



Georgia represents the 8th largest tourism economy in the country and the 2nd largest industry in Georgia. The Hospitality, Recreation and Tourism Industry consists of the following Lodging, Hotels and Resorts; Conventions, Meetings, Trade Shows and Events; Restaurants and Food Service; Recreation, Attractions, Sporting Events and Parks and Travel, including Air, Rail, Auto and Coach. Since the industry is primarily a service-oriented industry, workers will need good communication skills, and they will have to understand the importance of meeting the needs of individuals.

PATHWAY COURSES

- Marketing Principles
- Hospitality, Recreation, and Tourism Essentials
- Hospitality, Recreation, and Tourism Management

RECOMMENDED COURSES

- Advanced Marketing
- Any business or computer course
- Entrepreneurship
- Work-Based Learning
- World Languages

POST-SECONDARY DEGREES, DIPLOMAS, AND CERTIFICATES

- Adventure Tourism
- Communications
- Culinary
- Hospitality Management
- Hospitality Operations Management
- International Tourism
- Marketing Management
- Meetings & Event Planning
- Ski Guide
- Sports Marketing
- See www.GAfutures.org for additional information.

CAREER AND TECHNICAL STUDENT ORGANIZATIONS



HOSPITALITY AND TOURISM

HOSPITALITY, RECREATION AND TOURISM PATHWAY

TOP CAREER CHOICES

Hotel and Lodging Managers

Bachelor Degree needed
\$51,840 per year

Meeting, Convention, Events Planners

High School and on the job training
\$47,350 per year
10% increase expected

Public Relations

Bachelors degree
\$58,020 per year

Restaurant Manager

High School and on the job training
\$50,820 per year

Travel Agent

High School and on the job training
\$36,460 per year

ADDITIONAL CAREER CHOICES

Catering Manager
Communications Specialist
Country Club Marketing and Management
Cruise Director
Customer Account Representative
Economic Development Specialist
Entertainment Marketer
Golf Course Marketing and Management
Hotel Management
International Tourism & Hotel Management
Parks and Recreation Management Real Estate Agent
Recreation and Amusements Marketer
Restaurant Management
Sales Representative
Social Media Marketer
Sports and Entertainment Marketer
Tourism Director
Travel Agent, Blogger and Planner



**CAREER
EXPLORATION
& Pathway Discovery**
CTAE Career Pathways / Fine Arts Pathways



Source: GADOE Plans of Study

<http://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Pages/Georgia-Career-Pathways-New-Rule.aspx>