



SKILLS THAT SUPPORT THE CCCCCO RETAIL, HOSPITALITY, AND TOURISM SECTOR

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INLAND EMPIRE/DESERT REGION



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EXECUTIVE SUMMARY

The California Community College Chancellor's Office (CCCCO) Retail, Hospitality, and Tourism sector middle-skill workforce is vital to supporting regional tourism, hospitality, and retail operations in the Inland Empire/Desert Region. In 2024, middle-skill occupations in this sector accounted for 60,653 jobs, or 7% of the regional middle-skill workforce, and are projected to grow by 7% through 2029. Middle-skill retail, hospitality, and tourism occupations, those requiring more than a high school diploma but less than a four-year degree, represent 23% of all retail, hospitality, and tourism-sector jobs and generate over 8,900 annual openings, positioning community colleges and K-12 partners as essential engines of workforce preparation.

This report examines the skills that define middle-skill retail, hospitality, and tourism occupations, relying on employer job postings for three minor occupational groups that together accounted for 12,048 regional jobs in 2024. Using a comparison of two date periods, 2019–2023 and 2024–2025, the analysis identifies which skills are increasing, declining, or persistently in demand across the sector.

Key Findings

Employer demand emphasizes foundational, operational, and supervisory competencies.

Across occupational groups, foundational skills remain the most frequently requested competencies by employers, with communication, customer service, and operations consistently appearing among the top skills statewide and regionally (e.g., Exhibits 2.1.6, 2.2.6, 2.3.6). These skills form the backbone of customer interaction, team coordination, and daily business operations across the sector. Furthermore, foundational skills account for more than two-thirds of all growing skills in this sector in the Inland Empire/Desert region (68%).

Employers are increasingly emphasizing soft skills such as honesty, positivity, and enthusiasm, suggesting a desire for employees who not only perform their roles competently but also contribute to a positive workplace culture and customer experience. In addition to interpersonal competencies, foundational skills increasingly include operational capabilities such as computer literacy, inventory management, and multitasking, reflecting rising expectations for workers to manage digital systems and coordinate multiple responsibilities in frontline roles.

Specialized skills, on the other hand, reflect increased demand for supervisory capacity and operational leadership, with skills like performance appraisals, performance management, and succession planning growing considerably. These skills have grown significantly across multiple occupational groups (e.g., Exhibits 2.1.4, 2.1.5, 2.2.4, 2.2.5, 2.3.5) and point to a work environment in which employees are increasingly responsible for maintaining performance and service standards. The analysis (Section 3) shows that the majority of growing specialized skills are cross-sectoral, indicating that skills developed in this sector translate to other sectors, such as business and entrepreneurship.

Traditional interpersonal and routine operational skills are declining in postings, reflecting their status as baseline expectations.

The shrinking-skills analysis shows a decline in foundational interpersonal competencies and baseline computer software operations, including:

- Teamwork
- Interpersonal Communication
- Tactfulness
- General Mathematics
- Microsoft Office

Cross-sector and occupation-specific operational skills are also in decline, including:

- Accounting
- Restaurant Management
- Guest Relations
- Customer Complaint Resolution

Because foundational competencies represent a large share of overall employer demand, most changes in employer demand occur within foundational skill categories rather than specialized technical skills. As a result, most shrinking skills fall within foundational categories. The decline in demand for Microsoft Office software suggests that employers view these as assumed requirements rather than as differentiating qualifications (Exhibits 2.1.8, 2.2.7, 2.2.8). As a result, employers are placing greater emphasis on operational, digital, and supervisory competencies that directly contribute to business efficiency and performance. In many cases, routine administrative and operational functions may be increasingly supported by digital systems or concentrated in specialized roles, rather than appearing as specialized skills.

Demand patterns also differ across occupational groups. Supervisory and management roles show stronger growth in operational leadership and workforce management skills, while personal care, service, and entertainment occupations continue to emphasize customer interaction and service delivery.

Certifications and licensure play a more limited and occupation-specific role in this sector.

Unlike other sectors, retail, hospitality, and tourism occupations do not have a single set of certifications consistently requested across occupational groups. Instead, employer postings more frequently emphasize practical skills, operational experience, and workplace readiness. A valid driver's license is one of the most frequently required qualifications across occupational groups, underscoring the importance of reliable transportation for commuting to work. Job readiness in this sector is defined less by formal licensure and more by demonstrated competencies in customer service, digital literacy, operations, and supervision.

These patterns reveal a shift in the skills demanded of the middle-skill retail, hospitality, and tourism workforce.

Across the sector, employer demand is shifting toward workers who can actively support business operations and contribute to organizational performance. Customer service, communication, and operations skills are central to the sustainability of the retail, hospitality, and tourism sector. These skills consistently appear as the most demanded foundational skills across this sector. However, foundational skills emphasize performance and inventory management for supervisory and managerial positions, while positive personal attributes are emphasized for non-managerial positions.

At the same time, growing demand for operational and supervisory skills reflects the increasing complexity of frontline roles. Middle-skill workers are expected not only to serve customers but also to manage inventory systems, monitor performance, coordinate workflows, and support business operations. These changes reflect a broader transition toward more digitally enabled, operationally complex, and performance-driven workplaces across the sector.

Implications for Education & Training in the Inland Empire/Desert Region

The regional shift in skill demand presents several opportunities for K-12 and community college programs to strengthen workforce alignment:

1. Align curriculum with rising operational and digital skills.

Programs should integrate customer service, computer literacy, inventory management, multitasking, and operational coordination into the curriculum and training. These skills are most pronounced across occupational groups in ads and reflect the increasing integration of digital systems and operational responsibilities in middle-skill roles.

2. Expand applied learning and work-based experiences.

Because employer demand is focused on demonstrated operational and workplace competencies rather than formal certifications, programs should emphasize applied learning opportunities. Internships, work-based learning, and simulated workplace environments can help students gain practical experience with digital systems, manage workflows, and support business operations.

3. Strengthen K-12 pathway – Community College alignment.

K-12 retail, hospitality, and tourism pathways can align coursework with community college programs by embedding foundational workplace competencies, including customer service, workplace communication, digital literacy, and basic business operations. Early exposure to these skills will help students transition more successfully into postsecondary programs and employment.

Conclusion

The CCCCO retail, hospitality, and tourism sector is a vital component of the regional economy, with employer demand shifting toward stronger operational, digital, and supervisory competencies. While foundational interpersonal skills remain essential, employers increasingly expect workers to contribute to business operations by using digital tools, managing workflows, and supporting organizational performance. These findings highlight the growing complexity of middle-skill roles and the increasing importance of operational and leadership skills across the sector.

This report is part of a ten-sector series that provides a skills-based roadmap for strengthening workforce preparation across K-12, community colleges, and regional partners. Together with forthcoming analyses on artificial intelligence, job creation strategies, and climate-related shifts in the regional economy, this work will guide the development of programs that prepare students for the evolving demands of the retail, hospitality, and tourism workforce.

INTRODUCTION

The purpose of this report is to strengthen community college program development and review by aligning regional education pathways with the evolving skill needs of the Inland Empire/Desert economy. Using the California Community Colleges Chancellor's Office (CCCCO) priority sector framework as its foundation, this analysis focuses on the skills that define and sustain the region's middle-skill retail, hospitality, and tourism workforce, providing research for K-12 schools and community colleges to examine how well programs prepare students for occupations within this priority sector.¹

Within this framework, the CCCCCO retail, hospitality, and tourism sector accounted for nearly 60,700 middle-skill jobs in the region, or 7.4% of the regional middle-skill workforce. Middle-skill employment in this occupational group is projected to grow by 7% through 2029. A region-wide skills assessment for the CCCCCO retail, hospitality, and tourism sector may assist educators and workforce developers in understanding the skills needed to support employment that accommodates the region's retail, hospitality, and tourism employers.

This report examines the specialized and foundational skills appearing in employer job postings for middle-skill retail, hospitality, and tourism occupations. Middle-skill occupations are those that typically require more than a high school diploma, but less than a four-year degree, and are largely associated with community college CTE programs, placing community colleges at the center of preparing the workforce that supports regional retail, hospitality, and tourism.

This report is one of a ten-part series that leverages the CCCCCO priority sector association with the region's middle-skill occupations. These sector reports will be released ahead of a companion analysis examining how emerging technologies are reshaping skill demand for middle-skill occupations. That research will sit alongside the sector series to help colleges understand both current and future drivers of workforce change. Before the release of this broader analysis, the COE will complete the sector reports, providing a full view of skill needs across the regional economy.

The ten-part skills analysis reports will be released in the following order:

1. Health
2. Energy, Construction, and Utilities
3. Advanced Manufacturing
4. Information and Communication Technologies/Digital Media (ICT/DM)
5. Business and Entrepreneurship
6. Advanced Transportation and Logistics
7. Retail, Hospitality, and Tourism
8. Public Safety
9. Education and Human Development
10. Agriculture, Water, and Environmental Technologies

The report seeks to answer three major questions:

- Section 1: How does the middle-skill retail, hospitality, and tourism workforce support the regional economy?
- Section 2: What skills are essential for middle-skill retail, hospitality, and tourism workers?
- Section 3: How can skills information be used to guide career education program development in the Inland Empire/Desert region?

¹ <https://www.cccco.edu/About-Us/Chancellors-Office/Divisions/Workforce-and-Economic-Development/Strong-Workforce-Program/SWP-Archive/Events/K12-SWP-Industry-Sector-Crosswalk>

METHODOLOGY

This report analyzes the skills essential to the middle-skill workforce in occupations associated with the California Community College Chancellor’s Office (CCCCO) Retail, Hospitality, and Tourism sector. The Chancellor’s Office grouped career and technical education programs into twelve priority sectors, further referred to as CCCCCO priority sectors.² The grouping of community college programs by CCCCCO priority sector facilitates analysis of programs and occupations with similar knowledge bases and skill sets. The Center of Excellence, in collaboration with the CCCCCO, developed a crosswalk that identifies vocational occupations associated with each program code. This crosswalk serves as the foundation for program and workforce assessments by the CCCCCO priority sector. Please note that the CCCCCO priority sector should not be confused with the industry employment sectors identified by the North American Industry Classification System (NAICS). Additionally, only ten CCCCCO reports will be developed as the Life Sciences/Biotech and Global Trade priority sectors are typically rolled up into the larger sectors, Health and Business and Entrepreneurship, respectively.

Skills considered essential to the CCCCCO retail, hospitality, and tourism sector occupations were identified through an analysis of employer job advertisements. Job advertisement information, such as skills and qualifications, was obtained from Lightcast’s Job Posting Analytics, which aggregates job advertisements posted over 220,000 current and historical sources.³ To provide a more nuanced perspective and to ensure the utility of this report, skills and qualifications information are analyzed at the minor occupation group level.

The Standard Occupational Classification (SOC) system aggregates occupation information by four levels: major group, minor group, broad occupation, and detailed occupation.⁴ This report relies on the minor occupational groupings of detailed occupations for the skills analysis, as they provide greater detail than broader occupational groups and ensure the feasibility and readability of this study, which would be lacking in a detailed-occupation skills analysis.

The following is an example of the SOC coding structure for Lodging Managers (11-9081).

- Major Occupational Group: Management Occupations (11-0000)
 - Minor Occupational Group: Other Management Occupations (11-9000)
 - Broad Occupation: Lodging Managers (11-9080)
 - Detailed Occupation: Lodging Managers (11-9081)

Minor occupational groups enable this report to focus on occupations connected by similar work activities and area of focus in the priority sector, in order to determine what skills are either currently most in-demand, the demand is growing rapidly, or the demand is shrinking rapidly. This data will allow program designers, owners, and administrators to have a window into what skills employers need in their workforce for each group of occupations and how to plan for growing future needs.

This analysis focuses on minor occupational groups comprising three or more detailed occupations related to the CCCCCO retail, hospitality, and tourism sector. This ensures that the occupations are grouped by similar work activities and have sufficient job advertisements to analyze. As a result of this requirement, 13 occupations in the CCCCCO retail, hospitality, and tourism sector are not included in this skills analysis. A list of these occupations is in the Appendix.

² DataVista Sector Explanation. 2024. Retrieved from: <https://datavista.cccco.edu/resources/7>

³ Lightcast. Job Posting Analytics (JPA) Methodology. 2025. Retrieved from: <https://kb.lightcast.io/en/articles/6957446-job-posting-analytics-jpa-methodology>

⁴ Bureau of Labor Statistics. Standard Occupational Classification and Coding Structure. 2018. Retrieved from: https://www.bls.gov/soc/2018/soc_2018_class_and_coding_structure.pdf

The skills analysis compares skills posted over a two-year period (January 2024 – December 2025) to a historical five-year period (January 2019 – December 2023) to identify skills that are growing and shrinking in terms of their prevalence in job ads. This report intentionally uses a two-year period for the current analysis to ensure a sufficient volume of recent job advertisements and avoid the instability that can come with relying on a single year of data. The five-year historical period provides a stable benchmark of longer-term industry skill patterns and reduces the influence of short-term fluctuations. This analysis also illuminates the skills with the highest share of job ads in the most recent period, addressing employer demand for skills that are persistently in demand across time.

One goal of this research was to include skills in this report that are most significant for the CCCC retail, hospitality, and tourism sector workforce, based on their frequency in employer job postings. To ensure the analysis focuses on skills that employers consistently value, only skills appearing frequently in job ads within each minor occupational group during the most recent period (January 2024 – December 2025) were included.

The Lightcast taxonomy organizes skills into a tiered structure that groups related competencies according to the type of work or task they support. Within this framework, skills are categorized as common, specialized, or software skills. To determine which skills to include in our analysis, we examined how frequently each skill appears in job postings. We calculated the median share of job ads in which common skills appear across all occupations, providing a baseline measure of typical skill prevalence. Our analysis found that common skills typically appeared in roughly five percent of job postings across occupations. We used this median value as the threshold for determining which skills were included in our research.

The five percent threshold is sufficient to capture in-demand skills while eliminating skills included in job ads that are not essential for employment in the minor occupational group. Additionally, in-demand skills found in employer job ads posted throughout California are also included in this analysis to provide context for the regional skills data, highlighting nuances of the regional employment environment.

Foundational skills, or common skills, “are prevalent across many different occupations and industries, including both personal attributes and learned skills.”⁵ Since these skills are found across industries, they are considered foundational for the workplace. Specialized skills, also known as technical skills, equip an individual to perform specific tasks effectively.⁶ Our analysis of specialized skills will indicate whether they were specific to a minor occupation group, identified across multiple minor occupation groups, or across sectors.

Specialized skills are classified based on how broadly they appear across job advertisements. Skills appearing only within a single occupational group are considered occupation-specific, while those found across multiple occupational groups within the same industry are classified as industry-specific. Skills appearing across occupations in multiple industries are categorized as cross-sector, and those appearing across most occupational groups are reclassified as foundational skills.

⁵ Lightcast. Skills Glossary. 2023. Retrieved from: <https://kb.lightcast.io/en/articles/7934140-skills>

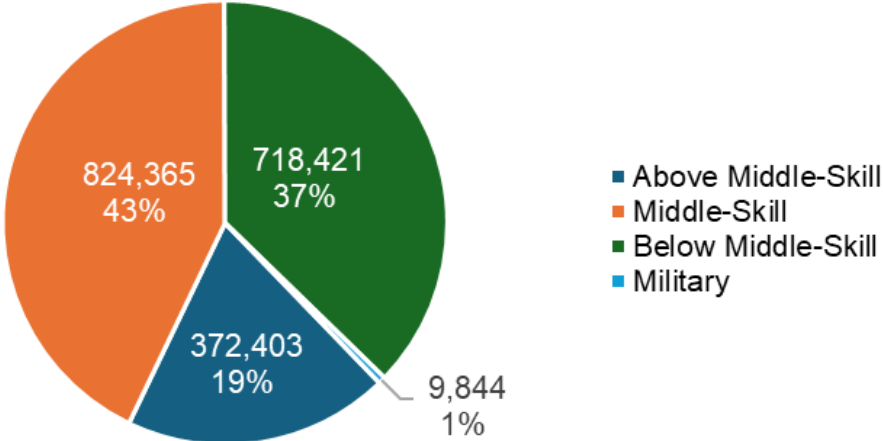
⁶ Ibid.

SECTION 1: HOW DOES THE MIDDLE-SKILL RETAIL, HOSPITALITY, AND TOURISM WORKFORCE SUPPORT THE REGIONAL ECONOMY?

1.1 REGIONAL EMPLOYMENT

In 2024, there were nearly 1.93 million jobs in the Inland Empire/Desert Region. Exhibit 1.1.1 displays the distribution of regional jobs in 2024 by skill level. Approximately 824,400 or 43% of regional jobs are middle skill. The number of regional jobs is projected to increase by more than 139,000 through 2029, representing 7% growth. While there are over 257,500 annual job openings expected between 2024 and 2029 across all skill levels, these employment opportunities are not evenly distributed across skill levels. Approximately 41% of annual job openings in the Inland Empire/Desert Region are expected to be for middle-skill workers, totaling over 107,500.

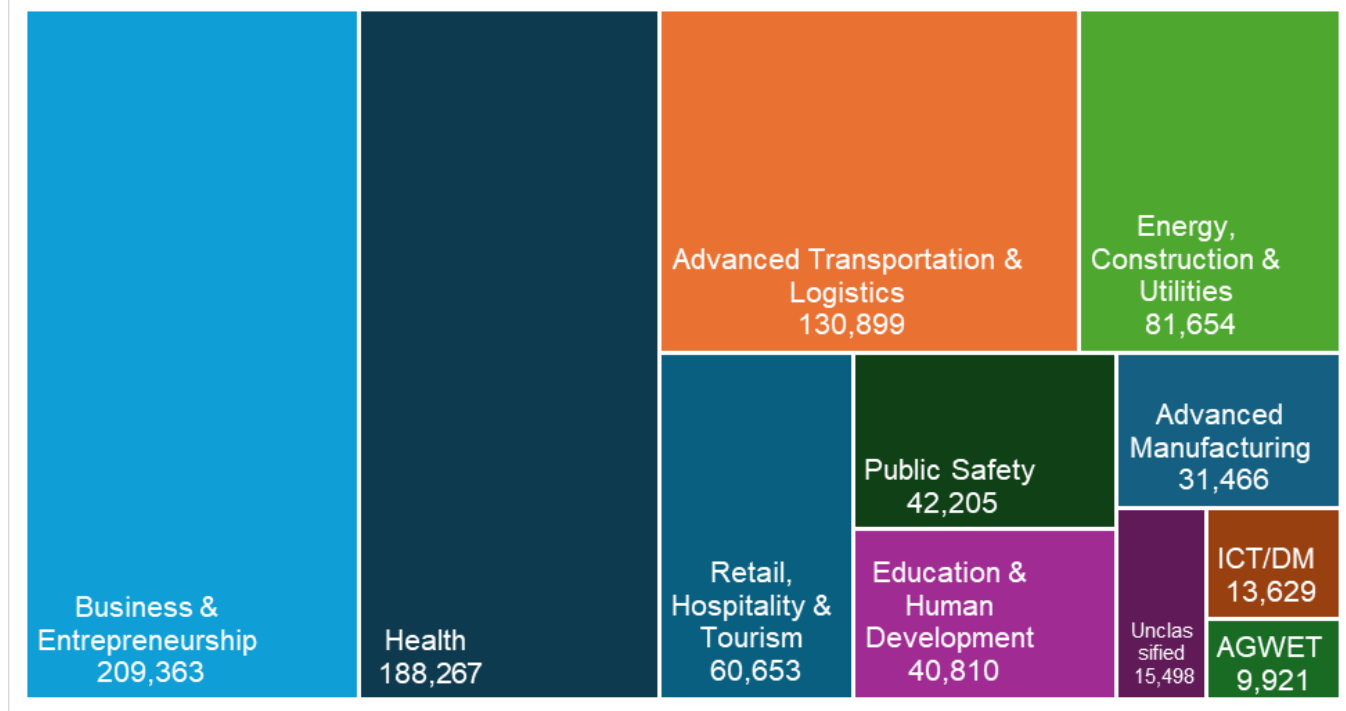
Exhibit 1.1.1: Distribution of Employment by Skill Level, Inland Empire/Desert Region, 2024



Source: Lightcast 2025.4 – Occupation Table, QCEW Employees, Non-QCEW Employees, and Self-Employed

Exhibit 1.1.2 displays the distribution of middle-skill employment by CCCC priority sector in the Inland Empire/Desert Region in 2024. The CCCC retail, hospitality, and tourism sector contained the fifth-highest number of middle-skill jobs in 2024, at 60,653. Retail, hospitality, and tourism employment is a significant source of regional middle-skill employment, accounting for 7.4% of middle-skill jobs in 2024.

Exhibit 1.1.2: Distribution of Middle-Skill Employment by CCCC Priority Sector, Inland Empire/Desert Region, 2024



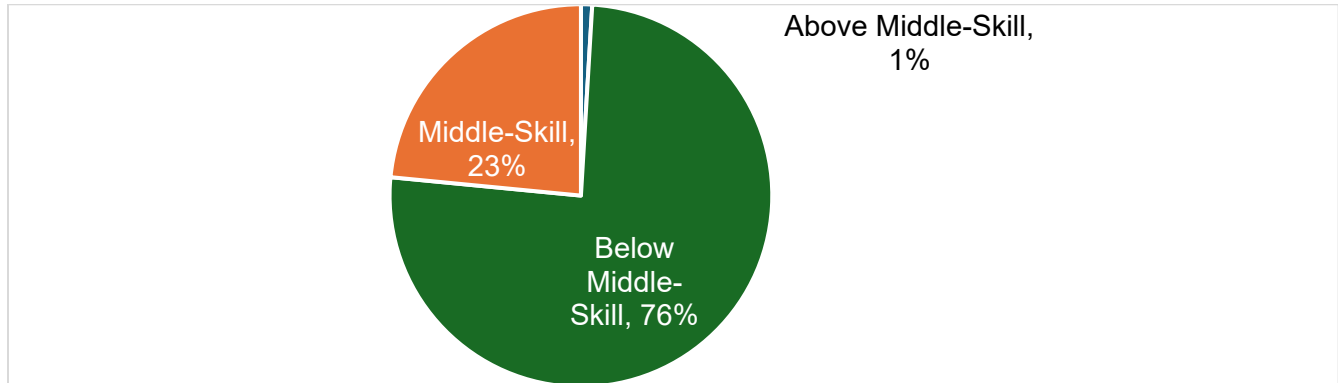
Source: Lightcast 2025.4 – Occupation Table, QCEW Employees, Non-QCEW Employees, and Self-Employed

1.2: RETAIL, HOSPITALITY, AND TOURISM SECTOR OVERVIEW

There are 21 TOP codes in the CCCC retail, hospitality, and tourism sector that prepare students for employment in this sector. Across all levels of educational attainment, experience, and training, there are 49 occupations related to the CCCC retail, hospitality, and tourism sector. The CCCC retail, hospitality, and tourism sector is currently a major source of regional employment and is projected to drive future employment growth. Approximately 13.4% of regional jobs across all education levels are in the CCCC retail, hospitality, and tourism sector, totaling nearly 258,500 jobs in 2024. The share of regional retail, hospitality, and tourism employment is slightly higher than that of California as a whole (12.2%) and the national average (12.5%). Regional retail, hospitality, and tourism employment is projected to grow by 7.4% through 2029, outpacing sector employment projections in California and Nationally, at 5.0% and 4.4%, respectively.

Exhibit 1.2.1 displays the share of CCCC retail, hospitality, and tourism sector jobs by skill level in the Inland Empire/Desert Region in 2024. There are 25 middle-skill occupations in the sector, accounting for 23% of sector jobs. While only 21 of the 49 occupations are below middle-skill, these positions accounted for 76% of sector jobs in the region in 2024. There are only three above middle-skill occupations related to the retail, hospitality, and tourism sector, accounting for 1% of regional jobs in the sector.

Exhibit 1.2.1: Distribution of Retail, Hospitality, and Tourism Employment by Skill Level, Inland Empire/Desert Region, 2024



Source: Lightcast 2025.4 – Occupation Table, QCEW Employees, Non-QCEW Employees, and Self-Employed

Exhibit 1.2.2 displays employment by minor occupational group for middle-skill occupations in the CCCC retail, hospitality, and tourism sector. This report provides an in-depth skills analysis of three minor occupational groups within the CCCC retail, hospitality, and tourism sector, which together account for over 12,000 jobs in 2024. See Appendix for a list of the 13 middle-skill CCCC retail, hospitality, and tourism sector occupations not included in the skills analysis. Middle-skill retail, hospitality, and tourism occupations are projected to grow by 8% through 2029, primarily driven by job growth in the other management occupations minor occupational group, which is projected to contribute to 59% of middle-skill retail, hospitality, and tourism job growth.

Exhibit 1.2.2: Middle-skill Retail, Hospitality, and Tourism Employment by Minor Group, Inland Empire/Desert Region, 2024-2029

SOC Minor Group Title	2024 Jobs	2029 Jobs	2024 - 2029 % Change	Average Annual Openings	Occupation Count
Other Management Occupations	7,147	7,752	8%	945	4
Supervisors of Personal Care and Service Workers	2,648	2,893	9%	341	3
Entertainment Attendants and Related Workers	2,252	2,426	8%	494	5
Middle-Skill Total	12,048	13,070	8%	1,780	12

Source: Lightcast 2025.4 – Occupation Table, QCEW Employees, Non-QCEW Employees, and Self-Employed

The following section will analyze the specialized skills, foundational skills, qualifications, and programs for the above minor occupational groups.

SECTION 2: WHAT SKILLS ARE ESSENTIAL FOR MIDDLE-SKILL RETAIL, HOSPITALITY, AND TOURISM WORKERS?

2.1: OTHER MANAGEMENT OCCUPATIONS

Exhibit 2.1.1 displays current and projected employment data for the other management occupations occupational group from 2024 to 2029. The other management occupations occupational group contains four occupations that had over 7,100 jobs in 2024. This occupational group is projected to grow by 8%, adding over 600 jobs to the region through 2029. This occupational group offers high median wages and plentiful employment opportunities, with over 900 annual job openings projected over the next five years.

Exhibit 2.1.1: Current and Projected Employment for the Other Management Occupations Occupational Group, Inland Empire/Desert Region, 2024-2029

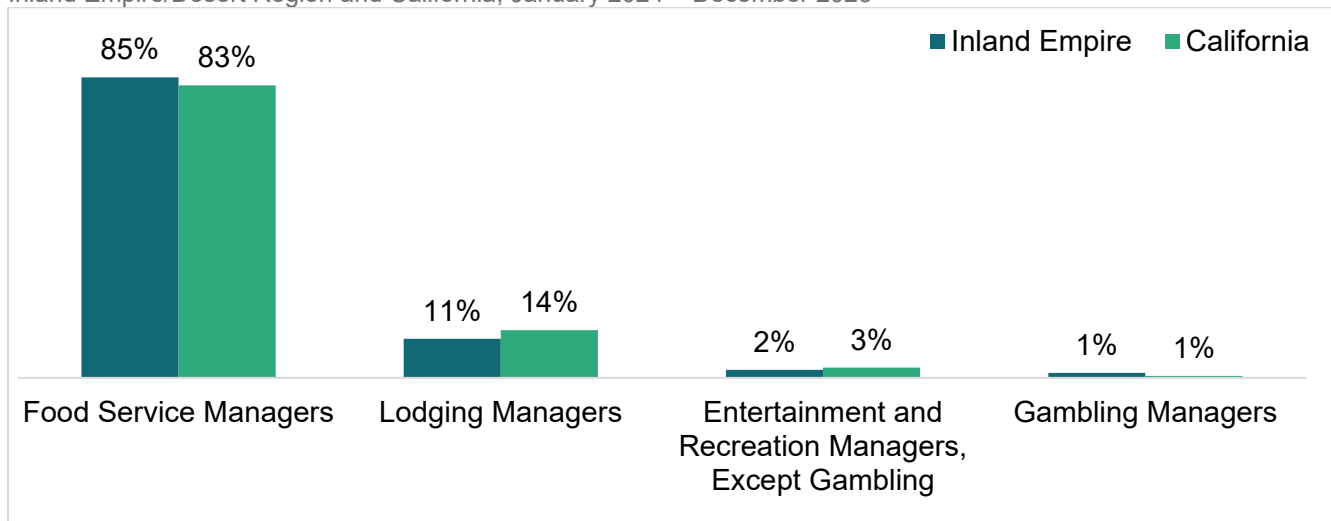
Occupation Title	2024 Jobs	2029 Jobs	2024-2029 % Change	Average Annual Openings	Median Hourly Earnings
Food Service Managers	5,742	6,231	9%	762	\$30.36
Entertainment and Recreation Managers, Except Gambling	803	873	9%	111	\$36.89
Lodging Managers	517	556	8%	61	\$34.97
Gambling Managers	85	91	7%	11	\$45.60
Total	7,147	7,752	8%	945	

Source: Lightcast 2025.4 – Occupation Table, QCEW Employees, Non-QCEW Employees, and Self-Employed

Over the last 24 months, from January 2024 to December 2025, referred to as the “most recent period” going forward, there were 8,086 job ads posted for the other management occupations occupational group in the Inland Empire, compared to 70,716 across California. In the previous period, from January 2019 to December 2023, there were 24,026 job ads posted for this occupational group in the Inland Empire and 213,302 in California.

Exhibit 2.1.2 displays the share of job advertisements by occupation for the other management occupations occupational group in the Inland Empire/Desert Region and California. More than 80% of job ads for the other management occupations occupational group were posted for food service managers. Employer demand for entertainment and recreation managers, except gambling and gambling managers, is limited; therefore, skills for these occupations are unlikely to be represented in job ads for the occupational group.

Exhibit 2.1.2: Share of Advertisements by Occupation for the Other Management Occupations Occupational Group, Inland Empire/Desert Region and California, January 2024 – December 2025

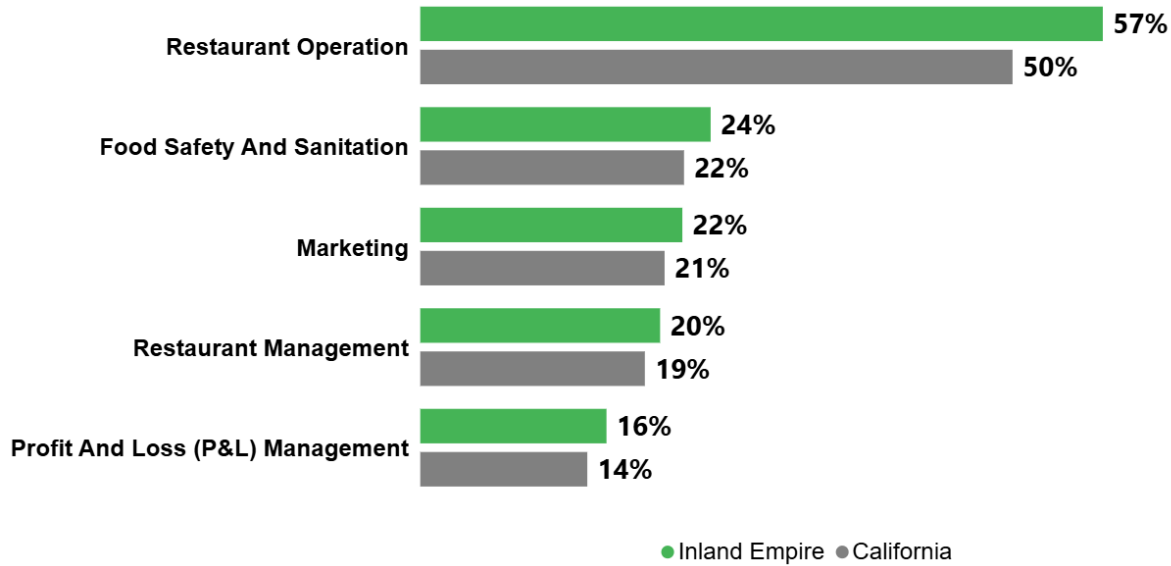


Source: Lightcast 2025.4 – Job Posting Analytics

Specialized Skills

Exhibit 2.1.3 displays the top specialized skills included in employer job advertisements for the other management occupations occupational group in the Inland Empire/Desert Region and their share of job ads in California. The top skills may provide insight into the specialized skills employers find critical to employment.

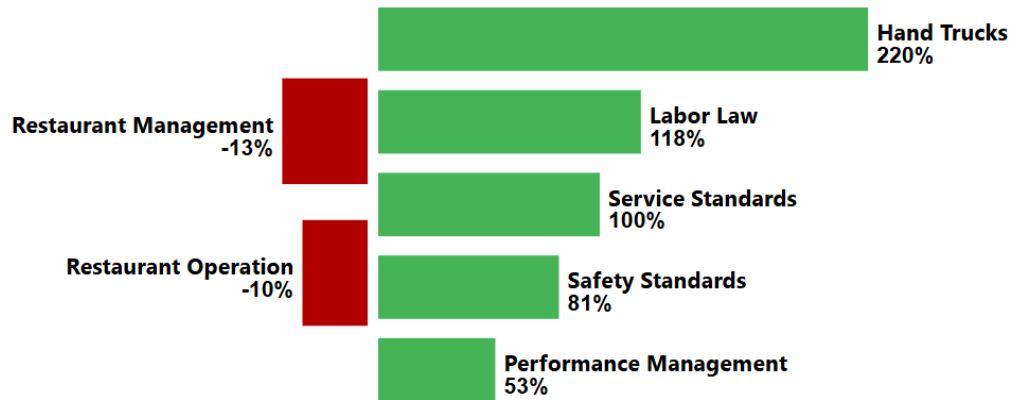
Exhibit 2.1.3: Top Specialized Skills from Employer Job Ads for the Other Management Occupations Occupational Group, Inland Empire/Desert Region and California, January 2024 – December 2025



Source: Lightcast 2025.4 – Job Posting Analytics

Exhibit 2.1.4 displays the specialized skills that have increased or decreased the most in their share of job advertisements for the other management occupations occupational group in the Inland Empire/Desert Region, based on a comparison of the two time periods. Recent employer demand (2024-2025) for candidates with hand truck skills has increased by 220% compared to the previous period (2019-2023). Employers’ desire for candidates with restaurant management skills has decreased by 13% in the Inland Empire between the two periods.

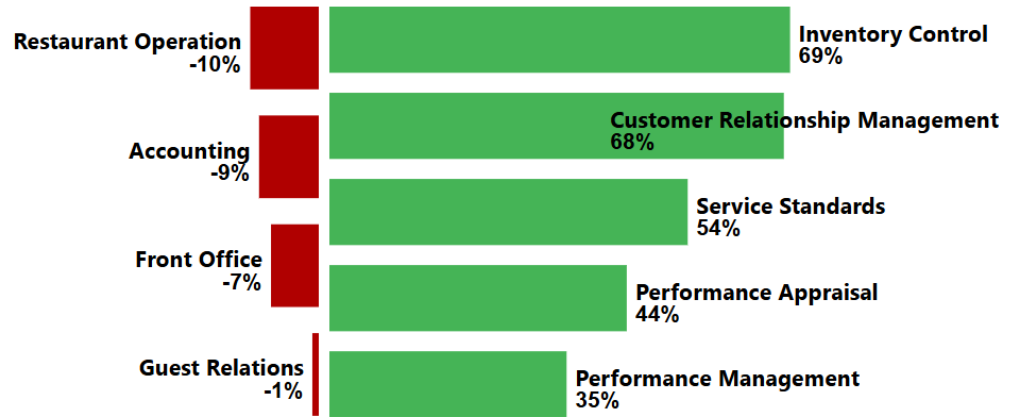
Exhibit 2.1.4: Specialized Skills that Have Increased or Decreased the Most in Their Share of Job Advertisements for the Other Management Occupations Occupational Group in the Inland Empire/Desert Region



Source: Lightcast 2025.4 – Job Posting Analytics

Exhibit 2.1.5 displays the specialized skills that have increased or decreased the most in their share of job advertisements for the other management occupations occupational group in California, based on a comparison of the two time periods. Recent employer demand (2024-2025) for candidates with inventory control and customer relationship management skills has increased by more than two-thirds since the previous period (2019-2023). In California, employers’ desire for candidates with restaurant operations skills has decreased by 10% between the two periods.

Exhibit 2.1.5: Specialized Skills that Have Increased or Decreased the Most in Their Share of Job Advertisements for the Other Management Occupations Occupational Group in California

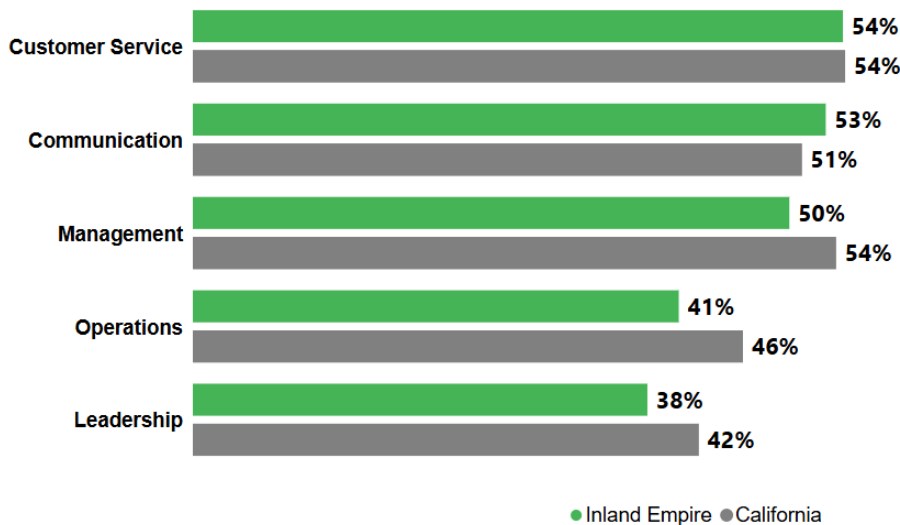


Source: Lightcast 2025.4 – Job Posting Analytics

Foundational Skills

Exhibit 2.1.6 displays the top foundational skills included in employer job advertisements for the other management occupations occupational group in the Inland Empire/Desert Region and their share of job ads in California. The top skills may provide insight into the foundational skills employers find critical to employment. Customer service, communication, and management skills were the top foundational skills for this occupational group across both regions.

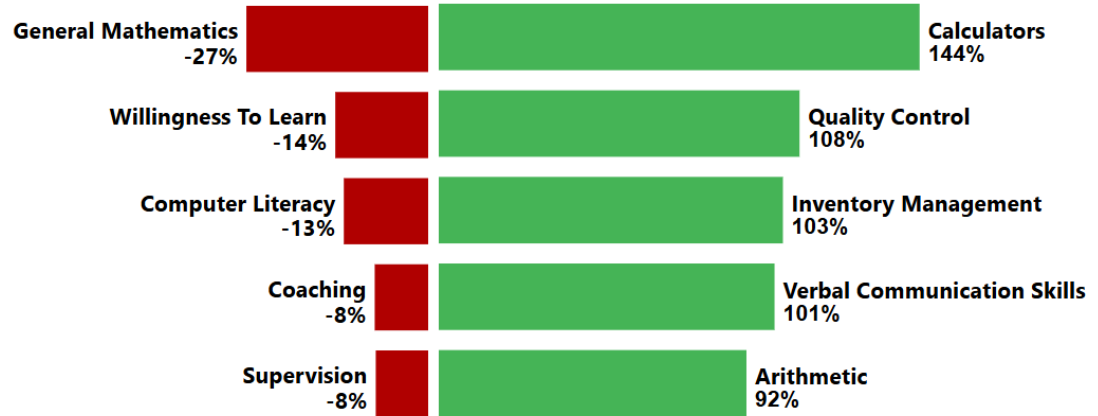
Exhibit 2.1.6: Top Foundational Skills from Employer Job Ads for the Other Management Occupations Occupational Group, Inland Empire/Desert Region and California, January 2024 – December 2025



Source: Lightcast 2025.4 – Job Posting Analytics

Exhibit 2.1.7 displays the foundational skills that have increased or decreased the most in their share of job advertisements for the other management occupations occupational group in the Inland Empire/Desert Region, based on a comparison of the two time periods. Recent employer demand (2024-2025) for candidates with calculator, quality control, inventory management, and verbal communication skills has more than doubled compared to the previous period (2019-2023). Employers' desire for candidates with general mathematics skills has decreased by 27% between the two periods in the Inland Empire.

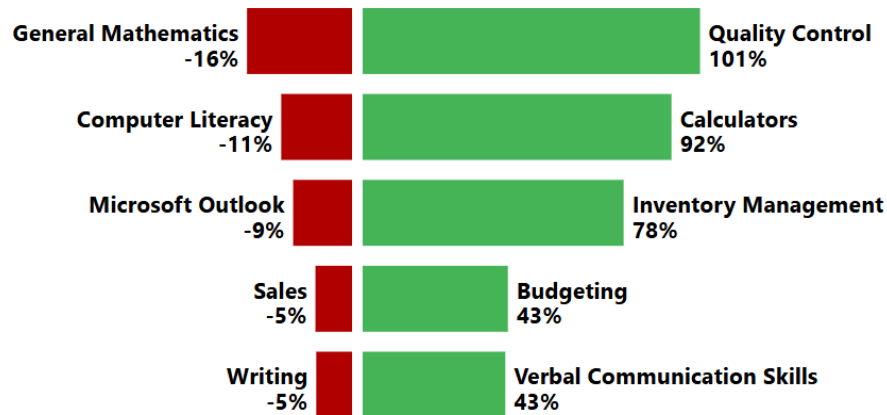
Exhibit 2.1.7: Foundational Skills that Have Increased or Decreased the Most in Their Share of Job Advertisements for the Other Management Occupations Occupational Group in the Inland Empire/Desert Region



Source: Lightcast 2025.4 – Job Posting Analytics

Exhibit 2.1.8 displays the foundational skills that have increased or decreased the most in their share of job advertisements for the other management occupations occupational group in California, based on a comparison of the two time periods. Recent employer demand (2024-2025) for candidates with quality control skills has increased by over 100% compared to the previous period (2019-2023). In California, employers’ demand for candidates with general mathematical and computer literacy skills decreased by more than 10% between the two periods.

Exhibit 2.1.8: Foundational Skills that Have Increased or Decreased the Most in Their Share of Job Advertisements for the Other Management Occupations Occupational Group in California



Source: Lightcast 2025.4 – Job Posting Analytics

Qualifications and Programs

Exhibit 2.1.9 displays the qualifications most frequently included in employer job advertisements for the other management occupations occupational group. A valid driver’s license was the most frequently requested qualification in employer job advertisements, appearing in 28% of regional job ads.

Exhibit 2.1.9: Top Qualifications Skills from Employer Job Ads for the Other Management Occupations Occupational Group, Inland Empire/Desert Region and California, January 2024 – December 2025

Inland Empire/Desert Region		California	
Qualification	Share	Qualification	Share
Valid Driver's License	28%	Valid Driver's License	16%
ServSafe Certification	20%	ServSafe Certification	13%
Food Handler's Card	6%	Food Handler's Card	5%

Inland Empire/Desert Region		California	
Qualification	Share	Qualification	Share
Cardiopulmonary Resuscitation (CPR) Certification	2%	Cardiopulmonary Resuscitation (CPR) Certification	2%
First Aid Certification	1%	First Aid Certification	2%

Source: Lightcast 2025.4 – Job Posting Analytics

The following community college programs prepare students for employment in the other management occupations occupational group.

- Hospitality (1307.00)
- Lodging Management (1307.20)
- Resort and Club Management (1307.30)
- Restaurant and Food Services and Management (1307.10)
- Retail Store Operations and Management (0506.50)
- Travel Services and Tourism (3009.00)

2.2: SUPERVISORS OF PERSONAL CARE AND SERVICE WORKERS

Exhibit 2.2.1 displays current and projected employment data for the supervisors of personal care and service workers occupational group from 2024 to 2029. The supervisors of the personal care and service workers occupational group comprise three occupations, with over 2,600 jobs in 2024. This occupational group is projected to grow by 9%, adding over 200 jobs to the region through 2029. This occupational group is projected to have more than 300 job openings annually.

Exhibit 2.2.1: Current and Projected Employment of the Supervisors of Personal Care and Service Workers Occupational Group, Inland Empire/Desert Region, 2024-2029

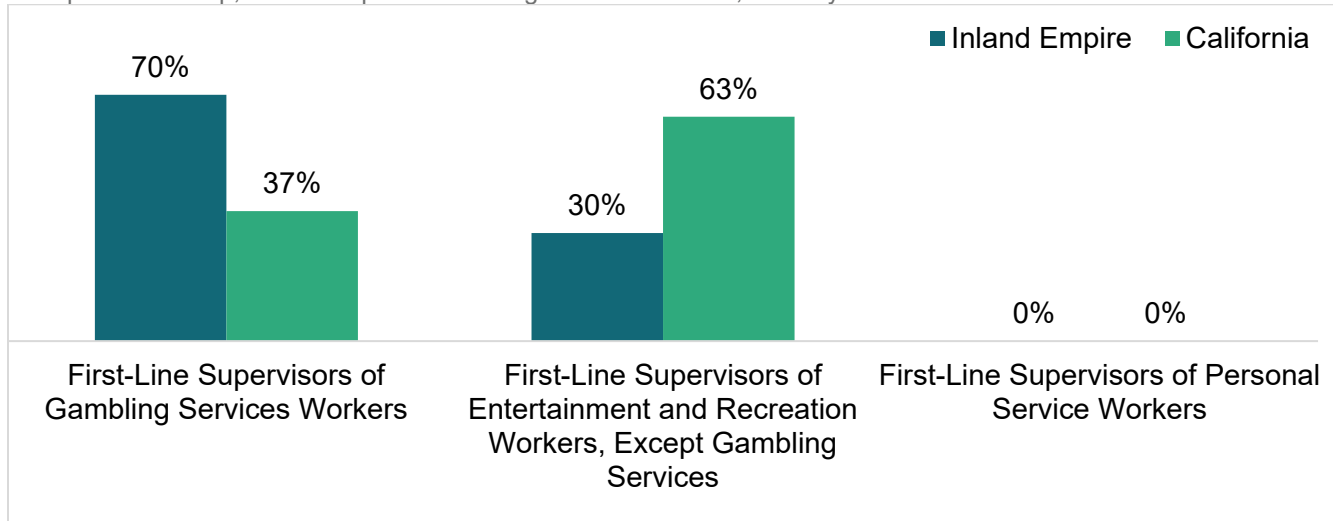
Occupation Title	2024 Jobs	2029 Jobs	2024-2029 % Change	Average Annual Openings	Median Hourly Earnings
First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services	1,260	1,384	10%	161	\$22.24
First-Line Supervisors of Personal Service Workers	1,056	1,168	11%	143	\$21.32
First-Line Supervisors of Gambling Services Workers	332	342	3%	37	\$31.15
Total	2,648	2,893	9%	341	

Source: Lightcast 2025.4 – Occupation Table, QCEW Employees, Non-QCEW Employees, and Self-Employed

Over the last 24 months, from January 2024 to December 2025, referred to as the “most recent period” going forward, 528 job ads were posted for the supervisors of personal care and service workers occupational group in the Inland Empire, compared to 3,075 across California. In the previous period, from January 2019 to December 2023, 1,577 job ads were posted for this occupational group in the Inland Empire and 8,201 in California.

Exhibit 2.2.2 displays the share of job advertisements by occupation for the supervisors of personal care and service workers occupational group in the Inland Empire/Desert Region and California. Approximately 70% of regional advertisements were posted for first-line supervisors of gambling services workers and nearly two-thirds of statewide ads were posted for first-line supervisors of entertainment and recreation workers, except gambling. The differences in the shares of occupational job postings between regional and statewide advertisements indicate that the comparison between the two may differ.

Exhibit 2.2.2: Share of Advertisements by Occupation for the Supervisors of Personal Care and Service Workers Occupational Group, Inland Empire/Desert Region and California, January 2024 – December 2025

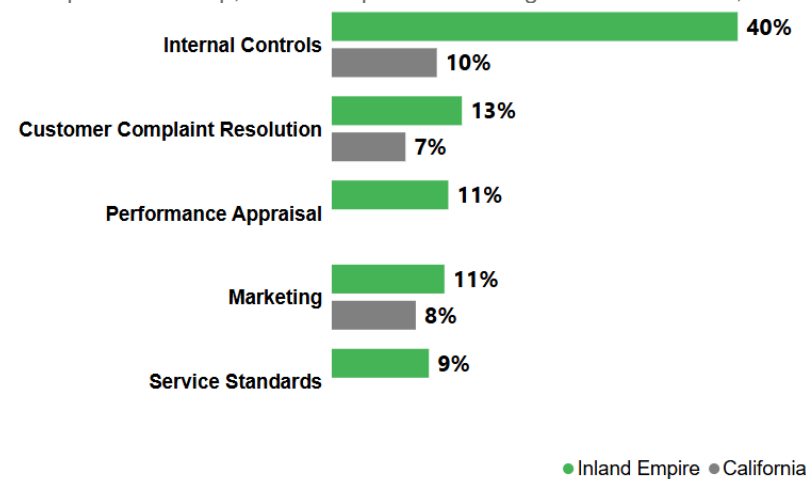


Source: Lightcast 2025.4 – Job Posting Analytics

Specialized Skills

Exhibit 2.2.3 displays the top specialized skills included in employer job advertisements for the supervisors of personal care and service workers occupational group in the Inland Empire/Desert Region, along with their share of job ads in California. The top skills may provide insight into the specialized skills employers find critical to employment.

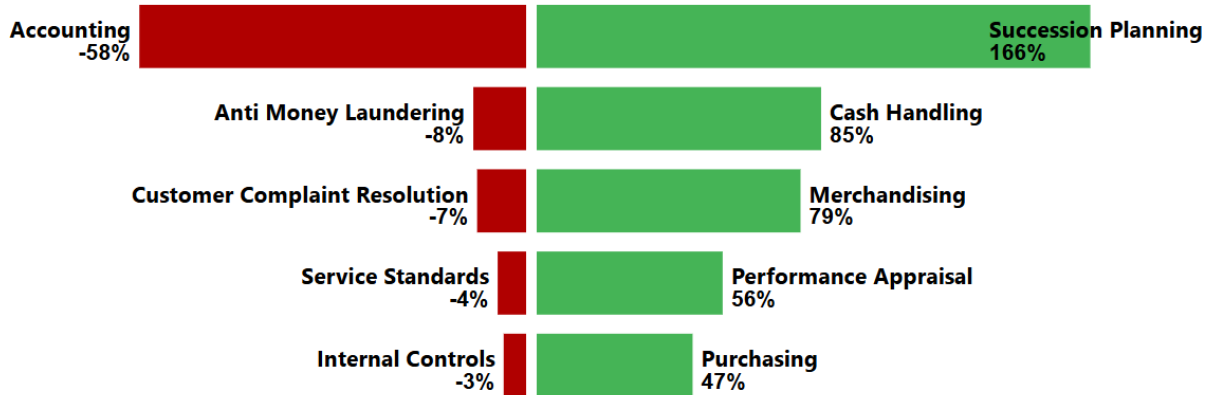
Exhibit 2.2.3: Top Specialized Skills from Employer Job Ads for the Supervisors of Personal Care and Service Workers Occupational Group, Inland Empire/Desert Region and California, January 2024 – December 2025



Source: Lightcast 2025.4 – Job Posting Analytics

Exhibit 2.2.4 displays the specialized skills that have increased or decreased the most in their share of job advertisements for the supervisors of personal care and service workers occupational group in the Inland Empire/Desert Region, based on a comparison of the two time periods. Recent employer demand (2024-2025) for candidates with succession planning skills has increased by 166% compared to the previous period (2019-2023). Employers' desire for candidates with accounting skills has decreased by 58% between the two periods in the Inland Empire.

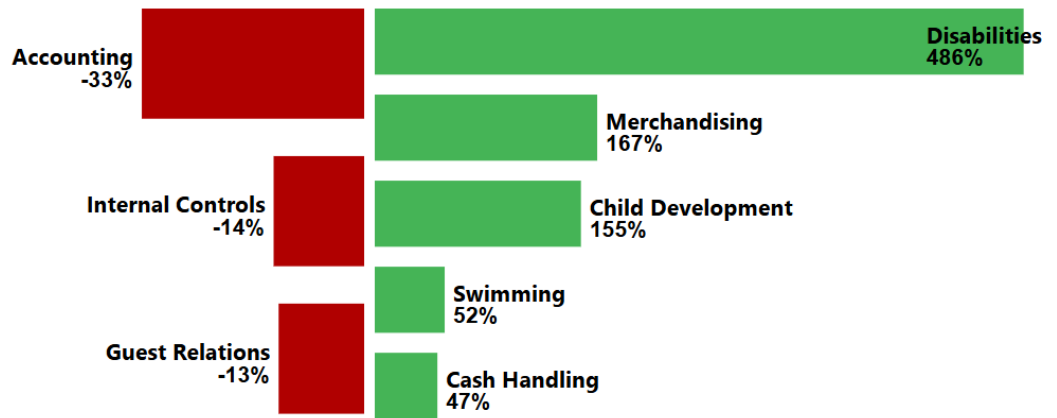
Exhibit 2.2.4: Specialized Skills that Have Increased or Decreased the Most in Their Share of Job Advertisements for the Supervisors of Personal Care and Service Workers Occupational Group in the Inland Empire/Desert Region



Source: Lightcast 2025.4 – Job Posting Analytics

Exhibit 2.2.5 displays the specialized skills that have increased or decreased the most in their share of job advertisements for the supervisors of personal care and service workers occupational group in California, based on a comparison of the two time periods. Recent employer demand (2024-2025) for candidates with disabilities skills has increased by over 486% compared to the previous period (2019-2023). In California, employers’ desire for candidates with accounting skills has decreased by 33% between the two periods. Californian employers appear interested in candidates with experience working with individuals with disabilities and children in recreational environments.

Exhibit 2.2.5: Specialized Skills that Have Increased or Decreased the Most in Their Share of Job Advertisements for the Supervisors of Personal Care and Service Workers Occupational Group in California

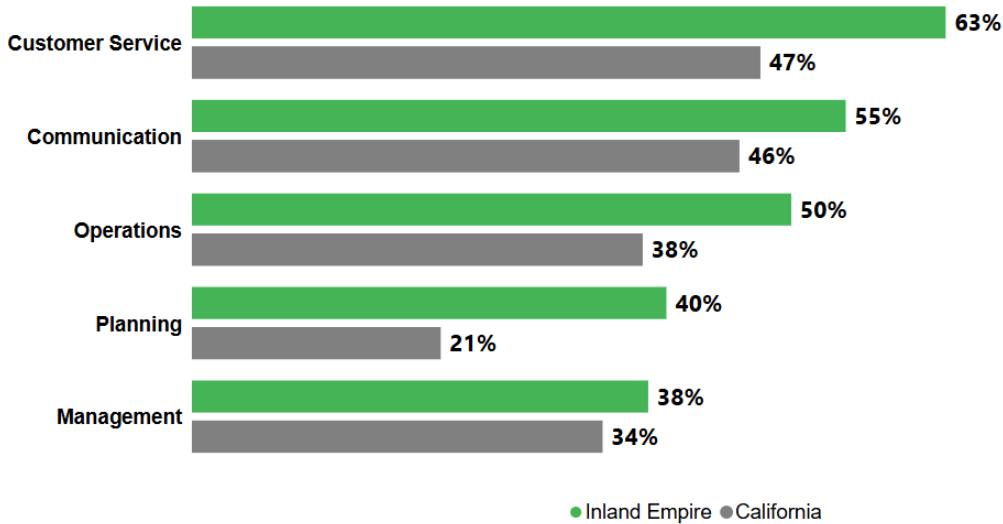


Source: Lightcast 2025.4 – Job Posting Analytics

Foundational Skills

Exhibit 2.2.6 displays the top foundational skills in employer job advertisements for the supervisors of personal care and service workers occupational group in the Inland Empire/Desert Region, along with their share of job ads in California. The top skills may provide insight into the foundational skills employers find critical to employment. Customer service was the top foundational skill for this occupational group across both regions, followed by communication and operations.

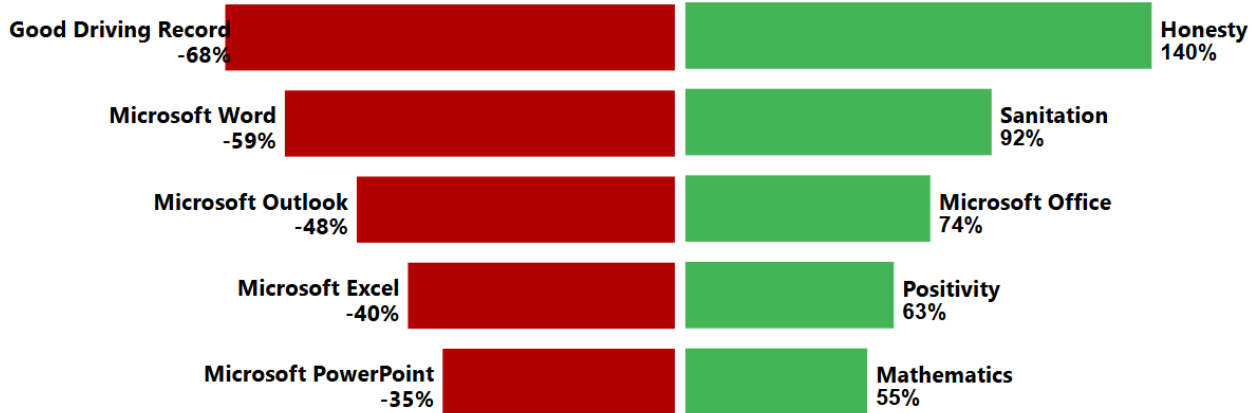
Exhibit 2.2.6: Top Foundational Skills from Employer Job Ads for the Supervisors of Personal Care and Service Workers Occupational Group, Inland Empire/Desert Region and California, January 2024 – December 2025



Source: Lightcast 2025.4 – Job Posting Analytics

Exhibit 2.2.7 displays the foundational skills that have increased or decreased the most in their share of job advertisements for the supervisors of personal care and service workers occupational group in the Inland Empire/Desert Region, based on a comparison of the two time periods. Recent employer demand (2024-2025) for candidates with honesty skills has increased by 140% compared to the previous period (2019-2023). Employers’ desire for candidates with a good driving record has decreased by 68% between the two periods in the Inland Empire.

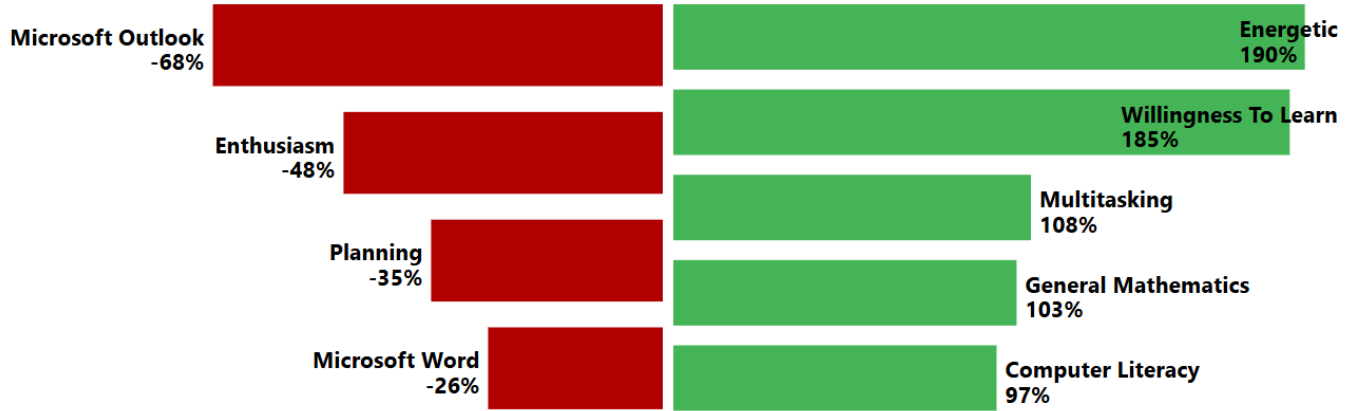
Exhibit 2.2.7: Foundational Skills that Have Increased or Decreased the Most in Their Share of Job Advertisements for the Supervisors of Personal Care and Service Workers Occupational Group in the Inland Empire/Desert Region



Source: Lightcast 2025.4 – Job Posting Analytics

Exhibit 2.2.8 displays the foundational skills that have increased or decreased the most in their share of job advertisements for the supervisors of personal care and service workers occupational group in California, based on a comparison of the two time periods. Recent employer demand (2024-2025) for candidates who are energetic and willing to learn has increased by 185% or more compared to the previous period (2019-2023). In California, employers’ desire for candidates with Microsoft Outlook skills has decreased by 68% between the two periods.

Exhibit 2.2.8: Foundational Skills that Have Increased or Decreased the Most in Their Share of Job Advertisements for the Supervisors of Personal Care and Service Workers Occupational Group in California



Source: Lightcast 2025.4 – Job Posting Analytics

Qualifications and Programs

Exhibit 2.2.9 displays the qualifications most frequently included in employer job advertisements for the supervisors of personal care and service workers occupational group. A valid driver’s license was the most frequently requested qualification in regional employer job advertisements, while cardiopulmonary resuscitation (CPR) was the most frequently sought certification in statewide job ads.

Exhibit 2.2.9: Top Qualifications Skills from Employer Job Ads for the Supervisors of Personal Care and Service Workers Occupational Group, Inland Empire/Desert Region and California, January 2024 – December 2025

Inland Empire/Desert Region		California	
Qualification	Share	Qualification	Share
Valid Driver's License	12%	Cardiopulmonary Resuscitation (CPR) Certification	17%
Food Handler's Card	6%	First Aid Certification	12%
Cardiopulmonary Resuscitation (CPR) Certification	4%	Valid Driver's License	6%
First Aid Certification	3%	Automated External Defibrillator (AED) Certification	5%
Responsible Beverage Service (RBS) Certification	3%	American Red Cross (ARC) Certification	4%

Source: Lightcast 2025.4 – Job Posting Analytics

The following community college programs prepare students for employment in the supervisors of personal care and service workers in the occupational group.

- Resort and Club Management (1307.30)

2.3: ENTERTAINMENT ATTENDANTS AND RELATED WORKERS

Exhibit 2.3.1 displays current and projected employment data for the entertainment attendants and related workers occupational group from 2024 to 2029. The entertainment attendants and related workers occupational group comprises five occupations, with nearly 2,300 jobs in 2024. This occupational group is projected to grow by 8%, adding nearly 200 jobs through 2029. This occupational group is projected to have nearly 500 job openings available annually.

Exhibit 2.3.1: Current and Projected Employment for the Entertainment Attendants and Related Workers Occupational Group, Inland Empire/Desert Region, 2024-2029

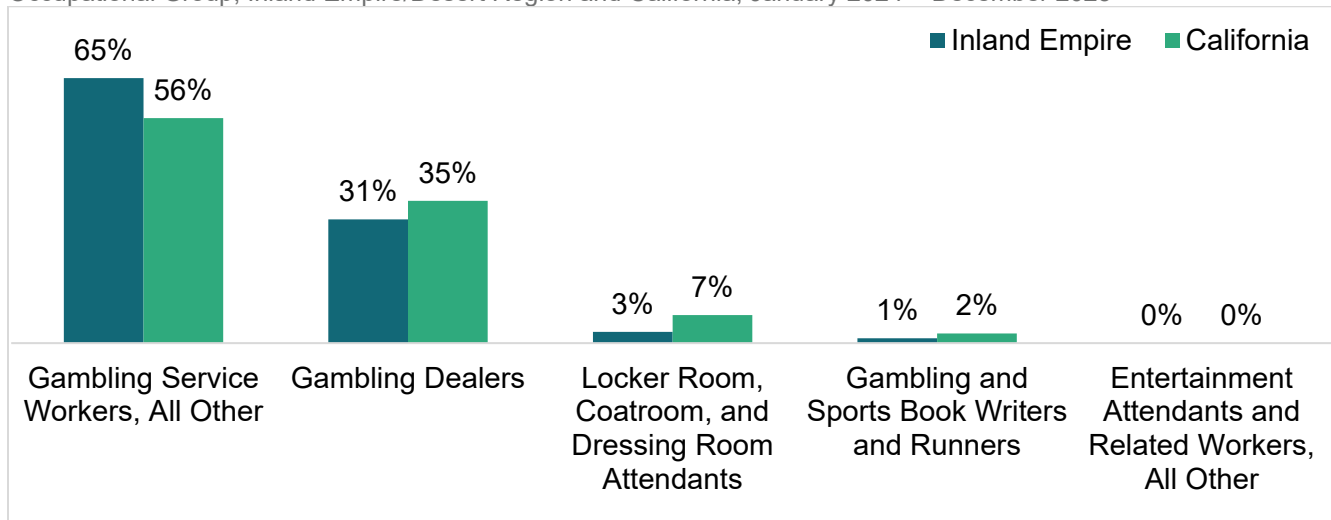
Occupation Title	2024 Jobs	2029 Jobs	2024-2029 % Change	Average Annual Openings	Median Hourly Earnings
Gambling Dealers	1,253	1,369	9%	245	\$16.26
Locker Room, Coatroom, and Dressing Room Attendants	431	464	8%	128	\$18.71
Gambling Service Workers, All Other	324	337	4%	58	\$17.68
Entertainment Attendants and Related Workers, All Other	157	169	7%	47	\$16.34
Gambling and Sports Book Writers and Runners	87	88	0%	16	\$16.74
Total	2,252	2,426	8%	494	

Source: Lightcast 2025.4 – Occupation Table, QCEW Employees, Non-QCEW Employees, and Self-Employed

Over the last 24 months, from January 2024 to December 2025, referred to as the “most recent period” going forward, 822 job ads were posted for the entertainment attendants and related workers occupational group in the Inland Empire, compared to 3,712 across California. In the previous period, from January 2019 to December 2023, 2,420 job ads were posted for this occupational group in the Inland Empire and 11,638 in California.

Exhibit 2.3.2 displays the share of job advertisements by occupation for the entertainment attendants and related workers occupational group in the Inland Empire/Desert Region and California. Approximately two-thirds of regional advertisements and more than half of statewide advertisements were posted for gambling services workers, all other. The scale of job ads for this occupation may limit the skills analysis for other occupations in the entertainment attendants and related workers occupational group.

Exhibit 2.3.2: Share of Advertisements by Occupation for the Entertainment Attendants and Related Workers Occupational Group, Inland Empire/Desert Region and California, January 2024 – December 2025

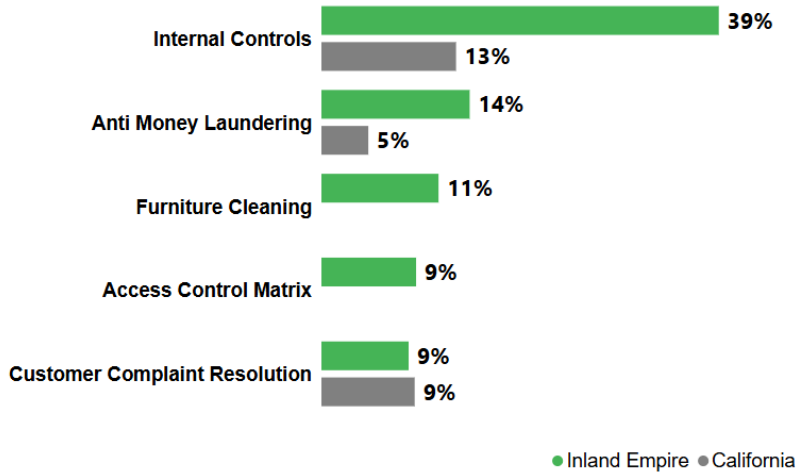


Source: Lightcast 2025.4 – Job Posting Analytics

Specialized Skills

Exhibit 2.3.3 displays the top specialized skills included in employer job advertisements for the entertainment attendants and related workers occupational group in the Inland Empire/Desert Region and their share of job ads in California. The top skills may provide insight into the specialized skills employers find critical to employment.

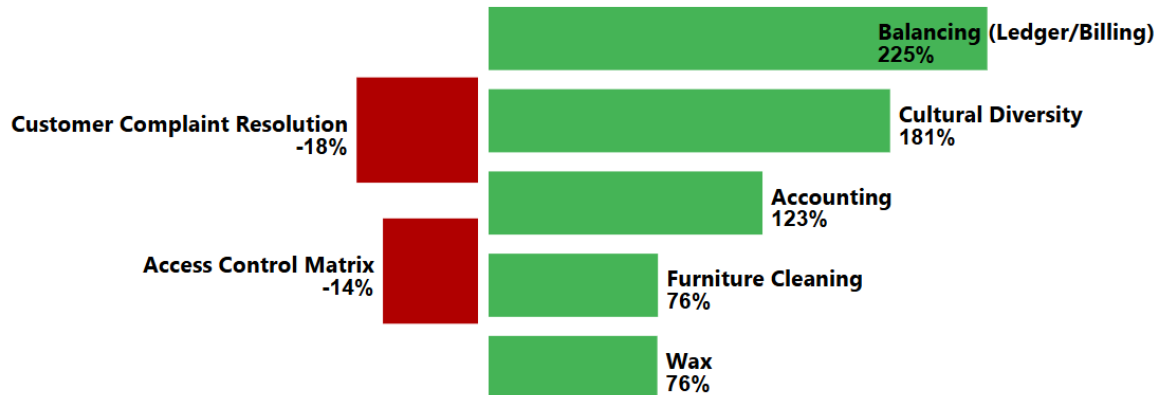
Exhibit 2.3.3: Top Specialized Skills from Employer Job Ads for the Entertainment Attendants and Related Workers Occupational Group, Inland Empire/Desert Region and California, January 2024 – December 2025



Source: Lightcast 2025.4 – Job Posting Analytics

Exhibit 2.3.4 displays the specialized skills that have increased or decreased the most in their share of job advertisements for the entertainment attendants and related workers occupational group in the Inland Empire/Desert Region, based on a comparison of the two time periods. Recent employer demand (2024-2025) for candidates with ledger/billing balancing skills has increased by 225% compared to the previous period (2019-2023). Employers’ desire for candidates with customer complaint resolution skills has decreased by 18% between the two periods in the Inland Empire.

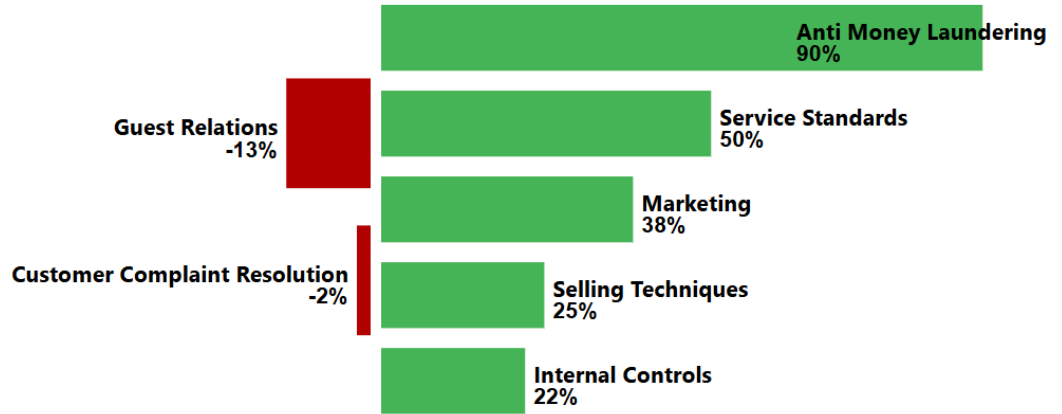
Exhibit 2.3.4: Specialized Skills that Have Increased or Decreased the Most in Their Share of Job Advertisements for the Entertainment Attendants and Related Workers Occupational Group in the Inland Empire/Desert Region



Source: Lightcast 2025.4 – Job Posting Analytics

Exhibit 2.3.5 displays specialized skills that have increased or decreased the most in their share of job advertisements for the entertainment attendants and related workers occupational group in California, based on a comparison of the two time periods. Recent employer demand (2024-2025) for candidates with anti-money-laundering skills has increased by 90% compared with the previous period (2019-2023).

Exhibit 2.3.5: Specialized Skills that Have Increased or Decreased the Most in Their Share of Job Advertisements for the Entertainment Attendants and Related Workers Occupational Group in California

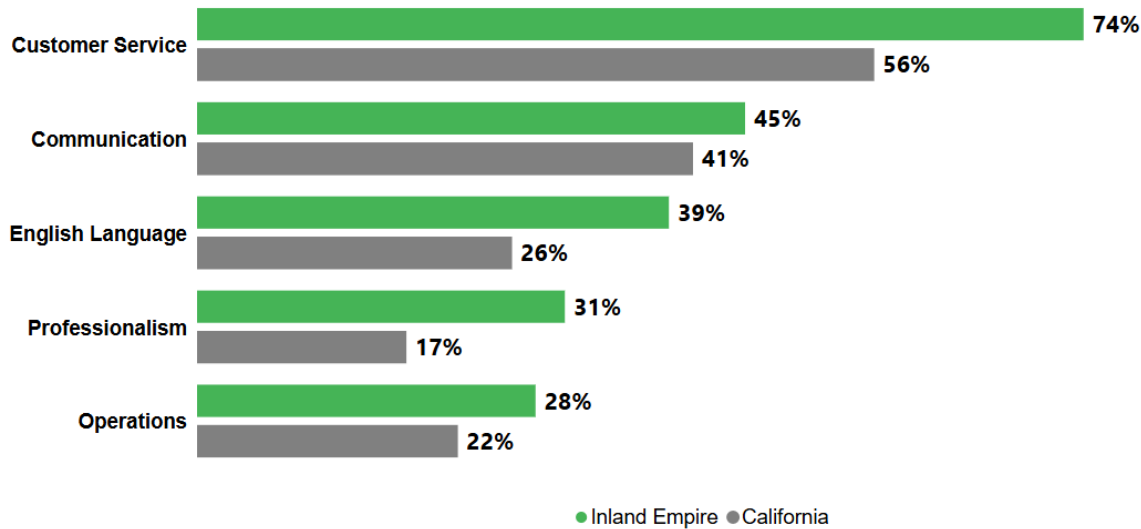


Source: Lightcast 2025.4 – Job Posting Analytics

Foundational Skills

Exhibit 2.3.6 displays the top foundational skills included in employer job advertisements for the entertainment attendants and related workers occupational group in the Inland Empire/Desert Region and their share of job ads in California. The top skills may provide insight into the foundational skills employers find critical to employment. Customer service was the top foundational skill for this occupational group across both regions.

Exhibit 2.3.6: Top Foundational Skills from Employer Job Ads for the Entertainment Attendants and Related Workers Occupational Group, Inland Empire/Desert Region and California, January 2024 – December 2025



Source: Lightcast 2025.4 – Job Posting Analytics

Exhibit 2.3.7 displays the foundational skills that have increased or decreased the most in their share of job advertisements for the entertainment attendants and related workers occupational group in the Inland Empire/Desert Region, based on a comparison of the two time periods. Recent employer demand (2024-2025) for follow through and resourcefulness skills has increased by 177% since the previous period (2019-2023). Employers' desire for candidates with diplomacy, teamwork, and tactfulness skills has decreased by 30% or more between the two periods in the Inland Empire.

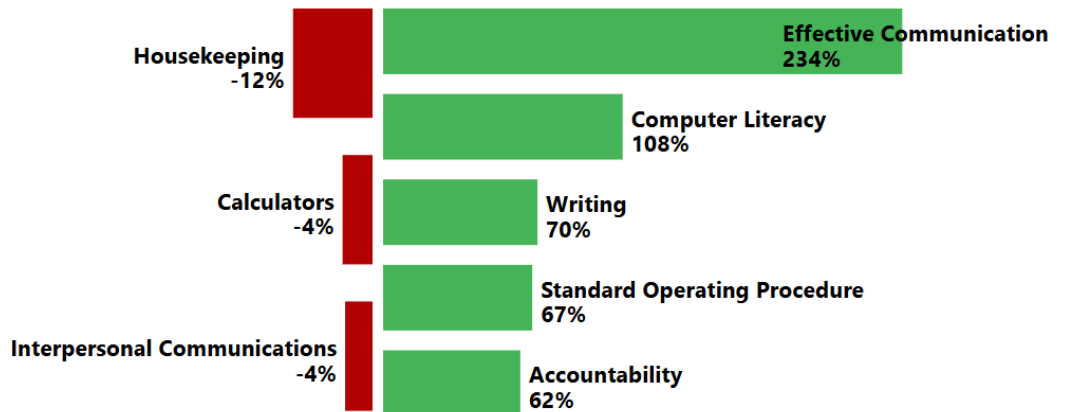
Exhibit 2.3.7: Foundational Skills that Have Increased or Decreased the Most in Their Share of Job Advertisements for the Entertainment Attendants and Related Workers Occupational Group in the Inland Empire/Desert Region



Source: Lightcast 2025.4 – Job Posting Analytics

Exhibit 2.3.8 displays the foundational skills that have increased or decreased the most in their share of job advertisements for the entertainment attendants and related workers occupational group in California, based on a comparison of the two time periods. Recent employer demand (2024-2025) for candidates with effective communication skills has increased by 234% compared to the previous period (2019-2023). In California, employers’ desire for candidates with housekeeping skills has decreased by 12% between the two periods.

Exhibit 2.3.8: Foundational Skills that Have Increased or Decreased the Most in Their Share of Job Advertisements for the Entertainment Attendants and Related Workers Occupational Group in California



Source: Lightcast 2025.4 – Job Posting Analytics

Qualifications and Programs

Exhibit 2.3.9 displays the qualifications most frequently included in employer job advertisements for the entertainment attendants and related workers occupational group. A valid driver’s license was the most frequently requested qualification in employer job advertisements, appearing in approximately 10% of regional job ads.

Exhibit 2.3.9: Top Qualifications Skills from Employer Job Ads for the Entertainment Attendants and Related Workers Occupational Group, Inland Empire/Desert Region and California, January 2024 – December 2025

Inland Empire/Desert Region		California	
Qualification	Share	Qualification	Share
Valid Driver's License	10%	Valid Driver's License	7%
Food Handler's Card	6%	Food Handler's Card	3%
Training For Intervention Procedures (TIPS) Certification	4%	Training For Intervention Procedures (TIPS) Certification	2%

Inland Empire/Desert Region		California	
Qualification	Share	Qualification	Share
Responsible Beverage Service (RBS) Certification	1%	Cardiopulmonary Resuscitation (CPR) Certification	1%
Security Clearance	1%	ServSafe Certification	1%

Source: Lightcast 2025.4 – Job Posting Analytics

The following community college programs prepare students for employment in the entertainment attendants and related workers occupational group.

- Retail Store Operations and Management (0506.50)
- Hospitality (1307.00)
- Resort and Club Management (1307.30)
- Travel Services and Tourism (3009.00)

SECTION 3: HOW CAN SKILLS INFORMATION BE USED TO GUIDE CAREER EDUCATION PROGRAM DEVELOPMENT IN THE INLAND EMPIRE/DESERT REGION?

To identify which skills are increasing most noticeably in employer demand, we compared their prevalence in job postings across the two time periods analyzed. We then examined how many middle-skill occupational minor groups each skill appeared in. Weighing skills by the number of occupational groups in which they increased provides a clearer indication of which skill shifts are occurring broadly across the sector rather than within isolated occupations. Below is the distribution within each skills tier for skills that are increasing by 10% or more:

- Foundational skills (67.9% IE/D; 68.6% California)
 - Foundational skills increasing in prevalence, such as computer literacy, inventory management, and multitasking, reflect rising expectations for frontline workers to manage multiple responsibilities, such as using digital systems, and contributing to efficient business operations. This shift suggests that even entry-level and middle-skill roles increasingly require strong coordination, problem-solving, and technology-enabled service delivery, balanced with responsibilities for customer interaction. Additionally, positive personal attributes, such as honesty, positivity, and enthusiasm, indicate that employers are prioritizing soft skills and cultural fit alongside operational proficiency.
- Specialized or technical skills
 - Industry-specific (2.7% IE/D; 1.0% California)
 - The relatively small share of increasing industry-specific skills suggests that skill demand growth is not being driven primarily by new technical requirements unique to the sector. Instead, employers are emphasizing broadly applicable operational and supervisory capabilities that can transfer across industries.
 - Occupation-specific: (2.7% IE/D; 2.0% California)
 - The growth in occupation-specific skills such as operational performance management and succession planning reflects increased emphasis on supervisory capacity and internal workforce development. This suggests employers are prioritizing stronger frontline supervisory capacity to maintain service quality, improve employee retention, and ensure operational consistency and long-term workforce stability.
 - Cross Sector: (26.8% IED; 28.4% California)
 - The growth of cross-sector skills such as marketing and performance appraisals indicates increasing expectations for retail and hospitality supervisors to perform broader business functions beyond daily operations. These roles increasingly involve workforce management, performance monitoring, and customer engagement strategies that align with more data-driven and competitive business environments.

Using the same approach as described above, we present the distribution of skills that declined in prevalence between the two time periods. This approach highlights which skill declines are sector-wide rather than limited to a single occupational group. Below is the distribution within each skills tier for skills that are decreasing by 10% or more:

- Foundational skills (87.5% IE/D; 72.7% California)
 - The foundational skills declining in prevalence are primarily interpersonal competencies such as teamwork, interpersonal communication, and tactfulness. Their decline likely reflects their status as baseline expectations for employability rather than a reduced importance. As these skills have become assumed requirements, employers may be less likely to list them explicitly, instead emphasizing operational or technical skills that distinguish candidates.

- Specialized or technical skills
 - Industry-specific (3.1% IE/D; 9.1% California)
 - These declines likely reflect changes in job posting behavior rather than reduced demand for these competencies. Employers may assume customer service abilities and instead emphasize operational or supervisory skills in job postings.
 - Occupation-specific: (3.1% IE/D; 4.5% California)
 - These are highly technical skills tied to supervisory positions, reflecting greater experience with retail, hospitality, and tourism operations. The occupation-specific skills declining in prevalence are restaurant management and operations. The decline in restaurant management and operations as distinct skills likely reflects a shift away from narrowly defined operational management toward broader operational leadership competencies considered foundational for supervisory positions.
 - Cross Sector: (6.3% IED; 13.6% California)
 - These are more specialized than foundational skills but still found in multiple sectors. The decline in cross-sector skills, such as accounting, suggests that financial responsibilities may increasingly be concentrated in specialized roles rather than incorporated into middle-skill operational positions.

The distribution of growing skills indicates that employer demand in the retail, hospitality, and tourism sector is shifting in a distinct direction. Foundational skills account for more than two-thirds of all skills increasing in demand (67.9% in the IE/D region), highlighting the growing importance of core operational and customer-facing competencies across middle-skill occupations. Skills such as computer literacy, inventory management, and multitasking are becoming more prevalent, reflecting rising expectations for workers to navigate digital systems, coordinate daily operations, and support business efficiency. In addition, a substantial share of growth is occurring in cross-sector and occupation-specific skills, including performance appraisals, marketing, performance management, and succession planning, indicating increased demand for supervisory capacity and leadership. Demand patterns also differ across occupational groups. Supervisory and management roles show stronger growth in operational leadership and workforce management skills, while personal care, service, and entertainment occupations continue to emphasize customer interaction and service delivery.

By comparison, the shrinking skills analysis shows a consistent decline in foundational interpersonal competencies and routine operational functions. The majority of declining skills fall within foundational categories (87.5% in the IE/D region), including teamwork, interpersonal communication, and tactfulness. Cross-sector and occupation-specific skills, such as accounting and restaurant management, also declined in prevalence. These declines likely reflect a shift in employers' job-posting behavior rather than a reduced need for these competencies. As interpersonal and customer service skills have become baseline expectations, employers may be less likely to list them explicitly, instead emphasizing operational, digital, and supervisory skills that distinguish candidates.

These patterns reveal an important shift in the nature of middle-skill work within the retail, hospitality, and tourism sector. Jobs are becoming more operationally complex, digitally enabled, and management-oriented. Workers are increasingly expected to support business operations by using digital systems, managing inventory, coordinating workflows, and supporting staff performance. While customer service remains central to the sector, it is increasingly treated as a baseline requirement rather than a differentiating skill. At the same time, rising demand for supervisory and operational competencies reflects the growing importance of frontline leadership in maintaining service quality, supporting employee retention, and ensuring efficient business operations.

This shift underscores the importance of preparing students with both strong foundational and operational competencies that align with modern service-sector workplaces. For K-12 and community colleges, these findings highlight several opportunities to strengthen program design and student outcomes:

Curriculum alignment with growing skills.

Growing skills indicate a need for stronger emphasis on operational, digital, and supervisory competencies. Colleges can review program and course learning outcomes to ensure that skills such as customer service, computer literacy, inventory management, multitasking, performance management, and workflow coordination are explicitly taught. These competencies reflect the increasing integration of digital systems and operational responsibilities into middle-skill roles. K-12 retail, hospitality, and tourism pathways can introduce early exposure to these foundational and operational skills to support student readiness for postsecondary training.

Aligning curriculum and pathways to industry-relevant skill development.

Although retail, hospitality, and tourism occupations do not consistently require a single set of certifications across all roles, employers consistently emphasize operational readiness and workplace competencies. Programs can strengthen alignment with employer demand by embedding applied learning experiences that develop digital literacy, supervisory skills, and operational knowledge. Work-based learning, internships, and simulated workplace environments can help students build the practical experience employers seek.

K-12 Pathway Alignment.

The skill and program crosswalks can help K-12 partners align hospitality, tourism, and recreation pathways with postsecondary preparation. High schools offering hospitality, tourism, and recreation; food service and hospitality; and food science, dietetics, and nutrition pathways can integrate early exposure to skills such as customer service, workplace communication, digital systems, and basic business operations. These efforts can help students build foundational competencies and transition more successfully into community college programs and employment.

APPENDICES

APPENDIX A: RESEARCH DEFINITIONS AND METHODOLOGIES

Definitions

Labor market information was pulled from Lightcast, a labor market analytics firm that specializes in providing insights for workforce development, economic planning, and education. Lightcast compiles its regional and occupational datasets from a variety of federal and state sources. Among these are the Quarterly Census of Employment and Wages (QCEW), which offers detailed industry employment and wage data, and other critical sources such as the U.S. Census Bureau's American Community Survey (ACS) and Quarterly Workforce Indicators, the Bureau of Labor Statistics' Occupational Employment and Wage Statistics and Current Population Survey, and data from the Bureau of Economic Analysis.⁷ These combined resources provide comprehensive insights into employment trends, wage patterns, and quality job workforce characteristics. The baseline year of 2024 was used to offer the maximum comparability with the student data available, and the projected data was through 2029.

Annual job openings include the projected growth (new jobs) and replacement needs of an occupation annually. This figure is often used to assess the expected employer demand for an occupation, providing a number of job openings that will require new workers to fill.

Educational attainment is the highest level of education attained by workers aged 25 years or older. This information may illuminate mismatches between resident skills and employment needs.

An **occupation** is a set of activities or tasks employees are paid to perform. Employees that perform essentially the same tasks are in the same occupation, whether or not they work in the same industry. Some occupations are concentrated in a few particular industries; other occupations are found in many industries. For example, jobs for registered nurses are concentrated in the healthcare industry sector, but educational industries may also employ these jobs.

SOC code: The Standard Occupational Classification system is a federally defined system used to classify workers into occupational categories that are grouped together according to job duties.⁸

TOP code: The Taxonomy of Programs is a system of codes used by the State of California to compare differently named academic programs with similar outcomes across community colleges.⁹ Each course offered by California Community Colleges is assigned to a TOP code.

Methodologies and Sources

The data sources used in this study include data from Lightcast, a labor market analytics firm that specializes in providing insights for workforce development, economic planning, and education. Lightcast compiles its regional and occupational datasets from a variety of federal and state sources. Among these are the Quarterly Census of Employment and Wages (QCEW), which offers detailed industry employment and wage data, and other critical sources such as the U.S. Census Bureau's American Community Survey (ACS) and Quarterly Workforce Indicators, the Bureau of Labor Statistics' Occupational Employment and Wage Statistics and Current Population Survey, and data from the

⁷ Lightcast (2025). Version 2025.1. Retrieved from <https://lightcast.io/> in April 2025.

⁸ "Standard Occupational Classification," Bureau of Labor Statistics, bls.gov/soc/

⁹ "Taxonomy of Programs," California Community Colleges, <https://www.cccco.edu/-/media/CCCCO-Website/About-Us/Divisions/Educational-Services-and-Support/Academic-Affairs/What-we-do/Curriculum-and-Instruction-Unit/Files/TOPmanual6200909corrected12513>

Bureau of Economic Analysis.¹⁰ These combined resources provide comprehensive insights into employment trends, wage patterns, and industry-specific workforce characteristics across the Inland Empire/Desert regions.

The Lightcast taxonomy organizes skills into a tiered structure that groups related competencies according to the type of work or task they support. Within this framework, skills are categorized as common, specialized, or software skills. To determine which skills should be included in our analysis, we examined how frequently individual skills appear in job postings. We calculated the median share of job ads in which common skills appear across all occupations, providing a baseline measure of typical skill prevalence. Our analysis found that common skills typically appeared in roughly five percent of job postings across occupations. We used this median value as the threshold for determining which skills were included in our research.

The skills analysis compares skills posted over a two-year period (January 2024 – December 2025) to a historical five-year period (January 2019 – December 2023) to identify skills that are growing and shrinking in terms of their prevalence in job ads. This report intentionally uses a two-year period for the current analysis to ensure a sufficient volume of recent job advertisements and avoid the instability that can come with relying on a single year of data. The five-year historical period provides a stable benchmark of longer-term industry skill patterns and reduces the influence of short-term fluctuations. This analysis also illuminates the skills with the highest share of job ads in the most recent period, addressing employer demand for skills that are persistently in demand across time.

The Standard Occupational Classification (SOC) system aggregates occupation information by four levels: major group, minor group, broad occupation, and detailed occupation.¹¹ This report relies on the minor occupational groupings of detailed occupations for the skills analysis, as they provide greater detail than the broader major occupational groups and ensure the feasibility and readability of this study, which would be lacking in a detailed occupation skills analysis.

¹⁰ Lightcast (2025). Version 2025.3. Retrieved from <https://lightcast.io/> in July 2025.

¹¹ Bureau of Labor Statistics. Standard Occupational Classification and Coding Structure. 2018. Retrieved from: https://www.bls.gov/soc/2018/soc_2018_class_and_coding_structure.pdf

APPENDIX B: ADDITIONAL OCCUPATIONS RELATED TO THE CCCCCO RETAIL, HOSPITALITY, AND TOURISM SECTOR

Exhibit B.1 displays current and projected employment data for the miscellaneous occupational group from 2024 to 2029. The miscellaneous occupational group includes 13 occupations with over 48,600 jobs in 2024. This occupational group is projected to grow by 7%, adding 3,311 jobs to the region through 2029.

Exhibit B.1: Additional Occupations Related to the CCCCCO Retail, Hospitality, and Tourism Sector, Inland Empire/Desert Region, 2024-2029

Occupation Title	2024 Jobs	2029 Jobs	2024 - 2029 % Change	Average Annual Openings	Median Hourly Earnings
First-Line Supervisors of Food Preparation and Serving Workers	16,262	17,870	10%	2,761	\$21.07
First-Line Supervisors of Retail Sales Workers	15,603	15,848	2%	1,628	\$22.86
Recreation Workers	3,810	4,215	11%	887	\$17.48
Merchandise Displayers and Window Trimmers	3,132	3,324	6%	377	\$21.66
Chefs and Head Cooks	2,770	3,055	10%	400	\$28.40
Hotel, Motel, and Resort Desk Clerks	2,550	2,753	8%	457	\$18.54
First-Line Supervisors of Housekeeping and Janitorial Workers	2,430	2,600	7%	331	\$23.88
Reservation and Transportation Ticket Agents and Travel Clerks	670	746	11%	89	\$19.90
Travel Agents	474	538	14%	70	\$19.61
Baggage Porters and Bellhops	349	374	7%	60	\$17.18
Concierges	313	341	9%	55	\$19.89
Flight Attendants	235	241	3%	34	\$46.40
Cooks, Private Household	7	9	32%	2	\$21.85
Total	48,605	51,916	7%	7,150	-

Source: Lightcast 2025.4 – Occupation Table, QCEW Employees, Non-QCEW Employees, and Self-Employed