



## Hospitality (TOP: 1307.00)

July 2019

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

---

### Program Recommendation

This report was compiled by the South Central Coast<sup>1</sup> Center of Excellence to provide regional labor market data for the program recommendation of Hospitality. 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.

- In the South Central Coast region, the number of jobs for the occupations identified as related to Hospitality is expected to increase over the next five years.
- Food Service Managers, First-Line Supervisors of Food Preparation and Serving Workers, and Waiters and Waitresses are at high risk of automation, while Chefs and Head cooks are at medium risk, and Lodging Managers are anticipated to experience low risk of automation.
- In 2017 there were 159 regional completions for programs related to the occupations identified under Hospitality and 5,002 openings.
- Typical entry-level education for the identified occupations ranges from no formal education credential for Waiters and Waitresses, to a high school diploma for Chefs and Head Cooks, Food Service Managers, First-Line Supervisors of Food Preparation and Serving Workers, First-Line Supervisors of Retail Sales Workers, & Lodging Managers.
- 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.

---

<sup>1</sup> 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

This report considers 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
35-1011	Chefs and Head Cooks	Direct and may participate in the preparation, seasoning, and cooking of salads, soups, fish, meats, vegetables, desserts, or other foods. May plan and price menu items, order supplies, and keep records and accounts.	Banquet Chef; Certified Executive Chef (CEC); Chef; Chef, Instructor; Cook; Corporate Executive Chef; Executive Chef (Ex Chef); Executive Sous Chef; Head Cook; Line Cook
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
35-3031	Waiters and Waitresses	Take orders and serve food and beverages to patrons at tables in dining establishment.	Banquet Server, Buffet Server, Cocktail Server, Food Runner, Food Server, Restaurant Server, Server, Waiter, Waitress, Waitstaff

Source: O\*NET Online

## Current and Future Employment

In the South Central Coast region, the number of jobs related to Hospitality is expected to increase 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%
35-1011	Chefs and Head Cooks	910	978	68	7%
35-1012	First-Line Supervisors of Food Preparation and Serving Workers	5,774	6,370	596	10%
35-3031	Waiters and Waitresses	17,429	18,392	963	6%

Source: Economic Modeling Specialists International (EMSI)

## Earnings

In the South Central Coast region, the average wage for the listed occupations is \$12.91 per hour.

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

**Exhibit 3 – Earnings for Hospitality related Occupations 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
35-1011	Chefs and Head Cooks	\$17.28	\$22.77	\$31.81
35-1012	First-Line Supervisors of Food Preparation and Serving Workers	\$12.63	\$15.31	\$21.04
35-3031	Waiters and Waitresses	\$11.36	\$12.04	\$13.64

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 workers, 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	<b>Food Service Managers</b>
11-9081	<b>Lodging Managers</b>
35-1011	<b>Chefs and Head Cooks</b>
35-1012	<b>First-Line Supervisors of Food Preparation and Serving Workers</b>
35-3031	<b>Waiters and Waitresses</b>

## Top Occupations

In 2018, there were 2,671 employer postings for occupations related to Hospitality.

**Exhibit 4 – Top occupations in job postings**

SOC Code	Occupation	Job Postings, Full Year 2018
11-9051	Food Service Managers	1,059
35-1012	First-Line Supervisors of Food Preparation and Serving Workers	683
35-3031	Waiters and Waitresses	657
35-1011	Chefs and Head Cooks	152
11-9081	Lodging Managers	120

Source: Labor Insight/Jobs (Burning Glass)

SOC Code	Occupation	Risk of Automation
11-9051	Food Service Managers	High
35-1012	First-Line Supervisors of Food Preparation and Serving Workers	High
35-3031	Waiters and Waitresses	High
35-1011	Chefs and Head Cooks	Low
11-9081	Lodging Managers	Medium

### Top Titles

The top job titles for employers posting ads for Hospitality related occupations are listed in Exhibit 5. Restaurant Manager is mentioned as the job title in 7% of all relevant job postings (176 postings).

**Exhibit 5 –Job titles**

<b>Title</b>	<b>Job Postings, Full Year 2018</b>
Restaurant Manager	176
General Manager	174
Assistant Manager	172
Server	162
Shift Leader	138
Food Runner	70
Shift Manager	60

Source: Labor Insight/Jobs (Burning Glass)

### Top Employers

Exhibit 6 lists the 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 Oxnard, Santa Barbara, Santa Clarita, Thousand Oaks, and Ventura.

**Exhibit 6 – Top employers (n=2,473)**

<b>Employer</b>	<b>Job Postings, Full Year 2018</b>
Chipotle Mexican Grill	112
Hilton Hotel Corporation	87
Marriott International Incorporated	72
Pizza Hut	71
El Pollo Loco Inc.	60

Source: Labor Insight/Jobs (Burning Glass)

## Skills

Restaurant Management is the most sought after skill for employers hiring hospitality workers.

**Exhibit 7 –Job skills (n=1,926)**

Skills	Job Postings, Full Year 2018
Restaurant Management	704
Scheduling	480
Food Safety	434
Customer Service	412
Cost Control	376

Source: Labor Insight/Jobs (Burning Glass)

## Industry Concentration

Exhibit 9 shows the industries where most hospitality workers 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 hospitality workers, 2018**

Industry	Occupation Group Jobs in Industry	% of Occupation Group in Industry
Accommodation and Food Services	2,218	86%
Retail Trade	79	3%
Health Care and Social Assistance	61	2%
Arts, Entertainment, and Recreation	45	2%
Professional, Scientific, and Technical Services	42	2%

**Education and Training**

Exhibit 10 shows the typical entry-level education requirement for the occupations of interest, along with the typical on-the-job training needed to attain competency in the occupations.

**Exhibit 10 – Education and training requirements**

<b>SOC</b>	<b>Occupation</b>	<b>Typical entry-level education</b>	<b>Typical on-the-job training</b>
11-9051	<b>Food Service Managers</b>	High school diploma or equivalent	None
11-9081	<b>Lodging Managers</b>	High school diploma or equivalent	None
35-1011	<b>Chefs and Head Cooks</b>	High school diploma or equivalent	None
35-1012	<b>First-Line Supervisors of Food Preparation and Serving Workers</b>	High school diploma or equivalent	None
35-3031	<b>Waiters and Waitresses</b>	No formal educational credential	Short-term on-the-job training

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

**Regional Completions and Openings**

There were 159 regional completions (2017) in programs related to the occupations of Hospitality and 5,002 regional openings (2017) in the South Central Coast region.

<b>7</b> Regional Institutions had Related Programs (2017)	<b>159</b> Regional Completions (2017)	<b>5,002</b> Annual Openings (2017)
---	---	--

Source: Economic Modeling Specialists International (EMSI)

## Related Programs

CIP Code	Program	Completions (2017)
12.0500	Cooking and Related Culinary Arts, General	80
12.0503	Culinary Arts/Chef Training	29
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
19.0505	Foodservice Systems Administration/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 identified as related to the proposed program in hospitality. 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.