Hospitality and Tourism: Travel and Tourism
Career Pathway Plan of Study for ▶Learners ▶Parents ▶Counselors ▶Teachers/Faculty

*This Career Pathway Plan of Study (based on the Travel and Tourism Pathway of the Hospitality and Tourism Career Cluster) can serve as a guide, along with other career planning materials, as learners continue on a career path. Courses listed within this plan are only recommended coursework and should be individualized to meet each learner's educational and career goals. *This Plan of Study, used for learners at an educational institution, should be customized with course titles and appropriate high school graduation requirements as well as college entrance requirements.*

EDUCATION LEVELS	GRADE	English/ Language Arts	Math	Science	Social Studies/ Sciences	Other Required Courses Other Electives Recommended Electives Learner Activities	*Career and Technical Courses and/or Degree Major Courses for Travel and Tourism Pathway	SAMPLE Occupations Relating to This Pathway
		Interest Inventory Administered and Plan of Study Initiated for all Learners						▶ Convention Services Manager ▶ Destination Manager ▶ Director of Communication ▶ Director of Convention and Visitors Bureau ▶ Director of Marketing and Advertising ▶ Director of Meetings ▶ Director of Membership Development ▶ Director of Tourism Development ▶ Director of Visitor Services ▶ Director of Volunteer Services ▶ Eco-System Tourism Coordinator ▶ Events Manager/Planner ▶ Interpreter ▶ Meeting Planner/Director ▶ Motor Coach Operator ▶ Tour and Travel Consolidator ▶ Tour and Travel Coordinator/Guide ▶ Tourism Marketing Specialist ▶ Transportation Specialist ▶ Travel Agent
SECONDARY	9	English/ Language Arts I	Algebra I	Earth or Life or Physical Science	State History Civics	All plans of study should meet local and state high school graduation requirements and college entrance requirements. Certain local student organization activities are also important including public speaking, record keeping and work-based experiences.	• Introduction to Hospitality and Tourism • Information Technology Applications	
	10	English/ Language Arts II	Geometry	Biology	U.S. History		• Foundations of Travel and Tourism	
	11	English/ Language Arts III	Algebra II	Chemistry	World History Economics		• Event and Project Planning and Management	
		College Placement Assessments-Academic/Career Advisement Provided						
	12	English/ Language Arts IV	Research or Statistics or Finance/ Accounting	Physics	Psychology Geography		• Marketing for Hospitality and Tourism • Hospitality and Tourism Internship	
		Articulation/Dual Credit Transcripted-Postsecondary courses may be taken/moved to the secondary level for articulation/dual credit purposes.						
POSTSECONDARY	Year 13	English Composition English Literature	Algebra Statistics	Nutrition	Political Science Economics	All plans of study need to meet learners' career goals with regard to required degrees, licenses, certifications or journey worker status. Certain local student organization activities may also be important to include.	• Introduction to Tourism • Travel Management	
	Year 14	Speech/ Oral Communication	Computer Applications	Biological Science Physical Science	Sociology Psychology		• Tourism Safety and Security • Tourism Products and Services • Marketing the Travel Industry	
	Year 15	Continue courses in the area of specialization.					• Continue Courses in the Area of Specialization	
	Year 16						• Complete Travel and Tourism Major (4-Year Degree Program)	

Creating Your Institution's Own Instructional Plan of Study

With a team of partners (secondary/postsecondary teachers and faculty, counselors, business/industry representatives, instructional leaders, and administrators), use the following steps to develop your own scope and sequence of career and technical courses as well as degree major courses for your institution's plan of study.

1 Crosswalk the Cluster Foundation Knowledge and Skills (available at **http://www.careerclusters.org/goto.cfm?id=90**) to the content of your existing secondary and postsecondary programs/courses.

2 Crosswalk the Pathway Knowledge and Skills (available at **http://www.careerclusters.org/goto.cfm?id=44**) to the content of your existing secondary/postsecondary programs and courses.

3 Based on the crosswalks in steps 1 and 2, determine which existing programs/courses would adequately align to (cover) the knowledge and skills. These programs/courses would be revised to tighten up any alignment weaknesses and would become a part of a sequence of courses to address this pathway.

4 Based on the crosswalks in steps 1 and 2, determine what new courses need to be added to address any alignment weaknesses.

5 Sequence the **content** and **learner outcomes** of the existing programs/courses identified in step 3 and new courses identified in step 4 into a course sequence leading to preparation for all occupations within this pathway. (See list of occupations on page 1 of this document.)

6 The goal of this process would be a series of courses and their descriptions. The names of these courses would be inserted into the *Career and Technical Courses* column on the Plan of Study on page 1 of this document.

7 The SAMPLE on page 4 is a **sample result** of steps 1-6, and these course titles are inserted into the Plan of Study on page 1 of this document.

8 Crosswalk your state academic standards and applicable national standards (e.g., for mathematics, science, history, language arts, etc.) to the sequence of courses formulated in step 6.

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SAMPLE Sequence of Courses for ▶ Instructional Leaders ▶ Administrators ▶ Counselors ▶ Teachers/Faculty

Below are suggested courses that could result from steps 1-6 above. However, as an educational institution, course titles, descriptions and the sequence will be your own. This is a good model of courses for you to use as an example and to help you jump-start your process. <u>*Course content may be taught as concepts within other courses, or as modules or units of instruction.*</u>

The following courses are based on the Cluster Foundation Knowledge and Skills found at http://www.careerclusters.org/goto.cfm?id=90. These skills are reinforced through participation in student organization activities.

#1

Introduction to Hospitality and Tourism: This is a core course designed to give students an overview of careers in the hospitality and tourism industry. Areas of study include but are not limited to food service, lodging, travel and tourism, and recreation, amusements and attractions. A job-shadowing component is included, and this course gives the student a strong foundation for the hospitality and tourism career pathways. This may be taught as a career exploration course in conjunction with other foundation Career Cluster courses.

#2

Information Technology Applications: Students will use technology tools to manage personal schedules and contact information, create memos and notes, prepare simple reports and other business communications, manage computer operations and file storage, and use electronic mail, Internet applications and GIS to communicate, search for and access information. Students will develop skills related to word processing, database management and spreadsheet applications.

The following course is based on the Cluster Foundation Knowledge and Skills as well as the Pathway Knowledge and Skills found at http://www.careerclusters.org/goto.cfm?id=44. These skills are reinforced through participation in student organization activities.

#3

Foundations of Travel and Tourism: This course will introduce students to standards and procedures that increase the profitability of travel and tourism operations. Students will explore today's travel and tourism industry with emphasis on examining the industry terminology, modes of transportation, accommodations, tourism services, package tours, channels of distribution and methods of travel consolidation. Topics will include discussion of travel agency operations, airline offices and group bookings as they impact the tourism industry. Issues of company business versus personal travel will be discussed.

The following courses expose students to Pathway Knowledge and Skills found at http://www.careerclusters.org/goto.cfm?id=44 and should include appropriate student activities.

#4

Event and Project Planning and Management: This course introduces the basic accounting used in the travel and tourism industry. Students will learn to organize and plan in-house events including conferences, meetings and celebrations. Students will develop event management skills including choosing a theme, establishing a budget, selecting a venue, organizing catering and security, and reaching a target audience.

#5

Marketing for Hospitality and Tourism: This course includes marketing principles and practices specifically applied to the hospitality and tourism industry, including the analysis of various marketing strategies and the implications of those strategies. Students will develop marketing tools as an integral part of the hospitality and tourism industry, learn how to use principles of entrepreneurship to start and maintain a business in this field, and consider the impact of frequent traveler programs and related discounts.

#6

Hospitality and Tourism Internship: Students will coordinate learning employability knowledge and skills of the hospitality and tourism industry with an on-site internship in a travel and tourism enterprise.

#7

Introduction to Tourism: This course will acquaint students with the broad topic of tourism. Emphasis is placed on the socio-cultural, environmental and economic impacts of tourism. Students will become familiar with acronyms, abbreviations and definitions of terminology to communicate within the tourism industry. The course focuses on the interdisciplinary nature of tourism with pertinent elements drawn from business, economics, sociology, psychology, recreation and geography.

#8

Travel Management: This course provides comprehensive and critical information on a broad range of travel services, products and issues related to travel including passports and visas. Students will gain information about time zones, seasons, and domestic and international maps used in creating or enhancing travel. Students will employ unit and time conversion skills to develop schedules and compute costs, and study distance and time factors, currency conversion and international cultures.

#9

Tourism Safety and Security: Students will study potential, real and perceived hazards to recognize and implement appropriate safety and security measures as they relate to the travel and tourism industry. Students will research and create a resource base using alternative plans, use proactive and reactive solutions to manage any emergency situation, and review safety and security issues to establish procedures for customer education. Students will gain a basic understanding of the expectations and enforcement procedures used by the Transportation Security Administration (TSA) and Homeland Security.

#10

Tourism Products and Services: Students will gain a familiarity with diverse transportation, lodging, cruise and food service options to produce a customized product. Other content includes information about other products or services relevant to a tourism package to gain awareness of their role and the tourism provider's role in delivering a seamless product. Course content also includes community elements essential to maintain cooperative tourism development efforts and their economic impact on cities or locations.

#11

Marketing the Travel Industry: Students will match customer needs, wants and expectations to the travel product to integrate intangible and discretionary travel options. Students will study the various market subsectors and general interests of each to design tourism promotional packages. Students will evaluate various communication techniques and media venues and select the most effective manner to convey information to a target market.