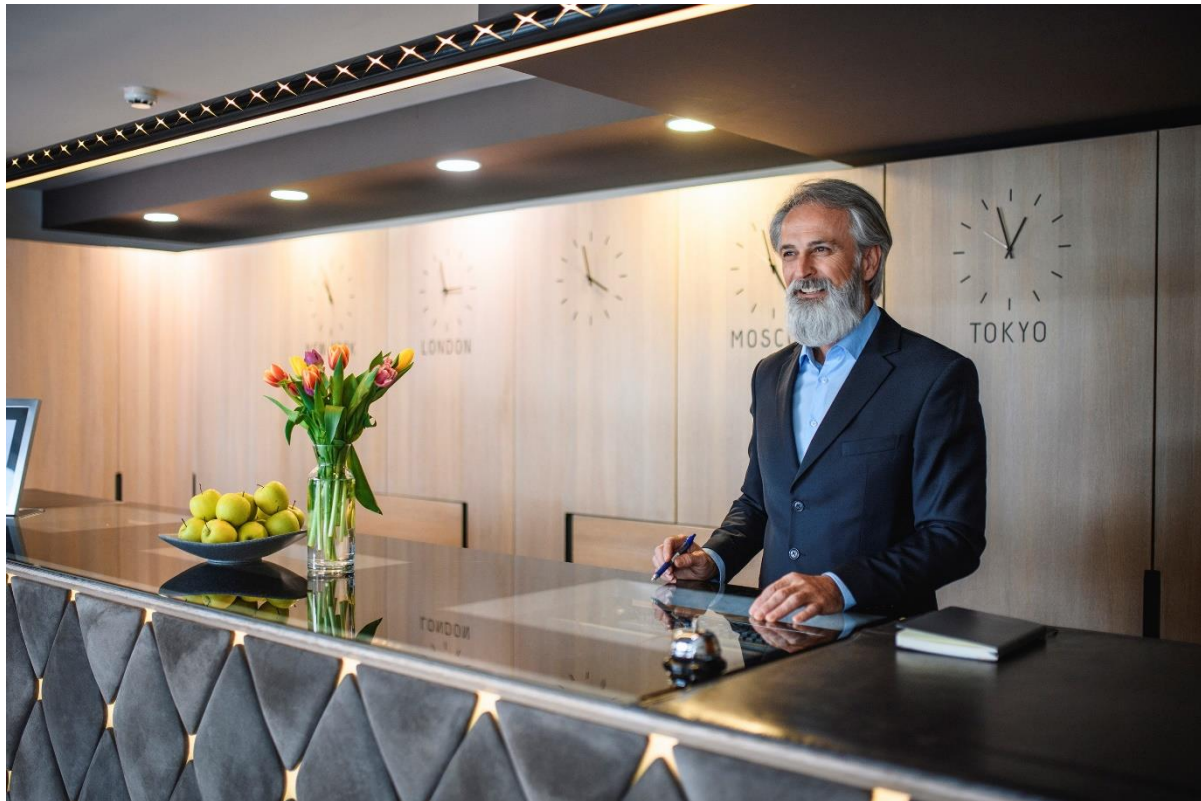


April 2023

Labor Market Analysis

Hospitality Management



Prepared by Central Valley/Mother Lode Center of Excellence



POWERED BY



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COVID-19 Statement: This report includes employment projection data by Lightcast. Lightcast’s projections are modeled on recorded (historical) employment figures and incorporate several underlying assumptions, including the assumption that the economy during the projection period will be at approximately full employment or potential output. To the extent that a recession or labor shock, such as the economic effects of COVID-19, can cause long-term structural change, they may impact the projections. At this time, it is not possible to quantify the impact of COVID-19 on projections of industry and occupational employment. Other measures such as unemployment rates and monthly industry employment estimates will reflect the most recent information on employment and jobs in the state and, in combination with input from local employers, may help validate current and future employment needs as depicted here.

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Summary

The Central Valley/Mother Lode Center of Excellence developed this report for Clovis College to determine whether there is demand in the local labor market that is not being met by the supply from community college programs. This report summarizes labor market demand, wages, skills, and postsecondary supply for *Hospitality Management Occupations*, which include:

- Lodging Managers (11-9081)
- Meeting, Convention, and Event Planners (13-1121)
- Hotel, Motel, and Resort Desk Clerks (43-4081)

Key Findings

- **Occupational Demand** — *Hospitality Management Occupations* have a labor market demand of 405 annual job openings in the South Central Valley/Southern Mother Lode (SCV/SML) subregion. Between 2021 and 2026, hotel, motel, and resort desk clerks are projected to have the most demand with 311 annual job openings and a projected growth rate of 21 percent.
- **Wages** — Average entry-level earnings of \$18.54/hour for *Hospitality Management Occupations* are higher than the living wage in the SCV/SML subregion, which is \$11.91/hour for a single adult.¹ Lodging Managers earn the highest entry-level wage, \$22.99/hour.
- **Employers and Job Titles** — Employers in the SCV/SML subregion include Marriott International, Hilton, and Delaware North. The most common job title is front desk agents/associates.
- **Skills and Certifications** — The top baseline skill is customer service, the top specialized skill is auditing, and the top software skill is property management systems. The most in-demand certification is a certified Master of Business Administration (MBA).
- **Education** — A high school diploma is typically required for hotel, motel, and resort desk clerks and lodging managers. A bachelor's degree is typically required for meeting, convention, and event planners.
- **Supply and Demand Analysis** — Based on 405 annual openings (i.e., demand), and 39 postsecondary degrees awarded in the SCV/SML subregion (i.e., supply), an analysis of supply and demand suggests there is an undersupply of 366 workers in the SCV/SML subregion. In the CVML region, 67 awards were conferred, suggesting an undersupply of 596 workers - based on 663 annual openings in the CVML region.

Recommendation

Based on a comparison of demand and supply, there is an undersupply of trained workers in the SCV/SML subregion and the CVML region. The Center of Excellence recommends that Clovis College work with the regional directors, the college's advisory board, and local industry in the development of programs to address the shortage of Hospitality Management workers.

¹ The term "living wage" in Center of Excellence reports is calculated by averaging the self-sufficiency wages from the Insight Center's California Family Needs Calculator for each county in the subregion: <https://insightccd.org/tools-metrics/self-sufficiency-standard-tool-for-california/>.

Introduction

The Central Valley/Mother Lode Center of Excellence developed this report to provide Clovis College with labor market information for Hospitality Management. The geographical focus for this report is the South Central Valley/Southern Mother Lode (SCV/SML) subregion, but regional demand and supply data has been included for broader applicability and use. Analysis of the program and occupational data related to Hospitality Management resulted in the identification of applicable occupations, known as *Hospitality Management Occupations*. The Standard Occupational Classification (SOC) System code and occupational titles used in this report from the Bureau of Labor Statistics and O*NET OnLine are shown below.

Lodging Managers (SOC 11-9081)

- **Job Description:** Plan, direct, or coordinate activities of an organization or department that provides lodging and other accommodations.
- **Knowledge:** Administration and Management, English Language, Personnel and Human Resources, Customer and Personal Service
- **Skills:** Active Listening, Service Orientation, Management of Personnel Resources, Social Perceptiveness, Speaking

Meeting, Convention, and Event Planners (SOC 13-1121)

- **Job Description:** Coordinate activities of staff, convention personnel, or clients to make arrangements for group meetings, events, or conventions.
- **Knowledge:** Customer and Personal Service, English Language, Communications and Media, Administrative, Administration and Management
- **Skills:** Active Listening, Reading Comprehension, Speaking, Coordination, Critical Thinking

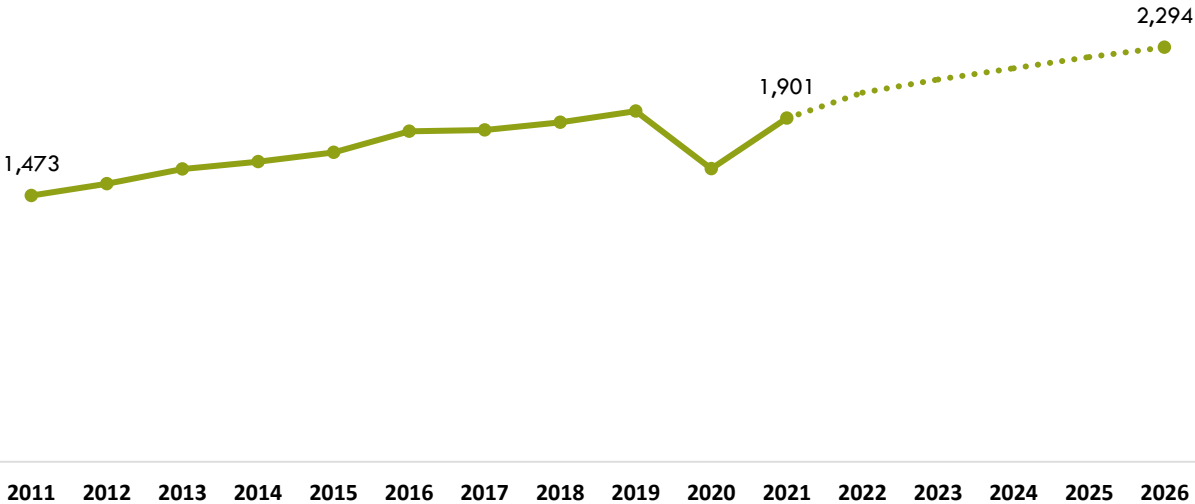
Hotel, Motel, and Resort Desk Clerks (SOC 43-4081)

- **Job Description:** Accommodate hotel, motel, and resort patrons by registering and assigning rooms to guests, issuing room keys or cards, transmitting and receiving messages, keeping records of occupied rooms and guests' accounts, making and confirming reservations, and presenting statements to and collecting payments from departing guests.
- **Knowledge:** Customer and Personal Service, English Language, Public Safety and Security, Administrative, Computers and Electronics
- **Skills:** Social Perceptiveness, Speaking, Service Orientation, Active Listening, Coordination

Occupational Demand

Exhibit 1a shows trends for *Hospitality Management Occupations* in the SCV/SML subregion. Between 2021 to 2026, the number of jobs for *Hospitality Management Occupations* is projected to increase by 393 jobs, or 21 percent.

Exhibit 1a. Occupational projections for *Hospitality Management Occupations* in the SCV/SML subregion



Between 2021 to 2026, demand for *Hospitality Management Occupations* in the SCV/SML subregion is 405 annual openings (Exhibit 1b). Hotel, motel, and resort desk clerks are projected to have the most demand with 311 annual job openings and a projected growth rate of 21 percent.

Exhibit 1b. Occupational projections for *Hospitality Management Occupations* in the SCV/SML subregion

Occupation	2021 Jobs	2026 Jobs	5-Year Change	5-Year % Change	Annual Openings
Hotel, Motel, and Resort Desk Clerks	1,303	1,573	270	21%	311
Meeting, Convention, and Event Planners	421	491	70	17%	61
Lodging Managers	177	230	53	30%	33
TOTAL	1,901	2,294	393	21%	405

Wages

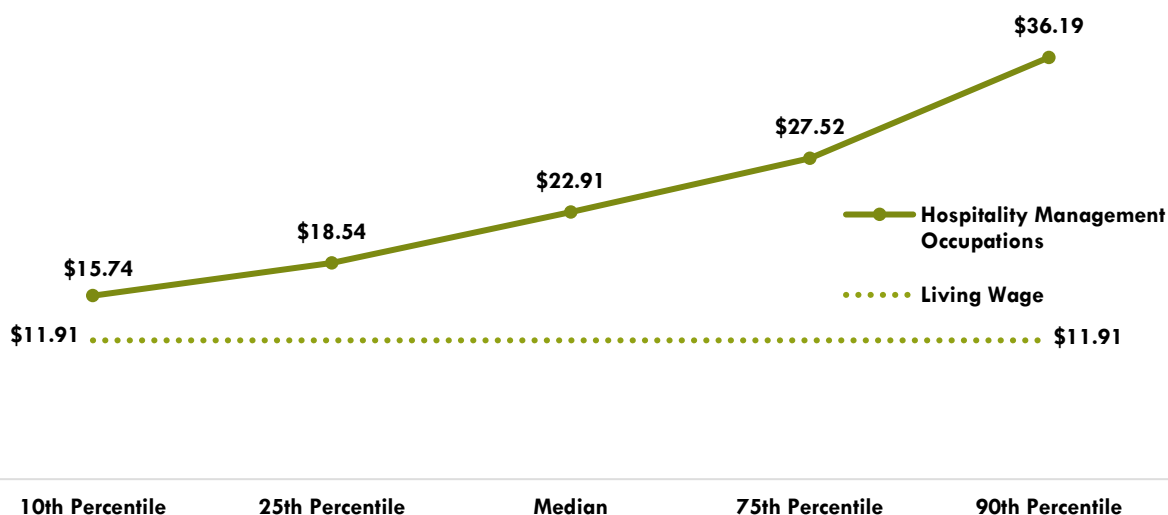
The average living wage for a single adult in the SCV/SML subregion is \$11.91/hour.² Exhibit 2a shows the hourly wages of *Hospitality Management Occupations*. Lodging managers earn the highest entry-level wage, \$22.99/hour in the subregion.³ Please note 10th and 25th percentiles are considered entry-level wages while 75th and 90th are considered experienced wages, either by gained by long-term employment, extra training, etc.

Exhibit 2a. Hospitality Management Occupations hourly wages in the SCV/SML subregion

Occupation	Pct. 25 Hourly Earnings	Median Hourly Earnings	Pct. 75 Hourly Earnings
Lodging Managers	\$22.99	\$28.51	\$34.60
Meeting, Convention, and Event Planners	\$18.55	\$24.48	\$31.31
Hotel, Motel, and Resort Desk Clerks	\$14.08	\$15.72	\$16.66

Exhibit 2b shows the average hourly wages for *Hospitality Management Occupations*; the average entry-level wage is higher than the average entry-level living wage for the SCV/SML subregion.

Exhibit 2b. Hospitality Management Occupations average hourly wages in the SCV/SML subregion



² The term "living wage" in Center of Excellence reports is calculated by averaging the self-sufficiency wages from the Insight Center's California Family Needs Calculator for each county in the subregion: <https://insightccd.org/tools-metrics/self-sufficiency-standard-tool-for-california/>.

³ Entry-level wages are derived from the 25th percentile.

Job Postings

There were 587 job postings for *Hospitality Management Occupations* in the SCV/SML subregion from October 2022 to March 2023.⁴

Top Employers

The top employers with the most job postings are listed in Exhibit 3. The top employers in online job postings were Marriott International, Hilton, and Delaware North.

Exhibit 3. Top employers of *Hospitality Management Occupations* by number of job postings

Employer
Marriott International
Hilton
Delaware North
Chukchansi Gold Resort & Casino
La Quinta Inn & Suites
Oto Development
Extended Stay America
ESA Management
Xanterra Parks & Resorts
Best Western International

Top Titles

Exhibit 4 shows the top titles for *Hospitality Management Occupations* in the SCV/SML subregion. Common job titles in postings include: Front Desk Agents, Front Desk Associates, and Night Auditors.

Exhibit 4. Top titles in job postings for *Hospitality Management Occupations*

Title
Front Desk Agents/Associates
Night Auditors
Front Office/Desk Operator
Guest Services Representatives/Associates
Event Coordinators

⁴ Other than occupation titles and job titles, the categories below can be counted one or multiple times per job posting, and across several areas in a single posting. For example, a skill can be counted in two different skill types, and an employer can indicate more than one education level.

Salaries

Exhibit 5 shows the “Market Salaries” for *Hospitality Management Occupations*. These are calculated by Lightcast using a machine learning model built from millions of job postings every year. This accounts for adjustments based on location, industry, skills, experience, education, among other variables.

Exhibit 5. Market salaries for Hospitality Management Occupations

Market Salary	Job Postings
\$32,000-\$35,999	118
\$60,000-\$115,000	45
\$36,000-\$39,999	59
\$44,000-\$47,999	35
\$28,000-\$31,999	34

Education

Of the 587 job postings, 349 listed a preferred or minimum educational requirement for the position being filled. Among those, 77% requested a high school diploma or GED, 10% requested a bachelor’s degree, and three percent requested an associate degree (Exhibit 6).

Exhibit 6. Education levels requested in job postings for Hospitality Management Occupations

Education Level	Job Postings	% of Job Postings
High school or GED	268	77%
Bachelor's degree	57	16%
Associate degree	17	5%
Master's degree	7	2%

Baseline, Specialized, and Software Skills

Exhibit 7 depicts the top baseline, specialized, and software skills in job postings. The most important baseline skills are customer service, communications, and reservations. The top specialized skills are auditing, housekeeping, and customer complaint resolution. The top software is Property Management Systems.

Exhibit 7. In-demand Hospitality Management Occupations baseline, specialized, and software skills

Baseline Skills	Specialized Skills	Software Skills
Customer Service	Auditing	Property Management Systems
Communications	Housekeeping	Spreadsheets
Reservations	Customer Complaint Resolution	Project Management Software
Management	Front Office	Operating Systems
Sales	Accounting	Tally ERP

Certifications

Of the 587 job postings, 100 contained certification data. Among those, 6% indicated a need for a Master of Business Administration (MBA) and ServSafe Certification. The next top certification is Cardiopulmonary Resuscitation (CPR) Certification (Exhibit 8).

Exhibit 8. Top Hospitality Management Occupations certifications requested in job postings

Certifications	% of Job Postings
Master of Business Administration (MBA)	6%
ServSafe Certification	6%
Cardiopulmonary Resuscitation (CPR) Certification	5%
Training for Intervention Procedures (TIPS) Certification	5%
Automated External Defibrillator (AED) Certification	3%

Education, Work Experience, & Training

A high school degree is typically required for hotel, motel, and resort desk clerks and lodging managers. A bachelor's degree is typically required for meeting, convention, and event planners (Exhibit 9).

Exhibit 9. Education, work experience, training, and Current Population Survey results for Hospitality Management Occupations⁵

Occupation	Typical Entry-level Education	Work Experience Required	Typical On-The-Job Training	CPS
Hotel, Motel, and Resort Desk Clerks	High school diploma or equivalent	None	Short-term	43.5%
Meeting, Convention, and Event Planners	Bachelor's degree	None	None	24.6%
Lodging Managers	High school diploma or equivalent	Less than 5 years	None	33.0%

⁵ "Labor Force Statistics from the Current Population Survey," Bureau of Labor Statistics, <https://www.bls.gov/cps/>.

Supply

An analysis of program data from the Integrated Postsecondary Education Data System (IPEDS) for the last three program years shows that, on average, 67 awards were conferred in the CVML region (Exhibits 10 and 11).

Exhibit 10. TOP and CIP codes for Hospitality Management Occupations

TOP Titles
130700 – Hospitality
130710 – Restaurant and Food Services and Management
130720 – Lodging Management
130730 – Resort and Club Management

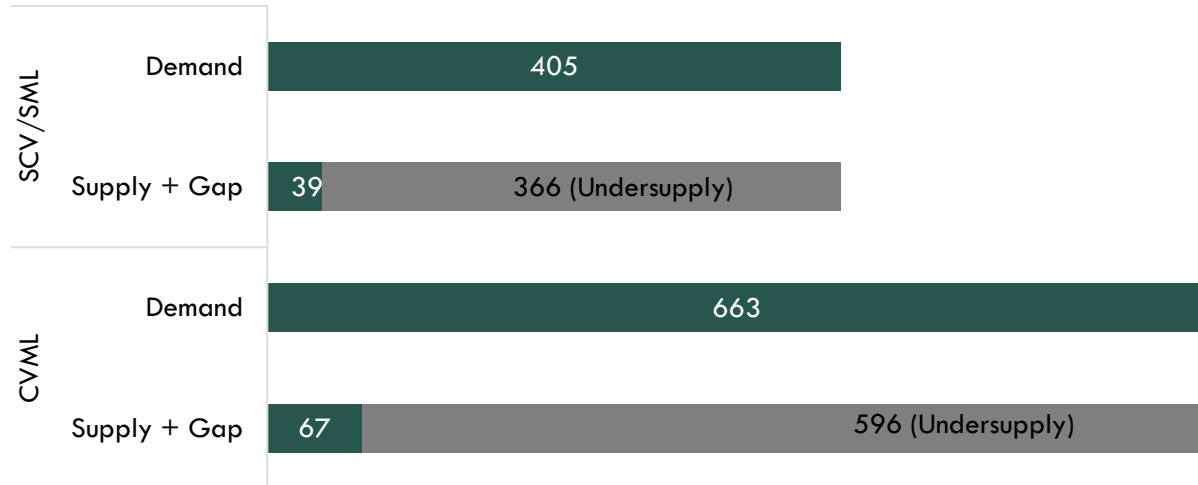
Exhibit 11. Postsecondary supply for Hospitality Management Occupations

TOP – Program	College	3-Year Average
130700 - Hospitality	Columbia	1
130710 – Restaurant and Food Services and Management	Columbia	23
	Fresno City*	5
	West Hills Lemoore*	31
130720 – Lodging Management	Columbia	4
	West Hills Lemoore*	1
130730 – Resort and Club Management	West Hills Lemoore*	2
CVML TOTAL		67

*SCV/SML Community Colleges

There is an undersupply of 366 Hospitality Management workers in the SCV/SML subregion and an undersupply of 596 workers in the region (Exhibit 12).

Exhibit 12. Hospitality Management Occupations workforce demand (annual job openings), postsecondary awards (supply), and additional students needed to fill gap in the SCV/SML subregion and region



Recommendation

This report suggests there is a shortage of 366 workers in the SCV/SML subregion and a shortage of 596 workers in the CVML region for *Hospitality Management Occupations*. Based on these findings, it is recommended that Clovis College work with the regional directors, the college’s advisory board, and local industry in the development of programs to address the shortage of Hospitality Management workers in the region.

Appendix: Methodology & Data Sources

Data Sources

Labor market and educational supply data compiled in this report derive from a variety of sources. Data were drawn from external sources, including the Economic Modeling Specialists, Inc., the California Community Colleges Chancellor’s Office Management Information Systems Data Mart and the National Center for Educational Statistics (NCES) Integrated Postsecondary Education Data System (IPEDS). Below is the summary of the data sources found in this study.

Data Type	Source
Labor Market Information/Population Estimates and Projections/Educational Attainment	Economic Modeling Specialists, Intl. (LIGHTCAST). LIGHTCAST occupational employment data are based on final LIGHTCAST industry data and final LIGHTCAST staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates also affected by county-level LIGHTCAST earnings by industry: economicmodeling.com.
Typical Education Level and On-the-job Training	Bureau of Labor Statistics (BLS) uses a system to assign categories for entry-level education and typical on-the-job training to each occupation for which BLS publishes projections data: https://www.bls.gov/emp/tables/educational-attainment.htm .
LaunchBoard	Chancellor’s Cal-PASS Plus LaunchBoard. https://www.calpassplus.org/LaunchBoard/SWP.aspx
Labor Force, Employment and Unemployment Estimates	California Employment Development Department, Labor Market Information Division: labormarketinfo.edd.ca.gov .
Job Posting and Skills Data	Lightcast.
Additional Education Requirements/ Employer Preferences	The O*NET Job Zone database includes over 900 occupations as well as information on skills, abilities, knowledge, work activities and interests associated with specific occupations: onetonline.org .

Key Terms and Concepts

Annual Job Openings: Annual openings are calculated by dividing the number of years in the projection period by total job openings.

Education Attainment Level: The highest education attainment level of workers age 25 years or older.

Employment Estimate: The total number of workers currently employed.

Employment Projections: Projections of employment are calculated by a proprietary Economic Modeling Specialists, Intl. (LIGHTCAST) formula that includes historical employment and economic indicators along with national, state and local trends.

LaunchBoard (Attained the Living Wage): Among SWP students who exited college and did not transfer to any postsecondary institution, the proportion who attained the district county living wage for a single adult measured immediately following academic year of exit

LaunchBoard (Median Annual Earnings): Among SWP students who exited the community college system and who did not transfer to any postsecondary institution, median earnings following the academic year of exit.

LaunchBoard (Median Change in Earnings): Among SWP students who exited and who did not transfer to any postsecondary institution, median change in earnings between the second quarter prior to the beginning of the academic year of entry and the second quarter after the end of the academic year of exit from the last college attended.

LaunchBoard (Job Closely Related to Field of Study): Among SWP students who responded to the CTE Outcomes Survey and did not transfer to any postsecondary institution, the proportion who reported that they are working in a job very closely or closely related to their field of study.

Living Wage: The cost of living in a specific community or region for one adult and no children. The cost increases with the addition of children.

Occupation: An occupation is a grouping of job titles that have a similar set of activities or tasks that employees perform.

Percent Change: Rate of growth or decline in the occupation for the projected period; this does not factor in replacement openings.

Replacements: Estimate of job openings resulting from workers retiring or otherwise permanently leaving an occupation. Workers entering an occupation often need training. These replacement needs, added to job openings due to growth, may be used to assess the minimum number of workers who will need to be trained for an occupation.

Total Job Openings (New + Replacements): Sum of projected growth (new jobs) and replacement needs. When an occupation is expected to lose jobs, or retain the current employment level, number of openings will equal replacements.

Typical Education Requirement: represents the typical education level most workers need to enter an occupation.

Typical On-The-Job Training: indicates the typical on-the-job training needed to attain competency in the skills needed in the occupation.