

RETAIL, HOSPITALITY, & TOURISM

Imperial County



DID YOU KNOW?

Almost 15 million Americans work in tourism and hospitality—in hotels, amusement parks, art museums, and restaurants—making it the fifth largest industry in the country. The retail industry directly employs 32 million Americans. Retail, Hospitality, and Tourism (RHT) entry-level jobs can prepare job seekers for careers within the same sector or across industries. Skills developed by working in the RHT sector include problem-solving, communication and customer service.



1% (142)

5-year projected job growth



\$33,888

average earnings per job



Sample of Local Employers

Lowe's

Pilot Travel Center

Macy's

Burgers & Beer

AutoZone Auto Parts

Target

Best Buy

Hibbett Sports

CVS Health

Love's Travel Stops

Chili's Grill and Bar

ARE YOU INTERESTED IN...?

- Customer service
- Providing unique experiences for guests
- Traveling
- Organizing and arranging events
- Overseeing employees, maintaining guest accounts, coordinating sales
- Assessing customers' needs and suggesting solutions to their problems
- Setting and attaining sales goals
- Giving customers advice about sales and promotions
- Planning, preparing, and serving food

DO YOU...?

- Enjoy serving people
- Like working in a team
- Have attention to detail
- Like multitasking
- Like problem solvings



CAREER PATHWAYS & SALARY INFO

Minimum Education	Career Pathways	Hourly Rate (Salary)*
HS Diploma + Postsecondary Training (e.g., Certificate)	Exercise Trainers and Group Fitness Instructors	\$12 (\$25K)
	First-Line Supervisors of Personal Service and Entertainment and Recreation Workers	\$15 (\$31K)
	First-Line Supervisors of Retail Sales Workers	\$15 (\$31K)
	Food Service Managers	\$15 (\$31K)
Associate Degree or Higher	Designers, All Other	\$12 (\$25K)
	Coaches and Scouts	\$13 (\$27K)
	Meeting, Convention, and Event Planners	\$17 (\$35K)
	General and Operations Managers	\$30 (\$62K)

*Entry-level hourly rates have been rounded up and salaries are provided as examples of what workers would make if they worked full-time (2080 hours a year)

NOT SURE WHAT YOU'RE INTERESTED IN?

Take the Interest Profiler on the California Career Zone (<https://www.cacareerzone.org/ip/>)! It will help you explore goals based on your interests. A career counselor at your school can help you further assess your career interests.

HOW TO FIND OUT MORE ABOUT CAREERS

- Talk to your teachers and counselors about career exploration, career pathways at your school, and community college career education programs.
- Talk to family, neighbors, and mentors about their education path and about how they chose their career.
- To find the programs at the community colleges that align to the high school CTE pathways, visit <https://programfinder.com/>.
- To learn about the career education programs offered at the community colleges, visit <https://careered.org/college-program-finder/>.



Visit CareerEd.org to find community college programs in Retail, Hospitality, & Tourism.