



Hospitality and Tourism



LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4
Hotel Management (1)	Hospitality Services (2)	Practicum in Hospitality Services I (2)	Practicum in Hospitality Services II (2)

The **Hospitality and Tourism** 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.

Certifications / Degrees

HIGH SCHOOL/ INDUSTRY CERTIFICATION	CERTIFICATE/ LICENSE*	ASSOCIATE'S DEGREE	BACHELOR'S DEGREE	MASTER'S/ DOCTORAL PROFESSIONAL DEGREE
Certified Hospitality and Tourism Management Professional	Travel and Tourism Professional	Tourism Management	Tourism Management	Tourism Management
	Certified Tourism Executive	Business Administration and Management, General	Business Administration and Management, General	Business Administration and Management, General
	Communication Management Professional	Tourism and Travel Services Management	Tourism Management	Recreation and Resources Development
	Certified Marketing Analyst	Tourism and Travel Services Marketing	Sport Event and Tourism Management	Recreation, Park, and Tourism Sciences

Additional industry-based certification information is available on the TEA CTE website. For more information on postsecondary options for this program of study, visit TXCTE.org.

WORK BASED LEARNING AND EXPANDED LEARNING OPPORTUNITIES		Occupation Outlook			
Exploration Activities:	Work Based Learning Activities:	Occupations	Median Wage	Annual Openings	% Growth
Family, Career, and Community Leaders of America (FCCLA), SkillsUSA, Texas Travel Industry Association	Work at a local tourist attraction, theme park, or summer camp; volunteer at a local community event (fair or rodeo)	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%



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.

Successful completion of the Travel, Tourism, and Attractions program of study will fulfill requirements of the Business and Industry Endorsement. Revised - July 2020

FOR ADDITIONAL INFORMATION ON THE HOSPITALITY AND TOURISM CAREER CLUSTER, PLEASE CONTACT:

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<https://tea.texas.gov/cte>

