

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 an average of \$22.25 billion dollars into our economy each year. There were 257,800 Restaurant and foodservice jobs in South Carolina in 2022 = 12% of employment in the state and by 2030, that number is projected to grow by 6.2% = 16,000 additional jobs, for a total of 273,800. 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 were more than 99,433 people working in the 1,427 properties in the state that represent over 116,743 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.

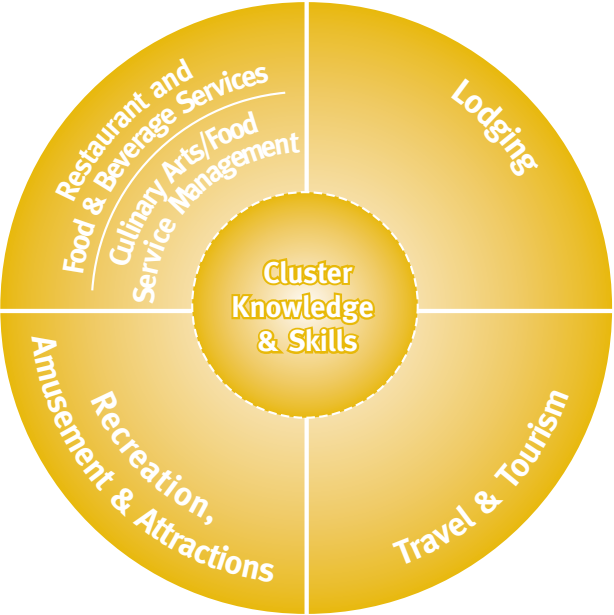
THE HOSPITALITY AND TOURISM CAREER CLUSTER

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 RESTAURANTS 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,
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 Degree and/or
Certifications
Annual Salary Range
\$100,000+**

- Owner
- President/CEO
- General Manager

Career	Entry-Level Education	Annual Median Salary & Hourly Pay (2022)	Job Outlook (2022-32)	Responsibilities	Skills
Food Service Manager	High School Diploma or Equivalent	\$59,440/year \$28.58/hour	10% (Faster than 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 or Equivalent	\$50,160/year \$24.11/hour	15% (Much 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	\$67,500/year \$32.45/hour	15% (Much Faster than 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 from a Culinary Institute and learning on the job/ Registered Apprenticeship	\$32,780/year \$15.76/hour	9% (Faster than 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,
AS YOUR CAREER MAJOR, 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 guests 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 Degree 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 (2022)	Job Outlook (2022-32)	Responsibilities	Skills
Sales Manager	Bachelor's Degree	\$130,600/year \$62.79/hour	6% (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 or Equivalent	\$59,430/year \$28.57/hour	18% (Much Faster than 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
First-Line Supervisor of Housekeeping and Janitorial Workers	High School Diploma or Equivalent	\$44,440/year \$21.36/hour	6% (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 or Equivalent	\$39,520/year \$19.00/hour	6% (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 Degree and/or Certifications
Annual Salary Range \$100,000+

- Parks and Gardens Director
- President/CEO
- Owner

Career	Entry-Level Education	Annual Median Salary & Hourly Pay (2022)	Job Outlook (2022-32)	Responsibilities	Skills
Archivists	Master's Degree	\$58,640/year \$28.19/hour	8% (Faster than 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 or Equivalent	\$29,530/year \$14.20/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	\$64,460/year \$30.99/hour	3% (Slower than 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
Entertainment and Recreation Managers, Except Gambling	Bachelor's Degree	\$67,220/year \$32.32/hour	11% (Faster than 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 Degree 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 (2022)	Job Outlook (2022-32)	Responsibilities	Skills
Meeting, Convention and Event Planners	Bachelor's Degree	\$52,560/year \$25.27/hour	11% (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 or Equivalent	\$63,760/year \$30.65/hour	11% (Faster 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	High School Diploma or Equivalent/ Bachelor's Degree	\$98,100/year \$47.16/hour	7% (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	\$61,190/year \$29.42/hour	11% (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



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