

# Hospitality and Tourism Career Cluster

The Hospitality and Tourism Career Cluster focuses on the management, marketing, and operations of restaurants and other food/beverage services, lodging, attractions, recreation events, and travel-related services. Students acquire knowledge and skills focusing on communication, time management, and customer service that meet industry standards. Students will explore the history of the hospitality and tourism industry and examine characteristics needed for success.

## Travel, Tourism, and Attractions Statewide Program of Study



The Travel, Tourism, and Attractions program of study introduces CTE learners to occupations and educational opportunities related to the marketing or sales of travel and tourism services. This program of study allows students to learn how to plan, direct, and coordinate marketing or business policies and programs, including identifying potential customers and determining demand and promotional strategies for products and services.

### Secondary Courses for High School Credit

#### Level 1

- Principles of Hospitality and Tourism

#### Level 2

- Travel and Tourism Management
- Entrepreneurship
- Sports and Entertainment Marketing

#### Level 3

- Global Business
- Tourism Marketing Concepts and Applications

#### Level 4

- Practicum in Hospitality Services
- Practicum in Entrepreneurship
- Career Preparation I

### Postsecondary Opportunities

#### Associates Degrees

- Tourism Management
- Business Administration and Management, General
- Tourism and Travel Services Management
- Tourism and Travel Services Marketing

#### Bachelor's Degrees

- Tourism Management
- Business Administration and Management, General
- Tourism Management
- Sport Event and Tourism Management

#### Master's, Doctoral, and Professional Degrees

- Tourism Management
- Business Administration and Management, General
- Recreation and Resources Development
- Recreation, Park, and Tourism Sciences

### Work-Based Learning and Expanded Learning Opportunities

#### Exploration Activities

- Participate in Family, Career, and Community Leaders of America, SkillsUSA, or the Texas Travel Industry Association

#### Work-Based Learning Activities

- Work at a local tourist attraction, theme park, or summer camp
- Volunteer at a local community event (fair or rodeo)

### Industry-Based Certifications

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



### Aligned Occupations

Occupations	Median Wage	Annual Openings	% Growth
Advertising and Promotions Managers	\$94,515	164	20%
Fundraisers	\$54,850	875	21%
Market Research Analysts and Marketing Specialists	\$70,349	4,664	40%
Marketing Managers	\$144,269	1,297	32%

Successful completion of the Travel, Tourism and Attractions program of study will fulfill requirements of the Business and Industry endorsement. Revised – August 2022

# Travel, Tourism, and Attractions Course Information

## Level 1

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Principles of Hospitality and Tourism	13022200 (1 credit)	None	None

## Level 2

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Travel and Tourism Management Entrepreneurship	13022500 (1 credit)	None	None
Sports and Entertainment Marketing	13034400 (1 credit)	None	None

## Level 3

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Global Business	13011800 (.5 credit)	None	None
Tourism Marketing Concepts and Applications	N1302270 (1 credit)	None	None

## Level 4

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Practicum in Hospitality Services	13022900 (2 credits) 13022905 (3 credits) 13022910 (2 credits) 13022915 (3 credits)	Hospitality Services	None
Practicum in Entrepreneurship	N1303425 (2 credits)	None	None
Career Preparation I	12701300 (2 credits) 12701305 (3 credits)	None	None

FOR ADDITIONAL INFORMATION ON THE HOSPITALITY AND TOURISM CAREER CLUSTER,  
PLEASE CONTACT: [CTE@tea.texas.gov](mailto:CTE@tea.texas.gov)  
<https://tea.texas.gov/cte>

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