



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

Level 1	- Principles of Hospitality and Tourism - Introduction to Culinary Arts
Level 2	- Travel and Tourism Management - Foundations of Restaurant Management - Sports and Entertainment Marketing - Hotel Management - Entrepreneurship I
Level 3	- Global Business - Tourism Marketing Concepts and Applications - Hospitality Services
Level 4	- Practicum in Event and Meeting Planning - Practicum in Event and Meeting Planning + Extended Practicum in Hospitality Services - Practicum in Hospitality Services - Practicum in Hospitality Services + Extended Practicum in Hospitality Services - Practicum in Entrepreneurship - Practicum in Entrepreneurship + Extended Practicum in Entrepreneurship - Career Preparation for Programs of Study - Career Preparation for Programs of Study + Extended Career Preparation

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 - Participate in FCCLA - Participate in Texas Restaurant and Foodservice Management Organization - Participate in Future Hotels and Tourism Professionals

Aligned Industry-Based Certifications

- Entrepreneurship and Small Business
- Travel and Tourism
- Hospitality and Tourism Specialist



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/License

- Tourism Management



Example Aligned Occupations

Reservation and Transportation Ticket Agents and Travel Clerks

Median Wage: \$44,779
Annual Openings: 2,785
10-Year Growth: 17%

Travel Agents

Median Wage: \$46,735
Annual Openings: 531
10-Year Growth: 22%

Market Research Analysts and Marketing Specialists

Median Wage: \$64,690
Annual Openings: 6,676
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/ht-travel-tourism-and-attractions-extended.pdf>



Hospitality and Tourism Career Cluster

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 Prerequisites: 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 Prerequisites: Principles of Hospitality and Tourism Recommended Corequisites: None	
Foundations of Restaurant Management* 13022720 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: 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	

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

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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Course Information

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 Prerequisites: Principles of Hospitality and Tourism Recommended Corequisites: None	
Hospitality Services* 13022800 (2 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Hospitality and Tourism; Hotel Management; and Travel and Tourism Management Recommended Corequisites: None	

Level 4

Course	Prerequisites Corequisites	Career Clusters
Practicum in Event and Meeting Planning* First Time Taken 13022920 (2 credits) Second Time Taken 13022930 (2 credits)	Prerequisites: A minimum of two credits with at least one credit in a Level 2 or higher course from the Hospitality and Tourism career cluster Corequisites: None Recommended Prerequisites: Event and Meeting Planning Recommended Corequisites: None	
Practicum in Event and Meeting Planning + Extended Practicum in Hospitality Services* First Time Taken 13022925 (3 credits) Second Time Taken 13022935 (3 credits)	Prerequisites: A minimum of two credits with at least one credit in a Level 2 or higher course from the Hospitality and Tourism career cluster Corequisites: None Recommended Prerequisites: Event and Meeting Planning 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	

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Course Information

Level 4

Course	Prerequisites Corequisites	Career Clusters
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	
Practicum in Entrepreneurship* 13011111 (2 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: Entrepreneurship I and Entrepreneurship II, or successful completion of at least two courses in a CTE program of study Recommended Corequisites: None	
Practicum in Entrepreneurship + Extended Practicum in Entrepreneurship* First Time Taken: 13011121 (3 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: Entrepreneurship I and Entrepreneurship II, or successful completion of at least two courses in a CTE program of study Recommended Corequisites: None	
Career Preparation for Programs of Study* First Time Taken: 12701121 (2 credits)	Prerequisites: At least one Level 2 or higher CTE 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: At least one Level 2 or higher CTE course Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	

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