

Program of Study Justifications for Hospitality & Tourism

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Culinary Arts

2016-17 Program of Study	Level 1	Level 2	Level 3	Level 4
Culinary Arts	Culinary Arts I (5979)	Culinary Arts II (5980)	Culinary Arts III (5981)	Culinary Arts IV (6167)

Description

Culinary Arts equips students with the skills to pursue careers in the culinary field as a personal chef, caterer, executive chef, and food and beverage manager. Courses cover topics that range from kitchen safety and sanitation, history of the foodservices industry, careers, nutrition, recipe basics, proper kitchen tools and equipment, and kitchen staples to food presentation, advanced cooking principles, bakeshop preparation skills, professionalism, and business opportunities.¹ Students may gain job experience while still in high school through local and Career and Technical Student Organizations (CTSO) competitions and work-based learning.

Job Outlook

The *New York Times* in June 2012, the *Tennessean* in January 2016, and the *Food and Wine* online journal exclaim that Tennessee's new stage is in the kitchen. The praise goes to the farmers and chefs who are choosing to work together to provide fresh local ingredients for farm-to-table and food fusion experiences to customers.² A few areas in Tennessee that are booming with excitement for culinary satisfaction are Chattanooga, Memphis, and Nashville: The Gulch, East Nashville, Midtown, Germantown, and the Food Truck industry. Restaurateurs are continuing to move into Tennessee.³

According to Tennessee Department of Labor and Workforce Development data, the outlook for this occupation group is very good, occupations are expected to be in demand with employers, and the growth rate is positive. There are more job openings annually than there are training completers. On March 8, 2016, there were 62 candidates that were looking for job openings as chefs and head cooks and 129 job openings advertised online.⁴

¹ Tennessee Department of Education. (2016). *Career and Technical Education*. Retrieved from <http://tn.gov/education/article/cte-cluster-education-training>

² Tennessee Department of Tourist Development. (2016). *Food and Wine*. Retrieved from <http://www.tnvacation.com/food-wine>

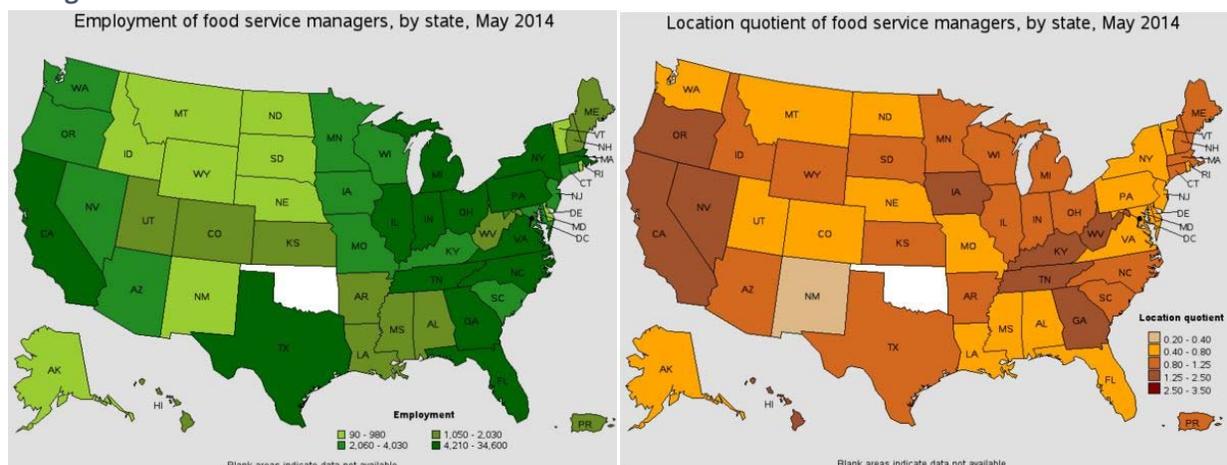
³ Edge, John T. Food & Wine. (2015). *Nashville's Restaurant Scene Goes Boom*. Retrieved from <http://www.foodandwine.com/blogs/2015/05/13/nashvilles-restaurant-scene-goes-boom>

⁴ Tennessee Department of Labor & Workforce Development, Jobs4TN Online. (2016). *Labor Supply and Demand for Tennessee*. Retrieved from <https://www.jobs4tn.gov/vosnet/Default.aspx>

An important fact to point out is that counties with the lowest number of potential candidates were mostly urban and suburban counties in Tennessee. To attain a job opening in Tennessee, applicants need to be open and willing to move to become a potential candidate for jobs in the culinary arts occupation group.⁴

- Faster than the average occupation growth nationally, employment for **chefs and head cooks** are expected to grow nine percent from 2014 to 2024. A greater demand for high-quality dishes at a variety of dining venues will stem from population and income growth and consumers favoring healthier meals and faster service. These trends will contribute to new establishments and more chefs and head cooks needed to support the consumer's wants. Job opportunities are best for potential candidates with several years of experience. Competition and the highest paying jobs will be at upscale restaurants and hotels.⁵
- Employment **food service manager** is projected to grow five percent from 2014 to 2024. Population and income growth are expected to grow resulting in a demand for more dining establishments. These establishments will require food service managers to oversee food preparation and service. Job opportunities are best for those who have several years of experience. Seen in the 2014 geographic profiles below, **Figure 1**, Tennessee was ranked fourth for the highest employment level and ranked first for the highest concentration of jobs in this occupation.⁶

Figure 1.



States with the highest employment level in this occupation:

State	Employment (1)	Employment per thousand jobs	Location quotient (2)	Hourly mean wage	Annual mean wage (2)
California	34,600	2.29	1.56	\$25.01	\$52,010
Texas	14,330	1.28	0.87	\$27.05	\$56,350
Ohio	9,940	1.74	1.18	\$23.41	\$48,700
Tennessee	8,920	3.24	2.21	\$20.26	\$42,140
Illinois	8,280	1.44	0.99	\$25.46	\$52,950

States with the highest concentration of jobs and location quotients in this occupation:

State	Employment (1)	Employment per thousand jobs	Location quotient (2)	Hourly mean wage	Annual mean wage (2)
Tennessee	8,920	3.24	2.21	\$20.26	\$42,140
Hawaii	1,960	3.19	2.17	\$26.69	\$55,520
Iowa	4,030	2.67	1.81	\$19.51	\$40,580
California	34,600	2.29	1.56	\$25.01	\$52,010
Oregon	3,640	2.16	1.47	\$23.55	\$48,980

⁵ United States Department of Labor, Bureau of Labor Statistics. (2015, December 17). *Occupational Outlook Handbook, 2016-17 Edition*. Retrieved from <http://www.bls.gov/ooh/food-preparation-and-serving/chefs-and-head-cooks.htm#tab-6>

⁶ United States Department of Labor, Bureau of Labor Statistics. (2015, December 17). *Occupational Outlook Handbook, 2016-17 Edition*. Retrieved from <http://www.bls.gov/ooh/management/food-service-managers.htm#tab-6>

- **Food preparation workers** employment is projected to grow six percent from 2014 to 2024. Population and income growth for consumers are expected to increase the demand for this occupation in dining establishments, grocery stores, nursing and residential care facilities. Competition will be strong but job opportunities should be very good because of the need to replace workers.⁷

Occupations in this program of study have bright outlooks nationally and statewide.⁸ **Figure 2** outlines the related career opportunities and the training necessary for each in Tennessee. **Figure 3** outlines the national percent change and projected annual job openings.

Figure 2. Tennessee employment projections for social health service-related occupations with positive job openings projected 2014-22.⁸

	Job openings due to growth and replacement, 2014- 2022	Total Percent Change, 2014- 2022	Annual Median Wage, 2014	Education level	On-the-job training
Chefs and Head Cooks	50	2.90%	\$29,197+	Associate's Degree	Short demonstrations
Cooks and Food Preparation Workers	2,365	6.10%	\$20,394	High School Diploma	Short demonstrations
First-Line Supervisors of Food Preparation and Serving Workers	695	9.80%	\$34,011	High School Diploma	1 to 3 months
Bartenders	355	7.40%	\$18,128	High School Diploma	Short demonstrations
Other Food Preparation and Serving Related Workers	3,160	11.10%	\$22,654	Less than High School Diploma	Short-term on-the-job training
Food Service Management	255	0.40%	\$50,877	Split: High School Diploma, B.S. Degree, A.S. Degree, Postsecondary Certificate	Short demonstrations
Private Household Cook	0	-17.50%	\$21,087	Postsecondary certificate	Short demonstrations

⁷ United States Department of Labor, Bureau of Labor Statistics. (2015, December 17). *Occupational Outlook Handbook, 2016-17 Edition*. Retrieved from <http://www.bls.gov/ooh/food-preparation-and-serving/food-preparation-workers.htm#tab-6>

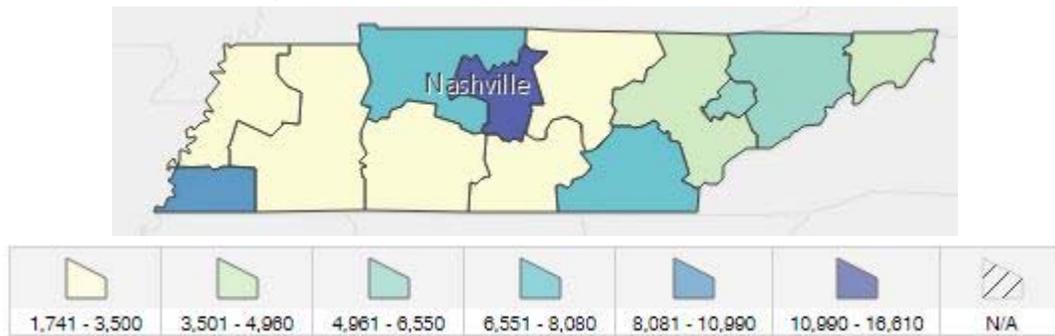
⁸ Tennessee Department of Labor & Workforce Development. (2016). *Occupational Projections*. Retrieved from <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occproj>

Figure 3. National trends for culinary arts occupations with positive projections from 2014 to 2024⁹

United States	Employment		Percent Change	Projected Annual Job Openings
	2014	2024		
Chefs and Head Cooks	127,500	138,800	+9%	3,040
Food Service Managers	305,000	320,700	+5%	7,710
Food Preparation Workers	873,900	928,800	+6%	29,830

Job opportunities for culinary arts-related occupations are strongest in urban, suburban, and eastern areas of Tennessee. **Figure 4** shows that more culinary arts positions are needed in employment in the Memphis, Nashville, Knoxville, Clarksville, and Chattanooga areas than in surrounding areas.

Figure 4. 2014 Estimated Employment⁸



Postsecondary Opportunities

Upon completion of this program of study, students will have applied a full range of knowledge and skills in culinary arts and built a professional portfolio in preparation for future training at the postsecondary level.

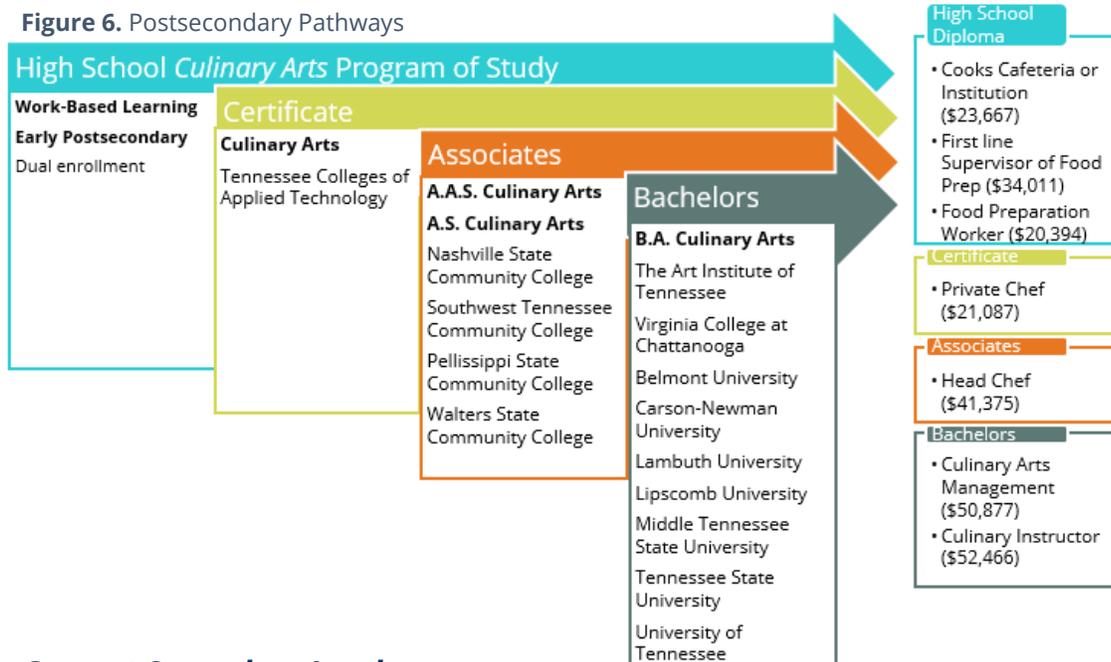
Culinary Arts IV is the capstone course in the Culinary Arts program of study intended to prepare students for careers such as personal chef, caterer, executive chef, and food and beverage manager. Course content covers the components of commercial kitchen safety and sanitation, food presentation, bakeshop preparation skills, sustainability practices, professionalism, and business opportunities. Upon completion of this course, proficient students will have applied the full range of knowledge and skills acquired in this program of study toward the planning and catering of an event approved by the instructor.

Teachers are encouraged to use embedded work-based learning activities such as informational interviewing, job shadowing, and career mentoring.

⁹ United States Department of Labor, Employment and Training Administration. (2016). *Career One Stop*. Retrieved from <http://www.onetonline.org/link/summary/25-3099.00>

Figure 6 outlines the related career opportunities and the training necessary for each. While some occupations require a high school diploma or associate's degree, the highest paid occupations in culinary arts occupations require a bachelor's degree.

Figure 6. Postsecondary Pathways



Current Secondary Landscape

In the 2014-15 school year, 75 schools in Tennessee offered courses in the Culinary Arts program of study and 5,725 students were enrolled in a Culinary Arts I course. Of that group, only 2,748 students were enrolled in Culinary Arts II, and decreased in the level three course 1,325 students. The number of students enrolled in a Culinary Arts program of study has increased in the past two years. Figure 5 shows the open enrollment analysis for 2014-15 SY and 2015-16 SY as well student enrollment for 2014-15 in the Culinary Arts program of study.

Figure 5. Open Enrollment Analysis 2014-15 to 2015-16

Culinary Arts	
2014-15	75
2015-16	77
	Increase

Student Enrollment 2014-15

Culinary Arts I	Culinary Arts II	Culinary Arts III	Culinary Arts IV
5725	2748	1325	0

Recommendations

No further changes recommended at this time. Continued encouragement to educators to use embedded work-based learning activities such as informational interviewing, job shadowing, and career mentoring. There is a possibility of using the apprenticeship and work-based learning model in culinary arts courses.

2017-18 Program of Study	Level 1	Level 2	Level 3	Level 4
Culinary Arts	Culinary Arts I (5979)	Culinary Arts II (5980)	Culinary Arts III (5981) -or- Dual Enrollment Culinary Arts (4104)	Culinary Arts IV (6167) -or- Dual Enrollment Culinary Arts (4104)

References

Edge, John T. Food & Wine. (2015). *Nashville's Restaurant Scene Goes Boom*. Retrieved from <http://www.foodandwine.com/blogs/2015/05/13/nashvilles-restaurant-scene-goes-boom>

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United States Department of Labor, Employment and Training Administration. (2016). *Career One Stop*. Retrieved from <http://www.onetonline.org/link/summary/25-3099.00>

Hospitality and Tourism Management

2016-17 Program of Study	Level 1	Level 2	Level 3	Level 4
Hospitality and Tourism Management	Hospitality & Tourism Exploration (5933)	Hospitality Marketing (6169)	Hospitality Management (5940)	Event Planning & Management (6168) -or- Advertising and Public Relations (5936)

Description

Hospitality & Tourism Management prepares students with the skills to pursue careers within the hospitality industry. Courses cover topics that range from discovering business concepts and operations, careers in the hospitality and tourism services, and customer relations, developing marketing plans and promotional concepts, and focusing on human relations and professional communications while refining leadership, teamwork, and management skills in a practicum setting.¹⁰ Students may gain job experience while still in high school through local and Career and Technical Student Organizations (CTSO) competitions and work-based learning.

Job Outlook

State Officials say that a campaign to promote tourism in the state of Tennessee has generated more than \$73 million in new state and local tax revenue. The “Made in Tennessee” campaign has generated 18 times the amount of money spent on it states a Department of Tourism Development report. The national average on the return of investment is half that. Tennessee now ranks among the top 10 states in tourism.¹¹

The outlook for this cluster statewide is excellent and the occupations are expected to be in high demand with employers. The growth rate is above average for the state; there are more job openings than there are training completers in the recent year.¹²

¹⁰ Tennessee Department of Education. (2016). *Career and Technical Education*. Retrieved from <http://tn.gov/education/article/cte-cluster-education-training>

¹¹ WKRN web staff. (2016, March 9). Tennessee Tourism Campaign Sees Results. *WKRN-TV News Channel 2 ABC*. Retrieved from <http://wkrn.com/2016/03/09/tenn-tourism-campaign-sees-results/>

¹² Tennessee Department of Labor & Workforce Development. (2016). *Supply and Demand Data*. Retrieved from <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occproj>

Occupations in this program of study have bright outlooks nationally and statewide.¹³ **Figure 1** outlines the related career opportunities and the training necessary for each in Tennessee. **Figure 2** outlines the national percent change and projected annual job openings.

Figure 1. Tennessee employment projections for hospitality and tourism management-related occupations with positive job openings projected 2014-22.⁴

	Job openings due to growth and replacement, 2014- 2022	Total Percent Change, 2014- 2022	Annual Median Wage, 2014	Education level	On-the-job training
Advertising and Promotions Managers	40	8.40%	\$59,517	Bachelor's Degree	3 to 6 months
Art Directors	15	-0.60%	\$66,936	Bachelor's Degree	Short demonstrations
Concierges	20	16.00%	\$22,124	High School Diploma	1 to 3 months
First-Line Supervisors of Food Preparation and Serving Workers	695	9.80%	\$27,130	High School Diploma	1 to 3 months
Food Service Managers	255	0.40%	\$50,877	Split: High School Diploma, B.S. Degree, A.S. Degree, Postsecondary Certificate	Short demonstrations
Fundraisers	45	25.60%	\$46,642	Bachelor's Degree	Short demonstrations
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	810	3.60%	\$17,924	High School Diploma	Short demonstrations
Lodging Managers	50	1.80%	\$44,086	Bachelor's Degree	1 to 3 months
Marketing Managers	115	11.40%	\$86,035	Bachelor's Degree	1 to 3 months
Meeting, Convention, and Event Planners	60	30.40%	\$37,135	Bachelor's Degree	1 to 3 months

¹³ Tennessee Department of Labor & Workforce Development. (2016). *Occupational Projections*. Retrieved from <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occproj>

Public Relations and Fundraising Managers	50	10.40%	\$76,545	Bachelor's Degree	Short demonstrations
Sales Managers	230	5.70%	\$81,495	Bachelor's Degree	1 to 3 months
Social and Community Service Managers	85	10.80%	\$55,661	Bachelor's Degree	6 months to 1 year
Training and Development Managers	35	7.30%	\$68,441	Bachelor's Degree	1 to 3 months
Training and Development Specialists	150	12.50%	\$53,399	Bachelor's Degree	1 to 3 months

Figure 2. National trends for hospitality and tourism management occupations with positive projections from 2014 to 2024¹⁴

United States	Employment		Percent Change	Projected Annual Job Openings
	2014	2024		
Lodging Managers	48,400	52,100	+8%	1,300
Food Service Managers	305,000	320,700	+5%	7,710
Fundraisers	73,400	80,300	+9%	1,710
Meeting, Convention, and Event Planners	100,000	109,900	+10%	2,180
Social and Community Service Managers	138,500	151,700	+10%	4,980

By Region

Nashville was chosen the winner of Travel and Leisure's 2015 Destination of the Year: Readers' Choice award beating international and national hot spots. Nashville received almost double the votes of the number two destination.¹⁵ November 2015 marked 60 consecutive months of year-over-year growth in hotel rooms sold and hotel tax collections. This five-year streak is the longest in Nashville's history and also beats out other top U.S. destinations. According to STR research, there has never been another destination to have seen a streak as long and successful as Nashville has seen. Nashville has seen an eight percent increase in hotel room supply in the past five years with 16 new hotels and 3,000 rooms. An additional 1,800 rooms are under construction.¹⁶ Impacting tourism: construction on several new hotels downtown; Music City Center, which brings in business travelers; and an influx of bachelor and bachelorette travelers have practically inspired a new

¹⁴ United States Department of Labor, Employment and Training Administration. (2016). *Career One Stop*. Retrieved from <http://www.onetonline.org/link/summary/25-3099.00>

¹⁵ Halleman, Caroline. (2015, December 30). Destination of the Year: Readers' Choice. Travel and Leisure. Retrieved from <http://www.travelandleisure.com/articles/destination-of-the-year-readers-choice>

¹⁶ Alfs, Lizzy. (2016, January 14). Nashville Tourism Streak Tops Other U.S. Cities. *The Tennessean*. Retrieved from <http://www.tennessean.com/story/money/2016/01/14/nashville-tourism-streak-tops-other-us-cities/78752916/>

nightlife industry downtown; ABC television show “Nashville,” and the biggest pull for travelers visiting Nashville in 2015 was the food.⁶

Voted at No. 3 after San Diego and New York City for the “seven domestic destinations that offer the best travel experience at the best prices in 2016,” **Memphis** tourism is booming. The drop in airfares, a new Graceland hotel, great barbecue and blues are having an impact in Memphis. It is one stop from being one of the 30 largest cities in the country.¹⁷

Chattanooga’s marketing representatives estimate that 3.5 million people visit Chattanooga in the past year and had about \$1 billion spent in Hamilton County. They have grown every year since 2009. Chattanooga’s growth is ahead of all of the state of Tennessee and is caused by competitive marketing strategies including the state’s new brand.¹⁸

The **Great Smokey Mountains National Park**, including Gatlinburg and Pigeon Forge, is the most visited national park in the country. Over 10 million people visit the Smokies each year because of its affordability, the beautiful sites and outdoor activities, shopping, dining, events, and family attractions.

Job opportunities for hospitality and tourism management-related occupations are strongest in urban, suburban, and eastern areas of Tennessee. **Figure 3** shows that more tourism management positions are needed in employment in the Memphis, Nashville, Knoxville, Clarksville, and Chattanooga areas than in surrounding areas.

Figure 3. 2014 Estimated Employment⁴



¹⁷ Evanoff, Ted. (2016, March 14). Money magazine names Memphis among top destinations. *The Commercial Appeal*. Retrieved from <http://www.commercialappeal.com/business/tourism/Money-magazine-urges-tourists-to-visit-Memphis-372015782.html>

¹⁸ Pulford, Matt. (2016, March 14). Statewide Marketing Campaign Considered Successful. *Nooga.com*. Retrieved from <http://nooga.com/172658/statewide-marketing-campaign-considered-successful/>

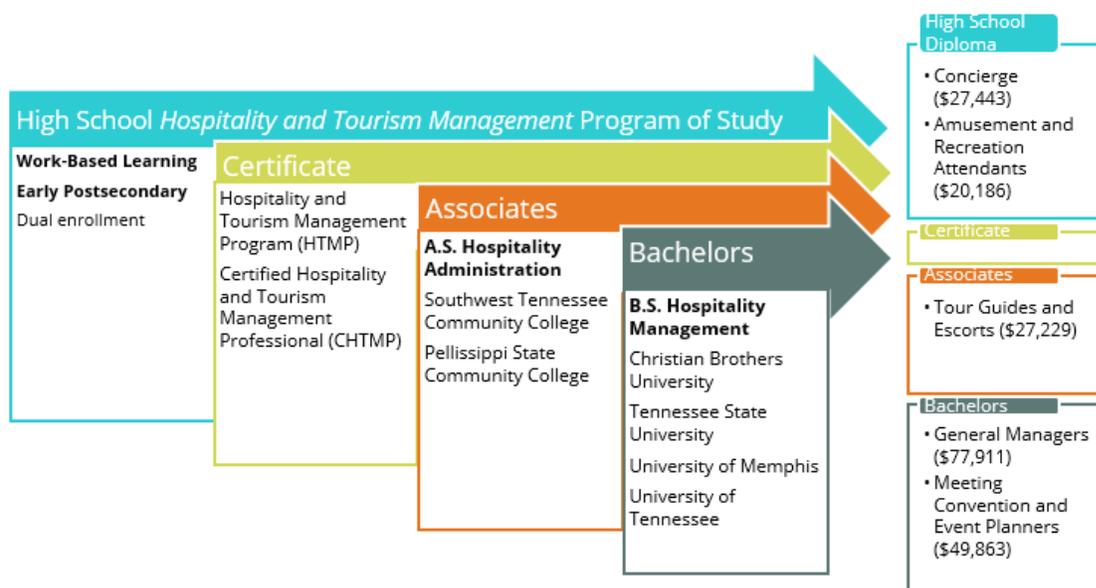
Postsecondary Opportunities

Upon completion of this program of study, students will have applied a full range of knowledge and skills in hospitality and tourism management and built a professional portfolio in preparation for future training at the postsecondary level.

Event Planning & Management is designed to be a project-based, capstone experience in which students research, prepare, deliver, and reflect upon an original event for a community organization, business, or non-profit. Upon completion of this course, proficient students will further refine leadership, teamwork, and management skills acquired in previous courses and apply them through application in a practicum setting. The course is highly customizable to meet local needs: partner organizations may be chosen at the discretion of student teams, with the approval of the instructor and appropriate school personnel. Organizations can include local non-profits, charities, shelters, agencies, businesses, sports teams, school-based enterprises, or other entities with a demonstrated need for assistance in staging an event or a commitment to providing students with work-based learning opportunities.

Teachers are encouraged to use embedded work-based learning activities such as informational interviewing, job shadowing, and career mentoring. Possibility of using the apprenticeship model in the hospitality and tourism management courses and incorporating the Hospitality and Tourism Management Program (HTMP) from the American Hotel and Lodging Educational Institute (AHLEI) into the program of study. **Figure 4** outlines the related career opportunities and the training necessary for each. While some occupations require a high school diploma or associate's degree, the highest paid occupations in hospitality occupations require a bachelor's degree.

Figure 4. Postsecondary Pathways



Current Secondary Landscape

In the 2014-15 school year, 26 schools in Tennessee offered courses in the program of study of Hospitality and Tourism Management and 844 students were enrolled in a Hospitality and Tourism Exploration course. Interestingly, the level two course, Hospitality Marketing had 1,862 student enrolled; this indicates that some schools were not following the program of study and not providing the foundational knowledge and skills to students. Of that group, only 108 students were enrolled in Hospitality Management, the level three course. The number of schools enrolled in a hospitality and tourism management course has increased in the past two years. **Figure 5** shows the open enrollment analysis for 2014-15 SY and 2015-16 SY as well student enrollment for 2014-15 in the Hospitality and Tourism Management program of study.

Figure 5. Open Enrollment Analysis 2014-15 to 2015-16

Hospitality and Tourism Management	
2014-15	24
2015-16	26
	Increase

Student Enrollment 2014-15

Hospitality & Tourism Exploration	Hospitality Marketing (Sports and Entertainment Marketing)	Hospitality Management	Event Planning Management OR Advertising and Public Relations
844	1862	108	EPM: 0 A&P Relations: 614

Recommendations

No further changes recommended at this time. More schools should be offering this program of study across the state because of the large number of job opportunities available. The use of marketing materials will help promote this program of study.

American Hotel & Lodging Educational Institute High School Program available: Hospitality and Tourism Management Program (HTMP). Two year program designed to teach hospitality industry fundamentals. In addition to classroom and industry experience, students have the opportunity to achieve industry-recognized (stackable) certifications in secondary education. 2016 is the first year Tennessee is sending students to the HTMP International Competition in Orlando, FL.

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