










# Hospitality Management Occupations

## Labor Market Analysis: San Diego County

September 2021

### Summary

NEW PROGRAM RECOMMENDATION?	EVIDENCE OF A SUPPLY GAP?	AT OR ABOVE THE LIVING WAGE?	EXPECTED EDUCATION FOR MAJORITY OF OCCUPATIONS ANALYZED
 <p><b>Proceed with New Program</b></p>	 	 	<input checked="" type="checkbox"/> Bachelor's Degree+ <input type="checkbox"/> Associate Degree <input type="checkbox"/> Some College or Certificate <input type="checkbox"/> HS Diploma or Equivalent <input type="checkbox"/> Less than a HS Diploma <input type="checkbox"/> Apprenticeship
SUPPORT FOR PROGRAM MODIFICATION?	NUMBER OF INSTITUTIONS THAT PROVIDE TRAINING	NUMBER OF ANNUAL JOB OPENINGS	
 	<p>HIGH</p> 	<p>HIGH</p> 	

This brief provides labor market information about *Hospitality Management Occupations* to assist the San Diego and Imperial Counties Community Colleges with program development and strategic planning. *Hospitality Management Occupations* include “Food Service Managers,” “Lodging Managers,” and “Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All Other.” According to available labor market information, *Hospitality Management Occupations* in San Diego County have a labor market demand of 1,448 annual job openings (while average demand for a single occupation in San Diego County is 242 annual job openings), and eight institutions supply 262 awards for these occupations, suggesting that there is a supply gap in the labor market. On average, entry-level and median wages are above the living wage. This brief recommends proceeding with a new program and supports a program modification because 1) a supply gap exists in the region; 2) entry-level and median earnings for most occupations are above the living wage; and 3) a high number of annual job openings exist. The colleges should note that **employers typically require a bachelor’s degree as the minimum educational requirement for these occupations.**

## Introduction

This report provides labor market information in San Diego County for the following occupational codes in the Standard Occupational Classification (SOC)<sup>1</sup> system:

- **Food Service Managers** (SOC 11-9051): Plan, direct, or coordinate activities of an organization or department that serves food and beverages.
- **Lodging Managers** (SOC 11-9081): Plan, direct, or coordinate activities of an organization or department that provides lodging and other accommodations.
- **Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All Other** (SOC 11-9198): Plan, direct, or coordinate entertainment and recreational activities and operations of a recreational facility, including cruise ships and parks. All managers not listed separately.

For the purpose of this report, these occupations are referred to as *Hospitality Management Occupations*.

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<sup>1</sup> The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. [bls.gov/soc](https://www.bls.gov/soc).

## Projected Occupational Demand

Between 2020 and 2025, *Hospitality Management Occupations* are projected to increase by 336 net jobs or two percent (Exhibit 1 a). Employers in San Diego County will need to hire 1,448 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

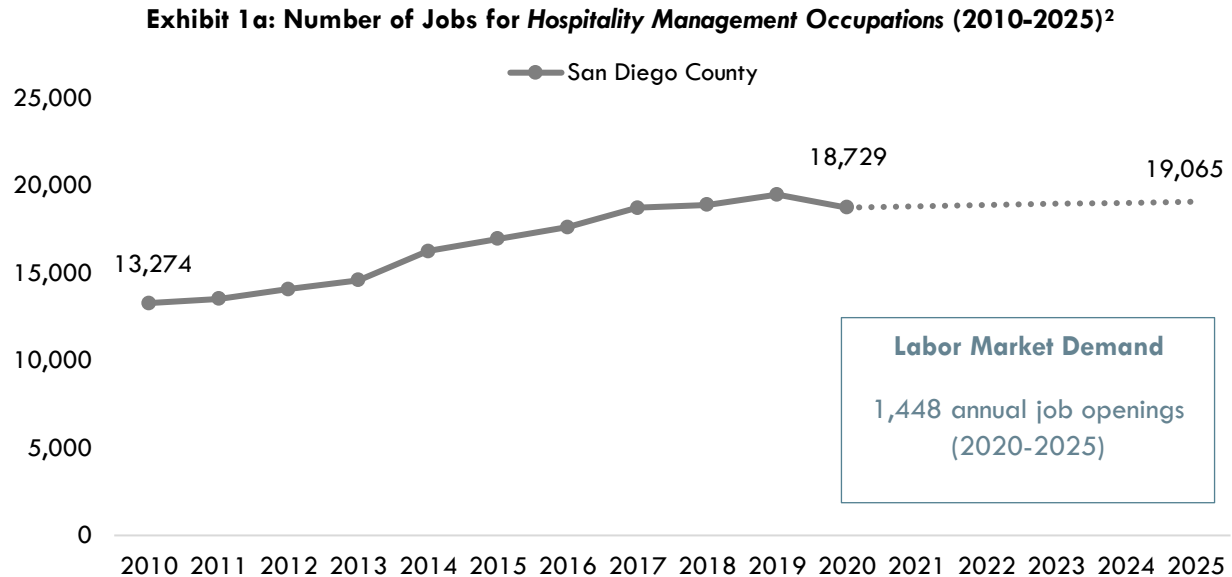


Exhibit 1b disaggregates the projected number of jobs change by occupation. “Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All Other” are projected to have the most labor market demand between 2020 and 2025, with 1,036 annual job openings.

**Exhibit 1b: Number of Jobs for Hospitality Management Occupations in San Diego County (2020-2025)<sup>3</sup>**

Occupational Title	2020 Jobs	2025 Jobs	2020 - 2025 Net Jobs Change	2020-2025 % Net Jobs Change	Annual Job Openings (Demand)
Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All Other	14,510	14,908	398	3%	1,036
Food Service Managers	3,728	3,685	-43	-1%	366
Lodging Managers	491	472	-19	-4%	46
<b>Total</b>	<b>18,729</b>	<b>19,065</b>	<b>336</b>	<b>2%</b>	<b>1,448</b>

<sup>2</sup> EMSI 2021.2; QCEW, Non-QCEW, Self-Employed.

<sup>3</sup> EMSI 2021.2; QCEW, Non-QCEW, Self-Employed.

## Earnings

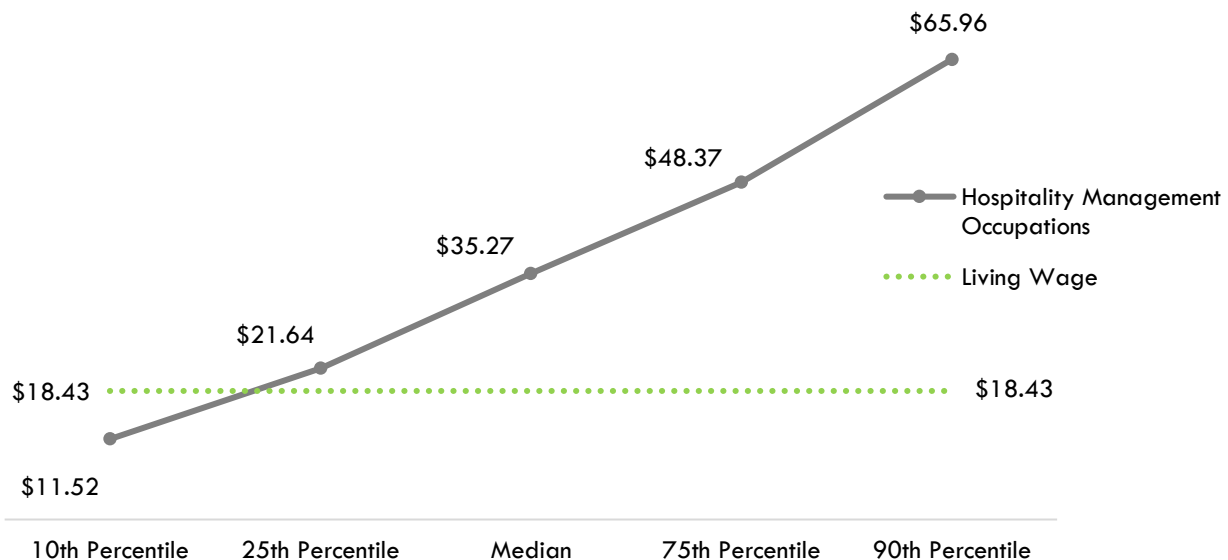
Exhibit 2a disaggregates hourly earnings by occupation. The entry-level hourly earnings for *Hospitality Management Occupations* range from \$16.97 to \$29.62.

**Exhibit 2a: Hourly Earnings for *Hospitality Management Occupations* in San Diego County<sup>4</sup>**

Occupational Title	Entry-Level Hourly Earnings (25 <sup>th</sup> Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 <sup>th</sup> Percentile)
Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All Other	\$29.62	\$52.14	\$74.01
Food Service Managers	\$18.34	\$25.79	\$33.97
Lodging Managers	\$16.97	\$27.87	\$37.14

On average, the entry-level hourly earnings for *Hospitality Management Occupations* are \$21.64; this is more than the living wage for a single adult in San Diego County, which is \$18.43 per hour (Exhibit 2b).<sup>5</sup>

**Exhibit 2b: Average Hourly Earnings<sup>6</sup> for *Hospitality Management Occupations* in San Diego County<sup>7</sup>**



<sup>4</sup> EMSI 2021.2; QCEW, Non-QCEW, Self-Employed.

<sup>5</sup> "Family Needs Calculator (formerly the California Family Needs Calculator)," Insight: Center for Community Economic Development, last updated 2021. [insightccd.org/family-needs-calculator/](https://insightccd.org/family-needs-calculator/).

<sup>6</sup> 10th and 25th percentiles could be considered entry-level wages, and 75th and 90th percentiles could be considered experienced wages for individuals who may have been in the occupation longer, received more training than others, etc.

<sup>7</sup> EMSI 2021.2; QCEW, Non-QCEW, Self-Employed.

## Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes.<sup>8</sup> There are five TOP codes and 11 CIP codes related to *Hospitality Management Occupations* (Exhibit 3).

**Exhibit 3: Related TOP and CIP Codes for *Hospitality Management Occupations*<sup>9</sup>**

TOP or CIP Code	TOP or CIP Program Title
TOP 0506.30	Management Development and Supervision
TOP 1306.20	Dietetic Services and Management
TOP 1307.00	Hospitality
TOP 1307.10	Restaurant and Food Services and Management
TOP 1307.20	Lodging Management
CIP 12.0504	Restaurant, Culinary, and Catering Management/Manager
CIP 12.0507	Food Service, Waiter/Waitress, and Dining Room Management/Manager
CIP 19.0505	Foodservice Systems Administration/Management
CIP 52.0204	Office Management and Supervision
CIP 52.0205	Operations Management and Supervision
CIP 52.0901	Hospitality Administration/Management, General
CIP 52.0905	Restaurant/Food Services Management
CIP 52.0906	Resort Management
CIP 52.0907	Meeting and Event Planning
CIP 52.0908	Casino Management
CIP 52.0909	Hotel, Motel, and Restaurant Management

<sup>8</sup> TOP data comes from the California Community Colleges Chancellor's Office MIS Data Mart ([datamart.cccco.edu](http://datamart.cccco.edu)) and CIP data comes from the Integrated Postsecondary Education Data System ([nces.ed.gov/ipeds/use-the-data](http://nces.ed.gov/ipeds/use-the-data)).

<sup>9</sup> This brief uses a conservative estimate of program supply and only calculates awards from the TOP codes in the Exhibit 3.

According to TOP data, four community colleges supply the region with awards for these occupations: Grossmont College, MiraCosta College, San Diego Mesa College, and Southwestern College. According to CIP data, four non-community-college institutions supply the region with awards: Ashford University, National University, Point Loma Nazarene University, and San Diego State University (Exhibit 4).

**Exhibit 4: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions  
(Program Year 2016-17 through PY2019-20 Average)**

TOP or CIP Code	TOP or CIP Program Title	3-Yr Annual Average CC Awards (PY17-18 to PY19-20)	Other Educational Institutions 3-Yr Annual Average Awards (PY16-17 to PY18-19)	3-Yr Total Average Supply (PY16-17 to PY19-20)
0506.30	Management Development and Supervision	<b>22</b>	<b>0</b>	<b>22</b>
	• Southwestern	22	0	
1306.20	Dietetic Services and Management	<b>4</b>	<b>0</b>	<b>4</b>
	• San Diego Mesa	4	0	
1307.00	Hospitality	<b>47</b>	<b>0</b>	<b>47</b>
	• Grossmont	13	0	
	• MiraCosta	17	0	
	• San Diego Mesa	11	0	
	• Southwestern	6	0	
1307.10	Restaurant and Food Services and Management	<b>8</b>	<b>0</b>	<b>8</b>
	• Grossmont	4	0	
	• MiraCosta	3	0	
	• Southwestern	1	0	
1307.20	Lodging Management	<b>1</b>	<b>0</b>	<b>1</b>
	• Southwestern	1	0	
19.0505	Foodservice Systems Administration/Management	<b>0</b>	<b>1</b>	<b>1</b>
	• Point Loma Nazarene University	0	1	

TOP or CIP Code	TOP or CIP Program Title	3-Yr Annual Average CC Awards (PY17-18 to PY19-20)	Other Educational Institutions 3-Yr Annual Average Awards (PY16-17 to PY18-19)	3-Yr Total Average Supply (PY16-17 to PY19-20)
52.0204	Office Management and Supervision	0	44	44
	• National University	0	1	
	• Point Loma Nazarene University	0	43	
52.0205	Operations Management and Supervision	0	44	44
	• Ashford University	0	44	
52.0901	Hospitality Administration/Management, General	0	91	91
	• National University	0	0	
	• San Diego State University	0	91	
52.0908	Casino Management	0	0	0
	• National University	0	0	
			<b>Total</b>	<b>262</b>

## Demand vs. Supply

Comparing labor demand (annual openings) with labor supply<sup>10</sup> suggests that there is a **supply gap** for these occupations in San Diego County, with **1,448** annual openings and **262** awards. Comparatively, there are **15,858** annual openings in California and **2,501** awards, suggesting that there is a supply gap across the state<sup>11</sup> (Exhibit 5).

**Exhibit 5: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)**

	<b>Demand</b> (Annual Openings)	<b>Supply</b> (Total Annual Average Supply)	<b>Supply Gap or Oversupply</b>
San Diego	1,448	262	<b>1,186</b>
California	15,858	2,501	<b>13,357</b>

**Please note:** This is a basic analysis of supply and demand of labor. The data does not include workers currently in the labor force who could fill these positions or workers who are not captured by publicly available data. This data should be used to discuss the potential gaps or oversupply of workers; however, it should not be the only basis for determining whether or not a program should be developed.

<sup>10</sup> Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

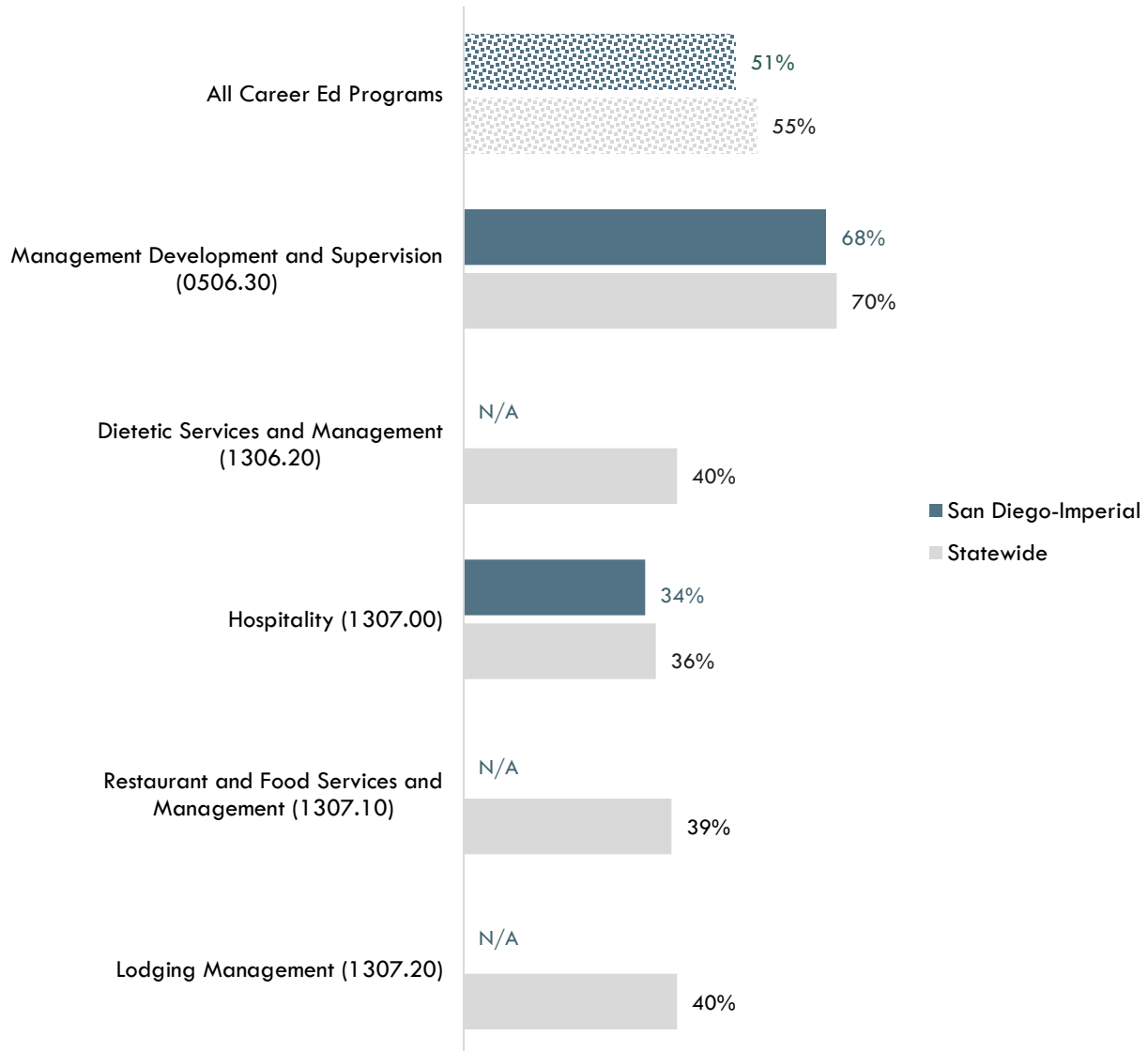
<sup>11</sup> "Supply and Demand," Centers of Excellence Student Outcomes, [coecc.net/Supply-and-Demand.aspx](http://coecc.net/Supply-and-Demand.aspx).



## Student Outcomes and Regional Comparisons

According to the California Community Colleges LaunchBoard, 34 to 68 percent of students in the San Diego-Imperial region earned a living wage after completing a program related to *Hospitality Management Occupations*, compared to 36 to 70 percent statewide and 55 percent of students in Career Education programs in general across the state (Exhibit 6a).<sup>12</sup>

**Exhibit 6a: Percentage of Students Who Earned a Living Wage by Program, PY2017-18<sup>13</sup>**



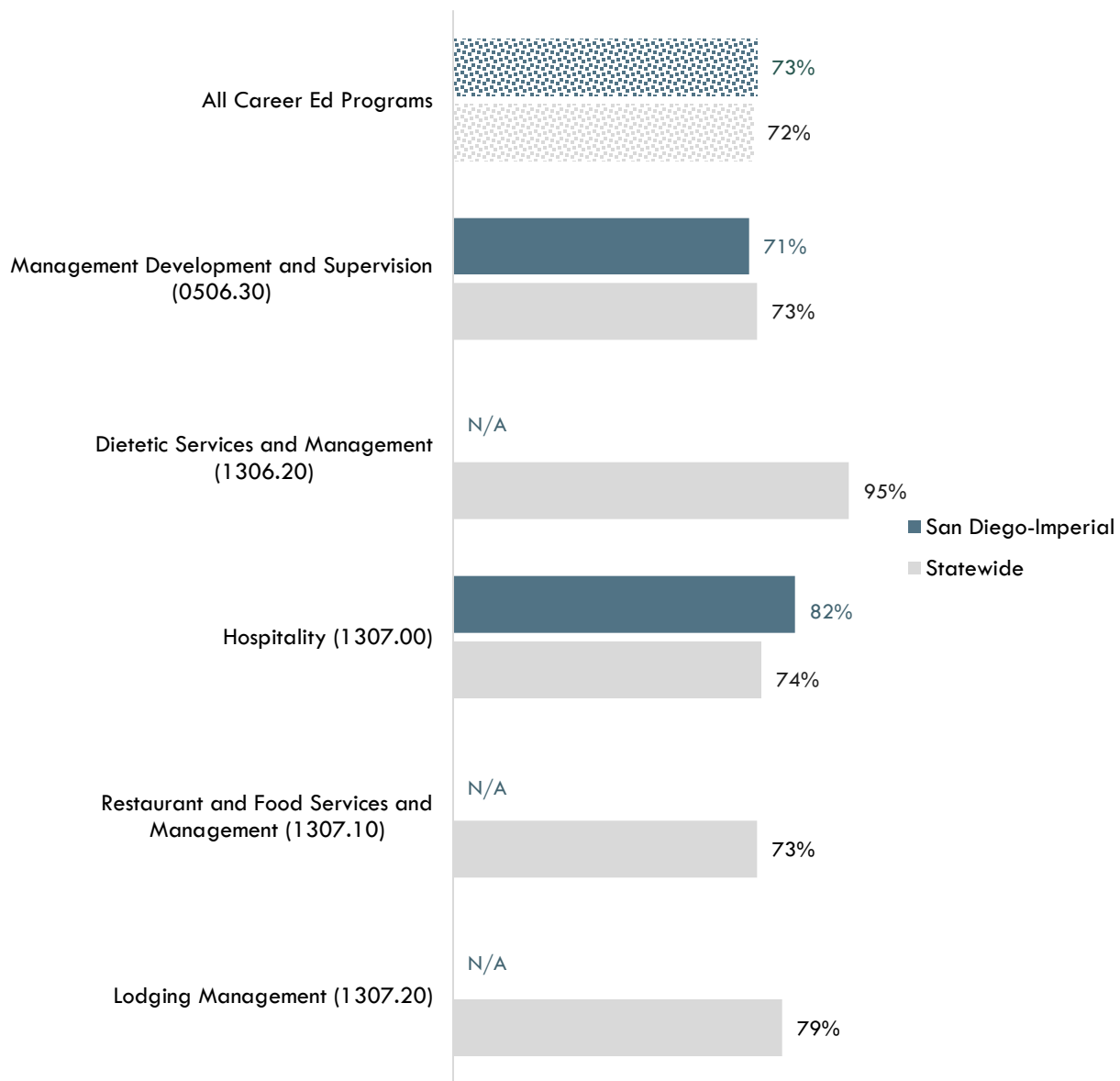
"N/A" indicates insufficient data

<sup>12</sup> "California Community Colleges Strong Workforce Program," California Community Colleges, [calpassplus.org/LaunchBoard/SWP.aspx](http://calpassplus.org/LaunchBoard/SWP.aspx).

<sup>13</sup> Among completers and skills builders who exited, the proportion of students who attained a living wage.

According to the California Community Colleges LaunchBoard, 71 to 82 percent of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing a program related to *Hospitality Management Occupations*, compared to 73 to 95 percent statewide and 72 percent of students in Career Education programs in general across the state (Exhibit 6b).<sup>14</sup>

**Exhibit 6b: Percentage of Students in a Job Closely Related to Field of Study by Program, PY2016-17<sup>15</sup>**



"N/A" indicates insufficient data

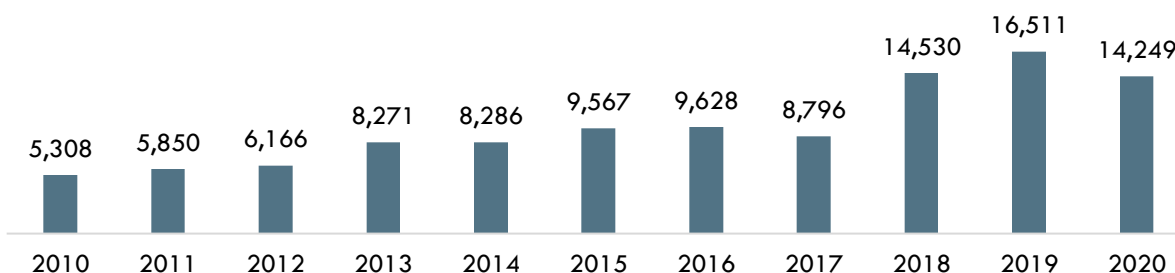
<sup>14</sup> "California Community Colleges Strong Workforce Program," California Community Colleges, [calpassplus.org/LaunchBoard/SWP.aspx](http://calpassplus.org/LaunchBoard/SWP.aspx).

<sup>15</sup> Most recent year with available data is Program Year 2016-17. Percentage of Students in a Job Closely Related to Field of Study: Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study.

## Online Job Postings

This report analyzes not only historical and projected (traditional LMI) data, but also recent data from online job postings (real-time LMI). Online job postings may provide additional insight about recent changes in the labor market that are not captured by historical data. Between 2010 and 2020, there was an average of 9,742 online job postings per year for *Hospitality Management Occupations* in San Diego County (Exhibit 7). Please note that online job postings do **not** equal labor market demand; demand is represented by annual job openings (see Exhibit 1b). Employers may post a position multiple times for various reasons, such as increasing the pool of applicants, for example.

**Exhibit 7: Number of Online Job Postings for Hospitality Management Occupations in San Diego County (2010-2020)<sup>16</sup>**



## Top Employers

Between January 1, 2018 and December 31, 2020, the top five employers in San Diego County for *Hospitality Management Occupations* were [General Atomics](#), [University of California San Diego](#), [Northrop Grumman](#), [Anthem Blue Cross](#), and [Marriott International](#) based on online job postings (Exhibit 8).

**Exhibit 8: Top Employers for Hospitality Management Occupations in San Diego County<sup>17</sup>**

Top Employers	
<ul style="list-style-type: none"> <li>• General Atomics</li> <li>• University of California San Diego</li> <li>• Northrop Grumman</li> <li>• Anthem Blue Cross</li> <li>• Marriott International, Inc.</li> </ul>	<ul style="list-style-type: none"> <li>• McDonald's</li> <li>• Kentucky Fried Chicken</li> <li>• Pizza Hut</li> <li>• Thermo Fisher Scientific, Inc.</li> <li>• Becton Dickinson</li> </ul>

<sup>16</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2010-2020.

<sup>17</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

## Education, Skills, and Certifications

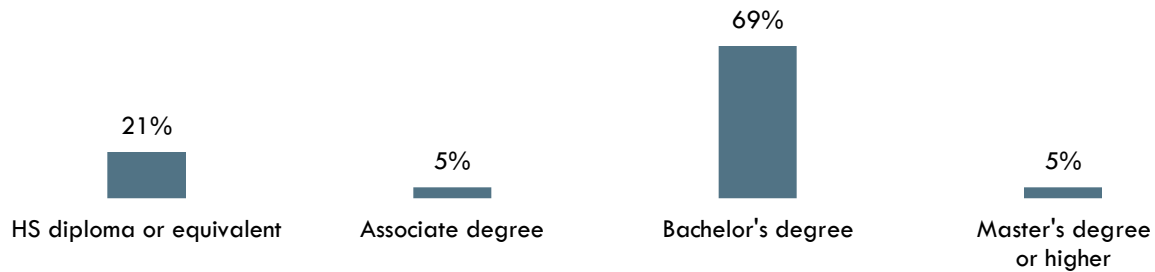
*Hospitality Management Occupations* have a national educational attainment ranging from a high school diploma or equivalent to a bachelor's degree (Exhibit 9a).

**Exhibit 9a: National Educational Attainment for *Hospitality Management Occupations*<sup>18</sup>**

Occupational Title	Typical Entry-Level Education
Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All Other	Bachelor's degree
Food Service Managers	High school diploma or equivalent
Lodging Managers	High school diploma or equivalent

Based on online job postings between January 1, 2018 and December 31, 2020 in San Diego County, employers posted a bachelor's degree as the educational requirement for *Hospitality Management Occupations* (Exhibit 9b).<sup>19</sup>

**Exhibit 9b: Educational Requirements for *Hospitality Management Occupations* in San Diego County<sup>20</sup>**



<sup>18</sup> EMSI 2021.2; QCEW, Non-QCEW, Self-Employed.

<sup>19</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

<sup>20</sup> "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified April 9, 2021. [bls.gov/emp/tables/educational-attainment.htm](https://bls.gov/emp/tables/educational-attainment.htm).

Exhibit 10 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2018 and December 31, 2020.

**Exhibit 10: Top Skills for *Hospitality Management Occupations* in San Diego County<sup>21</sup>**

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> <li>• Project Management</li> <li>• Budgeting</li> <li>• Scheduling</li> <li>• Staff Management</li> <li>• Customer Service</li> <li>• Program Management</li> <li>• Project Planning and Development Skills</li> <li>• Customer Contact</li> <li>• Restaurant Management</li> <li>• Quality Assurance and Control</li> <li>• Cost Control</li> <li>• Quality Management</li> <li>• Supervisory Skills</li> <li>• Sales</li> <li>• Business Development</li> </ul>	<ul style="list-style-type: none"> <li>• Communication Skills</li> <li>• Planning</li> <li>• Teamwork / Collaboration</li> <li>• Problem Solving</li> <li>• Organizational Skills</li> <li>• Detail-Oriented</li> <li>• Writing</li> <li>• Building Effective Relationships</li> <li>• Physical Abilities</li> <li>• Research</li> <li>• Written Communication</li> <li>• Leadership</li> <li>• Computer Literacy</li> <li>• Creativity</li> <li>• Multi-Tasking</li> </ul>	<ul style="list-style-type: none"> <li>• Microsoft Excel</li> <li>• Microsoft PowerPoint</li> <li>• Microsoft Word</li> <li>• Microsoft Project</li> <li>• Enterprise Resource Planning</li> <li>• Microsoft SharePoint</li> <li>• Microsoft Outlook</li> <li>• SAP</li> <li>• Microsoft Visio</li> <li>• Salesforce</li> <li>• Scrum</li> <li>• Microsoft Access</li> <li>• Oracle</li> <li>• Software as a Service</li> <li>• SQL</li> </ul>

<sup>21</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

Exhibit 11 lists the top certification that appeared in online job postings between January 1, 2018 and December 31, 2020.

**Exhibit 11: Top Certification for *Hospitality Management Occupations* in San Diego County<sup>22</sup>**

Top Certification in Online Job Postings

1. Project Management Certification
  2. Project Management Professional (PMP)
  3. Security Clearance
  4. ServSafe
  5. First Aid CPR AED
  6. Food Handler Certification
  7. IT Infrastructure Library (ITIL) Certification
  8. Six Sigma Certification
  9. Registered Nurse
  10. Food Service Certification
  11. Certified Information Systems Security Professional (CISSP)
  12. Certified ScrumMaster (CSM)
  13. Social Work License
  14. Licensed Professional Engineer
  15. Certified Dietary Manager
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<sup>22</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

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### Important Disclaimers

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

This workforce demand report uses state and federal job projection data that was developed before the economic impact of COVID-19. The COE is monitoring the situation and will provide more information as it becomes available. Please consult with local employers to understand their current employment needs.