



Hospitality Management Foundation Certificate of Achievement (Hospitality TOP: 1307.00)

June 2019

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

Program Recommendation

This report was compiled by the South Central Coast¹ Center of Excellence to provide regional labor market data for the program recommendation of Hospitality Management Foundation Certificate of Achievement. 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 (CCC and non-CCC) that align with this occupation group.

Key Findings

- In the South Central Coast region, the number of jobs related to Hospitality is expected to remain steady over the next five years.
- Food Service Managers and First-Line Supervisors of Food Preparation and Serving Workers are at high risk of automation, while Meeting, Convention, and Event Planners, First-Line Supervisors of Retail Sales Workers, & Lodging Managers are anticipated to experience low risk of automation.
- In 2017 there were 131 regional completions in programs related to the occupations of Hospitality and 2,406 openings, indicating an undersupply in this area.
- Typical entry-level education ranges from a high school diploma for Food Service Managers, First-Line Supervisors of Food Preparation and Serving Workers, First-Line Supervisors of Retail Sales Workers, & Lodging Managers, to a Bachelor's degree for Meeting, Convention, and Event Planners.
- Completers of the Hospitality program (TOP 1307.00) from the 2015-2016 academic year had a median annual wage upon completion of \$25,514.
- 48% of students are earning a living.
- 65% of students are employed within a year after completing a program.

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 five occupations in the standard occupational classification (SOC) system that are related to Hospitality. 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
11-9051	Food Service Managers	Plan, direct, or coordinate activities of an organization or department that serves food and beverages.	Banquet Manager, Catering Manager, Food and Beverage Director, Food and Beverage Manager, Food Service Director, Food Service Manager, Food Service Supervisor, Kitchen Manager, Restaurant General Manager, Restaurant Manager
11-9081	Lodging Managers	Plan, direct, or coordinate activities of an organization or department that provides lodging and other accommodations.	Bed and Breakfast Innkeeper, Front Desk Manager, Front Office Director, Front Office Manager, Guest Relations Manager, Guest Service Manager, Hotel Manager, Night Manager, Resort Manager, Rooms Director
13-1121	Meeting, Convention, and Event Planners	Coordinate activities of staff, convention personnel, or clients to make arrangements for group meetings, events, or conventions.	Catering Director, Conference Planner, Conference Planning Manager, Conference Services Director, Conference Services Manager, Convention Services Director, Convention Services Manager (CSM), Event Coordinator, Events Manager, Special Events Coordinator
35-1012	First-Line Supervisors of Food Preparation and Serving Workers	Directly supervise and coordinate activities of workers engaged in preparing and serving food.	Cafeteria Manager, Dietary Supervisor, Food and Nutrition Services Supervisor, Food Production Supervisor, Food Service Director, Food Service Manager, Food Service Supervisor, Kitchen Manager, Kitchen Supervisor, Restaurant Manager
41-1011	First-Line Supervisors of Retail Sales Workers	Directly supervise and coordinate activities of retail sales workers in an establishment or department. Duties may include management functions, such as purchasing, budgeting, accounting, and personnel work, in addition to supervisory duties.	Bakery Manager, Delicatessen Manager, Department Manager, Department Supervisor, Grocery Manager, Key Carrier, Meat Department Manager, Parts Sales Manager, Shift Manager, Store Manager

Source: O*NET Online

Current and Future Employment

In the South Central Coast region, the number of jobs related to Hospitality is expected to remain steady over the next five years. Exhibit 2 contains detailed employment projections data for these occupations.

Exhibit 2 – Five-year projections for Hospitality in the South Central Coast region

SOC	Occupation	2018 Jobs	2023 Jobs	2018-2023 Change	2018-2023 % Change
11-9051	Food Service Managers	2,838	2,977	139	5%
11-9081	Lodging Managers	333	337	4	1%
13-1121	Meeting, Convention, and Event Planners	701	738	37	5%
35-1012	First-Line Supervisors of Food Preparation and Serving Workers	5,774	6,370	596	10%
41-1011	First Line Supervisors of Retail Sales Workers	9,482	9,405	-77	-1%

Source: Economic Modeling Specialists International (EMSI)

Earnings

In the South Central Coast region, the average wage for the listed occupations is \$17.03 per hour.

Exhibit 3 contains hourly wages and annual average earnings for this occupation. Entry-level hourly earnings is represented by the 25th percentile of wages, median hourly earnings is represented by the 50th percentile of wages, and experienced hourly earnings is represented by the 75th percentile of wages, demonstrating various levels of employment.

Exhibit 3 – Earnings for Hospitality in the South Central Coast region

SOC	Occupation	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
11-9051	Food Service Managers	\$14.09	\$19.97	\$30.76
11-9081	Lodging Managers	\$17.84	\$27.21	\$41.88
13-1121	Meeting, Convention, and Event Planners	\$17.33	\$23.31	\$29.10
35-1012	First-Line Supervisors of Food Preparation and Serving Workers	\$12.63	\$15.31	\$21.04
41-1011	First Line Supervisors of Retail Sales Workers	\$13.41	\$16.94	\$23.23

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 hospitality managers, and what they are looking for in potential candidates. To identify job postings related to Hospitality, the following standard occupational classifications were used:

11-9051	Food Service Managers
11-9081	Lodging Managers
13-1121	Meeting, Convention, and Event Planners
35-1012	First-Line Supervisors of Food Preparation and Serving Workers
41-1011	First-Line Supervisors of Retail Sales Workers

Top Occupations

In 2018, there were 5,224 employer postings for occupations related to Hospitality.

Exhibit 4 – Top occupations in job postings

SOC Code	Occupation	Job Postings, Full Year 2018
41-1011	First-Line Supervisors of Retail Sales Workers	3,224
11-9051	Food Service Managers	1,059
35-1012	First-Line Supervisors of Food Preparation and Serving Workers	683
13-1121	Meeting, Convention, and Event Planners	138
11-9081	Lodging Managers	120

Source: Labor Insight/Jobs (Burning Glass)

SOC Code	Occupation	Risk of Automation
41-1011	First-Line Supervisors of Retail Sales Workers	Low
11-9051	Food Service Managers	High
35-1012	First-Line Supervisors of Food Preparation and Serving Workers	High
13-1121	Meeting, Convention, and Event Planners	Low
11-9081	Lodging Managers	Low

Top Titles

The top job titles for employers posting ads for management are listed in Exhibit 5. Assistant Store Manager is mentioned as the job title in 8% of all relevant job postings (439 postings).

Exhibit 5 –Job titles

Title	Job Postings, Full Year 2018
Assistant Store Manager	439
Store Manager	359
Assistant Manager (Retail)	246
Restaurant Manager	176
General Manager	174
Assistant Manager (Food Service)	172
Shift Leader	138

Source: Labor Insight/Jobs (Burning Glass)

Top Employers

Exhibit 6 lists the major employers hiring professionals in the Hospitality field. The top employer posting job ads was Chipotle Mexican Grill. The top worksite cities in the region for these occupations were Santa Clarita, Thousand Oaks, Oxnard, Ventura, and Santa Barbara.

Exhibit 6 – Top employers (n=4,945)

Employer	Job Postings, Full Year 2018
Chipotle Mexican Grill	107
Sprouts Farmers Market	107
Superior Grocers	90
PetSmart	74
Pizza Hut	71

Source: Labor Insight/Jobs (Burning Glass)

Skills

Retail Industry Knowledge is the most sought after skill for employers hiring management.

Exhibit 7 –Job skills (n=4,410)

Skills	Job Postings, Full Year 2018
Retail Industry Knowledge	1,895
Store Management	1,450
Customer Service	1,370
Scheduling	1,325
Merchandising	1,318

Source: Labor Insight/Jobs (Burning Glass)

Industry Concentration

Exhibit 9 shows the industries where most managers are employed in the South Central Coast region. Note: 7% of records have been excluded because they do not include an industry. As a result, the chart below may not be representative of the full sample.

Exhibit 9 – Industries employing the most management, 2018

Industry	Occupation Group Jobs in Industry	% of Occupation Group in Industry
Retail Trade	2,421	50%
Accommodation and Food Service	1,577	33%
Manufacturing	156	3%
Health Care and Social Assistance	130	3%
Professional, Scientific, and Technical Services	97	2%

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 needed to attain competency in the occupation.

Exhibit 10 – Education and training requirements

SOC	Occupation	Typical entry-level education	Typical on-the-job training
11-9051	Food Service Managers	High school diploma or equivalent	None
11-9081	Lodging Managers	High school diploma or equivalent	None
13-1121	Meeting, Convention, and Event Planners	Bachelor's degree	None
35-1012	First-Line Supervisors of Food Preparation and Serving Workers	High school diploma or equivalent	None
41-1011	First-Line Supervisors of Retail Sales Workers	High school diploma or equivalent	None

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

Regional Completions and Openings

There were 131 regional completions (2017) and 2,406 regional openings (2017) in the South Central Coast region in programs related to the occupations of Hospitality.

8 Regional Institutions had Related Programs (2017)	131 Regional Completions (2017)	2,406 Annual Openings (2017)
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Source: Economic Modeling Specialists International (EMSI)

Related Programs

CIP Code	Program	Completions (2017)
12.0500	Cooking and Related Culinary Arts, General	80
12.0504	Restaurant, Culinary, and Catering Management/Manager	25
52.0901	Hospitality Administration/Management, General	21
52.0904	Hotel/Motel Administration/Management	2
52.1804	Selling Skills and Sales Operation	2
52.0208	E-Commerce/Electronic Commerce	1
19.0505	Foodservice Systems Administration/Management	0
52.0212	Retail Management	0

Source: Economic Modeling Specialists International (EMSI)

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 Hospitality program (TOP Code: 1307.00) in the South Central Coast region for the 2015-16 academic year.

- The median annual wage for students after exiting is \$25,514
- Starting salary in the region for Lodging Managers is \$47,798
- 48% of students are earning a living wage
- 65% of students are employed within a year after completing a program
- Students who transfer and earn a bachelor's degree could pursue the following careers:
 - Meeting, Convention, and Event Planners

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 hospitality management. Standard occupational classification (SOC) codes were chosen based on the national education level required for employment (associate degree and postsecondary certificate) as well as the proportion of current workers who hold a community college award or have had some community college training. This selection process narrows the labor market analysis to the most relevant employment opportunities for students with community college education and/or training.

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. Real-time labor market information captures job post advertisements for occupations relevant to the field of study and should not be used to establish current job openings, because the numbers may include duplicate job postings or postings intended to gather a pool of applicants. Real-time labor market information can signal demand and show what employers are looking for in potential employees, but is not a perfect measure of the quantity of open positions.