

# Consumer Services, Hospitality and Tourism Cluster



## Hospitality & Tourism Program

### PROGRAM OF STUDY OVERVIEW:

The Hospitality Program, developed by the American Hotel and Lodging Educational Institute, prepares students for roles in the hotel industry. Students are introduced to hospitality and tourism on a global scale focusing on developing students' managerial and leadership skills. The program culminates with a work-based learning experience.



Entrance Grades	Principals of Hospitality and Tourism	Hospitality Marketing	Hospitality and Tourism Management	Hospitality and Tourism Work-Based or School-Based Learning Experience	Work Study (optional)
	1 Credit: Double-blocked for One Quarter*	1 Credit: Double-blocked for One Quarter*	1 Credit: Double-blocked for One Quarter*	1 Credit: Double-blocked for One Quarter* <b>COMPLETER</b>	
	*Students commit to completing Principals and Hospitality Marketing sequentially in a semester.		*Students commit to completing Management and the Learning Experience sequentially in a semester.		
10 <sup>th</sup> Grade Entrance	Fall Sophomore		Spring Sophomore		Junior Senior
11 <sup>th</sup> Grade Entrance	Fall Junior		Spring Junior		Senior
12 <sup>th</sup> Grade Entrance	Fall Senior		Spring Senior		

### IN THIS PROGRAM

Students will:

- understand the interrelated components that comprise the industry;
- know the operational areas of the industry and understand how they work;
- understand how sales and marketing are used to increase revenue;
- understand the importance of safety and security;
- demonstrate leadership skills in the industry, including operational leadership;
- understand management principles; and
- use sales and marketing techniques to promote business and increase revenue.

### COURSE SEQUENCE

- Principles of Hospitality & Tourism (A)
- Hospitality & Tourism Management (A)
- Hospitality Marketing (A)
- Work Based Learning Experience (A)

(A) articulates college credit

For course descriptions, please see the WCPS Course Catalog @ <https://www.worcesterk12.com/>

### STUDENT ORGANIZATION



### CERTIFICATIONS

- Certified Hospitality Tourism Management Professional (CHTMP)
- Guest Service Gold

### EARLY COLLEGE CREDIT PARTNER



Tourism and agriculture are the largest industries in Worcester County. Wor-Wic, SU, and UMES all have majors in tourism.