People with careers in the Travel and Tourism pathway may focus on the development, research, packaging, promotion and presentation of a traveler’s experiences. There is a broad range of jobs in this pathway. Employees may be involved in developing a heritage area for the enjoyment and education of visitors, creating guide books, planning trips and events, managing a customer's travel plans or overseeing a huge urban convention center.

**Major Courses**

Students must take THREE pathway concentration courses and ONE additional pathway elective course.

**Pathway Concentration Courses (3):**
- Introduction to Travel/Tourism (Required)
- Marketing Principles
- Sports & Entertainment Marketing
- Travel & Tourism I (Required)

**Pathway Elective Courses (1):**
- Advanced Marketing*
- Apprenticeship/Internship
- Business Essentials
  (formerly Business Management)
- Entrepreneurship: Building a Business
- Introduction to Animation & 3d Design*
  (formerly Digital Media Design & Production)
- Multimedia Presentation/Communication Tech
- Other Pathway Concentration Course

**Other Recommended Courses**

- Economics
- Modern Language
- Psychology
- Sociology
- Speech
- Writer’s Workshop

**EMPLOYMENT OUTLOOK**

The Travel and Tourism pathway supports the other industry segments. The four sectors of the Hospitality and Tourism cluster are expected to grow an average of 19.8 percent from 2000 to 2010. While growth in travel and tourism jobs is expected to be average, careers for travel agents may show slower growth than other careers in this pathway. The demands of an aging population and the growth of technology provide mixed opportunities for meeting and convention services. Rising interest in nature tourism and heritage tourism provides new opportunities.

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* Pre-requisites noted in course descriptions.