Introductory Lesson
Principles of Hospitality and Tourism
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Career and Technical Education (CTE)
Definition #1:
Career and Technical Education (CTE) instruction aims at developing foundational skills, core workplace competencies, and specific skill competencies in various occupational areas.

Definition #2:
Career and Technical Education (CTE) prepares young people to manage the dual roles of family member and wage earner and enable students to gain entry-level employment in a high-skill, high-wage job and/or to continue their education.
Career and Technical Education (CTE)

Internships, practicum courses, career preparation courses, dual enrollment programs, and apprenticeships are a few venues that deliver career and technical education by providing meaningful opportunities for learners to apply their academic and technical skills.
Career and Technical Education

Historical Side Notes:

In the past, Career and Technical Education (CTE) was organized by program areas, but is now organized by career clusters.

Example:

Family and Consumer Sciences (program area) courses are now located in five career clusters:

- **Architecture and Construction (Interior Design courses)**
- **Arts, AV Technology and Communication (Fashion Design courses)**
- **Education and Training**
- **Hospitality and Tourism**
- **Human Services**
Career and Technical Education (CTE)

- You are currently enrolled in the course *Principles of Hospitality and Tourism*
- *Principles of Hospitality and Tourism* is a CTE course
- You are a CTE student
- I am a CTE instructor
The career clusters icons above are used with permission of the States’ Career Clusters Initiative, 2007. For more information, visit www.careerclusters.org
16 Career Clusters

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Principles of Hospitality and Tourism

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TEA Recommended Coherent Sequence of Courses

Hospitality and Tourism

- Principles of Hospitality & Tourism
  - Hotel Management
  - Travel & Tourism Management
  - Restaurant Management

- Hospitality Services
  - Practicum in Hospitality Services
  - Food Science (may be added to any sequence)

- Culinary Arts
  - Practicum in Culinary Arts
Sequence of courses available in our district/campus
Hospitality and Tourism Programs of Study

- Restaurants and Food/ Beverage Services
- Lodging
- Travel and Tourism
- Recreation, Amusements, and Attractions
Hospitality & Tourism encompasses the management, marketing and operations of restaurants and other food services, lodging, attractions, recreation events and travel related services.

Career Cluster

Course Title

Programs of Study

Description

Principles of Hospitality and Tourism

- Restaurants and Food/Beverage Services
- Lodging
- Travel & Tourism
- Recreation, Amusements & Attractions

Hospitality & Tourism encompasses the management, marketing and operations of restaurants and other food services, lodging, attractions, recreation events and travel related services.
Hospitability & Tourism encompasses the management, marketing and operations of restaurants and other foodservices, lodging, attractions, recreation events and travel related services.

Sample Career Specialties /Occupations
- General Manager • Food & Beverage Manager • Kitchen Manager • Catering 
  & Banquets Manager • Service Manager • Dining Room Supervisor
- Restaurant Owner • Baker • Brewer
- Caterer • Dietician • Executive Chef • Cook
- Pastry & Specialty Chef • Bartender
- Restaurant Server • Banquet Server •
  Cocktail Server • Banquet Set-Up
- Employee • Bus Person • Room Service Attendant • Kitchen Steward
- Counter Server • Bar Tender • Host
- Research and Development Chef
- Food/Beverage Wholesaler • Product Demonstrator • Personal Chef
- Counter Server • Wine Steward • Host
- Research and Development Chef
- Food/Beverage Wholesaler • Product Demonstrator • Personal Chef

Cluster Knowledge and Skills
- Academic Foundations • Communications • Problem Solving and Critical Thinking
- Information Technology Applications • Systems
- Safety, Health and Environmental • Leadership and Teamwork
- Ethics and Legal Responsibilities
- Employability and Career Development • Technical Skills

Restaurants and Food/Beverage Services
- Front Office Manager • Executive Housekeeper • Director of Sales & Marketing • Chef Engineer • Director of Human Resources • Rooms Division Manager • Director of Security • Controller
- Food & Beverage Director • Resident Manager • Director of Operations • General Manager • Regional Manager • Quality Assurance Manager • Corporate Management • Lodging Management • Owner/ Franchisee
- Uniformed Services Support • Communications Supervisor • Front Desk Supervisor • Reservations Supervisor
- Laundry Supervisor • Room Supervisor • Bell Captain • Shift Supervisor • Sales Professional • Night Auditor • Front Desk Employee • Valet Attendant • Bell Attendant • Door Attendant • Concierge
- Reservationist • Guestroom Attendant • Public Space Cleaner • House Person • Maintenance Worker • Van Driver

Lodging
- Club Manager • Club Assistant Manager • Club Instructor • Club Equipment & Facility Maintenance • Club Scheduler • Club Event Planner • Club Membership Developer • Parks & Gardens Director • Parks & Gardens Activity Coordinator
- Parks & Gardens Access Manager • Parks & Gardens Safety & Security • Parks & Garden Rangers • Resort Trainers • Resort Instructor • Resort Equipment Maintenance • Resort Scheduler • Gaming & Casino Manager • Gaming & Casino Supervisor • Gaming & Casino Dealer • Gaming & Casino Slot Supervisor and Maintenance • Gaming & Casino Safety • Fairs/Festival Event Planner • Fairs/Festival Set-up Supervisor • Fairs/Festival Facility Manager • Fairs/Festival Promotional Developer • Theme Parks/ Amusement Parks Resale Department Manager • Theme Parks/ Amusement Parks Area Retail Manager • Theme Parks/ Amusement Parks Area Ride Operations Manager • Theme Parks/ Amusement Parks Group Events Manager • Family Centers Manager • Family Centers Equipment Operator/ Maintenance • Historical/Cultural/Architectural Ecological Industrial Sites Guides/Rangers • Historical/Cultural/Architectural Ecological Industrial Sites Exhibit Developer • Museums/Zoos/Aquariums Docent • Museum/Zoos/Aquariums Animal Trainer and Handler • Museums/Zoos/Aquariums Exhibit Developer

Travel & Tourism
- Executive Director • Assistant Director • Director of Tourism Development • Director of Membership Development • Director of Communications • Director of Visitor Services
- Director of Sales • Director of Marketing and Advertising • Director of Volunteer Services
- Director of Convention and Visitors Bureau • Market Development Manager • Group Sales Manager • Events Manager • Sales Manager
- Destination Manager • Convention Services Manager • Heritage Tourism Developer • Travel Agent (Commercial & Vacation) • Event Planner
- Meeting Planner • Special Events Producer • Nature Tourism Coordinator • Tour and Travel Coordinator • Tourism Marketing Specialist
- Transportation Specialist • Welcome Center Supervisor • Visitor Center Counselor • Tourism Assistant • Executive Assistant • Tour Guide
- Tour Operator • Motor Coach Operator • Tour and Ticket Reservationist • Interpreter

Recreation, Amusements & Attractions
- 2008-2009
Hospitality and Tourism

AchieveTexas In Action
Possible Program of Study
Chef – Head Cook
Restaurants and Food/Beverage Services

Career Goal (O*NET Code): Chef and Head Cook (35-1011), Cook, Restaurant (35-2044), Baker, Bread and Pastry (51-3011).

Student Name: ____________________________
Grade: ___________________________________
School: ___________________________________________________________________

SUGGESTED COURSEWORK

**Middle School**

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<th>8th</th>
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<tbody>
<tr>
<td><strong>HS Courses:</strong></td>
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<td>(Local districts may list high school credit courses here)</td>
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<tr>
<th>9th</th>
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<tbody>
<tr>
<td><strong>Core Courses:</strong></td>
</tr>
<tr>
<td>English I</td>
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<tr>
<td>Algebra I</td>
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<tr>
<td>Biology</td>
</tr>
<tr>
<td>World Geography</td>
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<tr>
<td>Languages other than English I</td>
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<tr>
<td>Physical Education</td>
</tr>
<tr>
<td><strong>Career-Related Electives:</strong></td>
</tr>
<tr>
<td>Principles of Hospitality and Tourism</td>
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<th>10th</th>
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<td><strong>Core Courses:</strong></td>
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<td>English II</td>
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<td>Geometry</td>
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<tr>
<td>Chemistry</td>
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<tr>
<td>World History</td>
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<tr>
<td>Languages other than English II</td>
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<tr>
<td><strong>Career-Related Electives:</strong></td>
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<tr>
<td>Lifetime Nutrition and Wellness or Restaurant Management</td>
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<th>11th</th>
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<tbody>
<tr>
<td><strong>Core Courses:</strong></td>
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<tr>
<td>English III</td>
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<tr>
<td>Mathematical Models with Applications</td>
</tr>
<tr>
<td>Physics</td>
</tr>
<tr>
<td>United States History</td>
</tr>
<tr>
<td>Professional Communications</td>
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<tr>
<td><strong>Career-Related Electives:</strong></td>
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<tr>
<td>Culinary Arts or Entrepreneurship</td>
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**High School**

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<tbody>
<tr>
<td><strong>Core Courses:</strong></td>
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<tr>
<td>English IV</td>
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<tr>
<td>Algebra II</td>
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<tr>
<td>Environmental Systems</td>
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<tr>
<td>Government/Economics</td>
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<tr>
<td>Fine Arts</td>
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<tr>
<td><strong>Career-Related Electives:</strong></td>
</tr>
<tr>
<td>Practicum in Culinary Arts or Food Science or Problems and Solutions</td>
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</tbody>
</table>

EXTENDED LEARNING EXPERIENCES

**Curricular Experiences:**
- DECA
- Family, Career and Community Leaders of America
- SkillsUSA
- School Newspaper
- Student Government
- UIL Academic Competitions
- Yearbook

**Career Learning Experiences:**
- Apprenticeship
- Career Preparation
- Internship
- Job Shadowing
- SkillsUSA
- Service Learning Experiences:
  - Service Learning Experiences:
    - Boy Scouts of America
    - Campus Service Organizations
    - Community Service Volunteer
    - Girl Scouts of the USA
    - Peer Mentoring / Peer Tutoring
    - Student Body

**COLLEGE CREDIT OPPORTUNITIES – High School**

Students should take Advanced Placement (AP), International Baccalaureate (IB), dual credit, Advanced Technical Credit (ATC), or locally articulated courses (Tech Prep), if possible. List those courses that count for college credit on your campus.
Sample Bachelor Degrees

- Hospitality Administration
- Hospitality Management
- Hotel and Restaurant Management
- Restaurant, Hotel, and Institutional Management
Graduate Degrees

- Hospitality Administration
- Hospitality Management
- Hotel and Restaurant Management
- Restaurant, Hotel, and Institutional Management
Sample Career Options

• Caterer
• Culinary Arts Instructor
• Executive Chef
• Food and Beverage Manager
• Independent Chef/Owner
• Catering/Banquet Manager
• Corporate Executive Chef
• Food and Beverage Controller
• Food and Beverage Director
Lodging Manager
## Lodging

**Career Goal (O*NET Code):** Lodging Manager (11-9081), Sales Manager (11-2022), Human Resource Manager (11-3048), General & Operations Manager (11-0012), Food & Beverage Manager (43-3001)

### SUGGESTED COURSEWORK

**Core Courses:**
- English I
- Algebra I
- World Geography
- Physical Education
- Principles of Hospitality and Tourism

**Career-Related Electives:**
- Business Professionals of America
- DECA
- Future Business Leaders of America
- Texas Restaurant Association
- Hospitality Sales and Marketing Association
- Hospitality Financial & Technology Association
- Professional Associations:
  - Hotel & Restaurant Association of Texas
  - Texas Hotel & Lodging Association
  - Hospitality Sales and Marketing Association
  - Hospitality Financial & Technology Association
  - Professional Associations:
    - Hospitality Financial & Technology Association
    - Hospitality Sales and Marketing Association
    - Professional Associations:
      - Hospitality Sales and Marketing Association
      - Professional Associations:
        - Hospitality Sales and Marketing Association
        - Professional Associations:
          - Hospitality Sales and Marketing Association
          - Professional Associations:
            - Hospitality Sales and Marketing Association
            - Professional Associations:
              - Hospitality Sales and Marketing Association
              - Professional Associations:
                - Hospitality Sales and Marketing Association

### EXTENDED LEARNING EXPERIENCES

**COLLEGE CREDIT OPPORTUNITIES – High School**

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<thead>
<tr>
<th>Grade</th>
<th>Core Courses</th>
<th>Career-Related Electives</th>
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<td>12th</td>
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</table>

**College Credit:**
- Bachmann Academy
- College Credit Opportunities
- College Credit Opportunities
- College Credit Opportunities

**Curricular Experiences:**
- Food & Hospitality Services
- Human Resource Management
- Business Management
- Languages other than English III

**HS Courses:**
- COLLEGE CREDIT OPPORTUNITIES
- Core Courses:
- Career Learning Experiences:
  - Career Preparation
  - Internship
  - Job Shadowing

**Practicum in Hospitality and Tourism**

**Internship**

**Job Shadowing**

**Career Goals:”
- Lodging Manager
- Hotel/Restaurant Management
- Travel & Tourism

**Service Learning Experiences:**
- Key Clubs of America
- Campus Service Organizations
- Community Service Volunteer
- Dynamic Leadership
- Golf Course of the USA
- Peer Tutoring / Peer Mentoring

**Future Business Leaders of America**

**Dynamic Leadership**

**Campus Service Organizations**

**Future Business Leaders of America**

**Campus Service Organizations**

**Future Business Leaders of America**

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Sample Bachelor Degrees

- Hospitality Administration
- Hospitality Management
- Hotel and Restaurant Management
- Restaurant, Hotel, and Institutional Management
- Tourism Management
Sample Graduate Degrees

- Hospitality Administration
- Hospitality Management
- Hotel and Restaurant Management
- Restaurant, Hotel, and Institutional Management
- Tourism Management
Sample Career Options

- Bell Attendant
- Concierge
- Front Desk Clerk
- Manager Trainee
- Rooms Division Specialist
- Assistant Executive Housekeeper
- Front Office Assistant Manager
- Hotel Assistant Manager
- Convention Services Manager

- Executive Housekeeper
- Front Office Manager
- Lodging Manager
- Corporate Service Trainer
- Executive Director
- Training and Development Specialist
- Recreations Manager
- Vice President of Operations
Travel and Tourism Directors
## Travel & Tourism

**Cluster Overview:**
Encompasses the management, marketing and operations of restaurants and other foodservices, lodging, attractions, recreation events, and travel related services.

**Career Goal (O*NET Code):**
- Travel Agent (41-3041)
- Private Sector Executive (11-1011)
- Program Director (27-2012)
- Sales Manager (11-2022)
- Tour/Travel Guide (39-6021/22)
- Ticket Agent & Travel Clerk (43-4181)

### SUGGESTED COURSEWORK

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<td></td>
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<td></td>
<td>Geometry</td>
<td>World History</td>
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<td></td>
<td>Chemistry</td>
<td>Languages other than English II</td>
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<td></td>
<td>Career-Related Electives:</td>
<td>Interpersonal Studies or Travel and Tourism Management</td>
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<thead>
<tr>
<th>Grade</th>
<th>Core Courses:</th>
<th>English III</th>
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<tr>
<td></td>
<td>Mathematical Models with Applications</td>
<td>United States History</td>
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<td></td>
<td>Physics</td>
<td>Professional Communications</td>
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<td></td>
<td>Career-Related Electives:</td>
<td>Hospitality Services or Human Resource Management or Languages other than English III or Business Management</td>
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<th>Grade</th>
<th>Core Courses:</th>
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<td>Algebra II</td>
<td>Government/Economics</td>
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<td>Environmental Systems</td>
<td>Fine Arts</td>
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<tr>
<td></td>
<td>Career-Related Electives:</td>
<td>Practicum in Hospitality and Tourism or Problems and Solutions or Languages other than English IV</td>
</tr>
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### EXTENDED LEARNING EXPERIENCES

#### Curricular Experiences:
- Business Professionals of America
- DECA
- Future Business Leaders of America

#### Extracurricular Experiences:
- Language Immersion Programs
- School Newspaper
- Student Government
- UIL Academic Competitions
- Yearbook
- Dynamic Leadership
- Student Government

#### Service Learning Experiences:
- Boy Scouts of America
- Campus Service Organizations
- Community Service Volunteer
- Dynamic Leadership
- Girl Scouts of the USA
- Peer Mentoring / Peer Tutoring

### COLLEGE CREDIT OPPORTUNITIES — High School

Students should take Advanced Placement (AP), International Baccalaureate (IB), dual credit, Advanced Technical Credit (ATC), or locally articulated courses (Tech Prep) if possible. Note these courses that count for college credit on your campus.
Sample Bachelor Degrees

- Hospitality Administration
- Hospitality Management
- Hotel and Restaurant Management
- Restaurant, Hotel, and Institutional Management
Sample Graduate Degrees

• Hospitality Administration
• Hospitality Management
• Hotel and Restaurant Management
• Restaurant, Hotel and Institutional Management
Sample Career Options

- Agency Manager
- Customer Service Agent
- Travel Agent
- Travel/Tour Guide
- Convention Services Manager
- Sales Manager

- Tourism Marketing Specialist
- Travel Agency Owner
- Corporate Director of Sales
- Corporate Travel Executive
- Director of Tourism Dev.
- Chief Executive
Competitive Sports Athlete
## Recreation, Amusements & Attractions

**Career Goal:** Competitive Sports Athlete (27-2021), Athletic Trainer (29-9091), Coach and Scout (27-2022), Umpire, Referee, and Other Sports Official (27-2023), Fitness Trainer & Aerobics Instructor (19-0031).

### Core Courses:
- English I
- Algebra I
- Biology
- World Geography
- Languages other than English I
- Physical Education

### Career-Related Electives:
- Principles of Hospitality and Tourism
- Lifetime Nutrition and Wellness or Interpersonal Studies or Sports Medicine

### Career Options:
- Supervision
- Health Occupations Students of America
- Future Business Leaders of America
- DECA
- Business Professionals of America
- Health Club Attendant
- Fitness Worker
- Activities Assistant

### School:
- Subject: Health & Physical Education/Fitness
- Grade: 9

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### Suggested Coursework

#### HS Courses:
- Local districts may list high school credit courses here.

#### Core Courses:
- English I
- Algebra I
- Biology
- World Geography
- Languages other than English I
- Physical Education

#### Career-Related Electives:
- Principles of Hospitality and Tourism
- Lifetime Nutrition and Wellness or Interpersonal Studies or Sports Medicine

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### Extended Learning Experiences

**Curricular Experiences:**
- Lifetime Nutrition and Wellness
- Interpersonal Studies
- Sports Medicine

**Career Learning Experiences:**
- Sport Safety
- Athletic Trainer Assistant
- Intramural Referee
- Recr./Amusements Activity Dir.
- Recreation Supervisor
- Sportscaster

**College Credit Opportunities — High School**

- Students should take Advanced Placement (AP), International Baccalaureate (IB), dual credit, Advanced Technical Credit (ATC), or locally-credited courses (Tech Prep) if possible. List those courses that count for college credit on your campus.

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### Postsecondary

#### Associate Degrees
- Health Occupations Studies
- Psychology
- Recreation, Park & Tourism Services
- Exercise Science & Fitness Management

#### Bachelor Degree
- Kinesiology
- Recreation, Park & Tourism Services
- Exercise Science & Fitness Management
- Physical Education Management

#### Graduate Degree
- Health & Kinesiology
- Exercise & Sport Sciences

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### Professional Associations:
- American Fitness Professionals & Aerobics Association
- Texas High School Coaches Association
- American Camp Association
- Aerobics & Fitness Association of America
- National Recreation and Park Association
- American Exercise Trainers Association
- National Athletic Trainers Association
- National Recreation and Park Association
- Texas High School Coaches Association
- Professional Sports Scout
- Competitive Sports Coach
- Professional Sports Scout

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### Extracurricular Experiences:
- National Association of Collegiate Women Athletes
- National Association of Sports Officials
- National Association of Collegiate Women Athletes
- National Exercise Trainers Association
- National Athletic Trainers Association
- National Recreation and Park Association
- Texas High School Coaches Association
- Cooperative Sports Athlete
- Recreation Supervisor
- Recr./Amusements Activity Dir.

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**Student Name:**

**Grade:**

**School:**

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Sample Bachelor Degrees

- Kinesiology
- Recreation, Park, and Tourism Science
- Exercise Science and Fitness Management
- Health Promotion
- Physical Education
- Sports and Exercise Sciences
- Human Performance
Sample Graduate Degrees

- Health and Fitness Education
- Fitness and Human Performance
- Physical Education Management
- Health and Kinesiology
- Exercise and Sport Sciences
Sample Career Options

- Fitness Trainer
- Activity Specialist
- Referee/Sports Official
- Aerobic Instructor
- Recreation Leader
- Athletic Trainer
- Competitive Sports Athlete

- Sportscaster
- Recreation Supervisor
- Recreation/Amusements Activity Dir.
- Director of Athletics
- Post-Secondary Fitness Teacher
- Competitive Sports Coach
- Professional Sports Scout
TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS) for Principles of Hospitality and Tourism
(3) The student identifies the importance of a well-written business plan. The student is expected to:

- (A) categorize a business plan and the need for a well-orchestrated business plan;
- (B) research business plan outlines, resources, and templates using web search engines;
- (C) explain a marketing plan, including price competition, non-price competition, market analysis, competition, marketing research, market segmentation, demographics, and sales forecasting;
(1) The student applies academic skills for the hospitality and tourism industry. The student is expected to:

(A) write effectively using standard English and correct grammar
(B) comprehend a variety of texts
(C) create and proofread appropriate professional documents
(D) calculate correctly using numerical concepts such as percentages and reasonable estimations
(E) infer how scientific principles are used in the hospitality and tourism industry
(2) The student uses verbal and nonverbal communication to provide a positive experience for guests and employees. The student is expected to:
   (A) develop and analyze formal and informal presentations
   (B) practice customer service skills

(3) The student demonstrates an understanding that personal success depends on personal effort. The student is expected to:
   (A) demonstrate a proactive understanding of self-responsibility and self-management
   (B) explain the characteristics of personal values and principles
   (C) display positive attitudes and good work habits
   (D) develop strategies for achieving accuracy and organizational skills
(4) The student develops principles in time management, decision making, and prioritizing. The student is expected to:

(A) apply effective practices for managing time and energy
(B) analyze the importance of balancing a career, family, and leisure activities
(C) analyze the various steps in the decision-making process
(D) work independently
(5) The student researches, analyzes, and explores lifestyle and career goals. The student is expected to:

(A) prioritize career goals and ways to achieve those goals in the hospitality and tourism industry
(B) compare and contrast education or training needed for careers in the hospitality and tourism industry
(C) examine related community service opportunities
(D) create a career portfolio
(6) The student uses technology to gather information. The student is expected to:

(A) demonstrate and operate computer applications to perform workplace tasks

(B) examine types of computerized systems used to manage operations and guest services in the hospitality and tourism industry

(C) evaluate information sources for the hospitality and tourism industry
(7) The student demonstrates leadership, citizenship, and teamwork skills required for success. The student is expected to:

(A) develop team-building skills
(B) develop decision-making and problem-solving skills
(C) conduct and participate in meetings to accomplish tasks
(D) determine leadership and teamwork qualities in creating a pleasant working atmosphere
(E) participate in community service activities
The student explains how employees, guests, and property are protected to minimize losses or liabilities in the hospitality and tourism industry. The student is expected to:

(A) determine job safety and security
(B) implement the basics of sanitation
(C) understand and demonstrate procedures for cleaning, sanitizing, and storing equipment and tools
(D) determine how environmental issues such as recycling and saving energy affect the hospitality and tourism industry
TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS) 
Principles of Hospitality and Tourism

(9) The student explores and explains the roles within each department of the hospitality and tourism industry. The student is expected to:

(A) examine the duties and responsibilities required within operational departments
(B) research the job qualifications for various positions to facilitate selection of career choices
(10) The student demonstrates research skills applicable to the hospitality and tourism industry. The student is expected to:

(A) develop technical vocabulary to enhance customer service
(B) use travel information to design a customized product for travelers
(C) examine elements of a dining experience expected to satisfy guests at varied facilities such as a boardwalk vendor, cruise ship, chain restaurant, and five-star dining facility
(D) identify local and regional tourism issues
TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS)
Principles of Hospitality and Tourism

(11) The student understands the importance of customer service. The student is expected to:

(A) determine ways to provide quality customer service
(B) analyze how guests are affected by employee attitude, appearance, and actions
(C) plan a cost effective trip or itinerary to meet customer needs
(D) examine different types of food service
End of Course Project Options -
Principles of Hospitality and Tourism
Next Lesson

Overview of Principles of Hospitality and Tourism course topics.
Hospitality & Tourism encompasses the management, marketing and operations of restaurants and other food services, lodging, attractions, recreation events and travel related services.

Principles of Hospitality and Tourism

- Restaurants and Food/Beverage Services
- Lodging
- Travel & Tourism
- Recreation, Amusements & Attractions

Hospitality & Tourism encompasses the management, marketing and operations of restaurants and other food services, lodging, attractions, recreation events and travel related services.
Websites:
AchieveTexas
A college and career initiative designed to help students (and their parents) make wise education choices. It is based on the belief that the curricula of the 21st century should combine rigorous academics and relevant career education.
http://www.achievetexas.org/in

Learning that Works for America CTE™
Sponsored by The National Association of State Directors of Career Technical Education Consortium (NASDCTEc). Aims to support an innovative CTE system that prepares individuals to succeed in education and their careers.
http://www.careertech.org

Texas Education Agency
Texas Essential Knowledge and Skills. The mission of the Texas Education Agency is to provide leadership, guidance and resources to help schools meet the educational needs of all students.
http://ritter.tea.state.tx.us/rules/tac/chapter130/index.html