Hospitality & Tourism encompasses the management, marketing, and operations of restaurants and other food services, lodging, attractions, recreation events, and travel-related services.

Industry and workplace knowledge and skills are taught and reinforced in all pathways and at all levels.

Highly specific career specialty skills are taught at the postsecondary level by colleges, apprenticeships, or other training options.

High schools offer some or all pathways to students and teach pathway-specific knowledge and skills.
### Specific Occupations

<table>
<thead>
<tr>
<th>Pathway</th>
<th>Specific Occupations</th>
</tr>
</thead>
</table>
| **Restaurants and Food/Beverage Services** | • Bakers  
• Bartenders  
• Butchers and Meat Cutters  
• Chefs and Head Cooks  
• Combined Food Preparation and Serving Workers, Including Fast Food  
• Cooks  
• Cooks, Fast Food  
• Cooks, Institution and Cafeteria  
• Cooks, Restaurant  
• Cooks, Short Order  
• Counter Attendants, Cafeteria, Food Concession, and Coffee Shop  
• Dining Room and Cafeteria Attendants and Bartender Helpers  
• Dishwashers  
• First-Line Supervisors/Managers of Food Preparation and Serving Workers  
• Food Preparation Workers  
• Food Servers, Nonrestaurant  
• Food Service Managers  
• Gaming Managers  
• Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop  
• Meat, Poultry, and Fish Cutters and Trimmers  
• Slaughterers and Meat Packers  
• Waiters and Waitresses |
| **Lodging**                          | • Food Service Managers  
• Lodging Managers  
• Residential Advisors |
| **Travel and Tourism**              | • Food Service Managers  
• Lodging Managers  
• Managers  
• Reservation and Transportation Ticket Agents and Travel Clerks  
• Tour Guides and Escorts  
• Travel Agents |
| **Recreation, Amusements, and Attractions** | • Farm and Home Management Advisors  
• Lodging Managers |
In the midst of all the fanfare surrounding the grand opening of the new Raleigh Convention Center, Anthony Wilkins was at the helm of a talented culinary team preparing world-class cuisine for the big event. The Wake Technical Community College alumnus is Executive Chef for Centerplate, the convention center’s in-house catering service. His role is a mix of artistic culinarian and business manager with responsibilities that range from creating unique, customized menus to developing long-term organizational growth strategies.

“I’ve known from a very young age that I wanted to become a chef – I spent a lot of time in the kitchen with my grandmother,” Wilkins said. “I noticed that special events, from birthdays to Thanksgiving feasts, had a common element that made people happy – food. I wanted to make my living bringing that kind of joy to people.”

In middle school, Family and Consumer Sciences (FACS) courses helped Wilkins realize that he was definitely interested in food. So he continued to pursue this Career and Technical Education field at The William G. Enloe High School in Raleigh, achieving an academic excellence award in the Foods II – Advanced class. His experience working in the classroom’s full kitchen setup solidified his desire to work with food.

Wilkins found that Wake Tech offered exactly what he needed – a culinary degree program with a solid reputation. Like many Wake Tech students, he worked full-time while going to school. He’ll never forget his first job as a prep cook, shucking three bushels of oysters. It took him 16 hours!

Wilkins persevered, even after that test of endurance and many others, and advanced to Sous Chef and House Chef at prominent local venues such as the Cardinal Club and the RBC Center. He credits Wake Tech instructors with motivating him to succeed, giving him individualized attention, and providing the critical cooking skills on which his success has been built.

Wilkins feels prepared for the challenges ahead. “Creating an exemplary team and paying attention to the fine details and accoutrements that make an event special – that’s what I do.”
Did You Know?

Whether traveling for business or pleasure, the first services visitors think about are lodging and food. Those two services alone create millions of jobs for entry-level workers and for highly skilled specialists and managers. The Hospitality & Tourism Career Cluster prepares students to work in the interdependent lodging, food service, tourism, and recreation-related industries.

The worldwide tourism and recreation industry includes such diverse settings as theme parks, fitness facilities, tour operations, cultural and natural attractions, events and festivals, transportation industries, sports and entertainment venues, tourism promotion agencies, convention and meeting services, shopping centers, historic preservation districts, and retirement communities.

Hotels and other accommodations provided 1.8 million wage and salary jobs in 2006. Food and beverage services, which rank among the nation’s leading employers, provided about 9.4 million wage and salary jobs.

One of the largest career fields in both of these industry subsectors relates to food. That’s why jobs for chefs, head cooks, and restaurant cooks are growing from 5 to 21 percent. Technology influences lodging and food services as well, so these skills are a plus. Larger hotels rely on computer specialists and information technology and audiovisual technicians to service Web sites and computer and communications networks. Food services rely on technology to enhance efficiency and productivity.

When it comes to jobs like these and an opportunity to move up to management careers, Career and Technical Education and postsecondary certificates and degrees pay off. For more information, go to the Career Guide to Industries at http://www.bls.gov/oco/cg/cg1009.htm.

EXPLORING CAREERS

American Hotel & Lodging Educational Institute: http://www.ei-ahla.org; click on “High School Program.”
National Restaurant Association: http://www.restaurant.org
National Restaurant Association Educational Foundation: http://nraef.org
U.S. Travel Industry Association: http://www.tia.org
<table>
<thead>
<tr>
<th>Occupation</th>
<th>Career Pathway(s)</th>
<th>Job Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bakers</strong></td>
<td>Restaurants and Food/Beverage Services</td>
<td>Mix and bake ingredients according to recipes to produce breads, rolls, cookies, cakes, pies, pastries, or other baked goods.</td>
</tr>
<tr>
<td><strong>Chefs and Head Cooks</strong></td>
<td>Restaurants and Food/Beverage Services</td>
<td>Direct the preparation, seasoning, and cooking of foods. May plan and price menu items, order supplies, and keep records and accounts. May participate in cooking.</td>
</tr>
<tr>
<td><strong>Cooks, Restaurant</strong></td>
<td>Restaurants and Food/Beverage Services</td>
<td>Prepare, season, and cook foodstuffs in restaurants. May order supplies, keep records and accounts, price items on menu, or plan menu.</td>
</tr>
<tr>
<td><strong>Farm and Home Management Advisors</strong></td>
<td>Recreation, Amusements, and Attractions</td>
<td>Advise, instruct, and assist individuals and families engaged in agriculture or related processes, or home economics activities. Includes county agricultural agents, feed and farm management advisers, home economists, and extension service advisors.</td>
</tr>
<tr>
<td><strong>Food Service Managers</strong></td>
<td>Restaurants and Food/Beverage Services; Travel and Tourism; Lodging</td>
<td>Plan, direct, or coordinate activities of an organization or department that serves food and beverages.</td>
</tr>
<tr>
<td><strong>Lodging Managers</strong></td>
<td>Travel and Tourism; Lodging; Recreation, Amusements, and Attractions</td>
<td>Plan, direct, or coordinate activities of an organization or department that provides lodging and other accommodations.</td>
</tr>
<tr>
<td><strong>Reservation and Transportation Ticket Agents and Travel Clerks</strong></td>
<td>Travel and Tourism</td>
<td>Make and confirm reservations and sell tickets to passengers and for large hotel or motel chains. May check baggage and direct passengers to designated concourse, pier, or track; make reservations, deliver tickets, arrange for visas, contact individuals and groups to inform them of package tours, or provide tourists with travel information, such as points of interest, restaurants, rates, and emergency service.</td>
</tr>
<tr>
<td><strong>Tour Guides</strong></td>
<td>Travel and Tourism</td>
<td>Escort individuals or groups on sightseeing tours or through places of interest, such as industrial establishments, public buildings, and art galleries.</td>
</tr>
<tr>
<td><strong>Waiters and Waitresses</strong></td>
<td>Restaurants and Food/Beverage Services</td>
<td>Take orders and serve food and beverages to patrons at tables in a dining establishment.</td>
</tr>
</tbody>
</table>

**NOTES** (Source: North Carolina Employment Security Commission)
1. The average annual salary may vary in different service areas across the state.
2. This includes full-time and part-time employees.
3. Requires a minimum of an associate degree.
4. Above the current average annual statewide salary ($36,903 for 2007). The average annual salary for your service area may vary across the state.
<table>
<thead>
<tr>
<th>NC Entry-Level Wage Hourly/Annual</th>
<th>NC Average Wage Hourly/Annual¹</th>
<th>Average Total Annual Openings²</th>
<th>% Change 2006-2016</th>
<th>Minimum Usual Education</th>
<th>High Skill³</th>
<th>High Wage⁴</th>
<th>High Demand⁵</th>
</tr>
</thead>
<tbody>
<tr>
<td>$7.87/16,379</td>
<td>$10.36/21,552</td>
<td>100</td>
<td>11.9</td>
<td>Long-term on-the-job training</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$10.65/22,152</td>
<td>$17.61/36,620</td>
<td>86</td>
<td>16.4</td>
<td>Work experience in a related occupation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$7.36/15,316</td>
<td>$9.77/20,312</td>
<td>1,344</td>
<td>21.8</td>
<td>Long-term on-the-job training</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$13.50/28,086</td>
<td>$21.68/45,100</td>
<td>23</td>
<td>9.8</td>
<td>Bachelor’s degree</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>$16.10/33,488</td>
<td>$24.39/50,740</td>
<td>403</td>
<td>12.5</td>
<td>Work experience in a related occupation</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$14.01/29,148</td>
<td>$21.23/44,168</td>
<td>133</td>
<td>12.4</td>
<td>Work experience in a related occupation</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$11.45/23,809</td>
<td>$15.91/33,092</td>
<td>100</td>
<td>1.3</td>
<td>Short-term on-the-job training</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$7.56/15,715</td>
<td>$9.51/19,774</td>
<td>36</td>
<td>16.8</td>
<td>Moderate-term on-the-job training</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$6.81/14,167</td>
<td>$8.01/16,666</td>
<td>5,307</td>
<td>21.1</td>
<td>Short-term on-the-job training</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

NOTES
5. Projected employment growth rate above the average growth rate (1.6% for 2006) and at least 100 projected annual openings in North Carolina. This includes full-time and part-time employees, but excludes proprietors, owners, and partners of unincorporated firms, unpaid family workers, workers on unpaid leave, military, independent contractors, and temporary agency employees not on a company payroll.