

# Job Opportunities Look Bright In SC Tourism Industry

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Job opportunities in the Santa Cruz area should remain high in the tourism industry despite the energy shortage, but may lag in social services and education, according to local economists, counsellors and businessmen.

Jobs will be plentiful for electronics and computer workers during the next five years, according to estimates and projections, but the outlook for employment in the construction industry is uncertain.

Forecasts for Santa Cruz County for 1980-1985 made by the Employment Development Department show that industrial expansion can be expected to create 9,500 new jobs and people leaving the labor force will open up an additional 13,100 positions.

Fastest growth in jobs will be among white-collar workers, providing more than half of all local job openings. Jobs for blue-collar workers will increase more slowly, as will those for service workers.

Retail sales clerks are expected to be the fastest growing group of workers in the county, with 66 percent of the job gains opening up in that area.

Employment in professional, technical and similar jobs is expected to be the second most rapidly growing area of employment, accounting for 17 percent of employment growth in the Santa Cruz area.

Demand will be strong for service workers, especially for experienced food service workers.

Few new jobs are projected

for farmers, farm workers, non-farm laborers and operatives, or semi-skilled blue-collar workers.

Jobs for craftworkers should not be numerous, except for carpenters, electricians, auto mechanics and heavy-equipment mechanics, who are expected to find many jobs available.

Traditionally, employment in government and in the retail sector of the economy has run neck and neck, "jockeying for first and second place," observed Lionel Stoloff, general manager of the Chamber of Commerce.

But with the passage of Prop-

ositions 13 and 4, limiting state government spending, and perhaps of Jarvis II, which would limit income tax, retail positions are gaining while jobs in government are losing ground.

Stoloff cited Employment Development Department figures showing 9,700 workers employed in the retail trade in September, 1975, 500 less than the 10,200 employed in government jobs at that time. Government retained its lead in 1976, employing 10,700 workers, 700 more than those employed in retail jobs.

In September 1977, the retail industry took the lead with 11,500 jobs, 700 more than posi-

tions in government.

In 1979, the gap between the two had widened to 2,200 jobs with 13,700 workers employed in retail and 11,500 government workers.

Jobs in education, already competitive, can be expected to fall with decreased government spending.

Aside from laws, other factors that affect occupational opportunities are changes in demographics, technology, availability of resources, organization and focus of business, consumer preferences and economic conditions.

Bad economic conditions nationwide, i.e. a recession, is not

expected to seriously affect California, according to Bank of America estimates, Stoloff noted.

Reduction in housing construction caused by city and county growth control measures may be offset by increased commercial building, particularly if the Coastal Commission approves a permit for a new Synertek plant, Stoloff said.

As for the tourism industry, the feared odd-even gas rationing system may not discourage vacationers from coming to Santa Cruz, according to Barbara Klein, manager of the Convention and Visitors' Bureau.

"We're within half a tank of gas of over 4 million people," Klein said. Most of Santa Cruz' tourists live in northern and central California, particularly the San Francisco Bay Area, she said. Many of them would have no problem driving to this area and back on a tank of gas.

"I think it (the tourist business) is going to go very well as long as we let people know they can get gas here," she said. Klein said she hopes lists of stations supplying gas should continue to be available, as they were last summer.

"Statistics show that even in a recession, people continue to take vacations."

The preponderance of tourists who traditionally come to Santa Cruz would continue to come here rather than resorts such as Palm Springs, Lake Tahoe or Carmel because it is closer, Klein said.

Unfortunately, burgeoning job markets don't always generate enthusiasm among prospective employees.

"The areas that are leaders are engineering, business management, computer-related careers and electronics," Cabrillo career counsellor Bob Carter observed.

"But in my opinion, there is a big cultural gap between people looking for work and the jobs

available. There is a predominance of people who want people-oriented jobs. But job openings require engineering technology—they are technology-oriented jobs," Carter said.

"There are a lot of people running around and getting educated in social sciences and teaching."

As government spending tightens, with disenchantment with the public school system, and with a "conservative backlash" against social services, teachers and social workers may find jobs in their fields increasingly difficult to find.

SANTA CRUZ SENTINEL  
December 9, 1979

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