



# Labor Market Demand & Hiring Practices: Culinary, Hospitality, & Tourism

# Guiding Questions

## Schools and Postsecondary Partners

- How do CTE programs currently prepare students for these practices, and where are opportunities for growth and further alignment?

## Industry Partners

- How does your experience and insight add depth and understanding of these trends?
- What resources, skills and opportunities do you have that could help educators stay up-to-date with industry trends?

# Primary takeaways

- Unsurprisingly, in NYC accommodation and food services jobs comprise the largest number of jobs in this industry: approximately 365k in 2017, an increase of 77k since 2012.
- All job types in this industry in NYC are projected to continue growing in number through 2024.
- For students seeking to join the workforce immediately following high school or gain work experience while pursuing a college degree, jobs in this industry present a number of good opportunities that do not require college credentials and pay a living NYC wage.
- Marriott International is by far the largest NYC employer in this industry that advertises online.
- While CTE schools and the industry commission emphasize food preparation-type certifications for this industry, online ads focused more on more office-friendly skills and certifications.

# How Schools Can Use This Info

- Identify lesson plans where elements of labor market info can be added to expand students' understanding of the industry
- Consider how your work readiness training needs to be improved to align with current hiring practices
- Present this information to your Self Study Group to keep your school apprised of current trends
- Consider how you can continue to grow and stay aware of industry practices through professional development

# Past Trends of Unemployment

## Unemployment Rate in Nov 2018

3.7% in NYC

3.5% in US

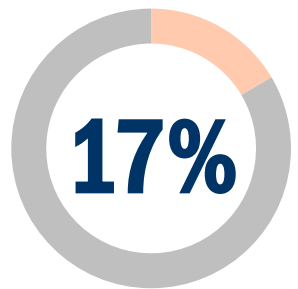
## Percentage Point Decline from Nov 2016 to Nov 2018

-1.0% in NYC

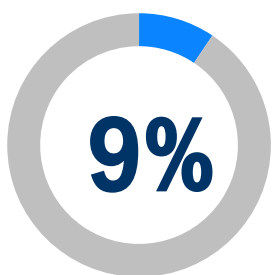
-0.9% in US

# NYC Employment Top 6 Sectors, 2017

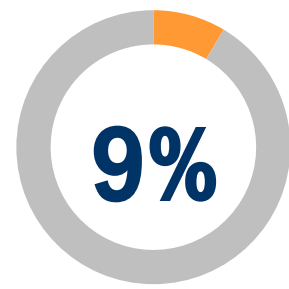
In 2017, there were approximately 4.3 Million NYC Jobs. Over half of these jobs are in the six largest sectors:



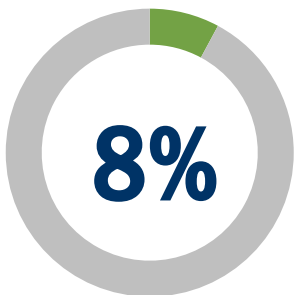
Healthcare



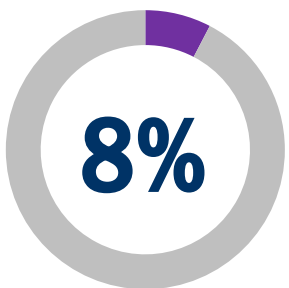
Professional Services



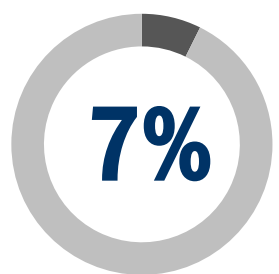
Accommodation & Food Services



Retail Trade



Finance & Insurance



Educational Services

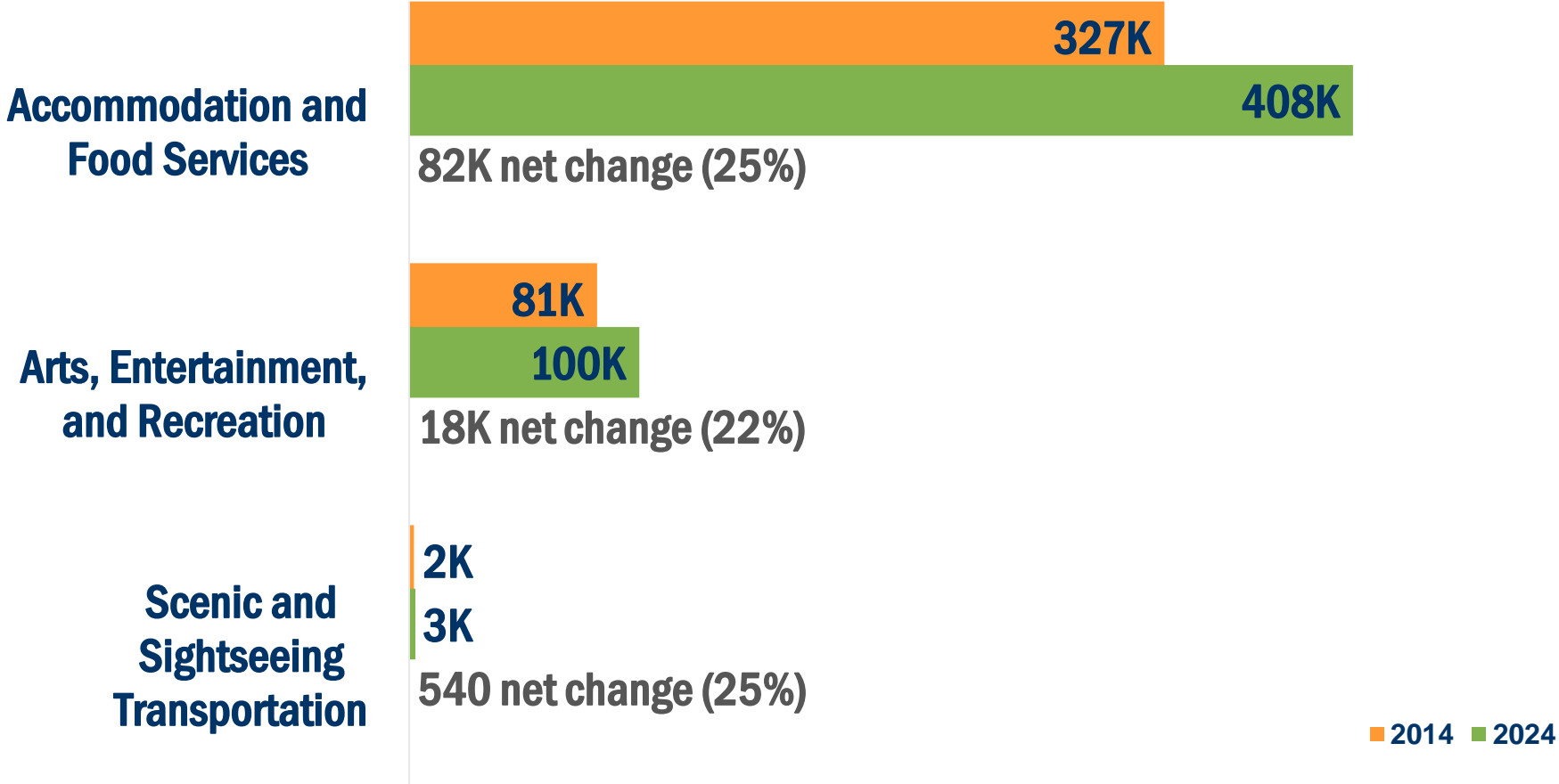
Source | NYCLMIS analysis of 2017 Annual Quarterly Census of Employment and Wages data files from U.S. Bureau of Labor Statistics. Includes all ownership. Per BLS confidentiality policy, some data (~6%) has been suppressed in order to protect the identity of employers and is therefore excluded from employment totals.

# Sectors with the Greatest Projected Job Growth in NYC 2014-2024

Sector	Net Change in Job Growth
Health Care & Social Assistance	24%
Professional & Business Services	22%
Accommodation & Food Services	25%
Educational Services	14%
Construction	29%
Other Services	18%
Retail Trade	10%
Financial Actives	7%
Arts, Entertainment & Recreation	22%
Transportation & Warehousing	10%

Source | NYCLMIS analysis of 2017 Annual Quarterly Census of Employment and Wages data files from U.S. Bureau of Labor Statistics. Includes all ownership. Per BLS confidentiality policy, some data has been suppressed in order to protect the identity of employers and is therefore excluded from employment totals.

# Culinary, Hospitality & Tourism Employment Outlook in NYC 2014-2024



Source | NYCLMIS analysis of NYS Department of Labor Long-term industry projections in NYC 2014-2024



# Culinary, Hospitality, and Tourism : Common Occupations

Occupation	Education	No. Jobs	Med. Wage
Janitors and Cleaners	HSE	93K	\$35K
Maids and Housekeeping Cleaners	HSE	25K	\$39K
Reservation & Transp. Ticket Agents & Travel Clerks	Some College	8K	\$35K
Food Servers, Nonrestaurant	HSE	7K	\$37K
Cooks, Institution and Cafeteria	Less than HS	5K	\$36K
Hotel, Motel, and Resort Desk Clerks	Some College	5K	\$38K
Concierges	HSE	4K	\$47K

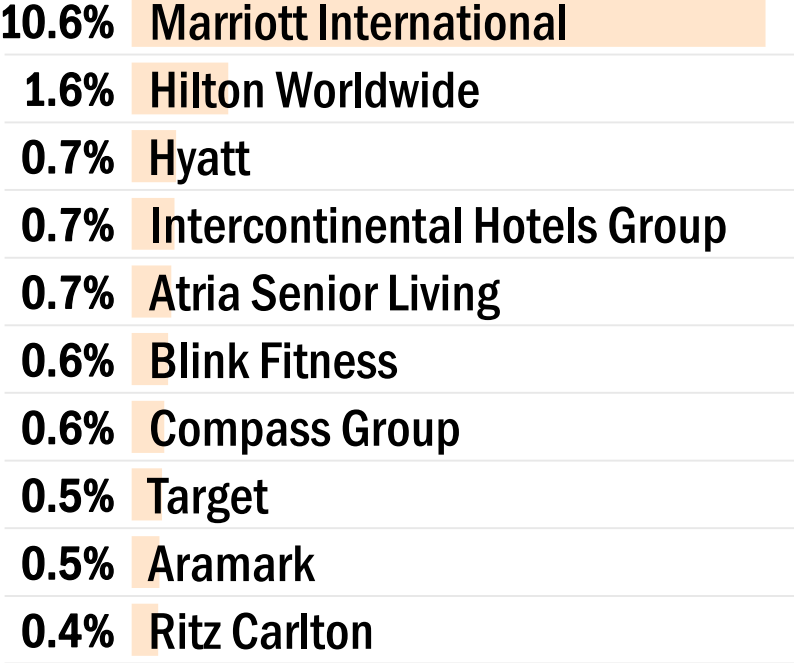
Source | NYCLMIS analysis of statewide 2018 Q1 Occupational Employment Statistics and 2014-2024 Long-Term Occupational Employment Projections from the New York State Department of Labor.

# Online Job Ads: Employers & Job Titles

## Employers with the most ads:

Share of Total Online Ads 2018

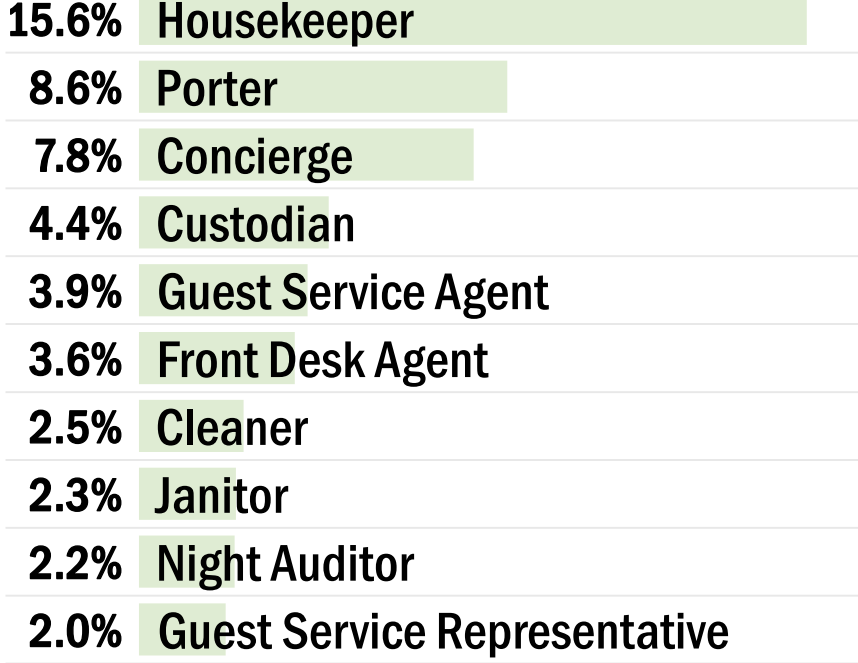
8K ads (13% of ads did not specify employers)



## Most commonly advertised titles:

Share of Total Online Ads 2018

8K ads (all ads specified job title)



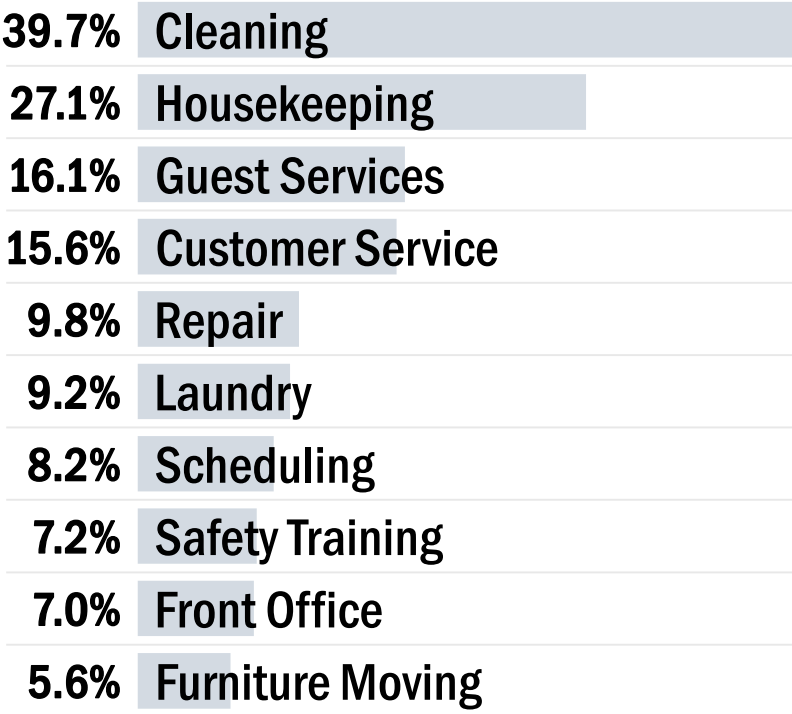
Source | NYCLMIS analysis of Burning Glass Technologies' Labor Insight.

# Analysis of Online Job Ads: Skills

## Most requested specialized skills:

Share of Total Online Ads 2018

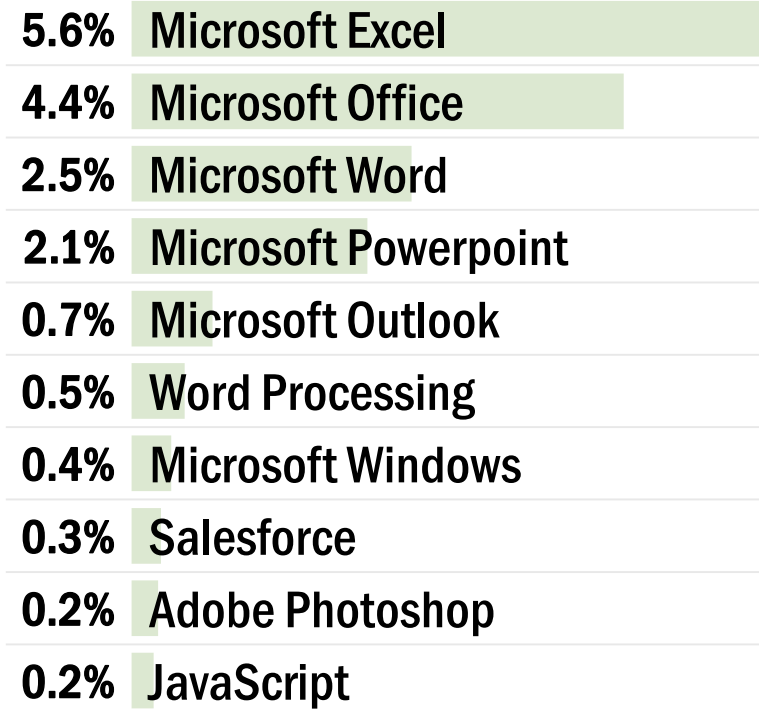
8K Ads (24% of ads did not specify specialized skills)



## Most requested technical skills:

Share of Total Online Ads 2018

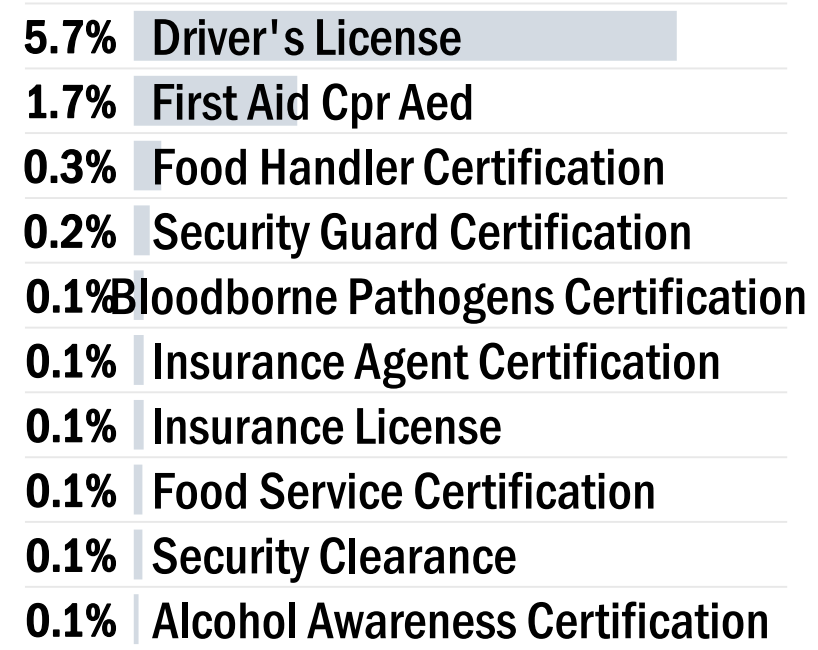
8K (24% of ads did not specify specialized skills)



Source | NYCLMIS analysis of Burning Glass Technologies' Labor Insight.

# Culinary, Hospitality, and Tourism: Job Trend Analysis, CTE Certifications

**Most requested certifications:**  
Share of Total Online Ads 2018  
8K ads (91% of ads did not specify certification)



- ### CTE
- NYC Food Handlers Certification
  - Servsafe Food Protection Manager Certification
  - NOCTI- Hospitality Management- Food and Beverage
  - NOCTI- Hospitality Management- Lodging
  - Microsoft Office Specialist- Office 365

Source: Labor Insight, Burning Glass Technologies 2018, DOE-CTE School Survey

# What entry level job titles do you include in your CTE coursework and career pathway conversations with students that relates to the CTE track?

## Top Rated:

- Cook
- Chef
- Restaurant Manager
- Bartender
- Food Preparation and Serving Workers
- Host/Hostess
- Waiter/Waitress
- Pastry Chef

Source | CTE-School Survey 2018

# How are candidates typically recruited in the CHT industry?

1. Online Ads
2. Professional Network
3. Sourced Internally

*Source | CTE Industry Survey 2018*

# How are candidates typically screened in the CHT industry?

1. Resume/Cover Letter
2. Screening Call

Source | CTE Industry Survey 2018

Sources | TE Industry Survey 2018

## Which of the CHT credentials are valued in entry level candidates in your industry?

1. NYC Food Handlers Certificate
2. Servsafe Food Protection Manager Certification

## How are candidates' certifications typically verified?

1. Copy of certification
2. Resumes

*Source | CTE Industry Survey 2018*



# Primary takeaways

- Unsurprisingly, in NYC accommodation and food services jobs comprise the largest number of jobs in this industry: approximately 365k in 2017, an increase of 77k since 2012.
- All job types in this industry in NYC are projected to continue growing in number through 2024.
- For students seeking to join the workforce immediately following high school or gain work experience while pursuing a college degree, jobs in this industry present a number of good opportunities that do not require college credentials and pay a living NYC wage.
- Marriott International is by far the largest NYC employer in this industry that advertises online.
- While CTE schools and the industry commission emphasize food preparation-type certifications for this industry, online ads focused more on more office-friendly skills and certifications.

# How Schools Can Use This Info

- Identify lesson plans where elements of labor market info can be added to expand students' understanding of the industry
- Consider how your work readiness training needs to be improved to align with current hiring practices
- Present this information to your Self Study Group to keep your school apprised of current trends
- Consider how you can continue to grow and stay aware of industry practices through professional development

# Guiding Questions

## Schools and Postsecondary Partners

- How do CTE programs currently prepare students for these practices, and where are opportunities for growth and further alignment?

## Industry Partners

- How does your experience and insight add depth and understanding of these trends?
- What resources, skills and opportunities do you have that could help educators stay up-to-date with industry trends?