



CAREER PATHWAY

# HOSPITALITY & TOURISM

Hotel, Motel & Resort Desk Clerks | Recreation Workers | Tour & Travel Guides | Travel Agents | Chefs & Head Cooks | Lodging Managers | Food Service Managers

## CAREER TECHNICAL COURSES

- 7** Introduction to Hospitality & Tourism (7th or 8th)
- 8** Career Connections (7th or 8th)
- 9** Hospitality Fundamentals (9th - 12th)
- 10** Event and Food Planning (10th-12th)  
Travel & Adventure Planning (10th - 12th)
- 11** Front Office Management & Operations (10th - 12th)  
Catering & Banquet Service Operations (10th - 12th)  
Hospitality Management (10th - 12th)
- 12** Hospitality & Tourism Capstone

## COLLEGE CREDIT OPPORTUNITIES

Students who demonstrate proficiency in career tech courses in approved secondary programs can receive college credit for their approved coursework.

## INDUSTRY CREDENTIAL OPPORTUNITIES

- ServSafe Workplace - **1 Point**
- ServSafe Food Handler - **1 Point**
- ServSafe Allergen - **1 Point**
- ServSafe Person in Charge - **2 Points**
- ServSafe Manager - **3 Points**
- The Business Retail: Operations & Profit - **6 Points**
- Rise Up Customer Sales & Service - **6 Points**
- Rise UP Retail Industry Fundamentals - **6 Points**
- CPR First Aid - **1 Point**
- OSHA - 10-Hour Training - **1 Point**
- Lean Six Sigma Yellow Belt - **3 Points**
- Lean Six Sigma Green Belt - **6 Points**
- Leadership Excellence - Student - **3 Points**
- Ohio Driver's License - **1 Point**

POTENTIAL PLACEMENT & INCOME -



*\*May 2022 State Occupational Employment and Wage Estimates for Ohio*

Hotel, Motel & Resort Desk Clerks		\$26,620
Recreation Workers		\$29,550
Tour & Travel Guides		\$30,540
Travel Agents		\$40,580
Chefs & Head Cooks		\$50,640
Lodging Managers		\$60,490
Food Service Managers		\$63,320



# HOSPITALITY & TOURISM CAREER PATHWAY



SUBJECT  
CODE

**330015**

## INTRODUCTION TO HOSPITALITY & TOURISM

SUBJECT  
CODE

**990364**

## CAREER CONNECTIONS

In this course, students investigate how classroom learning translates into marketable skills. Through hands-on learning and local business involvement, students will engage in career-related experiences to acquire basic skills in various career fields. This provides students with tangible experiences to begin career decision making. Teachers have the flexibility to select career fields related to Ohio's in-demand jobs represented in the community.

SUBJECT  
CODE

**330000**

College Credit  
**CTCF002**  
2 Credit Hours

## HOSPITALITY FUNDAMENTALS

This first course in the career field will introduce students to culinary arts, foodservice operations, lodging, travel and tourism. Students will obtain knowledge of customer service principles and examine the impact of cultural, historical, social and technological developments on key segments of the industry. They will also apply safety and sanitation techniques to prevent and control injuries, illnesses and diseases in the workplace. Business law, employability skills, leadership and communications will be addressed.

SUBJECT  
CODE

**330021**

## EVENT AND FOOD PLANNING

Students will design and organize meetings and events. They will analyze risks, identify needs and develop strategies for achieving event goals. Students will also set up event facilities, manage event activities and evaluate event success. Other topics addressed in the course include menu development, customer service, people management, simple food production, sales and marketing.

SUBJECT  
CODE

**330040**

## TRAVEL AND ADVENTURE PLANNING

Students will apply knowledge of travel destinations, tourist attractions and events of interest to plan and coordinate travel and tourism activities for customers. They will analyze cultural, historical and environmental factors impacting travel and tourism; examine challenges, opportunities and trends associated with the industry; and develop strategies for promoting travel and tourism. Social media marketing, brand positioning, marketing research and employability skills will also be addressed.

SUBJECT  
CODE

**330030**

College Credit  
**CTCF008**  
3 Credit Hours

## FRONT OFFICE MANAGEMENT & OPERATIONS

Students will develop knowledge and skills needed in the lodging industry. Students will perform front-office procedures such as reserving rooms, checking guests in and out, and orienting guests to the lodging property. They will also maintain guest rooms and public areas, develop a housekeeping plan, and establish a schedule for facilities maintenance. In addition, site safety and sanitation, customer service, people management, employability skills, leadership and communications will be emphasized.

SUBJECT  
CODE

**330025**

## CATERING & BANQUET SERVICE OPERATIONS

Students will design and manage catering and banquet operations. They will recommend types of food functions and food-and-beverage services to clients, create menus for special occasions and events, and determine financial requirements. Students will hire, train, and supervise staff; manage event logistics, operations and service providers; and oversee dining room operations. Customer service; food, equipment and site safety; and high-volume food production will also be addressed.

SUBJECT  
CODE

**330035**

College Credit  
**CTCF007**  
2 Credit Hours

## HOSPITALITY MANAGEMENT

Students will plan, organize, and monitor day-to-day lodging operations. They will use technology to maintain guest room status and accounts, manage lodging property finances, conduct marketing research, and communicate with current and prospective guests. Property sales, property management, people management and strategic planning will also be addressed.

SUBJECT  
CODE

**330130**

## HOSPITALITY & TOURISM CAPSTONE

The capstone course provides opportunities for students to apply knowledge, attitudes and skills that were learned in the program in a more comprehensive and authentic way. Capstones often include project/problem based learning opportunities that occur both in and away from school. Under supervision of the school and through community partnerships, students may combine classroom learning with work experience. This course can be delivered through a variety of delivery methods including cooperative education or apprenticeship.