

## Labor Market Analysis: 1307.00/Hospitality

### Hospitality (Associate of Arts)

### Hospitality Event and Convention Planning (Certification requiring 16 to fewer than 30 semester units)

Los Angeles Center of Excellence, January 2023

#### Summary

| Program Endorsement:                                   | Endorsed:<br>All Criteria Met | <input type="checkbox"/>            | Endorsed:<br>Some Criteria Met | <input checked="" type="checkbox"/> | Not<br>Endorsed | <input type="checkbox"/> |
|--|-------------------------------|-------------------------------------|--------------------------------|-------------------------------------|-----------------|--------------------------|
| <b>Program Endorsement Criteria</b>                    |                               |                                     |                                |                                     |                 |                          |
| <b>Supply Gap:</b>                                     | Yes                           | <input checked="" type="checkbox"/> | No                             | <input type="checkbox"/>            |                 |                          |
| <b>Living Wage:<br/>(Entry-Level, 25<sup>th</sup>)</b> | Yes                           | <input type="checkbox"/>            | No                             | <input checked="" type="checkbox"/> |                 |                          |
| <b>Education:</b>                                      | Yes                           | <input checked="" type="checkbox"/> | No                             | <input type="checkbox"/>            |                 |                          |
| <b>Emerging Occupation(s)</b>                          |                               |                                     |                                |                                     |                 |                          |
|  | Yes                           | <input type="checkbox"/>            | No                             | <input checked="" type="checkbox"/> |                 |                          |

The Los Angeles Center of Excellence for Labor Market Research (LA COE) prepared this report to provide regional labor market supply and demand data related to five middle-skill occupations:

- **Food Service Managers (11-9051)** Plan, direct, or coordinate activities of an organization or department that serves food and beverages.<sup>1</sup>
- **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.<sup>2</sup>
- **Lodging Managers (11-9081)** Plan, direct, or coordinate activities of an organization or department that provides lodging and other accommodations.<sup>3</sup>
- **Meeting, Convention, and Event Planners (13-1121)** Coordinate activities of staff, convention personnel, or clients to make arrangements for group meetings, events, or conventions.<sup>4</sup>
- **First-Line Supervisors of Food Preparation and Serving Workers (35-1012)** Directly supervise and coordinate activities of workers engaged in preparing and serving food.<sup>5</sup>

<sup>1</sup> [Food Service Managers : Occupational Outlook Handbook: : U.S. Bureau of Labor Statistics \(bls.gov\)](#)

<sup>2</sup> [Entertainment and Recreation Managers, Except Gambling \(bls.gov\)](#)

<sup>3</sup> [Lodging Managers : Occupational Outlook Handbook: : U.S. Bureau of Labor Statistics \(bls.gov\)](#)

<sup>4</sup> [Meeting, Convention, and Event Planners : Occupational Outlook Handbook: : U.S. Bureau of Labor Statistics \(bls.gov\)](#)

<sup>5</sup> [First-Line Supervisors of Food Preparation and Serving Workers \(bls.gov\)](#)

Middle-skill occupations typically require some postsecondary education, but less than a bachelor's degree.<sup>6</sup> Although *entertainment and recreation managers, except gambling and meeting, convention, and event planners* typically requires a bachelor's degree, this occupation is considered middle-skill because approximately one-third of workers in the field have completed some college/associate degree or less education. This report is intended to help determine whether there is demand in the local labor market that is not being met by the supply from community college programs that align with the relevant occupations.

Based on the available data, there appears to be a supply gap for these hospitality occupations in the region. While entry-level wages are lower than the self-sufficiency standard wage in both Los Angeles and Orange counties, more than one-third of current workers in the field have completed some college/associate degree or less education. **Therefore, due to some of the criteria being met, the LA COE endorses this proposed program.** Detailed reasons include:

#### **Demand:**

- **Supply Gap Criteria** – Over the next five years, **15,644 jobs are projected to be available annually** in the region due to new job growth and replacements, **which is more than the three-year average of 1,056 awards conferred** by educational institutions in the region.
- **Living Wage Criteria** – Within Los Angeles County, the **majority (92%) of annual job openings** for these hospitality occupations have **entry-level wages below the self-sufficiency standard hourly wage** (\$18.10/hour).<sup>7</sup>
- **Educational Criteria** – Within the greater LA/OC region, **92% of the annual job openings** for occupations related to hospitality **typically require a high school diploma or equivalent.**
  - However, the national-level educational attainment data indicates **between 33% and 85% of workers in the field have completed some college/associate degree or less education.**

#### **Supply:**

- There are **20 community colleges** in the greater LA/OC region that issue awards related to hospitality, conferring an average of **630 awards annually** between 2018 and 2021.
- Between 2017 and 2020, there was an average of **426 awards conferred annually** in related training programs by non-community college institutions throughout the greater LA/OC region.

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<sup>6</sup> 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.

<sup>7</sup> Self-Sufficiency Standard wage data was pulled from The Self-Sufficiency Standard Tool for California. For more information, visit: <http://selfsufficiencystandard.org/california>.

## Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for these hospitality occupations. In the greater Los Angeles/Orange County region, the number of jobs related to these occupations is projected to increase by 24% through 2026. There will be more than 15,600 job openings per year through 2026 due to job growth and replacements.

**Exhibit 1: Occupational demand in Los Angeles and Orange Counties<sup>8</sup>**

| Geography    | 2021 Jobs     | 2026 Jobs     | 2021-2026 Change | 2021-2026 % Change | Annual Openings |
|--------------|---------------|---------------|------------------|--------------------|-----------------|
| Los Angeles  | 60,118        | 74,397        | 14,279           | 24%                | 12,129          |
| Orange       | 17,154        | 21,120        | 3,966            | 23%                | 3,515           |
| <b>Total</b> | <b>77,271</b> | <b>95,517</b> | <b>18,246</b>    | <b>24%</b>         | <b>15,644</b>   |

## Wages

The labor market endorsement in this report considers the entry-level hourly wages for these 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 LA/OC region. Detailed wage information, by county, is included in Appendix A.

**Los Angeles County**—The majority (92%) of annual job openings for hospitality occupations have entry-level wages below the self-sufficiency standard wage for one adult (\$18.10 in Los Angeles County). Typical entry-level hourly wages are in a range between \$12.85 and \$21.99. Two occupations in this report have entry-level wages above the county's self-sufficiency standard wage: *entertainment and recreation managers, except gambling* (\$20.21) and *meeting, convention, and event planners* (\$21.99). Experienced workers can expect to earn wages between \$28.60 and \$42.07, which are higher than the self-sufficiency standard.

**Exhibit 2: Hourly Earnings for Occupations in LA County**

| Occupation   | Entry-Level Hourly Earnings (25 <sup>th</sup> Percentile) | Median Hourly Earnings | Experienced Hourly Earnings (75 <sup>th</sup> Percentile) |
|--|---|------------------------|---|
| Food Service Managers (11-9051)  | \$12.85   | \$22.99                | \$29.34   |
| Entertainment and Recreation Managers, Except Gambling (11-9072)         | \$20.21   | \$28.44                | \$38.14   |
| Lodging Managers (11-9081)   | \$16.64   | \$28.17                | \$42.07   |
| Meeting, Convention, and Event Planners (13-1121)                        | \$21.99   | \$29.74                | \$40.13   |
| First-Line Supervisors of Food Preparation and Serving Workers (35-1012) | \$17.91   | \$18.74                | \$28.60   |

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

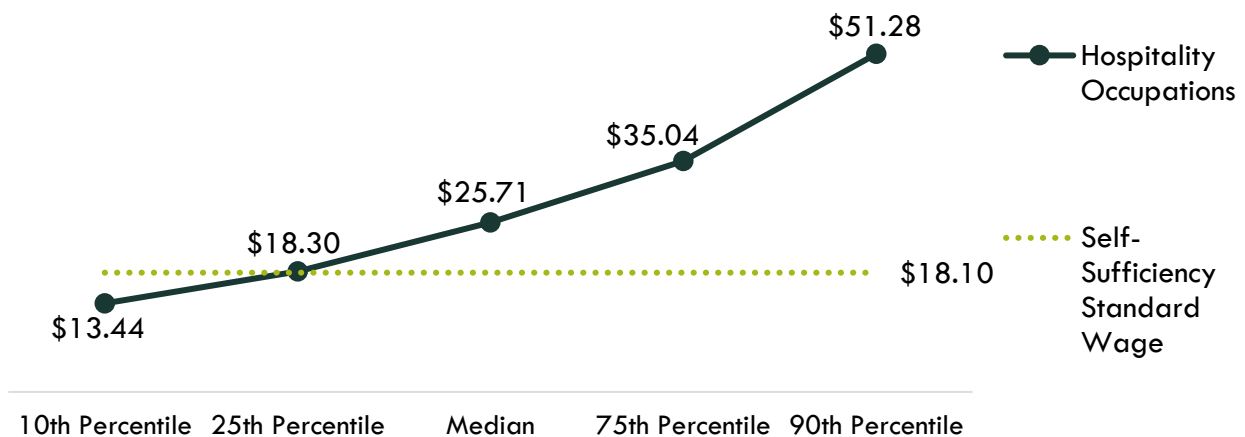
**Orange County**—The majority (79%) of annual openings for hospitality occupations have entry-level wages below the self-sufficiency standard wage for one adult (\$20.63 in Orange County). Typical entry-level hourly wages are in a range between \$17.03 and \$21.50. Two occupations have entry-level wages above the county’s self-sufficiency standard wage: *food service managers* (\$21.50) and *entertainment and recreation managers, except gambling* (\$21.22). Experienced workers can expect to earn wages between \$27.05 and \$41.44, which are higher than the self-sufficiency standard.

**Exhibit 3: Hourly Earnings for Occupations in Orange County**

| Occupation   | Entry-Level Hourly Earnings (25 <sup>th</sup> Percentile) | Median Hourly Earnings | Experienced Hourly Earnings (75 <sup>th</sup> Percentile) |
|--|---|------------------------|---|
| Food Service Managers (11-9051)  | \$21.50   | \$27.47                | \$27.69   |
| Entertainment and Recreation Managers, Except Gambling (11-9072)         | \$21.22   | \$26.42                | \$34.01   |
| Lodging Managers (11-9081)   | \$19.36   | \$29.01                | \$41.44   |
| Meeting, Convention, and Event Planners (13-1121)                        | \$20.26   | \$27.30                | \$36.25   |
| First-Line Supervisors of Food Preparation and Serving Workers (35-1012) | \$17.03   | \$17.77                | \$27.05   |

On average, the entry-level earnings for the occupations in this report are \$18.30; this is above the living wage for one single adult in Los Angeles County (\$18.10). Exhibit 4 shows the average wage for the occupations in this report, from entry-level to experienced workers.

**Exhibit 4: Average Hourly Earnings for Hospitality Occupations in LA**

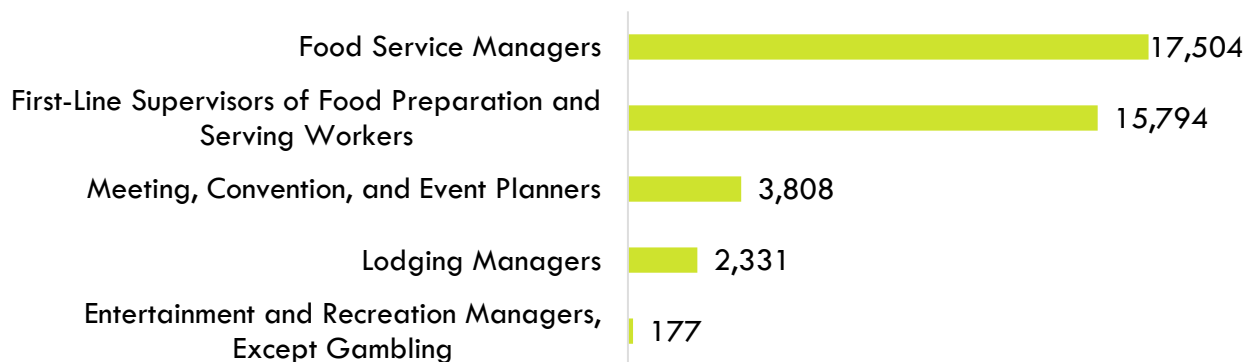


**Job Postings**

There were 39,614 online job postings related to hospitality listed in the past 12 months. Exhibit 5 displays the number of job postings by occupation. The majority of job postings (44%) were for *food services managers*, followed by *first-line supervisors of food preparation and serving workers* (40%) and *meeting, convention, and event planners* (10%). The highest number of job postings

were for general managers, shift leaders, assistant managers, shift supervisors, and restaurant managers. The top skills were restaurant operation, food safety and sanitation, cash handling, restaurant management, and marketing. The top three employers, by number of job postings, in the region were Starbucks, Marriott International, and Taco Bell.

**Exhibit 5: Job postings by occupation (last 12 months)**



**Educational Attainment**

The Bureau of Labor Statistics (BLS) lists the following typical entry-level education levels for the hospitality occupations in this report:

- **Bachelor's degree:** *Entertainment and recreation managers, except gambling; meeting, convention, and event planners*
- **High school diploma or equivalent:** *Food service managers; lodging managers; first-line supervisors of food preparation and serving workers*

In the greater LA/OC region, the majority of annual job openings (92%) typically require a high school diploma or equivalent. However, the national-level educational attainment data indicates between 33% and 85% of workers in the field have completed some college/associate degree or less education. Of the 40% of hospitality job postings listing a minimum education requirement in the greater Los Angeles/Orange County region, 66% (10,567) requested high school or vocational training, 8% (1,211) requested an associate degree, and 26% (4,152) requested a bachelor's degree.

**Educational Supply**

**Community College Supply**—Exhibit 6 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 Coastline, Cypress, and Mt. San Antonio.

**Exhibit 6: Regional community college awards (certificates and degrees), 2018-2021**

| TOP                            | Program                                | College                        | 2018-19 Awards | 2019-20 Awards | 2020-21 Awards | 3-Year Average |
|--------------------------------|--|--------------------------------|----------------|----------------|----------------|----------------|
| 0506.30                        | Management Development and Supervision | Cerritos                       | 14             | 32             | 50             | 32             |
|                                |  | LA Pierce                      | 4              | 4              | 5              | 4              |
|                                |  | LA Southwest                   | 12             | 9              | 15             | 12             |
|                                |  | LA Trade-Tech                  | 5              | 4              | 8              | 6              |
|                                |  | LA Valley                      | 23             | 20             | 18             | 20             |
|                                |  | Pasadena                       | 3              | 3              | 10             | 5              |
|                                |  | Rio Hondo                      | 20             | 25             | 18             | 21             |
|                                |  | Santa Monica                   | 6              | 19             | 19             | 15             |
|                                |  | <b>LA Subtotal</b>             | <b>87</b>      | <b>116</b>     | <b>143</b>     | <b>115</b>     |
|                                |  | Coastline                      | 355            | 247            | 7              | 203            |
|                                |  | Cypress                        | -              | -              | 1              | 0              |
|                                |  | Irvine                         | -              | -              | 3              | 1              |
|                                |  | Saddleback                     | 34             | 27             | 53             | 38             |
|                                |  | Santa Ana                      | 4              | 11             | 9              | 8              |
|                                |  | Santiago Canyon                | -              | 2              | 1              | 1              |
|                                |  | <b>OC Subtotal</b>             | <b>393</b>     | <b>287</b>     | <b>74</b>      | <b>251</b>     |
|                                |  | <b>Supply Subtotal/Average</b> |                |                | <b>480</b>     | <b>403</b>     |
| 1307.00                        | Hospitality                            | Cerritos                       | -              | -              | 6              | 2              |
|                                |  | Glendale                       | 27             | 11             | 14             | 17             |
|                                |  | LA City                        | -              | -              | 14             | 5              |
|                                |  | LA Pierce                      | -              | -              | 1              | 0              |
|                                |  | Mt San Antonio                 | 31             | 35             | 37             | 34             |
|                                |  | Pasadena                       | 11             | 10             | 10             | 10             |
|                                |  | Rio Hondo                      | -              | 2              | 5              | 2              |
|                                |  | West LA                        | 36             | 29             | 10             | 25             |
|                                |  | <b>LA Subtotal</b>             | <b>105</b>     | <b>87</b>      | <b>97</b>      | <b>96</b>      |
|                                |  | Cypress                        | 2              | 32             | 30             | 21             |
|                                |  | Orange Coast                   | 4              | 6              | 10             | 7              |
|                                |  | <b>OC Subtotal</b>             | <b>6</b>       | <b>38</b>      | <b>40</b>      | <b>28</b>      |
| <b>Supply Subtotal/Average</b> |  |                                | <b>111</b>     | <b>125</b>     | <b>137</b>     | <b>124</b>     |

| TOP                            | Program                                     | College            | 2018-19 Awards | 2019-20 Awards | 2020-21 Awards | 3-Year Average |
|--------------------------------|---|--------------------|----------------|----------------|----------------|----------------|
| 1307.10                        | Restaurant and Food Services and Management | Cerritos           | 5              | 6              | 11             | 7              |
|                                |   | LA Mission         | 26             | 40             | 15             | 27             |
|                                |   | LA Trade-Tech      | 12             | 11             | 5              | 9              |
|                                |   | Mt San Antonio     | 13             | 8              | 1              | 7              |
|                                |   | <b>LA Subtotal</b> | <b>56</b>      | <b>65</b>      | <b>32</b>      | <b>51</b>      |
|                                |   | Cypress            | 59             | 41             | 15             | 38             |
|                                |   | Orange Coast       | 2              | -              | 1              | 1              |
|                                |   | <b>OC Subtotal</b> | <b>61</b>      | <b>41</b>      | <b>16</b>      | <b>39</b>      |
| <b>Supply Subtotal/Average</b> |   |                    | <b>117</b>     | <b>106</b>     | <b>48</b>      | <b>90</b>      |
| 1307.20                        | Lodging Management                          | West LA            | -              | -              | 21             | 7              |
|                                |   | <b>LA Subtotal</b> | <b>-</b>       | <b>-</b>       | <b>21</b>      | <b>7</b>       |
|                                |   | Cypress            | 34             | 61             | 24             | 40             |
|                                |   | Orange Coast       | 4              | 3              | -              | 2              |
|                                |   | <b>OC Subtotal</b> | <b>38</b>      | <b>64</b>      | <b>24</b>      | <b>42</b>      |
| <b>Supply Subtotal/Average</b> |   |                    | <b>38</b>      | <b>64</b>      | <b>45</b>      | <b>49</b>      |
| <b>Supply Total/Average</b>    |   |                    | <b>746</b>     | <b>698</b>     | <b>447</b>     | <b>630</b>     |

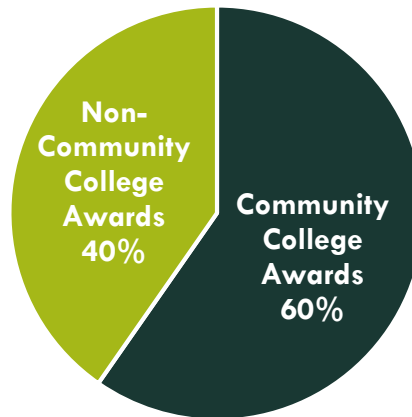
**Non-Community College Supply**—For a comprehensive regional supply analysis, it is important to consider the supply from other institutions in the region that provide training programs for the hospitality occupations in this report. Exhibit 7 shows the annual and three-year average number of awards conferred by these institutions in relevant programs. Due to different data collection periods, the most recent three-year period of available data is from 2017 to 2020. Between 2017 and 2020, non-community college institutions in the region conferred an average of 426 awards.

**Exhibit 7: Regional non-community college awards, 2017-2020**

| CIP                         | Program   | Institution                       | 2017-18 Awards | 2018-19 Awards | 2019-20 Awards | 3-Year Average |
|-----------------------------|---|-----------------------------------|----------------|----------------|----------------|----------------|
| 12.0504                     | Restaurant, Culinary, and Catering Management/Manager | Institute of Culinary Education   | -              | 21             | 65             | 29             |
| 52.0901                     | Hospitality Administration/Management, General        | CA State Polytechnic Univ.-Pomona | 375            | 291            | 304            | 323            |
|                             |   | CSU-Long Beach                    | 71             | 81             | 69             | 74             |
| <b>Supply Total/Average</b> |   |                                   | <b>446</b>     | <b>393</b>     | <b>438</b>     | <b>426</b>     |

Exhibit 8 shows the proportion of community college awards conferred in LA/OC compared to the number of non-community college awards for the programs in this report. More than half of the awards conferred in these programs are awarded by community colleges in the LA/OC region.

**Exhibit 8: Community College Awards Compared to Non-Community College Awards in LA/OC Region, 3-Year Average**



**Appendix A: Occupational demand and wage data by county**

**Exhibit 9. Los Angeles County**

| Occupation (SOC)   | 2021 Jobs     | 2026 Jobs     | 5-Yr Change   | 5-Yr % Change | Annual Openings | Entry-Level Hourly Earnings (25 <sup>th</sup> Percentile) | Median Hourly Earnings | Experienced Hourly Earnings (75 <sup>th</sup> Percentile) |
|--|---------------|---------------|---------------|---------------|-----------------|---|------------------------|---|
| Food Service Managers (11-9051)  | 22,123        | 28,101        | 5,978         | 27%           | 4,240           | \$12.85   | \$22.99                | \$29.34   |
| Entertainment and Recreation Managers, Except Gambling (11-9072)         | 1,554         | 1,806         | 252           | 16%           | 239             | \$20.21   | \$28.44                | \$38.14   |
| Lodging Managers (11-9081)   | 1,203         | 1,325         | 122           | 10%           | 197             | \$16.64   | \$28.17                | \$42.07   |
| Meeting, Convention, and Event Planners (13-1121)                        | 4,859         | 5,688         | 828           | 17%           | 712             | \$21.99   | \$29.74                | \$40.13   |
| First-Line Supervisors of Food Preparation and Serving Workers (35-1012) | 30,377        | 37,477        | 7,100         | 23%           | 6,742           | \$17.91   | \$18.74                | \$28.60   |
| <b>Total</b>   | <b>60,118</b> | <b>74,397</b> | <b>14,279</b> | <b>24%</b>    | <b>12,129</b>   | -   | -                      | -   |



**Exhibit 10. Orange County**

| <b>Occupation (SOC)</b>  | <b>2021 Jobs</b> | <b>2026 Jobs</b> | <b>5-Yr Change</b> | <b>5-Yr % Change</b> | <b>Annual Openings</b> | <b>Entry-Level Hourly Earnings (25th Percentile)</b> | <b>Median Hourly Earnings</b> | <b>Experienced Hourly Earnings (75th Percentile)</b> |
|--|------------------|------------------|--------------------|----------------------|------------------------|--|-------------------------------|--|
| Food Service Managers (11-9051)  | 3,550            | 4,284            | 734                | 21%                  | 623                    | \$21.50  | \$27.47                       | \$27.69  |
| Entertainment and Recreation Managers, Except Gambling (11-9072)         | 554              | 711              | 157                | 28%                  | 103                    | \$21.22  | \$26.42                       | \$34.01  |
| Lodging Managers (11-9081)   | 564              | 748              | 185                | 33%                  | 116                    | \$19.36  | \$29.01                       | \$41.44  |
| Meeting, Convention, and Event Planners (13-1121)                        | 1,491            | 1,790            | 298                | 20%                  | 230                    | \$20.26  | \$27.30                       | \$36.25  |
| First-Line Supervisors of Food Preparation and Serving Workers (35-1012) | 10,995           | 13,587           | 2,591              | 24%                  | 2,442                  | \$17.03  | \$17.77                       | \$27.05  |
| <b>Total</b>   | <b>17,154</b>    | <b>21,120</b>    | <b>3,966</b>       | <b>23%</b>           | <b>3,515</b>           | <b>-</b>   | <b>-</b>                      | <b>-</b>   |

**Exhibit 11. Los Angeles and Orange Counties**

| <b>Occupation (SOC)</b>  | <b>2021 Jobs</b> | <b>2026 Jobs</b> | <b>5-Yr Change</b> | <b>5-Yr % Change</b> | <b>Annual Openings</b> | <b>Typical Entry-Level Education</b> |
|--|------------------|------------------|--------------------|----------------------|------------------------|--------------------------------------|
| Food Service Managers (11-9051)  | 25,673           | 32,385           | 6,712              | 26%                  | 4,863                  | High school diploma or equivalent    |
| Entertainment and Recreation Managers, Except Gambling (11-9072)         | 2,108            | 2,517            | 410                | 19%                  | 342                    | Bachelor's degree                    |
| Lodging Managers (11-9081)   | 1,767            | 2,074            | 307                | 17%                  | 313                    | High school diploma or equivalent    |
| Meeting, Convention, and Event Planners (13-1121)                        | 6,351            | 7,477            | 1,126              | 18%                  | 942                    | Bachelor's degree                    |
| First-Line Supervisors of Food Preparation and Serving Workers (35-1012) | 41,372           | 51,064           | 9,691              | 23%                  | 9,184                  | High school diploma or equivalent    |
| <b>Total</b>   | <b>77,271</b>    | <b>95,517</b>    | <b>18,246</b>      | <b>24%</b>           | <b>15,644</b>          | <b>-</b>                             |

## Appendix B: Sources

- 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)

For more information, please contact:

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