

# **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.

	Second	lary Courses for High School Credit
	Level 1	<ul><li>Principles of Hospitality and Tourism</li><li>Introduction to Culinary Arts</li></ul>
	Level 2	<ul> <li>Travel and Tourism Management</li> <li>Foundations of Restaurant Management</li> <li>Sports and Entertainment Marketing</li> <li>Hotel Management</li> <li>Entrepreneurship I</li> </ul>
	Level 3	<ul> <li>Tourism Marketing Concepts and Applications</li> <li>Global Business</li> <li>Hospitality Services</li> </ul>
	Level 4	<ul> <li>Practicum in Entrepreneurship</li> <li>Practicum in Event and Meeting Planning</li> <li>Practicum in Hospitality Services</li> <li>Practicum in Hospitality Services + Extended Practicum in Hospitality Services</li> <li>Career Preparation for Programs of Study</li> <li>Career Preparation for Programs of Study + Extended Career Preparation</li> </ul>

### **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

Work-Based	
Learning Activities	

- 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
- 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



Successful completion of the Travel, Tourism and Attractions program of study will fulfill requirements of the Business and Industry endorsement.



### **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**

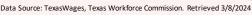
Reservation and Transportation Ticket Agents and Travel Clerks Median Wage: \$48,000 Annual Openings: 2,031 10-Year Growth: 17%

#### **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%





For more information visit: https://tea.texas.gov/academics/college-career-and-military prep/career-and-technical-education/programs-ofstudyadditional-resources



# **Hospitality and Tourism Career Cluster**

Statewide Program of Study: Travel, Tourism, and Attractions

# **Course Information**

Course	Prerequisites   Corequisites	<b>Career Clusters</b>
Principles of Hospitality and Tourism	Prerequisites: None Corequisites: None	
13022200 (1 credit)	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	

Course	Prerequisites   Corequisites	Career Clusters
Travel and Tourism	Prerequisites: None	
Management*	Corequisites: None	t. A TAN
13022500 (1 credit)	Recommended Prerequisite: Principles of Hospitality and Tourism	
15022500 (1 cicard)	Recommended Corequisites: None	
Foundations of Restaurant	Proventiations block	Δ
Management	Prerequisites: None Corequisites: None	
	Recommended Prerequisite: Principles of Hospitality and Tourism	VO.
N1302268 (1 credit)	Recommended Corequisites: None	
Sports and Entertainment		A
Marketing*	Prerequisites: None Corequisites: None	
•	Recommended Prereguisites: Principles of Business, Marketing and Finance	
13034600 (0.5 credit)	Recommended Corequisites: None	
Listal Managament	Prerequisites: None	A
Hotel Management	Corequisites: None	<b>A</b>
13022300 (1 credit)	Recommended Prerequisites: Principles of Hospitality and Tourism Recommended Corequisites: None	
Entrepreneurship I*	Prerequisites: None	
13011101 (1 credit)	Corequisites: None	
(_ 0.00.0)	Recommended Prerequisites: Principles of Business, Marketing and Finance	
	Recommended Corequisites: None	אין איי איי איי איי איי איי

Course	Prerequisites   Corequisites	<b>Career Clusters</b>
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	<b>(</b>
Hospitality Services 13022800 (2 credits)	Prerequisites: None Corequisites: None Recommended Prerequisite: Principles of Hospitality and Tourism, Hotel Management and Tourism Management Recommended Corequisites: None	Ó

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

For a dditional information on the **Hospitality and Tourism career cluster**, conta ct <u>cte@tea.texas.gov</u> or visit <u>https://tea.texas.gov/cte</u>



Level 3

[LEA name] does not discriminate on the basis of race, color, national origin, sex, or disability in its programs or activiti es and provides equal access to the Boy Scouts and other designated youth groups. The following person has been designated to handle inquiries regarding the nondiscrimination policies: [title], [address], [telephone number], [email]. Further nondiscrimination information can be found at Notification of Nondiscrimination in Career and Technical Education Programs.



Level 4

# **Hospitality and Tourism Career Cluster**

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## **Course Information**

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