



**ECONOMIC &
WORKFORCE
DEVELOPMENT**
through the
CALIFORNIA
COMMUNITY
COLLEGES

**BUSINESS AND WORKFORCE
PERFORMANCE IMPROVEMENT INITIATIVE**



Strategic Possibility Report

Los Angeles County

Hotel Industry

At-a-Glance



Center of Excellence

Hosted at Mt. San Antonio College

April 2007



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Strategic Possibility Report for Community Colleges In Los Angeles County

Hotel Industry

April 2007

Prepared By:

Center of Excellence
Serving Los Angeles County
Hosted at Mt. San Antonio College
1100 N. Grand Ave., Building 35, Walnut, CA 91789
Phone: (909) 564-5611, ext. 6106 Fax: (909) 468-4093
areille@mtsac.edu www.cccewd.net

THE BUSINESS AND WORKFORCE PERFORMANCE IMPROVEMENT INITIATIVE IS A GRANT-FUNDED PROJECT THROUGH THE ECONOMIC & WORKFORCE DEVELOPMENT PROGRAM OF THE CALIFORNIA COMMUNITY COLLEGES. OUR MISSION IS TO STRENGTHEN CALIFORNIA'S WORKFORCE AND ADVANCE ECONOMIC GROWTH THROUGH EDUCATION, TRAINING AND JOB DEVELOPMENT.

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WITHIN THE HOSPITALITY INDUSTRY, HOTEL-SPECIFIC OCCUPATIONS¹ ARE EXPECTED TO GROW BY 17.2% AND CREATE 5,490 NEW JOBS IN LOS ANGELES COUNTY BETWEEN 2005 AND 2012².

Executive Summary

The hospitality industry is one of the largest employers in Los Angeles County and strongly contributes to the local economy. The Center of Excellence prepared a report on Food Services in May 2006. This new report focuses on hotel-specific occupations including: Desk Clerks, Maids and Housekeeping Cleaners, First-Line Supervisors/Managers of Housekeeping and Janitorial Workers, Baggage Porters and Bellhops, Lodging Managers, Concierges, Meeting and Convention Planners.

There were 31,960 hotel jobs, as defined above, in 2005 and the Employment Development Department (EDD) forecasted the creation of 5,490 new jobs by 2012 bringing the total number of jobs to 37,450. Numerous job opportunities are available for people with limited job skills, first-time job seekers, and those seeking part-time or alternative work schedules. The building of new hotels, particularly around the Los Angeles Convention Center, and the increased marketing efforts will increase the number of visitors coming to Los Angeles County. The demand for accommodations is already high and continues to increase, creating a need for more qualified workers.

Despite the job growth, this industry does not satisfy the criteria established to qualify as a strategic opportunity warranting a regional response from the community colleges. Indeed, the average wage for the occupations considered is low (\$11.73/hour in 2006³) and most occupations do not require formal training. In addition, five community colleges in Los Angeles County already offer training and education specifically for the hotel industry, and employers interviewed reported being satisfied with the quality of students applying for professional positions.

However, employers stated that they faced a shortage of qualified entry-level workers with basic skills and soft skills. There is a possibility for community colleges to offer contract education or other non-credit programs in basic skills, work ethic, English as a Second Language, oral and written communication, customer service and computer skills.

Note: The following report is merely a documentation of a strategic possibility, not a full environmental scan.

¹ Includes: Hotel, Motel, and Resort Desk Clerks; Maids and Housekeeping Cleaners; First-Line Supervisors/Managers of Housekeeping and Janitorial Workers; Baggage Porters and Bellhops; Lodging Managers; Concierges; and Meeting and Convention Planners

² Source: EDD Occupational Employment Projections, Los Angeles County

³ EDD Labor Market Information Division

Strategic Possibility

What is a Strategic Possibility?

The California Community Colleges System has charged the Economic & Workforce Development (EWD) Network to strategically identify growing industries and occupations that have partnering potential for the colleges' programs. The EWD network aims to best serve our local communities by identifying industry sectors with empirically validated projected growth. Additional criteria to establish the value of a Strategic Possibility includes: size, relevance to the community colleges, economic impact, the adaptability of colleges to respond, and the ability to build partnerships with workforce and industry leaders to create career paths and upward mobility.

A Strategic Possibility report identifies industries and occupations that meet some, but not all, of the aforementioned criteria. While a response may be appropriate for a specific college, a strategic response from multiple districts is not warranted. A Strategic Possibility that meets all of the stated criteria, thus warranting an organized response from regional community colleges, is then defined as a Strategic Opportunity. A full environmental scan may then be conducted to evaluate and suggest possible actions to ensure market responsiveness. While this report does not present findings which suggest a need for a full environmental scan, we provide these findings for the reader's information and use.

Overview of the Strategic Possibility

Industry Overview

Although the hospitality industry is not a new or emerging industry, it generates thousands of new jobs in Los Angeles County each year, and presents an opportunity for workers with limited education to find employment in a growing industry. The Center of Excellence prepared a report on "food preparation and serving" occupations in 2006⁴. The purpose of this new report is to examine occupations employed specifically in hotels and motels, excluding restaurants, which are:

- hotel, motel, and resort desk clerks,
- maids and housekeeping cleaners,
- first-line supervisors/managers of housekeeping and janitorial workers,
- baggage porters and bellhops,
- lodging managers,
- concierges, and
- meeting and convention planners.

According to the US Census Bureau, The Hotel and Motels industry (NAICS 721110) "comprises establishments primarily engaged in providing short-term lodging in facilities known as hotels, motor hotels, resort hotels, and motels. The establishments in this industry

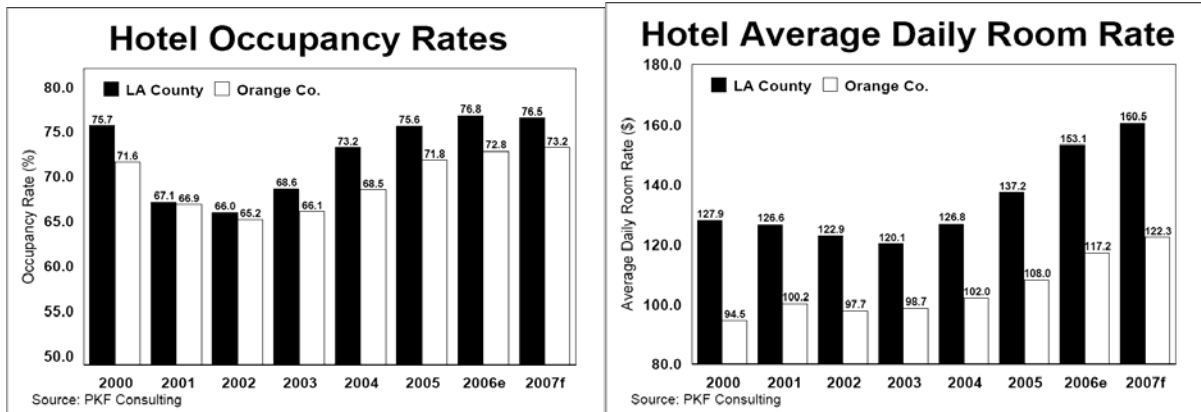
⁴ Report available at www.ccewd.net/industryscans

may offer food and beverage services, recreational services, conference rooms and convention services, laundry services, parking, and other services.”⁵

There were 31,960 hotel jobs⁶ (as defined above) in 2005, and EDD forecasted the creation of 5,490 new jobs by 2012 bringing the total number of jobs to 37,450.

The hotel industry is an important player in the local economy for the following reasons:

- Growing industry in the Southern California region with an already strong base.⁷
- High average hotel occupancy rate in Los Angeles County (76.8% in 2006)
- The average daily room rate in Los Angeles County increased by 11.6% from 2005 to 2006 to reach \$153.10, which is significantly higher than Orange County with \$117.20.



- New hotels are being built to accommodate the demand for more rooms.
- AEG is developing a downtown Los Angeles sports and entertainment destination, a 4-million square foot development adjoining The Staples Center and The Los Angeles Convention Center, including a 54-story, 1000-room convention "headquarters" hotel that will combine the JW Marriott and Ritz Carlton brands⁸.
- According to Los Angeles Downtown News: "Once the Convention Center hotel opens, Ouimet and others predict business will surge. Tourism officials have struggled to book large events because of a lack of hotel rooms within walking distance of the Convention Center"⁹.
- The downtown revitalization is expected to serve as a catalyst for the industry in the larger Los Angeles area.
- California tourism businesses are set to soar with a new funding boost for marketing from the state government; this new budget will make available \$25 million for the year 2007 and \$50 million in the years thereafter.¹⁰
- Southern California continues to be a popular tourist destination, and the low value of the dollar attracts international tourists.

⁵ US Census Bureau at www.census.gov/epcd/naics02

⁶ EDD Labor Market Division at <http://www.labormarketinfo.edd.ca.gov/>

⁷ LAEDC 2007/2008 Economic Forecast and Industry Outlook, February 2007 - <http://www.laedc.org/reports/Forecast-2007-02.pdf>.

⁸ AEG – http://www.aegworldwide.com/04_future/losangeles.html

⁹ Los Angeles Downtown News, 10/03/05 - <http://downtownnews.com/articles/2005/10/03/news/news04.txt>

¹⁰ California Hotel & Lodging Association, 09/30/06 - <http://www.calodging.com/cgi-bin/newsitems.pl?itemid=141>

However, the industry faces the following threats and weaknesses:

- The industry growth is likely to accentuate the unmet need for skilled and entry-level workers.
- There are some concerns about the “living wage” ordinance that will affect the hotels located around Los Angeles International Airport. However, the situation might generate a county-wide wage increase to attract and retain skilled workers.
- Increasing fuel costs might negatively affect travel and tourism activities.

Job Growth

There were 31,960 hotel jobs in 2005, and EDD forecasted the creation of 5,490 new jobs by 2012 as shown in the following table:

Occupation	Mean Hourly Wage 2006	Jobs 2005	Projected Jobs 2012	Percent Change
Hotel, Motel and Resort Desk Clerks	\$10.02	3,880	4,110	5.93%
Maids and Housekeeping Cleaners	\$9.42	19,910	23,460	17.83%
First-Line Supervisors/Managers of Housekeeping and Janitorial Workers	\$18.41	4,170	5,080	21.82%
Baggage Porters and Bellhops	\$11.41	1,720	2,280	32.56%
Lodging Managers	\$24.61	660	460	-30.30%
Concierges	\$12.23	380	410	7.89%
Meeting and Convention Planners	\$25.05	1,240	1,650	33.06%
Weighted Average Rate per Hour / Total	\$11.73	31,960	37,450	17.18%

Source: Employment Development Department Labor Market Information Division

Note: The table includes data released at different times. The 2005 data is based on actual figures, while the 2012 projections from EDD were made in 2003.

EDD projected a growth rate of 33.1% for Meeting and Convention Planners; 32.6% for Baggage Porters and Bellhops; 21.8% for First-Line Supervisors/Managers of Housekeeping and Janitorial Workers; 17.8% for Maids and Housekeeping Cleaners; 7.9% for Concierges; and 6% for Hotel, Motel, and Resort Desk Clerks.

The data published by EDD must be evaluated with caution. Indeed, 2005 data are actual numbers, while 2012 data are projections by EDD based on 2003 benchmark. Following 9/11/01, forecasts for hospitality were pessimistic and may be significantly underestimated. The job growth is likely to be higher than what EDD could forecast in 2003.

According to EDD data, the number of lodging managers forecasted for 2012 is lower than the actual number in 2005; however, this may not show a decline. Indeed, the number of jobs was 440 in 2002, and the projection for 2012 was 460. There were actually 660 lodging managers in 2005, which means that the job growth was much higher than anticipated.

Validation

The Center of Excellence worked in partnership with the Hotel Association of Los Angeles on identifying workforce development needs that community colleges could address. A meeting organized by the association's Executive Director was held with the human resource managers of twelve luxury hotels. Employers reported the following:

Recruiting and staffing:

With regard to recruiting and staffing, hotel HR managers reported the following difficulties:

- Employers had difficulty recruiting entry-level workers with soft skills (e.g. professional ethics) and basic skills (e.g. communication, English, basic math).
- Many job applicants did not speak English well-enough to communicate with hotel clients, and therefore could not be hired.
- Hotels had numerous unfilled positions, particularly for housekeepers and banquet servers. However, these jobs are often on-call and paid by the hour, and workers have no guarantee that they will work a minimum number of hours.

Some HR managers reported strategies they had used to deal with their workforce issues, with varying degrees of success:

- Some employers had attempted to work with EDD to find qualified workers but it was not enough to fill all open positions.
- Some employers cross-trained their workers so they could work where they were most needed each day.
- Some hotels had so many openings that they sometimes had to hire people who did not meet their expectations, just to get the work done, while others refused to compromise and kept positions open until they could find the right candidates.

Skill gaps and training:

HR managers reporting the following skill gaps and strategies used to fill the gaps:

- Regarding skilled positions, employers were able to find qualified candidates who completed their education at community colleges in hotel management or culinary programs. Students usually have adequate job-specific skills, but tend to lack work ethic and customer service.
- Few entry-level workers had the skills needed to move up to higher paying jobs.
- Training is needed in the areas of: basic skills, work ethic, English as a Second Language, oral and written communication, customer service and computer skills.
- Some employers had previously attempted to offer English as a Second Language classes to their workers, but the attendance and retention were very low; therefore, the effort was discontinued.
- Most employers would agree to give employees a flexible work schedule to accommodate school.

Qualifying the Strategic Possibility

The Business and Workforce Performance Improvement initiative has identified five criteria that determine if an industry qualifies for a strategic response from local community colleges. They are: Size, High Growth, Relevance, Economic Impact, and Leveraging. These criteria are discussed below.

Size

According to EDD the hotel industry employed 31,960 workers in the occupations studied in this report in 2005. However, it should be noted that hotel workers can transition into other sectors of the Leisure and Hospitality industry which had over 379,000 jobs in 2005¹¹.

High Growth

The industry lost jobs immediately following 9/11/2001; however, it has since regained its vitality and continues to grow. There were 31,960 jobs in the occupations selected for study in this report in 2005. EDD projected the creation of another 5,490 jobs by 2012, or an increase of 17.18% in seven years.

The hotel occupancy rate is high in Los Angeles and new hotels are being built to accommodate the demand, which will generate the need for more qualified workers. The development surrounding the convention center will attract more conferences and events that will bring thousands of additional visitors to the area each year.

The 2007-2008 Economic Forecast and Industry Outlook published by the Los Angeles Economic Development Corporation qualified the hospitality and leisure industry as the #1 growth leader in Los Angeles, with a creation of over 8,000 jobs in one year.

Relevance

The community colleges can provide training to allow workers' upward mobility for the very large share of adults who have not continued their education beyond high school. In Los Angeles County this is of particular importance, as the 2000 Census found that 48.9% of people 25 years and older, or 2.9 million of the county's 5.9 million adults, fell into this category.

Entry-level jobs do not require formal education, but do require skills that can be taught by community colleges through contract education or non-credit programs. Supervisory and management jobs require education, and according to employers, community colleges' programs are adequately preparing students for these positions.

¹¹ Source: EDD Labor Market Information Division

Economic Impact

According to EDD data, the average wage was only \$11.73¹² per hour in 2006 in the hotel industry. There is an abundance of jobs available, but the compensation is only attractive for supervisors, managers and convention planners.

However, the industry overall has a positive impact on the local economy because hotel clients spend money in hospitality, retail, entertainment and other industries, contributing to the local economic growth.

Leveraging

Hospitality is one of the industries targeted by:

- the “President’s High Growth Job Training Initiative”,
- the Chancellor’s Office “Strengthening Career Tech Education” program,
- the Chancellor’s Office “Career Exploration and Development” program, and
- the California Department of Education.

As a result, various grants for training and education for the hospitality industry have recently been awarded to community colleges in Los Angeles County. There is also an opportunity for colleges to leverage resources by partnering with high-schools and adult schools, and developing programs for young students or adults who choose to enter the industry. In addition, employers may be willing to pay for training.

Industry Training Needs, Opportunities and Challenges

Skills and Competencies Required

The skills and experience required in the hotel industry differ by occupation and type of establishment. Most entry-level positions require minimal or no prior training. However, formal training is required for supervisors and managers. Please refer to Appendix F for a list of knowledge, skills and abilities required for each of the occupations considered in this report.

Type and Scope of Training Needs

According to the businesses interviewed, community colleges and other educational institutions already adequately prepare students for professional and supervisory positions. However, training is needed for entry-level workers in the following areas: basic skills, soft skills, work ethic, English as a Second Language, oral and written communication, customer service and computer skills.

¹² Average of mean hourly rates of hotel occupations considered, weighted by the number of jobs in each occupation.

Industry and Workforce Opportunities and Challenges

The industry is facing a shortage of qualified entry-level workers. However, the jobs are not attractive because the wages are relatively low, healthcare benefits are rarely offered to part-time workers, and housekeepers and banquet servers are often on-call and do not have a guaranteed steady income. The industry does offer opportunity for growth, but very few entry-level workers have the skills required to move up the career ladder.

As more hotels are built to accommodate the growing demand, the competition will increase. A number of hotels in Los Angeles are renovating their facilities to attract visitors¹³ and are likely to seek employees with good communication and customer service skills. Employers will be more likely to partner with colleges and offer training to their employees to meet their customers' expectations.

Implications for Community Colleges

Existing Programs and Gaps between Industry Needs and College Offerings

Community colleges in Los Angeles already offer the programs and courses needed in the industry:

- Four community colleges in Los Angeles County offer specific programs for the hotel industry: Glendale, Long Beach, Mt. San Antonio and Pasadena (see Appendix C for a list of programs). Existing courses include: Introduction to Hospitality, Hotel/Restaurant Management, Front Office Operations, Hospitality Supervision, Hospitality Accounting, Hospitality Sanitation, Safety & Environmental Issues Management, Hospitality Industry Computer Systems, and Hospitality Law.
- Most colleges also offer basic skills classes and workplace competencies training that can benefit students across industries.

Recommendations for Program Development

Based on employers' input, there is no need to create new classes; however, colleges and industry should work more closely together on:

- Promoting careers in hospitality,
- Organizing internships for students in hotels to give them a better understanding of the industry, of employers' expectations, and work experience,
- Advertising job openings on campuses,
- Offering training to incumbent workers, and
- Developing a pipeline of workers with basic skills and soft skills.

There is an opportunity for colleges to partner with Workplace Learning Centers on basic skills training. A list of centers is available at <http://www.cccewd.net/>

¹³ Los Angeles Downtown News, 10/03/05 - <http://downtownnews.com/articles/2005/10/03/news/news04.txt>

Colleges may also contact City College of San Francisco to learn about the Hotel Career Ladder Program. The person to contact is John Carrese, Center of Excellence Director, at (415) 267-6565 or at jcarrese@ccsf.edu

Conclusion

This report focused on hotel-specific occupations, including: Desk Clerks, Maids and Housekeeping Cleaners, First-Line Supervisors/Managers of Housekeeping and Janitorial Workers, Baggage Porters and Bellhops, Lodging Managers, Concierges, Meeting and Convention Planners. There were 31,960 jobs in 2005 and the Employment Development Department forecasted the creation of 5,490 new jobs by 2012.

Numerous job opportunities are available for people with limited job skills, first-time job seekers, and those seeking part-time or alternative work schedules. However, the industry does not present an opportunity warranting a regional response from the community colleges. Indeed, the average wage for the occupations considered is low and most occupations do not require formal training. In addition, community colleges in Los Angeles County already offer training and education required by the industry for mid-level, supervisory and management positions.

However, employers face a shortage of qualified entry-level workers with basic skills and soft skills. There is a possibility for community colleges to offer contract education or other non-credit programs in basic skills, work ethic, English as a Second Language, oral and written communication, customer service and computer skills.

APPENDIX A: How to Utilize this Report

About Us - Description of BWPI

The Business and Workforce Performance Improvement (BWPI) initiative is focused on building the capacity of the colleges in the area of economic and workforce development to enhance their ability to deliver education and training services to businesses and workers in high growth industries, new technologies, and other clusters of opportunities.

The Centers of Excellence (COE) within BWPI provide information regarding workforce trends, increasing awareness and visibility about the colleges' economic and workforce development programs and services, and building partnerships with business and industry.

The difference this will make to the colleges is that it will position them as THE workforce partners of choice to business and industry and ensure that college programs are current and responsive. This will contribute to the overall economic vitality of the communities in which they serve.

How to Use This Strategic Possibility Report

The Centers of Excellence within the Business and Workforce Performance Improvement Initiative of the California Community College Economic and Workforce Development Program have undertaken Industry Scanning to provide targeted and valuable information to community colleges on high growth industries and occupations.

This report, while not a full industry scan, is intended to assist the decision-making process of California community college administrators and planners in addressing local and regional workforce needs and emerging job opportunities in the workplace as they relate to college programs. The information contained in this report can be used to guide program offerings, strengthen grant applications, and support other economic and workforce development efforts.

This report is designed to provide current industry data that will:

- Define potential strategic opportunities relative to an industry's emerging trends and workforce needs;
- Influence and inform local college program planning and resource development; and
- Promote a future-oriented and market responsive way of thinking among stakeholders.

This Industry Scan included a review of the California Regional Economies Project reports and Employment Development Department (EDD) Labor Market Information (LMID) projections that cover the communities in this region, as well as many other sources as listed.

Important Disclaimer:

All representations included in this Environmental Scan product/study have been produced from a secondary review of publicly and/or privately available data and/or research reports. Efforts have been made to qualify and validate the accuracy of the data and the reported findings. The purpose of the Environmental Scan is to assist the California Community Colleges to respond to emerging market needs for workforce performance improvement. However, neither the Business and Workforce Performance Improvement Centers of Excellence, COE host college, nor California Community Colleges Chancellor's Office are responsible for applications or decisions made by recipient community colleges or their representatives based upon this study including components or recommendations.

This project is funded in part by the California Community Colleges Chancellor's Office, Economic and Workforce Development Program, grant number 05-305-016 for \$205,000 to fund multiple projects and activities through the Center of Excellence.

APPENDIX B: References

- AEG: http://www.aegworldwide.com/04_future/losangeles.html
- California Community Colleges Economic and Workforce Development: <http://cccewd.net>
- California Hotel and Lodging Association: <http://www.calodging.com/>
- CareerInfoNet: <http://www.careeronestop.org/>
- Employment Development Department, Labor Market Information Division: <http://www.labormarketinfo.edd.ca.gov/>
- Employment Development Department Occupational Employment Projections, Los Angeles County: <http://www.labormarketinfo.edd.ca.gov/cgi/databrowsing/?PageID=145>
- Hotel Association of Los Angeles: <http://www.hotelassociationla.com/>
- LA Downtown News: <http://downtownnews.com/articles/2005/10/03/news/news04.txt>
- Los Angeles Economic Development Corporation: <http://www.laedc.org/>
- States' Career Clusters: <http://www.careerclusters.org>
- US Census Bureau: <http://www.census.gov/>
- US Department of Labor: <http://www.dol.gov/>

APPENDIX C: College Programs

Glendale Community College

www.glendale.edu

- Hospitality Supervision

Long Beach City College

www.lbcc.edu

- Hotel Management

Mt. San Antonio College

www.mtsac.edu

- Hospitality and Restaurant Management
- Hospitality Management Levels I & II

Pasadena City College

www.pasadena.edu

- Hospitality Management

APPENDIX D: Industry Associations

California:

California Hotel & Lodging Association

414 Twenty-Ninth Street
Sacramento, CA 95816-3211
Phone: 916.444.5780
Fax: 916.444.5848
E-mail: service@calodging.com
<http://www.calodging.com/>

California Lodging Industry Association

PO Box 15918
Sacramento, CA
95852-0918
Toll Free: (800) 637-4664
Direct: (916) 925-2915
Fax: (916) 925-0785
E-Mail: info@clia.org
<http://www.clia.org/>

Los Angeles:

Hotel Association of Los Angeles

900 Wilshire Boulevard, Suite 624
Los Angeles, CA 90017
Phone: (213) 239-0984
Fax: (213) 612-3616
E-mail: info@HotelAssociationLA.org
<http://www.hotelassociationla.com/>

Nationwide:

American Hotel & Lodging Association

1201 New York Avenue, NW, #600
Washington, DC 20005-3931
Phone: 202-289-3100
Fax: 202-289-3199
E-mail: info@ahla.com
<http://www.ahma.com/>

American Hotel & Lodging Educational Institute

800 N. Magnolia Ave., Suite 300
Orlando, FL 32803
Phone: (407) 999-8100
Fax : (407) 236-7848
E-mail : eiinfo@ahla.com
<http://www.ei-ahla.org/>

APPENDIX E: Hotel Industry Career Ladder¹⁴

Career Paths in the Lodging Sector: The lodging sector has a variety of opportunities for people who have minimal skills, to highly skilled workers and professionals. As a result, the pay structure varies for occupations requiring different types of skill sets. These careers have been segregated based on the skill level required.

Entry-level:

Front Desk Employee, Valet Attendant, Bell Attendant, Door Attendant, Concierge, PBX Operator, Reservationists, Guestroom Attendant, Public Space Cleaner, Laundry Attendant, House Person, Maintenance Worker, and Van Driver.

Supervisory:

Administrative Support, Uniformed Services Support, Communications Supervisor, Front Desk Supervisor, Reservations Supervisor, Laundry Supervisor, Room Supervisor, Bell Captain, Shift Supervisor, Sales Professional, and Night Auditor.

Managerial:

Front Office Manager, Executive Housekeeper, Director of Sales & Marketing, Chief Engineer, Director of Human Resources, Rooms Division Manager, Director of Security, Controller, Food & Beverage Director, Resident Manager, Director of Operations, General Manager, Regional Manager, Quality Assurance Manager, Corporate Management, Lodging Management, and Owner/Franchisee.

¹⁴ Source: <http://www.careerclusters.org>

APPENDIX F: Job Descriptions and Requirements¹⁵

HOTEL, MOTEL, AND RESORT DESK CLERKS

Accommodate hotel, motel, and resort patrons by registering and assigning rooms to guests, issuing room keys, transmitting and receiving messages, keeping records of occupied rooms and guests' accounts, making and confirming reservations, and presenting statements to and collecting payments from departing guests.

Knowledge: Customer and Personal Service, Administration and Management, Clerical, English Language, and knowledge of mathematics.

Skills: Active Listening, Speaking, Social Perceptiveness, and Critical Thinking.

Abilities: Oral Comprehension, Oral Expression, Speech Clarity, Written Comprehension and Speech Recognition.

Education and Training

Most Common Educational/Training Level: Short-term on-the-job training

Related Instructional Programs: Selling Skills and Sales Operations

Distribution of Educational Attainment

Occupation	Percent of employees aged 25 to 44 in the occupation whose highest level of educational attainment is-		
	High School or Less	Some College	Bachelor Degree or More
Hotel, motel, and resort desk clerks	45.5%	39%	15.5%
Information and Record Clerks	33.3%	44.7%	22%
Office, Clerical and Secretarial	40.7%	41%	18.4%
Total, All Occupations	40.5%	27.4%	32%

¹⁵ Source: <http://www.careeronestop.org/>

MAIDS AND HOUSEKEEPING CLEANERS

Perform any combination of light cleaning duties to maintain private households or commercial establishments, such as hotels, restaurants, and hospitals, in a clean and orderly manner. Duties include making beds, replenishing linens, cleaning rooms and halls, and vacuuming.

Knowledge: Customer and Personal Service, English Language, Public Safety and Security, Education and Training.

Skills: Reading Comprehension, Time Management, Speaking, Active Listening, and Instructing.

Abilities: Extent Flexibility, Oral Comprehension, Oral Expression and Speech Recognition.

Education and Training

Most Common Educational/Training Level: Short-term on-the-job training

Related Instructional Programs: No information about "Instructional Programs" for this occupation is available.

Distribution of Educational Attainment

Occupation	Percent of employees aged 25 to 44 in the occupation whose highest level of educational attainment is-		
	High School or Less	Some College	Bachelor Degree or More
Maids and housekeeping cleaners	82.4%	12.5%	5.1%
Building Cleaning and Pest Control Workers	73.1%	20.5%	6.4%
Building and Grounds Cleaning and Maintenance	71.9%	20.3%	7.7%
Total, All Occupations	40.5%	27.4%	32%

FIRST-LINE SUPERVISORS/MANAGERS OF HOUSEKEEPING AND JANITORIAL WORKERS

Supervise work activities of cleaning personnel in hotels, hospitals, offices, and other establishments.

Knowledge: Mechanical, Administration and Management, Customer and Personal Service, Psychology, and Public Safety/Security.

Skills: Reading Comprehension, Active Listening, Instructing, Monitoring, and Active Learning.

Abilities: Oral Expression, Oral Comprehension, Problem Sensitivity, Speech Clarity, Written Expression and Written Comprehension.

Education and Training

Most Common Educational/Training Level: Work experience in a related occupation

Related Instructional Programs: No information about "Instructional Programs" for this occupation is available.

Distribution of Educational Attainment

Occupation	Percent of employees aged 25 to 44 in the occupation whose highest level of educational attainment is-		
	High School or Less	Some College	Bachelor Degree or More
First-line supervisors/managers of housekeeping and janitorial workers	70.2%	21.6%	8.2%
Supervisors, Building and Grounds Cleaning and Maintenance Workers	59.2%	27.1%	13.6%
Building and Grounds Cleaning and Maintenance	71.9%	20.3%	7.7%
Total, All Occupations	40.5%	27.4%	32%

BAGGAGE PORTERS AND BELLHOPS

Handle baggage for travelers at transportation terminals or for guests at hotels or similar establishments.

Knowledge: Transportation, Telecommunications, Public Safety and Security, English Language, English Language, Customer and Personal Service.

Skills: Speaking, Active Listening, Service Orientation, Coordination and Social Perceptiveness.

Abilities: Oral Expression, Oral Comprehension, Speech Recognition, Speech Clarity, and Static Strength.

Education and Training

Most Common Educational/Training Level: Short-term on-the-job training

Related Instructional Programs: No information about "Instructional Programs" for this occupation is available.

Distribution of Educational Attainment:

Occupation	Percent of employees aged 25 to 44 in the occupation whose highest level of educational attainment is-		
	High School or Less	Some College	Bachelor Degree or More
Baggage porters and bellhops	50.5%	34.5%	15%
Transportation, Tourism, and Lodging Attendants	36.3%	37%	26.7%
Personal Care, Personal Service, and Gaming	44.2%	34.6%	21.2%
Total, All Occupations	40.5%	27.4%	32%

LODGING MANAGERS

Plan, direct, or coordinate activities of an organization or department that provides lodging and other accommodations. Exclude "Food Service Managers" in lodging establishments.

Knowledge: Customer and Personal Service, Administration and Management, English Language, Sales and Marketing, and Personnel and Human Resources.

Skills: Active Listening, Speaking, Critical Thinking, and Reading Comprehension.

Abilities: Oral Expression, Oral Comprehension, Speech Clarity, Problem Sensitivity, and Speech Recognition.

Education and Training

Most Common Educational/Training Level: Work experience in a related occupation

Related Instructional Programs:

- Hospitality Administration/Management, General
- Hospitality and Recreation Marketing Operations
- Hotel/Motel Administration/Management
- Resort Management
- Selling Skills and Sales Operations

Distribution of Educational Attainment:

Occupation	Percent of employees aged 25 to 44 in the occupation whose highest level of educational attainment is-		
	High School or Less	Some College	Bachelor Degree or More
Lodging managers	26.2%	28.2%	45.6%
Other Management Occupations	22.8%	25.9%	51.3%
Management	19.5%	24.8%	55.7%
Total, All Occupations	40.5%	27.4%	32%

CONCIERGES

Assist patrons at hotel, apartment or office building with personal services. May take messages, arrange or give advice on transportation, business services or entertainment, or monitor guest requests for housekeeping and maintenance.

Knowledge: Customer and Personal Service, English Language, Telecommunications, Public Safety and Security, Clerical.

Skills: Active Listening, Service Orientation, Speaking, Social Perceptiveness, Reading Comprehension.

Abilities: Oral Comprehension, Oral Expression, Speech Clarity, Speech Recognition, Deductive Reasoning, Problem Sensitivity, Written Comprehension.

Education and Training

Most Common Educational/Training Level: Moderate-term on-the-job training

Related Instructional Programs: No information about "Instructional Programs" for this occupation is available.

Occupation	Percent of employees aged 25 to 44 in the occupation whose highest level of educational attainment is-		
	High School or Less	Some College	Bachelor Degree or More
Concierges	50.5%	34.5%	15%
Transportation, Tourism, and Lodging Attendants	36.3%	37%	26.7%
Personal Care, Personal Service, and Gaming	44.2%	34.6%	21.2%
Total, All Occupations	40.5%	27.4%	32%

MEETING AND CONVENTION PLANNERS

Coordinate activities of staff and convention personnel to make arrangements for group meetings and conventions.

Knowledge: Customer and Personal Service, Administration and Management, English Language, Sales and Marketing, Clerical.

Skills: Active Listening, Reading Comprehension, Social Perceptiveness, Service Orientation, Time Management.

Abilities: Oral Comprehension, Oral Expression, Problem Sensitivity, Speech Clarity, Speech Recognition, Written Comprehension.

Education and Training

Most Common Educational/Training Level: Bachelor's degree

Related Instructional Programs: Selling Skills and Sales Operations

Occupation	Percent of employees aged 25 to 44 in the occupation whose highest level of educational attainment is-		
	High School or Less	Some College	Bachelor Degree or More
Meeting and convention planners	8.8%	28.5%	62.6%
Business Operations Specialists	20.1%	29.1%	50.8%
Business and Financial Operations	17.3%	26.8%	55.9%
Total, All Occupations	40.5%	27.4%	32%