

# RETAIL, HOSPITALITY, & TOURISM

Imperial County



## DID YOU KNOW?

With nearly 15 million actively engaged in the dynamic and diverse field of retail, hospitality and tourism, everything from hotels to art museums and restaurants, this sector proudly claims its position as the fifth largest industry in the United States. Retail, Hospitality, and Tourism entry-level jobs can prepare job seekers for careers within the same sector or across industries. Skills developed by working in this sector include problem-solving, communication and customer service.



**11% (769)**

5-year projected job growth



**\$34,207**

average earnings per job



## Sample of Local Employers

AutoZone Auto Parts

Best Buy

Chili's Grill and Bar

Costco

CVS Health

Hibbett Sports

Imperial Valley Mall

Love's Travel Stops

Lowe's

Macy's

Pilot Travel Center

Target

Walmart

## ESSENTIAL SKILLS:

- Customer service
- Organizing, planning, and prioritizing work
- Active listening
- Building and maintaining relationships
- Solving problems
- Working with the public
- Speaking, writing skills: negotiating, persuading
- Sales
- Working with others
- Detail oriented
- Marketing
- Inventory management

## SPECIALIZATIONS:

- Restaurant/Retail/Hotel Operations
- Food Preparers and Servers
- Customer Service Managers



## CAREER PATHWAYS & SALARY INFO

Minimum Education	Career Pathways	Hourly Rate (Salary)*
HS Diploma + Postsecondary Training (e.g., Certificate)	First-Line Supervisors of Non-Retail Sales Workers	<b>\$15</b> (\$31K)
	Travel Agents	<b>\$16</b> (\$33K)
	Exercise Trainers and Group Fitness Instructors	<b>\$17</b> (\$35K)
	First-Line Supervisors of Food Preparation and Serving Workers	<b>\$17</b> (\$35K)
	Food Service Managers	<b>\$18</b> (\$37K)
Associate Degree or Higher	First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services	<b>\$22</b> (\$46K)
	Meeting, Convention, and Event Planners	<b>\$17</b> (\$35K)
	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	<b>\$25</b> (\$52K)
	Coaches and Scouts	<b>\$27</b> (\$56K)
	General and Operations Managers	<b>\$33</b> (\$69K)

\*Entry-level hourly rates have been rounded up and salaries are provided as examples of what workers would make if they worked full-time (2080 hours a year)

### NOT SURE WHAT YOU'RE INTERESTED IN?

Take the Interest Profiler on the California Career Zone (<https://www.cacareerzone.org/>)! It will help you explore goals based on your interests. A career counselor at your school can help you further assess your career interests.

### HOW TO FIND OUT MORE ABOUT CAREERS

- Talk to your teachers and counselors about career exploration, career pathways at your school, and community college career education programs.
- Talk to family, neighbors, and mentors about their education path and about how they chose their career.
- To learn more about the career education programs offered at the community colleges or to find the programs that align to the high school CTE pathways or adult schools, visit <https://careered.org/k14-program-finder/>.



Visit [CareerEd.org](https://careered.org) to find community college programs in Retail, Hospitality, & Tourism.