

COURSES

LEVEL 1

Principles of Hospitality and Tourism

LEVEL 2

LEVEL 3

LEVEL 4

Career Preparation I

POSTSECONDARY OPTIONS

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		
Entrepreneurship and Small Business	Certified Tourism Executive	Business Administration and Management, General		
Certified Associate in Project Management	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 from the TEA CTE website.

For more information on postsecondary options for this program of study, visit TXCTE.org.

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	$70,346	4,664	40%
Marketing Managers	$144,269	1,297	32%

WORK BASED LEARNING AND EXPANDED LEARNING OPPORTUNITIES

Exploration Activities:
Family, Career, and Community Leaders of America (FCCLA), SkillsUSA, Texas Travel Industry Association

Work Based Learning Activities:
Work at a local tourist attraction, theme park, or summer camp; volunteer at a local community event (fair or rodeo)

The Travel, Tourism, and Attractions program of study introduces students 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.

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 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.

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

Approved Statewide Program of Study - September 2019

TEA Texas Education Agency

COURSE INFORMATION

COURSE NAME	SERVICE ID	PREREQUISITES (PREQ) COREQUISITES (CREQ)	GRADE
Principles of Hospitality and Tourism	13022200 (1 credit)	None	
Career Preparation I	12701300 (2 credits) 12701305 (3 credits)	None	

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

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https://tea.texas.gov/cte