

RETAIL, HOSPITALITY & TOURISM SECTOR PROFILE



**Key Findings from the Los Angeles County
Sector Analysis Project**

September 2021



CALIFORNIA COMMUNITY COLLEGES
LAOCRC
los angeles | orange county regional consortium



Prepared by:
Los Angeles County
Center of Excellence
for Labor Market Research

Introduction

To support the collaborative planning and development of career education (CE) programs and to inform regional investments in Los Angeles County, the Los Angeles County Center of Excellence has developed a series of sector profiles examining trends in the labor market and postsecondary education and training programs addressing local hiring needs.¹

These profiles highlight in-demand and well-paid middle-skill jobs—those jobs that typically require some form of education or training beyond a high school diploma, but less than a bachelor’s degree. These occupations are a critical component of the workforce overall and support the economic vitality of the region and state.

This profile of the retail, hospitality, and tourism sector summarizes key findings on current and projected workforce demand, hourly wages, job postings, and program and training data from area community colleges and other training providers. For the purpose of this analysis, retail, hospitality, and tourism occupations with a promising outlook have been divided into two groups:

- 1) Retail occupations
- 2) Hospitality and tourism occupations

Quick Facts

Employment



441,359
Jobs in 2019

46,115
Annual Job Openings

-5%
5-year Projected
Growth

\$30.53
Average Hourly
Earnings

Education



32
Community Colleges and
Other Training Providers
with Programs

9,975
Community College
Students Enrolled
(2018-19)

1,125
Community College
Awards (2019-20)

1,718
Awards from Proprietary
Schools/Other Training
Providers (2018-19)

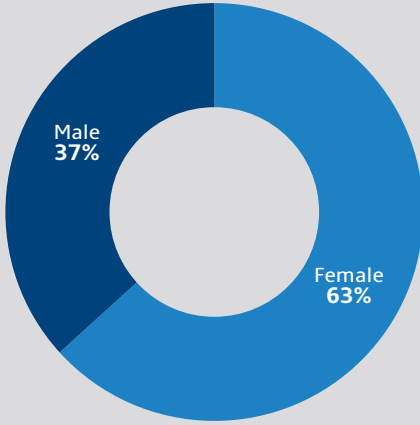


¹ **Impact of the COVID-19 pandemic:** This profile relies largely on 2019 employment and education data preceding the pandemic. The exception is job posting data from 2020. Due to severe economic impacts from the pandemic, job posting data should not be considered an accurate depiction of employer demand; however, the frequency of certain data points can provide insights into the types of workers and skill sets that employers are seeking. Annual job openings are derived from the labor market analytics firm Emsi whose 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. At this time, it is not possible to quantify the economic impact of COVID-19 on projections of occupational employment. A complete list of data sources is provided on the last page of this profile.

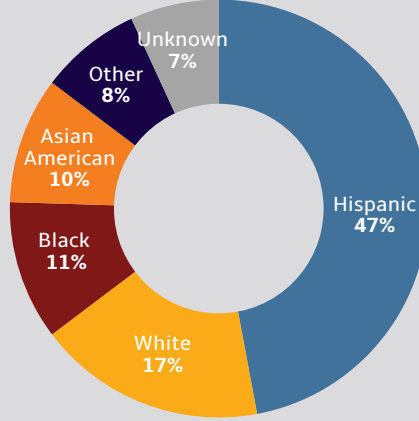
Introduction

Student Demographics

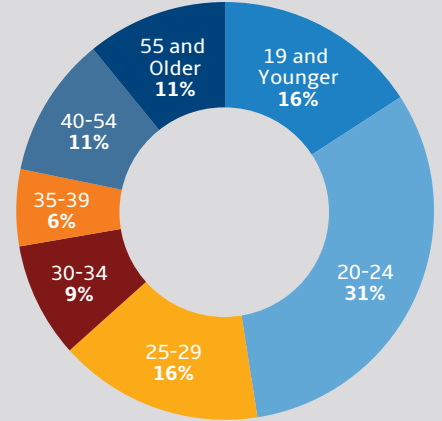
Student Gender



Student Race/Ethnicity²



Student Age



² Due to low percentages the "other" category represents American Indian/Native Alaskan, Filipino, multiple values, and two or more races. Please note: This report uses race and ethnicity data from LaunchBoard collected by the California Community Colleges. The terms in this document, including white, Hispanic, and Black, adhere to the terms and definitions the California Community Colleges use in collecting its data. For definitions, please refer to <https://webdata.cccco.edu/ded/std/std10.pdf>.

Student Employment Outcomes

Data on community college students exiting retail, hospitality, and tourism programs in Los Angeles County shows 73% of students obtained employment in a job closely related to their field of study. On average, these students earned a median income of \$27,930 after exiting a retail, hospitality, and tourism program.

Exhibit 1. Students with a job closely related to their field of study

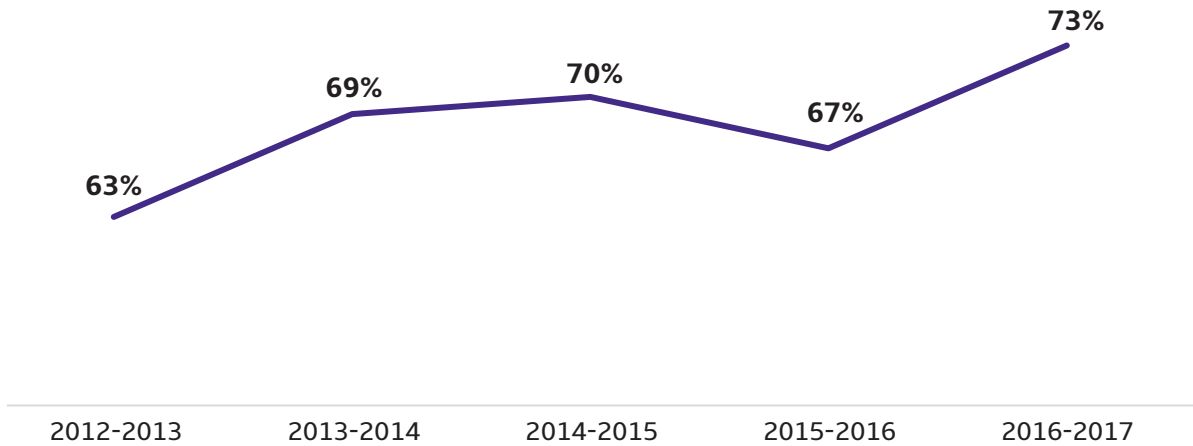
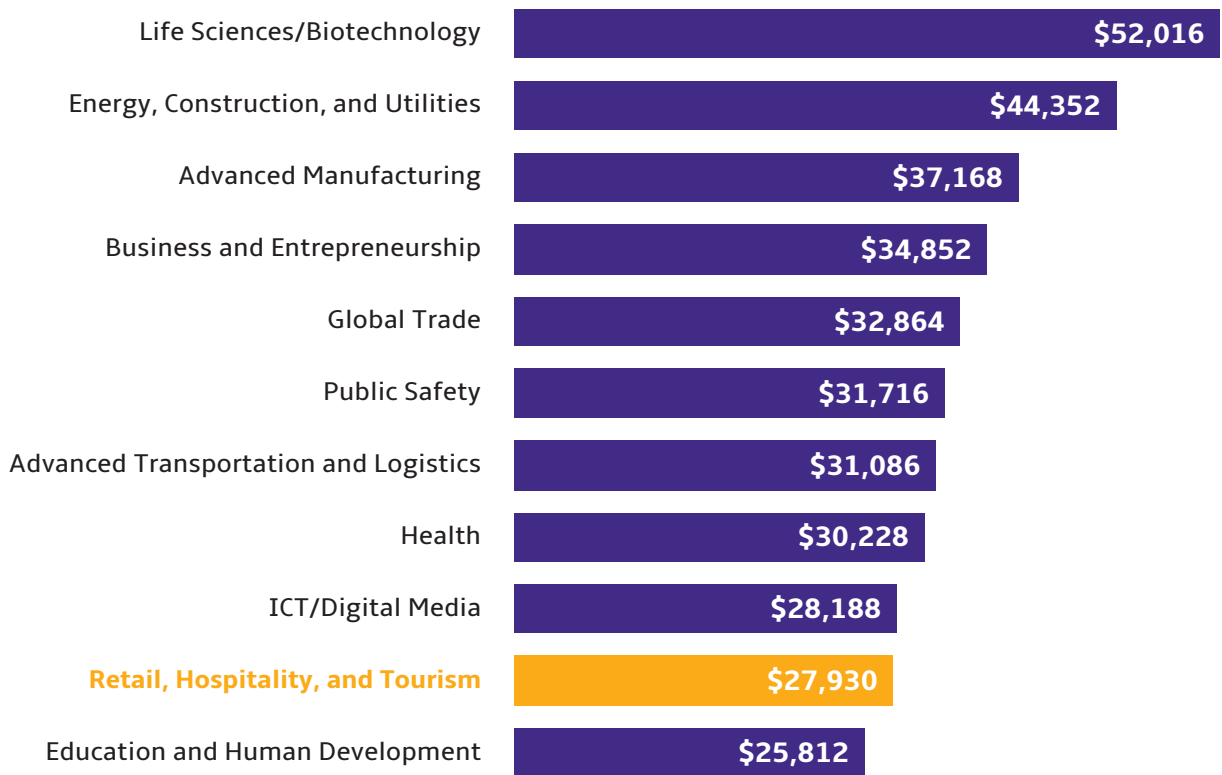


Exhibit 2. Median annual earnings for exiting students, 2017-18

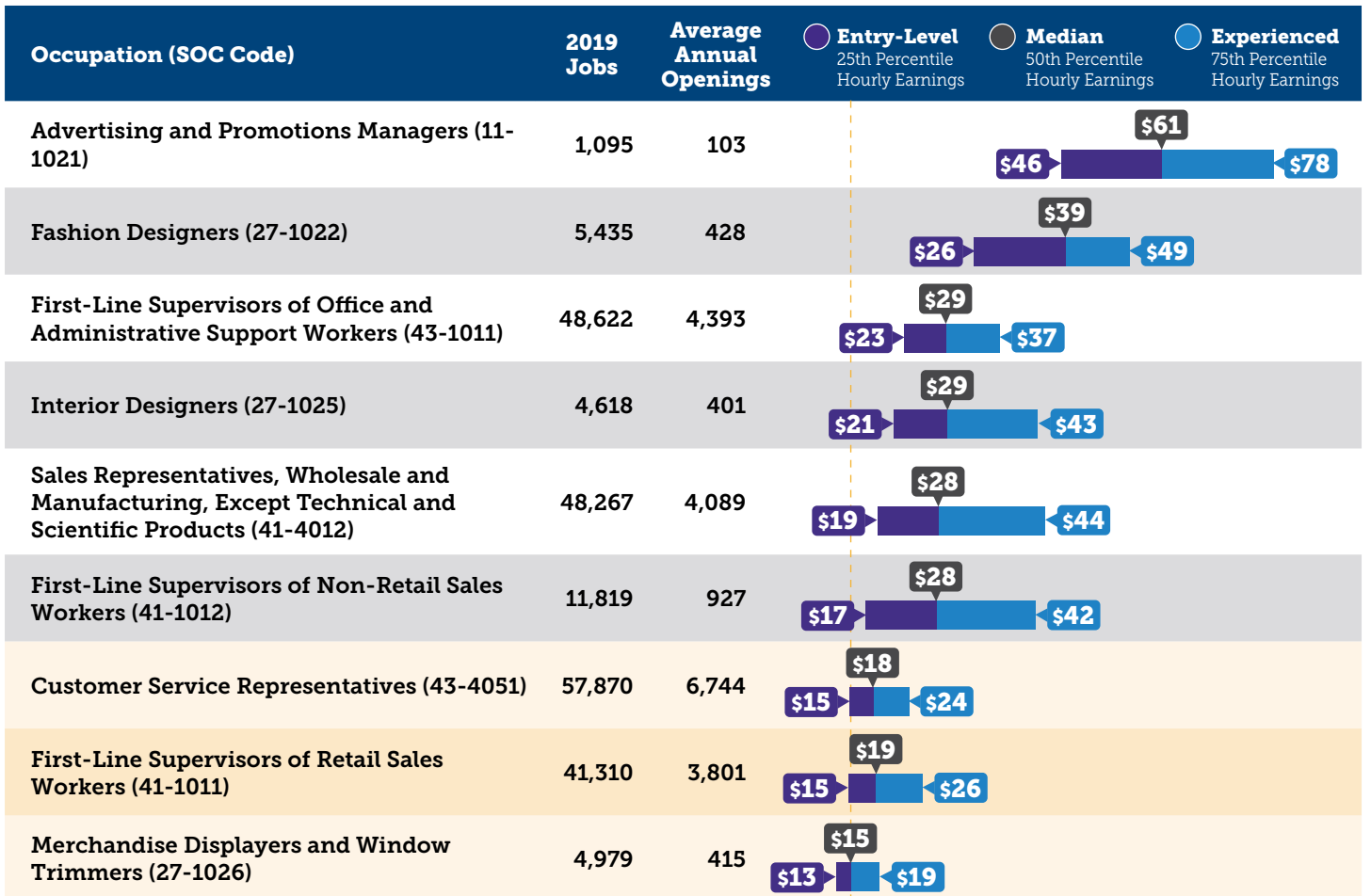


Retail Occupations

Employment Demand Analysis

Nine retail occupations account for 224,016 jobs in the county. Combined they have 21,301 projected annual openings (new + replacement jobs). The largest occupation, in number of 2019 jobs, is customer service representatives. This occupation is projected to have the most annual job openings, 6,744. Please note that some occupations in this grouping have entry-level wages close to Los Angeles County's living wage.

Exhibit 3. Occupational employment, annual openings, and wages



Yellow rows have starting salaries below Living Wage

--- \$15.04/hour Living Wage

Retail Occupations

Job Posting Finding

Management positions occur frequently among the job titles associated with retail occupations. Types of managers being advertised for include customer service, payroll, customer success, sales accounts, and accounts payable.

A search of online job postings for retail occupations that pay a wage greater than \$15 per hour shows 44,307 postings related to this group in 2020 in Los Angeles County. The top five job titles for retail occupations were listed in 6,479 postings. The job title that occurred most frequently, sales representative, appeared in more than 2,200 postings.

Exhibit 4. Top job titles in job postings

Job Title	Job Postings
Sales Representative	2,218
Account Executive	1,333
Account Manager	1,154
Outside Sales Representative	967
Office Manager	807

In Los Angeles County, employers who posted the most ads for retail occupations were Charter Communications, Advantage Sales and Marketing, and The Home Depot Incorporated.

Exhibit 5. Top employers in job postings

Employer	Job Postings
Charter Communications	759
Advantage Sales & Marketing	658
The Home Depot Incorporated	334
Crossmark	332
SAS Retail Services	267

Retail Occupations

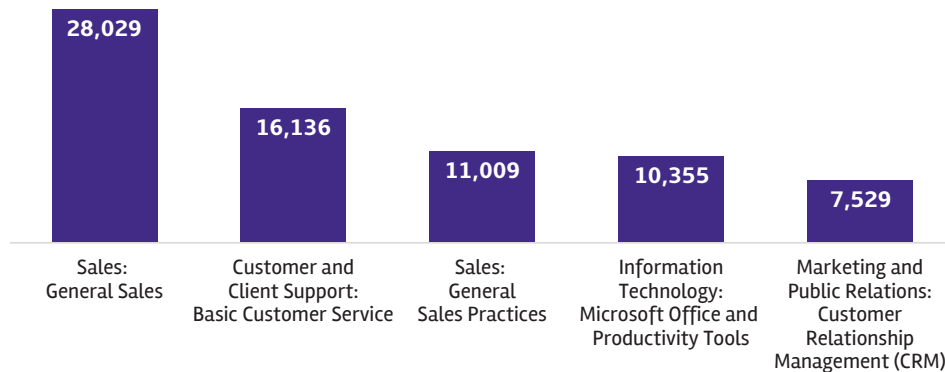
Local area job postings show how employers of the retail occupations are grouped by industry. In Los Angeles County, software publishers posted the most job ads, a total of 414, followed by direct health and medical insurance carriers, 402 job ads, and home centers, 397 job ads.

Exhibit 6. Top industries in job postings³

Industry	Job Postings
Software Publishers	414
Direct Health and Medical Insurance Carriers	402
Home Centers	397
Marketing Consulting Services	389
Department Stores (except Discount Department Stores)	378

One way to determine how in-demand skills coalesce across occupations and industries is to look at skill clusters which can offer a broader picture of employer needs. The skill cluster areas for retail occupations are varied, spanning sales, customer and client support, information technology, and marketing and public relations.

Exhibit 7. In-demand skill clusters



³ Note: 78% 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.

Retail Occupations

Education & Training Supply Analysis

In Los Angeles County, 12 community colleges and 13 proprietary schools and other training providers offer programs related to the retail occupations. In the 2019-20 academic year, community colleges conferred 575 awards, and proprietary schools and other training providers conferred 1,214 awards in the 2018-19 academic year.

Exhibit 8. Total awards by academic year⁴

	2017	2018	2019
Community Colleges	564	536	575
Proprietary Schools & Other Training Providers	1,307	1,293	1,214

Exhibit 9. Education and training programs

Community Colleges	<ul style="list-style-type: none"> · Retail Store Operations and Management (TOP 0506.50) · Office Management (TOP 0514.40) · Labor and Industrial Relations (TOP 0516.00) · Public Relations (TOP 0606.00) · Interior Design and Merchandising (TOP 1302.00) · Fashion (TOP 1303.00) · Fashion Design (TOP 1303.10) · Fashion Merchandising (TOP 1303.20)
Proprietary Schools and Training Providers	<ul style="list-style-type: none"> · Public Relations, Advertising, and Applied Communication (CIP 09.0900) · Family and Consumer Sciences/Human Sciences, General (CIP 19.0101) · Apparel and Textiles, General (CIP 19.0901) · Apparel and Textile Marketing Management (CIP 19.0905) · Fashion/Apparel Design (CIP 50.0407) · Interior Design (CIP 50.0408) · Office Management and Supervision (CIP 52.0204)



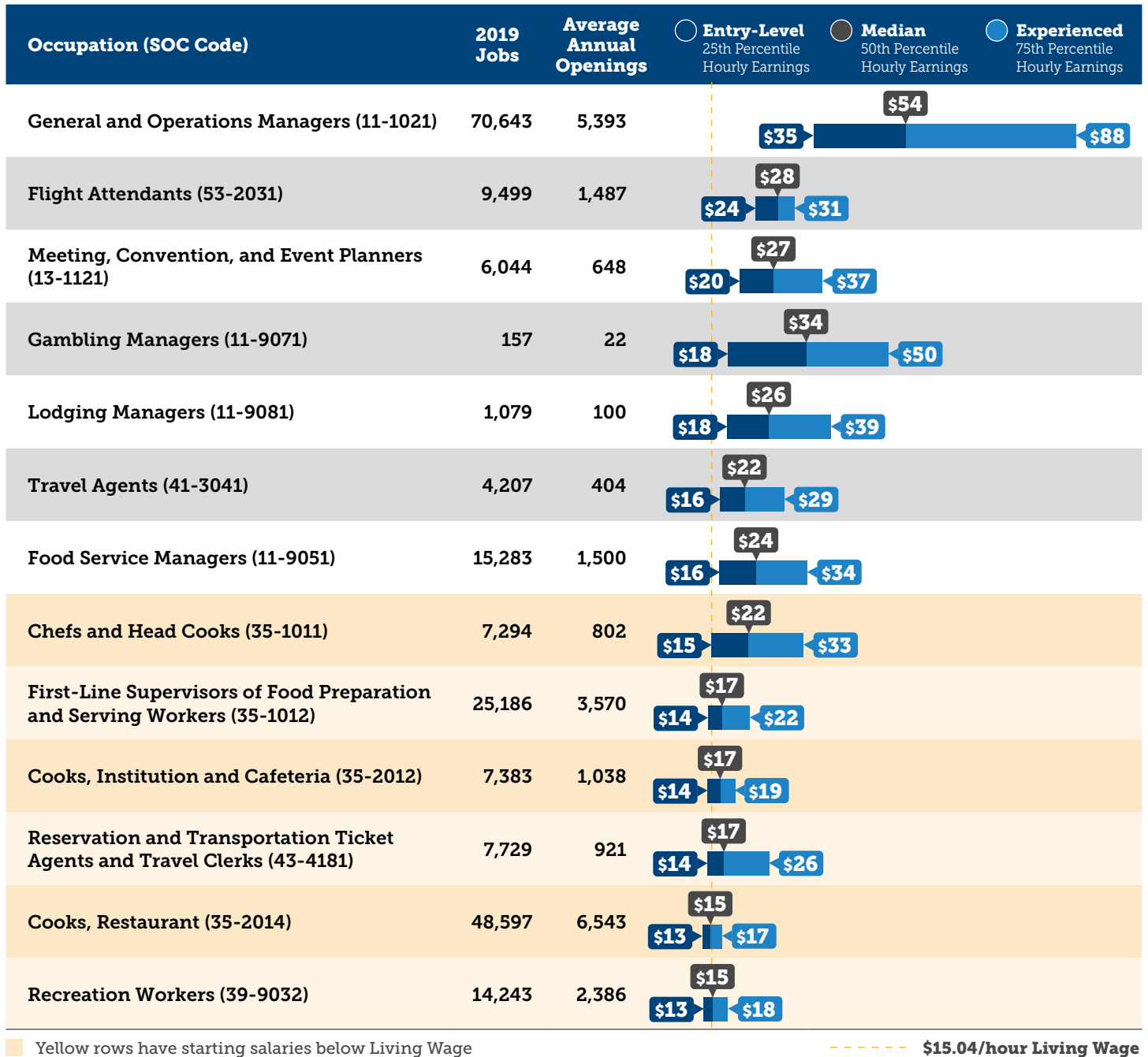
⁴ Due to different data collection periods, the most recent three-year period of available data for community colleges is 2017-18 to 2019-20 while the three-year period for proprietary schools and other training providers is 2016-17 to 2018-19.

Hospitality and Tourism Occupations

Employment Demand Analysis

Thirteen hospitality and tourism occupations account for 217,343 jobs in the county. Combined they have 24,814 projected annual openings (new + replacement jobs). The largest occupation, in number of 2019 jobs, is general and operations managers. This occupation is projected to have the most annual job openings, 5,393. Please note that several occupations in this grouping have entry-level wages that either fall below or close to Los Angeles County's living wage.

Exhibit 10. Occupational employment, annual openings, and wages



Hospitality and Tourism Occupations

Job Posting Finding

Even more than the retail occupations, job postings for the hospitality and tourism occupations are dominated by management positions. In addition to the top five titles, operations supervisors, directors, and coordinators occur frequently in job postings. Other types of management positions include shift managers, kitchen managers, and business managers.

A search of online job postings for hospitality and tourism occupations that pay a wage greater than \$15 per hour shows 19,278 postings related to this group in 2020 in Los Angeles County. The top five job titles for the well-paid hospitality and tourism occupations were listed in 3,044 postings. The job title that occurred most frequently, general manager, appeared in more than 1,100 postings.

Exhibit 11. Top job titles in job postings

Job Title	Job Postings
General Manager	1,112
Operations Manager	800
Assistant Manager	545
Operations Assistant Manager	294
Restaurant Manager	293

In Los Angeles County, employers who posted the most ads for hospitality and tourism occupations were Anthem Blue Cross, Marriott International Inc., and El Super.

Exhibit 12. Top employers in job postings

Employer	Job Postings
Anthem Blue Cross	560
Marriott International Incorporated	390
El Super	202
Panda Express	193
Dollar Tree	188

Hospitality and Tourism Occupations

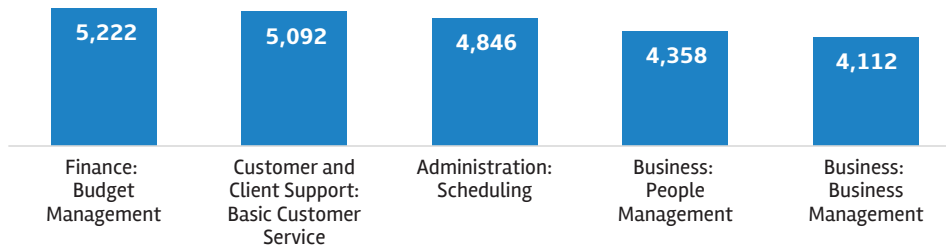
Local area job postings show how employers of the well-paid hospitality and tourism occupations are grouped by industry. In Los Angeles County, limited-service restaurants posted the most job ads, a total of 1,716, followed by direct health and medical insurance carriers, 651 job ads, and hotels and motels, 592 job ads.

Exhibit 13. Top industries in job postings⁵

Industry	Job Postings
Limited-Service Restaurants	1,716
Direct Health and Medical Insurance Carriers	651
Hotels (except Casino Hotels) and Motels	592
Full-Service Restaurants	310
All Other General Merchandise Stores	283

One way to determine how in-demand skills coalesce across occupations and industries is to look at skill clusters which can offer a broader picture of employer needs. The skill cluster areas for the well-paid hospitality and tourism occupations include finance, customer and client support, administration, and business.

Exhibit 14. In-demand skill clusters



⁴ Note: 65% 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.

Hospitality and Tourism Occupations

Education & Training Supply Analysis

In Los Angeles County, 10 community colleges and six proprietary schools and other training providers offer programs related to the hospitality and tourism occupations. In the 2019-20 academic year, community colleges conferred 550 awards, and proprietary schools and other training providers conferred 504 awards in the 2018-19 academic year.

Exhibit 15. Total awards by academic year⁶

	2017	2018	2019
Community Colleges	578	653	550
Proprietary Schools & Other Training Providers	513	519	504

Exhibit 16. Education and training programs

Community Colleges	<ul style="list-style-type: none"> · Culinary Arts (TOP 1306.30) · Hospitality (TOP 1307.00) · Restaurant and Food Services and Management (TOP 1307.10) · Travel Services and Tourism (TOP 3009.00) · Flight Attendant (TOP 3020.40)
Proprietary Schools and Training Providers	<ul style="list-style-type: none"> · Restaurant, Culinary, and Catering Management/Manager (CIP 12.0504) · Parks, Recreation and Leisure Studies (CIP 31.0101) · Hospitality Administration/Management, General (CIP 52.0901)



³ Due to different data collection periods, the most recent three-year period of available data for community colleges is 2017-18 to 2019-20 while the three-year period for proprietary schools and other training providers is 2016-17 to 2018-19.

More About the Centers of Excellence

The Centers of Excellence (COE) for Labor Market Research deliver regional workforce research and technical expertise to California Community Colleges for program decision-making and resource-development. This information has proven valuable to colleges in beginning, revising, or updating economic development and Career Education (CE) programs, strengthening grant applications, assisting in the accreditation process, and in supporting strategic planning efforts.

The Centers of Excellence Initiative is funded in part by the Chancellor's Office, California Community Colleges, Economic and Workforce Development Program. The Centers aspire to be the leading source of regional workforce information and insight for California Community Colleges. More information about the Centers of Excellence is available at coecc.net.

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To download a copy of this, visit LA/Orange County under *Studies by Region* coecc.net.

Sources

Emsi 2021.1, QCEW, non-QCEW, Self-Employed; Centers of Excellence Skill/Occupation Crosswalk; Burning Glass Technologies' Labor Insight Real-time Labor Market Information tool; CalPASS Plus/LaunchBoard; California Community Colleges Chancellor's Office Data Mart; Integrated Postsecondary Education Data System (IPEDS); Chancellor's Office Curriculum Inventory System (COCI).

Important Disclaimer

All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. This study examines the most recent data available at the time of the analysis; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and the report findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host college/district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.

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