

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 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

Aligned Advanced Academic Courses

Dual Credit Dual credit offerings will vary by local education agency.

Students should be advised to consider these course opportunities to enrich their preparation. AP or IB courses not listed under the Secondary Courses for High School Credit section of this framework document do not count towards concentrator/completer status for this program of study.

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

Aligned Industry-Based Certifications

Certified Hospitality and Tourism Management Professional

- Entrepreneurship and Small Business
- Travel and Tourism



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: \$48,000 Annual Openings: 2,031 10-Year Growth: 17%

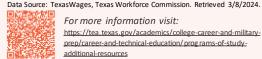
Travel Agents

Median Wage: \$39,991 Annual Openings: 473 10-Year Growth: 22%

Market Research Analysts and Marketing Specialists

Median Wage: \$60,926 Annual Openings: 5,688 10-Year Growth: 35%

Data Source: TexasWages, Texas Workforce Commission. Retrieved 3/8/2024.



For more information visit:

prep/career-and-technical-education/programs-of-studyadditional-resources



Statewide Program of Study: Travel, Tourism, and Attractions

Course Information

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	

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* N1302268 (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.





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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	

Course	Prerequisites Corequisites	Career Clusters
Practicum in Event and Meeting Planning* N1302275 (2 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: Introduction to Event Meeting and Planning and Hospitality Services 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	
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	
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Course Information

Course	Prerequisites Corequisites	Career Clusters
Practicum in Entrepreneurship* First Time Taken: 13011111 (2 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: Entrepreneurship I and Entrepreneurship II or 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 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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