

# CTE - CIP Course Details Catalog

## Cluster: Hospitality and Tourism

### CIP: 52.0903 - Tourism and Travel Services Management

Status: Open Start Year: 2021 End Year:

#### Group 1 - Orientation Courses: Exploratory coursework, could be offered at the secondary level or prior-to-secondary in 7th or 8th grade.

State Course ID	State Course Title	Max Carnegie Units	Start SY	End SY
22151A001	Career Exploration	1.00	2021	
16001A001	Exploration of Hospitality Careers	3.00	2021	

#### Group 2 - Introductory Courses: Introductory coursework for the program of study.

State Course ID	State Course Title	Max Carnegie Units	Start SY	End SY
16151A001	Introduction to Travel and Tourism	3.00	2021	
12051A001	Introductory Business	1.00	2021	
19259A001	Work and Family Relationships	3.00	2021	
19251A001	Introduction to Family and Consumer Sciences Careers	3.00	2021	

#### Group 3 - Skills Courses: More in-depth courses for program concentrators.

State Course ID	State Course Title	Max Carnegie Units	Start SY	End SY
16152A001	Travel and Tourism	3.00	2021	

#### Group 4 - Advanced Courses: More advanced courses for learners completing a program of study to allow for specialization.

State Course ID	State Course Title	Max Carnegie Units	Start SY	End SY
16153A001	World Travel and Tourism	3.00	2021	
16154A001	Eco-tourism	3.00	2021	
12162A001	Social Media Marketing	1.00	2021	
12159A001	Hospitality & Tourism Marketing	3.00	2021	

#### Group 5 - Workplace Experience: Similar model to the existing Cooperative Education coursework that is designed to give students relevant work experience

State Course ID	State Course Title	Max Carnegie Units	Start SY	End SY
16998A001	Hospitality & Tourism Workplace Experience	3.00	2022	
16198A001	Travel and Tourism Workplace Experience	3.00	2021	

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### Course Descriptions

#### **CIP: 52.0903 - Tourism and Travel Services Management**

**State Course ID:** 22151A001      **Course Title:** Career Exploration

Career Exploration courses help students identify and evaluate personal goals, priorities, aptitudes, and interests with the goal of helping them make informed decisions about their careers. These courses expose students to various sources of information on career and training options and may also assist them in developing job search and employability skills.

**State Course ID:** 16001A001      **Course Title:** Exploration of Hospitality Careers

Exploration of Hospitality Careers courses survey a wide array of topics while exposing students to the variety of career opportunities in hospitality fields (such as food service, lodging, tourism, and recreation). These courses serve to introduce students to the general field of hospitality, providing an opportunity to identify a focus for continued study.

**State Course ID:** 16151A001      **Course Title:** Introduction to Travel and Tourism

Introduction to Travel and Tourism courses provide an overview of the travel and tourism industry. Topics covered in this course may include travel and tourism terminology, the history of travel, introduction to marketing, and the various careers available in travel and tourism.

**State Course ID:** 12051A001      **Course Title:** Introductory Business

Introductory Business courses survey an array of topics and concepts related to the field of business. These courses introduce business concepts such as banking and finance, the role of government in business, consumerism, credit, investment, and management. They usually provide a brief overview of the American economic system and corporate organization. Introductory Business courses may also expose students to the varied opportunities in secretarial, accounting, management, and related fields.

**State Course ID:** 19259A001      **Course Title:** Work and Family Relationships

Work and Family Relationship is a project-based course that emphasize building and maintaining health interpersonal relationship among families, communities, society, and workplace. These courses often emphasize (but are not limited to) topics such as balancing the responsibilities of a family and career, human sexuality and reproduction, parenthood and the function of the family unit, the family life cycle, life stages, and social interactions and interpersonal relationships. The course uses communication, leadership and management methods to develop knowledge and behaviors necessary for individuals to become independent, contributing, and responsible participants in family, community, and career settings. analyzing personal standards, needs, aptitudes and goals; roles and responsibilities of living independently and as a family member; demonstrating goal-setting and decision-making skills; identifying and utilizing community resources; and developing effective relationships to promote communication with others. The course provides students content to identify resources that will assist them in managing life situations.

**State Course ID:** 19251A001      **Course Title:** Introduction to Family and Consumer Sciences Careers

This course introduces students to the field of family and consumer sciences and the many career opportunities available in this broad field. The course includes theory and laboratory experiences in the following content areas: Nutrition and culinary arts; textiles and design; family, career, and community leadership development; resource management; human development and life-long learning; facility design, care, and management; and interpersonal relationships and life management skills.

**State Course ID:** 16152A001      **Course Title:** Travel and Tourism

Travel and Tourism courses provide the knowledge and skills necessary to work in the travel industry such as sales techniques, marketing principles, and entrepreneurial skills. Additional skills learned in these courses typically include travel agency procedures, airline reservation systems, public relations, hotel/motel registration systems and services, and conference and convention planning.

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#### **CIP: 52.0903 - Tourism and Travel Services Management**

**State Course ID:** 16153A001      **Course Title:** World Travel and Tourism

World Travel and Tourism courses provide the knowledge and skills necessary to work in the travel industry, with a focus on travel outside of the United States. Topics covered may include geography of the continents; customs, cultures, and tourist destinations in other countries; special documentation needed for international travel; and planning events to client specifications.

**State Course ID:** 16154A001      **Course Title:** Eco-tourism

Eco-tourism courses provide the knowledge and skills necessary to work in the travel industry, with particular attention paid to conservation and environmental issues surrounding travel and tourism. Topics covered may include recreational opportunities related to on- and off-site attractions and environmental and ecological principles.

**State Course ID:** 12162A001      **Course Title:** Social Media Marketing

Social Media Marketing courses address social media as a marketing tool and emphasize social media tools, social media messages, and search engine optimization. Topics may include, but are not limited to, marketing information management (including marketing research), market planning, channel management, sales, promotion, product/service management, and pricing.

**State Course ID:** 12159A001      **Course Title:** Hospitality & Tourism Marketing

Marketing—Hospitality/Tourism courses typically cover the same scope of topics as Marketing—Comprehensive courses (purchasing and distribution systems, advertising, display and sales, management, entrepreneurship, and so on) but do so with particular attention to the travel, tourism, and lodging industry. In keeping with the focus on this field, topics include the unique characteristics and functions of travel services and hotel/motel operations.

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**State Course ID:** 22153A001      **Course Title:** Cooperative Education

Cooperative Education is a capstone course designed to assist students in the development of effective skills and attitudes through practical, advanced instruction in school and on the job through cooperative education. Students are released from school for their paid cooperative education work experience and participate in 200 minutes per week of related classroom instruction. Classroom instruction focuses on providing students with job survival skills and career exploration skills related to the job and improving students' abilities to interact positively with others. For skills related to the job, refer to the skill development course sequences, the task list or related occupational skill standards of the desired occupational program. The course content includes the following broad areas of emphasis: further career education opportunities, planning for the future, job-seeking skills, personal development, human relationships, legal protection and responsibilities, economics and the job, organizations, and job termination. A qualified career and technical education coordinator is responsible for supervision. Written training agreements and individual student training plans are developed and agreed upon by the employer, student and coordinator. The coordinator, student, and employer assume compliance with federal, state, and local laws and regulations.

**State Course ID:** 16998A001      **Course Title:** Hospitality & Tourism Workplace Experience

Hospitality & Tourism Workplace Experience courses provide work experience in fields related to the Hospitality & Tourism cluster. Goals must be set cooperatively by the student, teacher, and employer (although students are not necessarily paid). These courses must include classroom instruction at least once per week, involving further study of the field, discussion of relevant topics that are responsive to the workplace experience and employability skill development. Workplace Experience courses must be taught by an approved WBL educator-coordinator. These courses should be aligned to a Career Development Experience that could include: Student-led Enterprises; School-based Enterprises; Immersion Supervised Agricultural Experiences; Clinical Experiences in Health Science and Technology programs; Internships; and Apprenticeship programs including Youth Apprenticeships, Pre-apprenticeships, and Registered Apprenticeships.

**State Course ID:** 16198A001      **Course Title:** Travel and Tourism Workplace Experience

Travel and Tourism Workplace Experience courses provide work experience in fields related to travel and tourism. Goals must be set cooperatively by the student, teacher, and employer (although students are not necessarily paid). These courses must include classroom instruction at least once per week, involving further study of the field, discussion of relevant topics that are responsive to the workplace experience and employability skill development. Workplace Experience courses must be taught by an approved WBL educator-coordinator. These courses should be aligned to a Career Development Experience that could include: Student-led Enterprises; School-based Enterprises; Immersion Supervised Agricultural Experiences; Clinical Experiences in Health Science and Technology programs; Internships; and Apprenticeship programs including Youth Apprenticeships, Pre-apprenticeships, and Registered Apprenticeships.