

## CTE: THE KEY TO ECONOMIC DEVELOPMENT

### Hospitality & Tourism:

Employ more than  
**14M**  
people<sup>1</sup>

Contribute **\$635B**  
to U.S. GDP<sup>2</sup>

Offer opportunities for  
**entrepreneurs**<sup>3</sup>

What is the pathway to these  
fulfilling and essential careers?

Career and Technical Education!



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# Hospitality and Tourism

Vital to the nation's service economy, the hospitality and tourism sector:

- includes food and beverage services, lodging, recreation as well as travel and meeting planning
- is a major employer for all U.S. states, districts and territories
- relies on employees with interpersonal and technical skills

## What jobs are available in hospitality and tourism?

Although the COVID-19 pandemic dramatically affected the U.S. hospitality and tourism industry, jobseekers are increasingly in demand as the economy recovers, travel restrictions ease and people resume in-person socializing with family, friends and colleagues.<sup>4</sup> During the first half of 2021, the restaurant sector added 1.3 million jobs<sup>5</sup> and by 2022, the hotel sector is predicted to create 300,000 additional jobs.<sup>6</sup> Three-quarters of restauranteurs report that recruiting and retaining employees is the top challenge facing their businesses.<sup>7</sup> The overall industry is projected to grow much faster than average and will add over 2.3 million new jobs by 2030.<sup>8</sup> The fastest-growing occupations in this field include chefs and head cooks, with opportunities projected to grow by 25% through 2030,<sup>9</sup> and jobs for meeting, convention and event planners, which are expected to increase by 18% during the same time period.<sup>10</sup>

Prior experience and some postsecondary education can result in leadership positions within hospitality and tourism that pay well above the national median wage. For instance, hotel catering directors and security directors make, on average, \$69,000 to \$76,000 per year,<sup>11</sup> while food service managers and lodging managers make almost \$57,000 annually.<sup>12</sup> In addition, hourly earnings in the restaurant sector are rising at a pace more than double that of the overall private sector.<sup>13</sup>

As with many sectors, demand for postsecondary education, such as certificates and degrees, is growing in the hospitality and tourism industry. Industry-recognized credentials, such as ServSafe® certifications offered by the National Restaurant Association and hospitality certifications from the American Hotel & Lodging Association, may be encouraged or required. Additionally, Youth Registered Apprenticeship and Hospitality Registered Apprenticeship programs offer work-based learning opportunities that can advance individuals up the career ladder. These competency-based experiences and credentials verify technical, academic and employability skills to manage food and beverage operations, supervise staff, prepare food, coordinate travel and events, operate business establishments and more. In particular, as technology like mobile payments and online ordering become more commonplace, employees who combine digital skills with interpersonal skills will be highly valued.<sup>14</sup> The following are just a few occupations available in hospitality and tourism:

- restaurant owners
- concierges
- fitness directors
- servers
- brand managers
- personal trainers
- travel agents
- hotel payroll professionals

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## How does CTE prepare the hospitality and tourism workforce?

Career and technical education 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, business management and administration, and marketing—which outlines course progressions that help students explore career options and prepare for college and career success
- CTE courses in Family and Consumer Sciences and other departments addressing such topics as restaurant management and operations; nutrition and food preparation; lodging; hospitality and tourism marketing; and recreation, amusement and attractions, all integrated with rigorous academics
- work-based learning experiences, such as La Brigade Restaurant, a student-led establishment at York High School in Elmhurst, Illinois, that serves students, school faculty and the Elmhurst community through luncheon events, customized bakery orders and catering for private functions<sup>15</sup>
- career and technical student organization experiences, such as DECA, FCCLA and SkillsUSA competitions in culinary, hospitality, tourism and recreation topics
- opportunities to earn stackable credentials, such as certificates in event management, tourism and travel management, food and beverage management and more from Chemeketa Community College in Salem, Oregon, which are transferable toward an Associate of Applied Science degree in Hospitality and Tourism Management<sup>16</sup>

## What are promising programs in hospitality and tourism?

At **Kirkwood Community College** in Cedar Rapids, Iowa, students in the **Hospitality Management** program gain hands-on experience by managing a full-service hotel. The only one of its kind at a two-year institution, The Hotel at Kirkwood Center acts as a learning laboratory where students are mentored by industry professionals and interact with customers.<sup>17</sup> Learners rotate through various departments including front office management, hotel sales, housekeeping management and food and beverage services. Additionally, students complete summer internships at other hotel properties to experience different segments of the hospitality industry. The program's two-year curriculum builds on students' practical experience and offers courses in hospitality marketing, hotel catering, hospitality law and revenue management. Upon graduation, students earn an Associate of Applied Science degree in Hospitality Management and ServSafe® Manager certification. Program graduates have entered careers locally and across the world as food service managers, lodging managers and meeting planners.

The **ProStart®** program at **William Penn High School** in New Castle, Delaware, provides students with a holistic perspective of the food industry. As the state's only U.S. Department of Agriculture-endorsed Farm-to-School program, culinary arts students collaborate with agriculture and environmental science departments to harvest produce on Penn Farm.<sup>18</sup> Students then turn these fresh ingredients into seasonal dishes to serve at the student-run Penn Bistro. The program not only teaches food preparation skills but also enables students to design menus and take on other managerial tasks. Students have also competed in and won the annual Delaware ProStart® Student Invitational, a competition where students prepare a three-course meal for a panel of judges that includes local chefs, restaurant owners and postsecondary culinary arts instructors.<sup>19</sup> Learners can earn credentials such as ServSafe®, ProStart® Certificate of Achievement and ManageFirst Professional® certifications during high school, and after graduation, many have continued their education at institutions like Johnson & Wales University and the Culinary Institute of America.