C·O·E CENTERS OF EXCELLENCE FOR LABOR MARKET RESEARCH

Hospitality

Inland Empire/Desert Region (Riverside and San Bernardino counties combined)

Note: This workforce demand report uses state and federal job projection data that was developed before the economic impact of COVID-19. The COE is monitoring the situation and will provide more information as it becomes available. Please consult with local employers to understand their current employment needs.

Summary

- The knowledge, skills, and abilities provided by the community college programs related to hospitality lead to two distinct occupations, collectively referred to as the *hospitality occupational group* in this report.

- Employment for the *hospitality occupational group* is expected to **increase by 1% between 2018 and 2023**. A total of **58 annual job openings** will be available each year over the five-year timeframe.

- **The median hourly wages for both occupations in this group are above $21.78 per hour,** the self-sustainable hourly wage estimate for a single adult with one child.

- There were **32 credentials issued** from regional community college programs related to hospitality over the last three academic years.

- There appears to be a slight opportunity to create new or expand existing programs. Colleges should focus their training on the lodging manager occupation because it offers more employment opportunities.

Introduction

This report provides data on programs and occupations related to *hospitality*. The most closely related California Community College programs are:

- Hospitality (TOP 1307.00)

- Lodging Management (TOP 1307.20)

- Resort and Club Management (TOP 1307.30)

The *hospitality* program prepares students for employment through the instruction of the organization and administration of hospitality services, management, and training of personnel, including restaurant and food service management, hotel/motel or resort management, and convention and special events planning. This program includes combined hotel/restaurant management programs. A workforce demand report on

culinary arts jobs, including restaurant and food services workers, is available on the Centers of Excellence website: Culinary arts workforce demand in the Inland Empire/Desert region

The lodging management program prepares students to manage places of lodging, such as hotels, motels, and inns. This program includes supplies purchasing and control, facilities design and planning, hospitality law, personnel and financial management, marketing, events management, and front desk operations. The resort and club management program prepares students to plan, manage, and market comprehensive vacation facilities, golf courses, casinos, time-share resorts, and the like (Taxonomy of Programs, 2012).

The knowledge, skills, and abilities trained by these programs lead to the following occupations, collectively referred to as the *hospitality occupational group*:

- Gaming Managers (SOC 11-9071)
- Lodging Managers (SOC 11-9081)
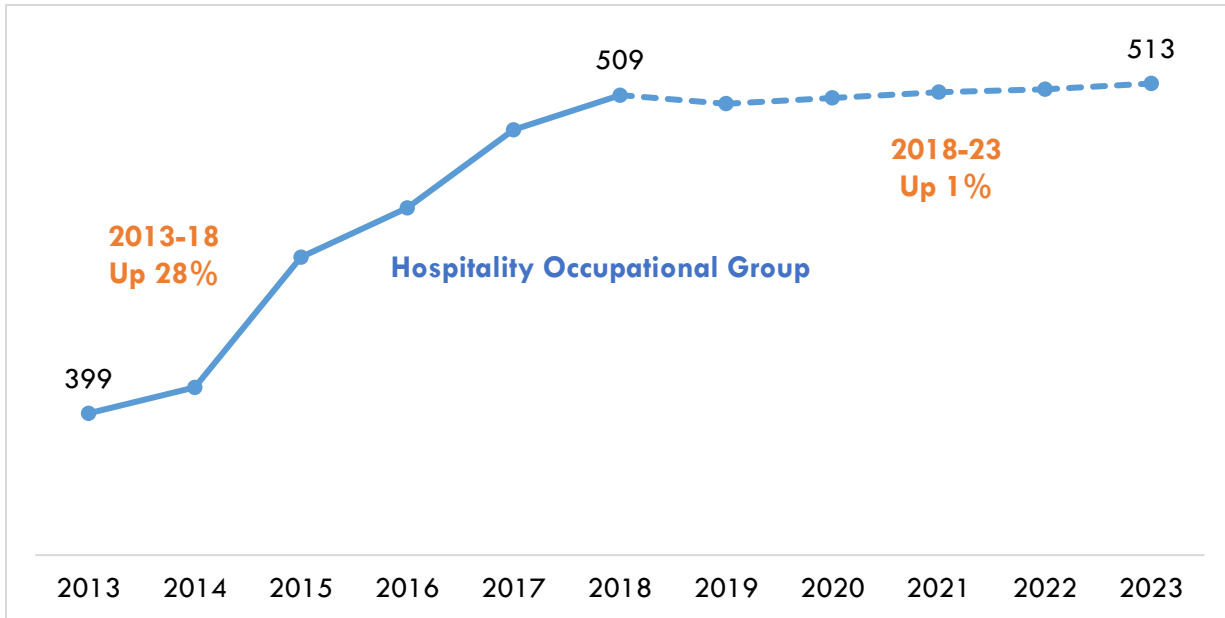
Job Opportunities

In 2018, there were 509 jobs in the *hospitality occupational group* in the Inland Empire/Desert region (IEDR). This occupational group is projected to increase employment by 1% through 2023. Employers are expected to have 288 job openings over the next five years to fill new jobs and backfill jobs that workers are permanently vacating (includes occupational transfers and retirements). Exhibit 1 displays five-year projected job growth, and Exhibit 2 displays historical (2013 to 2018) and projected (2018-2023) jobs for the *hospitality occupational group*.

Exhibit 1: Five-year projections for each occupation in the hospitality occupational group

Occupation	2018 Jobs	2023 Jobs	5-Yr % Change (New Jobs)	5-Yr Openings (New + Replacement Jobs)	Annual Openings (New + Replacement Jobs)	% of workers age 55+
Lodging Managers	484	482	(0%)	267	53	31%
Gaming Managers	25	30	20%	21	4	Insf. Data
Total	**509**	**513**	**1%**	**288**	**58**	**31%**

Source: EMSI 2020.1

Exhibit 2: Historical and projected jobs for the hospitality occupational group, 2013 – 2023

**2013-18
Up 28%**

**2018-23
Up 1%**

509

513

399

Hospitality Occupational Group

2013   2014   2015   2016   2017   2018   2019   2020   2021   2022   2023
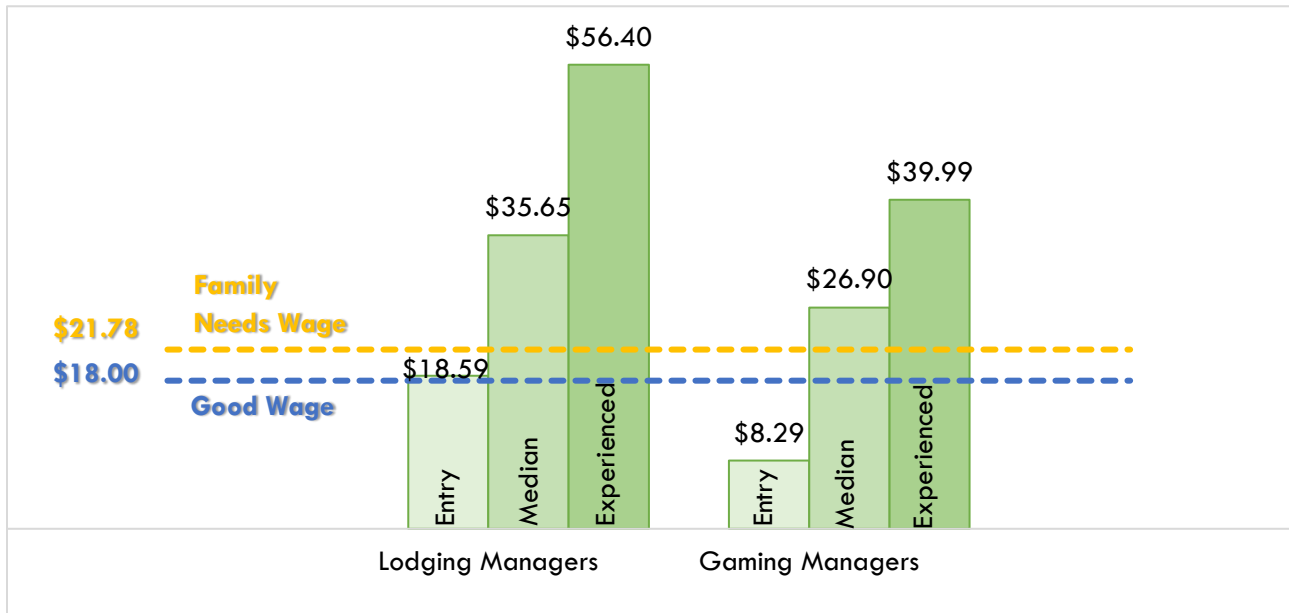
Source: EMSI 2020.1

Earnings and Benefits

Community colleges should ensure their training programs lead to employment opportunities that provide a self-sustainable level of income. The Brookings Institute in their Advancing Opportunity in California's Inland Empire report found that a "good job" wage in the region is above the $18.00 per hour, or $37,440 per year (Shearer, Shah & Gootman, p. 25). The Family Needs Calculator estimates that a self-sustainable wage for a single adult with one school-age child is $21.78 per hour (Pearce & Manzer, 2018).

The median wages for *hospitality* occupations are above the Family Needs Calculator self-sustainability rate. Both occupations surpass the Brookings Institute's "good job" wage at the median level. Exhibit 3 displays the IEDR hourly earnings for each occupation.

Exhibit 3: Hourly earnings for the hospitality occupational group

Source: EMSI 2020.1

Benefits information, typically provided by occupational guides developed by the California Labor Market Information Division, is not available for the *hospitality occupational group* (Detailed Occupational Guides, 2020).

Student Completions and Program Outcomes

Exhibits 4, 5, and 6 display annual average completion data for the California Community College *hospitality, lodging management, and resort and club management* programs, respectively, based on the most recent three academic years. The student completion methodology is available in the appendix section of this report.

Exhibit 4: Annual average community college credentials for the hospitality program in the IEDR

1307.00 - Hospitality	Associate of Arts (A.A.)	Associate of Science (A.S.)	CCC Annual Average Credentials, Academic Years 2016-19
Desert	4	1	5
Total	**4**	**1**	**5**

Source: MIS Data Mart

Exhibit 5: Annual average community college credentials for the lodging management program in the IEDR

1307.20 – Lodging Management	Associate of Science (A.S.)	Certificate requiring 30 to <60 semester units	CCC Annual Average Credentials, Academic Years 2016-19
Chaffey	9	16	25
Total	**9**	**16**	**25**

Source: MIS Data Mart

Exhibit 6: Annual average community college credentials for the resort and club management program in the IEDR

1307.30 – Resort and Club Management	Associate of Arts (A.A.)	Certificate requiring 18 to <30 semester units	CCC Annual Average Credentials, Academic Years 2016-19
Chaffey	1	1	2
Total	**1**	**1**	**2**

Source: MIS Data Mart

Program outcome data may provide a useful insight into the likelihood of success for the proposed program. Community college student outcome information based on the selected TOP codes and region is provided in Exhibits 7, 8, and 9. In the following tables, dashes represent metrics in which there were too few students to obtain accurate outcome information. The outcome methodology is available in the appendix section of this report.

Exhibit 7: 1307.00 – Hospitality strong workforce program outcomes

Strong Workforce Program Metrics: 1307.00 – Hospitality Academic Year 2016 -17, unless noted otherwise	Inland Empire/Desert Region	California
Unduplicated count of enrolled students (2017-18)	315	3,701
Completed 9+ career education units in one year (2017-18)	48%	42%
Economically disadvantaged students	81%	67%
Students who attained a noncredit workforce milestone in a year (2017-18)	-	90%
Students who earned a degree, certificate, or attained apprenticeship (2017-18)	-	111
Transferred to a four-year institution (transfers)	-	128
Job closely related to the field of study (2015-16)	100%	90%

Strong Workforce Program Metrics: 1307.00 – Hospitality Academic Year 2016 -17, unless noted otherwise	Inland Empire/Desert Region	California
Median annual earnings (all exiters)	$27,314	$26,776
Median change in earnings (all exiters)	41%	41%
Attained a living wage (completers and skills-builders)	51%	37%

Sources: LaunchBoard Community College Pipeline and Strong Workforce Program Metrics

Exhibit 8: 1307.20 – Lodging management strong workforce program outcomes

Strong Workforce Program Metrics: 1307.20 – Lodging Management Academic Year 2016 -17, unless noted otherwise	Inland Empire/Desert Region	California
Unduplicated count of enrolled students (2017-18)	28	533
Completed 9+ career education units in one year (2017-18)	71%	48%
Economically disadvantaged students	84%	65%
Students who attained a noncredit workforce milestone in a year (2017-18)	-	-
Students who earned a degree, certificate, or attained apprenticeship (2017-18)	20	56
Transferred to a four-year institution (transfers)	-	-
Job closely related to the field of study (2015-16)	-	82%
Median annual earnings (all exiters)	-	$23,804
Median change in earnings (all exiters)	-	14%
Attained a living wage (completers and skills-builders)	-	41%

Sources: LaunchBoard Community College Pipeline and Strong Workforce Program Metrics

Exhibit 9: 1307.30 – Resort and club management strong workforce program outcomes

Strong Workforce Program Metrics: 1307.30 – Resort and Club Management Academic Year 2016 -17, unless noted otherwise	Inland Empire/Desert Region	California
Unduplicated count of enrolled students (2017-18)	-	-
Completed 9+ career education units in one year (2017-18)	-	-
Economically disadvantaged students	43%	43%
Students who attained a noncredit workforce milestone in a year (2017-18)	-	-
Students who earned a degree, certificate, or attained apprenticeship (2017-18)	-	-
Transferred to a four-year institution (transfers)	-	-
Job closely related to the field of study (2015-16)	-	-
Median annual earnings (all exiters)	-	-
Median change in earnings (all exiters)	-	-
Attained a living wage (completers and skills-builders)	-	-

Sources: LaunchBoard Community College Pipeline and Strong Workforce Program Metrics

Recommendation

Hospitality training spans three community college programs; hospitality, lodging management, and resort & club management. These programs lead to two distinct middle-skill occupations; gaming managers and lodging managers. These occupations combined are projected to have 58 annual job openings over the next five years (gaming managers will have four annual job openings, and lodging managers will have 53 annual job openings). Each occupation provides a median hourly wage that exceeds the regional self-sustainability standard for a household with one adult and a school-age child.

Two regional community colleges offer coursework in the programs identified in this report. These programs produced 32 annual average credentials over the last three academic years. A review of annual job openings (58 combined annual job openings for gaming managers and lodging managers) and the number of potentially qualified program completers suggests there is a slight opportunity to create new or expand existing hospitality programs.

Colleges considering hospitality programs should focus their training toward the lodging manager occupation because it offers more employment opportunities. The colleges should also meet with relevant employers to understand their demand for more workers and the specific requirements needed to achieve gainful employment in this field.

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Appendix: Occupation definitions, sample job titles, five-year projections for hospitality occupations

Occupation Definitions (SOC) code), Education and Training Requirement, Community College Educational Attainment

Gaming Managers (11-9071)

Plan, direct, or coordinate gaming operations in a casino. May formulate house rules.

Sample job titles: Assistant Casino Shift Manager, Bingo Manager, Casino Manager, Casino Shift Manager, Gaming Director, Gaming Manager, Slot Manager, Slot Operations Director, Table Games Manager, Table Games Shift Manager

Entry-Level Educational Requirement: High school diploma or equivalent
Training Requirement: None
Work Experience Required: Less than 5 years
Incumbent workers with a Community College Award or Some Postsecondary Coursework: 48%

Lodging Managers (11-9081)

Plan, direct, or coordinate activities of an organization or department that provides lodging and other accommodations.

Sample job titles: 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

Entry-Level Educational Requirement: High school diploma or equivalent
Training Requirement: None
Work Experience Required: Less than 5 years
Incumbent workers with a Community College Award or Some Postsecondary Coursework: 37%

Appendix: Student Completions and Program Outcome Methodology

Exhibits 4, 5, and 6 display the average annual regional California Community College (CCC) credentials conferred during the three academic years between 2015 and 2018, from the California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart, along with the enrollments from the most recent year available on LaunchBoard. Credentials are the combined total of associate degrees and certificates issued during the timeframe, divided by three in this case to calculate an annual average. This is done to minimize the effect of atypical variation that might be present in a single year. Enrollments are the count of enrollments in courses assigned to the TOP code in the selected year.

Community college student outcome information is from LaunchBoard and based on the selected TOP code and region. These metrics are based on records submitted to the California Community Colleges Chancellor's Office Management Information Systems (MIS) by community colleges, which come from self-reported student information from CCC Apply and the National Student Clearinghouse. Employment and earnings metrics are sourced from records provided by California's Employment Development Department's Unemployment Insurance database. When available, outcomes for completers are reported to demonstrate the impact that earning a degree or certificate can have on employment and earnings. For more information on the types of students included for each metric, please see the web link for LaunchBoard's Strong Workforce Program Metrics Data Element Dictionary in the References section (LaunchBoard, 2020a). Finally, employment in a job closely related to the field of study comes from self-reported student responses on the CTE Employment Outcomes Survey (CTEOS), administered by Santa Rosa Junior College (LaunchBoard, 2017).

Table 1: 2018 to 2023 job growth, wages, education, training, and work experience required for the hospitality occupational group, IEDR

Occupation (SOC)	2018 Jobs	5-Yr Change	5-Yr % Change	Annual Openings (New + Replacement Jobs)	Entry-Experienced Hourly Wage Range (25th to 75th percentile)	Median Hourly Wage (50th percentile)	Average Annual Earnings	Typical Entry-Level Education & On-The-Job Training Required	Work Experience Required
Lodging Managers (11-9081)	484	(2)	(0%)	53	$18.59 to $56.40	$35.65	$83,100	High school diploma or equivalent & None	Less than 5 years
Gaming Managers (11-9071)	25	5	20%	4	$8.29 to $39.99	$26.90	$61,900	High school diploma or equivalent & None	Less than 5 years
Total	**509**	**4**	**1%**	**58**	-	-	-	-	-

Source: EMSI 2020.1