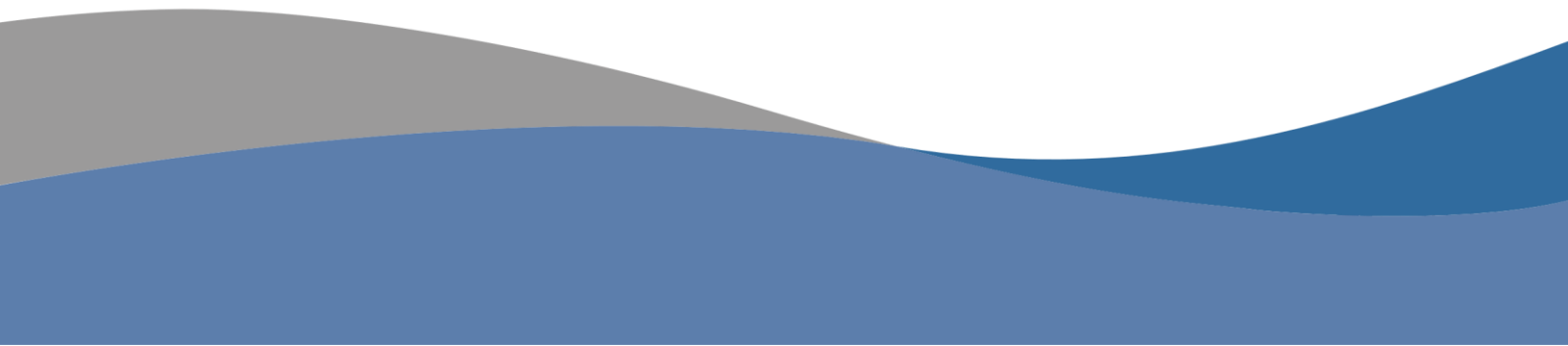




Education Report

Tourism and Travel Services Management

California



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Definition of Tourism and Travel Services Management, CIP 52.0903

A program that prepares individuals to manage travel-related enterprises and related convention and/or tour services. Includes instruction in travel agency management, tour arranging and planning, convention and event planning, travel industry operations and procedures, tourism marketing and promotion strategies, travel counseling, travel industry law, international and domestic operations, and travel and tourism policy.

Occupation Crosswalk

The below table lists all occupations linked with the program, Tourism and Travel Services Management, CIP 52.0903.

		Education and Training Requirements			Educational Attainment				
		Typical Education Needed for Entry	Work Experience in a Related Occupation	Typical On-the-Job Training Needed to Attain Competency in the Occupation	No College	Some College, No Degree	Associate's Degree	Bachelor's Degree	Postgraduate Degree
11-9081	Lodging Managers	High school diploma or equivalent	Less than 5 years	None	15%	16%	9%	47%	13%
11-9179	Personal Service Managers, All Other	High school diploma or equivalent	Less than 5 years	None	12%	12%	7%	42%	28%
11-9199	Managers, All Other	Bachelor's degree	Less than 5 years	None	12%	12%	6%	42%	28%
39-7012	Travel Guides	High school diploma or equivalent	None	Moderate-term on-the-job training	15%	14%	6%	47%	17%
41-3041	Travel Agents	High school diploma or equivalent	None	Moderate-term on-the-job training	15%	19%	10%	44%	11%

Education and training requirements are from the Bureau of Labor Statistics (BLS); educational attainment mix are regional data modeled by Chmura using Census educational attainment data projected to 2022Q4 along with source data from the BLS

Definition of Lodging Managers (11-9081)

Plan, direct, or coordinate activities of an organization or department that provides lodging and other accommodations.

Definition of Personal Service Managers, All Other (11-9179)

All personal service managers not listed separately.

Definition of Managers, All Other (11-9199)

All managers not listed separately.

Definition of Travel Guides (39-7012)

Plan, organize, and conduct long-distance travel, tours, and expeditions for individuals and groups.

Definition of Travel Agents (41-3041)

Plan and sell transportation and accommodations for customers. Determine destination, modes of transportation, travel dates, costs, and accommodations required. May also describe, plan, and arrange itineraries and sell tour packages. May assist in resolving clients' travel problems.

Occupation Details

As of 2022Q4, total employment for occupations linked to Tourism and Travel Services Management in California was 116,024. Over the past three years, linked occupations added 22,953 jobs in the region and are expected to need in aggregate approximately 76,883 newly trained workers over the next seven years.

Snapshot of Occupations Linked to Tourism and Travel Services Management in California¹

SOC	Occupation	Current						3-Year History	7-Year Forecast				
		Empl	Mean Ann Wages ²	LQ	Unempl	Unempl Rate	Online Job Ads ³	Ann %	Total Demand	Exits	Transfers	Empl Growth	Avg Ann Growth %
11- 9199	Managers, All Other	98,004	\$164,300	1.35	1,405	1.5%	1,394	10.6%	59,926	21,848	33,829	4,248	0.6%
11- 9081	Lodging Managers	8,364	\$77,200	1.12	580	6.5%	149	-4.1%	7,307	2,501	4,210	596	1.0%
41- 3041	Travel Agents	6,413	\$52,800	0.96	181	3.0%	38	-9.5%	7,174	3,219	3,073	882	1.9%
11- 9179	Personal Service Managers, All Other	2,924	\$61,200	2.48	36	1.2%	458	11.2%	2,011	675	1,046	290	1.4%
39- 7012	Travel Guides	319	\$43,300	0.95	23	7.1%	7	-9.6%	465	187	238	41	1.7%
Total - Linked Occupations		116,024	\$148,900	1.31	2,225	1.9%	2,046	7.6%	76,883	28,431	42,395	6,057	0.7%
Total - All Occupations		19,219,968	\$71,900	1.00	797,161	4.1%	547,112	0.6%	17,029,863	6,722,656	9,379,252	927,955	0.7%

Source: [JobsEQ®](#)

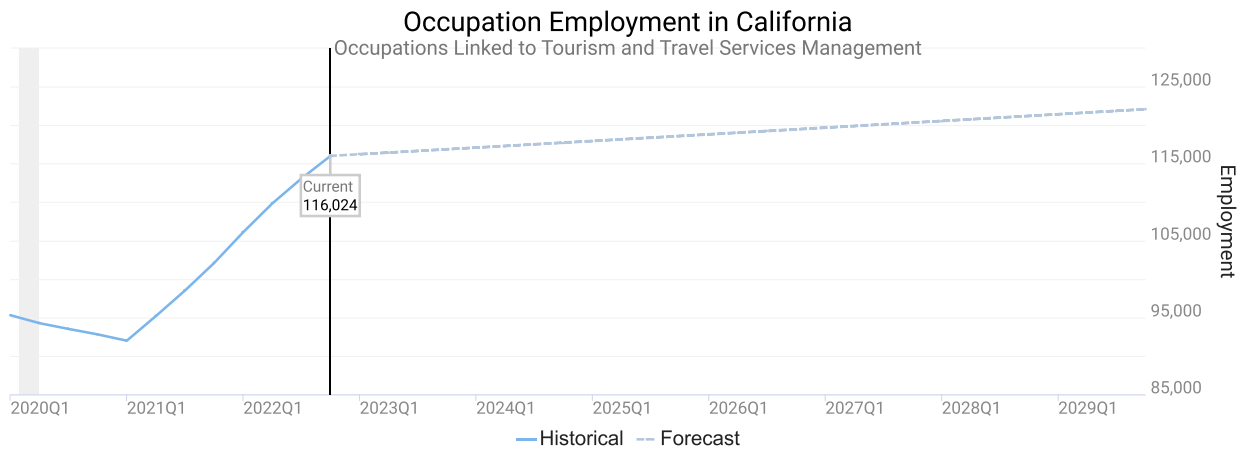
Data as of 2022Q4 unless noted otherwise

Note: Figures may not sum due to rounding.

1. Data based on a four-quarter moving average unless noted otherwise.

2. Wage data represent the average for all Covered Employment

3. Data represent found online ads active within the last thirty days in the selected region. Due to alternative county-assignment algorithms, ad counts in this analytic may not match that shown in RTI (nor in the popup window ad list). Ad counts for ZCTA-based regions are estimates.



Source: JobsEQ®. Data as of 2022Q4. The shaded areas of the graph represent national recessions.

Occupation employment data are estimated via industry employment data and the industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2022Q3, imputed where necessary with preliminary estimates updated to 2022Q4. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns. Occupation unemployment figures are imputed by Chmura.

Employment by Industry

The table illustrates the industries in California which most employ occupations linked to Tourism and Travel Services Management. The single industry most employing these occupations in the region is Traveler Accommodation, NAICS 7211. This industry employs 7,497 workers in the linked occupations—employment which is expected to increase by 1,361 jobs over the next ten years; furthermore, 8,662 additional new workers in these linked occupations will be needed for this industry due to separation demand, that is, to replace workers in this occupation and industry that retire or move into a different occupation.

Industry Distribution for Occupations Linked to Tourism and Travel Services Management in California

NAICS Code	Industry Title	Current			10-Year Demand		
		% of Occ Empl	Empl	Exits	Transfers	Empl Growth	Total Demand
7211	Traveler Accommodation	6.5%	7,497	3,249	5,413	1,361	10,023
5615	Travel Arrangement and Reservation Services	5.3%	6,103	4,347	4,234	1,312	9,893
5511	Management of Companies and Enterprises	4.8%	5,517	1,753	2,694	138	4,585
5416	Management, Scientific, and Technical Consulting Services	4.1%	4,751	1,571	2,403	505	4,478
5417	Scientific Research and Development Services	4.0%	4,641	1,504	2,329	459	4,292
2361	Residential Building Construction	3.1%	3,551	1,103	1,708	32	2,844
9221	Justice, Public Order, and Safety Activities	3.0%	3,533	1,094	1,693	-5	2,781
5415	Computer Systems Design and Related Services	2.9%	3,347	1,118	1,729	551	3,399
9211	Executive, Legislative, and Other General Government Support	2.4%	2,838	888	1,373	54	2,314
5611	Office Administrative Services	2.3%	2,660	866	1,345	241	2,452
5613	Employment Services	2.2%	2,554	833	1,275	173	2,281
6113	Colleges, Universities, and Professional Schools	2.0%	2,350	759	1,175	185	2,118
9281	National Security and International Affairs	2.0%	2,287	692	1,071	-105	1,658
9231	Administration of Human Resource Programs	1.8%	2,034	633	980	20	1,634
6221	General Medical and Surgical Hospitals	1.7%	1,923	603	933	46	1,582
8121	Personal Care Services	1.4%	1,586	518	801	187	1,506
2362	Nonresidential Building Construction	1.3%	1,531	479	742	36	1,257
5121	Motion Picture and Video Industries	1.3%	1,521	506	784	246	1,536
5413	Architectural, Engineering, and Related Services	1.3%	1,515	469	726	3	1,199
5192	Web Search Portals, Libraries, Archives, and Other Information Services	1.3%	1,485	514	795	372	1,681
	All Others	45.5%	52,800	17,121	26,366	2,958	46,445

Source: JobsEQ®

Data as of 2022Q4 except wages which are as of 2021. Note that occupation-by-industry wages represent adjusted national data and may not be consistent with regional, all-industry occupation wages shown elsewhere in JobsEQ.

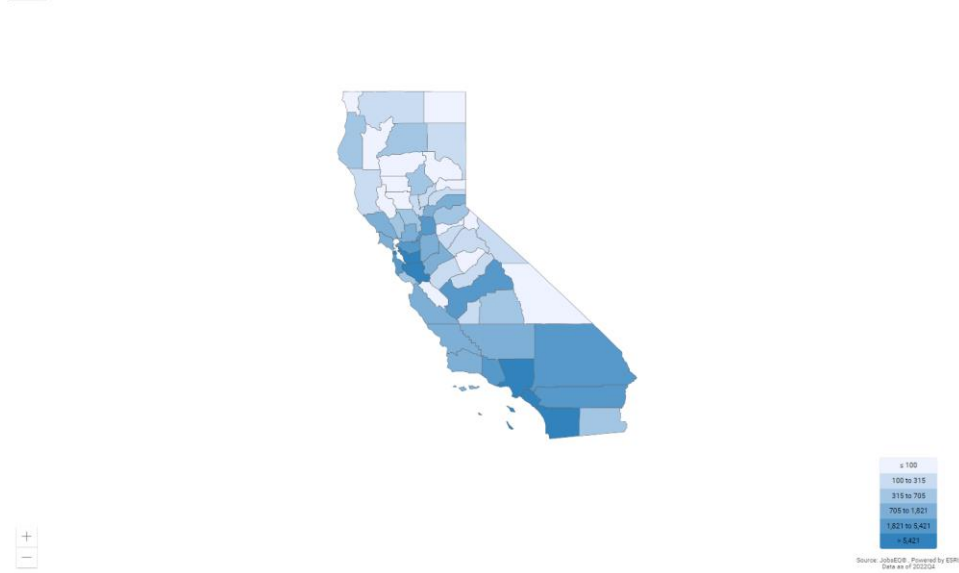
Note: Figures may not sum due to rounding.

Occupation employment data are estimated via industry employment data and the industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2022Q3, imputed where necessary with preliminary estimates updated to 2022Q4. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Geographic Distribution

The map below illustrates the county-level distribution of employed workers in California in occupations linked to Tourism and Travel Services Management. Employment is shown by place of work.

California, Occupation Concentration by Place of Work for Occupations Linked to Tourism and Travel Services Management



Top Counties with Employment Linked to Tourism and Travel Services Management, 2022Q4

Region	Employment
Los Angeles County, California	28,970
San Diego County, California	11,661
Orange County, California	10,918
Santa Clara County, California	8,745
San Francisco County, California	6,986
Alameda County, California	5,422
Sacramento County, California	4,616
Riverside County, California	4,118
San Bernardino County, California	3,891
San Mateo County, California	3,753

Source: JobsEQ®

Occupation employment data are estimated via industry employment data and the industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2022Q3, imputed where necessary with preliminary estimates updated to 2022Q4.

Demographic Profile

The population in California was 39,346,023 per American Community Survey data for 2016-2020.

Of individuals 25 to 64 in California, 35.4% have a bachelor's degree or higher which compares with 34.3% in the nation. Per American Community Survey 2016-2020 estimates, the region has about 576,714 students enrolled in grade 12.

Summary¹

	Percent		Value	
	California	USA	California	USA
Demographics				
Population (ACS)	—	—	39,346,023	326,569,308
Male	49.7%	49.2%	19,562,882	160,818,530
Female	50.3%	50.8%	19,783,141	165,750,778
Median Age ²	—	—	36.7	38.2
Under 18 Years	22.8%	22.4%	8,956,641	73,296,738
18 to 24 Years	9.5%	9.3%	3,724,239	30,435,736
25 to 34 Years	15.3%	13.9%	6,007,913	45,485,165
35 to 44 Years	13.3%	12.7%	5,233,903	41,346,677
45 to 54 Years	12.8%	12.7%	5,039,155	41,540,736
55 to 64 Years	12.0%	12.9%	4,739,675	42,101,439
65 to 74 Years	8.3%	9.4%	3,270,380	30,547,950
Population Growth				
Population (Pop Estimates) ⁴	—	—	39,029,342	333,287,557
Population Annual Average Growth ⁴	0.3%	0.6%	108,479	1,940,990
People per Square Mile	—	—	250.4	94.3
Educational Attainment, Age 25-64				
No High School Diploma	15.2%	10.5%	3,199,850	17,929,220
High School Graduate	20.4%	25.4%	4,282,776	43,289,555
Some College, No Degree	21.0%	20.5%	4,412,172	34,959,338
Associate's Degree	8.0%	9.3%	1,678,082	15,776,790
Bachelor's Degree	22.6%	21.6%	4,741,354	36,888,244
Postgraduate Degree	12.9%	12.7%	2,706,412	21,630,870
Social				
Poverty Level (of all people)	12.6%	12.8%	4,853,434	40,910,326
Households Receiving Food Stamps/SNAP	9.0%	11.4%	1,183,873	13,892,407
Enrolled in Grade 12 (% of total population)	1.5%	1.3%	576,714	4,358,865
Disconnected Youth ³	1.9%	2.5%	38,451	433,164
Children in Single Parent Families (% of all children)	32.8%	34.0%	2,796,858	23,628,508
Uninsured	7.2%	8.7%	2,806,173	28,058,903
Speak English Less Than Very Well (population 5 yrs and over)	17.4%	8.2%	6,432,102	25,312,024

Source: [JobsEQ®](https://www.chmuraecon.com/jobseq)

1. American Community Survey 2016-2020, unless noted otherwise

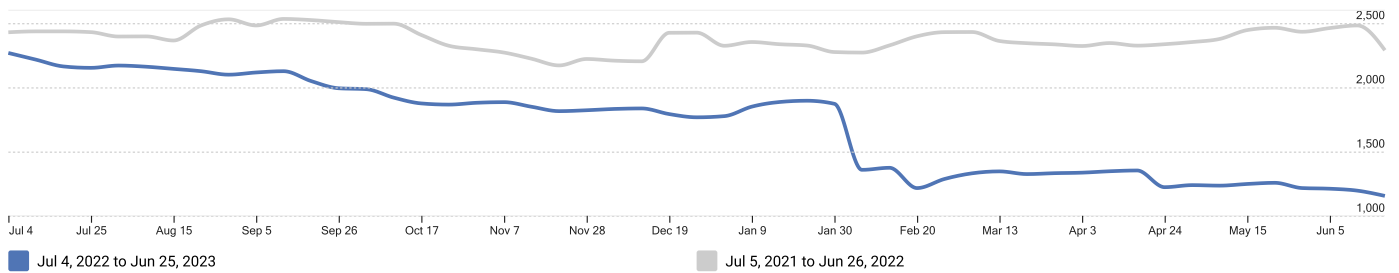
2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

4. Census Population Estimate for 2022, annual average growth rate since 2012. Post-2019 data for Connecticut counties are imputed by Chmura.

RTI (Job Postings)

Active Job Ads by Date





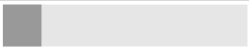

Occupations

SOC	Occupation	Active Job Ads
11- 9199.02	Compliance Managers	2,213
11- 9199.00	Managers, All Other	2,011
11- 9179.02	Spa Managers	1,614
11- 9199.08	Loss Prevention Managers	1,215
11- 9081.00	Lodging Managers	765
11- 9179.01	Fitness and Wellness Coordinators	254
11- 9199.01	Regulatory Affairs Managers	206
41- 3041.00	Travel Agents	158
11- 9199.11	Brownfield Redevelopment Specialists and Site Managers	106
11- 9199.09	Wind Energy Operations Managers	100

Locations

Location	Active Job Ads
Los Angeles, California	347
San Francisco, California	312
San Diego, California	282
Sacramento, California	161
San Jose, California	141
Irvine, California	129

Locations

Location	Active Job Ads	
Oakland, California	68	
Fremont, California	59	
Fresno, California	55	
Santa Clara, California	52	

Employers

Employer Name	Active Job Ads	
HomeDepot	439	
Great Clips	360	
Palm Beach Tan	325	
Marriott	278	
Supercuts	159	
Moxie Management Group	112	
JCPenney	105	
Abbvie	84	
THE RITZ-CARLTON	74	
United Health Group	64	

Certifications

Certificate Name	Active Job Ads	
Certification in Cardiopulmonary Resuscitation (CPR)	319	
First Aid Certification	236	
Driver's License	150	
Project Management Professional (PMP)	77	
Certified Information Systems Auditor (CISA)	60	
AED Essentials	55	
Loss Prevention Certified (LPC)	55	
Certified Information Systems Security Professional (CISSP)	54	
Certified Public Accountant (CPA)	45	
Certified Information Security Manager (CISM)	43	

Hard Skills

Skill Name	Active Job Ads	
Microsoft Excel	1,386	
Microsoft Office	1,310	
Microsoft PowerPoint	692	
Microsoft Outlook	545	
Microsoft Word	509	
Hospitality	506	
Ability to Lift 21-30 lbs.	469	
Closed Circuit Television Systems (CCTV)	412	
Presentation	373	
Cash Handling (Cashier)	334	

Soft Skills

Skill Name	Active Job Ads	
Communication (Verbal and written skills)	5,433	
Cooperative/Team Player	3,574	
Supervision/Management	2,755	
Organization	2,312	
Customer Service	2,022	
Problem Solving	1,485	
Detail Oriented/Meticulous	1,428	
Interpersonal Relationships/Maintain Relationships	1,279	
Analytical	1,221	
Project Management	1,125	

Job Titles

Job Title	Active Job Ads	
Asset Protection Specialist	442	
Salon Manager	402	
Assistant Salon Manager	201	
Assistant General Manager	165	
Loss Prevention Officer	148	
Regional Manager	126	
Full Time Beauty Consultant Salon Manager	93	
Compliance Manager	92	
Development Director	89	
Beauty Consultant Salon Manager Full Time	86	

Job Types

Type	Active Job Ads	
Full-Time	4,822	
Permanent	631	
Remote	546	
Part-Time	343	
Temporary (unspecified)	161	
Temp-to-Hire	27	
Temporary (long-term)	23	
Temporary (short-term)	17	
Remote Not Indicated	8,139	

Programs

Program Name	Active Job Ads	
Business Administration	594	
Engineering	455	
Business	353	
Hotel And Restaurant Management	281	
Hospitality Management	258	
Finance	185	
Science	183	
Accounting	140	
Biology	121	
Business Management	108	

Education Levels

Minimum Education Level	Active Job Ads	
Bachelor's degree	2,911	
High school diploma or equivalent	1,305	
Associate's degree	280	
Master's degree	159	
Doctoral or professional degree	58	
Unspecified/other	3,972	

California Regional Map



FAQ

What is CIP?

The 2010 Classification of Instructional Programs (CIP) is taxonomy of instructional program classifications and descriptions. It was developed and has been updated by the U.S. Department of Education's National Center for Education Statistics (NCES).

What is SOC?

The Standard Occupational Classification system (SOC) is used to classify workers into occupational categories. All workers are classified into one of over 804 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 22 major groups, 95 minor groups, and 452 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.

What is the source of the job ads?

Job ads data are online job posts from the Real-Time Intelligence (RTI) data set, produced wholly by Chmura and gleaned from over 40,000 websites. Data reflect ads active during the last twelve month period ending 07/05/2023 and advertised for any Zip Code Tabulation Area in or intersecting with the region for which this report was produced. Historical ad volume is revised as additional data are made available and processed. Since many extraneous factors can affect short-term volume of online job postings, time-series data can be volatile and should be used with caution. All ad counts represent deduplicated figures.

What is the program-to-occupation crosswalk?

Training programs are classified according to the Classification of Instructional Programs (CIP codes). For relating training programs, this report uses a modified version of the CIP to SOC crosswalk from the National Center for Education Statistics (NCES). While this is a very helpful crosswalk for estimating occupation production from training program awards data, the crosswalk is neither perfect nor comprehensive. Indeed, it is hard to imagine such a crosswalk being perfect since many training program graduates for one reason or another do not end up employed in occupations that are most related to the training program from which they graduated. Therefore, the education program analyses should be considered in this light.

As an example of the many scenarios that may unfold, consider a journalism degree that crosswalks into three occupations: editors, writers, and postsecondary communications teachers. Graduates with a journalism degree may get a job in one of these occupations—and that may be the most-likely scenario—but a good number of these graduates may get a job in a different occupation altogether (the job may be somewhat related, such as a reporter, or the job may be totally unrelated, such as a real estate agent). Furthermore, a graduate may stay in school or go back to school for a degree that will lead to other occupation possibilities. Still another possibility includes the graduate not entering the labor market (maybe being unemployed, being a non-participant, or moving to another region).

What is separation demand?

Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. The total projected demand for an occupation is the sum of the separation demand and the growth

demand (which is the increase or decrease of jobs in an occupation expected due to expansion or contraction of the overall number of jobs in that occupation).

What is a location quotient?

A location quotient (LQ) is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an occupation (or industry) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

What is NAICS?

The North American Industry Classification System (NAICS) is used to classify business establishments according to the type of economic activity. The NAICS Code comprises six levels, from the “all industry” level to the 6-digit level. The first two digits define the top level category, known as the “sector,” which is the level examined in this report.

About This Report

This report and all data herein were produced by JobsEQ®, a product of Chmura Economics & Analytics. The information contained herein was obtained from sources we believe to be reliable. However, we cannot guarantee its accuracy and completeness.