

Focusing Education on the Future!



CAREER PATHWAY TRAVEL & TOURISM

Dual or Tech/Career Seal

People with careers in the Travel and Tourism pathway may focus on the development, research, packaging, promotion and presentation of a traveler's experiences. There is a broad range of jobs in this pathway. Employees may be involved in developing a heritage area for the enjoyment and education of visitors, creating guide books, planning trips and events, managing a customer's travel plans or overseeing a huge urban convention center.

Major Courses

Students must take **THREE** pathway concentration courses and **ONE** additional pathway elective course.

Pathway Concentration Courses (3):

- Introduction to Travel/Tourism (Required)
- Marketing Principles
- Sports & Entertainment Marketing
- Travel & Tourism I (Required)

Pathway Elective Courses (1):

- Advanced Marketing*
- Apprenticeship/Internship
- Business Essentials (formerly Business Management)
- Entrepreneurship: Building a Business
- Introduction to Animation & 3d Design* (formerly Digital Media Design & Production)
- Multimedia Presentation/Communication Tech
- Other Pathway Concentration Course

Other Recommended Courses

- Economics
- Modern Language
- Psychology
- Sociology
- Speech
- Writer's Workshop

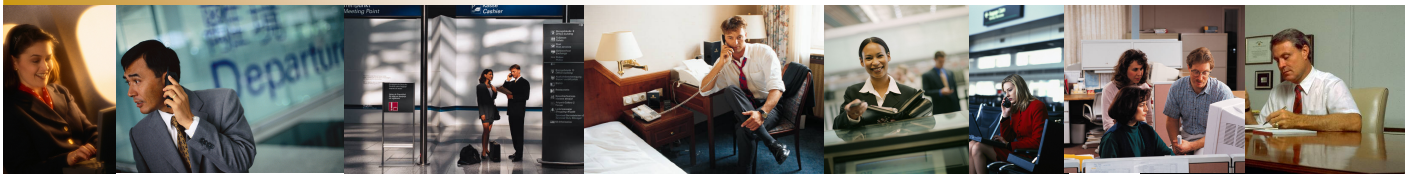
Post-Secondary Degrees, Diplomas, & Certificates

Technical Colleges

- Hospitality Industry Fundamentals
- Hotel Management
- Hotel, Restaurant, and Tourism Management
- Marketing Management
- Travel Agency Operations

Colleges/Universities

- Advertising
- Hospitality Administration
- Management
- Marketing
- Public Relations



Executive Director
Director of Visitor Services
Market Development Manager
Destination Manager
Event Planner
Tour and Travel Coordinator
Visitor Center Counselor
Tour Operator

Director of Tourism Development
Director of Sales
Group Sales Manager
Convention Services Manager
Meeting Planner
Tourism Marketing Specialist
Tourism Assistant
Motor Coach Operator

Director of Membership Development
Director of Marketing and Advertising
Events Manager
Heritage Tourism Developer
Special Events Producer
Transportation Specialist
Executive Assistant
Tour and Ticket Reservationist

Director of Communications
Director of Volunteer Services
Sales Manager
Travel Agent
Nature Tourism Coordinator
Welcome Center Supervisor
Tour Guide
Interpreter

C
A
R
E
E
R
S

EMPLOYMENT OUTLOOK

The Travel and Tourism pathway supports the other industry segments. The four sectors of the Hospitality and Tourism cluster are expected to grow an average of 19.8 percent from 2000 to 2010. While growth in travel and tourism jobs is expected to be average, careers for travel agents may show slower growth than other careers in this pathway. The demands of an aging population and the growth of technology provide mixed opportunities for meeting and convention services. Rising interest in nature tourism and heritage tourism provides new opportunities.

* Pre-requisites noted in course descriptions.