



OAKLAND
COMMUNITY
COLLEGE

**Hospitality Program
Labor Market Analysis**

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**Oakland Community College
Hospitality Program Labor Market Analysis
(Culinary Arts, Food Service Management and Hotel/Motel Management)**

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**Oakland Community College
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(Culinary Arts, Food Service Management and Hotel/Motel Management)**

The Industry

1. *How does the industry define the occupation?*

- **Culinary Arts (CUL)**

A Culinary Artist is a person who is qualified to work in food preparation, presentation, and service. Fine restaurants, hotels/motels, cafeterias, and institutions generally employ them.

(Occupational Outlook Handbook, 2000-01 Edition)

- **Food Service Management (FOO)**

A food service manager is a person who may supervise assistant managers, purchasing agents, cashiers, head waiters, waitresses, cooks, bartenders, butchers, dishwashers and others; they also have frequent contact with customers. Food Service Managers coordinate and supervise the activities of workers responsible for serving food and beverages in different types of establishments or at social functions.

(Michigan Occupational Information System Miniscript #080, 2001)

- **Hotel/Motel Management (HOT)**

A hotel-motel manager is a person who is in charge of supervising other hotel employees. They direct and coordinate the operations of the establishment to ensure that they operate efficiently, show a profit, and provide the best possible accommodations for guests.

(Michigan Occupational Information System Miniscript #223, 2001)

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2. *In what industries do individuals in the profession typically work?*

- **Culinary Arts**

Food service workers are typically employed as bakers, pastry cooks, school cafeteria cooks, short order cooks, restaurant cooks, and institutional cooks. Some also pursue careers as dietetic technicians, food service managers or production bakers and cooks.

(Occupational Outlook Handbook, 2000-01 Edition)

- **Food Service Management**

Individuals are typically employed in middle management supervisory positions within the food service industry.

(Occupational Outlook Handbook, 2000-01 Edition)

- **Hotel/Motel Management**

Individuals are typically employed in the hotel-motel industry or as middle management supervisors with similar facilities, such as long-term care.

(Occupational Outlook Handbook, 2000-01 Edition)

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3. *Is the industry cyclical in nature?*

- **Culinary Arts**

Employment in the food service industry is not very sensitive to changes in economic conditions, so layoffs are rare. Cutbacks are usually the result of poor marketing, lack of cliental or not fulfilling the needs of the consumer.

(Occupational Outlook Handbook, 2000-01 Edition)

- **Food Service Management**

Employment in eating and drinking establishments is not very sensitive to changes in economic conditions, so restaurant and food service managers are rarely laid off during hard times. However, competition among restaurants is always intense, and many restaurants do not survive.

(Occupational Outlook Handbook, 2000-01 Edition)

- **Hotel/Motel Management**

The hotel/motel industry is more cyclical because, business increases with business travel and tourism. Business is usually fast paced during the warmer season because most people take vacation during this time. This also might suggest that hotels/motels in warmer climates see a higher rate of business than their counter-parts located in colder regions.

(Occupational Outlook Handbook, 2000-01 Edition)

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4. *Is the industry growing? Are certain occupations in the industry growing faster/slower than others?*

- **Culinary Arts**

Nationally

There were an estimated 3.3 million chefs, cooks and other kitchen workers nationwide in 1998. They were employed at restaurants, institutions, grocery stores, hotels and other organizations. The employment outlook is expected to increase by about 15% as families have higher personal incomes and less time to cook. In the institutional/educational facilities sector however, the employment outlook is not as strong, as institutions are more likely to contract out for food services.

(Occupational Outlook Handbook, 2000-01 Edition)

Regionally

There were 44,200 people employed in the food preparation and service occupations of Oakland County in 1994 (Occupational Employment Statistics Code 65200). These include chefs, cooks, bakers, short order cooks and other food preparation workers from restaurants and institutions around the County. Nearly 47,750 are expected to be employed here in 2005, representing an 8% increase. There are 1,698 average openings in the field per year, of which 81% are replacements.

(Oakland County in the 21st Century, Oakland County Planning and Economic Development, September 1999)

- **Food Service Management**

Nationally

Restaurant and food service managers held about 518,000 jobs nationwide in 1998 and the need for such managers is expected to increase through 2008, mostly due to high turnover rates. Most people work in restaurants or for food service companies, while a smaller number are employed by institutions, event management organizations, hospitals, nursing care facilities, and civic, social, and fraternal organizations.

(Occupational Outlook Handbook, 2000-01 Edition)

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Regionally

There were 2,400 food service and lodging managers in Oakland County in 1994 (Occupational Employment Statistics Code 15026). Nearly 3,000 food service and lodging managers are expected to be employed here in 2005, representing more than a 25% increase. Of the 100+ jobs expected to be available each year, half are expected to be from replacement and half will be due to growth.

(Oakland County in the 21st Century, Oakland County Planning and Economic Development, September 1999)

- **Hotel/Motel Management**

Nationally

Hotel managers and assistant managers held about 76,000 jobs nationwide in 1998. Self-employed managers and owners of small hotels held a significant number of these jobs. Larger companies that manage hotels and motels under contract is also a good source of employment.

(Occupational Outlook Handbook, 2000-01 Edition)

Opportunities should be good for those with degrees in hotel management nationwide. This category is expected to grow by 33% through the year 2005 as more hotels, motels and other lodging establishments are built to keep pace with higher occupancy rates.

*(Hotel/Motel Management Career Information, 2001
www.Jackson.cc.mi.us/Career/Careers/Hotelmgt.html)*

Regionally

There were 2,400 food service and lodging managers in Oakland County in 1994 (Occupational Employment Statistics Code 15026). Nearly 3,000 food service and lodging managers are expected to be employed here in 2005, representing more than a 25% increase. Of the 100+ jobs expected to be available each year, 50% are expected to stem from replacement and the other 50% will be due to growth.

(Oakland County in the 21st Century, Oakland County Planning and Economic Development, September, 1999)

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5. *What other industries/government impact the profession?*

- **Culinary Arts**

Industries that impact the profession are Hospitals, Grocery Stores, Elementary and Secondary Schools, and Nursing and Personal Care Facilities. Because Culinary Arts is categorized with Food Service Management and Hotel/Motel Management, in most cases, a large portion of information is the same for the three branches of Hospitality (Culinary Arts, Food Service Management and Hotel/Motel Management).

(Occupational Outlook Handbook, 2000-01 Edition)

- **Food Service Management**

Other industries or government that impact the profession are Hospitals, Grocery Stores, Elementary and Secondary Schools, Nursing and Personal Care Facilities, the U.S. Department of Agriculture Food and Nutrition Service and the U.S. Department of Education and Health and Human Services.

(Occupational Outlook Handbook, 2000-01 and National Food Service Management Institute)

- **Hotel/Motel Management**

Other industries or government that impact the profession are grocery stores and others in the food service industry.

(Occupational Outlook Handbook, 2000-01 and National Food Service Management Institute)

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6. *How prominent is the industry in OCC's regional market?*

- **Culinary Arts**

There were 44,200 people employed in the food preparation and service occupations of Oakland County in 1994 (Occupational Employment Statistics Code 65200). These include chefs, cooks, bakers, short order cooks and other food preparation workers from restaurants and institutions around the County. Nearly 47,750 are expected to be employed here in 2005, representing an 8% increase. There are 1,698 average openings in the field per year, of which 81% are replacements.

(Oakland County in the 21st Century, Oakland County Planning and Economic Development, September, 1999)

- **Food Service Management/Hotel Management**

In 1996, there were 5,520 food service and lodging managers in the Detroit Metropolitan Statistical Area (MSA), noted as Occupational Employment Statistics (OES) Code 15026. Nearly 7,130 food service and lodging managers are expected to be employed here in 2006, representing more than a 29% increase. Of the nearly 280 jobs expected to be available each year, 42% are projected to be from replacement.

(Occupational Employment Forecasts, 1996–2006, Michigan Department of Career Development, Employment Service Agency-Labor Market Information, May 2001; www.michlmi.org).

** Detroit MSA includes Lapeer Macomb, Monroe, Oakland, St Clair and Wayne Counties. Data is not broken up per county.*

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The Occupation

1. *How are specific job titles/occupations defined within the industry?*

- **Culinary Arts**

Bread and pastry chefs produce baked goods. They measure and mix ingredients, shape and bake the dough, and apply fillings and decorations.

Institutional chefs and cooks work in school kitchens, cafeterias, businesses, hospitals, and other institutions. For each meal, they prepare a large quantity of a limited number of entrées, vegetables, and desserts.

Restaurant chefs and cooks usually prepare a wider selection of dishes, cooking most orders individually.

Short-order cooks prepare food in restaurants and coffee shops that emphasize fast service. They prepare such food as sandwiches, fry eggs, and cook French fries, often working several orders at the same time.

(Occupational Outlook Handbook, 2000-01 Edition)

- **Food Service Management**

Food service managers perform work in food preparation and service, nutrition and menu planning, food standards and sanitation, purchasing, accounting, equipment and layout, food merchandising, marketing and management.

(Occupational Outlook Handbook, 2000-01 Edition)

- **Hotel/Motel Management**

Managers are responsible for the daily operation of the hotel and try to make sure guests enjoy a pleasant visit. They often set room rates, allocate funds and approve expenditures. They also establish standards of service, décor, housekeeping, food quality, and banquet operations.

*(Hotel/Motel Management Career Information, 2001
www.Jackson.cc.mi.us/Career/Careers/Hotelmng.html)*

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2. *What are the common Standard Occupation Codes (SOC) for the profession?*

- **Culinary Arts**

Industry Group - 581
5812 - Eating Places
5813 - Drinking Places (alcoholic beverages)

(Occupational Outlook Handbook, 2000-01 Edition)

- **Food Service Management**

Industry Group - 581
5812 - Eating Places
5813 - Drinking Places (alcoholic beverages)

(Occupational Outlook Handbook, 2000-01 Edition)

- **Hotel/Motel Management**

Industry Group - 701
7011 - Hotels and Motels (public)
7041 - Hotels and Motels (private)

Industry Group - 581
5812 - Eating Places
5813 - Drinking Places (alcoholic beverages)

(Occupational Outlook Handbook, 2000-01 Edition)

3. *Are these positions entry level or more advanced?*

- **Culinary Arts**

These positions can be entry-level or more advanced, depending on experience and the type of institution.

(Occupational Outlook Handbook, 2000-01 Edition)

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- **Food Service Management**

These positions are middle-management positions, which require education or experience for advancement opportunities. Promotions usually occur from within the organization.

(Occupational Outlook Handbook, 2000-01 Edition)

- **Hotel/Motel Management**

These positions are middle-management positions, which require education or work experience for advancement opportunities. Advancement opportunities usually occur from promotions within.

(Occupational Outlook Handbook, 2000-01 Edition)

4. *How many people are employed in the profession within OCC's regional market?*

- **Culinary Arts**

There were 44,200 people employed in the food preparation and service occupations of Oakland County in 1994 (Occupational Employment Statistics Code 65200). These include chefs, cooks, bakers, short order cooks and other food preparation workers from restaurants and institutions around the County. Nearly 47,750 are expected to be employed here in 2005, representing an 8% increase. There are 1,698 average openings in the field per year, of which 81% are replacements.

(Oakland County in the 21st Century, Oakland County Planning and Economic Development, September, 1999)

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(Oakland County in the 21st Century, Oakland County Planning and Economic Development, September, 1999)

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(Occupational Employment Forecasts, 1996–2006, Michigan Department of Career Development, Employment Service Agency-Labor Market Information, May 2001; www.michlmi.org).

** Detroit MSA includes Lapeer Macomb, Monroe, Oakland, St Clair and Wayne Counties. Data is not broken up per county.*

5. What is the future occupational demand for the profession within OCC's regional market? What is the projected rate of growth?

• **Culinary Arts**

The 1990 Census found over 54,000 cooks and chefs are employed in Michigan and estimate a 15% statewide growth rate for the industry by 2006.

(Michigan Occupational Information System Occupational Employment Forecasts, 1996-2006, Michigan Department of Career Development, May 2001)

The most recent data from Oakland County suggests that there were 44,200 cooks, chefs and other kitchen workers employed in 1994, with an expected growth rate of 8% by 2006.

(Oakland County in the 21st Century, Oakland County Planning and Economic Development, September, 1999)

• **Food Service/Hotel Management**

The most recent data from Oakland County suggests that there were 2,400 food service and lodging managers in 1994, with an expected growth rate of 23% by 2006.

(Oakland County in the 21st Century, Oakland County Planning and Economic Development, September, 1999)

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6. *What is driving the demand within the profession (technology, growth, turnover, retirement, regulations)?*

- **Culinary Arts**

Just as in Food Service Management, the number of eating and drinking establishments increases along with population growth, personal incomes, and leisure time.

(Occupational Outlook Handbook, 2000-01 Edition)

- **Food Service Management**

Eating and drinking establishments increase with population growth, income, and leisure time. Additionally, the number of jobs increase as schools, hospitals, and other businesses use institutional food service companies. Growth in the elderly population should result in more food service manager jobs in nursing homes, residential-care and assisted-living facilities.

(Occupational Outlook Handbook, 2000-01 Edition)

- **Hotel/Motel Management**

Long hours and the stress of dealing with hotel patrons result in high turnover among hotel managers. Additional demand for managers is expected in suite hotels as some guests, especially business customers who are willing to pay higher prices for rooms with meeting space. As large full-service hotels increase, with restaurants, fitness centers, large meeting rooms, and play areas for children, there will continue to be many trainee and managerial opportunities.

(Occupational Outlook Handbook, 2000-01 Edition)

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7. *What is the typical career path within the profession?*

- **Culinary Arts**

Advancement in this field usually occurs from demonstrating potential for handling increased responsibility. Advancement also depends on their ability to supervise less-skilled workers and limit food costs by minimizing waste and accurately anticipating the amount of perishables.

At the high end of the spectrum, executive chefs need extensive experience as chefs in different settings. They often move to higher-end establishments and may pursue a Master Chef designation, of which very few are granted in the United States.

(Occupational Outlook Handbook, 2000-01 Edition)

- **Food Service Management**

Most people work in restaurants or for institutional food service companies, while a smaller number of workers are employed by educational institutions, hospitals, nursing facilities, and civic, social, and fraternal organizations. The highest measure of achievement for restaurant and food service managers is the designation of a Certified Foodservice Management Professional (EMP).

(Occupational Outlook Handbook, 2000-01 Edition)

- **Hotel/Motel Management**

College graduates with degrees in hotel or restaurant management should have good job prospects. They might gain experience in all aspects of the hotel and become resident managers, executive housekeepers, front office managers, food and beverage managers, convention services managers, and assistant managers.

(Occupational Outlook Handbook, 2000-01 Edition)

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8. *What is the expected salary range within the profession?*

- **Culinary Arts**

The expected salary range in Michigan is \$8-12 an hour, compared to the national average of \$7-18 an hour. The average annual salary for executive chefs in the North Central U.S. region is \$42,000 - \$60,000 at the high end of the scale. Comparatively, average annual salary ranges for executive chefs in the lodging industry nationwide is \$27,000 - \$90,000.

(Occupational Outlook Handbook, 2000-01 Edition, updated March 2001)

In comparison, OCC graduates who completed the Culinary Arts Program from 1998 – present earned \$26,000 their first year.

(Appendix A: Results from OCC's Graduate Follow-up Survey)

- **Food Service Management**

Salaries differ substantially depending on responsibility and experience. Some of the most common titles and average nationwide salaries are as follows:

Owner/Independent -	\$115,500
President/CEO -	\$112,500
CFO -	\$ 80,000
Regional Manager -	\$ 71,000
General Manager -	\$ 62,800
District Manager -	\$ 61,335
Executive Chef -	\$ 55,000
Treasurer -	\$ 54,340
Unit Manager -	\$ 46,800
Controller -	\$ 45,875
Chef -	\$ 39,000
Manager Trainee -	\$ 25,500
Cook -	\$ 16,120 (hourly wage total)

(Compensation for Salaried Personnel in Restaurants, 1998; Restaurant Association)

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- **Food Service Management (continued)**

Over the last six years, the average starting salary for OCC graduates from the Food Service Management Program was \$25,498.

(Appendix A: Results from OCC's Graduate Follow-up Survey)

- **Hotel/Motel Management**

The expected salary in Michigan is \$17,000 - \$71,000 depending on the position. Comparatively, the U.S. average salary for this position ranges from \$16,000 - \$65,000.

(Occupational Outlook Handbook, 2000-01 Edition, updated March, 2001)

Over the last six years, the average starting salary for OCC graduates from the Hospitality Program was \$20,156.

(Appendix A: Results from OCC's Graduate Follow-up Survey)

9. *What is the typical gender/race breakdown within the profession?*

- **Food Service Management/Culinary Arts/Hotel Management**

Data derived from the Michigan Restaurant Association illustrates close to 58% of employees in food service operations are women. Approximately, 12 % of food industry supervisors are people of Hispanic origin.

*(Michigan Restaurant Association – Career Information, 2001:
<http://www.michiganrestaurant.org/page.cfm/24/>)*

Data derived from OCC's graduate follow-up survey suggests that since 49% of graduates from all the programs are female, while 51% are male. Approximately 84% of OCC graduates are Caucasian, 9% are African American, 3% are Asian and 4% are of other nationalities.

(OCC's Graduate Follow-up Survey, 1988 – 2000)

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10. What are some of the common challenges facing the profession?

- **Culinary Arts**

Long hours (55 hours or more) and the stress of dealing with customers and other food service workers result in high turnover rates.

(Occupational Outlook Handbook, 2000-01 Edition)

- **Food Service Management**

When problems arise, it is the responsibility of the manager to resolve them without any major disruption to the business or customers. The job can be hectic and stressful with irate customers, long hours and unreliable employees. In addition, there are often relocation requirements.

(Occupational Outlook Handbook, 2000-01 Edition)

- **Hotel/Motel Management**

Long hours and the stress of dealing with hotel patrons result in high turnover among hotel managers. Generally, the typical workweek consists of 55 hours or more, not including the on call schedule (on call schedules only apply to managers residing on the premises). As in food service management, relocation is often required.

(Occupational Outlook Handbook, 2000-01 Edition)

11. What associations support the profession?

- **Culinary Arts**

The American Culinary Federation, 10 San Bartola Drive, St Augustine, Florida 32086

Junior Colleges or Vocational Education Institutions

The Armed Forces

(Occupational Outlook Handbook, 2000-01 Edition)

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- **Food Service Management**

Michigan Restaurant Association, 225 West Washtenaw, Lansing, MI 48933

The National Restaurant Association, 250 South Wacker Drive, Suite 1400,
Chicago, Illinois 60606-5834

The Educational Foundation of the National Restaurant Association, Suite
1400, 250 South Wacker Dr., Chicago, IL 60606.

Council on Hotel, Restaurant, and Institutional Education, 1200 17th St.
NW., Washington, DC 20036-3097.

American School Food Service Association, 700 South Washington Street,
Suite 300, Alexandria, Virginia 22314

American School Health Association

International Council on Hotel, Restaurant Education (CHRIE)
3205 Skipwith Road, Richmond, VA 23294-4442

Dietary Managers Association, 406 Surrey Woods Dr, St. Charles, IL
60174406

Food Marketing Institute, 655 15th Street, NW
Washington, DC 20005

Food Service and Packaging Institute, 150 South Washington Street
Suite 204, Falls Church, Virginia 22046

National Food Processors Association, 1350 I Street, NW Suite 300
Washington, DC 20005

Produce Marketing Association
1500 Casho Mill Road P.O. Box 6036 Newark, DE 19714-6036

(National Food Service Management Institute, 2001)

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- **Hotel/Motel Management**

The American Hotel and Motel Association (AH&MA), Information Center,
1201 New York Ave. NW. Washington, DC 20005-3931.

The Educational Institute of the American Hotel and Motel Association,
P.O. Box 531126 Orlando, FL 32853-1126 (www.ei-ahma.org).

Council on Hotel, Restaurant, and Institutional Education, 1200 17th St.
NW., Washington, DC 20036-3097.

National Executive Housekeepers Association, Inc., 1001 Eastwind Dr.,
Suite 301, Westerville, OH 43081. Phone: (800) 200-6342.

The Service Employees International Union

(Occupational Outlook Handbook, 2000-01 Edition)

12. Does the profession have a professional code of conduct?

- **Culinary Arts**

No data available

- **Food Service Management**

No data available

- **Hotel/Motel Management**

No data available

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Education/Training

1. *What is the required/preferred level of education within the profession?*

- **Culinary Arts/Food Service Management**

Increasing numbers of chefs and cooks obtain their training through high school, post-high school vocational programs or 2-or-4 year colleges. Chefs and cooks also maybe trained in apprenticeship programs offered by professional culinary institutes, industry associations, and trade unions.

(Occupational Outlook Handbook, 2000-01 Edition)

The Michigan Hospitality School-to-Career (STC) initiative also prepares students for the working world, offering them on-the-job experience before they graduate. The curriculum is called ProStart, a two-year industry-based curriculum that prepares students for careers in the restaurant and food service industry. The curriculum is now the standard for training in over 20 high schools in Michigan.

*(Michigan Restaurant Association – Career Information, 2001:
<http://www.michiganrestaurant.org/page.cfm/24/>)*

- **Hotel/Motel Management**

Today, hotels increasingly emphasize specialized training and experience. Postsecondary training in hotel or restaurant management is preferred. Internships or part-time or summer work is an asset to students seeking a career in hotel management. Most bachelor's degree programs include work-study opportunities.

Hotel management programs include instruction in hotel administration, accounting, economics, housekeeping, food service management, marketing and catering, and hotel maintenance engineering. Computer training is also now an integral part of training for reservations, billing and housekeeping management.

(Occupational Outlook Handbook, 2000-01 Edition)

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2. *What skills/knowledge are essential for individuals to possess in order to be successful within the profession?*

- **Culinary Arts**

Important characteristics for chefs, cooks and other kitchen workers includes the ability to work as part of a team, work on their feet for long periods of time, have a keen sense of taste and smell and professional cleanliness. Most states require health certificates indicating workers are free from communicable diseases.

(Occupational Outlook Handbook, 2000-01 Edition)

- **Food Service Management**

An important characteristic for food service management is the ability to supervise lower-skilled workers and to work in a team. Certification in sanitation is often required.

(Occupational Outlook Handbook, 2000-01 Edition)

- **Hotel/Motel Management**

Hotel managers must be able to get along with many different people, even in stressful situations. They must be able to solve problems and concentrate on details. Initiative, self-discipline, effective communication skills, and the ability to organize and direct the work of others are also essential for managers at all levels.

(Occupational Outlook Handbook, 2000-01 Edition)

3. *How does the industry currently train its employees?*

- **Culinary Arts/Food Service Management**

Most chefs, cooks and others start out as fast food or short-order cooks or in another lower-skilled kitchen position. They work their way up by proving they have acquired the necessary knowledge.

(Occupational Outlook Handbook, 2000-01 Edition)

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- **Culinary Arts/Food Service Management (continued)**

Through a combination of classroom and on-the-job training, trainees receive instruction and gain work experience in all aspects of the operations of a restaurant or institutional food service facility. Topics include food preparation, nutrition, sanitation, security, company policies and procedures, personnel management, recordkeeping, and preparation of reports. Training on the restaurant's computer system is increasingly important as well. Usually after 6 months or a year, trainees receive their first permanent assignment as an assistant manager.

(Occupational Outlook Handbook, 2000-01 Edition)

- **Hotel/Motel Management**

In the past, managers were promoted from other hotel assignments. Although some employees still advance to management positions without education beyond high school, postsecondary education is preferred.

(Occupational Outlook Handbook, 2000-01 Edition)

In 1997, OCC conducted a focus group with representatives from the local food service/hospitality industry. When asked 'What type of training do you offer your employees', all the participants noted that nearly all training is done in-house, and that formal training programs are typically more formalized at hotels, larger restaurants and chains.

The American Hotel/Motel Association in East Lansing also offers a variety of courses for continuing education purposes.

(Feb. 1997 Hospitality Focus Group Report, OCC Office of Institutional Planning and Analysis).