

Travel, Tourism and Attractions Hospitality & Tourism

Ranchview High School
Business & Industry Endorsement

This four year plan can be used as an example to help plan your high school career.

Subject	9th Grade	10th Grade	11th Grade	12th Grade
Language Arts	English	English	English	English
Math	Math	Math	Math	Math
Science	Science	Science	Science	Science
Social Studies	Social Studies	Social Studies	Social Studies	Social Studies
CTE Courses	Principles of Hospitality and Tourism (1 Credit)	Travel & Tourism Management OR Entrepreneurship (1 Credit)	Tourism Marketing Concepts and Applications (1 Credit)	Career Preparation (2 Credits)
Additional Elective				
Additional Elective				
Additional Elective				

Additional Graduation Requirements <ul style="list-style-type: none"> • Foreign Language (2 Credits) • Physical Education (1 Credit) • Fine Arts (1 Credit) 	Possible Industry Based Certifications <ul style="list-style-type: none"> • Certified Hospitality and Tourism Management Professional • Entrepreneurship and Small Business • Certified Associate in Project Management
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Occupations	Median Wage	Annual Openings	% Growth
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 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.

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Recommended Course Sequence

Principles of Hospitality

This course, introduces students to an industry that encompasses lodging, travel and tourism, recreation, amusements, attractions, and food/beverage operations. Students learn 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 in that industry.



Travel and Tourism Management

This course incorporates management principles and procedures of the travel and tourism industry as well as destination geography, airlines, international travel, cruising, travel by rail, lodging, recreation, amusements, attractions, and resorts. Employment qualifications and opportunities are also included in this course.

OR

Entrepreneurship

In this course, students will learn the principles necessary to begin and operate a business. The primary focus of the course is to help students understand the process of analyzing a business opportunity, preparing a business plan, determining feasibility of an idea using research, and developing a plan to organize and promote the business and its products and services.



Tourism Marketing Concepts and Applications

Tourism Marketing Concepts and Applications will provide students with a thorough understanding of marketing concepts and theories that apply to the travel and tourism industry to include lodging, food and beverage operations, recreation, amusements, attractions, convention and visitors' bureaus and tourism companies. Students will be introduced to the concepts of markets, market segmentation, and customer needs related to the tourism industry.



Career Preparation

This course, provides opportunities for students to participate in a learning experience that combines classroom instruction with paid business and industry employment experiences and supports strong partnerships among school, business, and community stakeholders.