



# Hospitality, Culinary, & Tourism Career Pathway

MadREP Region

2023-2026



**EXPLORE:** Click on the links to find the job titles that seem most interesting to you to learn more!

Save any jobs you are interested in from this career pathway in your XELLO account so that you can create an Academic and Career Plan (ACP).

Educational Level May also require work experience	Hospitality & Lodging	Restaurant Management & Culinary Arts	Travel, Tourism, Recreation, & Attractions	Destination Conferences, Festivals, and Events Marketing & Management
<b>High School Diploma or Equivalency</b>	<ul style="list-style-type: none"> <li>• <a href="#">Baggage Porter/Valet Service</a> ○</li> <li>• <a href="#">Concierge</a></li> <li>• <a href="#">Food Service Worker</a> ★ ○</li> <li>• <a href="#">Front Desk/Guest Services Representative</a> ○</li> <li>• <a href="#">Housekeeper/Laundry Attendant</a> ★</li> </ul> <p>Range \$19,110-\$34,200</p>	<ul style="list-style-type: none"> <li>• <a href="#">Barista</a> ○</li> <li>• <a href="#">Busser</a> ★</li> <li>• <a href="#">Dishwasher</a> ★</li> <li>• <a href="#">Food Prep Cook</a> ★ ○</li> <li>• <a href="#">Host/Hostess</a></li> <li>• <a href="#">Server</a> ★ ○</li> </ul> <p>Range \$18,040-\$39,450</p>	<ul style="list-style-type: none"> <li>• <a href="#">Baggage Handler</a> ○</li> <li>• <a href="#">Customer Service Representative</a> ○</li> <li>• <a href="#">Lifeguard</a> ○</li> <li>• <a href="#">Park Maintenance Worker</a></li> <li>• <a href="#">Ride Concierge/Operator</a> ○</li> </ul> <p>Range \$19,110-\$51,890</p>	<ul style="list-style-type: none"> <li>• <a href="#">Banquet/Event Set-up</a></li> <li>• <a href="#">Concession Worker</a></li> <li>• <a href="#">Event Services Staff</a></li> <li>• <a href="#">Ticket Representative</a></li> <li>• <a href="#">Visitor Center Attendant</a></li> </ul> <p>Range \$18,040-\$30,760</p>
<b>Post High School Training, Certification, or Technical Diploma</b> <i>Or equivalent work experience</i>	<ul style="list-style-type: none"> <li>• <a href="#">Facility Maintenance</a></li> <li>• <a href="#">Front Desk Supervisor</a></li> <li>• <a href="#">Housekeeping Supervisor</a></li> <li>• <a href="#">Reservation Agent</a></li> </ul> <p>Range \$29,070-\$80,840</p>	<ul style="list-style-type: none"> <li>• <a href="#">Bartender</a> ★ ○</li> <li>• <a href="#">Butcher</a> ○</li> <li>• <a href="#">Catering/Banquet Supervisor</a> ○</li> <li>• <a href="#">Culinary Assistant</a> ★</li> <li>• <a href="#">Front of House Manager</a></li> <li>• <a href="#">Kitchen Manager</a> ★</li> <li>• <a href="#">Shift Leader</a></li> </ul> <p>Range \$19,060-\$46,380</p>	<ul style="list-style-type: none"> <li>• <a href="#">Charter Bus Driver</a> ○</li> <li>• <a href="#">Fitness Instructor / Personal Trainer</a></li> <li>• <a href="#">Flight Attendant</a> ○</li> <li>• <a href="#">Gaming Attendant</a></li> <li>• <a href="#">Tour Guide</a> ○</li> <li>• <a href="#">Travel Agent</a> ○</li> </ul> <p>Range \$18,950-\$111,030</p>	<ul style="list-style-type: none"> <li>• <a href="#">Concert &amp; Event Security</a></li> <li>• <a href="#">Exhibit Designer</a> ○</li> <li>• <a href="#">Facility Maintenance</a></li> <li>• <a href="#">Sales Representative</a> ○</li> </ul> <p>Range \$25,780-\$97,660</p>
<b>Registered Apprenticeship</b>		<ul style="list-style-type: none"> <li>• <a href="#">Restaurant Cook</a> ★ ○</li> </ul> <p>Range \$26,450-\$36,300</p>		
<b>Associate Degree</b> <i>Or equivalent work experience</i>	<ul style="list-style-type: none"> <li>• <a href="#">Bookkeeper</a> ○</li> <li>• <a href="#">Front Desk Manager</a></li> <li>• <a href="#">Hotel Executive Housekeeper</a></li> <li>• <a href="#">Hotel Front Office Manager</a></li> <li>• <a href="#">Hotel Sales Manager/Coordinator</a></li> <li>• <a href="#">Meeting Planner</a></li> </ul> <p>Range \$33,220-\$177,560</p>	<ul style="list-style-type: none"> <li>• <a href="#">Assistant Food &amp; Beverage Manager</a></li> <li>• <a href="#">Baker</a> ○ / <a href="#">Pastry Chef</a></li> <li>• <a href="#">Caterer</a> ○</li> <li>• <a href="#">Chef</a> ★ ○</li> <li>• <a href="#">Environmental Health Inspector</a> ○</li> <li>• <a href="#">Event/Banquet Manager</a></li> <li>• <a href="#">Restaurant Manager</a></li> </ul> <p>Range \$24,640-\$81,870</p>	<ul style="list-style-type: none"> <li>• <a href="#">Assistant Golf Superintendent</a> ○</li> <li>• <a href="#">Camp Director</a></li> <li>• <a href="#">Gaming Manager (Pit Boss)</a></li> <li>• <a href="#">Park Ranger</a> ○</li> <li>• <a href="#">Parks &amp; Rec Coordinator/Supervisor</a></li> </ul> <p>Range \$33,330-\$85,160</p>	<ul style="list-style-type: none"> <li>• <a href="#">Event Planner</a> ○</li> <li>• <a href="#">Office Manager</a> ○</li> <li>• <a href="#">Social Media Specialist</a> ○</li> <li>• <a href="#">Volunteer Program Coordinator</a> ○</li> <li>• <a href="#">Web Designer</a> ○</li> </ul> <p>Range \$35,320-\$98,510</p>
<b>Bachelor Degree, Masters, and Ph.D.</b> <i>Or equivalent work experience</i>	<ul style="list-style-type: none"> <li>• <a href="#">Director of Sales</a></li> <li>• <a href="#">Hotel Manager</a> ○</li> <li>• <a href="#">Operations Manager</a> ○</li> <li>• <a href="#">Regional Manager</a></li> <li>• <a href="#">Revenue Manager</a></li> <li>• <a href="#">Rooms Division Manager</a></li> </ul> <p>Range \$42,950-\$177,560</p>	<ul style="list-style-type: none"> <li>• <a href="#">Brewmaster</a> ○</li> <li>• <a href="#">Executive Chef</a></li> <li>• <a href="#">Food &amp; Beverage Director</a></li> <li>• <a href="#">General Manager</a></li> <li>• <a href="#">Restaurant Owner</a></li> </ul> <p>Range \$35,290-\$174,750</p>	<ul style="list-style-type: none"> <li>• <a href="#">Box Office/Ticketing Services Manager</a></li> <li>• <a href="#">Golf Course Superintendent</a> ○</li> <li>• <a href="#">Golf Professional</a></li> <li>• <a href="#">Group Sales Manager</a></li> <li>• <a href="#">Parks &amp; Recreation Director</a> ○</li> <li>• <a href="#">Travel Writer</a></li> </ul> <p>Range \$38,860-\$177,560</p>	<ul style="list-style-type: none"> <li>• <a href="#">Destinations Sales Director</a></li> <li>• <a href="#">Director of Convention &amp; Visitors Bureau</a></li> <li>• <a href="#">Director of Marketing &amp; Advertising</a></li> <li>• <a href="#">Marketing Specialist</a> ○</li> <li>• <a href="#">Public Relations Manager</a> ○</li> </ul> <p>Range \$38,860-\$177,560</p>
<b>Postsecondary Options</b>	Click <a href="#">HERE</a> for Postsecondary Options			

★ **BRIGHT OUTLOOK** = these jobs are expected to grow in the future – which means more opportunities for you!

○ **XELLO** = you can learn more and save this job in your Xello account (note: some job titles might look a little different in Xello)

\$ Salary ranges based on average annual entry-level wages through average annual experienced-level wages for the job titles in each box.



## Hospitality, Culinary, and Tourism Career Pathway In High School



A career pathway in high school must include:

- A sequence of courses (including at least 2 CTE courses)
- Two of the following components: *Career and Technical Student Organization, Work-based Learning, Industry Recognized Credential, College Credit Opportunity*

<b>Career &amp; Technical Education Courses</b>	Must include a sequence of at least TWO Career and Technical Education courses. Should align with the curriculum standards for the pathway:			<b>Career Exploration Opportunities</b>  Statewide: <ul style="list-style-type: none"> <li>● <a href="#">Wisconsin Restaurant Association: Wisconsin ProStart Events and Competitions</a></li> <li>● ProStart Career and Industry Expo             <ul style="list-style-type: none"> <li>▪ ProStart Invitational</li> <li>▪ ProStart Skills Challenge</li> </ul> </li> <li>● <a href="#">National Restaurant Association Show</a></li> <li>● <a href="#">Wisconsin Lodging Conference and Trade Show</a></li> <li>● <a href="#">Wisconsin Governor's Conference on Tourism</a></li> <li>● <a href="#">Destinations Wisconsin: Fall Tourism Conference</a></li> </ul> Regional: <ul style="list-style-type: none"> <li>●</li> <li>●</li> </ul> Local: <ul style="list-style-type: none"> <li>●</li> <li>●</li> </ul>
<b>Additional Employer Recommended Courses</b>	Should align with the appropriate standards for the course for this pathway:			
<b>Career &amp; Technical Student Organization</b>	<ul style="list-style-type: none"> <li style="margin-right: 10px;">● <a href="#">FCCLA</a></li> <li style="margin-right: 10px;">● <a href="#">Skills USA</a></li> <li style="margin-right: 10px;">● <a href="#">DECA</a></li> <li>● <a href="#">FBLA</a></li> </ul>			
<b>Work-Based Learning Program Options</b>	<ul style="list-style-type: none"> <li>● <a href="#">Employability Skills</a> (90 hrs)</li> <li>● <a href="#">State Skill Standards Co-Op- Food Service</a> (480 hrs/1 year)</li> <li>● <a href="#">Youth Apprenticeship- Hospitality and Tourism</a> (450 hrs/year; 1-2 years)</li> <li>● Local Work-based Learning Programs that meet <a href="#">state quality requirements</a></li> </ul>			
<b>College Credit Opportunities</b>	You can find the list of college credit opportunities included in the postsecondary options for this pathway <a href="#">HERE</a> .			
<b>Industry Recognized Credential Options</b> Learn the skills that employers want to see!  <i>Italics = must be 18 years old to obtain</i>  <i>*This certification is eligible for reimbursement through the technical incentive grant</i>	<b>Hospitality &amp; Lodging</b>	<b>Restaurant Management &amp; Culinary Arts</b>	<b>Travel, Tourism, Recreation, &amp; Attractions</b>	<b>Destination Conferences, Festivals, &amp; Events Marketing and Management</b>
	<ul style="list-style-type: none"> <li>● <a href="#">Seal of Biliteracy (DPI)</a></li> <li>● <a href="#">American &amp; Hotel Lodging Educational Institute (AHLEI) Hospitality and Tourism Management Program</a></li> <li>● <a href="#">American &amp; Hotel Lodging Educational Institute - Skills, Tasks, And Results Training (START) Curriculum Completion</a></li> <li>● <a href="#">Certified Meeting Professional</a></li> </ul>	<ul style="list-style-type: none"> <li>● <a href="#">Certificate of Global Competence (DPI)</a></li> <li>● <a href="#">National Restaurant Association - Level 2 NRA Foundations Restaurant Management &amp; Culinary Arts</a></li> <li>● <a href="#">National Restaurant Association - ProStart®</a></li> <li>● <a href="#">ServSafe</a> <ul style="list-style-type: none"> <li>▪ Food Manager Certification</li> <li>▪ Food Handler Certification</li> </ul> </li> <li>● <a href="#">ACF- Certified Fundamentals Pastry Cook</a></li> <li>● <a href="#">ACF -Certified Fundamentals Cook</a></li> <li>● <a href="#">Sommelier Certification</a></li> <li>● <a href="#">Responsible Beverage Service</a></li> <li>● <a href="#">Certified Meeting Professional</a></li> <li>● <a href="#">Certified Restaurant Professional</a></li> <li>● <a href="#">Certified Restaurant Supervisor</a></li> <li>● <a href="#">Certified Restaurant Manager</a></li> <li>● <a href="#">American Association of Family and Consumer Sciences: Culinary Arts Comprehensive Exam</a></li> </ul>	<ul style="list-style-type: none"> <li>● <a href="#">CPR/First Aid</a></li> <li>● <a href="#">Grant Writing Certification (WTCS-CVTC, UW-Milwaukee)</a></li> <li>● <a href="#">Lifeguard Certification</a></li> <li>● Certified Personal Trainer (CPT): <a href="#">ACE</a>, <a href="#">NASM</a>, <a href="#">ACSM</a> or <a href="#">ISSA</a></li> <li>● Certified Group Fitness Instructor: <a href="#">ACE</a>, <a href="#">NASM</a></li> <li>● <a href="#">Certified Park and Recreation Professional (CPRP)</a></li> <li>● <a href="#">Certified Playground Safety Inspector (CPSI)</a></li> <li>● <a href="#">Certified Park and Recreation Executive (CPRE)</a></li> <li>● <a href="#">Certified Pool Operator (CPO)</a></li> <li>● <a href="#">Aquatic Facility Operator (AFO)</a></li> <li>● <a href="#">Wisconsin Department of Motor Vehicles: Commercial Driver License (CDL)*</a></li> </ul>	<ul style="list-style-type: none"> <li>● <a href="#">Certified Meeting Professional</a></li> <li>● <a href="#">Certified Special Events Professional</a></li> <li>● <a href="#">Destination Management Certified Professional</a></li> <li>● <a href="#">Certified Destination Management Executive (CDME)</a></li> </ul>

Add your district logo here!

# Hospitality, Culinary, and Tourism Career Pathway at <Name of School>

Your Academic and Career Plan (ACP) for this career pathway starts here...



Use this page to figure out which classes and activities you will take to prepare for this career pathway. Record your plan in XELLO.

<b>Career and Technical Education Courses</b>	<ul style="list-style-type: none"> <li>● CTE Course #1</li> <li>● CTE Course #2</li> </ul>			<b>CAREER EXPLORATION OPPORTUNITIES.</b> Record your experiences in XELLO.
<b>Other Recommended Courses</b>	<ul style="list-style-type: none"> <li>● Course #1</li> <li>● Course #2</li> <li>● Course #3</li> </ul>			<u>State:</u> <ul style="list-style-type: none"> <li>● Program Name/link #1</li> <li>● Program Name/link #2</li> </ul>
<b>Career and Technical Student Organization</b>	<ul style="list-style-type: none"> <li>● Name of CTSO</li> <li>● Name of CTSO</li> </ul>			<u>Regional:</u> <ul style="list-style-type: none"> <li>● Program Name/link #1</li> <li>● Program Name/link #2</li> </ul>
<b>Work-Based Learning Options</b>	<ul style="list-style-type: none"> <li>● WBL Option #1</li> <li>● WBL Option #2</li> </ul>			<u>Local:</u> <ul style="list-style-type: none"> <li>● Program Name/link #1</li> <li>● Program Name/link #2</li> </ul>
<b>Industry Recognized Credential Options</b>  <i>Italics = must be 18 years old to obtain</i>	<b>Hospitality and Lodging</b>	<b>Restaurant Management and Culinary Arts</b>	<b>Travel, Tourism, Recreation, and Attractions</b>	<b>Destination Conferences, Festivals, and Events Marketing and Management</b>
	IRC Name/link #1 IRC Name/link #2			
	IRC Name/link #1 IRC Name/link #2	IRC Name/link #1 IRC Name/link #2	IRC Name/link #1 IRC Name/link #2	IRC Name/link #1 IRC Name/link #2
<b>College Credit Opportunities</b>  You can find the list of college credit opportunities included in the postsecondary options for this pathway <a href="#">HERE</a> .	<b>College Courses Offered at Your High School</b>			
	<b>Transcripted Credit</b> <ul style="list-style-type: none"> <li>● Name of HS Course #1, IHE granting credit</li> <li>● Name of HS Course #2, IHE granting credit</li> <li>● Name of HS Course #3, IHE granting credit</li> </ul>	<b>AP and/or IB Courses</b> Name of AP/IB Course #1 - Score, College, Course - Score, College, Course		Name of AP/IB Course #2 - Score, College, Course - Score, College, Course
	<b>College Courses You Can Take at a College Campus</b>			
	October 1st: Spring Courses		February 1st: Summer Courses (ECCP only)	
<b>Start College Now</b> <ul style="list-style-type: none"> <li>● Name of College #1, College Course #1</li> <li>● Name of College #1, College Course #2</li> <li>● Name of College #2, College Course #1</li> <li>● Name of College #2, College Course #2</li> </ul>		<b>Early College Credit Program</b> Name of College #1, College Course #1 Name of College #2, College Course #1 Name of College #3, College Course #1 Name of College #4, College Course #1		Name of College #1, College Course #2 Name of College #2, College Course #2 Name of College #3, College Course #2 Name of College #4, College Course #2