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IITA  **FEBRUARY 9-12**
2025
SUMMIT
SALT LAKE CITY • UTAH



General Session: Tourism Education

Aligning Tourism Education with Industry Workforce Needs



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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



WAITER/WAITRESS

Skills Learned:

- Multitasking in a fast-paced environment
- Effective communication
- Conflict resolution
- Teamwork skills

CONCIERGE

Skills Learned:

- Professionalism
- Customer Service
- Knowledge of Local Area

**TRAVEL
TRADE
INDUSTRY**

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

PATHWAY

TO

SUCCESS

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
Events Director
Business Owner
Senior Sales Manager
Director of Economic Development
Business Development Specialist
Account Manager
Tourism Consultant

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Infographic made by Virginia Miller at Alon Tourism Solutions

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