



# Hospitality, Tourism, and Recreation Industry Sector

The Hospitality, Tourism, and Recreation industry sector includes California's fastest-growing industries: travel, recreation, and food and hospitality. Nearly 900,000 jobs are directly supported by the travel industry, making tourism the state's third largest employer; and the industry is expected to expand by more than 2 percent per year through 2014. Food service occupations, ranging from food production and service to the study of human nutrition and wellness, bring in over \$970 million a day and account for 8 percent of jobs worldwide. The California restaurant industry is the largest employer in the state, providing 957,000 jobs, with annual projected sales of \$51.5 billion and sales tax revenues of \$4 billion. Students choosing a career in this industry sector are eligible for positions throughout the world, with potential for advancement and ready availability of continuing employment. To support this burgeoning sector, colleges and universities throughout California and the United States offer courses and degree programs in this field.

This sector encompasses three distinct yet related career pathways: Food Science, Dietetics, and Nutrition; Food Service and Hospitality; and Hospitality, Tourism, and Recreation. Each pathway includes a coherent sequence of courses, starting with a foundation course that leads to one or more concentration courses and a capstone course. The concentration courses focus on technical preparation, including career awareness and exploration, which is based on industry-approved curricula. The necessary knowledge and skills are acquired within a sequential, standards-based program that encompasses hands-on, project-based, and work-based instruction as well as leadership development, internship, mentoring, work experience, job shadowing, and cooperative career technical education.

## Entry Level Careers

*(with high school diploma)*

Youth Recreation Leader  
Hotel Guest Services  
Food Preparation Worker  
Food and Beverage Wait Staff  
Dietary Aide  
Food Product Tester  
Quality Control Technician  
Line Cook  
Food Expediter  
Bakery Helper  
Camp Counselor  
Recreation Leader  
Spa Attendant  
Front Desk Worker

## Technical Level Careers

*(with AA or AS degree or certificate)*

Food Inspector  
Dietetic Technician  
Food Production Chemist  
Food and Beverage Director  
Food Service Manager  
Food Designer  
Social Director  
Tour Guide/Manager  
Hotel Concierge  
Convention Planner  
Chef/Cook/Baker  
Caterer  
Travel Agent  
Concert Promoter  
Event/Wedding Planner  
Flight Attendant  
Club Manager

## Professional Level Careers

*(with BS or BA degree)*

Registered Dietician  
Food Technologist  
Food Product Developer  
Sous/Executive Chef  
Food and Beverage Analyst  
Food Service Director  
Food Stylist  
Visitor & Convention Bureau Director  
Registered Dietician  
Non-Profit Association  
Museum Director/Curator  
Club/Resort/Hotel Manager  
Theme Park Director  
Convention Coordinator  
Travel Company Manager

## Hospitality, Tourism, and Recreation Industry Sector Pathways:

- *Food Science, Dietetics, and Nutrition*
- *Food Service and Hospitality*
- *Hospitality, Tourism, and Recreation*



## Food Science, Dietetics, and Nutrition Pathway

Sample CTE Courses\*

Education Level and Related Occupations\*\*

Introductory	Concentration	Capstone	High School Diploma	Certification and/or AA Degree	Bachelor's Degree or Higher
<ul style="list-style-type: none"> <li>▪ Home Economics Careers &amp; Technology Comprehensive Core I</li> <li>▪ Home Economics Careers &amp; Technology Comprehensive Core II</li> </ul>	<ul style="list-style-type: none"> <li>▪ Food for Health and Fitness</li> <li>▪ Food Science (Chemistry of Foods)</li> <li>▪ Food Technology and Nutrition</li> </ul>	<ul style="list-style-type: none"> <li>▪ Careers in Food Science, Dietetics, and Nutrition</li> <li>▪ Food Science and Dietetics</li> </ul>	<ul style="list-style-type: none"> <li>▪ Dietary Aide</li> <li>▪ Food Laboratory Aide</li> <li>▪ Food Product Tester</li> <li>▪ Quality Control Technician</li> <li>▪ Test Food Kitchen Assembler</li> </ul>	<ul style="list-style-type: none"> <li>▪ Dietetic Technician+</li> <li>▪ Food Inspector+</li> <li>▪ Food Production Chemist</li> <li>▪ Personal Chef</li> <li>▪ Test Kitchen Chef</li> </ul>	<ul style="list-style-type: none"> <li>▪ Food Journalist/ Technical Writer</li> <li>▪ Food Product Developer</li> <li>▪ Food Scientist</li> <li>▪ Food Technologist</li> <li>▪ Registered Dietician+</li> </ul>

## Food Service and Hospitality Pathway

Sample CTE Courses\*

Education Level and Related Occupations\*\*

Introductory	Concentration	Capstone	High School Diploma	Certification and/or AA Degree	Bachelor's Degree or Higher
<ul style="list-style-type: none"> <li>▪ Home Economics Careers &amp; Technology Comprehensive Core I</li> <li>▪ Home Economics Careers &amp; Technology Comprehensive Core II</li> </ul>	<ul style="list-style-type: none"> <li>▪ Food, Nutrition, and Meal Management</li> <li>▪ Foods and Nutrition</li> <li>▪ Nutritional Science</li> </ul>	<ul style="list-style-type: none"> <li>▪ Careers in Food Service and Hospitality (Culinary Arts)</li> <li>▪ Food and Beverage Production</li> </ul>	<ul style="list-style-type: none"> <li>▪ Baker Helper</li> <li>▪ Food Expediter</li> <li>▪ Line cook</li> <li>▪ Pastry Chef Assistant</li> <li>▪ Wait Staff</li> </ul>	<ul style="list-style-type: none"> <li>▪ Caterer</li> <li>▪ Chef+</li> <li>▪ Food Designer</li> <li>▪ Food Service Manager+</li> <li>▪ Pastry Chef+</li> </ul>	<ul style="list-style-type: none"> <li>▪ Food and Beverage Analyst</li> <li>▪ Food Service Director</li> <li>▪ Food Stylist</li> <li>▪ General Manager</li> <li>▪ Sous/Executive Chef</li> </ul>

## Hospitality, Tourism, and Recreation Pathway

Sample CTE Courses\*

Education Level and Related Occupations\*\*

Introductory	Concentration	Capstone	High School Diploma	Certification and/or AA Degree	Bachelor's Degree or Higher
<ul style="list-style-type: none"> <li>▪ Home Economics Careers &amp; Technology Comprehensive Core I</li> <li>▪ Home Economics Careers &amp; Technology Comprehensive Core II</li> </ul>	<ul style="list-style-type: none"> <li>▪ Introduction to Hospitality and Tourism</li> <li>▪ Introduction to the Lodging Industry</li> <li>▪ Introduction to Travel and Tourism</li> <li>▪ Principles of Event Planning</li> </ul>	<ul style="list-style-type: none"> <li>▪ Attractions, Events, and Related Services</li> <li>▪ Careers in Hospitality, Tourism, and Recreation</li> <li>▪ Lodging and Hotel Operations</li> <li>▪ Travel-related Services</li> </ul>	<ul style="list-style-type: none"> <li>▪ Camp Counselor</li> <li>▪ Front-Desk Worker</li> <li>▪ Host/Hostess/Wait Staff</li> <li>▪ Recreation Leader</li> <li>▪ Spa Attendant</li> </ul>	<ul style="list-style-type: none"> <li>▪ Club Professional or Manager</li> <li>▪ Concert Promoter</li> <li>▪ Event/Wedding Planner+</li> <li>▪ Flight Attendant</li> <li>▪ Specialty Cook</li> </ul>	<ul style="list-style-type: none"> <li>▪ Club/Resort/Hotel Manager</li> <li>▪ Convention Coordinator</li> <li>▪ Theme Park Director</li> <li>▪ Travel Company Owner/Manager</li> </ul>

\*Sample CTE Courses are from the Career Technical Education Framework for California Public Schools (California Department of Education: 2007, <http://www.cde.ca.gov/re/pn/fd/>)

\*\*Visit ASSIST ([www2.assist.org/browseAreas.do](http://www2.assist.org/browseAreas.do)) for community college and UC/CSU information and California Career Zone ([www.cacareerzone.org](http://www.cacareerzone.org)) for occupation information.

+This occupation requires certification or licensure.

Related Career Technical Student Organization: DECA (<http://www.cadeca.org>), FBLA (<http://www.cafbla.org>), FHA-HERO (<http://www.hect.org/fhahero>), and SkillsUSA (<http://www.skillsusaca.com>)

Additional Industry Sector information available through the Los Angeles Mission College Tech Prep Distribution Points Project (<http://www.lamission.edu/techprep/projects.aspx>).

# CAREER OPPORTUNITIES IN HOSPITALITY, TOURISM, AND RECREATION INDUSTRY SECTOR



## 10 TIPS FOR CHOOSING THE RIGHT CAREER FOR YOU

*How does a person know what career to work toward?  
There is no perfect answer, but the following 10 tips will  
get you off to a good start.*

- 1 Get to know yourself** – Complete more than one self-assessment test.
- 2 Identify your strengths and weaknesses** – What do you do well and what do you not do well?
- 3 Develop an inventory of careers** – Write down some careers that might interest you.
- 4 Research different careers** – Talk to others and use the Internet.
- 5 Write the pros and cons** – List positives and negatives about the careers that interest you.
- 6 Network** – Discuss your ideas with others.
- 7 Talk with people who work in your area of interest** – Family and friends are great resources.
- 8 Find a mentor** – Find someone with whom you can discuss your career selection.
- 9 Experiment** – Take a related class or part-time job.
- 10 Don't give up** – "If there is a will, there is a way."



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Visit [statecenter.com/industrysectors](http://statecenter.com/industrysectors)





The Hospitality, Tourism, and Recreation Industry Sector encompasses many different yet interrelated careers. If you enjoy working with different people on a day-to-day basis, this could be the industry for you. Students who follow this sector are eligible for positions throughout the world with great potential for advancement. Whether you have a passion for cooking, travel, or nutrition, the pathways in this industry sector will give you the education and experience necessary for a successful career.

Web sites  
for further information:

[www.californiacareers.info](http://www.californiacareers.info)

[www.whodouwant2be.com](http://www.whodouwant2be.com)

[www.californiacolleges.edu](http://www.californiacolleges.edu)

[www.edd.ca.gov/Jobs\\_and\\_Training/](http://www.edd.ca.gov/Jobs_and_Training/)

# Career Pathways



## Food Service and Hospitality Pathway

The Food Service and Hospitality Pathway prepares students for a wide range of careers in restaurants, hotels, clubs, schools, resorts, hospitals, and institutions. This pathway focuses on key aspects of the industry, including sanitation and safe food handling, food and beverage production, nutrition, food service management, and customer service. A self-motivated person might also take these skills and open a catering or food service business.

### CAREERS/CAREER AREAS:

- Line Cook
- Sous/Executive Chef
- Food Stylist
- Pastry Chef
- Baker
- Caterer
- Wait Staff
- Food Service Director
- Food Designer
- Food Expediter



## Hospitality, Tourism, and Recreation Pathway

How would you like to spend every day at Disneyland – not as a tourist, but as an employee of the theme park, helping others have fun? The Hospitality, Tourism, and Recreation Pathway includes careers in lodging, travel services, eco-tourism, recreation, and event planning. This pathway appeals to students who enjoy working with people and are willing to acquire or already have excellent communication skills. With California being a popular vacation spot, career opportunities in this pathway are always plentiful.

### CAREERS/CAREER AREAS:

- Recreation Leader
- Event/Wedding Planner
- Theme Park Staff
- Flight Attendant
- Concert Promoter
- Travel Company Owner/Manager
- Club/Resort/Hotel Manager
- Travel Agent
- Cruise Ship Staff
- Interpreter/Translator



## Food Science, Dietetics, and Nutrition Pathway

This pathway focuses on three specializations centered on the science of food and its relationship to the health and well-being of individuals. With health concerns related to food and diet that are commonplace in the United States, people with knowledge and skills in food composition and preparation will be in high demand. Jobs that address the special needs of seniors and children are predicted to experience large growth as our population changes.

### CAREERS/CAREER AREAS:

- Dietary Aide
- Dietary Chef
- Personal Chef
- Food Scientist
- Food Product Tester/Taster
- Dietetic Technician
- Registered Dietitian
- Food Product Developer





# HOSPITALITY, TOURISM, AND RECREATION

The Hospitality, Tourism, and Recreation Industry Sector encompasses many different yet interrelated careers. If you enjoy working with different people on a day-to-day basis this could be the career industry for you. Students who follow this sector are eligible for positions throughout the world with great potential for advancement. Whether you have a passion for cooking, travel, sports, or nutrition, the following career paths will give you the education and experience necessary to become successful.

The information below is just a small sample of the many great employment related resources available on the State of California website [www.edd.ca.gov](http://www.edd.ca.gov). We encourage you to visit the website and explore the available information.

Occupation Title	Employment Levels in 2006	Projected Employment level 2016	Projected Job Growth	Percent of Job Growth	2008 Hourly <sup>1</sup> Mean Wage	2008 <sup>2</sup> Weekly Mean Wage	2008 <sup>3</sup> Monthly Mean Wage	2008 Annual Mean Wage
Amusement & Recreation Attendants	34,600	40,600	6,000	17.3%	\$9.40	\$376.00	\$1,579.20	\$18,950.40
Bakers	19,900	22,300	2,400	12.1%	\$12.90	\$516.00	\$2,167.20	\$26,006.40
Bartenders	44,400	54,200	9,800	22.1%	\$9.87	\$394.80	\$1,658.16	\$19,897.92
Chefs and Head Cooks	13,800	15,800	2,000	14.5%	\$21.27	\$850.80	\$3,573.36	\$42,880.32
Concierges	2,600	2,800	200	7.7%	\$13.19	\$527.60	\$2,215.92	\$26,591.04
Cooks, Fast Food	116,800	134,300	17,500	15.0%	\$8.78	\$351.20	\$1,475.04	\$17,700.48
Cooks, Short Order	15,100	17,300	2,200	14.6%	\$11.05	\$442.00	\$1,856.40	\$22,276.80
Dietetic Technicians	2,100	2,400	300	14.3%	\$14.49	\$579.60	\$2,434.32	\$29,211.84
Dieticians	5,800	6,600	800	13.8%	\$28.61	\$1,144.40	\$4,806.48	\$57,677.76
Flight Attendants	11,100	11,900	800	7.2%	N/A	N/A	N/A	N/A
Food Scientists	1,100	1,300	200	18.2%	\$34.20	\$1,368.00	\$5,745.60	\$68,947.20
Gaming Dealers	11,500	13,100	1,600	13.9%	\$10.27	\$410.80	\$1,725.36	\$20,704.32
Hotel, Motel, and Resort Desk Clerks	22,700	26,700	4,000	17.6%	\$11.01	\$440.40	\$1,849.68	\$22,196.16
Housekeeping & Janitorial Supervisors	25,900	29,400	3,500	13.5%	\$18.76	\$750.40	\$3,151.68	\$37,820.16
Interpreters & Translators	7,100	9,200	2,100	29.6%	\$21.15	\$846.00	\$3,553.20	\$42,638.40
Meeting & Convention Planners	5,300	6,100	800	15.1%	\$24.74	\$989.60	\$4,156.32	\$49,875.84
Product Promoters	14,100	16,600	2,500	17.7%	\$7.20	\$288.00	\$1,209.60	\$14,515.20
Recreation Workers	39,700	44,800	5,100	12.8%	\$12.10	\$484.00	\$2,032.80	\$24,393.60
Restaurant Cooks	94,900	118,000	23,100	24.3%	\$11.58	\$463.20	\$1,945.44	\$23,345.28
Sports Officials	2,500	3,000	500	20.0%	\$16.22	\$648.85	\$2,725.19	\$32,702.29
Travel Agents	13,900	13,400	-500	-3.6%	\$15.62	\$624.80	\$2,624.16	\$31,489.92
Travel Guides	N/A	N/A	N/A	N/A	\$15.67	\$626.80	\$2,632.56	\$31,590.72
Waiters/Waitresses	234,300	287,100	52,800	22.5%	\$9.51	\$380.40	\$1,597.68	\$19,172.16

These selected occupations with information on job growth, percent growth and earning potentials are based on information found at [www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov)

<sup>1</sup> **Mean:** Midpoint between highest & lowest

<sup>2</sup> **Weekly:** Based on 40 hours

<sup>3</sup> **Monthly:** Based on 168 hours



# TIPS FOR JOB SEEKERS

*How can you improve your chances of getting a job? Applying for a job is the easy part, but getting it can be more of a challenge. Following these five tips can help you reach your goal:*

## 1 The Job

- Determine your interests: talk to others and consider your hobbies and talents
- Search “career assessments” on the Internet

## 2 The Resume

- Should be easy to read: not too long, too wordy or too cluttered
- Make it powerful
- Show you can cooperate, you can learn, and you can do

## 3 The Application

- Make it neat, complete and accurate
- Include recommendations from teachers, employers, coaches, friends, etc.

## 4 The Interview

- Show enthusiasm: it separates the winners from the losers
- Dress appropriately/similar to those on the job

## 5 The Follow-up

- Send a thank you note
- Call to see if a decision has been made
- If not, ask, “Am I still a candidate?”
- If you are, ask, “Is it okay if I call back in a couple of days?”



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