HOSPITALITY & TOURISM EDITION

PATHWAYS TO SUCCESS

An education- and career-planning guide for South Carolina students
Help Yourself to a Career in Hospitality and Tourism

There’s no better place than South Carolina to build a career in Hospitality and Tourism. The state’s natural and cultural attractions draw more than 29 million visitors every year and make Hospitality and Tourism the state’s number one industry. From start-up jobs in restaurants to high-level corporate management of multimillion-dollar hotel chains, Hospitality and Tourism offers engaging, people-oriented work in picturesque surroundings. The ultimate goal is to help people have a good time. Read on to discover whether or not you have what it takes to be successful in Hospitality and Tourism.

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What Are Career Clusters and Majors?

Career clusters help you acquire the knowledge and skills you need to reach your personal career goals. They organize what you learn in school around specific professional fields such as Education and Training or Information Technology. Information Technology, for example, focuses on professions that require highly technical training, while Human Services emphasizes occupations that involve people skills. South Carolina recognizes these 16 career clusters offered at various schools across the state.

- Agriculture, Food, and Natural Resources
- Architecture and Construction
- Arts, A/V Technology, and Communications
- Business, Management, and Administration
- Education and Training
- Finance
- Government and Public Administration
- Health Science
- Hospitality and Tourism
- Human Services
- Information Technology
- Law, Public Safety, Corrections, and Security
- Manufacturing
- Marketing, Sales, and Service
- Science, Technology, Engineering, and Mathematics
- Transportation, Distribution, and Logistics

Each major provides the courses and experience necessary to move toward employment in specific fields such as travel and restaurant management, either right after high school or after additional education in college, the military, or elsewhere.

### Majors Clustered Under Hospitality and Tourism

- **Restaurants and Food/Beverage Services**
- **Travel and Tourism**
- **Recreation, Amusements, and Attractions**
- **Lodging**

### A Model Career Cluster System

<table>
<thead>
<tr>
<th>Grade</th>
<th>Key Activities</th>
</tr>
</thead>
</table>
| 7th Grade | - Students identify the stages of the career decision-making process.  
- Students identify and explore sources of career information.  
- Students take career assessment instruments.  
- Students explore work-based learning activities including service learning, job shadowing, and mentoring. |
| 8th Grade | - Students pick a cluster of study that they are interested in exploring.  
- Students explore work-based learning activities including service learning, job shadowing, and mentoring.  
- Students meet with parents, counselors, teachers, guardians, and legal designees to develop both an academic and career portfolio consistent with their academic and career focus.  
- Students take career assessment instruments. |
| 9th Grade | - Students explore work-based learning activities including service learning, job shadowing, and mentoring.  
- Students review and update their IGPs.  
- Students review and update their career assessment instruments.  
- Students review and update their cluster pathway major. |
| 10th Grade | - Students review and update their IGPs.  
- Students take career assessment instruments.  
- Students explore work-based learning activities including service learning, job shadowing, and mentoring.  
- Students identify and explore sources of career information. |
| 11th Grade | - Students review and update their graduation plans, with particular attention to postsecondary goals.  
- Students take career assessment instruments.  
- Students explore work-based learning activities including service learning, job shadowing, and mentoring.  
- Students review and update their cluster pathway major. |
| 12th Grade | - Students complete requirements for their majors.  
- Students explore work-based learning activities including service learning, job shadowing, and mentoring.  
- Students review and update their IGPs.  
- Students review and update their cluster pathway major. |
| Postsecondary | - Students follow aligned cluster pathways to two-or-four-year college, the military, or elsewhere postsecondary education or training.  
- Students explore work-based learning activities including service learning, job shadowing, and mentoring.  
- Students review and update their cluster pathway major. |

* Students are encouraged to review their IGPs and modify or change this focus throughout their secondary school careers with the guidance of educators and parents.
Seven Steps to Success

Making your way through high school, on to college, or other education, and into a Hospitality and Tourism career all starts with smart planning.

Your future career can be fun, or it can make you totally miserable depending on whether you choose one that fits your unique personality, interests, goals, and abilities. Planning to be a nurse, for example, makes no sense if you can’t stand the sight of blood. Forget being an engineer if you aren’t going to take on advanced math. And if you live to be outdoors, opt out of a profession that keeps you cooped up in an office all day. The truth is, earning a living for about 40 years is a lot more rewarding—financially and otherwise—if you find the profession that fits you perfectly.

The search for your perfect profession starts with creating an Individual Graduation Plan, often called an IGP, to guide you through high school (see “What is an IGP?” on page 6). Every South Carolina student is required to create an IGP, but don’t think of it as a hassle. Instead, look at it as a chance to explore your interests and options and to start working toward your personal dream—whether it’s to be a movie star or a minister, a CEO or a chef, an entrepreneur, or an engineer.

Here’s a step-by-step guide to creating your own Individual Graduation Plan.

- **Step 1: Complete Assessments**
  Start putting together your IGP by determining your strengths and weaknesses, what you love (or hate) to do with your time, and your hopes and dreams in life. To find the answers to these and other questions, take advantage of career assessment tools such as Holland’s Self-Directed Search, ASVAB (Armed Services Vocational Aptitude Battery), and the Kuder Interest Inventory available through your school and online (see “What is an IGP?” on page 6).

- **Step 2: Research Your Career Opportunities**
  After learning more about yourself, put together a list of careers you might want to research. Get the facts about what each possible profession pays, how many jobs in those professions are available in South Carolina (both now and in the future), and what kind of education you’ll need to break into each of them. (For profiles of 24 career options in Hospitality and Tourism, see page 3. Use the career information resources available through your school’s library and the Internet, including SCOIS, O’NET, and COIN (see “Resource Roundup” on page 21). Go beyond the statistics, though, to get the inside story on what those who work in occupations on your list really do every day. Start by contacting professional associations and visiting Web sites, then arrange personal interviews and job shadowing.

- **Step 3: Explore Your Education Options**
  Use your list of possible professions to investigate your education options in high school and beyond (see “Guide Your Own Tour of Postsecondary Opportunities” on page 18). Identify both two-year and four-year colleges with programs that best fit your career goals. In the same way, find out about obtaining associate’s degrees at two-year technical colleges with programs in Hospitality and Tourism. Also, research opportunities for Hospitality and Tourism training in the military. Then look at the clusters, majors, and courses offered in high school as well as special programs such as co-op education and dual-credit courses. Learn about academic requirements and tests you may have to take to graduate and get into college, including PACT, PSAT, PLAN, SAT, ACT, and WorkKeys. Also, explore extracurricular activities (see “Learn by Doing” on page 16) related to your list of possible professions, including sports, community service groups, band, clubs, and student organizations such as FCLA, SkillsUSA, and DECA.

- **Step 4: Talk About Your Options With Parents and Counselors**
  Assessments and research are essential, but input from your parents (or guardians), counselors, and teachers can also help as you narrow your career and education choices. Talk with them about what you are learning as you are assessed—they can help you further identify your strengths, opportunities, and interests. Tell them about your hopes and dreams. Discuss with them career options five, 10, or 20 years from now. Ask them to help with your research by providing resources or using their contacts to set up career exploration experiences such as job shadowing and internships. Time with your guidance staff person may be limited, so make the most of it. Come in with clear and well-researched ideas about your future, and ask what he or she can do to help you get where you want to go in life.

Now that you are armed with valuable research and good advice from people you trust, it’s time to make some decisions. Ask your counselor what format your IGP should follow—it likely will include most of the information shown in “What is an IGP?” on page 6. Select your career objective, cluster, and major, and write them down on your IGP. Fill in a tentative schedule for your high school years. Add to your plan lists of the out-of-class and work experiences you want to pursue and your goal after high school—college, the military, employment, or another option. It’s also smart to create a career portfolio, which is a file of material related to the education and career choices in your IGP. This portfolio might include items such as resumes, samples of your schoolwork, and research and assessment information. Once you have documented your decisions, save your IGP and career portfolio as it’s also smart to create a career portfolio, which is a file of material related to the education and career choices in your IGP. This portfolio might include items such as resumes, samples of your schoolwork, and research and assessment information.

- **Step 5: Make Your Choices and Document Your Decisions**
  Once you have documented your decisions, save your IGP and career portfolio as needed. Ask yourself if your decisions are still sound or if you’ve changed your mind about your career objective or plans after high school. Be realistic, but don’t feel locked in to the choices you made earlier. Switching your cluster or major as you learn more about your interests and options in life is okay. Some direction—even if it changes—is better than no direction at all. Use this annual review of your plan to make choices that are intentional, not accidental, as you grow and change.

A good IGP is frequently updated. It expands and changes as you go through high school. At least once at the end of each year, go back to your IGP and revise it as needed. Ask yourself if your decisions are still sound or if you’ve changed your mind about your career objective or plans after high school. Be realistic, but don’t feel locked in to the choices you made earlier. Switching your cluster or major as you learn more about your interests and options in life is okay. Some direction—even if it changes—is better than no direction at all. Use this annual review of your plan to make choices that are intentional, not accidental, as you grow and change.

- **Step 6: Review and Revise Your IGP Each Year**
  A good IGP is frequently updated. It expands and changes as you go through high school. At least once at the end of each year, go back to your IGP and revise it as needed. Ask yourself if your decisions are still sound or if you’ve changed your mind about your career objective or plans after high school. Be realistic, but don’t feel locked in to the choices you made earlier. Switching your cluster or major as you learn more about your interests and options in life is okay. Some direction—even if it changes—is better than no direction at all. Use this annual review of your plan to make choices that are intentional, not accidental, as you grow and change.

- **Step 7: Graduate and Move On to Additional Education or Employment**
  The goal of an IGP is to give you a clear path to high school graduation, but that’s not the end of your road to success. The plan you created will carry you on to college, the military, an apprenticeship, other education or training, or directly into the job market. You likely will continue to evaluate, research, discuss, and refine your career choices after high school and throughout your life.
What is an IGP?

An Individual Graduation Plan (IGP) is like a road map to your future. If you stay on course, you’ll reach your destination—graduation—with all the courses, skills, and experiences you need to take your education or career to the next level. Here’s what a basic IGP includes:

Information such as your name and school.

Your chosen career cluster is a field of study such as Information Technology or Hospitality and Tourism on which you plan to focus in high school and beyond. South Carolina recognizes 16 career clusters (see page 2), although local schools and districts may offer different clusters. This guide is an introduction to the Hospitality and Tourism cluster.

Your chosen career major, a field such as Hospitality Management and Operations, in which you plan to work when you enter the job market.

Out-of-class learning opportunities you want to pursue, such as student organizations or work experiences.

Your plan for what to do after high school—get an associate’s or bachelor’s degree, enter the armed forces, seek industry certification, find employment, or pursue other options. Be specific—it’s just a goal you can change later if needed.

A grade-nine-through-twelve outline of classes you should take, including core academic classes required for graduation and electives. Fill in the specific classes your school offers.

The Hospitality and Tourism career cluster has opportunities galore. As the number one industry in South Carolina, the hospitality industry employs more workers than any other career cluster and pumps tens of billions of dollars into the state’s economy each year.

In Hospitality and Tourism, the object is to help people relax and have fun. If you’re good at putting people at ease, if you can deliver prompt, first-class service, and if you can do so in a way that makes people feel good, then this could be the cluster for you.

It might seem odd to build a business around an intangible quality such as hospitality. Industry analysts, however, know the dollars-and-cents value of an organization staffed with gifted people-pleasers and the impact such organizations can have on the whole economy. For example, the Charleston area, one of the top tourist attractions in the country, is also one of the fastest growing metropolitan areas. Myrtle Beach, a tourist mecca, draws workers who drive hours just to support the needs of visitors.

Many of the jobs in Hospitality and Tourism are entry-level positions, but the industry is known for promoting from within and for employing a large number of young managers. More than eight out of 10 employees who earn annual salaries at table service restaurants nationwide started as hourly employees. Restaurants also employ more minority managers than any other industry.

Business management skills are as important as people skills to getting ahead in this cluster. You need to know how to balance accounts, use a computer, put together a business strategy, and make people feel at home.

If you want to run your own business, be prepared for long hours on the job, but above all, be ready to grow. Talented people rise quickly in the Hospitality and Tourism industry.

Quick Quiz

Answer “yes” or “no” to these questions to see if Hospitality and Tourism is the right career cluster for you.

1. I am skilled at giving speeches in front of a group of people.
2. I am good at being in charge of planning activities or events at school.
3. I am good at researching different locations for a vacation.
4. I am good at converting measurements when preparing a recipe.
5. I can prepare meals for myself.
6. I’d like to help people with their problems.
7. I’d like to help people plan vacations or business trips.
8. Understanding people and helping them with their wants and needs is the kind of challenge I want in a job.

Totals: “Yes” _____ “No” _____

If you answered “yes” to five or more of the questions, then you may have what it takes to make it in Hospitality and Tourism. Source: SCDEO (Cen Career) Assessment Tests
## 24 Career Choices in Hospitality and Tourism

<table>
<thead>
<tr>
<th>Occupation</th>
<th>SC Salary</th>
<th>Job Growth</th>
<th>Education Required</th>
<th>Career Readiness Certificate Level*</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrative Support Supervisor</td>
<td>$39,650</td>
<td>18.1%</td>
<td>HS, AD</td>
<td>Gold</td>
<td>Coordinates interdepartmental training and planning such as location scheduling, logistics, menus, and food purchases for special events.</td>
</tr>
<tr>
<td>Host/Hostess</td>
<td>$15,756</td>
<td>N/A</td>
<td>HS</td>
<td>Gold</td>
<td>Takes reservations, assigns customers to tables in an establishment and divides the dining area into areas of responsibility for the various servers on duty.</td>
</tr>
<tr>
<td>Architect and Curator</td>
<td>$52,890</td>
<td>18.4%</td>
<td>MA, DD</td>
<td>Gold</td>
<td>Assesses, collects, organizes, preserves, maintains control over, and provides access to information determined to have long-term value.</td>
</tr>
<tr>
<td>Bartender *</td>
<td>$15,500</td>
<td>19.3%</td>
<td>OJT, AP</td>
<td>Silver</td>
<td>Mixes and serves alcoholic and nonalcoholic drinks to customers in bars, restaurants, hotels, and private clubs.</td>
</tr>
<tr>
<td>Bellperson</td>
<td>$17,780</td>
<td>17.2%</td>
<td>OJT, HS</td>
<td>Silver</td>
<td>Carries baggage and performs a variety of personal services for hotel and motel guests and for passengers on ships, trains, and buses.</td>
</tr>
<tr>
<td>Bookkeeper and Accounting Clerk</td>
<td>$27,320</td>
<td>19.3%</td>
<td>OJT</td>
<td>Silver</td>
<td>Keeps records of what is bought, sold, owed, and owned; what money comes in; what goes out; and what is left for an organization.</td>
</tr>
<tr>
<td>Bus Driver</td>
<td>$18,740</td>
<td>18.3%</td>
<td>OJT</td>
<td>Silver</td>
<td>Drives bus and typically drops off and picks up passengers on a predetermined route schedule.</td>
</tr>
<tr>
<td>Cook</td>
<td>$22,070</td>
<td>19.5%</td>
<td>OJT, HS</td>
<td>Bronze</td>
<td>Prepares food intended to be served in a restaurant.</td>
</tr>
<tr>
<td>Dishwasher</td>
<td>$14,610</td>
<td>16.5%</td>
<td>OJT</td>
<td>Bronze</td>
<td>Cleans dishes, silverware, and cooking utensil by hand or machine and keeps the kitchen work area clean and orderly.</td>
</tr>
<tr>
<td>Food and Beverage Service Worker</td>
<td>$15,190</td>
<td>16.5%</td>
<td>OJT, HS</td>
<td>Silver</td>
<td>Greets, takes orders from, and serves food and beverages to customers in restaurants, diners, and cafeterias.</td>
</tr>
<tr>
<td>Food Service Manager</td>
<td>$40,820</td>
<td>17.1%</td>
<td>HS, AD, BD</td>
<td>Silver</td>
<td>Oversees the operation of establishments such as restaurants, school and hospital cafeterias, and catering operations within the industry.</td>
</tr>
<tr>
<td>Health Club Manager</td>
<td>$61,210</td>
<td>17.2%</td>
<td>BD</td>
<td>Gold</td>
<td>Runs health club facilities in a safe and efficient manner, making sure the club is effective and comfortable for the patrons.</td>
</tr>
<tr>
<td>Hotel Manager</td>
<td>$40,980</td>
<td>17.3%</td>
<td>OJT, AD, BD</td>
<td>Gold</td>
<td>Coordinates the operation of hotels and motels to ensure their efficient operation and profit and to provide the best possible accommodations for guests.</td>
</tr>
<tr>
<td>Housekeeper</td>
<td>$15,950</td>
<td>16.1%</td>
<td>OJT</td>
<td>Bronze</td>
<td>Supervises and coordinates the work of the household staff in cleaning rooms and changing bed linens and towels in hotels, motels, and resorts.</td>
</tr>
<tr>
<td>Janitor</td>
<td>$17,200</td>
<td>16.1%</td>
<td>OJT</td>
<td>Bronze</td>
<td>Takes care of an area, such as a school, office building, or apartment block and is primarily responsible for cleaning and often some maintenance and security.</td>
</tr>
<tr>
<td>Laundry/Cleaning Machine Operator</td>
<td>$16,590</td>
<td>18.8%</td>
<td>OJT, HS</td>
<td>Silver</td>
<td>Oversees the washing/cleaning of items which would otherwise be damaged by water and soap or detergent.</td>
</tr>
<tr>
<td>Meeting &amp; Convention Planner</td>
<td>$39,620</td>
<td>23.3%</td>
<td>HS, OJT</td>
<td>Gold</td>
<td>Plans and coordinates meetings, special events, and conferences.</td>
</tr>
<tr>
<td>Desk Clerk/Concierge</td>
<td>$17,700</td>
<td>12.8%</td>
<td>HS, OJT</td>
<td>Silver</td>
<td>Assists guests with various requests such as making reservations and arranging for services and procurement of tickets to special events.</td>
</tr>
<tr>
<td>Recreation Program Director</td>
<td>$18,880</td>
<td>18.0%</td>
<td>BD</td>
<td>Silver</td>
<td>Plans, organizes, and directs activities for the public at parks, recreation areas, health clubs, and community centers.</td>
</tr>
<tr>
<td>Recreation Worker</td>
<td>$19,860</td>
<td>18.0%</td>
<td>OJT, HS, AD, BD</td>
<td>Silver</td>
<td>Organizes and teaches leisure activities for the public at playgrounds, campgrounds, and theme parks.</td>
</tr>
<tr>
<td>Reservation and Ticket Agent</td>
<td>$25,020</td>
<td>23.6%</td>
<td>OJT, HS</td>
<td>Silver</td>
<td>Works for transportation companies, government agencies, and other businesses, providing assistance to individuals and groups planning trips.</td>
</tr>
<tr>
<td>Grocery and Related Product Wholesaler</td>
<td>$44,210</td>
<td>12.4%</td>
<td>BD</td>
<td>Gold</td>
<td>Communicates with existing customers and identifies and approaches potential customers in order to maximize sales.</td>
</tr>
<tr>
<td>Travel Agent</td>
<td>$28,380</td>
<td>11.7%</td>
<td>AD, BD</td>
<td>Gold</td>
<td>Works for private agencies arranging travel, lodging, and related reservations for people planning trips.</td>
</tr>
<tr>
<td>Waste/Wastehauler</td>
<td>$13,730</td>
<td>11.7%</td>
<td>OJT</td>
<td>Bronze</td>
<td>Works at a restaurant or a bar attending to customers, supplying them with food and drink as requested.</td>
</tr>
</tbody>
</table>

* The South Carolina Career Readiness Certificate demonstrates to employers that you have the skills necessary to be successful in your chosen occupation.

1 The expected percentage increase or decline in the number of positions in the profession in South Carolina through 2008.
2 The minimum educational attainment required to enter the profession; occupations may have different entry-level jobs for those with different degrees.
3 For more information on the CRC in South Carolina go to www.WorkReadySC.org.
4 This is a base salary. It does not include potential earnings from tips.
Choose a Major

Explore your career and education options in Hospitality and Tourism, and pick the one that suits you best.

10 Fastest-Growing Hospitality and Tourism Professions

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Job Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Travel Agent</td>
<td>20.9%</td>
</tr>
<tr>
<td>2. Waiter/Waitress</td>
<td>20.2%</td>
</tr>
<tr>
<td>3. Dishwasher</td>
<td>20.2%</td>
</tr>
<tr>
<td>4. Food and Beverage Service Worker</td>
<td>19.9%</td>
</tr>
<tr>
<td>5. Cook</td>
<td>19.9%</td>
</tr>
<tr>
<td>6. Bellperson</td>
<td>19.9%</td>
</tr>
<tr>
<td>7. Bartender</td>
<td>19.6%</td>
</tr>
<tr>
<td>8. Janitor</td>
<td>19.2%</td>
</tr>
<tr>
<td>9. Housekeeping</td>
<td>19.0%</td>
</tr>
<tr>
<td>10. Hotel/Motel Manager</td>
<td>18.6%</td>
</tr>
</tbody>
</table>

Based on expected growth in percentage of jobs available between 2001 and 2008 in South Carolina. Source: SCOS

In the world of work, one size does not fit all. As your career unfolds, it may turn out that choices you made earlier aren’t right for you in the long run. That’s why it’s really important to always know what your options are. If Hospitality and Tourism interests you, you need to look more closely now at the ways you can prepare for work in this cluster.

The Career Major Maps beginning on page 12 will help you find your way through the Hospitality and Tourism cluster and give you a good idea of the choices you face. It’s pretty clear-cut, really. To make your way to particular jobs, you have to prepare in particular ways, and the career majors represent those different pathways to different jobs. (See “What Are Career Clusters and Majors?” on page 2.)

The Career Major Maps include sample high school schedules, but your school may offer different programs and classes. The maps also include information about extracurricular activities, options after high school, and jobs for which each major might prepare you. Use these maps to create your IGP and to chart your course into the career of your choice. In Hospitality and Tourism, you can choose from four different majors:

- Restaurants and Food/Beverage Services (page 12)
- Travel and Tourism (page 13)
- Recreation, Amusements, and Attractions (page 14)
- Lodging (page 15)

Each of these majors corresponds to a different set of jobs in the Hospitality and Tourism industry in South Carolina. If you choose the Travel and Tourism major, for example, you can follow that pathway on to programs in Hospitality and Tourism offered at two- or four-year colleges, then into a job in the tourism business after graduation. Generally, you need to take four electives in your major area to graduate with a high school major.

For an idea of how all this works in real life, read “A Passion for Cooking,” the story of budding chef Franklin Elmore, on page 11. You, too, may end up winning gold medals in national competitions as Elmore has, and find your way to a job that you truly love.

Revisit Your Choices

If you find yourself unhappy with where a career pathway is taking you, it’s no big problem. Because you have a reliable set of career road maps, you can always pull over, take a break, and reconsider your earlier decisions. As you move along through your high school career, you will have plenty of opportunities to review and change your choices. You are free to sample different majors and opt for the one that best suits your tastes.

The U.S. Department of Education lists these four basic majors under Hospitality and Tourism but uses different names. The Lodging Management and Operations major may be pursued in South Carolina at the postsecondary level. Local schools and districts may offer fewer career clusters and majors, clusters and majors that are organized differently, or clusters and majors with alternative names.

In 10. Hotel/Motel Manager 20.2% in 9. Housekeeper 19.0% in 7. Bartender 19.6% in 4. Food and Beverage service worker 19.9% and tourism professions and offer fewer career clusters and majors, clusters and majors that are organized differently, or clusters and majors with alternative names.

A Passion For Cooking

Franklin Elmore aspired to become a chef while watching his mother and grandmother in the kitchen of their home in Green Sea, South Carolina. Marvin Pendavis enrolled in Lodging Operations and Management classes at Garrett Academy in North Charleston because of the competition. “I like to compete,” he said.

Kaylee Crane got a job in a restaurant in her hometown in Massachusetts and became interested in cooking. When she moved to South Carolina in high school, she enrolled in the ProStart Culinary Arts class at Wando High School in Mt. Pleasant.

Spring Hardee enrolled in the Lodging Operations and Management class at North Myrtle Beach High School and discovered she not only liked hotel management but was also good at it.

Four different students from four different South Carolina communities who have one very important thing in common: through high school classes, competitions, and student organizations they discovered a passion for hospitality and tourism.

In high school, Franklin Elmore took culinary arts classes, worked in restaurants, and participated in the Family, Career, and Community Leaders of America (FFLCA) Culinary Competition. After taking first place in the South Carolina competition, he went on to win a Gold Medal in the national championships. Franklin continued his education in culinary arts and business management in a four-year program, working two jobs and using the scholarships he won at competitions to cover his expenses.

Marvin Pendavis enrolled in hospitality classes because of the competition, but kept taking them because he liked the subject and the idea that he could have a career that was all about helping people have fun. He and his teammates took second place at the South Carolina Hospitality Student Invitational—a feat that helped convince Marvin to pursue a four-year degree at the University of South Carolina.

With encouragement from her ProStart teacher, Kaylee Crane entered the Sustainable Seafood Competition and took first place in her division. That got her a spot on the school’s ProStart Culinary team. Kaylee and her teammates took first place at the SC ProStart Student Invitational and went on to represent South Carolina at the National ProStart Student Invitational. They didn’t win, but Kaylee caught the attention of industry leaders who are helping her obtain her four-year degree at the University of South Carolina’s School of Hotel, Restaurant and Tourism Management. She also earned a national ProStart Certificate of Achievement.

Spring Hardee was the first South Carolina student to earn the national Lodging Management Program Certificate of Achievement. To do so, she had to pass national exams and work with a mentor in the industry. Earning the certificate gave her the confidence to pursue a four-year degree in hospitality management. Less than a year after her graduation from college, she was named assistant manager of a prominent beach hotel.

Hospitality and Tourism success stories abound in South Carolina, starting high school students just like you. Explore the Hospitality and Tourism Career Cluster, and you might discover a lifelong passion.

Academic Basics

Hospitality and Tourism careers are not different from any other—dyslexic or not. You can build a foundation in these academic basics.

- **Science:** This fast-paced, business-oriented cluster requires an analytical mind-set. Mastering the scientific method gives you the mental edge you need.
- **Math:** From doing kitchen math to balancing books in a large hotel operation, numbers are at the center of Hospitality and Tourism.
- **English:** Hospitality and Tourism is a people-oriented, communications-driven business. Language skills are crucial to success.
- **Social Studies/History:** Hospitality means opening up, not just to other people but to the history and culture of the wider world—whether you’re mastering the ins and outs of another country’s culture or interpreting the past for tourists at a historical site, or assisting visitors from overseas.
- **Modern or Classical Language:** Tourists arrive in South Carolina from around the world. Language study helps workers in tourism prepare to welcome these visitors.
- **Arts:** An appreciation of all forms of artistic expression is useful for creating visual and travel experiences that appeal to a wide range of customers. While art is not required to graduate from high school, it is a requirement for admission to any four-year college.
## Career Major Map: Restaurants and Food/Beverage Services

Employees in Restaurants and Food/Beverage Services work in establishments serving food and beverages. Workers either serve guests directly or provide support services that enhance guests' experiences in a variety of settings, including restaurants and dining rooms, catering operations, country club dining facilities, health institutions, specialty food services, dinner theaters, coffee shops, fast-food outlets, pubs, lounges, and supper clubs.

<table>
<thead>
<tr>
<th>Required Core for Graduation</th>
<th>Sample Core Choices</th>
<th>For additional college entrance requirements, refer to the college of your choice.</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>English* Four Units Required</td>
<td>Algebra 1 or Math for the Technologies 1, Geometry or Math for the Technologies 1, Physical Science, Global Studies 1 or World Geography, Global Studies 2 or Social Studies Elective or World History</td>
</tr>
<tr>
<td>10</td>
<td></td>
<td>Algebra 2 or Math for the Technologies 2, Math for the Technologies 1, Biology or Applied Biology, Global Studies 2 or Social Studies Elective or World History, Social Studies Three Units Required</td>
</tr>
<tr>
<td>11</td>
<td></td>
<td>Pre-Calculus or Math for the Technologies 4, Chemistry or Chemistry for the Technologies, Science* Four Units Required</td>
</tr>
<tr>
<td>12</td>
<td></td>
<td>Economics/Government, Social Studies Three Units Required</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Additional State Requirements</th>
<th>English 1, English 2, English 3, English 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical Education or JROTC (one unit)</td>
<td>Pass High School Assessment</td>
</tr>
<tr>
<td>Computer Science (one unit)</td>
<td>CTE or Modern or Classical Language (one unit)</td>
</tr>
<tr>
<td>Electives (seven units)</td>
<td>Art (one unit)</td>
</tr>
</tbody>
</table>

### Courses for Major

- **Introduction to Culinary Arts**
- **Culinary Arts 1 and 2**
- **Work-Based Credit (Hospitality and Tourism)**
- **Accounting**
- **Foods and Nutrition 1 and 2**
- **Lodging Management and Operations 1**
- **Sports Nutrition**
- **Career Mentoring**
- **Shadowing**
- **Internship**
- **Cooperative Education**
- **Senior Project**

### Complementary Course Work

- **Fundamentals of Hospitality and Tourism**
- **Travel Geography**

### Extended Learning Opportunity Options Related to Major

- **Academy of Hospitality and Tourism curriculum requirements: Strategies for Success**
- **Academy of Hospitality and Tourism curriculum requirements: Hospitality**
- **Hospitality and Tourism Systems**
- **Economics for Hospitality and Tourism Business**
- **Hospitality and Tourism Systems**
- **Sports, Entertainment, and Event Management**

### Professional Opportunities Upon Graduation

- **High School Diploma**
- **Banquet Server**
- **Bus Person**
- **Counter Server**

- **Additional Training to 2-year Degree**
- **Baker**
- **Pastry and Specialty Chef**
- **Restaurant Server**

- **4-year Degree & Higher**
- **Catering and Banquet Manager**
- **Executive Chef**
- **General Manager**
- **Entrepreneur**

*Course selection will depend on satisfying prerequisites.*

## Career Major Map: Travel and Tourism

Employees in Travel and Tourism work to provide clients with the best experiences in travel and travel planning. These workers are employed by the public and private agencies that operate to support tourism, including information/welcome centers, research service providers, public relations and advertising agencies, marketing companies, tourism trade press, travel agencies, surface travel operators, air travel operators, cruise lines, travel-related retail operations, and specialized tourism support firms such as banks, law firms, and insurance agencies.

<table>
<thead>
<tr>
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</tr>
<tr>
<td>Electives (seven units)</td>
<td>Art (one unit)</td>
</tr>
</tbody>
</table>

### Courses for Major

- **Academy of Hospitality and Tourism curriculum requirements: Strategies for Success**
- **Academy of Hospitality and Tourism curriculum requirements: Hospitality**
- **Hospitality and Tourism Systems**
- **Economics for Hospitality and Tourism Business**
- **Hospitality and Tourism Systems**
- **Sports, Entertainment, and Event Management**

### Complementary Course Work

- **Fundamentals of Hospitality and Tourism**
- **Travel Geography**

### Extended Learning Opportunity Options Related to Major

- **Career Mentoring**
- **Shadowing**
- **Internship**
- **Cooperative Education**
- **Senior Project**

### Professional Opportunities Upon Graduation

- **High School Diploma**
- **Banquet Server**
- **Bus Person**
- **Counter Server**

- **Additional Training to 2-year Degree**
- **Baker**
- **Pastry and Specialty Chef**
- **Restaurant Server**

- **4-year Degree & Higher**
- **Catering and Banquet Manager**
- **Executive Chef**
- **General Manager**
- **Entrepreneur**

*Course selection will depend on satisfying prerequisites.*
### Career Major Map: Recreation, Amusements, and Attractions

Workers in Recreation, Amusements, and Attractions operate parks, recreation areas, and other special attractions, making sure clients enjoy the best experience possible. Employees work at amusement and theme parks, theaters, galleries, heritage and historic sites, interpretive centers, museums, planetariums, zoos, sports complexes, marine parks, campgrounds, state and national parks, ski resorts, golf courses, tennis courts, and botanical gardens. They are involved in cultural, ecological, and nature-based adventure tourism.

#### Required Core for Graduation

**English**
- Four Units Required
  - Course 1
  - Course 2
  - Course 3
  - Course 4

**Math**
- Four Units Required
  - Course 1
  - Course 2
  - Course 3
  - Course 4

**Science**
- Four Units Required
  - Course 1
  - Course 2
  - Course 3
  - Course 4

**Social Studies**
- Three Units Required
  - Course 1
  - Course 2
  - Course 3

**Additional State Requirements**
- Physical Education or JROTC (one unit)
- Electives (seven units)

**Courses for Major**
- (Minimum of four credits required)

**Complementary Course Work**
- Course 1
- Course 2

**Extended Learning Opportunity**
- Options Related to Major

**Professional Opportunities Upon Graduation**
- High School Diploma
- Equipment Operator
- Maintenance Person
- Ticket Vendor
- Additional Training to 2-year Degree
- Event Planner
- Promotion Developer
- Security Person
- Theme Park Group Event Manager
- Theme Park Retail Manager
- Club Manager
- 4-year Degree & Higher
- Facility Manager
- Sports Promoter
- Concert Promoter
- Club Membership Developer
- Museum Exhibit Developer

*Course selection will depend on satisfying prerequisites.

### Career Major Map: Lodging

Workers in Lodging are involved in the day-to-day operation of hotels, motels, and resorts and in ensuring the comfort and satisfaction of those facilities’ guests. Employees work at lodges, inns, bed-and-breakfasts, summer camps, time-share facilities, RV parks, and other for-profit accommodations.

#### Required Core for Graduation

**English**
- Four Units Required
  - Course 1
  - Course 2
  - Course 3
  - Course 4

**Math**
- Four Units Required
  - Course 1
  - Course 2
  - Course 3
  - Course 4

**Science**
- Four Units Required
  - Course 1
  - Course 2
  - Course 3
  - Course 4

**Social Studies**
- Three Units Required
  - Course 1
  - Course 2
  - Course 3

**Additional State Requirements**
- Physical Education or JROTC (one unit)
- Electives (seven units)

**Courses for Major**
- (Minimum of four credits required)

**Complementary Course Work**
- Course 1
- Course 2

**Extended Learning Opportunity**
- Options Related to Major

**Professional Opportunities Upon Graduation**
- High School Diploma
- Front Desk Employee
- Laundry Attendant
- PBX Operator
- Additional Training to 2-year Degree
- Bell Captain
- Concierge
- Front Desk Supervisor
- 4-year Degree & Higher
- Chief Engineer
- Front Office Manager
- Owner

*Course selection will depend on satisfying prerequisites.*
Learn by Doing

Experience is everything in Hospitality and Tourism.

No one stepping into a new job is expected to have learned all that needs to be known about the job from a book. Some skills can be learned only from experience. For example, people learn how to be servers, cooks, and travel agents by doing the jobs.

Since learning by doing comes naturally in the Hospitality and Tourism cluster, it’s often easier to find opportunities for out-of-classroom experience. However, as life has become more complicated and these occupations have become more complex, relying solely on on-the-job training is less possible than it once was. Class work is often an essential ingredient in a successful career.

n Be a Follower
Find someone who knows what he or she is doing, tag along, and observe. In career preparation, it’s called “job shadowing,” and it involves spending time with an experienced adult who works in your intended career field. You should get a pretty accurate picture of what a day on the job is like as you observe your mentor at work.

Job shadowing is a big focus for those in the Hospitality and Tourism cluster. Groups such as the National Restaurant Association, the Hospitality Business Alliance, and the American Hotel and Lodging Association have all teamed up to support the national “Ground Hog Job Shadow Day,” a special event held each February in which students are matched with employers for a daylong crash course in the real world. Thousands of restaurants and hotels across the country have opened their doors to students for this special event. However, job shadowing is available all year. Ask your parents, teachers, and guidance counselor to help you find a shadowing opportunity.

n Get a Job
Many high school students hold down after-school or summer jobs to earn money. For students interested in careers in Hospitality and Tourism, earning spending cash can fit in nicely with career preparation. Hospitality and Tourism jobs are readily available to young people, including server positions at restaurants, cook apprenticeships, hotel jobs such as lobby attendants and desk clerks, and recreation and tourism positions such as lifeguards and tour guides. Many successful careers began as after-school jobs, i.e., travel agency owners began as receptionists, hotel executives began as bellpeople, and restaurant managers began as servers.

In some cases, your part-time job can also earn you credit toward graduation. In high schools across South Carolina, skillsUSA members have agreements at nearly 100 colleges and universities across the country to earn industry certifications. Hospitality position earn the certified rooms division specialist (CRDS) credential. This certificate opens the door to exciting employment opportunities and to articulation agreements at nearly 100 colleges and universities across the country.

To learn more about the Lodging Management Program, visit www.lodgingmanagement.org/contacttheHospitalityAssociation of South Carolina at 803-765-9000.

ProStart is a national career-building program designed to blend classroom learning with work experience to produce the future leaders of South Carolina’s hospitality industry. The ProStart program consists of four components:

1. Classroom Learning: Using material developed in concert with the National Restaurant Association Educational Foundation

2. Hands-on experience such as back-of-the-house tours, job shadows, guest speakers, and the ProStart Student Invitational, a culinary arts and restaurant management competition

3. Paid work experience at lodging establishments across the state

4. Professional certification: LMP students who complete the curriculum, complete the LMP Competency book, and are employed for at least 30 days/120 hours in a qualifying hospitality position earn the Certified Rooms Division Specialist (CRDS) credential. This certificate opens the door to exciting employment opportunities and to articulation agreements at nearly 100 colleges and universities across the country.

To learn more about the ProStart Program, visit www.prostart.org or contact the Hospitality Association of South Carolina at 803-765-9000.
n The Fast Track
For many students interested in Hospitality and Tourism careers, two-year degrees and certification programs represent the most popular form of hospitality training in South Carolina. The Art Institute of Charleston offers two career tracks: Culinary Arts and Culinary Arts Management. The Culinary Arts program offers practical, hands-on experience in the kitchen while studying the business of cost control, sanitation and safety, menu and beverage management, nutrition, and kitchen management. The Culinary Arts Management program focuses on what it takes to manage a kitchen, restaurant, or catering operation. Study includes communications, leadership training, management, accounting, financial management, and employee relations. Graduates are prepared to seek entry-level positions in restaurants, catering operations, hospitals, and cruise ships. Four of the state’s public technical colleges—Trident, Horry-Georgetown, Greenville, and Spartanburg—offer two-year degrees in Hospitality Management along with diplomas or certificates that can be attained in a shorter time. At Trident Technical College, students with high school diplomas can earn Pro-Management Certifications in Catering from the National Restaurant Association in only two semesters. At Horry-Georgetown Technical College, students can become certified in Culinary Arts by the American Culinary Federation with only 18 hours of course work. This allows students to work in paying jobs while getting the training they need to take their careers further.

n Not-So-Basic Training in the Military
With hundreds of thousands of personnel stationed all over the globe and servicemen and servicewomen preparing millions of meals every day, the U.S. Military offers a very appealing option for on-the-job training in Hospitality and Tourism. One of the best learning opportunities offered by the Army is its Hospital Food Specialist Program. Job training for a Hospital Food Specialist consists of nine weeks of basic training followed by nine to 14 weeks of advanced individual training. Hospital Food Specialists gain skills in two of today’s hottest job markets, Hospitality and Tourism and Health Science. Through the Army’s Partnership for Youth Success (PAYS) program, soldiers who leave the Army have access to priority hiring programs with top employers in both of these fields, including the hospital Corporation of America, Pepsi Bottling Group, Travel Centers of America, and many others. Learn more about training options in the service at www.goarmy.com (Army), www.navy.com (Navy), www.airforce.com (Air Force), www.marines.com (Marines), and www.uscg.mil (Coast Guard).

Money for School
If you’re worried about paying for your postsecondary education, put your mind at ease. Financial aid is available for virtually every South Carolina high school graduate. State residents are eligible for more than 25,000 state-specific scholarships financed by the South Carolina Education Lottery and other sources. State assistance is available each academic year to South Carolinians, and sources of aid at the national level can be tapped as well. The key is to understand where and how to apply for the loans, grants, and scholarships that are out there.

The most widely available type of assistance is “need-based aid.” These loans, grants, and scholarships are awarded solely on the basis of a student’s financial need, according to a standardized formula. You generally apply for need-based aid by completing the Free Application for Federal Student Aid (FAFSA). To fill out the form online, visit www.fafsa.ed.gov. You can also get a FAFSA from a high school guidance office or college admissions office.

The second major category of aid is targeted assistance. These funds are awarded based on criteria other than income and financial need, for example, high academic performance, athletic achievement, race, gender, cultural heritage, religious affiliation, or where your parents went to college. One quick way to locate targeted assistance is to search the Internet. Financial aid database sites can find programs that fit your qualifications with remarkable accuracy. Two great sites that you might check first are www.finaid.com and www.scholarships.com.

Last, but certainly not least, many financial aid programs are aimed specifically at high school graduates with an interest in Hospitality and Tourism. Post-9/11 high school culinary arts programs awarded $2,000 grants to students who pass the ProStart certification exam and complete 400 hours of internships. The Lodging Management Program at the University of South Carolina offers scholarships for education after high school. The college or training program that you seek to enter may offer aid specifically to students aiming for careers in Hospitality and Tourism. Check with your guidance counselor or teachers about possible aid opportunities.
Core Requirements for Graduation

High School Graduation

<table>
<thead>
<tr>
<th>Subjects</th>
<th>Units Required</th>
<th>Subjects</th>
<th>Units Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>English/Language Arts</td>
<td>4</td>
<td>English/Language Arts</td>
<td>4</td>
</tr>
<tr>
<td>Mathematics</td>
<td>4</td>
<td>Mathematics</td>
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<tr>
<td>Science</td>
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<td>Science</td>
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<tr>
<td>U.S. History and Constitution</td>
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<td>U.S. History and Constitution</td>
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<tr>
<td>Economics</td>
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<td>Economics</td>
<td>0.5</td>
</tr>
<tr>
<td>U.S. Government</td>
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<td>U.S. Government</td>
<td>0.5</td>
</tr>
<tr>
<td>Other Social Studies</td>
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<td>Other Social Studies</td>
<td>1</td>
</tr>
<tr>
<td>Physical Education or Junior ROTC</td>
<td>1</td>
<td>Physical Education or Junior ROTC</td>
<td>1</td>
</tr>
<tr>
<td>Modern or Classical Language or Technology Education</td>
<td>1</td>
<td>Modern or Classical Language or Technology Education</td>
<td>1</td>
</tr>
<tr>
<td>Electives</td>
<td>7</td>
<td>Electives</td>
<td>7</td>
</tr>
<tr>
<td>Total *</td>
<td>24</td>
<td>Total *</td>
<td>24</td>
</tr>
</tbody>
</table>

* Must pass the exit examination.

State Certificate

<table>
<thead>
<tr>
<th>Subjects</th>
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<tr>
<td>Total *</td>
<td>24</td>
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<td>24</td>
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</tbody>
</table>

* Must have failed to meet the standard on all subtests of the exit examination.

College Entrance

<table>
<thead>
<tr>
<th>Subjects</th>
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<tbody>
<tr>
<td>English/Language Arts</td>
<td>4</td>
</tr>
<tr>
<td>Grammar and Composition</td>
<td>2</td>
</tr>
<tr>
<td>English Literature</td>
<td>1</td>
</tr>
<tr>
<td>American Literature</td>
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</tr>
<tr>
<td>Mathematics</td>
<td>4</td>
</tr>
<tr>
<td>Algebra 1 and 2</td>
<td>2</td>
</tr>
<tr>
<td>Geometry</td>
<td>1</td>
</tr>
<tr>
<td>Pre-Calculus</td>
<td>1</td>
</tr>
<tr>
<td>Modern or Classical Language or Technology Education</td>
<td>2</td>
</tr>
<tr>
<td>Laboratory Science</td>
<td>2</td>
</tr>
<tr>
<td>Biology, Chemistry, or Physics</td>
<td>3</td>
</tr>
<tr>
<td>Social Sciences</td>
<td>3</td>
</tr>
<tr>
<td>U.S. History, Economics, and Government</td>
<td>1</td>
</tr>
<tr>
<td>Electives</td>
<td>1</td>
</tr>
<tr>
<td>Physical Education/ROTC</td>
<td>1</td>
</tr>
<tr>
<td>Arts</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>19</td>
</tr>
</tbody>
</table>

Resource Roundup

Click your way to more educational, career, and scholarship resources by using the Internet. Here are some useful Web sites to get you started:

### Hospitality and Tourism Web Sites
- American Culinary Federation, [www.acfchefs.org](http://www.acfchefs.org)
- American Hotel and Lodging Association, [www.ahla.com](http://www.ahla.com)
- American Hotel and Lodging Education Foundation, [www.ahlef.org](http://www.ahlef.org)
- Association of Zoos and Aquariums, [www.aza.org](http://www.aza.org)
- Club Manager’s Association, [www.cmaz.com](http://www.cmaz.com)
- Hospitality Sales and Marketing Association International, [www.hisma.org](http://www.hisma.org)
- International Association of Amusement Parks and Attractions, [www.iaapa.org](http://www.iaapa.org)
- Meeting Professionals International, [www.mpibweb.org](http://www.mpibweb.org)
- National Academy Foundation, [www.naf.org](http://www.naf.org)
- National Recreation and Park Association, [www.npapa.org](http://www.npapa.org)
- National Restaurant Association, [www.restaurant.org](http://www.restaurant.org)
- Travel Industry Association, [www.tia.org](http://www.tia.org)

Search the Internet for other professional organizations related to Hospitality and Tourism careers.

### Education and Career Planning Web Sites

#### Inside South Carolina
- Career Guidance Model, [www.careerguidancemodel.org](http://www.careerguidancemodel.org)
- South Carolina Chamber of Commerce, [www.sccchamber.net](http://www.sccchamber.net)
- South Carolina Commission on Higher Education, [www-che600.state.sc.us](http://www-che600.state.sc.us)
- South Carolina Employment Security Commission, [www.sces.org](http://www.sces.org)
- South Carolina Scholarship Education Talent Grants Commission, [www.sctalentgrants.com](http://www.sctalentgrants.com)
- South Carolina Independent Colleges and Universities, [www.sicuc.org](http://www.sicuc.org)
- South Carolina Occupational Information System, [www.scois.net](http://www.scois.net)
- South Carolina Public Colleges and Universities, [www.state.sc.edu/uvclidc.html](http://www.state.sc.edu/uvclidc.html)
- South Carolina Technical College System, [www.sctechsystem.com](http://www.sctechsystem.com)
- WorkKeys, [www.workready.org](http://www.workready.org)

#### Outside South Carolina
- America’s Career Resource Network Association, [www.acrna.net](http://www.acrna.net)
- Career Communications, Inc., [www.carcom.com](http://www.carcom.com)
- Armed Services Vocational Aptitude Battery (ASVAB), [www.todaysmilitary.com/app/fm/newtops/asvab](http://www.todaysmilitary.com/app/fm/newtops/asvab)
- Career Interests Game, [career.missouri.edu/students/explore/thecareerinterestsgame.php](http://career.missouri.edu/students/explore/thecareerinterestsgame.php)
- Career Key, [www.careerkey.org](http://www.careerkey.org)
- Coin Career College System, [community.coin3.com](http://community.coin3.com)
- College Board, [www.collegeboard.com](http://www.collegeboard.com)
- Holland’s Self-Directed Search, [www.self-directed-search.com](http://www.self-directed-search.com)
- Kuder, [www.sc.kuder.com](http://www.sc.kuder.com)
- Mapping Your Future, [www.mappingyourfuture.org](http://www.mappingyourfuture.org)
- National Career Development Association, [www.ncda.org](http://www.ncda.org)
- O*NET Online, [online.onetcenter.org](http://online.onetcenter.org)
- The Princeton Review, [www.review.com](http://www.review.com)
- Salary Information, [www.salary.com](http://www.salary.com)

#### Resources

- Salary information, [www.salary.com](http://www.salary.com)
- Occupational outlook handbook, [www.bls.gov/oco](http://www.bls.gov/oco)
- WorkKeys—[www.workready.org](http://www.workready.org)
- Career Guidance Information Sources—[www.careerguidancemodel.org](http://www.careerguidancemodel.org)
- Find more information on [Hospitally and Tourism education and career planning](http://www.hospitality.org)

### Career Guidance Information Sources

Check out these comprehensive sources of career and education information, which are available through your school or public libraries:

- **SCOIS (South Carolina Occupational Information System)—[www.scois.net](http://www.scois.net)**: An electronic database of information about careers, salaries, job requirements, educational options, scholarships, and more.
- **O*NET (Occupational Information Network)—[www.onetcenter.org](http://www.onetcenter.org)**: A national occupational information database that helps students make informed decisions about education, training, career choices, and work.
- **COIN (Coin Career Guidance System)—[community.coin3.com](http://community.coin3.com)**: A comprehensive software program with career and college planning information, especially for South Carolina students.
- **WorkKeys—[www.workready.org](http://www.workready.org)**: A comprehensive resource for information about the South Carolina Career Readiness Certificate—how and where to qualify, as well as its value to students and the community.
- **Kuder—[www.sc.kuder.com](http://www.sc.kuder.com)**: A comprehensive online college and career planning system with links to government and educational information and organizations.

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