individuals and groups.	Cruise Counselor, Guide, Mountain Bike Guide, River Guide, Tour Coordinator, Tour Director, Tour Escort, Tour Manager, Tour Operator, Tours Captain

413011	Advertising Sales Agents	Sell or solicit advertising space, time, or media in publications, signage, TV, radio, or the Internet. Includes individuals who obtain leases for outdoor advertising sites or persuade retailers to use sales promotion display items.	Account Manager, Accounts Executive, Accounts Manager, Advertising Account Executive, Advertising Account Representative, Advertising Consultant, Advertising Representative, Advertising Sales Representative, Marketing Consultant, Sales Representative
131199.06	Online Merchant	Conduct retail activities of businesses operating exclusively online. May perform duties such as preparing business strategies, buying merchandise, managing inventory, implementing marketing activities, fulfilling and shipping online orders, and balancing financial records.	Marketing Director; Marketing Specialist; Master Hearth Technician; Online Marketing Manager; Online Services Manager; Owner, E Commerce Company; Social Media Director; Supervisor of Operations; Vice President of Marketing; Wholesale Representative

Source: O*NET Online

Current and Future Employment

In the South Central Coast region, the number jobs related to Travel Services and Tourism is expected to remain steady for key occupations but to decline for those that lend themselves to automation. Growth is expected in some areas, most significantly for Concierges (10%). Exhibit 2 contains detailed employment projections data for these occupations.

Exhibit 2 – Five-year projections for Travel Services and Tourism in the South Central Coast region

SOC	Occupation	2017 Jobs	2022 Jobs	2017-2022 Change	2017-2022 % Change	Annual Openings
434181	Reservation and Transportation Ticket Agents and Travel Clerks	406	417	11	3%	48
397018	Tour and Travel Guides	447	475	28	6%	85
396012	Concierges	187	205	18	10%	30
413041	Travel Agents	411	407	-4	-1%	50
413011	Advertising Sales Agents	732	680	-52	-7%	91
131199	Business Operations Specialists, All Other	6,843	7,040	197	3%	665
131199.06	Online Merchant					

Source: Economic Modeling Specialists International (EMSI)

*Total Jobs (2017), Average Change (2017-2022), and Median Hourly Earnings for Selected Occupations

2,182	+0.01%	\$18.64/hr
Jobs (2017)	% Change (2017-2022)	Median Hourly Earnings
27% below National average	Nation: +3.2%	Nation: \$17.75/hr

Earnings

In the South Central Coast region, the entry-level average wage for the listed occupations ranges from \$11.39 per hour (Tour and Travel Guides) to \$20.78 (Advertising and Sales Agents).

Exhibit 3 contains hourly wages and annual average earnings for these occupations. Entry-level hourly earnings is represented by the 10th percentile of wages, median hourly earnings is represented by the 50th percentile of wages, and experienced hourly earnings is represented by the 90th percentile of wages, demonstrating various levels of employment.

Exhibit 3 – Earnings for Travel Services and Tourism related occupations in the South Central Coast region

SOC	Occupation	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
434181	Reservation and Transportation Ticket Agents and Travel Clerks	\$13.93	\$18.09	\$24.70
397018	Tour and Travel Guides	\$11.39	\$13.19	\$17.75
396012	Concierges	\$13.02	\$14.57	\$17.24
413041	Travel Agents	\$14.64	\$17.22	\$21.49
413011	Advertising Sales Agents	\$20.78	\$25.18	\$32.50

Source: Economic Modeling Specialists International (EMSI)

Employer Job Postings

In this research brief, real-time labor market information is used to provide a more nuanced view of the current job market, as it captures job advertisements for occupations relevant to the field of study. Employer job postings are consulted to understand who is employing those in the Travel Services and Tourism field, and what they are looking for in potential candidates.

Top Occupations

In 2017, there were 185 employer postings for the occupations selected for Travel Services and Tourism.

Exhibit 4 – Job Postings, Full Year 2017 (n=185)

SOC Code	Occupation	Job Postings, Full Year 2017
434181	Reservation and Transportation Ticket Agents and Travel Clerks	20
397011	Tour Guides and Escorts	5
396012	Concierges	46
413041	Travel Agents	54
397012	Travel Guides	1
413011	Advertising Sales Agents	59

Source: Labor Insight/Jobs (Burning Glass)

Top Titles

The top job titles for employers posting ads for Travel Services and Tourism occupations are listed in Exhibit 5. Concierge is mentioned as the job title in 24% of all relevant job postings (45 postings).

Exhibit 5 –Job titles (n=185)

Title	Job Postings, Full Year 2017
Concierge	45
Travel Agent	44
Advertising Account Executive	27
Advertising Sales Executive	10
Business Consultant	6
Cross Utilized Agent	6

Source: Labor Insight/Jobs (Burning Glass)

Top Employers

Exhibit 6 lists the major employers hiring professionals in the Travel Services and Tourism field. Top employers posting job ads included AAA, Charter Communications, Sunrise Senior Living Inc, Cottage Health System, and Farrell Smyth Incorporated. The top worksite cities in the region for these occupations were San Luis Obispo, Santa Barbara, Santa Clarita, Thousand Oaks, and Camarillo.

Exhibit 6 – Top employers (n=163)

Employer	Job Postings, Full Year 2016
AAA	35
Charter Communications	9
Sunrise Senior Living, Inc.	9
Cottage Health System	8
Farrell Smyth Incorporated	6

Source: Labor Insight/Jobs (Burning Glass)

Top Job Skills

Sales is the most sought after skill for employers hiring for the selected occupations for this certificate related to Travel Services and Tourism. The other top job-specific skills desired by employers relate to Product Sales, Advertising, Customer Service, and Upselling Products and Services.

Exhibit 7 – Top Job skills (n=166)

Skills	Job Postings, Full Year 2016
Sales	75
Product Sales	55
Advertising	53
Customer Service	46
Upselling Products and Services	43

Source: Labor Insight/Jobs (Burning Glass)

Advertised Education Levels

Exhibit 8 displays the education level requested by employers in online job ads. The majority of employers were looking for a candidate with a high school diploma.

Exhibit 8 – Minimum advertised education requirements for Travel Services and Tourism (n=)

Source: Labor Insight/Jobs (Burning Glass)

Industry Concentration

Travel Services and Tourism and Advertising Sales Agent jobs in the South Central Coast region are most often found in the transportation and warehousing industry. Exhibit 9 shows the industries where most Travel Services and Tourism and Advertising Sales Agent workers are employed.

Exhibit 9 – Industries employing the most graphic designers, 2017 (n=174)

Industry	Occupation Group Jobs in Industry	% of Occupation Group in Industry
Transportation and Warehousing	47	29%
Information	30	18%
Accommodation and Food Services	25	15%
Health Care and Social Assistance	21	13%
Administrative and Support and Waste Management and Remediation Services	11	7%

Education and Training

Exhibit 10 shows the typical entry-level education requirement for the occupation of interest, along with the typical on-the-job training.

Exhibit 10 – Education and training requirements (2016)

SOC	Occupation	Typical entry-level education	Typical on-the-job training
434181	Reservation and Transportation Ticket Agents and Travel Clerks	High school diploma or equivalent	Short-term on-the-job training
397011	Tour Guides and Escorts	High school diploma or equivalent	Moderate-term on-the-job training
396012	Concierges	High school diploma or equivalent	Moderate-term on-the-job training
413041	Travel Agents	-	-
397012	Travel Guides	High school diploma or equivalent	Moderate-term on-the-job training
413011	Advertising Sales Agents	High school diploma or equivalent	Moderate-term on-the-job training

Source: Bureau of Labor Statistics Employment Projections (Educational Attainment)

Currently, none of the community colleges in the South Central Coast region train students in Tourism and Travel Services Marketing Operations.

Exhibit 11 – Headcounts and Completers 206-17 (by TOP and College)

TOP Code	Program	College	CCC Headcount	Completers

Source: California Community Colleges Chancellor’s Office MIS Data Mart

In 2016 there were no regional completions for Tourism and Travel Services Marketing Operations and the program related to Advertising Sales Agents skews the data towards general sales agents so has been omitted.

0	0	124
Institutions with Completions (2016)	Completions (2016)	Openings (2016)

Student Outcomes

The CTE LaunchBoard provides student outcome data on the effectiveness of CTE programs. The following student outcome information was collected from exiters of the XXX in the South Central Coast region for the 2015-16 academic year.

- The median annual wage after program completion is \$xxx
- xx% of students are earning a living wage
- xx% of students are employed after a year

Source: CTE LaunchBoard

Sources

O*Net Online, Labor Insight/Jobs (Burning Glass), Economic Modeling Specialists International (EMSI), MIT Living Wage Calculator, Bureau of Labor Statistics (BLS) Education Attainment, California Community Colleges Chancellor’s Office Management Information Systems (MIS) Data Mart, CTE LaunchBoard, Statewide CTE Outcomes Survey, Employment Development Department Unemployment Insurance Dataset

Notes

Data included in this analysis represents the labor market demand for positions most closely related to Travel Services and Tourism. Standard occupational classification (SOC) codes were chosen based on the training goals of the proposed certificates. Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges.