



# HOSPITALITY INDUSTRY

in Maricopa County, Arizona



"WHEN FRIENDS ARE AT  
YOUR HEARTH-SIDE MET,  
SWEET COURTESY HAS  
DONE ITS MOST IF YOU  
HAVE MADE EACH GUEST  
FORGET THAT HE HIMSELF  
IS NOT THE HOST."

—THOMAS BAILEY  
ALDRICH



*focusing on the future, today!*

CAREER & TECHNICAL EDUCATION

TOLLESON UNION HIGH SCHOOL DISTRICT





TOLLESON UNION HIGH SCHOOL DISTRICT CAREER AND TECHNICAL EDUCATION: FOCUSING ON THE FUTURE, TODAY



Hospitality Industry in the U.S.

- GROWTH
- Steady growth for 8 of the last 9 years
  - \$9 trillion industry in 2006
  - \$11 trillion industry in 2013
- INCOME
- \$262 billion in 2003
  - \$402 billion in 2013

Hospitality Industry in Arizona

- GROWTH
- Steady growth for 8 of the last 11 years
  - \$8.2 billion industry in 2003
  - \$12.5 billion industry in 2013

FULL-TIME AND PART-TIME EMPLOYMENT

- 274,027 jobs in 2003
- 329,015 jobs in 2013

INCOME

- \$4.9 billion in 2003
- \$7.8 billion in 2013

Hospitality Industry in Maricopa County

GDP IN THE PHOENIX AREA

- \$6 billion in 2003
- \$9.3 billion in 2013

FULL-TIME AND PART-TIME EMPLOYMENT

- 177,534 jobs in 2003
- 219,169 jobs in 2013

INCOME

- \$3.5 billion in 2003
- \$5.4 billion in 2013

Hospitality Industry Overview

The hospitality industry is one of the broadest industries in the U.S. economy. You might immediately think of hotels or restaurants, but while those are important aspects of the hospitality industry, it also includes such things as event planning and event sites; all aspects of tourism, including travel providers and cruise lines; recreation settings such as theme parks and sports arenas; and arts and entertainment and their venues such as theaters, concert halls, nightclubs, and casinos. The defining factors in the hospitality industry are customer satisfaction and meeting a customer's leisure needs rather than basic needs.

Because it meets leisure needs, the hospitality industry thrives when customers have both leisure time and disposable income. Since it depends on customer satisfaction, one of the most important things you need to work in hospitality is a love for working with people. Webster's Dictionary defines "hospitality" as "generous and friendly treatment of visitors and guests," and that sums up the industry as well as individual hospitality—it is an industry built on making its customers feel welcome, happy, and relaxed.



"HOSPITALITY IS LOVE IN ACTION. HOSPITALITY IS THE FLESH AND MUSCLE ON BONES OF LOVE."  
—ALEXANDER STRAUCH

| TOP 6 HOSPITALITY OCCUPATIONS WITH ANNUAL SALARY BY EXPERIENCE |                   |            |
|--|-------------------|------------|
| Occupation   | Experience        |            |
|  | Less than 5 years | 5–10 years |
| Food service managers  | \$41,802          | \$45,029   |
| Cooks  | \$24,208          | \$29,781   |
| Waiters and waitresses   | \$20,987          | \$25,381   |
| Fitness trainers and instructors                               | \$33,590          | \$38,046   |
| Lodging managers   | \$45,333          | \$51,376   |
| Grounds maintenance workers                                    | \$19,468          | \$19,822   |

SOURCE: PAYSCALE.COM

"SERVICE IS A PROMISE THAT CANNOT BE SEEN, TOUCHED, OR FELT THROUGH ANY OF OUR EXTERNAL SENSES."  
—JAG RANDHAWA

| MAJOR HOSPITALITY EMPLOYERS IN MARICOPA COUNTY, ARIZONA |                                |                          |
|---|--------------------------------|--------------------------|
| Mountain Range Restaurant                               | Gila River Gaming Enterprises  | Food Services of America |
| Holsum Bakery   | Arizona Grand Resort           | Phoenix Suns Charities   |
| Burger King   | Pointe Hilton                  | Boulders                 |
| Turf Paradise   | Z-Tejas                        | Aramark                  |
| Casino Arizona At Salt River                            | Four Seasons Resort Scottsdale |                          |

Top Five Hospitality Industry Employers in Maricopa County

**Gila River Gaming Enterprises**, headquartered in Chandler, hosts three casino locations in Laveen and Chandler. Besides various casino games, it also offers hotel rooms and suites, meeting and event centers, shopping, restaurants, lounges, and live entertainment. Its purpose is to provide full-service entertainment as a means to promote the economic development of the Gila River Indian Community.

**Pointe Hilton** operates two luxury resort hotels in the Phoenix area: Squaw Peak and Tapatio Cliffs. Each features a variety of entertainment opportunities, including water parks, spas, shopping, golf, children's camps, and multiple restaurants. Besides leisure spaces, each location also provides event space and meeting space for weddings and conferences. Squaw Peak has 411 suites and 130 casitas to accommodate guests, while Tapatio Cliffs includes almost 600 suites.

**Turf Paradise** is a horse racing track located in Phoenix. When it opened in 1956, it was the first organized sports franchise in Arizona; it is now the third largest sports attraction in the state, with seating for 7,500 guests. The track holds one of the longest thoroughbred racing seasons in the U.S., with two racing tracks and a training track. It includes horse training and therapy facilities, with 2,000 stalls and 61 barns.

**Aramark** opened in 1932 as a one-man business operating from a single vehicle. Since then it has grown to become a global corporation. It is a food service, facilities management, and workforce uniform company with nine locations in the Phoenix area. It provides service to such locations as schools and colleges, sports venues, conference and convention centers, hospitals, businesses, government facilities, and correctional institutions.

**Phoenix Suns Charities** was founded in 1988 by the original chairman and CEO of the Phoenix Suns as an organization to benefit Arizona children and their families. It relies on donations from fans, sponsors, and the team, as well as special fundraising events, license plate sales, and auctions. It distributes more than \$1M per year. In 2014–2015, it donated to more than 120 Arizona nonprofit organizations.

"A SOUL OF HOSPITALITY AND A HEART OF HUMANITY IS A HOUSE OF LOVE, PEACE, FREEDOM, LIBERTY, AND JUSTICE."  
—AULIQ ICE

"EATING, AND HOSPITALITY IN GENERAL, IS A COMMUNION, AND ANY MEAL WORTH ATTENDING BY YOURSELF IS IMPROVED BY THE MULTIPLES OF THOSE WITH WHOM IT IS SHARED."  
—JESSE BROWNER



## Key Occupations in the Industry\*

### FOOD SERVICE MANAGERS

#### What Food Service Managers Do

Food service managers are responsible for the daily operation of restaurants and other establishments that prepare and serve food and beverages. They direct staff to ensure that customers are satisfied with their dining experience and the business is profitable.

#### Work Environment

Food service managers work in restaurants, hotels, school cafeterias, and other establishments where food is prepared and served. Managers at fine-dining and fast-food restaurants often work longer hours—50 or more per week. The work can be hectic, and dealing with unhappy customers can be stressful.

#### How to Become a Food Service Manager

Most applicants qualify with a high school diploma and long-term work experience in the food service industry. However, some receive training at a community college, technical or vocational school, culinary school, or a four-year college.

### COOKS

#### What Cooks Do

Cooks prepare, season, and cook a wide range of foods. This may include soups, salads, entrees, and desserts.

#### Work Environment

Cooks work in restaurants, schools, hospitals, private households, and other places where food is served. They often work early mornings, late evenings, holidays, and weekends.

#### How to Become a Cook

Most cooks learn their skills through short-term on-the-job training and related work experience. Although no formal education is required, some restaurant cooks and private household cooks attend culinary school.

\* ALL JOB INFORMATION TAKEN FROM THE BUREAU OF LABOR STATISTICS OCCUPATIONAL OUTLOOK HANDBOOK ([HTTP://WWW.BLS.GOV/OOHH](http://www.bls.gov/oooh/))

### WAITERS AND WAITRESSES

#### What Waiters and Waitresses Do

Waiters and waitresses take orders and serve food and beverages to customers in dining establishments.

#### Work Environment

Waiters and waitresses work in restaurants, bars, hotels, and other food-serving and drinking establishments. During busy hours, they are under pressure to serve customers quickly and efficiently. About half worked part time in 2012. This often includes early mornings, late evenings, weekends, and holidays.

#### How to Become a Waiter or Waitress

Most waiter and waitress jobs are at the entry level, and workers learn their skills through short-term, on-the-job training. No formal education is required.

### FITNESS TRAINERS AND INSTRUCTORS

#### What Fitness Trainers and Instructors Do

Fitness trainers and instructors lead, instruct, and motivate individuals or groups in exercise activities, including cardiovascular exercise (exercises for the heart and blood system), strength training, and stretching. They work with people of all ages and skill levels.

#### Work Environment

Fitness trainers and instructors held about 267,000 jobs in 2012. They work in health clubs, fitness or recreation centers, gyms, country clubs, hospitals, universities, yoga and Pilates studios, resorts, and clients' homes.

#### How to Become a Fitness Trainer or Instructor

The education and training required for fitness trainers and instructors varies by type of specialty, and employers often hire those with certification.

### LODGING MANAGERS

#### What Lodging Managers Do

Lodging managers ensure that guests on vacation or business travel have a

pleasant experience at a hotel, motel, or other type of establishment with accommodations. They also ensure that the establishment is run efficiently and profitably.

#### Work Environment

Because hotels are open around the clock, evening and weekend work is common. Most lodging managers work full time and are often on call. The work can be pressure filled and stressful.

#### How to Become a Lodging Manager

Many applicants can qualify as a lodging manager by having a high school diploma and several years of experience working in a hotel. However, most large, full-service hotels require applicants to have a bachelor's degree. Hotels that provide fewer services generally accept applicants who have an associate degree or a certificate in hotel management or operations.

### GROUNDS MAINTENANCE WORKERS

#### What Grounds Maintenance Workers Do

Grounds maintenance workers provide a pleasant outdoor environment by ensuring that the grounds of houses, businesses, and parks are attractive, orderly, and healthy.

#### Work Environment

Many grounds maintenance jobs are seasonal, available mainly in the spring, summer, and fall. Most of the work is done outdoors in all kinds of weather. The work can be repetitive and physically demanding, requiring frequent bending, kneeling, lifting, and shoveling.

#### How to Become a Grounds Maintenance Worker

Most grounds maintenance workers need no formal education and are trained on the job. Most states require licensing for workers who apply pesticides.