

CTE: THE KEY TO ECONOMIC DEVELOPMENT

Hospitality & Tourism:

Employs

16 million
workers¹

Contributes sales of
\$1.9 trillion to the
U.S. economy²

Is the **#1**
small business employer
in the nation³

What is the pathway to these
fulfilling and essential careers?

Career and Technical Education!



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1410 King Street, Alexandria, VA 22314
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Hospitality and Tourism

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

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

What jobs are available in hospitality and tourism?

The restaurant workforce makes up 10 percent of the total U.S. workforce, and 1.1 to 1.6 million new restaurant jobs are expected by 2027.⁴ Hotels have experienced six consecutive years of job creation, with continued growth projected, while opportunities for event planners will grow faster than average through 2026.⁵ In addition, opportunities will continue to expand rapidly for interpreters and translators, who work in this sector organizing and guiding travel, tours and events.⁶

Many employees in the field work part-time and earn less than the national median wage.⁷ However, there are occupations that earn more than \$47,000 per year, on average, including meeting planners and food service and lodging managers, while median earnings for a hotel's security director and catering director top more than \$70,000 per year.⁸ Hospitality and tourism also offers an important entrée into the world of work, with one in three Americans having had their first work experience in a restaurant.⁹ Many employees in this sector have built career pathways from entry-level jobs to higher-paying positions: 80 percent of restaurant owners, and 90 percent of restaurant managers, report that their first job in the industry was an entry-level position.¹⁰

The hospitality and tourism sector is not immune to the growing demand from employers for workers with postsecondary education. In addition to certificates and degrees, apprenticeships are another postsecondary option: The new Hospitality Sector Registered Apprenticeship is the first apprenticeship program specifically for this sector and was developed by the American Hotel & Lodging Association and the National Restaurant Association Educational Foundation.¹¹ Industry-recognized certifications are also encouraged and may be required. 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:

- hotel managers
- waiters
- event planners
- chefs
- concierges
- sommeliers and cicerones
- restaurant owners
- brand managers



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, 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 the internships available through Oak Ridge High School's Hospitality Management program, which has partnered with DoubleTree, Marriott, Le Cordon Bleu, Papa John's and SeaWorld Orlando, among others, and been recognized by the American Hotel & Lodging Educational Institute and the Florida Restaurant & Lodging Association¹²
- career and technical student organization enrichment experiences, such as FCCLA and SkillsUSA competitions in culinary, hospitality, tourism and recreation topics¹³
- opportunities to earn stackable certificates, degrees and licenses as well as industry-recognized certifications, such as National Restaurant Association ServSafe® certifications for food safety and handling¹⁴

What are promising programs in hospitality and tourism?

The Culinary Arts/Hospitality Management program at New Jersey's **Freehold High School**, featured in *National Geographic* in 2014, helps students turn their passion into a career through a four-year course of study. Students extend their classroom learning by operating all facets of the on-site Five Star Café. They develop skills in menu planning, food and beverage operations, cost control, purchasing and storage, event planning, health and safety, and more by running the restaurant, which is open several days a week for breakfast and lunch. Each student takes a turn serving as manager for one week. In addition, students are active in SkillsUSA, attend demonstrations given by local industry experts and participate in "Iron Chef" competitions. Students graduate with certification from NOCTI, which serves as the assessment provider for the American Culinary Federation; are prepared to earn ServSafe certification; and have opportunities to earn college credit. Alumni include a head chocolatier at Disney and a producer at the Food Network. Graduates have continued their education at the Culinary Institute of America and Johnson & Wales University, among other institutions.¹⁵

The hospitality industry is booming in Cleveland: Upwards of a third of the city's new jobs since 2015 are in restaurants.¹⁶ The Hospitality Management program at **Cuyahoga Community College**, or Tri-C, prepares students for careers across the industry, including culinary arts, restaurant and food service management, lodging and tourism management, and event planning, leading to associate degrees and long- and short-term certificates. Classroom learning is supplemented by on-campus restaurants and the new Hospitality Management Center in downtown Cleveland's revitalized Public Square, featuring multimedia-equipped teaching kitchens and space for local chefs to give demonstrations. An advisory group comprised of members from local hotels, restaurants, food and beverage companies, and country clubs supports the program. Hospitality Management at Tri-C is accredited by the American Culinary Federation Educational Foundation and the Accreditation Commission for Programs in Hospitality Administration.¹⁷