

CTE: THE KEY TO ECONOMIC DEVELOPMENT

Hospitality & Tourism:

Employ more than

14 million
workers¹

Generated \$155 billion in
2012, from the lodging
sub-sector²

Has outpaced job growth
nationwide for more than
14 years³

What is the pathway to these
fulfilling and essential careers?

Career and Technical Education!



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Hospitality and Tourism

Fundamental to the U.S. economy, hospitality and tourism:

- includes food services, lodging, recreation as well as travel and meeting planning
- relies on employees with technical and interpersonal skills
- is an established and growing industry across the nation

What jobs are available in hospitality and tourism?

Leisure and hospitality is projected to add between 2.1 million and 3.3 million jobs by 2021 as the economy improves.⁴ Jobs for concierges and lodging and entertainment attendants are expected to increase by up to 19 percent through 2018, while occupations that support sporting events are also projected to grow.⁵ Jobs in recreation and gaming as well as in fast food will experience above-average growth, and meeting and convention planning jobs are set to experience a 33-percent increase through 2022.⁶ In addition, opportunities are expanding rapidly for interpreters, who work in this sector organizing and guiding travel, tours and events.⁷

Many employees in the field work part-time and earn less than the national median wage of \$34,750.⁸ However, there are occupations that earn more than \$40,000 per year, such as chefs and food service managers.⁹ In the lodging sub-sector, a director of security can earn \$70,000.¹⁰ Hospitality and tourism also offer an important entrée into the world of work: 80 percent of restaurant owners report that their first job in the industry was an entry-level position.¹¹

By 2018, 40 percent of jobs in this sector will go to workers with at least some postsecondary education, particularly in the middle-skills category, requiring education beyond high school but less than a bachelor's degree.¹² Industry-recognized certifications are encouraged and may be required, such as National Restaurant Association ServSafe® certifications for food safety and handling.¹³ Occupations in this sector call for technical, academic and employability skills to operate business establishments, manage staff, serve customers, prepare food, plan events and more. Jobs in this sector include:

- sommeliers
- gaming supervisors
- waiters
- event planners
- chefs
- concierges
- lodging managers
- restaurant owners



Endnotes

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How does CTE prepare the hospitality and tourism workforce?

Career and technical education (CTE) prepares high school, postsecondary and adult students for careers in hospitality and tourism through:

- the national Career Clusters Framework—including Career Clusters and pathways in hospitality and tourism as well as business management and administration—which outlines course progressions that help students explore career options and prepare for college and career success
- CTE courses in restaurant management and operations; nutrition and food preparation; lodging; eco-tourism; and recreation, amusement and attractions, all integrated with rigorous academics
- work-based learning experiences, such as school-based businesses, internships and apprenticeships like the American Culinary Federation Education Foundation Culinary Apprenticeship, which has been recognized by the U.S. Department of Labor¹⁴
- career and technical student organization enrichment experiences, such as FCCLA and SkillsUSA competitions in culinary, hospitality, tourism and recreation topics¹⁵
- opportunities to earn stackable certificates, degrees and licenses as well as industry-recognized certifications, such as those offered by the American Hotel and Lodging Educational Institute¹⁶

What are promising programs in hospitality and tourism?

Las Vegas is the perfect setting for students to gain a cutting-edge, high-quality education in hospitality and tourism at the College of Southern Nevada (CSN). The Department of Hospitality Management offers certificate and degree programs in casino management; culinary arts; pastry arts; food and beverage management; tourism, convention and event planning; and hotel management, which articulates to the William F. Harrah College of Hotel Administration at the University of Nevada, Las Vegas. The award-winning faculty has extensive professional experience. All degree programs have exemplary status with the Accreditation Commission for Programs in Hospitality Administration; culinary, food and beverage programs hold exemplary accreditation from the American Culinary Federation; and the casino management program is the only such program in the nation to be accredited by the Commission on Accreditation of Hospitality Management. In addition to classroom learning, students participate in work-based experiences such as internships, professional industry events and student-based enterprises, like Russell's Restaurant on CSN's Cheyenne campus.¹⁷

Birmingham, Alabama has a thriving hospitality and tourism sector, including award-winning restaurants. At the Academy of Hospitality and Tourism at Wenonah High School, students develop college- and career-ready skills to enter this field before, during and after postsecondary education. The program of study begins with principles of hospitality and business education; students then choose a travel and tourism or a culinary track, or both. In addition to a \$1.2 million commercial kitchen with state-of-the-art equipment, the academy has an active advisory council, and students participate in junior-year summer paid internships with area businesses. Further work-based learning is available through job shadowing, regular extended classrooms with local businesses, networking events and professional cooking demonstrations. Currently, all students are ServSafe certified, plus the academy has collaborative partnerships with postsecondary institutions to provide students with additional hands-on experiences and help them work toward industry certifications. The Academy of Hospitality and Tourism students at Wenonah have won district, statewide and national competitions, and are on their way to college and career success.¹⁸