

BE A PART OF | Hospitality and Tourism





MAKE A DIFFERENCE THAT MATTERS!

Do you have a creative side? Do you enjoy expressing yourself artistically while cooking? Do you like to prepare the perfect meal for guests or create the perfect vacation getaway for clients? Maybe you could get paid for that. You also might be the kind of person who enjoys researching and designing a museum exhibit or pulling together all of the details and arrangements for a major corporate conference. From restaurant owner to event planner, the career opportunities range broadly in the hospitality and tourism industry.

Right here in South Carolina is a great place to start such a career. South Carolina is internationally known for its cultural and natural attractions, and more than 30 million people a year travel here to take advantage of all we have to offer.

One of the state's largest sectors, the hospitality and tourism industry, supports the jobs of about one in ten South Carolinians. Hospitality and tourism infuses \$20.3 billion dollars into our economy each year. There are 217,200 Restaurant and foodservice jobs in South Carolina in 2017 = 10% of employment in the state and by 2027, that number is projected to grow by 15.0% = 32,600 additional jobs, for a total of 249,800. Conversely Hotels are an integral part of the fabric of each community across the state, advancing lifelong careers, investing in community development and boosting economic opportunities. There are 76,648 people working in the 1,100 properties in the state that represent over 90,000 guest rooms.

The hospitality and tourism industry is focused on welcoming visitors – whether to a restaurant or a state – and helping to ensure they have a good time. It's a broad field, taking in amusement parks and museums, hotels and clubs, state parks and convention centers, just to name a few examples.

Management of the industry itself attracts talented professionals, such as those involved in marketing tourism destinations or developing attractions such as historical heritage corridors.

Entrepreneurs are at home in South Carolina, with small businesses owned by individuals or partnerships dominating the restaurant business, but also prevalent throughout the hospitality trade. Eating and drinking establishments are among the highest ranked (by sales volume) of minority-owned enterprises.

While hard work is standard, the settings of many of these jobs alone make them attractive. In addition, engaging, enterprising people-pleasers find themselves at home in this industry, with many rewarded handsomely with excellent salaries and job security. With an aging population and a renewed focus on multi-generational travel, hospitality and tourism could be a great career choice for a long time to come.

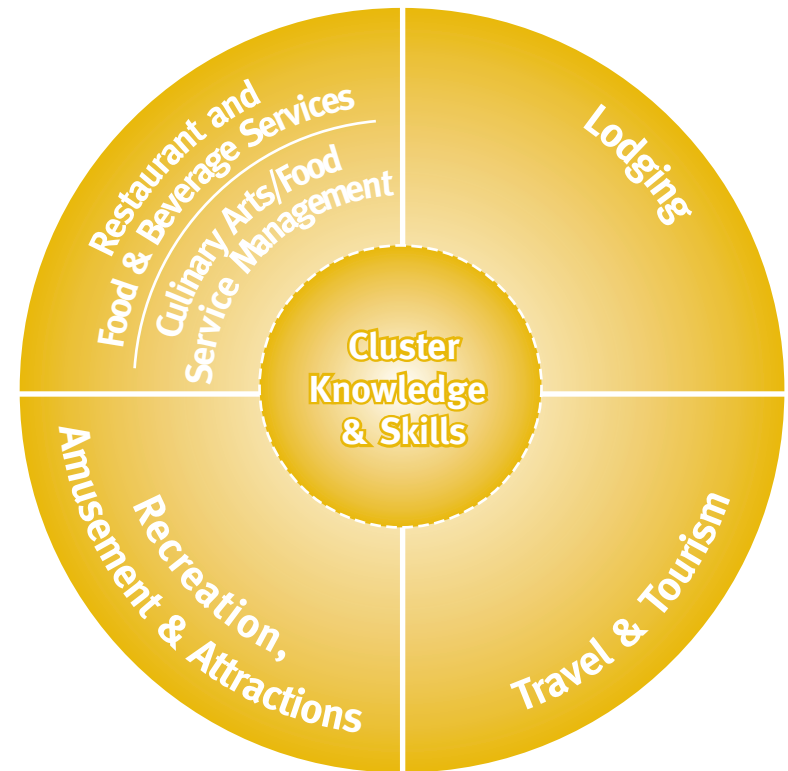
THE HOSPITALITY AND TOURISM CAREER CLUSTER

Career clusters are tools to help you decide where to focus your education and training as you formulate and then act on your career goals. The Hospitality and Tourism Cluster is divided into four majors – each of which is based on groups of professions that require similar talents, aptitudes and skills.

These four majors are Restaurant and Food & Beverage Services (also referred to in the industry as Culinary Arts/Food Service Management); Lodging; Recreation, Amusement & Attractions and Travel & Tourism. These majors all involve working with people, making them feel welcome and serving their “home-away-from-home” needs while entertaining, feeding and housing them.

In addition, meeting and event planners are part of this cluster, as well as park rangers and interpreters, the latter often formally trained as historians. Technology also plays an increasing role, as people plan their trips and execute those plans online. As a result, information technology systems continue to grow in importance and complexity at tourism and hospitality businesses of all kinds.

The career possibilities in the Hospitality & Tourism Cluster are endless and the choices are very exciting and promising.







RESTAURANT AND FOOD & BEVERAGE SERVICES: This major is also referred to as Culinary Arts/Food Service Management, they work in a wide range of establishments, from corner restaurants to vast convention/resort facilities. They either serve guests directly, manage those who do, or provide support services, all geared toward enhancing the experience of each guest.

IF YOU CHOOSE RESTAURANT AND FOOD & BEVERAGE SERVICES AS YOUR CAREER MAJOR, YOU MAY BE A PART OF:

- Check the quality of raw and prepared food to ensure standards are met
- Estimate amounts and costs of required supplies and oversee their ordering
- Determine how food should be presented and create decorative food displays
- Hire, train and supervise cooking and serving staff

SAMPLE CAREERS

**High School Diploma/
Associate's Degree or
Certifications**

**Annual Salary Range
\$30,000-\$50,000**

- Chef/Head Cook
- Waiter/Waitress
- Cook
- Dishwasher
- Steward

**Bachelor's Degree/
Certifications**
**Annual Salary Range
\$40,000-\$100,000**

- Food and Beverage Director
- Executive Chef
- Catering and Banquet Manager
- Entrepreneur
- District/Regional Manager

**Bachelor's Degree +
Graduate Degrees and/or
Certifications**

**Annual Salary Range
\$100,000+**

- Owner
- President/CEO
- General Manager

Career	Entry-Level Education	Annual Median Salary & Hourly Pay (2016)	Job Outlook (2014-24)	Responsibilities	Skills
Food Service Manager	High School Diploma/ Associate's Degree/ Certification/ Registered Apprenticeship	\$48,690/year \$23.41/hour	5% (Fast as average)	<ul style="list-style-type: none"> Responsible for the daily operation of restaurants and other establishments that prepare and serve food and beverages Direct staff to ensure that customers are satisfied with their dining experience Manage the business to ensure that it is profitable 	<ul style="list-style-type: none"> Active listening Coordination Critical thinking Decision making Judgment Reading comprehension Speaking Writing
Chef/Head Cook	High School Diploma/ Associate's Degree/ Certification	\$41,500/year \$19.95/hour	9% (Faster than average)	<ul style="list-style-type: none"> Oversee the daily food preparation at restaurants and other places where food is served Direct kitchen staff and handle any food-related concerns 	<ul style="list-style-type: none"> Active listening Coordination Critical thinking Decision making Judgment Reading comprehension Speaking Writing
Executive Chef	High School Diploma/ Associate's Degree/ Certification from a Culinary Institute and learning on the job/ Registered Apprenticeship	\$62,948/year \$30.00/hour	5% (Fast as average)	<ul style="list-style-type: none"> In charge of everything that goes out of the kitchen and maintains full control of the kitchen staff at all times From small restaurant operations staffed by a handful of cooks to massive industrial kitchens staffed by a large number of chefs and culinary assistants, executive chefs are given the responsibility of resolving any problems efficiently to serve exceptional cuisine 	<ul style="list-style-type: none"> Active listening Coordination Critical thinking Decision making Judgment Reading comprehension Speaking Writing
Bakers	High School Diploma/ Associate's Degree/ Certification High School Diploma/ Associate's Degree/ Certification/ Registered Apprenticeship	\$24,170/year \$11.62/hour	7% (Fast as average)	<ul style="list-style-type: none"> Mix ingredients according to recipes to make breads, pastries, and other baked goods Work in retail or commercial bakeries (manufacturing facilities), grocery stores or wholesale club stores, and restaurants Some own their own businesses 	<ul style="list-style-type: none"> Active listening Coordination Critical thinking Decision making Judgment Reading comprehension Speaking Writing



LODGING: In the lodging major you help operate facilities that cater to overnight and long-stay guests. You may have direct contact with the guests or work in background services that support and enhance the experience of each guest.

IF YOU CHOOSE LODGING, YOU MAY BE A PART OF:

- Make and confirm reservations
- Greet, register and assign to arriving guests at hotels and resorts
- Perform bookkeeping activities such as balancing accounts and conducting nightly room audits
- Post charges to rooms, including food, telephone calls and other services
- Record and refer guest comments to managers or handle them as the manager

SAMPLE CAREERS

**Associate's Degree,
Certification or Less
Annual Salary Range
\$30,000-\$50,000**

- Concierge
- Executive Housekeeper
- Front Office Manager
- Front Desk Clerk
- Grounds Maintenance Worker

**Bachelor's Degree
Annual Salary Range
\$40,000-\$100,000**

- Executive Chef
- Pastry Chef
- Catering/Sales Manager
- Food and beverage
- Director

**Bachelor's Degree +
Graduate Degrees and/or
Certifications
Annual Salary Range
\$100,000+**

- President/CEO
- Owner
- District/Regional Manager
- Executive Consultant

Career	Entry-Level Education	Annual Median Salary & Hourly Pay (2016)	Job Outlook (2014-24)	Responsibilities	Skills
Sales Manager	Bachelor's Degree	\$113,860/year \$54.74/hour	5% (Fast as average)	<ul style="list-style-type: none"> • Direct organizations' sales teams • Set sales goals, analyze data, and develop training programs for organizations' sales representatives • Frequent travel required 	<ul style="list-style-type: none"> • Active listening • Coordination • Critical thinking • Decision making • Judgment • Reading comprehension • Speaking • Writing
Lodging/ Front Office Manager	High School Diploma/ Associate's Degree/ Certification/ Registered Apprenticeship	\$49,720/year \$23.91/hour	8% (Fast as average)	<ul style="list-style-type: none"> • Ensure that guests on vacation or business travel have a pleasant experience at a hotel, motel, or other types of establishment with accommodations • Ensure that the establishment is run efficiently and profitably • Because hotels are open 24 hours a day, evening and weekend work is common 	<ul style="list-style-type: none"> • Active listening • Coordination • Critical thinking • Decision making • Judgment • Reading comprehension • Speaking • Writing
Executive Housekeeper	High School Diploma/ Associate's Degree/ Certification/ Registered Apprenticeship	\$47,466/year \$23.00/hour	6% (Fast as average)	<ul style="list-style-type: none"> • Ensure hotel rooms and facilities are kept in a clean and orderly condition in line with hotel policies and guest satisfaction • Responsible for overseeing housekeeping staff 	<ul style="list-style-type: none"> • Active listening • Coordination • Critical thinking • Decision making • Judgment • Reading comprehension • Speaking • Writing
Grounds Maintenance Worker	High School Diploma/ Associate's Degree/ Certification	\$25,610/year \$12.31/hour	6% (Fast as average)	<ul style="list-style-type: none"> • Ensure that the grounds of houses, businesses, and parks are attractive, orderly, and healthy in order to provide a pleasant outdoor environment 	<ul style="list-style-type: none"> • Active listening • Coordination • Critical thinking • Decision making • Judgment • Reading comprehension • Speaking • Writing



RECREATION, AMUSEMENT & ATTRACTIONS: This major is for people who like to work where others play and learn. This includes theme parks and state parks, museums and aquariums, zoos and interpretive centers. Culture and nature-based tourism, such as paddling outfitters and heritage site operations, are also included in this broad category.

IF YOU CHOOSE RECREATION, AMUSEMENT & ATTRACTIONS AS YOUR CAREER MAJOR, YOU MAY BE A PART OF:

- Sell tickets and collect fees from customers
- Record details of attendance, sales, receipts, reservations, or repair activities
- Monitor activities to ensure adherence to rules and safety procedures, or arrange for the removal of unruly patrons
- Confer with management to discuss and resolve participant complaints
- Research and coordinate construction of a museum exhibit
- Ensure the proper care and feeding of a zoo animal population

SAMPLE CAREERS

**Associate's Degree,
Certification or Less
Annual Salary Range
\$30,000-\$50,000**

- Archivist/Curator/Museum Worker
- Animal Care Service Worker
- Park Ranger
- Park Interpreter
- Park Manager
- Docent

**Bachelor's Degree
Annual Salary Range
\$50,000-\$100,000**

- Club Manager
- Museum Director
- Museum Exhibit Director
- Human Resources Director
- Zoo Director
- Conservation Scientist and Forrester

**Bachelor's Degree +
Graduate Degrees and/
or Certifications
Annual Salary Range
\$100,000+**

- Parks and Gardens Director
- President/CEO
- Owner

Career	Entry-Level Education	Annual Median Salary & Hourly Pay (2016)	Job Outlook (2014-24)	Responsibilities	Skills
Archivists, Curators and Museum Workers	Master's Degree	\$46,710/year \$22.46/hour	7% (Fast as average)	<ul style="list-style-type: none"> Appraise, process, catalog, and preserve permanent records and historically valuable documents Oversee collections of artwork and historic items, and may conduct public service activities for an institution Prepare and restore objects and documents in museum collections and exhibits 	<ul style="list-style-type: none"> Active listening Coordination Critical thinking Decision making Judgment Reading comprehension Speaking Writing
Animal Care Service Worker	High School Diploma/ Associate's Degree/ Certification	\$21,260/year \$10.22/hour	11% (Faster than average)	<ul style="list-style-type: none"> Provide care for animals Feed, groom, bathe, and exercise pets and other nonfarm animals Job tasks vary by position and place of work Employed in a variety of settings, including kennels, zoos, stables, animal shelters, pet stores, veterinary clinics, and aquariums 	<ul style="list-style-type: none"> Active listening Coordination Critical thinking Decision making Judgment Reading comprehension Speaking Writing
Conservation Scientist and Forrester	Bachelor's Degree	\$60,220/year \$28.95/hour	7% (Fast as average)	<ul style="list-style-type: none"> Manage the overall land quality of forests, parks, rangelands, and other natural resources Work for governments (federal, state, or local), on privately owned lands, or in social advocacy organizations 	<ul style="list-style-type: none"> Active listening Coordination Critical thinking Decision making Judgment Reading comprehension Speaking Writing
Park Ranger	Associate's Degree	\$40,000/year \$20.83/hour	5% (Fast as average)	<ul style="list-style-type: none"> Assists with the operation, administration and maintenance on all classifications of parks Assists with park administrative duties; collects and accounts for revenue; instructs, supervises and performs routine and preventative maintenance Performs law enforcement activities within specified authority and Park Service policy 	<ul style="list-style-type: none"> Active listening Coordination Critical thinking Decision making Judgment Reading comprehension Speaking Writing



TRAVEL & TOURISM: This major involves people who like the research, development, packaging, promotion and delivery of a traveler's experience, whether it's a visitor from around the world or across town.

IF YOU CHOOSE TRAVEL & TOURISM AS YOUR CAREER MAJOR, YOU MAY BE A PART OF:

- Inspect event facilities to ensure they conform to customer requirements
- Coordinate event services, such as participant transportation, signage and displays, security and meeting room arrangements and equipping
- Greet and register visitors, distribute brochures and provide audio-visual presentations
- Describe points of interest to group members and respond to questions
- Work with community stakeholders to develop and execute a comprehensive tourism marketing and promotion plan

SAMPLE CAREERS

**Associate's Degree,
Certification or Less
Annual Salary Range
\$30,000-\$50,000**

- TSA Agent
- Meeting Planner
- Wedding Coordinator
- Flight Attendant
- Visitor Center Specialist
- Travel Agent/Coordinator
- Fairs/Festival Planner

**Bachelor's Degree
Annual Salary Range
\$40,000-\$100,000**

- Meeting, Convention and Event Planners
- Operations Manager
- Human Resources Director
- Fundraisers/Development Director

**Bachelor's Degree +
Graduate Degrees and/or
Certifications
Annual Salary Range
\$100,000+**

- President/CEO
- Agency Director
- Executive Consultant
- Sales Directors
- Airport Director

Career	Entry-Level Education	Annual Median Salary & Hourly Pay (2016)	Job Outlook (2014-24)	Responsibilities	Skills
Meeting, Convention and Event Planners	Bachelor's Degree	\$46,840/year \$22.52/hour	10% (Faster than average)	<ul style="list-style-type: none"> • Coordinate all aspects of events and professional meetings • Arrange meeting locations, transportation, and other details • Spend time in their offices and onsite at hotels or convention centers 	<ul style="list-style-type: none"> • Active listening • Coordination • Critical thinking • Decision making • Judgment • Reading comprehension • Speaking • Writing
Flight Attendant	High School Diploma/ Associate's Degree/ Certification	\$44,800/year \$23.33/hour	2% (Slower than average)	<ul style="list-style-type: none"> • Provide routine services and respond to emergencies to ensure the safety and comfort of airline passengers • Work evenings, weekends, and holidays, because airlines operate every day and have overnight flights 	<ul style="list-style-type: none"> • Active listening • Coordination • Critical thinking • Decision making • Judgment • Reading comprehension • Speaking • Writing
General and Operations Managers	Bachelor's Degree/ Registered Apprenticeship	\$97,730/year \$46.99/hour	8% (Fast as average)	<ul style="list-style-type: none"> • Plan, direct, or coordinate the operations of public or private sector organizations • Duties and responsibilities include formulating policies, managing daily operations, and planning the use of materials and human resources 	<ul style="list-style-type: none"> • Active listening • Coordination • Critical thinking • Decision making • Judgment • Reading comprehension • Speaking • Writing
Fundraisers	Bachelor's Degree	\$52,970/year \$25.47/hour	9% (Faster than average)	<ul style="list-style-type: none"> • Organize events and campaigns to raise money and other donations for an organization • Design promotional materials and increase awareness of an organization's work, goals, and financial needs • Work primarily for nonprofit organizations, including educational institutions, religious organizations, health research foundations, social services organizations, and political campaigns 	<ul style="list-style-type: none"> • Active listening • Coordination • Critical thinking • Decision making • Judgment • Reading comprehension • Speaking • Writing

Online Resources

American Hotel & Lodging Association
www.ahla.com

Clemson University
www.clemson.edu

College of Charleston
www.cofc.edu

Columbia College
www.columbiasc.edu

Convention Industry Council
www.conventionindustry.org

Culinary Institute of Charleston
www.CulinaryInstituteofCharleston.com

International Culinary Institute of Myrtle Beach
www.hgtc.edu/academics/academic_departments/culinary_institute

Johnson and Wales University
www1.JWU.edu

Mapping Your Future
www.mappingyourfuture.org

Meeting Professionals International
www.mpiweb.org

Midlands Education and Business Alliance
www.mebasc.com

Midlands Technical College
www.midlandstech.com

National Recreation and Park Association
www.nrpa.org

National Restaurant Association
Educational Foundation
www.nraef.org

Professional Convention Management Association
www.pcma.org

Society of Government Meeting Professionals
www.sgmp.org

South Carolina Chamber of Commerce
www.scchamber.net

South Carolina Department of Education
www.ed.sc.gov

South Carolina Department of Parks,
Recreation and Tourism
www.scprt.com

South Carolina Pro Start
www.SCProStart.com

South Carolina Restaurant and Lodging Association
www.scrla.org

South Carolina Independent Colleges & Universities
www.scicu.org

South Carolina Occupational Information System
www.scois.net

South Carolina Technical College System
www.sctechsystem.com

States' Career Clusters
www.careerclusters.org

The Culinary Institute of the Carolinas
www.gvltec.edu/culinary_institute/

University of South Carolina
www.sc.edu

PROFILE OF THE South Carolina Graduate

WORLD-CLASS KNOWLEDGE

Rigorous standards in language arts
and math for career and college
readiness

Multiple languages, science, technology,
engineering, mathematics (STEM), arts and
social sciences



WORLD-CLASS SKILLS

Creativity and innovation

Critical thinking and
problem solving

Collaboration and teamwork

Communication, information,
media and technology

Knowing how to learn

LIFE AND CAREER CHARACTERISTICS

Integrity • Self-direction • Global perspective • Perseverance • Work ethic • Interpersonal skills

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Adopted by: SC Arts Alliance, SC Arts in Basic Curriculum Steering Committee, SCASCD, SC Chamber of Commerce, SC Coalition for Math & Science, SC Commission on Higher Education, SC Council on Competitiveness, SC Education Oversight Committee, SC School Boards Association, SC State Board of Education, SC State Department of Education, TransformSC Schools and Districts





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