

Example Hospitality and Tourism Postsecondary Programs of Study

Students preparing for a career in the Hospitality and Tourism Career Cluster have a variety of postsecondary options. Education and training can be obtained through on-the-job training, technical colleges, two-year community colleges, four-year colleges/universities, and apprenticeship programs. They can enter programs leading to a certificate or a degree at the associate, baccalaureate, or advanced degree level.

The table below shows *examples* of postsecondary Hospitality and Tourism programs of study organized by pathway.

	High School Diploma, On-the Job Training	Certificate/License	Associate's Degree	Bachelor's Degree	Master's/Doctoral/ Professional Degree
Lodging	<ul style="list-style-type: none"> ■ Bell Captain ■ Guestroom Attendant ■ Reservationist 	<ul style="list-style-type: none"> ■ Hotel Management 	<ul style="list-style-type: none"> ■ Hotel Management 	<ul style="list-style-type: none"> ■ Business Administration ■ Lodging Management ■ Sales and Marketing 	
Recreation, Amusements & Attractions	<ul style="list-style-type: none"> ■ Museums/Zoos/Aquarium Docent ■ Resort Instructor ■ Theme Parks Retail Manager 			<ul style="list-style-type: none"> ■ Business Administration Management ■ Recreation, Fitness, and Leisure Studies ■ Sports and Fitness Management 	<ul style="list-style-type: none"> ■ Business Administration
Restaurant & Food/Beverage Services	<ul style="list-style-type: none"> ■ Cook ■ Dishwasher ■ Wait Staff 	<ul style="list-style-type: none"> ■ Culinary Arts and Management ■ Dietary Management ■ Food Service/Hospitality ■ Food Service Management 		<ul style="list-style-type: none"> ■ Food Service/Hospitality Management ■ Food Service Management ■ Hospitality Management ■ Restaurant and Food Service Administration ■ Travel and Tourism 	<ul style="list-style-type: none"> ■ Restaurant/Food Service Administration
Travel & Tourism	<ul style="list-style-type: none"> ■ Event Planner ■ Ticket Agent ■ Tour Guide ■ Travel Agent 	<ul style="list-style-type: none"> ■ Business Administration ■ Travel and Tourism 	<ul style="list-style-type: none"> ■ Business Administration ■ Sales and Marketing ■ Travel and Tourism 	<ul style="list-style-type: none"> ■ Business Administration ■ Marketing ■ Operations Management 	<ul style="list-style-type: none"> ■ Business Administration

Hospitality and Tourism Cluster Foundation Knowledge & Skills

There are thousands of challenging educational and career opportunities within the high-skilled world of Hospitality and Tourism. Below is a list of the knowledge and skills students need to pursue a career in the Hospitality and Tourism Career Cluster.

■ **Academic Foundations: Study and use basic academic skills to perform effectively in the workplace.**

- Apply mathematical, reading, and writing skills necessary to perform job tasks in the hospitality and tourism industry.

Study the elements of marketing techniques used in various types of hospitality and tourism establishments to gain familiarity with all venues.

- Achieve a familiarity with marketing techniques used in the hospitality and tourism industry to sell a product or service.

Study and synthesize information from cultural diversity and geographical studies to appreciate their importance in developing product and services.

- Identify the components of cultural diversity to understand their impact on the different areas of the hospitality and tourism industry.
- Identify the elements of geography that affect the hospitality and tourism industry to aid in customer service.

Study and synthesize the effects of the economy on the hospitality and tourism industry to apply appropriate strategies in developing products or services.

- Summarize how to use the “state of the economy” to plan products and service.

Study the elements of management styles used in various types of hospitality and tourism establishments to gain familiarity with all venues.

- Examine management styles of different organizational structures to learn best practices for each style.

■ **Communications: Use good oral and written communication skills to create, express, and interpret information.**

- Apply active listening skills in obtaining and clarifying information.
- Respond with restatement and clarification techniques to clarify information.

Interpret verbal and nonverbal behaviors to enhance communication with co-workers and customers/guests.

- Interpret verbal behaviors to enhance communication with co-workers and customers/guests.
- Interpret nonverbal behaviors to enhance communication.

Design all communications to exhibit professionalism in attitude, initiative, respect to others, and commitment.

- Apply proper etiquette in all customer contacts.
- Utilize tactful phraseology and communication to dispel misunderstandings or difficult situations.

Comprehend and use reading strategies to learn meaning, technical concepts, vocabulary, and follow directions.

- Use purpose as a context to select reading strategies and read text.
- Analyze information read to learn meaning, technical concepts, vocabulary, and follow directions.
- Interpret, transcribe, and communicate information, data, and observations to apply information learned from reading to actual practice.

Locate, organize, and reference written information from various sources to communicate with co-workers and clients/participants.

- Locate written information to communicate with co-workers and clients/participants.
- Organize information to use in written and oral communications.
- Document the source and proper reference to use in written information.

Use correct grammar, punctuation, and terminology to write and edit documents.

- Compose multi-paragraph writing clearly, succinctly, and accurately to reflect professionalism in written documents.
- Use description of audience and purpose to prepare written documents including forms, reports, and data sheets.
- Use correct grammar, spelling, punctuation, and capitalization to prepare written documents.
- Use computer skills to design and develop written materials and supporting visual aids.

Use appropriate resources and techniques to develop and deliver formal and informal presentations.

- Use description of audience and purpose to prepare oral presentation.
- Identify and prepare media and visual aids to complement an oral presentation.
- Deliver presentation to sustain listener's attention and interest.

Interpret and use tables, charts and figures to support written and oral communication.

- Develop tables, charts, and figures to support written and oral communication.
- Interpret tables, charts, and figures used to support written and oral communication.

■ **Problem Solving and Critical Thinking: Use the principles of budgeting and forecasting to maximize profit and growth in various sectors of hospitality and tourism.**

- Apply forecasting skills to determine cost and profit.
- Apply budgeting skills to determine staffing levels.

Examine all comments and suggestions from the customer service area to formulate improvements in services/products and training of staff.

- Use customer comments to guide customer satisfaction policies.

Study potential, real, and perceived emergency situations to recognize and implement appropriate safety and security measures.

- Identify methods to cope with emergency situations.

Identify and use common tasks that require employees to problem-solve on the job.

- Use critical thinking skills to solve problems.

■ **Information Technology Applications: Identify and use information technology tools specific to hospitality and tourism to access, manage, and integrate information.**

- Use computer-based technology to access information.
- Use database and spreadsheet technology to manage information.
- Use computer-based technology to integrate information.
- Use information technology to evaluate information.

Apply computer skills to expedite workflow and enhance customer service.

- Manage computer operations.

■ **Systems: Understand roles within teams, work units, departments, organizations, interorganizational systems, and the larger environment to identify the effect of systems on the quality of the product or service.**

- Research appropriate sources to trace the

development of the hospitality and tourism industry and learn the overall structure.

- Use organizational charts to analyze the workplace operations.

Manage and improve organizational systems to better serve customers.

- Develop and manage plans and budgets to accomplish organizational goals and objectives.
- Develop plans to improve organizational performance including customer satisfaction and service/operations performance.

Achieve a familiarity with other industries that have relevant services or products and understand how they impact a seamless product/service to the guest/customer.

- Describe feasible collaboration with various other industries to provide an inclusive product to the customer.
- Identify the core competencies of the various hospitality and tourism related organizations or businesses to best utilize available resources.

■ **Safety, Health and Environmental: Review all safety and sanitation procedures applicable to the work area to ensure a safe and healthy work environment for all individuals.**

- Examine overall safety procedures to maintain a safe work area.
- Examine sanitation procedures to ensure facility is in compliance with health codes.
- Practice personal safety while at the work site and on work-related assignments to avoid injuries or accidents.

Analyze life choices related to nutrition, stress, and exercise to measure their affect on performance in the career pathways within hospitality and tourism.

- Examine the pursuit of personal life style choices to prepare for careers in the hospitality and tourism industry.

Analyze work related chemicals and hazardous materials to prevent health related problems that may result from exposure to these elements.

- Follow industry standards to comply with safety polices and procedures.

Study potential, real, and perceived hazards to recognize and implement appropriate safety and security measures.

- Outline safety and security issues for individuals and groups in multiple environments to minimize risks.
- Outline resources to utilize in various emergency situations for self, co-workers, and customers/guests.

Research ways to use security measures to protect guests/ customers, staff, and limit liability.

- Develop various security measures to increase safety.

■ **Leadership and Teamwork: Employ leadership and teamwork skills to facilitate workflow.**

- Develop group-working relationships to improve the work environment.
- Observe outstanding leaders to identify effective management styles.

Lead others in tasks and activities to benefit the organization as a whole.

- Use leadership skills to create motivation for change.
- Model leadership and teamwork qualities to aid in employee morale.

Establish and maintain effective working relationships with all levels of personnel and other departments to provide effective services to the guest/customer.

- Use interpersonal skills to build effective working relationships.

Resolve conflicts to satisfy staff, guests/customers, and others.

- Use conflict-management skills to facilitate solutions.

■ **Ethics and Legal Responsibilities: Examine and review ethical and legal responsibilities as they relate to guests/customers and employee conduct within the establishment to maintain high industry standards.**

- Develop an awareness of applicable legal policies to comply with laws regarding hiring, harassment, and safety issues.
- Interpret ethical and legal guidelines relating to job performance to solve legal and ethical issues.

Show regard for ethics, values, and principles to deal fairly with others.

- Respect others at all times to express personal ethical values.
- Integrate ethical treatment in the workplace to establish codes of conduct.

Examine professional and workplace ethics and legal responsibilities to provide guidelines for conduct.

- Demonstrate awareness of responsibilities for different positions within the organization.

Identify what ethical issues and concerns affect a career field to aid in making career choices.

- Observe ethical behavior in the workplace to appreciate the integral role it plays in all businesses.

■ **Employability and Career Development: Research and review career options and qualifications to explore careers in the hospitality and tourism industry.**

- Examine the numerous career paths within hospitality and tourism to discover personal preferences.
- Study entry-level, skilled level, and supervisory positions to gain an awareness of qualifications and skills needed for different levels of employment.

