

RETAIL, HOSPITALITY, & TOURISM

San Diego 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% (29,762)

5-year projected job growth



\$44,006

average earnings per job



Sample of Local Employers

Bartell Hotels
Fleet Science Center
LEGOLAND
Live Nation
Loews Hotel Coronado
Omni La Costa Resort & Spa
Omni San Diego Hotel
Petco Park
Port of San Diego
San Diego Convention Center
San Diego Harbor
San Diego Zoo
SeaWorld
Sesame Place
Viejas Casino & Resort

ESSENTIAL SKILLS:

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

SPECIALIZATIONS:

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

*Labor market data derived from Lightcast 2023.3; QCEW, Non-QCEW, Self-Employed; 2022-2027 projections.



CAREER PATHWAYS & SALARY INFO

Minimum Education	Career Pathways	Hourly Rate (Salary)*
HS Diploma + Postsecondary Training (e.g., Certificate)	First-Line Supervisors of Retail Sales Workers	\$18 (\$37K)
	Food Service Managers	\$21 (\$44K)
	Chefs and Head Cooks	\$22 (\$46K)
	First-Line Supervisors of Non-Retail Sales Workers	\$22 (\$46K)
	Lodging Managers	\$25 (\$52K)
Associate Degree or Higher	Actors	\$18 (\$37K)
	Entertainment and Recreation Managers, Except Gambling	\$23 (\$48K)
	Interior Designers	\$23 (\$48K)
	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	\$38 (\$79K)
	General and Operations Managers	\$39 (\$81K)

*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.

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.