



Be

A

Part

Of...

*Hospitality
& Tourism*



Preparing for Career Success in Hospitality and Tourism

South Carolina's natural and cultural attractions draw more than 30 million visitors every year and make hospitality and tourism South Carolina's number one industry. From start-up jobs in restaurants to high-level corporate management of multimillion-dollar hotel chains, the hospitality and tourism industry offers engaging, people-oriented work.

While hospitality – the essential ingredient needed for taking care of tourists and other visitors to our state – might be an intangible quality, there is plenty of preparation and training involved to help ensure career success.

South Carolina has a robust and focused secondary and higher-education system ready to help. Education and training is available in high schools, technical colleges, four-year colleges and universities and apprenticeship programs across the state. Along the way, guidance professionals can help students assess their educational goals, interests, abilities and skills to ensure a good match to this cluster of study's many majors and options.

Learners participate in relevant educational opportunities through coordinated extended learning experiences such as site visits, shadowing and internships. They also can choose to earn valuable skill certifications that lead to significant opportunities for professional and technical careers.

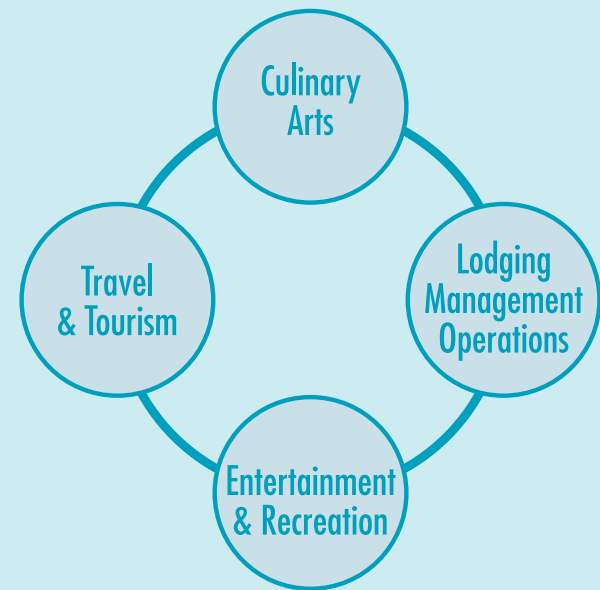
The following pages look at the various areas that comprise this cluster of study, as well as the overall job growth and income levels that South Carolina is experiencing in the hospitality and tourism industry.

“A solid hospitality education is critical to the success of our industry in the United States. Employees with an educational foundation in hospitality have a significantly greater opportunity for career growth.”

*— Steve Graves
General Manager
Embassy Suites Columbia*



The Four Majors



Career Majors at a Glance

The Hospitality and Tourism Cluster of Study prepares learners for careers in management, marketing and operations of restaurants and other food services, lodging, attractions, recreation events and travel-related services. The career may be at a hotel, restaurant, tourism office, recreation facility, amusement park, national, regional and state park, or some other attraction. Hospitality and tourism is a worldwide industry.

The Hospitality and Tourism Cluster of Study is divided into four majors. Majors are grouped by the knowledge and skills required of different occupations in the industry. Each pathway provides instruction as a base for success in an array of careers and industry-related educational pursuits.

**More than 40% of all adults
have worked in the hospitality industry
at some time during their lives.**

Source: The Hospitality Association of South Carolina

Employment Outlook

Hospitality and tourism comprise one of the largest and fastest-growing industries in the world. Each year, employers pay more than \$1.6 trillion globally in wages and salaries.

Beginning salaries depend on the employee's skills, education and job level. Pay ranges from entry-level hourly wages to six-figure salaries.

The hospitality and tourism industry and this cluster of study is one of particular diversity and opportunity. It is noted for promoting within and for its large number of young managers.

In South Carolina, more than 200,000 people work in the hospitality and tourism industry, with over 30,000 of those people working in the Midlands. South Carolina's coastal cities are national and international destinations, while natural and commercial attractions and other businesses provide numerous job opportunities across the state.

Unlike some other traditional businesses and industries, the hospitality and tourism industry is growing in South Carolina, a trend that is expected to continue.



Culinary Arts Restaurant Management

Employees working in the Culinary Arts Restaurant Management pathway perform a variety of tasks to maintain operations and promote guest services at eating and drinking establishments. Workers either serve guests directly or provide support services in various settings, such as restaurants, dining rooms, catering operations, country club facilities, health-care facilities, specialty food services, coffee shops, fast-food outlets, dinner theaters, pubs, lounges and supper clubs.

Credentials

There are a number of programs to assist you while still in school to help prepare you for a career in the food-service industry. One such program is ProStart[®], which teaches you the ability to cook and learn the management aspects of the industry. ProStart[®] offers a national certificate of achievement (COA) for advanced job placement and college articulation credit, as well. See your guidance counselor about the ProStart[®]

program. For more information visit www.goprostart.com.

Completion of postsecondary training in culinary arts, restaurant and food service management, or a related field is increasingly important for advancement in this pathway. Management programs are available through technical colleges, four-year colleges and universities, and hotel or restaurant associations. Chefs and cooks may be trained in apprenticeship programs offered by professional culinary institutes, industry associations and trade unions. Training for chefs has changed radically in the past ten years as chefs continue to assume greater leadership and managerial roles in the industry. For example, the National Restaurant Association Educational Foundation (NRAEF) awards the certified Food Service Management Professional (FMP[®]) designation to managers who achieve a qualifying score on a written examination, complete a series of courses and meet standards of work experience. The American Culinary Federation offers the

ACF Chef Certification to professionals who complete training, have industry experience and meet ACF standards.

Employment Outlook

The 11.3 million jobs in the restaurant industry make it one of the world's largest employers. This industry employs many young people in part-time jobs with high turnover rates. Opportunities in the restaurant industry will generally keep pace with the average growth rates, but jobs will be even more plentiful because of the high turnover. On-the-job training is widespread in this pathway, with large restaurant chains inviting their top workers to enter company-run management training programs. Wages of chefs, cooks, and food preparation workers depend greatly on the section of the country and the type of establishment in which they work.

This pathway also employs more minority managers than any other field. The number of African American and women-owned restaurants has been increasing at double-digit rates for the past several years.

“A career in the culinary arts is like the lifestyle of a ‘Rock Star’. It is a respectable career. You do work long hours, but you could become famous. You can be very successful or you could be mediocre. It depends on your creativity and how hard you are willing to work.”

*—David Carter
Executive Chef
Ramada Plaza Hotel*

Culinary Arts Career Ladder

President CEO/Owner
\$50,000 – \$350,000

General Manager
\$42,000 – \$150,000

Regional/District Manager
\$40,000 – \$100,000

Food and Beverage Director
\$35,000 – \$85,000

Executive Chef/Pastry Chef
\$35,000 – \$100,000

Catering/Sales Manager/Director
\$25,000 – \$75,000

Unit Manager
\$30,000 – \$70,000

Kitchen Manager/Sous Chef
\$27,000 – \$55,000

Supervisor
\$19,000 – \$33,000

Waitress/Waiter
\$6.50 – \$20.00+ per hour
including Tips

Cook/Dishwasher/Steward
\$6.50 – \$15.00 per hour

Source: National Restaurant
Association Educational Foundation



Photos courtesy of Educational Institute of American Hotel & Lodging Association.

Lodging Management Operations

People employed in the Lodging Management Operations Pathway perform tasks related to the day-to-day operation of hotels, motels, and resorts and in the care of guests who use these facilities, either through direct visitor contact or the provision of background services that enhance the guest's experience. Employees work at hotels, motels, resorts, lodges, inns, bed-and-breakfasts, campgrounds, time-share facilities, RV parks, casinos and other for-profit accommodations.

Credentials

As hotel operations become increasingly complex, greater emphasis is being placed on specialized training and education. Training such as the American Hotel and Lodging Association's Lodging Management Program (LMP) is available through programs offered in high schools and career centers. Many postsecondary schools offer associate, bachelor's and master's degrees in hospitality management, including hotel, restaurant

and tourism management operations. Internships and apprenticeships offered through hotel chains or individual properties also provide training opportunities.

A leading trade organization, the American Hotel and Lodging Association, offers professional certification for every level of employment within the lodging industry, from line level through supervisory, department head and general manager positions. Students who complete the Lodging Management Program in high schools have the ability to earn their first national certification, Certified Rooms Division Specialist (CRDS®).

Employment Outlook

Those who thrive on hard work, variety and working with people will have ample advancement opportunity in the lodging management operations industry. In recent years, the United States lodging industry has employed approximately two million workers. Opportunities within this industry will keep pace with average growth rates which, coupled with

higher turnover, will mean many new opportunities. Traditionally, many hotels promote from within, and it is possible for an entry-level employee to become a first-line manager within two to three years and for a departmental manager to become a general manager within seven years. There are hundreds of different positions in the lodging industry providing chances to learn and advance from a variety of backgrounds and interests, including accounting and marketing to maintenance and security. Earnings vary widely depending on the location and type of lodging property.

“Over the next ten years, our industry will need more than 100,000 new managers to keep pace with the growth. I encourage young adults to seek educational programs to help better prepare them for a great industry career.”

*— Tom Sponseller
President and CEO
Hospitality Association of South Carolina*



Lodging Management Operations Career Ladder

President CEO/Owner
\$100,000 – \$500,000

Regional/District Manager
\$65,000 – \$200,000

General Manager
\$42,000 – \$150,000

Food and Beverage Director
\$35,000 – \$85,000

Executive Chef/Pastry Chef
\$35,000 – \$100,000

Catering/Sales Manager/Director
\$25,000 – \$75,000

Chief Engineer
\$35,000 – \$51,000

Executive Housekeeper
\$21,000 – \$45,000

Front Office Manager
\$20,000 – \$40,000

Supervisor
\$19,000 – \$33,000

Waitress/Waiter
\$6.50 – \$20.00+
per hour including tips

**Front Desk Clerk/Housekeeper
Cook/Dishwasher/Steward**
\$6.50 – \$15.00 per hour

Source: American Hotel and Lodging Institute



The Colonial Center, home of the Carolina Gamecocks and the South's premier sports and entertainment arena. Photo courtesy of Midlands Authority for Conventions, Sports & Tourism.

Entertainment & Recreation

The Entertainment and Recreation Pathway is ideal for those who aspire to operate a variety of parks and sporting complexes which would include local, county, state or national parks, arenas, auditoriums and many other recreational areas. Employees of this pathway work at amusement and theme parks, theaters, galleries, interpretive centers, museums, planetariums, zoos, sporting complexes, marine parks, campgrounds, ski resorts, golf courses, tennis court facilities and botanical gardens.

Credentials

Employers in this pathway require people with strong interpersonal skills to work with the public. Key entry-level supervisory positions in recreation require completion of a two-year associate degree. Many two-year colleges offer associate degrees in parks and recreation.

Upper-level management positions require a four-year college degree. The University of South Carolina offers a degree in

Hospitality, Retail and Sport Management. For more information about this program, visit www.hrsmsc.edu. Clemson University offers a degree in Parks, Recreation and Tourism Management. For more information visit www.clemson.edu.

Employment Outlook

The South Carolina Park Service offers a variety of career opportunities. General areas of entry-level management include (natural and cultural) resource management, education and interpretation, administration and operations, and construction and maintenance. Career seekers in the Entertainment and Recreation Pathway can expect to benefit from an increase in leisure time and spending of tourist income across the nation. Earnings vary by industry segment and individual occupations, yet the pool of employees are increasing. Seasonal, part-time and internship opportunities are also available for those who are interested in beginning a career in Entertainment and Recreation.

Entertainment & Recreation Career Ladder

Park and Gardens Director
\$61,000 – \$105,000

Club Management
\$35,000 – \$100,000

Fairs/Festival Promotional Developer
\$31,000 – \$66,000

Museums/Zoos Aquariums Exhibit Developer
\$18,000 – \$65,000

Park Manager
\$23,000 – \$46,000

Museums/Zoos Aquariums Docent
\$19,500 – \$24,000

Park Interpreter (historical and wildlife)
\$21,000 – \$29,500

Fairs/Festival Event Planner
\$17,000 – \$27,000

Park Ranger
\$19,000 – \$23,000

Club Event Planner
\$15,500 – \$25,000

Source: Hospitality Association of South Carolina

Hospitality — Cornerstone of Careers and Employment

- Nine out of ten salaried employees began as hourly employees.
- Eating and drinking establishments are mostly small businesses, with seven out of ten having fewer than 20 employees.
- Roughly three out of five foodservice and lodging managers have a household income of \$50,000 or more.
- Among retail establishments owned by African Americans and Hispanics, eating and drinking establishments rank second, based on sales volume.



Photo courtesy of South Carolina Department of Parks, Recreation and Tourism.



Photo courtesy of Midlands Authority for Conventions, Sports & Tourism.

Hospitality and South Carolina's Economy

- The leisure and hospitality industry in South Carolina is projected to add almost 37,000 more jobs over the next ten years, a projected growth rate of nearly 20%.
- Hospitality jobs are in a range of businesses from large corporations to small mom and pop restaurants.
- More than 70% of all restaurants are single-unit, independent operations.
- One in three eating and drinking establishments is a sole proprietorship or partnership.

A rising interest in nature and heritage tourism provides new opportunities as well. The South Carolina Heritage Corridor is one of the fastest growing segments of the United States travel industry. The Corridor Discovery System, which includes four discovery centers and over 125 discovery sites in the U.S., provides a broad scale of visitor services. These services include assistance with events and programming to providing planned itineraries and travel information.

One of every seven South Carolinians is employed directly or indirectly in the Hospitality & Tourism Cluster of Study because of people traveling to or within our state.

Source: The Hospitality Association of South Carolina

Travel and Tourism Career Ladder

Chief Executive Officers
\$57,000 – \$100,000+

Travel Managers
\$55,000 – \$79,000

Airport Directors
\$45,000 – \$91,000

Sales Managers
\$40,000 – \$80,000

Golf Pro/Course Management
\$31,000 – \$69,000

Spa Managers
\$37,000 – \$57,000

Meeting Planners
\$38,000 – \$50,000

Wedding Coordinator
\$21,000 – \$30,000

Airline Attendant
\$18,000 – \$30,000

Travel Coordinator/Agent
\$18,000 – \$23,000

Receptionist
Visitor Center Specialist
\$17,500 – \$28,000

Source: National Academy Foundation of Travel and Tourism

Travel and Tourism

Travel and tourism industry professionals come into direct contact with visitors to South Carolina. Public agencies, as well as private companies, often work together to create an exciting and positive experience for the visiting parties. Travel agents, welcome centers, travel magazines and writers, retail shops, historic organizations, airports and bus terminals, banks and insurance companies offer important services to people who want or need to come to our area.

Credentials

The variety of jobs available in the travel and tourism industry can require anything from a high school diploma to a two or four-year college degree to a master's degree depending upon the responsibilities involved in the position. Typically, the more responsibility, the more education and experience is required. Special skills, such as being

fluent in a second language, might be desired. Strong computer, geography, map reading and problem solving skills are always a plus.

Many careers offer certification in particular fields, such as travel agents or meeting planners. Often, there are multiple certifications available to earn, such as a Certified Meeting Professional or Certified Meeting Manager certificate, in which both usually require a four-year degree to qualify. Travel and tourism jobs account for a very large number of the hospitality and tourism jobs in South Carolina. Opportunities abound in visitor-related services for both leisure and business travelers.

Employment Outlook

The use of the Internet and changing demographics has opened up new and rewarding career opportunities in web-based marketing and meeting planning sectors. There are numerous opportunities in this field.



Resources



Visit www.mebasc.com for links to area businesses and sites.

Links to Your Future

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| American Academy of Chefs
www.acfchefs.org/academy/aac.html | Midlands Authority for Conventions,
Sports & Tourism
Columbia Metropolitan Convention
and Visitors Bureau
www.columbiacvb.com |
| American Hotel and Lodging Association
www.ahla.com | National Recreation and Park
Association
www.nrpa.org |
| American Hotel and Lodging
Association Educational Institute
www.ei-ahla.org | National Restaurant Association
www.restaurant.org |
| American Hotel and Lodging
Association Educational Foundation
www.ahlef.org | National Restaurant Association
Educational Foundation
www.nraef.org |
| American Zoo and Aquarium
Association
www.aza.org | Travel Industry Association of America
www.tia.org |
| Clemson University Parks,
Recreation & Tourism Management
www.clemson.edu/PRTM | Kuder Career Planning System
www.sckuder.com |
| Hospitality Association
of South Carolina
www.schospitality.org | South Carolina Department of Parks,
Recreation and Tourism
www.discoverouthcarolina.com |
| Hospitality Careers
www.hcareers.com
www.southcarolinahospitalityjobs.com | South Carolina Occupational
Information Coordinating Committee
(SCOICC)
www.scoicc.org |
| Hospitality Sales and Marketing
Association International
www.hsmi.org | University of South Carolina
College of Hospitality,
Retail and Sport Management
www.hrsm.sc.edu |
| International Association of Amusement
Parks and Attractions
www.iaapa.org | |

Midlands Education and Business Alliance does not discriminate on the basis of race, color, national origin, sex or disability in admission to or employment in its programs and activities.

Hospitality & Tourism Resources in the Midlands Area

**Capital City
Lake Murray Country**
2184 North Lake Drive
Columbia, SC 29212
Phone: 803-781-5940
www.lakemurraycountry.com

Clarion Hotel
1615 Gervais Street
Columbia, SC 29201
Phone: 803-771-8711
www.clariontownhouse.com

**Columbiana Hotel and
Conference Center**
2100 Bush River Road
Columbia, SC 29210
Phone: 803-731-0300
www.columbianahotel.net

**Columbia Metropolitan
Airport**
PO Box 280037
Columbia, SC 29228
Phone: 803-822-5000
www.columbiaairport.com

**Columbia Metropolitan
Convention Center**
PO Box 15
Columbia, SC 29202
Phone: 803-545-0000
www.columbiaconventioncenter.com

**Embassy Suites of
Columbia**
200 Stoneridge Drive
Columbia, SC 29210
Phone: 803-252-8700
www.jqh.com

Hampton Inn
Downtown Historic District
822 Gervais Street
Columbia, SC 29201
Phone: 803-231-2000
www.hospitalityamerica.com

**Heyward Career
and Technology Center**
3560 Lynhaven Drive
Columbia, SC 29204
Phone: 803-735-3355
www.richlandone.org

**Independent Insurance
Agents & Brokers of South
Carolina**
PO Box 210008
Columbia, SC 29221
Phone: 803-731-9460
www.iiabsc.com

Interim Department Chair
School of Hotel, Restaurant and
Tourism Management
University of South Carolina
Columbia, SC 29208
Phone: 803-777-4658
www.sc.edu

Lower Richland High School
2615 Lower Richland Boulevard
Hopkins, SC 29061
Phone: 803-695-3051
www.richlandone.org

**Marketing Performance
Group**
911 Lady Street, Suite A
Columbia, SC 29201
Phone: 803-783-6010
www.marketingperformance.net

McCutchen House at USC
Historic Horseshoe
Columbia, SC 29208
Phone: 803-777-2104
www.gwm.sc.edu

**Midlands Authority
for Conventions,
Sports & Tourism**
PO Box 15
Columbia, SC 29202
Phone: 803-545-0000
www.columbiacvb.com

Midlands Technical College
PO Box 2408
Columbia, SC 29202
Phone: 803-822-3406
www.midlandstech.edu

Ramada Plaza Hotel
8105 Two Notch Road
Columbia, SC 29223
Phone: 803-736-5600
www.imichotels.net

Richland School District One
3560 Lynhaven Drive
Columbia, SC 29229
Phone: 803-735-3338
www.richlandone.org

**School of Hotel, Restaurant
and Tourism Management**
University of South Carolina
Columbia, SC 29208
Phone: 803-777-3328
www.gwm.sc.edu

**South Carolina Tourism
and Hospitality
Educational Foundation**
3612 Landmark Drive
Columbia, SC 29204
Phone: 803-765-9000
www.schospitality.org

**State Department of
Education**
1429 Senate Street, Room 924
Columbia, SC 29201
Phone: 803-734-3826
www.sde.state.sc.us

**University of South
Carolina**
College of Hospitality,
Retail and Sports Management
1000 Carolina Coliseum
Columbia, SC 29208
Phone: 803-777-6721
www.gwm.sc.edu

**University of South
Carolina**
Rex Enright Athletics Center
Columbia, SC 29208
Phone: 803-777-5567
www.gwm.sc.edu

The Whitney Hotel
700 Woodrow Street
Columbia, SC 29205
Phone: 803-252-0845
www.ihrco.com



803.732.5258
www.mebasc.com

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