

Hospitality and Tourism Career Cluster

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.

Travel and Lodging



The Travel and Lodging 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. The program of study also addresses human resources, financial analysis, and marketing.

Secondary Courses for High School Credit

Level 1

- Principles of Hospitality and Tourism

Level 2

- Travel and Tourism Management ¹
- Entrepreneurship I

Level 3

- Tourism Marketing Concepts and Applications
- Hospitality Services

Level 4

- Practicum in Hospitality Services (H)



Postsecondary Opportunities

Associates 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

- Tourism and Travel Services Management
- Recreation and Resources Development
- Recreation, Park, and Tourism Sciences

Work-Based Learning and Expanded Learning Opportunities

Exploration Activities

- Participate in Family, Career, and Community Leaders of America (FCCLA)

Work-Based Learning Activities

- Work at a local tourist attraction or theme park
- Volunteer at a local community event (fair or rodeo)

Industry-Based Certifications

- Travel and Tourism ¹



Aligned Occupations

Occupations	Median Wage	Annual Openings	% Growth
Advertising and Promotions Managers	\$108,000	140	16%
Market Research Analysts and Marketing Specialists	\$69,700	5,700	35%
Travel Agent	\$45,700	470	22%
Meeting, Convention, and Event Planners	\$50,500	1,000	25%

Successful completion of the Travel and Lodging program of study will fulfill requirements of the Business and Industry endorsement. Revised – July 2024

Travel and Lodging Course Information

Level 1

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE LEVEL(S)
Principles of Hospitality and Tourism	13022200 (1 credit)	None	9

Level 2

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE LEVEL(S)
Travel and Tourism Management	13022500 (1 credit)	Principles of Hospitality and Tourism	10
Entrepreneurship I	13034400 (1 credit)	Travel and Tourism Management	11

Level 3

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE LEVEL(S)
Tourism Marketing Concepts and Applications	N1302270 (1 credit)	Travel and Tourism Management	11 - 12
Hospitality Services	13022800 (1 credit)	Principles of Hospitality and Tourism	11 - 12

Level 4

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE LEVEL(S)
Practicum in Hospitality Services (H)	13022900 (2 credits)	Hospitality Services	12

FOR ADDITIONAL INFORMATION ON THE HOSPITALITY AND TOURISM CAREER CLUSTER,
PLEASE CONTACT YOUR CAMPUS CTE COUNSELOR
<https://tea.texas.gov/cte>

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Further nondiscrimination information can be found at
[Notification of Nondiscrimination in Career and Technical Education Programs.](#)