



HOSPITALITY, RECREATION & TOURISM

PATHWAY



PATHWAY OVERVIEW

The Hospitality, Recreation & Tourism pathway helps students build knowledge and hands-on skills in guest services, tourism, event operations, culinary practice, and hospitality management.

Through Marketing Principles, Hospitality, Recreation & Tourism Essentials, and Hospitality, Recreation & Tourism Management, students prepare for postsecondary education, industry credentials, and work-based learning experiences connected to the field.



CAREER CLUSTER

Hospitality, Events & Tourism

COURSE SEQUENCE + WORK-BASED LEARNING

1

Marketing Principles

Introduces consumer behavior, branding, market research, promotion, pricing, distribution, selling, and professional marketing practices.



2

Hospitality, Recreation & Tourism Essentials

Explores lodging, travel, tourism, recreation, guest service events, and hospitality operations through curriculum and project-based learning.



3

Hospitality, Recreation & Tourism Management

Advanced exploration of lodging, travel, tourism, guest service, events, and hospitality operations through industry aligned projects.



Work-Based Learning (Capstone Experience)

Apply guest-service, event, culinary, tourism, and operations skills through internships and supervised experiences with hospitality-industry partners.

LEADERSHIP + INDUSTRY CONNECTIONS

CAREER & TECHNICAL STUDENT ORGANIZATION



COMPETITION OPPORTUNITIES



- Hospitality Services
- Hotel & Lodging Management
- Business Operations Research
- Travel & Tourism
- Professional Selling
- Quick Serve Management

CHAPTER ACTIVITIES



- Community service projects
- Hotel operations simulation
- Event planning project
- Industry exposure
- Scenario role plays
- DECA Week
- DECA leadership conferences

CO-CURRICULAR / INDUSTRY EXPERIENCES



- School-based enterprise
- Industry tours
- Field experiences
- ServSafe Certification
- Internships
- Project-based learning

SCHOOLS OFFERING THIS PATHWAY

Benjamin Banneker | Johns Creek

CAREER OPPORTUNITIES

CAREERS

Hotel Operations Manager

Event Planner

Food Service Manager

ATLANTA-AREA EMPLOYERS



POSTSECONDARY OPPORTUNITIES

LOCAL / REGIONAL INSTITUTIONS



- Georgia State University
- Kennesaw State University
- Gwinnett Technical College
- University of Georgia

DUAL ENROLLMENT



Metro-area dual enrollment options may include culinary arts, hospitality management, hotel operations, event management, tourism, or food service; verify through Georgia Futures.

