



# Hospitality Management

February 2018

Prepared by the Los Angeles/Orange County Center of Excellence for Labor Market Research

## Program Recommendation

This report was compiled by the Los Angeles/Orange County Center of Excellence to provide regional labor market data for the program recommendation of hospitality management. 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.

Based on the data, the COE has determined there is an unmet need for an additional hospitality management program in Los Angeles County. Reasons include:

- Over 1,200 jobs will be available annually for these occupations through 2022
- 68% of students who complete a hospitality program are employed within six months
- Between 33% and 45% of workers in the hospitality field have some postsecondary coursework making this a relevant area of study for college students

## Occupation Codes and Descriptions

Currently, there are three occupations in the standard occupational classification (SOC) system related to the study of hospitality management. The occupation titles and descriptions, as well as reported job titles are included in Exhibit 1.

**Exhibit 1 – Occupations, descriptions, and sample job titles**

SOC Code	Title	Description	Sample of Reported Job Titles
39-6012	Concierges	Assist patrons at hotel, apartment, or office building with personal services. May take messages, arrange or give advice on transportation, business services or entertainment, or monitor guest requests for housekeeping and maintenance.	Activities Concierge, Chef Concierge, Chief Concierge, Club Concierge, Concierge, Conference Concierge, Guest Service Agent, Guest Service Supervisor, Hotel Concierge, Lobby Concierge

43-4081	Hotel, Motel, and Resort Desk Clerks	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.	Desk Clerk, Front Desk Agent, Front Desk Associate, Front Desk Clerk, Front Desk Supervisor, Front Office Agent, Guest Service Agent, Guest Service Representative, Guest Services Agent (GSA), Night Auditor
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

Source: O\*NET Online

## Current and Future Employment

In Los Angeles County, the number of jobs related to hospitality management is expected to increase by 11% over the next five years. Over 1,200 job opportunities will be available annually for this group of occupations through 2022 due to new job growth and replacement need (e.g., retirements). Exhibit 2 contains detailed employment projections data for these occupations.

### Exhibit 2 – Five-year projections for hospitality management occupations in Los Angeles County

SOC	Occupation	2017 Jobs	2022 Jobs	2017 - 2022 Change	2017 - 2022 % Change	Annual Openings
43-4081	Hotel, Motel, and Resort Desk Clerks	4,922	5,523	601	12%	921
11-9081	Lodging Managers	1,176	1,229	53	5%	138
39-6012	Concierges	890	980	90	10%	145
	<b>Total</b>	<b>6,988</b>	<b>7,732</b>	<b>744</b>	<b>11%</b>	<b>1,204</b>

Source: Economic Modeling Specialists International (EMSI)

## Earnings

In Los Angeles County, the entry-level average wage for hospitality management jobs is between \$10.12 and \$13.18 per hour, which is below the MIT Living Wage<sup>1</sup> estimate of \$13.54 per hour for a single adult. The average annual earnings for this occupation group in the region is between \$27,601 and \$50,332 per year, assuming full-time employment.

Exhibit 3 contains hourly wages and annual average earnings for these occupations. Entry-level hourly earnings is represented by the 10<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 90<sup>th</sup> percentile of wages, demonstrating various levels of employment.

### Exhibit 3 – Earnings for hospitality management occupations in Los Angeles County

SOC	Occupation	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings	Average Annual Earnings
11-9081	Lodging Managers	\$13.18	\$19.37	\$39.19	\$50,332
39-6012	Concierges	\$11.85	\$16.48	\$19.38	\$33,842
43-4081	Hotel, Motel, and Resort Desk Clerks	\$10.12	\$12.36	\$18.06	\$27,601

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 in the hospitality management field, and what they are looking for in potential candidates. To identify job postings related to these occupations, the SOC codes 11-9081, 39-6012, and 43-4081 were used.

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<sup>1</sup> MIT Living Wage Calculator. <http://livingwage.mit.edu/>

### Top Occupations

In 2017, there were 4,080 jobs ads related to hospitality management occupations. Over half all of the postings (71%) were for hotel, motel, and resort desk clerks (2,882 job postings). There were 3,896 job postings for the same occupations in 2016, and 3,876 job postings in 2015.

**Exhibit 4 – Top occupations in job postings (n=4,080)**

<b>SOC Code</b>	<b>Occupation</b>	<b>Job Postings, Full Year 2017</b>
43-4081	Hotel, Motel, and Resort Desk Clerks	2,882
11-9081	Lodging Managers	626
39-6012	Concierges	572

Source: Labor Insight/Jobs (Burning Glass)

### Top Titles

The top job titles for for hospitality management positions are listed in Exhibit 5. Guest service representative is the most common job title – 14% of all relevant job postings (554 job postings).

**Exhibit 5 –Job titles (n=4,080)**

<b>Title</b>	<b>Job Postings, Full Year 2017</b>
Guest Service Representative	554
Concierge	413
Front Desk Agent	411
Night Auditor	358
Front Desk Coordinator	317
Front Desk Clerk	153
Guest Service Agent	143
Assistant Manager	133
Front Desk Associate	82
Front Desk Supervisor	75
Front Office Manager	58
General Manager	56

Source: Labor Insight/Jobs (Burning Glass)

### Top Employers

Exhibit 6 lists the major employers hiring professionals in the hospitality management field. Top employers postings job ads included Marriott International Incorporated, Hilton Hotel Corporation, Interstate Hotels & Resorts, Sheraton, International Hotels Group, Hyatt, and Ritz Carlton. The top worksite cities in the region for these occupations were Los Angeles, Beverly Hills, and Long Beach.

**Exhibit 6 – Top employers (n=3,061)**

<b>Employer</b>	<b>Job Postings, Full Year 2017</b>
Marriott International Incorporated	739
Hilton Hotel Corporation	173
Interstate Hotels & Resorts	165
Sheraton	92
Intercontinental Hotels Group	91
Hyatt	60
Ritz Carlton	55

Source: Labor Insight/Jobs (Burning Glass)

### Skills

Job-specific skills desired by employers are guest services, customer checkout, customer service, cash handling, asset protection, scheduling, and front office.

**Exhibit 7 –Job skills (n=3,217)**

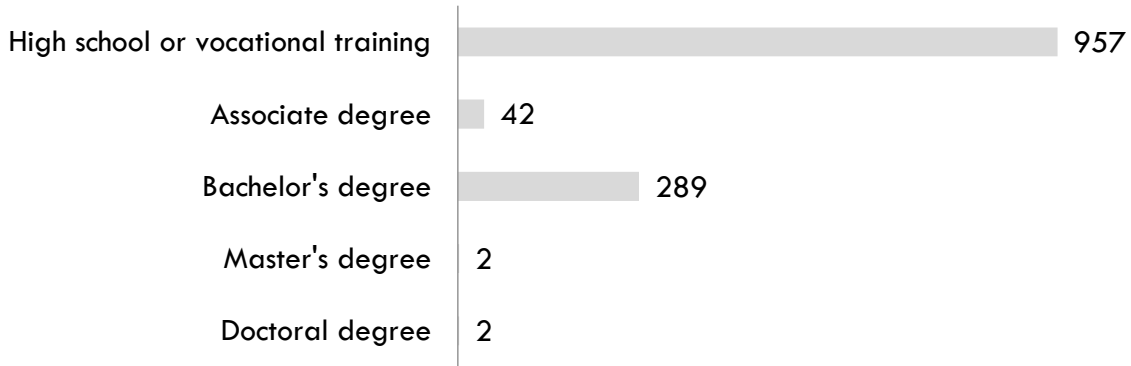
<b>Skills</b>	<b>Job Postings, Full Year 2017</b>
Guest Services	1,399
Customer Checkout	744
Customer Service	655
Cash Handling	588
Asset Protection	533
Scheduling	463
Front Office	455

Source: Labor Insight/Jobs (Burning Glass)

*Advertised Education Levels*

Exhibit 8 displays the education level requested by employers in online job ads. The majority of employers were looking for a candidate with high school or vocational training. Approximately 68% of job postings did not specify a level of education.

**Exhibit 8 – Advertised education requirements for hospitality management jobs (n=1,292)**



Source: Labor Insight/Jobs (Burning Glass)

**Education and Training**

Exhibit 9 shows the typical entry-level education requirement for the occupations of interest, along with the typical on-the-job training, and percentage of workers in the field who hold a community college award or have completed some postsecondary courses. Between 33% and 45% of the workforce in the three occupations have completed some community college education as their highest level of education.

**Exhibit 9 – Education and training requirements**

SOC	Description	Typical Entry Level Education	Typical on-the-job training	% of Community College Award Holders or Some Postsecondary Coursework
11-9081	Lodging Managers	High school diploma or equivalent	None	33%
39-6012	Concierges	High school diploma or equivalent	Moderate-term on-the-job training	35%
43-4081	Hotel, Motel, and Resort Desk Clerks	High school diploma or equivalent	Short-term on-the-job training	45%

Source: Economic Modeling Specialists International, Bureau of Labor Statistics Employment Projections (Educational Attainment)

Currently, four community colleges in Los Angeles County train students in hospitality. Exhibit 10 displays the annual awards conferred at each of the colleges training in this field. It is important to note that an award is not equivalent to a single person in search of a job opening, since a student may earn more than one award (e.g. an associate degree and a certificate).

Between 2013 and 2016, the total annual average community college awards conferred was 77 across one program: Hospitality (1307.00).

**Exhibit 10 – CCC Student Awards (by TOP and College)**

TOP Code	Program	College	2013-2016 Annual Average			Total Average CC Awards
			2013-14 Awards	2014-15 Awards	2015-2016 Awards	
1307.00	Hospitality	Glendale	14	11	26	17
		Mt San Antonio	39	57	57	51
		Pasadena	4	1	1	2
		West LA	2	4	16	7
		<b>Total</b>	<b>59</b>	<b>73</b>	<b>100</b>	<b>77</b>

Source: California Community Colleges Chancellor’s Office MIS Data Mart

**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 Taxonomy of Program (TOP) code (1307.00) in Los Angeles County for the 2014-15 academic year.

- The median annual wage after program completion is \$17,272
- 28% of students are earning a living wage
- 68% of students are employed within six months after completing a program

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.