



DAVIS SCHOOL DISTRICT

[www.davis.k12.ut.us](http://www.davis.k12.ut.us)

CAREER AND TECHNICAL EDUCATION

## STRANDS

Egocentrism and Multiculturalism

Marketing Principles

Lodging Marketing

International Tourism

Domestic Tourism

Restaurant Industry

Consumer Motivation

Cruise Industry

Destination Marketing

Yield Management



Learning that works  
for Utah

# HOSPITALITY & TOURISM

## ABOUT

The Hospitality and Tourism course provides the student with an understanding of one of the largest industries in Utah and the world. Specific applications include marketing, promoting, and selling the product of airlines, international travel, ground transportation, cruising, hotel and lodging, restaurants, and tours. Students will learn the importance of hospitality and tourism's impact on the economy.



### JOB OUTLOOK

Employment is projected to grow 4% from 2016 to 2026



### REQUIREMENTS

Semester course for Sophomores, Juniors, or Seniors



### LOCATIONS

All high school students have access to take Hospitality and Tourism



Talk to your high school  
CTE Coordinator



**CTE Business/ Marketing Specialist**  
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