



HOSPITALITY & TOURISM

A GUIDE TO PURSUING YOUR CAREER PATH

HOSPITALITY, RECREATION & TOURISM >>>

The Hospitality, Recreation and Tourism Industry consists of the following five sectors: (1) Lodging, Hotels and Resorts; (2) Conventions, Meetings, Trade Shows and Events; (3) Restaurants and Food Service; (4) Recreation, Attractions, Sporting Events and Parks and (5) Travel, including Air, Rail, Auto and Coach. Hospitality management jobs include executive positions from a variety of vertical areas within the industry (e.g., business, marketing, public relations, etc.).

Other occupations in the pathway vary widely from travel agents in tourism, to gaming managers in recreation, to financial supervisors in lodging. Since the industry is primarily a service-oriented industry, workers will need good communication skills including both active listening and speaking skills, critical thinking and decision-making skills, and they will have to understand the importance of meeting the needs of individuals.

HIGH SCHOOL PATHWAY CLASSES >>>



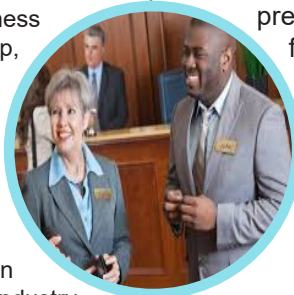
MARKETING PRINCIPLES addresses all the ways in which marketing satisfies consumer and business needs and wants for products and services. Students develop a basic understanding of Employability, Foundational and Business Administration skills, Economics, Entrepreneurship, Financial Analysis, Human Resources Management, Information Management, Marketing, Operations, Professional Development, Strategic Management, and Global Marketing strategies.



HOSPITALITY, RECREATION & TOURISM ESSENTIALS focuses on the basics of marketing and business in relation to the hospitality, recreation, and tourism industry in the U.S. and abroad. Students will study destination geography, world economies, and historical timelines related to major segments of the hospitality industry and will determine how the lodging industry uses marketing to achieve goals. The vital roles of group, convention and meeting planning, human relations, communications and ethics will be discussed along with the recreation industry segment.



HOSPITALITY, RECREATION & TOURISM MANAGEMENT analyzes operations, control systems, management structures, service levels, cost effective operations and related technology in the hospitality industry. Demonstrate skills in handling legal and liability issues and human resources functions and develop an innate understanding that exemplary customer service skills define success in the industry.



CAPSTONE: WBL INTERNSHIP >>>

WBL (WORK-BASED LEARNING) connects skilled, knowledgeable and driven students to local businesses every year. Students who participate in the Hospitality & Tourism program and have been selected to participate in WBL will leave school early to work with our fantastic business partners.



Benefits to students include a chance to put skills learned in the classroom to use in an authentic setting, getting a competitive advantage on their career and networking with industry leading professionals all while still in high school. www.hallcowbl.org

CAREER TECH STUDENT ORGANIZATIONS >>>

DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe.

Through participation in DECA activities, members learn how to communicate thoughts and ideas, how to organize a presentation and more about what businesses expect from employees while gaining problem-solving skills. Their experience empowers them to be an effective leader and connects school to the real world. DECA also helps members recognize the benefit of community service.



POTENTIAL CAREERS >>>

- Interpreters & Translators
- Cruise Ship Directors
- Facilities Managers
- Reservationist & Transportation
- Ticket Agents
- Travel Bloggers
- Tourism Advisors
- Food Service Managers
- Special Events Coordinators
- Curators
- Resort Salespersons
- Ecotourism Directors
- Multipurpose Sports Club Managers

HOSPITALITY, RECREATION & TOURISM

CAREER PATHWAY - PLAN OF STUDY

GRADUATION REQUIREMENTS

ENGLISH/LANGUAGE ARTS

4 Units *Must Include:*

9th Grade Literature & American Literature

SOCIAL STUDIES

3 Units *Must Include:*

World History, US History, Government & Economics

MATHEMATICS

4 Units *Must Include:*

GSE Algebra I, GSE Geometry & GSE Algebra II

+

one additional GSE/AP/IB/DE Math course

OR

GSE Accelerated Algebra I/Analytic Geometry A,

GSE Accelerated Geometry B/Algebra II, GSE Precalculus

+

one additional GSE/AP/IB/DE Math course

SCIENCE

4 Units *Must Include:*

Physical Science or Physics; Biology;

Chemistry, Earth Systems, Environmental Science or AP/IB course

+

one additional Science course

HEALTH & PERSONAL FITNESS

1 Unit *Must Include:*

1/2 unit of each

CAREER, TECHNICAL & AGRICULTURE EDUCATION (CTAE)

3 Units *Must include:*

Marketing Principles, Hospitality, Recreation & Tourism Essentials,
Hospitality, Recreation & Tourism Management

ELECTIVES

4 Units

*Students planning to attend most post-secondary institutions must take 2 units of the same modern language.

TOTAL UNITS REQUIRED

23 Units

PERSONAL APTITUDES

ACTIVITIES THAT DESCRIBE WHAT I LIKE TO DO:

- Investigate new places & activities.
- Work with all ages & types of people.
- Organize activities that other people enjoy.
- Have a flexible schedule.
- Communicate easily, tactfully & courteously.



PERSONAL QUALITIES THAT DESCRIBE ME:

- Tactful
- Self-motivated
- Works well with others
- Outgoing
- Slow to anger

WANT MORE INFORMATION ON YOU?

YouScience is the science of YOU – how your mind is wired, what makes you tick, the skills and knowledge that set you apart. You have talent and there's a path that's right for you – we can help you find it.



Login to Infinite Campus and locate the SLDS Portal link on the left. Once logged in, click on "My Career Plan" then choose "Go to YouScience".

WHAT YOU LEARN IN SCHOOL MATTERS

You're learning skills and knowledge that can make you a qualified candidate for in-demand careers. Industry-recognized certifications, available to all pathway students, are great signals to employers that you have the skills they're looking for. Certifications help validate what you know, so other people know, that you know it.

QUESTIONS?

Contact your CTAE teacher, WBL Coordinator or School Counselor

PATHWAY TO FUTURE CAREER OPTIONS

HIGH SCHOOL

Pathway Courses

Marketing Principles
Hospitality, Recreation & Tourism Essentials
Hospitality, Recreation & Tourism Management

Capstone

WBL Internship
Dual Enrollment

POST-SECONDARY

Technical College

Certificate
Diploma Program
Degree Program

4 Year College/University

Bachelor Degree
Masters Degree
Graduate Studies