

Parks and Outdoor Recreation (Outdoor Tour Guide)

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

This workforce demand report uses state and federal job projection data 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.

Introduction

This report provides labor market occupational demand and wage research and postsecondary program outcomes related to outdoor tour guides. The California Community College parks and outdoor recreation (TOP 0115.10) program prepares students for employment as outdoor tour guides through instruction that describes the significance and operation of recreation entities and facilities, such as parks and outdoor activities (Taxonomy of Programs, 2012). Occupational definitions, alternative job titles, education, work experience, and training requirements are provided below:

Tour and Travel Guides (39-7018)

Escort individuals or groups on sightseeing tours or through places of interest, such as industrial establishments, public buildings, and art galleries.

Sample job titles: Art Museum Docent, Discovery Guide, Docent, Guide, Historical Interpreter, Museum Docent, Museum Educator, Museum Guide, Science Interpreter, Tour Guide

Entry-Level Educational Requirement: High school diploma or equivalent

Training Requirement: Between one and twelve-months on-the-job training

Work Experience: None

Incumbent workers with a Community College Award or Some Postsecondary Coursework: 29%

Employment

Inland Empire/Desert Region employers reported a total of 405 tour and travel guide jobs in 2021. Tour and travel guide employment is projected to increase by 5% through 2026 and is expected to have 78 job openings annually over the next five years. Exhibit 1 displays the job counts, five-year projected job growth, job openings, and the share of incumbent workers aged 55 years and greater in the region.

Exhibit 1: Five-year projections, 2021-2026

| Occupation | 2021 Jobs | 2026 Jobs | Change | % Change | 2021-26 Job Openings | Annual Job Openings | % of workers age 55+ |
|------------------------|-----------|-----------|--------|----------|----------------------|---------------------|----------------------|
| Tour and Travel Guides | 405 | 426 | 21 | 5% | 392 | 78 | 40% |

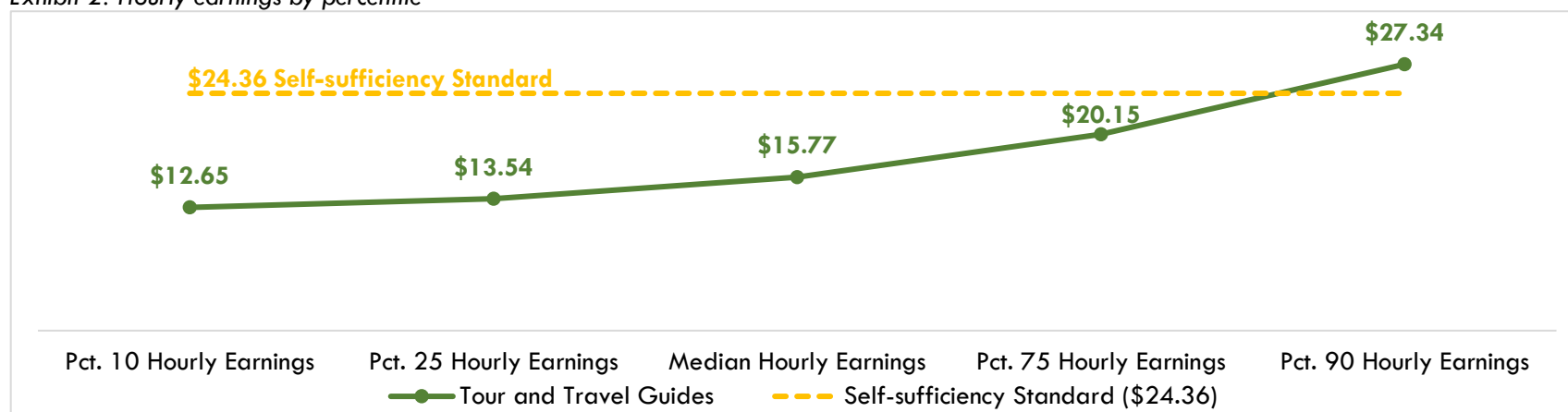
Source: Emsi 2022.2

Earnings

Community colleges should ensure their training programs lead to employment opportunities that provide self-sustainable income. The University of Washington estimates that a self-sufficient hourly rate for a single adult with one school-age child is \$24.36 per hour or \$51,452 annually in Riverside County; \$23.73 per hour or \$50,119 annually in San Bernardino County (Pearce, 2021). For this study, the higher hourly earnings requirement in Riverside County is adopted as the self-sufficiency standard for the two-county region.

Exhibit 2 displays the hourly earnings for the tour and travel guides in the Inland Empire/Desert Region. The 90th percentile hourly earnings for tour and travel guides surpass the self-sufficiency standard, indicating that only the top 10% of workers earn a self-sustainable wage.

Exhibit 2: Hourly earnings by percentile



Source: Emsi 2022.2

Employer Online Job Advertisements

The tables below provide online job advertisement analytics data for outdoor tour guides over the last 12 months, from May 2021 to April 2022. There were 86 job ads posted for the tour and travel guides in the Inland Empire/Desert Region in the previous twelve months. The job ads for outdoor tour guides were determined through the application of a keyword filter to the tour and travel guide job search. The following keywords were used to narrow the search for outdoor tour guides: outdoor, natural resources, conservation, conserve, wilderness, and park. Over the last 12 months, there were 28 job ads for outdoor tour guides, accounting for 33% of the total ads for this occupation. Exhibit 3 displays the employers posting the most job ads for outdoor tour guides. Showing employer names provides some insight into where students may find employment after completing a program.

Exhibit 3: Employers posting the most job advertisements for outdoor tour guides

| Employers | Unique Job Ads |
|-----------------------------------|----------------|
| Three Oaks Outdoor Science School | 7 |
| Boys & Girls Clubs of America | 5 |
| Better Place Forests | 3 |
| National Park Service | 1 |
| Thousand Pines | 1 |
| The Living Desert | 1 |
| Great Basin Institute | 1 |
| San Bernardino County | 1 |

Source: Emsi 2022.2

Exhibits 4 display the most common skills or qualifications found in employer job advertisements for outdoor tour guides. Qualifications refer to the certifications decided on by a third-party entity (school, government, industry, etc.) that acknowledges a body of skills and abilities. Skills are competencies at specific tasks or familiarity with specific subjects and tools acquired through education or experience.

Exhibit 4: The skills or qualifications most frequently included in employer job advertisements for outdoor tour guides

| Skill or Qualification | Job Ads | % of Total Ads |
|------------------------|---------|----------------|
| Communications | 17 | 61% |
| Outdoor Education | 11 | 39% |
| Lifting Ability | 10 | 36% |
| Positivity | 8 | 29% |
| Working with Children | 8 | 29% |
| Team Building | 8 | 29% |
| Professionalism | 7 | 25% |
| Management | 7 | 25% |

Source: Emsi 2022.2

Community College Programs

Regional community colleges do not currently offer parks and outdoor recreation (TOP 0115.10) programs. College of the Desert offers a desert ecologist and a field ranger, natural resources program (utilizes the natural resources TOP 0115.00 sub-discipline code) that prepares students for jobs as docents, volunteers, or paid employees working with a variety of local, state, federal, and tribal agencies (College of the Desert, 2021). Victor Valley College offers programs under TOP 0115.00 but does not appear to provide parks and outdoor recreation training.

Exhibit 5: Average annual community college completions in natural resources programs, 2018-21

| Colleges (Local Program Title) | Annual Average Awards (2018-21) |
|--|---------------------------------|
| College of the Desert (Desert Ecologist, Field Ranger, Natural Resources, Geographic Information Systems (Data Acquisition, Essentials, Business, Spatial Analysis) | 6 |
| Victor Valley College (Ecological Restoration, Geospatial Technology, Irrigation and Water Management, Natural Resources and Environmental Technology) | 0 |
| Total | 6 |

Sources: MIS Data Mart, COCI

This labor market brief provides an occupational and community college program overview and is not intended for regional program recommendation or submission to the California Community Colleges Chancellor's Office.

Contact

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