

Career Clusters & Pathways



Focusing Education on the Future!

Preparing for Success in Hospitality and Tourism





- Thousands of challenging educational and training opportunities within the highly-skilled world of Hospitality and Tourism.
- Prepares learners for careers in the management, marketing and operations of restaurants and other food services, lodging, attractions, recreation events and travel-related services.
- One of the largest and fastest-growing industries in the world. Each year, 12.5 million new jobs are created and the industry is known for promoting within and for its large number of young managers.

Necessary Skills and Traits

- Solid background in math, science, communications, and technical skills
- Ability to communicate with others
- Ability to inspire trust and confidence
- Education and training can be obtained in high schools, technical colleges, two-year community colleges, four-year colleges, apprenticeship programs and career technical schools/institutes.

Preparing for Success in Hospitality and Tourism

Travel and Tourism



Career Cluster Area: Hospitality and Tourism
Career Pathway: **Travel & Tourism**

Pathway Major Courses

3 + 1

To complete a pathway, one must take THREE Pathway Required 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
- Entrepreneurship: Building a Business
- Introduction to Animation & 3D Design
- Multimedia Presentation/Communication Tech
- Other Pathway Concentration Course

Other Recommended Electives

Travel & Tourism

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

Post-Secondary Degrees, Diplomas & Certificates Travel & Tourism

■ Technical Colleges

- Hospitality Industry Fundamentals
- Hotel Management
- Hotel, Restaurant, and Tourism Management
- Marketing Management
- Travel Agency Operations

■ Colleges/Universities

- Advertising
- Hospitality Administration
- Management
- Marketing
- Public Relations

Careers in Travel & Tourism

- Executive Director
- Director of Visitor Services
- Market Development Manager
- Destination Manager
- Event Planner
- Tour and Travel Coordinator
- Visitor Center Counselor
- Tour Operator
- Director of Tourism Development
- Director of Sales
- Group Sales Manager
- Convention Services Manager
- Meeting Planner
- Tourism Marketing Specialist
- Tourism Assistant
- Motor Coach Operator
- Director of Membership Development
- Director of Marketing & Advertising
- Events Manager
- Heritage Tourism Developer
- Special Events Producer
- Transportation Specialist
- Executive Assistant
- Tour and Ticket Reservationists
- Director of Communications
- Director of Volunteer Services
- Sales Manager
- Travel Agent
- Nature Tourism Coordinator
- Welcome Center Supervisor
- Tour Guide
- Interpreter



Employment Outlook Travel & Tourism

- 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.
- Rising interest in nature tourism and heritage tourism provides new opportunities.

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HALL CAREER COUNTY CLUSTERS

Focusing Education on the Future!

