

Title: TOURISM AND TRAVEL SERVICES MARKETING OPERATIONS

Code: 52.1905

Career Cluster: Hospitality & Tourism

Certification Required	Certification Method	Occupational Competency Area	Occupational Competency Evaluation
Marketing/Distributive Education Teacher Coordinator 1668	Instructional (degree program)	Hotel/Motel Management 2086	Hospitality Management - Lodging
OR	OR	OR	OR
Marketing (Distributive) Ed 1666	Instructional (degree program)	Hotel/Motel Management 2086	Hospitality Management - Lodging
OR	OR	OR	OR
Career and Technical/Instructional 2600	Career and Technical-Instructional (non- degree program)	Hotel/Motel Management 2086	Hospitality Management - Lodging

Description: A program that prepares individuals to provide direct retail services to hotel and motel clients and customers in a variety of settings. Includes instruction in the principles of hotel/motel operations, customer sales and assistance operations, and techniques, telephone operations, and basic office management.

Notes: The following instructional certificate is no longer issued but remains valid for teaching in this program:

Distributive Education 1665 endorsed for Hotel/Motel Management 2086