

Hospitality and Tourism Marketing

This course examines the components of the hospitality and tourism industry, including attractions, lodging, transportation, and food and beverage. Other topics include the history, political, social, and cultural impacts hospitality and tourism have had on local, state, and global environments. Students will develop competencies in the areas of communication, customer service, marketing, industry technology, economics, and management functions, and will be provided with opportunities for hands-on, real-world applications. Regional workforce investment boards will provide speaker to discuss local opportunities in these areas.

High School Credits: 1

School Level: High School

Grade: 10, 11, 12

Program: CTE: Marketing