



Labor Market Analysis: 1307.00 – Hospitality

First Time Hospitality Manager – Certificate requiring 8 to <16 semester units

Los Angeles Center of Excellence, January 2025

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"/>	

SUMMARY

This report analyzes whether local labor market demand is being met by community college programs aligned with the identified middle-skill occupations¹ or whether a shortage of workers exists. Labor market demand is measured by annual job openings while education supply is measured by the number of awards (degrees and certificates) conferred on average each year.

Based on the available data, there appears to be a supply gap for the five identified middle-skill occupations in the region. While the majority of annual openings have entry-level wages that are lower than the self-sufficiency standard wage in both Los Angeles and Orange counties, more than one-third of current workers employed in these occupations have completed an associate degree or less educational attainment.

Recommendation: Due to two of three program endorsement criteria being met, the Los Angeles Center of Excellence for Labor Market Research (LA COE) endorses this proposed program.

Key Findings

Supply Gap

- 11,676 annual job openings are projected in the region through 2028. This number is substantially greater than the three-year average of 650 awards conferred by educational institutions in the region.

¹ Middle-skill occupations typically require some postsecondary education, but less than a bachelor's degree. 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.

Living Wage

- 97% of annual job openings for these middle-skill hospitality occupations have entry-level wages **below** Los Angeles County’s self-sufficiency standard hourly wage (\$24.03/hour).²

Educational Attainment

- 89% of the annual job openings typically require a high school diploma or equivalent for the target middle-skill occupations related to hospitality in the LA/OC region.
- 35%-85% of workers in the field have completed an associate degree or less educational attainment, according to national educational attainment data.

Community college supply

- 17 community colleges issued awards related to hospitality in the greater LA/OC region.
- 254 awards (degrees and certificates) were conferred on average each year between 2021 and 2023.

Other postsecondary supply

- 3 educational institutions in the LA/OC region have conferred awards in programs related to hospitality management over the past three years.
- 396 awards were conferred on average each year by other postsecondary institutions throughout the greater LA/OC region between 2020 and 2022.

TARGET OCCUPATIONS

LA COE prepared this report to provide regional labor market and postsecondary supply data related to five middle-skill occupations. Although two of the occupations in this report typically require a bachelor’s degree for entry, they are considered middle-skill because approximately one-third of workers in the field have completed some college or an associate degree. [For full occupation descriptions, please see Appendix.](#)

- **Food Service Managers (11-9051)**³
- **Entertainment and Recreation Managers, Except Gambling (11-9072)**⁴
- **Lodging Managers (11-9081)**⁵
- **Meeting, Convention, and Event Planners (13-1121)**⁶
- **First-Line Supervisors of Food Preparation and Serving Workers (35-1012)**⁷

OCCUPATIONAL DEMAND

Exhibit 1 shows the five-year occupational demand projections for these middle-skill hospitality occupations. In the greater Los Angeles/Orange County region, the number of jobs related to these occupations is projected to increase by 10% through 2028. There will be nearly 11,700 job

² Center for Women’s Welfare, University of Washington. (2024). *The self-sufficiency standard for California 2024.* <http://selfsufficiencystandard.org/California>.

³ [Food Service Managers \(bls.gov\)](https://www.bls.gov/occupations/11-9051)

⁴ [Entertainment and Recreation Managers \(bls.gov\)](https://www.bls.gov/occupations/11-9072)

⁵ [Lodging Managers \(bls.gov\)](https://www.bls.gov/occupations/11-9081)

⁶ [Meeting, Convention, and Event Planners \(bls.gov\)](https://www.bls.gov/occupations/13-1121)

⁷ [First-Line Supervisors of Food Preparation and Serving Workers \(bls.gov\)](https://www.bls.gov/occupations/35-1012)

openings per year through 2028 due to job growth and replacements. The majority of jobs in 2023 for these middle-skill hospitality occupations (73%) were located in Los Angeles County.

Exhibit 1: Current employment and occupational demand, Los Angeles and Orange counties⁸

Geography	2023 Jobs	2028 Jobs	2023-2028 Change	2023-2028 % Change	Annual Openings
Los Angeles	53,827	59,161	5,334	10%	8,440
Orange	20,289	22,551	2,263	11%	3,235
Total	74,116	81,712	7,596	10%	11,676

Detailed Occupation Data

Exhibit 2 displays the current employment and projected occupational demand for each of the target occupations in Los Angeles County. Positive scores for automation resilience⁹ reflect a lower-than-average threat of the occupation(s) being replaced by automation, while negative scores reflect a greater-than-average risk of automation. The average percentage of workers aged 55+ across all occupations in the Los Angeles/Orange County region is 26%; occupations with a larger share of workers aged 55 and older typically have greater replacement needs to offset the amount of impending retirements. On average, 81% of workers across all occupations in California are employed full-time.

Exhibit 2: Detailed employment and occupational demand, Los Angeles County¹⁰

Occupation	2023 Jobs	2028 Jobs	5-Yr % Change	Annual Openings	Auto-mation Resilience	% Aged 55 and older	% Full Time Workers
Food Service Managers	15,062	15,900	6%	1,930	(4.4)	26%	91%
Entertainment and Recreation Managers, Except Gambling	2,017	2,180	8%	253	15.5	24%	100%
Lodging Managers	1,351	1,459	8%	166	2.7	35%	100%
Meeting, Convention, and Event Planners	5,317	5,716	8%	655	9.5	19%	87%
First-Line Supervisors of Food Preparation and Serving Workers	30,079	33,905	13%	5,437	(7.7)	20%	89%
Total	53,827	59,161	10%	8,440	-	-	-

⁸ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

⁹ Automation risk is calculated based on the percentage of time spent on high-risk compared to low-risk work, the number of high-risk jobs in compatible occupations, and the overall industry automation risk.

¹⁰ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

WAGES

The labor market endorsement in this report considers the entry-level hourly wages for these middle-skill hospitality 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 Los Angeles/Orange County region.

Los Angeles County

The majority, 97%, of annual openings for middle-skill hospitality occupations have entry-level wages below the self-sufficiency standard wage for one adult (\$24.03 in Los Angeles County). Typical entry-level hourly wages are in a range between \$18.20 and \$25.96. (Exhibit 3).

One occupation has entry-level wages above the self-sufficiency standard wage:

- *Entertainment and recreation managers, except gambling*, \$25.96

Experienced workers can expect to earn wages between \$25.00 and \$57.76, which are higher than the self-sufficiency standard.

Exhibit 3: Earnings for occupations in Los Angeles County

Occupation	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)	Median Annual Earnings*
Food Service Managers	\$21.91	\$28.32	\$38.26	\$58,900
Entertainment and Recreation Managers, Except Gambling	\$25.96	\$36.65	\$57.76	\$76,200
Lodging Managers	\$23.92	\$35.24	\$46.23	\$73,300
Meeting, Convention, and Event Planners	\$22.63	\$30.70	\$40.43	\$63,900
First-Line Supervisors of Food Preparation and Serving Workers	\$18.20	\$21.28	\$25.00	\$44,300

*Rounded to the nearest \$100

Orange County

All five middle-skill hospitality occupations have entry-level wages below the self-sufficiency standard wage for one adult (\$27.13 in Orange County). Typical entry-level hourly wages are in a range between \$17.36 and \$24.12 (Exhibit 4). Experienced *first-line supervisors of food preparation and serving workers* can expect to earn \$23.84, which is lower than the self-sufficiency standard wage. However, experienced workers in the other four target occupations can expect to earn \$36.65 and \$50.97, which are higher than the self-sufficiency standard.

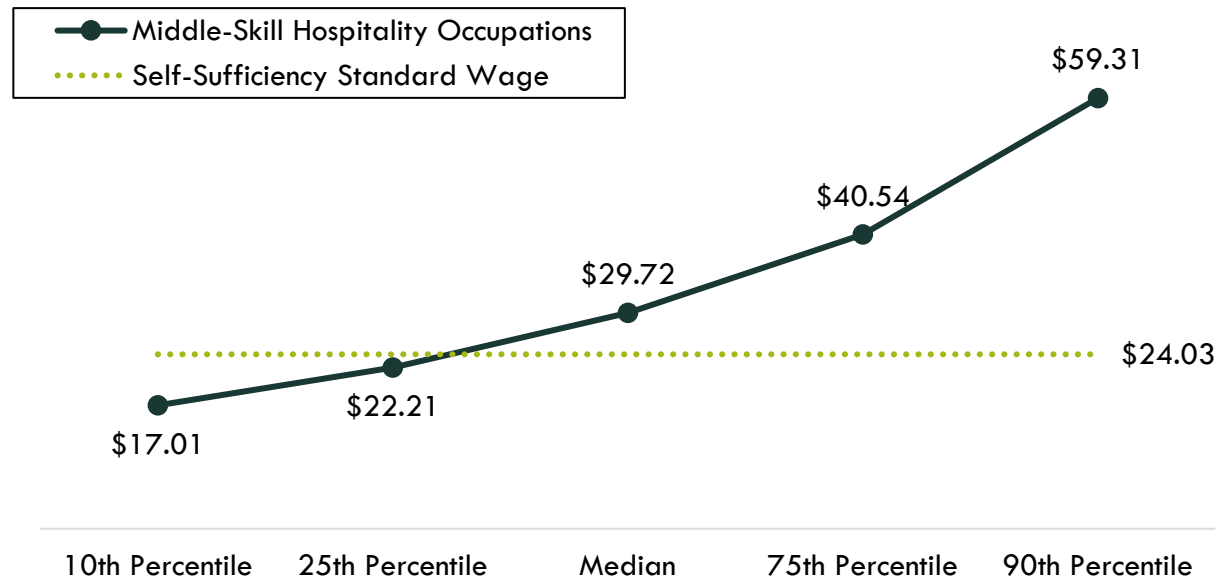
Exhibit 4: Earnings for occupations in Orange County

Occupation	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)	Median Annual Earnings*
Food Service Managers	\$21.35	\$28.20	\$36.81	\$58,700
Entertainment and Recreation Managers, Except Gambling	\$23.34	\$32.38	\$50.97	\$67,300
Lodging Managers	\$24.12	\$33.76	\$43.41	\$70,200
Meeting, Convention, and Event Planners	\$20.68	\$28.01	\$36.65	\$58,300
First-Line Supervisors of Food Preparation and Serving Workers	\$17.36	\$20.31	\$23.84	\$42,200

*Rounded to the nearest \$100

Across the greater Los Angeles and Orange County region, the average entry-level hourly earnings for the occupations in this report are \$22.21; this is below the living wage for one single adult in Los Angeles County (\$24.03). Exhibit 5 shows the average hourly wage for the occupations in this report, for entry-level to experienced workers.

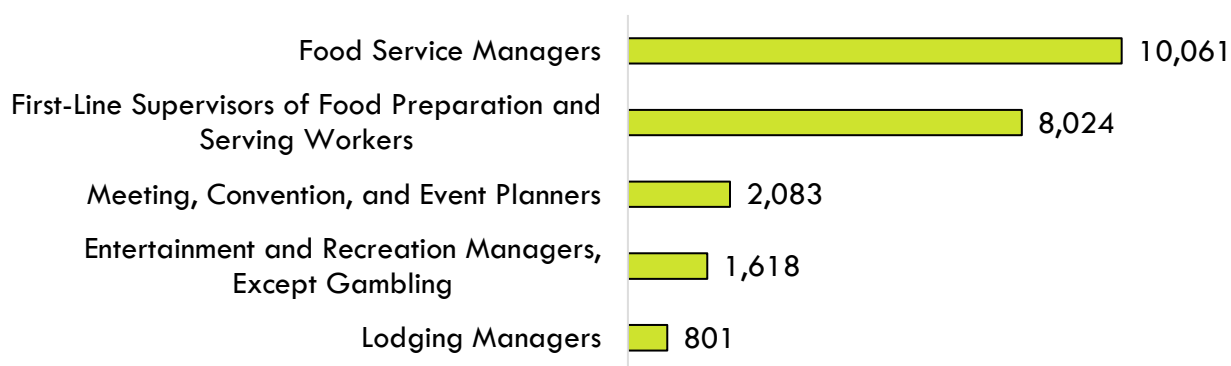
Exhibit 5: Average hourly earnings for middle-skill hospitality occupations, Los Angeles and Orange counties



JOB POSTINGS

There were 22,587 online job postings related to middle-skill hospitality occupations listed in the past 12 months in Los Angeles and Orange counties. Exhibit 6 displays the number of job postings by occupation. The majority of job postings (45%) were for *food service managers*, followed by *first-line supervisors of food preparation and serving workers* (36%) and *meeting, convention, and event planners* (9%).

Exhibit 6: Job postings by occupation (last 12 months), Los Angeles and Orange counties



Job postings were analyzed for the most common job titles, skills, and employers associated with the target occupations in this report (Exhibit 7).

Exhibit 7: Most commonly requested job titles, skills and employers in job postings, Los Angeles and Orange counties

Top Job Titles	Top Skills	Top Employers
<ul style="list-style-type: none"> • Shift supervisors/leaders • General managers • Assistant managers/assistant general managers • Restaurant managers • Food and beverages managers • Event coordinators 	<ul style="list-style-type: none"> • Restaurant operation • Cash handling • Food safety and sanitation • Marketing • Restaurant management • Retail operations 	<ul style="list-style-type: none"> • Starbucks • Taco Bell • Domino’s Pizza • Marriott International • Del Taco • Tri Star Foods • Kentucky Fried Chicken • Hilton

In the greater Los Angeles/Orange County region, 46% of the middle-skill hospitality job postings listed a minimum educational requirement. Exhibit 8 details the number and percentage of job postings by educational level.

Exhibit 8: Education levels requested in job postings for middle-skill occupations related to hospitality, Los Angeles and Orange counties

Education Level	Job Postings	% of Job Postings
Bachelor's degree	5,381	42%
Associate degree	603	6%
High school diploma or vocational training	4,412	52%

EDUCATIONAL ATTAINMENT

In the greater Los Angeles/Orange County region, the majority of annual job openings (89%) typically require a high school diploma or equivalent (Exhibit 9). However, the national-level data indicates between 35% and 85% of workers in the field have completed an associate degree or less education as their highest level of educational attainment. The Bureau of Labor Statistics (BLS) lists the following typical entry-level education levels for the occupations in this report:

Exhibit 9: Entry-level education preferred by employers nationally, Bureau of Labor Statistics

Occupation	Education Level
Entertainment and recreation managers, except gambling	Bachelor's degree
Meeting, convention, and event planners	Bachelor's degree
Food service managers	High school diploma or equivalent
Lodging managers	High school diploma or equivalent
First-line supervisors of food preparation and serving workers	High school diploma or equivalent

EDUCATIONAL SUPPLY

Community College Supply

Exhibit 10 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 Cypress, West LA, and Mt. San Antonio.

Exhibit 10: Regional community college awards (certificates and degrees), 2021-2023

TOP Code	Program	College	2020-21 Awards	2021-22 Awards	2022-23 Awards	3-Year Average
1307.00	Hospitality	Cerritos	6	7	5	6
		East LA	-	2	-	1
		Glendale	14	14	21	16
		LA City	14	8	-	7
		LA Harbor	-	-	1	0
		LA Pierce	1	3	3	2
		Long Beach	-	2	5	2
		Mt San Antonio	37	29	30	32
		Pasadena	10	12	18	13
		Rio Hondo	5	3	2	3
		West LA	10	18	28	19
		LA Subtotal	97	98	113	103
		Cypress	30	30	22	27

TOP Code	Program	College	2020-21 Awards	2021-22 Awards	2022-23 Awards	3-Year Average
		Orange Coast	10	19	11	13
		Saddleback	-	-	1	0
		Santa Ana	-	-	5	2
		OC Subtotal	40	49	39	43
Supply Subtotal/Average			137	147	152	145
1307.10	Restaurant and Food Services and Management	Cerritos	11	10	4	8
		LA Mission	15	18	28	20
		LA Trade-Tech	5	13	16	11
		Mt San Antonio	1	5	3	3
		LA Subtotal	32	46	51	43
		Cypress	15	26	10	17
		Orange Coast	1	-	2	1
		OC Subtotal	16	26	12	18
Supply Subtotal/Average			48	72	63	61
1307.20	Lodging Management	West LA	21	71	-	31
		LA Subtotal	21	71	-	31
		Cypress	24	13	7	15
		Orange Coast	-	4	4	3
		OC Subtotal	24	17	11	17
Supply Subtotal/Average			45	88	11	48
Supply Total/Average			230	307	226	254

Other Postsecondary Supply

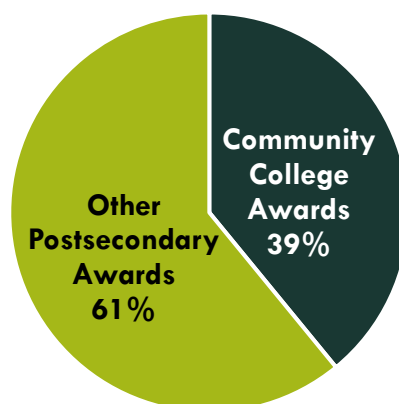
For a comprehensive regional supply analysis, it is important to consider the supply from other institutions in the region that provide training programs for middle-skill hospitality occupations. Exhibit 11 shows the number of awards conferred by these institutions in relevant programs. Due to different data collection periods, the most recent data is from 2020 to 2022. Between 2020 and 2022, other postsecondary college institutions in the region conferred an average of 396 bachelor's and sub-baccalaureate awards. Sub-baccalaureate awards include associate degrees, postsecondary awards, and other academic awards that typically take fewer than four years to complete. Of the awards in Exhibit 11, 88% are bachelor's degrees (347 awards) and 12% are sub-baccalaureate awards (49 awards).

Exhibit 11: Other regional postsecondary awards, 2020-2022

CIP Code	Program	Postsecondary Institution	2019-20 Awards	2020-21 Awards	2021-22 Awards	3-Year Average
12.0504	Restaurant, Culinary, and Catering Management/Manager	Institute of Culinary Education	65	45	37	49
52.0901	Hospitality Administration/Management, General	CSPU-Pomona	304	267	252	274
		CSU-Long Beach	68	72	77	72
Supply Total/Average			437	384	366	396

Exhibit 12 shows the proportion of community college awards conferred in the greater Los Angeles/Orange County region compared to the number of other postsecondary awards for the programs in this report. The majority of awards conferred in these programs are awarded by other institutions in the greater Los Angeles/Orange County region.

Exhibit 12: Percentage of community college awards compared to other postsecondary institution awards in the Los Angeles/Orange County region



APPENDIX: OCCUPATION DESCRIPTIONS

LA COE prepared this report to provide regional labor market supply and demand data related to these target occupations:

- **Food Service Managers (11-9051)** Plan, direct, or coordinate activities of an organization or department that serves food and beverages.¹¹
- **Entertainment and Recreation Managers, Except Gambling (11-9072)** Plan, direct, or coordinate entertainment and recreational activities and operations of a recreational facility, including cruise ships and parks.¹²

¹¹ [Food Service Managers \(bls.gov\)](https://www.bls.gov)

¹² [Entertainment and Recreation Managers \(bls.gov\)](https://www.bls.gov)

- **Lodging Managers (11-9081)** Plan, direct, or coordinate activities of an organization or department that provides lodging and other accommodations. Excludes “Food Service Managers” (11-9051) in lodging establishments.¹³
- **Meeting, Convention, and Event Planners (13-1121)** Coordinate activities of staff, convention personnel, or clients to make arrangements for group meetings, events, or conventions.¹⁴
- **First-Line Supervisors of Food Preparation and Serving Workers (35-1012)** Directly supervise and coordinate activities of workers engaged in preparing and serving food.¹⁵

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DATA SOURCES



POWERED BY



- O*NET Online
- 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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¹³ [Lodging Managers \(bls.gov\)](https://www.bls.gov)

¹⁴ [Meeting, Convention, and Event Planners \(bls.gov\)](https://www.bls.gov)

¹⁵ [First-Line Supervisors of Food Preparation and Serving Workers \(bls.gov\)](https://www.bls.gov)