



## Hospitality Workforce Development: San Diego, CA

### Partners Promote City's Hospitality Training and Careers

San Diego's hospitality industry employed over 110,000 county wide, but with over 15 million visitors annually workforce development was not in pace with growth. Hospitality businesses had difficulty finding skilled employees at all levels. Employees left San Diego for higher wages and lower cost of living in Las Vegas and other tourism cities. The Careers in Hospitality Alliance comprised of hospitality educators, City economic Development, workforce and hospitality industry professionals, was created to nurture a labor force and create awareness about training, skill development and the breadth of career choices to retain workers in San Diego's dining and entertainment sector.

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### Problem Statement

Although the hospitality industry employs over 110,000 county wide it is not in pace with San Diego and the nation's growth rate. Hospitality businesses were having difficulty finding skilled employees at all levels and employees were leaving San Diego for higher wages and lower cost of living in Las Vegas and other tourism cities.

### Stakeholders

- Responsible Hospitality Institute
- City of San Diego
- University of San Diego

### Process

Identified high schools and colleges in San Diego county with hospitality programs. Invited instructors for programs to join the Careers in Hospitality Alliance. Identified trade and professional associations, some with education committees. Involved association leadership. Developed series of activities that built upon each other - Breakfast, Speakers Bureau, Job Fair, Video. Established project in San Diego State University hospitality program for continuity.

## Outcome

Held a Careers in Hospitality Breakfast to influence and educate school administrators, policy makers, counselors, and parents. Created an advisory board made up of industry experts to help identify skill set and advise on curricula. Developed Hospitality Road Show and Speakers Bureau-made up of hospitality professionals who volunteer for individual or team presentations to parent groups, counselor in-services, student assemblies and school boards. Develop and held a Hospitality Job Fair & Resource Expo (more than 100 exhibitors and 2,500 job seekers) to introduce students, career changers and the general public to career and education opportunities in the local San Digo market. Created a Careers in Hospitality video to broaden the community's perception of hospitality careers and local opportunities.

## Challenges and Lessons Learned

Schools are out of session at least three months throughout the year making it difficult to schedule meetings and events. Associations only meet on a monthly basis and often need 2-3 month lead time for board approval. Association officer turnover is frequent, so there is a need for regular update and orientation. Some association officers are more involved and motivated than others.

## Jurisdiction

Education System, City, County, Association Network

## Contact Info

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