### Description:
An instructional program that prepares individuals to perform marketing and management functions in operational responsibilities associated with the service of hotels and motels. Students will be instructed in the areas of personal development, communications, customer service, sales, front desk operations, reservations, convention planning, housekeeping, food and beverage service and other occupational preparation activities that will develop the student in the necessary competencies for employment in the hotel/motel industry.

### 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

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**Title:** TOURISM AND TRAVEL SERVICES MARKETING OPERATIONS  
**Code:** 52.1905  
**Career Cluster:** Hospitality & Tourism

<table>
<thead>
<tr>
<th>Certification Required</th>
<th>Certification Method</th>
<th>Occupational Competency Area</th>
<th>Occupational Competency Evaluation</th>
</tr>
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<tbody>
<tr>
<td>Marketing/Distributive Education Teacher Coordinator 1668 OR Marketing (Distributive) Ed 1666 OR Vocational-Intern/ Instructional 2600</td>
<td>Instructional (degree program) OR Instructional (degree program) OR Vocational-Instructional (non-degree program)</td>
<td>Hotel/Motel Management 2086 OR Hotel/Motel Management 2086 OR Hotel/Motel Management 2086</td>
<td>Hospitality Management - Lodging OR Hospitality Management - Lodging OR Hospitality Management - Lodging</td>
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Reviewed March 2018