



Hospitality and Tourism Career Cluster

The Hospitality and Tourism career cluster focuses on the management, marketing, and operations of restaurants, lodging, attractions, recreation events, and travel-related services. This career cluster includes occupations ranging from reservation and transportation ticket agent to event planner and general manager.

Statewide Program of Study: Travel, Tourism, and Attractions

The Travel, Tourism, and Attractions program of study focuses on occupational and educational opportunities associated with the marketing and sales of travel and tourism services. This program of study includes planning, directing, and coordinating marketing or business policies and programs. Students will identify potential customers and determine demand and promotional strategies for products and services.



Secondary Courses for High School Credit

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|----------------|---|
| Level 1 | <ul style="list-style-type: none"> Principles of Hospitality and Tourism Introduction to Culinary Arts |
| Level 2 | <ul style="list-style-type: none"> Travel and Tourism Management Foundations of Restaurant Management Sports and Entertainment Marketing Hotel Management Entrepreneurship I |
| Level 3 | <ul style="list-style-type: none"> Tourism Marketing Concepts and Applications Global Business Hospitality Services |
| Level 4 | <ul style="list-style-type: none"> Practicum in Entrepreneurship Practicum in Event and Meeting Planning Practicum in Hospitality Services Practicum in Hospitality Services + Extended Practicum in Hospitality Services Career Preparation for Programs of Study Career Preparation for Programs of Study + Extended Career Preparation |

Aligned Advanced Academic Courses

Dual Credit Dual credit offerings will vary by Local Education Agency.

Students should be advised to consider these course opportunities to enrich their preparation. AP or IB courses not listed under the Secondary Courses for High School Credit section of this framework document do not count towards Concentrator/Completer status for this program of study.

Work-Based Learning and Expanded Learning Opportunities

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|--|---|
| Work-Based Learning Activities | <ul style="list-style-type: none"> Intern at a local tourism and visitors bureau to learn about managing and marketing attractions and resources Work part-time as a tour guide at a local attraction |
| Expanded Learning Opportunities | <ul style="list-style-type: none"> Volunteer at a local community event (fair or rodeo) Tour an attraction, theme park, or event center |

Aligned Industry-Based Certifications

- Certified Hospitality and Tourism Management Professional
- Entrepreneurship and Small Business
- Travel and Tourism



Example Postsecondary Opportunities

Associate Degrees

- Tourism and Travel Services Management
- E-Commerce/Electronic Commerce

Bachelor's Degrees

- Marketing/Marketing Management
- Business/Managerial Economics

Master's, Doctoral, and Professional Degrees

- Marketing/Marketing Management
- Tourism and Travel Services Management

Additional Stackable IBCs/Licensures

- Tourism Management



Example Aligned Occupations

Reservation and Transportation Ticket Agents and Travel Clerks

Median Wage: \$48,000

Annual Openings: 2,031

10-Year Growth: 17%

Travel Agents

Median Wage: \$39,991

Annual Openings: 473

10-Year Growth: 22%

Market Research Analysts and Marketing Specialists

Median Wage: \$60,926

Annual Openings: 5,688

10-Year Growth: 35%

Data Source: TexasWages, Texas Workforce Commission. Retrieved 3/8/2024



For more information visit:

<https://tea.texas.gov/academics/college-career-and-military-prep/career-and-technical-education/programs-of-study-additional-resources>



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Statewide Program of Study: Travel, Tourism, and Attractions

Course Information

Level 1

Course	Prerequisites Corequisites	Career Clusters
Principles of Hospitality and Tourism 13022200 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Introduction to Culinary Arts 13022550 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisite: Principles of Hospitality and Tourism Recommended Corequisites: None	

Level 2

Course	Prerequisites Corequisites	Career Clusters
Travel and Tourism Management* 13022500 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisite: Principles of Hospitality and Tourism Recommended Corequisites: None	
Foundations of Restaurant Management N1302268 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisite: Principles of Hospitality and Tourism Recommended Corequisites: None	
Sports and Entertainment Marketing* 13034600 (0.5 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing and Finance Recommended Corequisites: None	
Hotel Management 13022300 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Hospitality and Tourism Recommended Corequisites: None	
Entrepreneurship I* 13011101 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing and Finance Recommended Corequisites: None	

Level 3

Course	Prerequisites Corequisites	Career Clusters
Global Business* 13011800 (0.5 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Tourism Marketing Concepts and Applications N1302270 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisite: Principles of Hospitality and Tourism Recommended Corequisites: None	
Hospitality Services 13022800 (2 credits)	Prerequisites: None Corequisites: None Recommended Prerequisite: Principles of Hospitality and Tourism, Hotel Management and Tourism Management Recommended Corequisites: None	

*Indicates course is included in more than one program of study.

For additional information on the **Hospitality and Tourism** career cluster, contact cte@tea.texas.gov or visit <https://tea.texas.gov/cte>



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Travel, Tourism, and Attractions



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Course Information

Level 4

Course	Prerequisites Corequisites	Career Clusters
Practicum in Entrepreneurship* 13011111 (2 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: Entrepreneurship I and Entrepreneurship II Recommended Corequisites: None	
Practicum in Event and Meeting Planning N1302275 (2 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: Introduction to Event Meeting and Planning and Hospitality Services Recommended Corequisites: None	
Practicum in Hospitality Services First Time Taken: 13022900 (2 credits) Second Time Taken: 13022910 (2 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: Hospitality Services Recommended Corequisites: None	
Practicum in Hospitality Services + Extended Practicum in Hospitality Services First Time Taken: 13022905 (3 credits) Second Time Taken: 13022915 (3 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: Hospitality Services Recommended Corequisites: None	
Career Preparation for Programs of Study First Time Taken: 12701121 (2 credits)	Prerequisites: at least one Level 2 or higher Career and Technical Education course Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Career Preparation for Programs of Study + Extended Career Preparation First Time Taken: 12701141 (3 credits)	Prerequisites: or higher Career and Technical Education course Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	

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