

# 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



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 <sup>1</sup>
- Entrepreneurship
- Sports and Entertainment Marketing

#### Level 3

- None

#### Level 4

- 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 (FCCCLA)

#### Work-Based Learning Activities

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

### Industry-Based Certifications

- Travel and Tourism <sup>1</sup>



### Aligned Occupations

Occupations	Median Wage	Annual Openings	% Growth
Advertising and Promotions Managers	\$112,700	140	16%
Market Research Analysts and Marketing Specialists	\$70,600	5,700	35%
Travel Agent	\$46,500	470	22%

Successful completion of the Travel, Tourism and Attractions program of study will fulfill requirements of the Business and Industry endorsement. Revised – January 2023

# Travel, Tourism, and Attractions

## Course Information

### Level 1

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE LEVEL(S)
Principles of Hospitality and Tourism	13022200 (1 credit)	None	9

### Level 2

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE LEVEL(S)
Travel and Tourism Management	13022500 (1 credit)	Principles of Hospitality and Tourism	10
Sports and Entertainment Marketing	13034600 (.5 credit)		10
Entrepreneurship	13034400 (1 credit)	Travel and Tourism Management & Sports and Entertainment Marketing	11

### Level 3

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE LEVEL(S)
None	-	-	-

### Level 4

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE LEVEL(S)
Career Preparation I	12701305 (3 credits)	16 years old and hold valid work documentation	11 – 12

FOR ADDITIONAL INFORMATION ON THE HOSPITALITY AND TOURISM CAREER CLUSTER,  
PLEASE CONTACT YOUR CAMPUS CTE COUNSELOR  
<https://tea.texas.gov/cte>

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[Notification of Nondiscrimination in Career and Technical Education Programs.](#)