

General Session: Tourism Education

Aligning Tourism Education with Industry Workforce Needs



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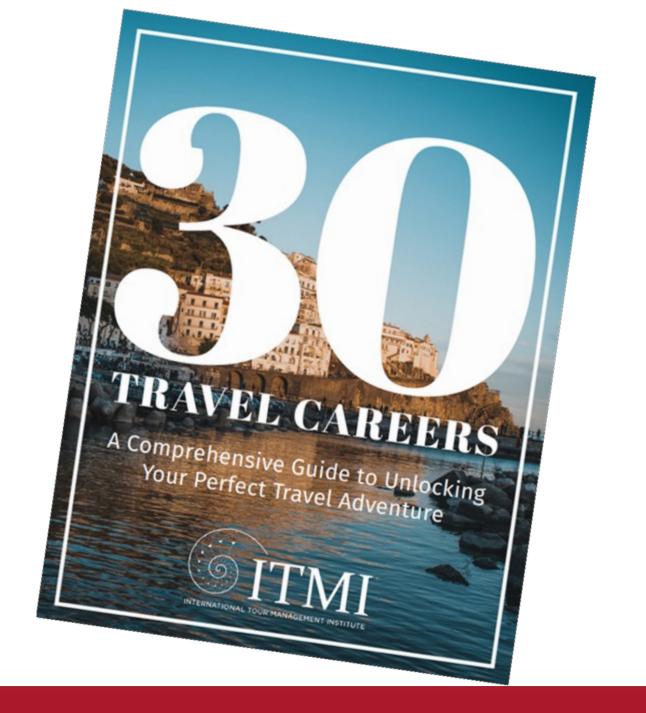
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Everyone's **PATHWAY TO SUCCESS** may have different turns and stops along the way - but they can all lead to somewhere great!

EDUCATION

Curriculum:

- Marketing
- Hospitality Law
- Hotel Management

TOUR GUIDE

Skills Learned:

- Time Management
- Deeper Knowledge of Local Area
- Public Speaking
- Organizational Skills



Skills Learned:

- Multitasking in a fastpaced environment
- Effective communication
- Conflict resolution
- Teamwork skills

CONCIERGE

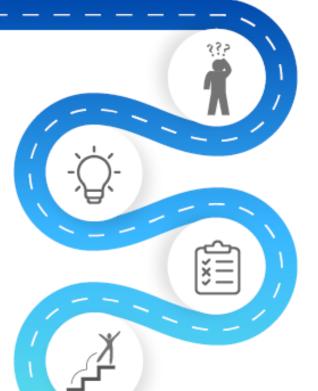
Skills Learned:

- Professionalism
- Customer Service
- Knowledge of Local Area









College Courses:

Business Statistics Marketing Creative Writing

Journalism

Technical Writing

Public Speaking

Secondary Languages

Economics

Geography

Business Law

Environmental Sciences

World History

Sociology & Psychology

Hospitality & Tourism

Sustainability Management

Information Technology

Travel Industry Jobs:

Regional Manager of Hotel Group

Marketing Director

Manager of Product Development

General Manager Hotel

Director of Ticket Sales

Hospitality Lawyer

Program Coordinator

Sports Manager

Destination Marketer

TO

PATHWAY

Events Director

Business Owner

Senior Sales Manager

Director of Economic Development

Business Development Specialist

Account Manager
Tourism Consultant



nfographic made by Virginia Miller at Alon Tourism Solution

