

AT 8166 : DE Advanced Hospitality & Tourism Management

Virginia Beach City Public Schools ensures equal access to all CTE courses. Accessibility accommodations will be provided as needed.

This course is designed to provide students with an in-depth look at travel, tourism, and destination marketing. Students learn about business management, communications strategies, and the importance of sales and marketing in the travel and tourism industry. Students gain an understanding of soft skills, career trends, and opportunities. They develop advanced competencies in the areas of human relations, finance, safety, and environmental issues, industry specific technology, promotional planning, and market research. Applying academic skills is also part of this course. Students are eligible to sit for the National Retail Federation Customer Service and Sales Professional exam or the Business of Retail Operations: Operations and Profit exam for student-selected verified credit.

Subject Area

Advanced Technology Center

Credits 2

Years 1

Level

High School

Grades

11

12

Parent Docs

[DE Advanced Hospitality & Tourism Management Parent Doc 2021-2022](#)