

Labor Market Analysis: 1307.00 – Hospitality

Hospitality (Certificate)

Los Angeles Center of Excellence, October 2022

Summary

Program Endorsement:	Endorsed: All Criteria Met <input type="checkbox"/>	Endorsed: Some Criteria Met <input checked="" type="checkbox"/>	Not Endorsed <input type="checkbox"/>
Program Endorsement Criteria			
Supply Gap:	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
Living Wage: (Entry-Level, 25th)	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	
Education:	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
Emerging Occupation(s)			
	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	

The Los Angeles Center of Excellence for Labor Market Research (LA COE) prepared this report to provide regional labor market supply and demand data related to three middle-skill occupations:

- **Food Service Managers (11-9051):** Plan, direct, or coordinate activities of an organization or department that serves food and beverages.¹
- **Lodging Managers (11-9081):** Plan, direct, or coordinate activities of an organization or department that provides lodging and other accommodations.²
- **First-Line Supervisors of Food Preparation and Serving Workers (35-1012):** Directly supervise and coordinate activities of workers engaged in preparing and serving food.³

Middle-skill occupations typically require some postsecondary education, but less than a bachelor's degree.⁴ This report is intended to help determine whether there is demand in the local labor market that is not being met by the supply from community college programs that align with the relevant occupations.

¹ [Food Service Managers \(bls.gov\)](#)

² [Lodging Managers \(bls.gov\)](#)

³ [First-Line Supervisors of Food Preparation and Serving Workers \(bls.gov\)](#)

⁴ The COE classifies middle-skill jobs as the following:

- All occupations that require an educational requirement of some college, associate degree or apprenticeship;
- All occupations that require a bachelor's degree, but also have more than one-third of their existing labor force with an educational attainment of some college or associate degree; or
- All occupations that require a high school diploma or equivalent or no formal education, but also require short- to long-term on-the-job training where multiple community colleges have existing programs.

Based on the available data, there appears to be a supply gap in the region for the occupations of interest. Although entry-level wages are below the self-sufficiency standard wage in both Los Angeles and Orange counties, at least one-third of current workers in the field have completed some college, no degree or an associate degree. **Therefore, due to some of the criteria being met, the LA COE endorses this proposed program.** Detailed reasons include:

Demand:

- **Supply Gap Criteria** – Over the next five years, **8,633 jobs are projected to be available annually** in the region due to new job growth and replacements, **which is more than the three-year average of 1,595 awards conferred** by educational institutions in the region.
- **Living Wage Criteria** – In Los Angeles County, all three occupations have entry-level wages **below** the self-sufficiency standard wage (\$18.10/hour).⁵
- **Educational Criteria** – The Bureau of Labor Statistics (BLS) lists a high school diploma or equivalent as the typical entry-level education for all three occupations in this report.
 - However, national-level educational attainment data indicates that **between 33% and 38% of workers in the field have completed some college, no degree or an associate degree.**

Supply:

- Between 2018 and 2021, **25 community colleges** in the greater LA/OC region issued awards in programs that have historically trained for the occupations of interest, conferring an average of **1,428 awards**.
- Between 2017 and 2020, non-community college institutions throughout the greater LA/OC region conferred an average of **167 awards in relevant programs**.

⁵ Self-Sufficiency Standard wage data was pulled from The Self-Sufficiency Standard Tool for California. For more information, visit: <http://selfsufficiencystandard.org/california>.

Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for the occupations studied in this report. In the greater Los Angeles/Orange County region, the number of jobs related to these occupations is projected to increase by 2% through 2026. There will be more than 8,600 job openings per year through 2026 due to job growth and replacements.

Exhibit 1: Occupational demand in Los Angeles and Orange Counties⁶

Geography	2021 Jobs	2026 Jobs	2021-2026 Change	2021-2026 % Change	Annual Openings
Los Angeles	44,018	44,537	519	1%	6,179
Orange	16,323	17,164	841	5%	2,454
Total	60,341	61,700	1,359	2%	8,633

Wages

The labor market endorsement in this report considers the entry-level hourly wages for the occupations in Los Angeles County, as they relate to the county's self-sufficiency standard wage. Orange County wages are included below in order to provide a complete analysis of the greater LA/OC region. Detailed wage information, by county, is included in Appendix A.

Los Angeles County – All three occupations in this report have entry-level wages below the self-sufficiency standard wage for one adult (\$18.10 in Los Angeles County). Typical entry-level hourly wages are in a range between \$15.67 and \$17.97. Experienced workers can expect to earn wages between \$28.61 and \$41.62, which are above the self-sufficiency standard wage estimate.

Exhibit 2: Hourly Earnings for Occupations in Los Angeles County

Occupation	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Food Service Managers (11-9051)	\$17.49	\$27.64	\$29.33
Lodging Managers (11-9081)	\$15.67	\$28.06	\$41.62
First-Line Supervisors of Food Preparation and Serving Workers (35-1012)	\$17.97	\$18.76	\$28.61

⁶ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

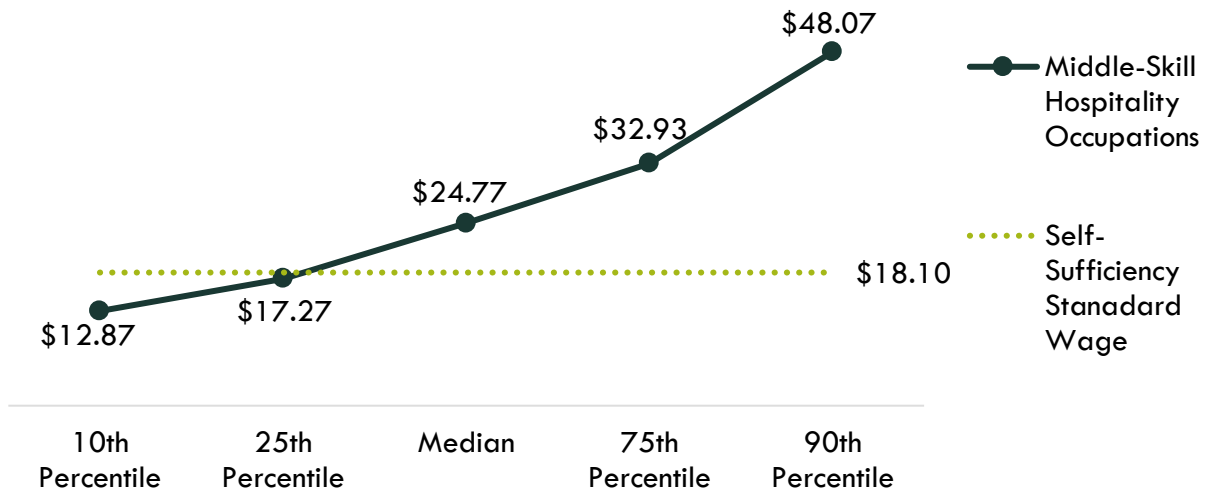
Orange County – All three occupations in this report have entry-level wages below the self-sufficiency standard wage for one adult (\$20.63 in Orange County). Typical entry-level hourly wages are in a range between \$17 and \$18.39. Experienced workers can expect to earn wages between \$27.07 and \$41.38, which are above the self-sufficiency standard wage estimate.

Exhibit 3: Hourly Earnings for Occupations in Orange County

Occupation	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Food Service Managers (11-9051)	\$18.39	\$27.09	\$27.72
Lodging Managers (11-9081)	\$18.17	\$28.94	\$41.38
First-Line Supervisors of Food Preparation and Serving Workers (35-1012)	\$17.00	\$17.78	\$27.07

On average, the entry-level earnings for the occupations in this report are \$17.27; this is below the self-sufficiency standard wage estimate for one single adult in Los Angeles County (\$18.10). Exhibit 4 shows the average wages for the occupations in this report, from entry-level to experienced workers.

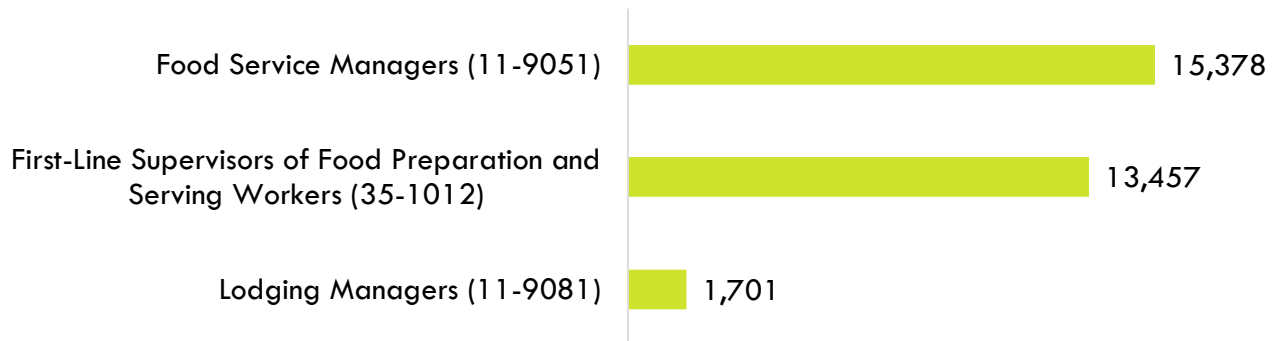
Exhibit 4: Average Hourly Earnings for Middle-Skill Hospitality Occupations in LA/OC



Job Postings

Over the past 12 months, there have been 30,536 online job postings for the three occupations of interest. Exhibit 5 displays the number of job postings by occupation. The majority of job postings (50%) were for *food service managers*, followed by *first-line supervisors or food preparation and serving workers* (44%), and *lodging managers* (6%). The highest number of job postings were for shift leaders, general managers, assistant managers, restaurant managers, and assistant general managers. The top skills were restaurant management, guest services, customer service, food safety, and staff management. The top employers, by number of job postings, in the region were Starbucks Coffee Company, Taco Bell, and Marriott International Incorporated.

Exhibit 5: Job postings by occupation (last 12 months)



Educational Attainment

The Bureau of Labor Statistics (BLS) lists a high school diploma or equivalent as the typical entry-level education for all three occupations in this report. However, national-level educational attainment data indicates that between 33% and 38% of workers in the field have completed some college, no degree or an associate degree.

Educational Supply

Community College Supply – Exhibit 6 shows the annual and three-year average number of awards conferred by community colleges in programs that have historically trained for the occupations of interest. The colleges with the most completions in the region are Coastline, Cypress, and LA Mission.

Exhibit 6: Regional community college awards (certificates and degrees), 2018-2021

TOP	Program	College	2018-19 Awards	2019-20 Awards	2020-21 Awards	3-Year Average
0506.30	Management Development and Supervision	Cerritos	14	32	50	32
		LA Pierce	4	4	5	4
		LA Southwest	12	9	15	12
		LA Trade-Tech	5	4	8	6
		LA Valley	23	20	18	20
		Pasadena	3	3	10	5
		Rio Hondo	20	25	18	21
		Santa Monica	6	19	19	15
		LA Subtotal	87	116	143	115
		Coastline	355	247	7	203
		Cypress	-	-	1	0
		Irvine Valley	-	-	3	1
		Saddleback	34	27	53	38
		Santa Ana	4	11	9	8
		Santiago Canyon	-	2	1	1
		OC Subtotal	393	287	74	251
Supply Subtotal/Average			480	403	217	367
1306.00	Nutrition, Foods, and Culinary Arts	Citrus	-	-	4	1
		East LA	14	23	18	18
		Glendale	3	6	-	3
		LA City	-	1	-	0
		LA Mission	4	4	7	5
		LA Southwest	-	-	2	1
		Long Beach	8	8	19	12
		Mt San Antonio	15	15	19	16
		Pasadena	2	2	10	5
		Rio Hondo	-	1	3	1
		Santa Monica	3	5	9	6
		West LA	4	2	4	3
		LA Subtotal	53	67	95	72

TOP	Program	College	2018-19 Awards	2019-20 Awards	2020-21 Awards	3-Year Average
		Cypress	-	2	1	1
		Fullerton	6	8	17	10
		Orange Coast	17	20	17	18
		Saddleback	26	19	24	23
		Santa Ana	3	3	1	2
		OC Subtotal	52	52	60	55
		Supply Subtotal/Average	105	119	155	126
1306.20	Dietetic Services and Management	Glendale	14	16	12	14
		LA City	7	7	8	7
		Long Beach	8	5	8	7
		LA Subtotal	29	28	28	28
		Orange Coast	11	3	6	7
		OC Subtotal	11	3	6	7
		Supply Subtotal/Average	40	31	34	35
1306.30	Culinary Arts	Cerritos	69	86	68	74
		Glendale	1	-	-	0
		LA Harbor	61	14	40	38
		LA Mission	146	151	74	124
		LA Trade-Tech	144	80	71	98
		Long Beach	48	44	46	46
		Mt San Antonio	16	15	3	11
		LA Subtotal	485	390	302	392
		Cypress	99	61	58	73
		Orange Coast	76	82	60	73
		Saddleback	32	23	28	28
		Santa Ana	-	-	1	0
		Santiago Canyon	89	55	67	70
		OC Subtotal	296	221	214	244
		Supply Subtotal/Average	781	611	516	636
1307.00	Hospitality	Cerritos	-	-	6	2
		Glendale	27	11	14	17
		LA City	-	-	14	5
		LA Pierce	-	-	1	0
		Mt San Antonio	31	35	37	34

TOP	Program	College	2018-19 Awards	2019-20 Awards	2020-21 Awards	3-Year Average
		Pasadena	11	10	10	10
		Rio Hondo	-	2	5	2
		West LA	36	29	10	25
		LA Subtotal	105	87	97	96
		Cypress	2	32	30	21
		Orange Coast	4	6	10	7
		OC Subtotal	6	38	40	28
		Supply Subtotal/Average	111	125	137	124
1307.10	Restaurant and Food Services and Management	Cerritos	5	6	11	7
		LA Mission	26	40	15	27
		LA Trade-Tech	12	11	5	9
		Mt San Antonio	13	8	1	7
		LA Subtotal	56	65	32	51
		Cypress	59	41	15	38
		Orange Coast	2	-	1	1
		OC Subtotal	61	41	16	39
		Supply Subtotal/Average	117	106	48	90
1307.20	Lodging Management	West LA	-	-	21	7
		LA Subtotal	-	-	21	7
		Cypress	34	61	24	40
		Orange Coast	4	3	-	2
		OC Subtotal	38	64	24	42
		Supply Subtotal/Average	38	64	45	49
		Supply Total/Average	1,672	1,459	1,152	1,428

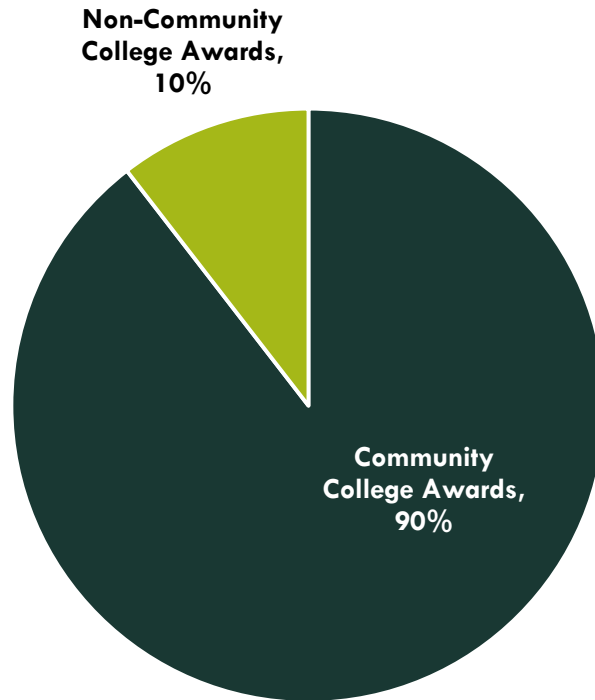
Non-Community College Supply – For a comprehensive regional supply analysis, it is important to consider the supply from other institutions in the region that may provide training programs for the occupations of interest. Exhibit 7 shows the annual and three-year average number of awards conferred by these institutions in relevant programs. Due to different data collection periods, the most recent three-year period of available data is from 2017 to 2020. Between 2017 and 2020, non-community college institutions in the region conferred an average of 167 awards.

Exhibit 7: Regional non-community college awards, 2017-2020

CIP	Program	Institution	2017-18 Awards	2018-19 Awards	2019-20 Awards	3-Year Average
12.0501	Baking and Pastry Arts/Baker/Pastry Chef	Institute of Culinary Education	-	30	47	26
12.0503	Culinary Arts/Chef Training	Hacienda La Puente Adult Education	19	6	9	11
		Institute of Culinary Education	-	86	164	83
12.0504	Restaurant, Culinary, and Catering Management/Manager	Institute of Culinary Education	-	21	65	29
12.0505	Food Preparation/Professional Cooking/Kitchen Assistant	Baldwin Park Adult & Community Education	21	25	-	15
19.0501	Foods, Nutrition, and Wellness Studies, General	Brandman University	1	3	4	3
52.0901	Hospitality Administration/Management, General	N/A	-	-	-	-
Supply Total/Average			41	171	289	167

Exhibit 8 shows the relationship between the proportion of community college awards conferred in LA/OC versus the proportion of non-community college awards conferred. Data shows community colleges confer nine out of ten awards in relevant training programs.

Exhibit 8: Community College Awards Compared to Non-Community College Awards in LA/OC Region, 3-Year Average



Appendix A: Occupational demand and wage data by county

Exhibit 9. Los Angeles County

Occupation (SOC)	2021 Jobs	2026 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Food Service Managers (11-9051)	13,535	13,237	(298)	(2%)	1,487	\$17.49	\$27.64	\$29.33
Lodging Managers (11-9081)	1,164	915	(249)	(21%)	112	\$15.67	\$28.06	\$41.62
First-Line Supervisors of Food Preparation and Serving Workers (35-1012)	29,320	30,384	1,064	4%	4,580	\$17.97	\$18.76	\$28.61
Total	44,018	44,537	519	1%	6,179	-	-	-

Exhibit 10. Orange County

Occupation (SOC)	2021 Jobs	2026 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Food Service Managers (11-9051)	4,615	4,700	85	2%	537	\$18.39	\$27.09	\$27.72
Lodging Managers (11-9081)	562	447	(115)	(20%)	54	\$18.17	\$28.94	\$41.38
First-Line Supervisors of Food Preparation and Serving Workers (35-1012)	11,146	12,017	871	8%	1,863	\$17.00	\$17.78	\$27.07
Total	16,323	17,164	841	5%	2,454	-	-	-

Exhibit 11. Los Angeles and Orange Counties

Occupation (SOC)	2021 Jobs	2026 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Typical Entry-Level Education
Food Service Managers (11-9051)	18,149	17,937	(212)	(1%)	2,024	High school diploma or equivalent
Lodging Managers (11-9081)	1,726	1,363	(363)	(21%)	166	High school diploma or equivalent
First-Line Supervisors of Food Preparation and Serving Workers (35-1012)	40,465	42,401	1,936	5%	6,443	High school diploma or equivalent
Total	60,341	61,700	1,359	2%	8,633	-

Appendix B: Sources

- O*NET Online
- Labor Insight (Burning Glass Technologies)
- Lightcast (formerly Emsi)
- Bureau of Labor Statistics (BLS)
- California Employment Development Department, Labor Market Information Division, OES
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- Self-Sufficiency Standard at the Center for Women's Welfare, University of Washington
- Chancellor's Office Curriculum Inventory (COCI 2.0)

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