

# Labor Market Analysis of Skills Related to Hospitality Management in Massachusetts

**December 2024**

In partnership with Pathway2Careers™, Massachusetts Department of Secondary Education is modernizing its CTE Frameworks to close the gap that exists between education and industry.

## Table of Contents

[Labor Market Analysis of Skills Related to Hospitality Management in Massachusetts 1](#_Toc201922751)

[Table of Contents 2](#_Toc201922752)

[Overview and Key Findings 3](#_Toc201922753)

[Programs 3](#_Toc201922754)

[The Arts, Entertainment, and Recreation Industry in Massachusetts 4](#_Toc201922755)

[The Accommodation and Food Service Industry 6](#_Toc201922756)

[Target Occupations 8](#_Toc201922757)

[Key Findings 10](#_Toc201922758)

[Occupation Profiles and Job Postings 11](#_Toc201922759)

[O\*Net Occupation Profile- First-Line Supervisors of Entertainment and Recreation Workers 11](#_Toc201922760)

[O\*Net Occupation Profile- Entertainment and Recreation Managers 16](#_Toc201922761)

## Overview and Key Findings

### Programs

Two Chapter 74 programs of study are currently offered within the Hospitality and Tourism Cluster.

* Culinary Arts
* Hospitality Management

The Culinary Arts program prepares students for careers in foodservice.

The Hospitality Management program prepares students for careers in three primary areas of focus:

* Food and Beverage
* Lodging
* Recreation

Each of these programs maps to multiple occupations, and each occupation is employed by multiple industries. This analysis uses labor market data from the Massachusetts Department of Economic Research to provide perspective on both the industries (the employers) and the career paths that are available to our graduates.

Each program also identifies multiple Industry-Recognized Credentials (IRC) that facilitate entry into these careers.

Hospitality Management IRC’s:

* American Heart Association CPR, Choke Saver, AED and First Aid
* American Hotel and Lodging Association Lodging Management Program (yr. 1 & yr. 2) Health Communications, Inc. TIPS
* National Restaurant Association Pro-Start® (yr. 1 & yr. 2); ServSafe Alcohol ®Training; ServSafe Food Safety Certification®; Massachusetts Allergen Training Program Certification supported by the National Restaurant Association
* OSHA 10-hour General Industry Certification; Red Cross CPR, AED, Choke Saver and First Aid

Four distinct approaches to occupational information are taken in this analysis:

* The Arts, Entertainment and Recreation Industry
* The Accommodations and Food Service Industry
* Food Preparation and Handling Occupations and Arts, Design, Entertainment, Sports, and Media Occupations
* Select Management Occupations

### The Arts, Entertainment, and Recreation Industry in Massachusetts

More than 59,000 people are employed by the Arts, Entertainment, and Recreation industry in Massachusetts. Amusements, Gambling, and Recreation is the largest component of that total, accounting for more than 2,700 jobs. Performing Arts and Spectator Sports has a significant presence in the Commonwealth.

#### Table 1: Employment and Average Wages, Arts, Entertainment and Recreation Industry, Massachusetts, 2024 Q1

|  |  |  |  |
| --- | --- | --- | --- |
| Industry | Establishments | Jobs | Average Annual Wages |
| Arts, Entertainment, and Recreation | 4,318 | 59,803 | $56,004 |
| Detailed Industry | Establishments | Jobs | Average Annual Wages |
| Amusements, gambling, and recreation | 2,711 | 41,178 | $38,116 |
| Other amusement and recreation industries | 2,642 | 38,849 | $31,980 |
| Performing arts and spectator sports | 1,325 | 12,686 | $114,816 |
| Museums, historical sites, zoos, and parks | 282 | 5,940 | $54,652 |
| Museums, historical sites, zoos, and parks | 282 | 5,940 | $54,652 |
| Promoters of performing arts and sports | 268 | 5,513 | $46,644 |
| Performing arts companies | 346 | 3,285 | $55,588 |
| Spectator sports | 183 | 2,903 | $325,936 |
| Gambling industries | 19 | 1,525 | $196,716 |

The number of jobs in the Arts, Entertainment, and Recreation Industry in Massachusetts had steadily increased until the onset of the COVID-19 pandemic in 2020. The industry was devastated by that crisis, shedding more than 23,000 jobs (36.6% of the total) in that year.



The occupations employed in this industry include a wide variety of opportunities and career paths, the majority of which typically require little to no formal educational experience.

#### Table 2: Staffing Patterns, Arts, Entertainment, and Recreation Industry

|  |  |  |  |
| --- | --- | --- | --- |
| Occupation | Share of Jobs in the Industry | Median Hourly Earnings | Typical Entry-Level Education |
| Exercise Trainers and Group Fitness Instructors | 10.1% | $26.95 | High School |
| Amusement and Recreation Attendants | 5.9% | $16.10 | None |
| General and Operations Managers | 5.5% | $58.02 | Bachelor's |
| Landscaping and Groundskeeping Workers | 4.6% | $22.41 | None |
| Waiters and Waitresses | 3.2% | $16.86 | None |
| Receptionists and Information Clerks | 3.0% | $18.79 | High School |
| Customer Service Representatives | 2.8% | $22.76 | High School |
| Retail Salespersons | 2.3% | $17.26 | None |
| Bartenders | 2.3% | $16.81 | None |
| Coaches and Scouts | 2.1% | $27.47 | Bachelor's |
| Maintenance and Repair Workers, General | 2.0% | $25.46 | High School |
| Recreation Workers | 2.0% | $17.76 | High School |

### The Accommodation and Food Service Industry

More than 281,000 people are employed by the Accommodation and Food Services industry in Massachusetts. The Foodservices and Drinking Establishments category accounts for the large majority of those jobs (248,719), while Accommodation accounts for another 33,199.

#### Table 3: Employment and Average Wages, Accommodation and Food Services Industry, Massachusetts, 2024 Q1

|  |  |  |  |
| --- | --- | --- | --- |
| Industry | Establishments | Jobs | Average Annual Wages |
| Accommodation and Food Services | 16,436 | 281,919 | $34,736 |
| Detailed Industry | Establishments | Jobs | Average Annual Wages |
| Food services and drinking places | 15,238 | 281,919 | $34,736 |
|  Restaurants and other eating places | 13,472 | 248,719 | $31,980 |
|  Special food services | 1,241 | 32,549 | $55,172 |
|  Drinking places, alcoholic beverages | 525 | 21,739 | $44,980 |
| Accommodation | 1,198 | 221,585 | $30,836 |
|  Traveler accommodation | 1,025 | 33,199 | $55,224 |
|  RV parks and recreational camps | 130 | 5,395 | $26,208 |
|  Rooming and boarding houses | 43 | 494 | $62,400 |

*Massachusetts Department of Economic Research, Quarterly Census of Employment and Wages*

The number of jobs in the Accommodation and Food Services Industry in Massachusetts had steadily increased until the onset of the COVID-19 pandemic in 2020. The industry was also devastated by that crisis, shedding more than 94,000 jobs (29.9% of the total) in that year.



*Massachusetts Department of Economic Research, Quarterly Census of Employment and Wages*

The occupations employed in this industry include a wide variety of opportunities and career paths, many of which typically require little to no formal educational experience.

#### Table 4: Staffing Patterns, Accommodation and Food Service Industry

|  |  |  |  |
| --- | --- | --- | --- |
| Occupation | Share of Jobs in the Industry | Median Hourly Earnings | Typical Entry-Level Education |
| Fast Food and Counter Workers | 24.7% | $16.75 | None |
| Waiters and Waitresses | 15.6% | $16.86 | None |
| Cooks, Restaurant | 9.9% | $20.94 | None |
| First-Line Supervisors-Food Preparation & Serving Workers | 7.3% | $21.60 | High school |
| Bartenders | 5.0% | $16.81 | None |
| Hosts and Hostesses, Restaurant, Lounge, Coffee Shop | 3.7% | $16.97 | None |
| Dishwashers | 3.5% | $17.39 | None |
| Food Preparation Workers | 2.8% | $17.56 | None |
| Dining Room & Cafeteria Attendants & Bartender Helpers | 2.5% | $17.31 | None |
| Cashiers | 2.4% | $16.34 | None |
| General and Operations Managers | 2.3% | $58.02 | Bachelor's |
| Maids and Housekeeping Cleaners | 2.3% | $18.19 | None |

*United States Bureau of Labor Statistics, Employment Projections Series, Employment by Occupation*

*United States Department of Labor, Employment and Training Administration Occupation Profiles*

### Target Occupations

**First-Line Supervisors of Entertainment and Recreation Workers** directly supervise and coordinate activities of entertainment and recreation related workers.

**Entertainment and Recreation Managers** plan, direct, or coordinate entertainment and recreational activities and operations of a recreational facility, including cruise ships and parks.

**First-Line Supervisors of Food Preparation and Serving Workers** directly supervise and coordinate activities of workers engaged in preparing and serving food.

**Food Service Managers** plan, direct, or coordinate activities of an organization or department that serves food and beverages.

**Chefs and Head Cooks** direct and may participate in the preparation, seasoning, and cooking of salads, soups, fish, meats, vegetables, desserts, or other foods. May plan and price menu items, order supplies, and keep records and accounts.

#### Table 5: Employment and Wages, Target Occupations Arts, Entertainment and Recreation, Massachusetts

|  |  |  |  |
| --- | --- | --- | --- |
| Arts, Entertainment and Recreation Occupations | 2023 Jobs | 2023 Mean Wages | Experienced Annual Wages |
| First-Line Supervisors of Entertainment and Recreation Workers | 2,150 | $58,730 | $67,040 |
| Entertainment and Recreation Managers | 250 | $95,620 | $112,760 |
| **Accommodation and Food Service Occupations** | **2023 Jobs** | **2023 Mean Wages** | **Experienced Annual Wages** |
| First-Line Supervisors of Food Preparation and Serving Workers | 26,390 | $49,150 | $55,330 |
| Food Service Managers | 4,530 | $81,860 | $93,440 |
| Chefs and Head Cooks | 4,470 | $77,120 | $88,400 |

 *Massachusetts Department of Economic Research, Occupational Employment and Wages Statistics*

As a group, Food Preparation and Serving occupations are the lowest-paying jobs in the American workforce. Many of these occupations pay among the lowest wages in the more than 800 jobs that are profiled every year by the United States Department of Labor. It should be noted, however, that additional education and experience can open opportunities in higher-paying and more specialized career fields.

#### Table 6: Target Occupations and Career Pathways

##### Job Zone Two

|  |  |  |
| --- | --- | --- |
| Occupation | Median Annual Earnings | Typical Entry-Level Education |
|  Food Preparation Workers | $35,990 | None |
|  Cooks, Institution and Cafeteria | $36,520 | None |
|  First-Line Supervisors of Food Preparation and Serving Workers | $46,390 | None |
|  Food Service Managers | $44,930 | High School |

##### Job Zone Three

|  |  |  |
| --- | --- | --- |
| Occupation | Median Annual Earnings | Typical Entry-Level Education |
|  Chefs and Head Cooks | $75,770 | High School |

##### Job Zone Four

|  |  |  |
| --- | --- | --- |
| Occupation | Median Annual Earnings | Typical Entry-Level Education |
|  Food Service Managers | $77,030 | High School |
|  Lodging Managers | $78,830 | High School |
|  General and Operations Managers | $120,680 | Bachelor’s |

*United States Bureau of Labor Statistics, Employment Projections Series, Employment by Occupation*

*United States Department of Labor, Employment and Training Administration Occupation Profiles*

### Key Findings

A detailed analysis of the Programs of study, related industries, and related occupations led to several key conclusions:

1. **Low Wage and High Demand**

The occupations associated with these programs tend to pay lower-than-average wages, but account for a significant portion of the Commonwealth’s workforce.

1. **Career outlooks for the target occupations**

While these occupations tend to be low-wage in and of themselves, they do provide entrée into higher-value career pathways and more sophisticated careers with the addition of experience and/or additional education.

1. **The importance of a driver’s license**

A valid driver's license is one of the most- mentioned qualifications for careers in these fields, making it not only a value to the individual on a personal level, but also as a career-related asset.

## Occupation Profiles and Job Postings

### O\*Net Occupation Profile- First-Line Supervisors of Entertainment and Recreation Workers

The United States Department of Labor, Employment and Training Administration created and regularly updates more than 800 occupational profiles with characteristics like skills, educational requirements, and daily tasks, based on the inputs of industry experts and people who are employed in the occupations.

#### Description

First-Line Supervisors of Entertainment and Recreation Workers directly supervise and coordinate activities of entertainment and recreation related workers.

#### Top Detailed Work Activities

* Evaluate employee performance.
* Explain regulations, policies, or procedures.
* Manage operations of artistic or entertainment departments or organizations.
* Resolve customer complaints or problems.
* Assign duties or work schedules to employees.
* Confer with organizational members to accomplish work activities.
* Develop plans for programs or services.
* Inspect equipment to ensure proper functioning.
* Inspect facilities.
* Maintain knowledge of business operations.
* Maintain professional knowledge or certifications.
* Order materials, supplies, or equipment.
* Organize recreational activities or events.
* Perform human resources activities.
* Prepare operational reports or records.
* Provide attraction or event information to patrons.
* Supervise service workers.
* Support the professional development of others.
* Train service staff.

#### Top Daily Tasks

* Analyze and record personnel or operational data and write related activity reports.
* Apply customer feedback to service improvement efforts.
* Assign work schedules, following work requirements, to ensure quality and timely delivery of service.
* Collaborate with staff members to plan or develop programs of events or schedules of activities.
* Direct or coordinate the activities of entertainment and recreation related workers.
* Furnish customers with information on events or activities.
* Inform workers about interests or special needs of specific groups.
* Inspect work areas or operating equipment to ensure conformance to established standards in areas such as cleanliness or maintenance.
* Meet with managers or other supervisors to stay informed of changes affecting workers or operations.
* Observe and evaluate workers' appearance and performance to ensure quality service and compliance with specifications.
* Participate in continuing education to stay abreast of industry trends and developments.
* Plan, direct, or supervise recreational and entertainment activities led by staff, such as sports, aquatics, games, or performing arts.
* Provide staff with assistance in performing difficult or complicated duties.
* Recruit and hire staff members.
* Requisition supplies and equipment necessary for workers to facilitate recreational or entertainment activities, such as safety harnesses, flash lights, or first aid kits.
* Resolve customer complaints regarding worker performance or services rendered.
* Serve as a point of contact between managerial staff and leaders of recreational or entertainment activities.
* Take disciplinary action to address performance problems.
* Train workers in proper operational procedures and functions and explain company policies.

#### Additional Information

##### National Associations

* American Academy for Park and Recreation Administration
* American Alliance of Museums
* American Camp Association
* American Sportfishing Association
* Association for Challenge Course Technology

##### Regional Associations

* New England Museum Association
* Northeast Campground Association

##### Accreditation, Certification, & Unions

* Association of Zoos and Aquariums

#### Job Postings – First-Line Supervisors of Entertainment and Recreation Workers

P2C uses a third-party system that aggregates data from job postings to provide perspective on the skills and qualifications employers are prioritizing in their advertisements for these occupations.

* After controlling for multiple postings that likely referenced the same single opening, over the last year, we identified 500 unique job postings for First-Line Supervisors of Entertainment and Recreation Workers.
* We identified 166 unique employers who posted openings online.

##### Top Common Skills

* Communication
* Management
* Leadership
* Customer Service
* Operations

##### Top Specialized Skills

* Fundraising
* Lifeguarding
* Working With Children
* Marketing
* Equipment Maintenance
* Staff Management

##### Top Software Skills

* Microsoft Office
* Microsoft Excel
* Microsoft Outlook
* Microsoft PowerPoint
* Microsoft Word

##### Top Employers Advertising:

* Cambridge Public Schools
* YMCA
* Lifetime
* PGA TOUR Superstore
* Adams And Associates
* Chelmsford Public Schools
* State of Massachusetts
* City Of Springfield
* Boys & Girls Clubs Of America
* Aspen Dental
* Department Of Conservation And Recreation
* Paddle Boston
* NPS
* The Salvation Army
* Kraft Group
* Live Nation

##### Top Job Titles:

* Club Advisors
* Aquatics Supervisors
* Supervisors
* Forest and Park Supervisors
* Club Supervisors
* Recreation Leaders
* Golf Club Technicians
* Recreation Advisors
* Group Leaders
* Summer Camp Leaders
* Summer Camp Supervisors
* Entertainment Supervisors
* Program Supervisors
* Student Success Leaders
* Camp Leaders
* Park Supervisors
* Box Office Supervisors
* Summer Camp Lead Counselors
* Summer Camp Assistants

##### Top Qualifications:

* First Aid Certification
* Cardiopulmonary Resuscitation (CPR) Certification
* Valid Driver's License
* Automated External Defibrillator (AED) Certification
* American Red Cross (ARC) Certification

### O\*Net Occupation Profile- Entertainment and Recreation Managers

The United States Department of Labor, Employment and Training Administration created and regularly updates more than 800 occupational profiles with characteristics like skills, educational requirements, and daily tasks, based on the inputs of industry experts and people who are employed in the occupations.

#### Description

Plan, direct, or coordinate entertainment and recreational activities and operations of a recreational facility, including cruise ships and parks.

#### Top Tasks

* Administer first aid in emergency situations.
* Assign tasks and work hours to staff.
* Calculate and record department expenses and revenue.
* Clean equipment and areas of amusement park, cruise ship, or other recreational facility.
* Explain rules and regulations of facilities and entertainment attractions to customers.
* Inspect equipment, such as rides, games, and vehicles, to detect wear and damage.
* Interview and hire associates to fill staff vacancies.
* Operate, drive, or explain the use of mechanical equipment in amusement parks, cruise ships, or other recreational facilities.
* Plan programs of events or schedules of activities.
* Plan, organize, or lead group activities for customers, such as exercise routines, athletic events, or arts and crafts.
* Resolve customer complaints regarding worker performance or services rendered.
* Store and retrieve equipment, such as vehicles, radios, and ride components.
* Talk to coworkers using electronic devices, such as computers and radios.
* Talk to customers to convey information about events or activities.
* Train workers in company procedures or policy.
* Write and present strategies for recreational facility programming using customer or employee data.
* Write budgets to plan recreational activities or programs.

#### Top Daily Tasks

* Explain regulations, policies, or procedures.
* Provide attraction or event information to patrons.
* Apply bandages, dressings, or splints.
* Assign duties or work schedules to employees.
* Clean equipment or supplies.
* Clean facilities or sites.
* Conduct eligibility or selection interviews.
* Confer with personnel to coordinate business operations.
* Develop organizational policies or programs.
* Exchange information with colleagues.
* Explain use of products or services.
* Hire personnel.
* Inspect condition or functioning of facilities or equipment.
* Lead classes or community events.
* Maintain supply or equipment inventories.
* Operate vehicles or material-moving equipment.
* Plan community programs or activities for the general public.
* Plan conferences, programs, or special events.
* Prepare financial documents, reports, or budgets.
* Reconcile records of sales or other financial transactions.
* Resolve customer complaints or problems.
* Train service staff.

#### National Associations

* American Academy for Park and Recreation Administration
* American Camp Association
* Association for Challenge Course Technology
* Association of Outdoor Recreation and Education
* Cruise Lines International Association

#### Regional Associations

* Association of Midwest Museums
* Mid-Atlantic Association of Museums
* Midwest Association of Fish and Wildlife Agencies
* Mountain-Plains Museums Association
* New England Museum Association

#### Accreditation, Certification, & Unions

* Association of Zoos and Aquariums

#### Job Postings – Entertainment and Recreation Managers

P2C uses a third-party system that aggregates data from job postings to provide perspective on the skills and qualifications employers are prioritizing in their advertisements for these occupations.

* After controlling for multiple postings that likely referenced the same single opening, over the last year, we identified 1,154 unique job postings for Entertainment and Recreation Managers.
* We identified 435 unique employers who posted openings online.

##### Top Common Skills

* Communication
* Operations
* Leadership
* Management
* Customer Service

##### Top Specialized Skills

* Marketing
* Lifeguarding
* Working with Children
* Swimming Pool Maintenance
* Merchandising
* Statistics
* Program Development

##### Top Software Skills

* Microsoft Office
* Microsoft Excel
* Microsoft PowerPoint
* Microsoft Word

##### Top Employers Advertising:

* YMCA
* Citizens Bank
* Planet Fitness
* Vinfen
* PetCo
* Supreme Fitness
* Eliot Community Human Services
* Town Of West Springfield
* The Trustees Of Reservations
* Anytime Fitness
* Gillette Stadium
* FMC Ice Sports
* Cambridge Public Schools
* Michaels
* Ke Camps - Teton Pines
* Benchmark Senior Living
* Kelly Services
* Boston University
* Riverside Community Care
* Perfect Game USA

##### Top Job Titles:

* Aquatics Directors
* Club Managers
* Camp Directors
* Summer Camp Directors
* Clubhouse Managers
* Associate Aquatics Directors
* Business Bankers
* Recreation Directors
* Summer Day Camp Directors
* Aquatics Specialists
* Summer Camp Assistants
* Pool Managers
* Assistant Managers
* Day Camp Directors
* Editors-in-Chief
* Animal Technicians
* Club General Managers
* Aquatics Coordinators
* Directors of Memory Care
* Recreation Program Managers

##### Top Qualifications:

* Cardiopulmonary Resuscitation (CPR) Certification
* First Aid Certification
* Valid Driver's License
* Lifeguard Certification
* Automated External Defibrillator (AED) Certification
* American Red Cross (ARC) Certification
* Certified Pool & Spa Operator
* American Red Cross Lifeguard Certification
* Water Safety Instructor Certification