

EXPLORE

Helping Path

CAREER CATEGORIES



Community, Human and Personal Care Services



Education



First Responders



Government, Law and the Criminal Justice System



Hospitality (Restaurant/Hotel)



Military



Tourism/Travel



EXPLORE

Community, Human and Personal Care Services

CAREER EXAMPLES



Community and Human Services

- Social Worker
 - Counselor
 - Psychologist
 - Marriage and Family Therapist
 - Substance Abuse Counselor
 - Mental Health Counselor
 - Child Protective Service Agent
 - Human Services Assistant
 - Community Outreach Worker
 - Rehabilitation Counselor
 - Probation Officer
 - Youth Worker
 - Elderly Care Coordinator
 - Crisis Intervention Counselor
 - Family Support Worker
 - Disability Support Worker
 - Case Manager
 - Behavioral Health Technician
 - Addiction Specialist
 - Human Rights Officer
- Victim Advocate
 - Community Organizer
 - Foster Care Worker
 - Career Counselor
 - Public Health Educator
 - Homeless Shelter Coordinator
 - Mental Health Support Worker
 - Nonprofit Program Coordinator
 - Social and Community Service Manager
 - Immigration Services Officer
 - Child and Youth Advocate
 - Volunteer Coordinator
 - Advocacy Coordinator
 - Disability Rights Advocate
 - Community Health Worker
 - Health Educator
 - Humanitarian Aid Worker
 - Refugee Resettlement Coordinator
 - Geriatric Care Manager
 - Community Garden Coordinator



Personal Care Services


- Personal Care Aide
 - Home Health Aide
 - Certified Nursing Assistant (CNA)
 - Caregiver
 - Beauty Therapist
 - Hair Stylist
 - Esthetician
 - Massage Therapist
 - Nail Technician
 - Barber
 - Cosmetologist
 - Personal Trainer
 - Yoga Instructor
 - Pilates Instructor
 - Fitness Coach
 - Spa Manager
 - Wellness Coach
 - Aromatherapist
 - Reiki Practitioner
 - Dietitian
 - Nutritionist
- Acupuncturist
 - Chiropractor
 - Holistic Health Practitioner
 - Meditation Instructor
 - Reflexologist
 - Wellness Consultant
 - Lifestyle Coach
 - Mental Health Coach
 - Personal Chef
 - Housekeeper
 - Butler
 - Concierge
 - Valet
 - Gardener
 - Personal Shopper
 - Image Consultant
 - Tailor
 - Shoe Repairer
 - Dry Cleaner
 - Mortician



EXPLORE

Community, Human and Personal Care Services

CAREER EXPLORATION

 Pick 2-3 jobs that interest you from the list of career examples. Write them down.

- _____
- _____
- _____

 Where (location) would you need to go to pursue (or get) these jobs?

 What are some of the qualifications (for example: skills, degrees, knowledge) you need to have these jobs?

 How could you make an impact in the world with these jobs?

EXPLORE

Community, Human and Personal Care Services

APPLYING GEOGRAPHY



Community and Human Services

Professionals use geographic data to identify areas with specific social, economic, or health-related needs, enabling them to **target their community outreach programs** and services to the populations that require them the most.

Geographic knowledge is used to **analyze demographic trends** within communities, including population density, age distribution, and cultural diversity, helping professionals understand the unique characteristics and needs of different communities they serve.

Professionals utilize geographic information to **plan and locate social service facilities** such as community centers, shelters, and healthcare clinics, ensuring that these resources are accessible to the populations they aim to serve.

Geographic data is used to plan and coordinate **disaster response and relief efforts**, including the identification of vulnerable populations and the allocation of resources to specific areas in need during natural disasters or emergencies.

Professionals use geographic knowledge to **understand neighborhood dynamics**, including social networks, crime rates, and access to resources, aiding in the development of community programs and policies that promote social cohesion, safety, and well-being.



Personal Care Services

Professionals use geographic data to **understand the cultural preferences and practices** of different communities, allowing them to **tailor personal care services** to meet the cultural and linguistic needs of their clients.

Geographic knowledge is used to **identify health disparities** and access to personal care services across different regions, enabling professionals to target their services to areas with limited access to healthcare and personal care resources.

Professionals utilize geographic information to **adapt personal care services to regional climate conditions and environmental factors**, such as humidity, temperature, and air quality, ensuring that the services provided are suitable and safe for clients in specific geographical locations.

Geographic data is used to **plan and schedule home care services** for clients living in different areas, helping professionals optimize their travel routes and ensure timely and efficient service delivery to clients in various geographical locations. Geography is also used to determine the **best locations to place** their personal care services, such as barbers, salons, and fitness gyms to reach desired communities.

Professionals use geographic knowledge to **understand the availability of local resources and support networks**, such as community centers, support groups, and social services, enabling them to connect their clients with additional resources and support systems within their communities.



EXPERIENCE

Community, Human and Personal Care Services

MEET THE GEOGRAPHERS



Community and Human Services

"I went to school to be a high school teacher for geography [...] it felt like I became more of a counselor for these kids. They would come in my lunch period, before, and after school, and they would vent to me about their personal life and I felt like I should be doing more to help. [...] I go to one side of Houston and it's a Hispanic community and I go to another part and it's an Asian community. Different places have different cultures and you have to know these especially in my job dealing with a variety of different type of people. [...] I have 16 kids that I see on a month-to-month basis. I have to be able to schedule these visits. I'm only really allowed to travel 150 miles in my personal car before I go to rent a vehicle. I personally like [...] to do it in my vehicle, but that means that I can only go see maybe three or four kids in a day and that maybe it needs to be on the northwest side of Houston compared to the other kids that are on the southeast side of Houston. So I gotta be able to schedule, time manage, figure out how I'm gonna get there, be able to document all my information within 24 hours. I seem to always get the kids that are placed out of regions, [...] I had one child St. Louis, one in Atlanta, I now have two Dallas. So I now have to schedule flights to go up to Dallas, get off the flight, go see the kids, and make sure I make it back in time. One kid is two hours away, one kid is 30 minutes away, so to be able to figure out how I'm going to do that, travel, and then still get home in a decent hour [...]. [...] It's different cultures and different ethnicities [...] so we are making sure that nobody's culture gets lost in any of this craziness and nobody falls through the cracks."



Stephen Mayol
Child Protective
Services Agent
Houston, TX

"Geographic distance is a critical barrier to healthcare access, particularly for rural communities with poor transportation infrastructure who rely on non-motorized transportation. There is broad consensus on the importance of community health workers (CHWs) to reduce the effects of geographic isolation on healthcare access. [...] The optimization exercise revealed that the majority of CHW sites (50/80) were already in an optimal location or shared an optimal location with a primary health clinic. Relocating the remaining CHW sites based on a geographic optimum was predicted to increase consultation rates by only 7.4%. On the other hand, adding a second CHW site was predicted to increase consultation rates by 31.5%, with a larger effect in more geographically dispersed catchments. Geographic distance remains a barrier at the level of the CHW, but optimizing CHW site location based on geography alone will not result in large gains in consultation rates. Rather, alternative strategies, such as the creation of additional CHW sites or the implementation of proactive care, should be considered."

Michelle Evans et al. (2022). Geographic barriers to care persist at the community healthcare level: Evidence from rural Madagascar. PLOS Global Public Health, 2(12). [Link to Article.](#)

"The 35 people who gathered [...] for a 'humanitarian mapathon' sponsored by the University of Northern Colorado's Geography and GIS Club weren't working through such a crisis. This time they were preparing for one: They mapped out the roads and buildings of the Usme district in Bogotá, Colombia, for the eventuality that a natural disaster will strike there, too. It may be hard to fathom, given the ubiquity in the U.S. of GPS technology like Google Maps, but 'much of the developing world is not mapped,' said UNC geography professor Jessica Salo, who started humanitarian mapathons at the school. 'In a disaster, you don't know where the people and the buildings were.' [...] Bogotá is due for a disaster: The city is situated on the Ring of Fire, the geological basin of the Pacific Ocean that's home to 75 percent of the world's volcanoes and 90 percent of its earthquakes. Bogotá's streets are laid out in a sequence of town squares bisected by diagonal roads, inspired by the Spanish towns whence Bogotá's conquistador founders came. When the city of more than 8 million is struck by an earthquake or some other natural disaster, the work done at the mapathon could be the difference between people being found by rescuers or dying trapped under the rubble. Not all the participants in Tuesday's mapathon were so experienced, though. The club chose Bogotá precisely because it's at-risk but not the site of an ongoing crisis. That allowed beginners and community members to contribute, even if they needed to learn how. All they needed was a laptop and five to 10 minutes for club members to show them what to do. Then they got to work, tracing roads and outlining buildings on high-resolution satellite images. The data becomes instantaneously available and is verified by people on-location using portable GPS devices. It's tedious, mind-numbing work, but it introduces the community to what the club does and helps the global community in an obscure but necessary way."

- Tommy Wood (2018). College geography club maps out first responder routes for developing countries. Greeley Tribune. EMS 1 [Link to Article.](#)

Community, Human and Personal Care Services

MEET THE GEOGRAPHERS

Personal Care Services

“The reality is that our very ability to work out and stay fit depends on our class position and where we live. The availability of fitness venues is yet another dimension of America’s great divide along class and geographic lines. [...] While opportunities for brisk walking or jogging, and public courts and fields are in most cities, our analysis examined America’s availability of fitness venues, based on the locations of fitness and recreational sports centers, including gyms, workout centers, pools, tennis clubs, and ice-skating rinks across U.S. metro areas. The map [...] shows the broad picture for America’s 300-plus metros, charting the concentration of fitness employees (based on their location quotients). Large dots indicate larger concentrations of fitness employees across the country on the East Coast around the Bos-Wash (Boston-Washington) Corridor, in Southern Florida, in the Midwest, in Texas, and on the West Coast.

That said, the metros that have the best fitness-venue availability, measured as the concentration of fitness-center employees across metro area, are mainly affluent, smaller metros—a combination of outdoorsy sports-oriented places and college towns like Grants Pass and Bend, Oregon; Bremerton, Washington; Missoula, Montana; State College, Pennsylvania; Santa Cruz and San Luis Obispo, California; Burlington, Vermont; Boulder, Colorado; and Ann Arbor, Michigan. But larger metros like Bridgeport-Stamford, Connecticut; Des Moines, Iowa; and Seattle, Washington also have relatively high concentrations of fitness-center employees.

On the flip side, the places with the smallest concentrations of fitness-center employees are smaller, distressed parts of the South like Pine Bluffs, Arkansas; economically hard-hit Rustbelt metros like Flint, Michigan, and Weirton, West Virginia; and Sunbelt retirement communities like The Villages, Florida.

While many believe that people are fitter in warm, sunny places like Southern California or Florida, our analysis finds a somewhat counterintuitive connection between fitness centers and climate. You would think colder places would boost the demand for fitness centers: People are more likely to exercise indoors in places where winter temperatures are colder. But our measure of fitness-center employees is actually negatively (if modestly) associated with places that have colder January temperatures. Conversely, you might also think warmer places, where more people exercise outdoors, would have fewer indoor fitness centers. But our measure of fitness-center employees is even more negatively associated with hotter warmer temperatures based on July temperature readings.

- Richard Florida (2019). Your Fitness Resolution Might Be Easier If You're Rich. Bloomberg. [Link to Article](#).

American cities by prevalence of fitness employees



“In the 1960s, it was mostly athletes and body-builders who used gyms; today, fitness is ingrained in American culture. [...] While cities of the 1970s and '80s were known for their grime and grit, music scenes, and nightlife, those same neighborhoods are now filled with spinning studios and boutique gyms. But it's not just wealthy urbanites who are headed back to the gym. The fitness revolution has spread across the country: where, exactly, has it taken place, and what groups (by class, income, education, and race) are most likely to pursue it? [...] take a closer look at America’s fitness landscape, tracking its major fitness brands across urban, suburban, and rural zip codes, and how they line up with factors such as income, education, class, and race. We classified fitness studios as urban, suburban, or rural using the density-based thresholds [...]. Urban zip codes have a density of more than 2,213 households per square mile; suburban zip codes, 102 to 2,213 per square mile; and rural zip codes, fewer than 102 households per square mile. [...] The main takeaway: In general, our analysis finds that fitness studios and gyms tend to be located in more upscale neighborhoods in both cities and suburbs—areas with higher incomes and higher levels of college grads, and where whites make up a larger share of the population. Fitness studios also gravitate to neighborhoods with more renters. And the more urban-oriented fitness brands, like boutique gyms and spinning studios, tend to serve even more upscale areas and populations. As I noted earlier this week, our access to fitness reflects the same basic divides of class and geography that increasingly define, and shape, our nation.

- Richard Florida (2019). The Geography of American Gym and Fitness-Center Brands. Bloomberg. [Link to Article](#).

EXPERIENCE

Community, Human and Personal Care Services



FIND LOCAL GEOGRAPHERS

INSTRUCTIONS CONDUCT AN ONLINE SEARCH TO FIND LOCAL INDIVIDUALS WHO DO THE JOB YOU ARE INTERESTED IN.

WRITE DOWN THEIR NAME, JOB TITLE, AND USE THE LINES TO WRITE DOWN WHAT THEY DO

Name: _____

Job Title: _____

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Job Title: _____

 ***EXTENSION*** IF POSSIBLE, TRY AND INTERVIEW THE PERSON AND ASK THEM HOW THEY USE GEOGRAPHY! WRITE YOUR FINDINGS IN THE OPEN SPACES

EXPAND

Community, Human and Personal Care Services



TAKE IT GLOBAL
FIND EXAMPLES OF THESE
CAREERS IN DIFFERENT REGIONS



Community, Human and Personal Care Services

Latin America and Caribbean	Europe
Middle East and North Africa	Sub-Saharan Africa
Central Asia and Russia	East Asia
South Asia	Oceania

EXPAND

Community, Human and Personal Care Services



MAKING CONNECTIONS

HOW IS THIS CAREER IMPACTED BY THESE THEMES?

HOW DOES THIS CAREER IMPACT THESE THEMES?



Community, Human and Personal Care Services

Physical Geography

Human Geography

Places and Region

Environment and Society

EXPLORE

Education

CAREER EXAMPLES

Education

- Teacher
- Professor
- Principal
- School Counselor
- Librarian
- Education Administrator
- Curriculum Developer
- Education Consultant
- Daycare Centers
- Childcare Worker
- Instructional Coordinator
- Instructional Designer
- School Psychologist
- Special Education Teacher
- Education Policy Analyst
- Educational Diagnostician
- Museum Curator
- Archivists
- Historic Preservationist
- School Social Worker
- Education Program Coordinator
- Academic Advisor
- Admissions Counselor
- Career Counselor
- Student Affairs Administrator
- School Nurse
- Education Researcher
- Education Technology Specialist
- Literacy Specialist
- Early Childhood Educator
- Adult Education Teacher
- College Registrar
- College Financial Aid Officer
- College Dean
- Education Outreach Coordinator
- Student Services Coordinator
- School Administrator
- Curriculum Specialist
- Education Assessment Coordinator
- Education Program Director
- Education Grant Writer
- Education Policy Advisor
- Online Education Instructor
- ESL (English as a Second Language) Teacher
- Education Data Analyst
- Education Nonprofit Program Manager
- Academic Research Assistant



EXPLORE

Education



CAREER EXPLORATION

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EXPLORE

Education

APPLYING GEOGRAPHY

Education

Educators use geographic knowledge to **develop multicultural curricula** that incorporate diverse geographical perspectives and highlight the cultural and historical significance of different regions and countries. Educators integrate geographic information to **promote global awareness** among students, fostering an understanding of global issues, intercultural communication, and the interconnectedness of different regions and societies.

Educators incorporate geographic knowledge to **teach about environmental sustainability**, emphasizing the importance of environmental conservation, resource management, and sustainable practices within local and global contexts.

Educators **foster geographical literacy** by integrating geographic knowledge into various subjects, such as history, social studies, and environmental science, helping students develop a deeper understanding of geographical concepts and their real-world applications. Librarians and educators **promote geographic literacy resources** within educational institutions and communities, advocating for the importance of geographical knowledge, spatial awareness, and global citizenship in contemporary education and lifelong learning.

Educators provide **guidance and support for students conducting geographical research projects**, helping them access relevant geographical data, develop research methodologies, and analyze spatial patterns and trends within different geographical contexts.

Educators and museum workers use geographic knowledge to **create interactive learning materials**, such as geographical games, virtual tours, and interactive maps, enhancing the educational experience and facilitating active engagement with geographic concepts.

Museum workers use geographic knowledge to **organize geographical exhibits** that highlight the natural landscapes, cultural heritage, and historical developments of specific regions or countries, providing visitors with immersive and educational experiences. They use geographic knowledge to **curate local history exhibitions** that showcase the geographical development, cultural heritage, and historical significance of specific regions or communities, promoting a deeper understanding of local identity and heritage.

Librarians and museum workers **curate geographic collections**, including maps, atlases, and geographical literature, providing valuable resources for researchers, students, and the public interested in exploring various geographical topics. They **promote cultural understanding** by providing access to geographical materials that showcase diverse cultural practices, traditions, and historical narratives from around the world. They play a crucial role in **preserving geographical artifacts**, including antique maps, geographical manuscripts, and cultural artifacts, ensuring the protection and accessibility of valuable geographical resources for future generations.

Librarians provide **support for researchers conducting geographical studies** by offering access to a wide range of geographical literature, journals, and online databases that contain valuable geographic data and scholarly resources.



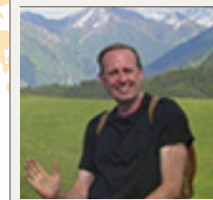
EXPERIENCE

Education

MEET THE GEOGRAPHERS

Education

"Geography taught me that knowledge is best understood outside of the classroom. My interests led me to conduct research in Azerbaijan, Belarus, Italy, Latvia, Kazakhstan, Kyrgyz Republic, Norway, and throughout Russia. Geography helped me develop a geographical imagination, a way to ask questions spatially and identify (potential) solutions. I honed my geographic imagination through field research in Pacific Russia, followed by a professional position in the Caucasus, from where I moved to Alaska. I not only taught in Alaska, but also helped create new programs and departments in geography, environmental studies, and international studies. Now at Towson, I have been returning to the Caucasus, Central Asia, and Pacific Russia — likely more often than the administration might prefer. I use a wide variety of tools to communicate geographic information, ranging from the as-expected maps, statistics, and reports to TV, the Internet, and other types of media. And to encourage other geographers who do not use GIS, I'll mention that the last time I explicitly used GIS in a job was while a grad student working part time with the USGS."

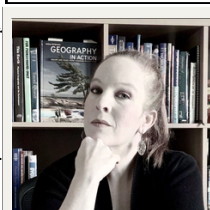


Jeremy Tasch, PhD
Professor
Towson University
Virginia
[Link to Interview](#)



Joseph Kerski, PhD
Education Manager
Esri
[Link to Interview](#)

"Community-based learning is a pedagogical technique designed to bring students out of the classroom and into their communities. Students typically pair with local nonprofit organizations to complete work which ties into their scholarship. Faculty, students, and community members can all benefit from these partnerships, and university-community relations are strengthened by them. These connections deepen the educational experience and improve student success and retention, and build civic engagement skills that benefit the university community and the student's home community."
- Amy Rock (2021). Bringing geography to the community: community-based learning and the geography classroom. *GeoJournal* 87, 235-247. [Link to Article](#)



Joanna Thompson-Anselm
Subject Head of Geography, Milliken Mills High School, Markham, Ontario; Course Writer for Senior Geography, Queen's University, Kingston, Ontario
[Link to Interview](#)

"I have three degrees in geography so you might say I'm rather passionate about the subject -- geomorphology, population change, natural hazards, water, ecoregion studies, and geography education and GIS. I am interested in spreading geographic skills, content knowledge, and perspectives to other disciplines — business, language arts, history, mathematics, biology, hydrology, sociology, and others. I believe that geography provides me with the ability to speak a common analysis language amongst other disciplines which resonates with many faculty and students outside my own discipline. I most often use spatial thinking, examining patterns, relationships, and trends. I use critical thinking, assessing the quality of my data, and my methods. I use oral and written communications skills on a daily basis. I also use skills in learning from others, listening, decision making, and working as a team member."

EXPERIENCE

Education



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EXPAND

Education



TAKE IT GLOBAL
FIND EXAMPLES OF THESE
CAREERS IN DIFFERENT REGIONS



Education

Latin America and Caribbean	Europe
Middle East and North Africa	Sub-Saharan Africa
Central Asia and Russia	East Asia
South Asia	Oceania

EXPAND

Education



MAKING CONNECTIONS

HOW IS THIS CAREER IMPACTED BY THESE THEMES?
HOW DOES THIS CAREER IMPACT THESE THEMES?



Education

<p>Physical Geography</p>	<p>Human Geography</p>
<p>Places and Region</p>	<p>Environment and Society</p>

EXPLORE

First Responders

CAREER EXAMPLES



First Responders

- Emergency Medical Technician (EMT)
- Paramedic
- Firefighter
- Police Officer
- Search and Rescue Worker
- Emergency Dispatcher
- Disaster Relief Worker
- Lifeguard
- Emergency Room Nurse
- Air Ambulance Pilot
- Critical Care Paramedic
- Hazardous Materials (HAZMAT) Specialist
- Public Safety Officer
- Tactical Medic
- Forensic Technician
- Search and Rescue Dog Handler
- Swift water Rescue Technician
- Rescue Diver
- Crisis Intervention Specialist
- Combat Medic
- Emergency Management Specialist
- Disaster Recovery Specialist
- Wildland Firefighter
- Emergency Preparedness Coordinator
- Behavioral Health Specialist
- Paramedic Supervisor
- Tactical Response Team Member
- Police Detective
- 911 Operator
- Emergency Room Physician
- Trauma Nurse
- Disaster Medical Assistance Team (DMAT) Member
- Emergency Medical Dispatcher
- Arson Investigator
- Fire Inspector
- Crime Scene Investigator
- Private Investigator
- Emergency Veterinarian
- Helicopter Rescue Pilot
- Emergency Psychologist
- Emergency Response Coordinator
- Emergency Services Director
- Security Guards




EXPLORE

First Responders



CAREER EXPLORATION

 Pick 2-3 jobs that interest you from the list of career examples. Write them down.

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 What are some of the qualifications (for example: skills, degrees, knowledge) you need to have these jobs?

 How could you make an impact in the world with these jobs?

EXPLORE

First Responders

APPLYING GEOGRAPHY



First Responders

First responders use geographic knowledge to quickly and efficiently **navigate to emergency locations**, utilizing maps, GPS, and knowledge of local roads and topography to reach the scene as swiftly as possible.

They use geographic information to **assess the risk levels in different areas**, including understanding potential hazards, crime rates, and natural disaster risks, allowing them to prepare and respond effectively to various types of emergencies.

First responders use geographic knowledge to **create emergency response plans** for different geographical areas, considering factors such as population density, infrastructure, and potential evacuation routes, enabling them to establish effective disaster response strategies.

They utilize geographic knowledge to **understand local terrain features and weather patterns**, which is crucial for planning and executing search and rescue missions, firefighting operations, and other emergency response activities in diverse geographic environments.

First responders use geographic data to **manage and coordinate resources** effectively during emergencies, including strategically positioning personnel, vehicles, and equipment based on the geographical distribution of incidents and the accessibility of affected areas.

They use geographic information to **identify potential hazards and risks** in different geographical regions, such as areas prone to flooding, forest fires, or industrial accidents, helping them proactively plan and implement measures to minimize risks and ensure public safety.

First responders, like police officers, utilize geographic knowledge to **analyze patterns of emergency incidents over time**, enabling them to identify hotspots of recurring incidents, allocate resources accordingly, and implement targeted preventive measures to reduce the occurrence of emergencies.

They use geographic information to **coordinate with neighboring jurisdictions** during emergencies, facilitating effective communication and collaboration across different geographical areas to ensure a coordinated and efficient response to large-scale incidents and disasters that may span multiple regions.

First responders use geographic knowledge to **provide accurate and relevant geographic context in emergency communications**, including providing clear directions, location descriptions, and landmarks to help individuals and communities understand the situation and respond appropriately during emergencies.

They utilize geographic information to **conduct post-incident analysis**, including mapping the impact and extent of the incident, evaluating response effectiveness, and identifying areas for improvement, enabling them to refine their emergency response strategies and enhance preparedness for future incidents.

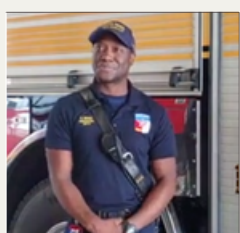


First Responders

MEET THE GEOGRAPHERS



First Responders



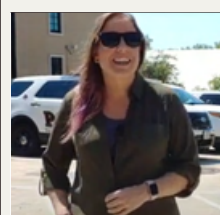
Aaron Ward
Firefighter, EMT-
Basic, & Basic
Wildland Firefighter
San Marcos, Texas
[Link to Interview](#)

"Geography is us understanding where a specific thing is or location is within our district. Part of my job function as a basic wildland firefighter is being able to understand a topography map and knowing what the land layout is in the area. As a wildland fire continues to grow and expand those fires actually start producing their own weather pattern, so knowing how the terrain is laid out, knowing how it's going to shift throughout any little hills or valleys is very important within our job. GPS coordinating of a location. So a major vehicle accident on the highway not everybody always gives you a mile marker, so whatever the landmarks may be and you know we're using a CAD system or a map to locate a house fire, a vehicle accident on the highway, any of the businesses within our district you know, just being able to find on a map, how to get from Point A to Point B. Me personally I use my own specific mental map. As you go through your probationary phase, you are given map tests to ensure that you have area and district familiarization, so you can start to learn the quicker routes and though Google Maps or GPS might tell you this is a faster way, you actually know through experience and driving your district and being familiar with it that this way is a lot better."

"At ALERRT (Advanced Law Enforcement Rapid Response Training) geography assists me because we do classes all over the United States, so we look at places where maybe they're not getting as much training as other places. You see Austin, Texas has a huge budget for training, but you go to a tiny town in Pecos County, Texas and they might not be able to get any training so finding out where our training needs to go, so that we can train more people with the resources that we have is a big factor.

When I was patrolling, geography assisted me really just every day. Every call you go to its a new location. When I worked for the Marshal's Office (Park Ranger division), we do a lot on rivers with people. And when people are lost, they don't know where they are, you have to use landmarks and sometimes you have to ping their phones and try and track them down and figure out where they are. So we're always using location services to deal with calls.

For some agencies I worked at were a small enough community that I think most of the police officers know where the issues are, but when you get to bigger agencies, Austin or Dallas, you know out go out to California or New York NYPD, I think they're all using statistics to figure out where their hot spots are that they need and that helps them because they may have 15,000-20,000 officers out there and they don't they can't do what we can do here in smaller communities. You always have to use spatial awareness and geographic knowledge. [...] You need to know your different options and know how to maneuver traffic, you have to maneuver construction, you got to keep up with it everyday."



Christine Love
ALERRT Regional
Manager and Trainer,
Former Police Officer
San Marcos, Texas
[Link to Interview](#)

"Geography and emergency management are closely intertwined because certain natural disasters are much more likely to occur in some areas than in others. If you live in the midwest, you're probably no stranger to the occasional tornado. If you live along the Atlantic coast, hurricanes may present a more likely danger. Understanding how the specifics of geography and emergency management play out in your area is an effective way to pinpoint potential dangers and design an emergency action plan to keep you and your family safe. [...] The kinds of emergencies you should be prepared for rely primarily on your local geography, and emergency management plans should reflect those emergencies."

- NTC Corporate (2022, June).
Geography and Emergency
Management. [Link to Article](#)

EXPERIENCE

First Responders



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EXTENSION IF POSSIBLE, TRY AND INTERVIEW THE PERSON AND ASK THEM HOW THEY USE GEOGRAPHY! WRITE YOUR FINDINGS IN THE OPEN SPACES

EXPAND

First Responders



TAKE IT GLOBAL
FIND EXAMPLES OF THESE
CAREERS IN DIFFERENT REGIONS



First Responders

Latin America and Caribbean	Europe
Middle East and North Africa	Sub-Saharan Africa
Central Asia and Russia	East Asia
South Asia	Oceania

EXPAND

First Responders



MAKING CONNECTIONS

HOW IS THIS CAREER IMPACTED BY THESE THEMES?

HOW DOES THIS CAREER IMPACT THESE THEMES?



First Responders

Physical Geography

Human Geography

Places and Region

Environment and Society

EXPLORE

Government, Law and the Criminal Justice System

CAREER EXAMPLES

Government

- Politician
- Civil Servant
- Intelligence Analyst
- Administrative Officer
- Field Investigator
- Policy Analyst
- Public Relations Officer
- Liaison
- Diplomat
- Economist
- Statistician
- Auditor
- Tax Collector
- Urban Planner
- Public Health Officer
- Social Worker
- Environmental Scientist
- Financial Analyst
- Librarian
- Archivist
- Historian
- Foreign Service Officer
- Recycling Officer
- Government Consultant
- Intelligence Analyst
- Regulatory Affairs Specialist
- City Worker
- Lobbyist
- Mayor
- Governor
- Congressman/Congresswoman
- Representatives and Senator
- Ambassador
- Judge
- Court Clerk
- Paralegal
- Community Development Officer
- Human Resources Specialist
- Information Technology Specialist
- Public Safety Officer
- Emergency Management Director
- Public Works Director
- Immigration Officer
- Government Affairs Director
- Ombudsman
- Political Scientist
- Political Consultant



EXPLORE

Government, Law and the Criminal Justice System

CAREER EXAMPLES

Law

- Attorney
- Judge
- Legal Secretary
- Paralegal
- Legal Assistant
- Court Reporter
- Legal Consultant
- Mediator
- Arbitrator
- Law Clerk
- Legal Researcher
- Legal Analyst
- Legal Aid Worker
- Compliance Officer
- Corporate Counsel
- Contract Administrator
- Intellectual Property (IP) Lawyer
- Environmental Lawyer
- Tax Lawyer
- Immigration Lawyer
- Human Rights Lawyer
- Criminal Defense Lawyer
- Prosecutor
- Public Defender
- Family Lawyer
- Civil Litigation Lawyer
- Labor and Employment Lawyer
- Real Estate Lawyer
- Bankruptcy Lawyer
- Health Care Lawyer
- Securities Lawyer
- Entertainment Lawyer
- International Law Attorney
- Personal Injury Lawyer
- Estate Planning Lawyer
- Education Lawyer
- Energy Lawyer
- Government Lawyer
- Administrative Law Judge
- Legal Administrator



EXPLORE

Government, Law and the Criminal Justice System

CAREER EXAMPLES

Criminal Justice System

- Police Officer
- Detective
- Crime Scene Investigator
- Forensic Scientist
- Forensic Meteorologist
- Forensic Geologists
- Forensic Geomorphologists
- FBI Agent
- DEA Agent
- Corrections Officer
- Probation Officer
- Parole Officer
- Border Patrol Agent
- Homeland Security Agent
- Juvenile Probation Officer
- Court Clerk
- Bailiff
- Correctional Treatment Specialist
- Criminal Justice Professor
- Arson Investigator
- Security Manager
- Private Investigator
- Criminal Psychologist
- Forensic Psychologist
- Criminologist
- Legal Consultant
- Crime Prevention Specialist
- Intelligence Analyst
- Evidence Technician
- Polygraph Examiner
- Fraud Investigator
- Community Service Officer
- Gang Prevention Specialist
- Public Safety Dispatcher
- Loss Prevention Officer
- Juvenile Detention Officer
- Security Guard
- Emergency Management Specialist
- Victim Services Coordinator
- Customs Inspector
- Security Consultant
- Forensic Accountant
- Risk Management Specialist



EXPLORE

Government, Law and the Criminal Justice System

CAREER EXPLORATION

Pick 2-3 jobs that interest you from the list of career examples. Write them down.

- _____
- _____
- _____

Where (location) would you need to go to pursue (or get) these jobs?

What are some of the qualifications (for example: skills, degrees, knowledge) you need to have these jobs?

How could you make an impact in the world with these jobs?

EXPLORE

Government, Law and the Criminal Justice System

APPLYING GEOGRAPHY

Government, Law & Criminal Justice System

Urban planning policy analysts use geographical knowledge to assess land use regulations, understand demographic trends, and develop urban planning policies that promote sustainable development and equitable urban growth.

City planners employ geography to assess urban infrastructure, understand population distribution, and develop city development plans that address spatial inequality and promote the equitable distribution of resources within specific geographic areas.

Land use regulation officers utilize geography to assess zoning laws, understand regional development trends, and enforce land use regulations that promote responsible and sustainable land development practices within specific geographic regions.

Environmental policy advisors apply geography to analyze environmental data, understand ecological impacts, and develop policy recommendations that address environmental conservation and sustainability concerns within specific geographic regions.

GIS specialists utilize geography to develop digital maps, conduct spatial analysis, and create geographical visualizations that support law enforcement activities, government decision-making, and policy implementation in various geographic contexts.

Government intelligence analysts employ geography to assess geopolitical trends, understand regional security risks, and provide intelligence support that informs government policies and national security strategies in different geographic regions.

Public health policy advisors use geography to analyze health disparities, understand healthcare accessibility, and develop public health policies that address regional health concerns and promote equitable healthcare access within specific geographic communities.

Law enforcement officers utilize geography to conduct crime mapping, understand community policing needs, and implement crime prevention strategies that improve public safety and security within specific geographic areas.

Geographic profiling analysts employ geography to analyze criminal behavior patterns, understand offender mobility, and develop geographic profiles that assist law enforcement agencies in identifying and apprehending criminal suspects within specific geographic regions.

Criminal investigators use geography to conduct crime scene analysis, understand geographical patterns of criminal activity, and gather geographical evidence that aids in criminal investigations and the apprehension of suspects within specific geographic locations.

Emergency management specialists use geography to assess disaster vulnerabilities, understand regional hazard risks, and develop emergency response plans that mitigate the impact of natural disasters and ensure public safety within specific geographic communities.

Immigration policy officers apply geography to assess demographic trends, understand migration patterns, and develop immigration policies that address regional population movements and geopolitical dynamics within specific geographic contexts.

Foreign affairs diplomats apply geography to understand regional cultural dynamics, assess geopolitical alliances, and engage in diplomatic negotiations that foster international cooperation and promote foreign policy objectives within different geographic regions.

International relations officers apply geography to assess global political landscapes, understand regional conflicts, and develop diplomatic strategies that promote international cooperation and peacebuilding efforts in different geographic regions.

Border control officers utilize geography to assess border security needs, understand cross-border trafficking patterns, and implement border control strategies that enhance national security and regulate international movements within specific geographic border regions.



EXPERIENCE

Government, Law and the Criminal Justice System

MEET THE GEOGRAPHERS

Government

"Political geography is a subfield of human geography that examines how politics influences place and how place and its distinctiveness shapes the kind of politics that operate there. Geographers always have an eye open towards noticing and evaluating the spatial distribution of phenomenon and possible resulting unevenness. In the case of political geography, this translates to examining how political structures are distributed across the world, understanding the context of why political structures operate where they do, and the impact this has on peoples' everyday lives and the global world order, or how power is distributed internationally. [...] Politics is first and foremost about power. [...] Sometimes conflict within states, often rooted in (at least perceived) cultural differences, can lead to a humanitarian crisis involving internally displaced persons or refugees, where people are either uprooted from their home and move internally within a country, or cross borders to gain protection."

- Christine Rosenfeld & Nathan Burtch. [Human Geography](#). Chapter 8 - Power, Politics, and Place. Pressbooks. [Link to Book](#).

Law

"As a Legal Consultant, I am an expert witness for defense teams, and I assist with the mitigation portion of a case providing exhibits and any needed expert testimony. It is the defense team's goal during mitigation to provide as holistic of a perspective as possible for a client to assist a judge/jury in coming to the best decision possible. I produce what I call "geonarrative designs" that combine multi-media storytelling with participatory mapping techniques bundled in the context of geographical research connected to particular phenomena. As a trained researcher, I would say that my research skills definitely prepared me to step out on my own. Doing the background research and then being able to reach out to specific people for guidance has made all the difference. My training has helped me to think critically and see multiple perspectives, and these skills have helped me navigate the pathways that have been available to me. Geography, for me, is also inherently synthetic. In both my consulting and non-profit work, my goal is to help others learn how to make connections they would otherwise not have seen. These connections allow them to see themselves or their clients differently, both as individuals and as members of socio-economic-political groups across space."



Julie Urbanik, PhD
Defense Mitigation
Consultant and
Executive Director of
The Coordinates Society
[Link to Interview](#)

Criminal Justice System

"Contrary to other approaches, criminal geography is here understood as the relation between the specific structure of an area (e.g., its topography, zoning regulations, and economic activities) and its criminal activities at a particular time and place. Methods used by this type of criminal geography include a careful delimitation of the area under study, a description of geographic, demographic, economic, and architectural factors of influence, and a statistical study of crime scenes, times of offenses, offender residences, and other offender data. Data collected over long periods of time may be used to determine the basic police organization in the area under study, while short-term data help to guide immediate police tactical deployment. With regard to short-range predictions, computer generated maps have proved to be valuable tools since they furnish rapid graphic representations of high crime areas. In West Germany, such crime prediction systems function in direct conjunction with other technical systems (such as traffic monitoring equipment or security systems) to furnish maximum protection to hazardous areas and endangered objects (e.g., parking lots, banks, and political establishments). Crime geography also assists in detecting dynamic processes in criminal activity such as offender mobility (i.e., the relation between offenders' residences and their crime scenes, and the means of transportation involved in the offense) and geographic shifts in criminal activity. In West Germany, a special branch of criminal geography is devoted to tracing the movement patterns of suspected offenders or particularly dangerous offender groups."

- H. Herold. (1977). Significance of Criminal Geography for Police Practice. *Kriminalistik*, 31(7), 289-296. [Link to Article](#).

Government, Law and the Criminal Justice System

MEET THE GEOGRAPHERS

Criminal Justice System

"As a general matter, our criminal justice system focuses on the person: who committed the crime and what punishment does that person deserve? [...] Yet where plays a significant role in crime and punishment as well. In fact, in the end, where likely matters more than who. For instance, crime is densely concentrated. Most reported crimes in any city take place in only a small fraction of city blocks, with neighborhoods often maintaining their high- or low-crime status even as the population within these neighborhoods changes. As one scholar points out, it is easier to predict where a crime will happen in a city than who in that city will commit it. Furthermore, racial disparities in offending are the product of place, produced in no small part by how government policies have shaped where people live. Decades of government policies, such as explicitly segregating public housing, explicitly and implicitly tolerating or encouraging redlining, and denying the GI Bill and FHA mortgages (and thus the ability to invest in higher quality housing) to Black Americans, all worked to concentrate disadvantage and social instability in poor, predominantly minority neighborhoods.

The cumulative effects of these policies are still felt today. If the story of crime is largely one of place, then the story of punishment is as well. A significant share of crimes occurs in proximity to where those who commit them live, so the geographic concentration of crime concentrates punishment as well. Some studies talk of 'million dollar blocks,' which are single city blocks that have so many residents behind bars that at any given time the state is allegedly spending at least \$1 million per year to incarcerate these people. As a result, the costs (as well as the benefits) of punishment have an impact on place that extends beyond the individuals incarcerated.

This Essay explores another connection between punishment and place: how geography shapes the politics of punishment. To understand why actors in the criminal justice system act the way they do, it is essential to understand their incentives, and that requires us to carefully examine not just who these people are but where they are. What are the boundaries that define the constituents to whom these actors respond and thus their incentives and goals? When we take a closer look at the geography of criminal justice, we soon see that what we call the 'criminal justice system' is not in any way a system. It is, at best, a web of systems (plural), each of which faces different pressures and politics due in part to different geographies. Police are generally city employees who respond to a police chief who is appointed by a city-elected mayor. Prosecutors are almost always elected by county electorates, parole boards are appointed by state-elected governors, and sentencing laws are written by legislators who are nominally state officials but respond to constituencies that could span several towns (in rural areas) or barely one neighborhood (in dense cities). Judges can be state or county officials, who are either elected or appointed, depending on the state. Neighborhoods have different goals than their cities, cities than the counties in which they are located, and counties than the states they make up. Sometimes the jurisdictional lines we draw may make sense, but quite often they appear to be haphazard, if not completely arbitrary."

- John F. Pfaff (2018). Criminal Punishment and the Politics of Place. Fordham Urban Law Journal, 45(2). [Link to Essay.](#)

EXPERIENCE

Government, Law and the Criminal Justice System



FIND LOCAL GEOGRAPHERS

INSTRUCTIONS CONDUCT AN ONLINE SEARCH TO FIND LOCAL INDIVIDUALS WHO DO THE JOB YOU ARE INTERESTED IN.

WRITE DOWN THEIR NAME, JOB TITLE, AND USE THE LINES TO WRITE DOWN WHAT THEY DO

Name: _____

Job Title: _____

Name: _____

Job Title: _____



EXTENSION IF POSSIBLE, TRY AND INTERVIEW THE PERSON AND ASK THEM HOW THEY USE GEOGRAPHY! WRITE YOUR FINDINGS IN THE OPEN SPACES

EXPAND

Government, Law and the Criminal Justice System



TAKE IT GLOBAL
FIND EXAMPLES OF THESE
CAREERS IN DIFFERENT REGIONS



Government, Law and the Criminal Justice System

Latin America and Caribbean	Europe
Middle East and North Africa	Sub-Saharan Africa
Central Asia and Russia	East Asia
South Asia	Oceania

EXPAND

Government, Law and the Criminal Justice System



MAKING CONNECTIONS

HOW IS THIS CAREER IMPACTED BY THESE THEMES?

HOW DOES THIS CAREER IMPACT THESE THEMES?



Government, Law and the Criminal Justice System

Physical Geography

Human Geography

Places and Region

Environment and Society

EXPLORE

Hospitality (Restaurants and Hotels)

CAREER EXAMPLES

Hospitality (Restaurant/Hotel)

- Hotel Manager
- Restaurant Manager
- Executive Chef
- Sous Chef
- Pastry Chef/ Bakers
- Butchers
- Banquet Manager
- Food and Beverage Manager
- Food and Beverage Services
- Front Desk Manager
- Event Planner
- Sommelier
- Bartender
- Waiter/Waitress
- Host/Hostess
- Concierge
- Housekeeping Manager
- Room Service Manager
- Catering Manager
- Hotel Sales Manager
- Revenue Manager
- Guest Services Manager
- Housekeeper
- Reservations Agent
- Maitre d'
- Head Server
- Barista
- Hotel Maintenance Engineer
- Spa Manager
- Resort Activities Coordinator
- Hotel Operations Manager
- Night Auditor
- Valet Parking Attendant
- Room Attendant
- Bellhop
- Hotel Accountant
- Food Safety Inspector
- Hotel Security Officer
- Catering Sales Manager
- Restaurant Owner/Proprietor



EXPLORE

Hospitality (Restaurants and Hotels)



CAREER EXPLORATION

Pick 2-3 jobs that interest you from the list of career examples. Write them down.

- _____
- _____
- _____

Where (location) would you need to go to pursue (or get) these jobs?

What are some of the qualifications (for example: skills, degrees, knowledge) you need to have these jobs?

How could you make an impact in the world with these jobs?

EXPLORE

Hospitality (Restaurants and Hotels)

APPLYING GEOGRAPHY

Hospitality (Restaurant)

Restaurant Manager leverages geographical insights to source local ingredients, incorporate regional cuisine, and create an authentic dining experience for guests.

Restaurant Sustainability Coordinator leverages geographic insights to implement sustainable practices within the restaurant, such as reducing food waste, sourcing locally, and promoting eco-friendly initiatives that align with the geographic region's environmental concerns.

Culinary Research and Development Chef utilizes geographic understanding to explore and experiment with diverse cooking techniques and ingredients from various regions, creating innovative and culturally inspired dishes for the restaurant's menu. **Menu Development** uses geographic knowledge to incorporate locally sourced ingredients and regional cuisine, creating a menu that reflects the culinary heritage and flavors of a specific area. **Culinary Education Instructor** incorporates geographic knowledge into culinary education programs, teaching students about the culinary traditions, ingredients, and cooking techniques unique to different geographical regions.

Supply Chain Management leverages geographic insights to optimize the supply chain, considering factors such as the proximity of suppliers, transportation costs, and seasonal availability of ingredients for efficient and sustainable sourcing practices.

Restaurant Location Selection utilizes geographical understanding to assess the demographics, foot traffic, and competition in different areas, aiding in the strategic selection of an ideal location for a new restaurant. **Restaurant Franchise Expansion Manager** uses geographic insights to identify suitable regions for franchise expansion, considering factors such as local tastes, market demand, and cultural preferences to ensure the success of the restaurant's brand in different locations.

Culinary Tourism Coordinator incorporates geographic knowledge to develop culinary tourism experiences, including food tours, cooking classes, and gastronomic events that highlight the unique culinary traditions and local cuisine of a particular region. **Culinary Tourism Blogger** uses geographic knowledge to write about and promote culinary experiences and restaurants in different regions, sharing insights about local food culture, dining hotspots, and must-try dishes to attract culinary enthusiasts and tourists.

Food and Beverage Director uses geographic insights to curate a diverse beverage selection that includes locally produced wines, craft beers, and spirits, enhancing the dining experience and promoting regional beverage culture.

Restaurant Marketing Manager applies geographic knowledge to target specific local communities and promote restaurant offerings through location-based marketing strategies, such as geo-targeted advertisements and community engagement initiatives.

Restaurant Operations Analyst apply geographic data analysis to assess the performance of restaurants in various locations, identifying trends and opportunities for operational improvement specific to different geographic markets.

Restaurant Interior Design incorporates geographical themes and elements into the restaurant's interior design, such as using natural materials, incorporating local artwork, or creating ambiance that reflects the geographical essence of a particular region.



EXPLORE

Hospitality (Restaurants and Hotels)

APPLYING GEOGRAPHY

Hospitality (Hotel)

Hotel Manager utilizes geographic insights to understand the local area, including attractions, nearby businesses, and cultural aspects, to enhance guest experiences and tailor services accordingly.

Event Planner uses geographical knowledge to select event locations, considering accessibility, local attractions, and regional infrastructure for successful event management.

Resort Operations Manager applies geographic understanding to manage and maintain resorts, taking into account the surrounding environment, local climate, and geographic features to ensure a pleasant guest experience.

Concierge utilize geographic knowledge to provide guests with information about nearby attractions, local events, and recommendations for activities that align with their preferences and interests.

Hospitality Real Estate Developer applies geographical insights to identify strategic locations for hospitality developments, considering factors such as proximity to tourist attractions, accessibility, and market demand.

Revenue Manager utilizes geographic data to analyze and forecast demand patterns for specific locations, considering factors such as seasonality, local events, and market trends to optimize pricing strategies.

Hospitality Marketing Specialist use geographic knowledge to target specific demographics and regions, tailoring marketing campaigns to highlight the unique features and attractions of various locations.

Front Desk Manager applies geographical understanding to provide guests with directions, maps, and recommendations for navigating the local area, ensuring a smooth and enjoyable stay.

Hospitality Consultant utilizes geographic insights to advise businesses on the optimal location for new ventures, considering factors such as local market dynamics, customer demographics, and competitive landscape.

Hotel Sales Manager uses geographical knowledge to identify target markets and regions with potential for business growth, tailoring sales strategies to attract customers from specific geographic areas.

Hospitality Trainer incorporates geographic understanding into training programs, educating staff on the local area, cultural practices, and regional etiquette to ensure exceptional guest service.

Accommodation Operations Analyst apply geographic data analysis to evaluate the performance of accommodations in different regions, identifying trends and opportunities for improvement in specific geographic markets.



Hospitality (Restaurants and Hotels)

MEET THE GEOGRAPHERS

Hospitality (Hotel)

"The leisure and hospitality sectors are often understood as becoming progressively more important for the prosperity of regions. Essentially two arguments for this have been made. First, in some regions these service sectors represent a significant share of the economy in terms of value added, employment and possibilities for future growth. Second, these services are recognized as important when it comes to the perceived attractiveness of regions. They can be considered as regional amenities since they offer possibilities for consumption, experiences and recreation. We observe large regional differences when it comes to the actual location of these services. [...] The fundamental question for this paper is the variation of the leisure and hospitality service clusters in geography. A very intuitive fact is that all types of industries follow a certain pattern when they cluster. Empirical evidence supports the idea that the tourism and leisure services, like many other functions of the economy, are distributed unevenly across space. Concentration of different types of industries can –at least partially- be explained by the composition of the labor market in a given region. Urban locations are important because they generate benefits arising from clustering of individuals with certain characteristics."
- Johan Klaesson & Özge Öner. (2015). The Economic Geography of Leisure and Hospitality Destinations. [Link to Article.](#)

"On the supply side of tourism, the hospitality sector has been the subject of many studies on account of its rather complex relations with other sectors. Due to its qualitative and quantitative characteristics, the hospitality sector has significant influence on the success and development of a tourist destination. In addition, in comparison to the other branches of the tourism sector, the hospitality sector is considered to have more responsibility in the local linkages between businesses, employees and suppliers, and on the residents of a region in general.

The hospitality sector has for some time attracted significant academic attention due to its impact on other sectors. The aim of this paper, which falls between the tourism and economic geography fields of interest, is to explore the demands and supplier linkages of hotels, aiming to identify not only how the geographical distribution of suppliers is determined, but also any differences between supplier linkages and supplier selection criteria. The results reveal that Alanya (a district of Antalya in Turkey) has a robust network of supplier firms that is able to provide hotels with the necessary products and services, and as a result, the contribution of hotels to the local economy in Alanya (local level), based on their purchasing practices, can be considered high."

- Güliz Salihoğlu & Ferhan Gezici. (2018) Geography of suppliers in the hospitality sector: The case of Alanya. *Tourism Management*, 65, 41-54. [Link to Article.](#)

"Beyond providing a place to sleep, unwind, and plugin, there's no question hotels play a crucial part in how travelers ultimately enjoy their stay. While guests primarily notice the aspects of their hotel experience they directly engage with, like the front desk staff and room service, what separates premium hospitality experiences from the pack are the subtle details that accentuate the culture and traditions of their surroundings.

Whether in the Big Apple, on the shores of a pristine beach, or even in a small town off-the-beaten-path, hotels, through their architecture, interior design, and amenities, elevate guests' experiences by engaging with their physical, geographical and social contexts.

The desire for authentic experiences has only accelerated due to the pandemic. As COVID-19 disrupted our active lifestyles, society remains eager to return to normalcy and experience places that shape a bond between memories and space. By definition, authenticity is associated with elements that are genuine. Authenticity can be created through architecture and design, influencing a guest's interaction and interpretation of their physical environment. Highlighting a property's history and values can make guests feel connected and engaged throughout their stay."

- Hector Sanchez (2021). Designing Hotels Based on the Culture and Geography of Its Surroundings. *Hotel Executive: Your View from the Top*. [Link to Article.](#)

Hospitality (Restaurants and Hotels)

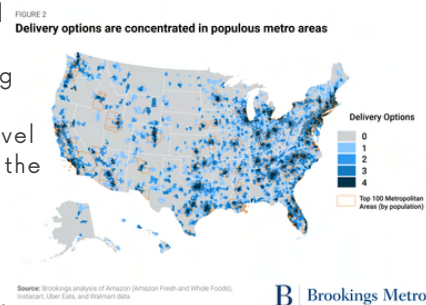
MEET THE GEOGRAPHERS

Hospitality (Restaurant)

"The rise of e-commerce services and the global COVID-19 pandemic have transformed how Americans eat. Over one-third of U.S. adults have used delivery apps to order from a restaurant or store in the past year, and online grocery spending more than quadrupled between August 2019 and November 2021. The massive growth of digital food services—ranging from grocery pickup and delivery to meal kits and restaurant deliveries—is redefining how Americans get their food. Delivery is no longer just for the pizza shop down the street. Web- and app-based services can now drop a variety of fresh groceries, prepared foods, and everything in between at customer's doorsteps, turning our preexisting understanding of food access on its head. Food now meets people where they are. Digital food access could be a game-changer for people who struggle with brick-and-mortar food access barriers, including those living in disinvested areas historically defined as "food deserts" and individuals facing mobility challenges or time constraints. But at the same time, there are few neighborhood-level assessments of the digital food services footprint and whether those service maps align with the communities of greatest need.

Mapping the delivery zones of these four companies reveals another important pattern: Delivery options are especially concentrated in populous places, particularly our country's largest metro areas. Even though these companies' delivery zones only cover about 30% of land area in the continental U.S., Alaska, and Hawaii, the national map looks much like a nighttime satellite image of the country. Places with very low population densities—large portions of South Dakota and Alaska, for instance—tend to have poor delivery coverage, while the darker colors perfectly align with urban centers."

- Caroline George and Adie Tomer (2022, May) Delivering to deserts: New data reveals the geography of digital access to food in the U.S. The Brookings Institute. [Link to Article.](#)



Question: How does geography affect restaurant menu planning?

Answer: The biggest factor for a successful business is location, location, location. It is important to place a business where it meets the needs of the local community. For example, a fast-food restaurant that is established close to a large university is an example of meeting the needs of that type of customer group. // City, suburb or rural? The locations of city, suburb or rural immediately suggest a difference of lifestyle, which will influence how often people will dine out, how much additional income they have to spend on food and to some extent preferences in style, ambiance and food choices. For example, it may be unwise to open a fine dining restaurant in a large country town where the people themselves are accustomed to eating simple and plain foods. But in the same instance, a family-style, value-for-money type of establishment might do very well at attracting the local community. It once again comes back to knowing your customers and what is needed and wanted by those particular people that make up that community. // Building, area, visibility and more... Location does not mean only a region or area. It is also a building, within a special area, associated with specific traffic patterns, competing businesses and catchment areas from which customers are drawn. Visibility is an extremely important part of the location. Rarely will you find a successful business in a location that is hidden away from areas of considerable passing traffic. Ease of access, adequate signs, lighting and parking are part of maximising location. // Competition Competition is another significant part of the location. If your menu is a duplicate of those of similar competitors, then the risk of competing for limited customer numbers is greatly increased, so being significantly different while remaining appealing to customers is an important aspect of maximising a location. - Linda Bamford (2021, April). How Does Geography Affect Restaurant Menu Planning? A La Carte Training. [Link to Article.](#)

"The argument is that food is not just a social fact but also a geographic fact—that is, that there is something intrinsically geographic about food. Food production (e.g., growing vegetables in a community garden) and consumption (e.g., eating at a restaurant) certainly involve social dimensions; these practices help forge family, friend, and community interactions, reveal and produce identities, and much more. But food practices do this by connecting us to the places where food is grown, processed, appropriated, sold, prepared, served, and consumed. Similarly, food practices typically vary and move across space and occur at different geographic scales, from the local to the global. In sum, there is a spatiality (the close interrelation between the social and the spatial) to food and food practices. Geographers study this spatiality by making explicit the connections between food practices and geographic concepts. The intention is to highlight how geographic concepts can be mobilized and applied to thinking and teaching about food. This can be summarized in terms of three main themes: food and place, food and space, and food and scale. These three broad themes overlap, so they should not be seen as discrete. Additionally, other important geographic concepts such as food landscapes, food regimes, and bodies are embedded in discussions of place, space, and scale and are also part of researching and teaching different dimensions of the geographies of food.

- Fernando J. Bosco (2020). Geographies of Food: Place, Space, and Scale in Food Studies. *The Geography Teacher*, 17(3), 73-76. [Link to Article.](#)

EXPERIENCE

Hospitality (Restaurants and Hotels)



FIND LOCAL GEOGRAPHERS

INSTRUCTIONS CONDUCT AN ONLINE SEARCH TO FIND LOCAL INDIVIDUALS WHO DO THE JOB YOU ARE INTERESTED IN.

WRITE DOWN THEIR NAME, JOB TITLE, AND USE THE LINES TO WRITE DOWN WHAT THEY DO

Name: _____

Job Title: _____

Name: _____

Job Title: _____



EXTENSION IF POSSIBLE, TRY AND INTERVIEW THE PERSON AND ASK THEM HOW THEY USE GEOGRAPHY! WRITE YOUR FINDINGS IN THE OPEN SPACES

EXPAND

Hospitality (Restaurants and Hotels)



TAKE IT GLOBAL
FIND EXAMPLES OF THESE
CAREERS IN DIFFERENT REGIONS

 Hospitality (Restaurant/Hotel)

Latin America and Caribbean	Europe
Middle East and North Africa	Sub-Saharan Africa
Central Asia and Russia	East Asia
South Asia	Oceania

EXPAND

Hospitality (Restaurants and Hotels)



MAKING CONNECTIONS

HOW IS THIS CAREER IMPACTED BY THESE THEMES?

HOW DOES THIS CAREER IMPACT THESE THEMES?



Hospitality (Restaurant/Hotel)

Physical Geography

Human Geography

Places and Region

Environment and Society

EXPLORE

Military

CAREER EXAMPLES

Military

- Infantry Officer
- Infantry Soldier
- Combat Engineer
- Artillery Officer
- Artillery Crew Member
- Armor Officer
- Public Affairs Officer
- Tank Crew Member
- Special Forces Officer
- Special Forces Operator
- Intelligence Officer
- Intelligence Analyst
- Military Police Officer
- Drill Sergeant
- Logistics Officer
- Logistics Specialist
- Aviation Officer
- Helicopter Pilot
- Fixed-Wing Pilot
- Cyber Operations Officer
- Cyber Operations Specialist
- Medical Officer
- Combat Medic
- Dental Officer
- Chaplain
- Military Psychologist
- Judge Advocate General (JAG) Officer
- Military Paralegal
- Signals Officer
- Communications Specialist
- Naval Officer
- Sailor
- Submarine Officer
- Submarine Crew Member
- Avionics Electrical Technician
- Naval Aviator
- Naval Flight Officer
- Information Warfare Officer
- Cryptologic Technician
- Meteorology Officer
- Meteorology Specialist
- Aerospace Engineer




EXPLORE

Military



CAREER EXPLORATION

 Pick 2-3 jobs that interest you from the list of career examples. Write them down.

- _____
- _____
- _____

 Where (location) would you need to go to pursue (or get) these jobs?

 What are some of the qualifications (for example: skills, degrees, knowledge) you need to have these jobs?

 How could you make an impact in the world with these jobs?

EXPLORE

Military

APPLYING GEOGRAPHY

Military

Military intelligence analysts utilize geography to assess terrain features, analyze satellite imagery, and understand geographical dynamics to provide critical insights and support military decision-making processes.

Geospatial Engineers apply geography to conduct terrain analysis, create digital maps, and develop geographic intelligence products that support military operations, mission planning, and tactical decision-making in various geographic environments.

Military cartographers use geography to produce topographic maps, analyze geographical data, and create specialized military mapping products that assist in navigation, route planning, and situational awareness for military personnel in the field.

Combat engineers employ geography to assess terrain conditions, understand natural obstacles, and implement engineering solutions that enable the construction of military infrastructure, such as bridges, roads, and fortifications, in challenging geographical environments.

Military strategists apply geographical knowledge to analyze regional geopolitics, understand terrain advantages, and develop military strategies that leverage geographical features and dynamics to achieve tactical and strategic objectives in various operational theaters.

GIS specialists utilize geography to integrate spatial data, conduct geospatial analysis, and develop military mapping tools that provide valuable geographic intelligence and situational awareness for military operations and mission planning. **Remote sensing specialists** employ geography to interpret satellite imagery, analyze geographical data, and provide reconnaissance support that enhances military surveillance capabilities and intelligence gathering in diverse geographic regions.

Military geographic information officers use geography to manage geospatial databases, coordinate geographical intelligence operations, and provide geospatial support that facilitates effective communication and decision-making for military commanders in the field.

Military geographers apply geography to conduct geographic research, analyze environmental factors, and assess cultural landscapes to provide geographical expertise that supports military planning, operations, and mission execution in different operational environments.

Military reconnaissance specialists utilize geography to conduct ground surveys, assess terrain conditions, and gather geographical intelligence that informs military reconnaissance missions and provides critical situational awareness for military units operating in various geographic settings.



Military

MEET THE GEOGRAPHERS

Military



Christopher Anderson
Military Chaplin
New York
[Link to Interview](#)

"[...] I've talked a lot about map reading, but beyond those kind of skills, being a soldier or a sailor or an airmen or marine in today's military is way beyond that, its also about being geographically literate. [...] I use my geography skills to connect with people from around the world. [...] From a mission perspective how did geography help? Understanding culture, language, religion, and economic conditions -- which vary sometimes in the span of a few miles and can be very different from one to the next."

"As an academic discipline, geography has always been intimately associated with the practice of armed conflict, the deployment of armed forces, and the maintenance of military capabilities. Its roots co-mingle with the origins of the global trading, colonial, and later imperial ambitions of the British state, because in order to project power and dominate territory, that territory has to be understood. Accordingly, the defensive and expansive projects of state-sponsored military ambition, the mapping of spaces for conquest and control, and the practice of identifying and delimiting the territorial extent of sovereign space have required geographical knowledge and geographical techniques. [...] This process of discovery has always included assessment of geomorphological, geological, environmental, social, and cultural terrains."

- Matthew Rech, Daniel Bos, K. Neil Jenkins, Alison Williams & Rachel Woodward (2015). Geography, military geography, and critical military studies. *Critical Military Studies*, 1(1), 47-60. [Link to Article](#).

"There has never been a time when military influence has not been a factor in Geography in the United States. [...] 'War is God's way of teaching Americans geography.' This phrase circulates in the United States with each new conflict. Its appeal derives from its ability to capture a popular sentiment; its apparent timelessness is matched by the difficulties of determining who first said the phrase and in what century. War does have an uncanny ability to bring remote places into the headlines, reducing geography to an expression of war. In the process, old geographies are overwritten and treated as history, if they are considered at all. [...] Sometimes the military's influence is direct, intervening in the discipline through financing research and soliciting intelligence, to take but two examples. Other times the influence is indirect, furnishing the techniques and methods of producing Geographical knowledge with no immediate military application. [...] To hold up and maintain their end of the arrangement, geographers offered up their expertise in the service of empire through work with the military and in advancing U.S. national security.

- Joe Bryan (2016). Geography and the military: Notes for a debate. *Annals of the American Association of Geographers*, 106(3), 506-512. [Link to Article](#).

"Military geography involves the application of geographic information, tools, and technologies to military problems. In essence, military operations involve time, space, and the nature of what exists within the confines of that time and space—this is an inherently geographic perspective. By their very nature, military operations are geographic: they occur in places, and places contain unique natural and human landscapes. Furthermore, military operations now take place in various operational contexts such as peacekeeping, stability, disaster relief, civic action, and, of course, combat operations. Different operational environments and contexts require different types of geographic information."

- Francis A. Galgano (2017). *Military Geography Introduction*. Oxford Bibliographies. [Link to Article](#).

EXPERIENCE

Military



FIND LOCAL GEOGRAPHERS

INSTRUCTIONS CONDUCT AN ONLINE SEARCH TO FIND LOCAL INDIVIDUALS WHO DO THE JOB YOU ARE INTERESTED IN.

WRITE DOWN THEIR NAME, JOB TITLE, AND USE THE LINES TO WRITE DOWN WHAT THEY DO

Name: _____

Job Title: _____

Name: _____

Job Title: _____



EXTENSION IF POSSIBLE, TRY AND INTERVIEW THE PERSON AND ASK THEM HOW THEY USE GEOGRAPHY! WRITE YOUR FINDINGS IN THE OPEN SPACES

EXPAND

Military



TAKE IT GLOBAL
FIND EXAMPLES OF THESE
CAREERS IN DIFFERENT REGIONS

 *Military*

Latin America and Caribbean	Europe
Middle East and North Africa	Sub-Saharan Africa
Central Asia and Russia	East Asia
South Asia	Oceania

EXPAND

Military



MAKING CONNECTIONS

HOW IS THIS CAREER IMPACTED BY THESE THEMES?

HOW DOES THIS CAREER IMPACT THESE THEMES?

 Military

Physical Geography

Human Geography

Places and Region

Environment and Society

EXPLORE

Tourism / Travel

CAREER EXAMPLES



Tourism/Travel

- Travel Agent
- Tour Guide
- Hotel Manager
- Event Planner
- Concierge
- Flight Attendant
- Cruise Ship Director
- Cruise Manager and Planner
- Travel Writer
- Reservation Agent
- Hospitality Manager
- Resort Activities Coordinator
- Adventure Tour Leader / Expedition Leader
- Destination Marketing Manager
- Visitor Information Specialist
- Travel Influencer
- Travel Photographer
- Travel Blogger
- Airline Pilot
- Sous Chef
- Bartender
- Recreation Workers
- Hotel Receptionist
- Catering Manager
- Ski Instructor
- Scuba Diving Instructor
- Resort Manager
- Casino Host
- Theme Park Attendant
- Tour Coordinator
- Travel Coordinator
- Customer Service Representative (Travel Industry)
- Hospitality Event Coordinator
- Travel Insurance Agent
- Vacation Planner
- Ecotourism Guide
- Cultural Heritage Interpreter
- Bed and Breakfast Owner/Manager
- Car Rental Agent
- Travel Journalist
- Food Critic
- Tour Operator



EXPLORE

Tourism / Travel



CAREER EXPLORATION

Pick 2-3 jobs that interest you from the list of career examples. Write them down.

- _____
- _____
- _____

Where (location) would you need to go to pursue (or get) these jobs?

What are some of the qualifications (for example: skills, degrees, knowledge) you need to have these jobs?

How could you make an impact in the world with these jobs?

EXPLORE

Tourism / Travel

APPLYING GEOGRAPHY



Tourism/Travel

Tour guides utilize geographical knowledge to provide informative and engaging tours, including historical, cultural, and natural landmarks within specific regions.

A **travel agent** uses geographical knowledge to suggest and arrange travel itineraries, considering factors such as climate, geography, and local attractions for clients.

A **cultural heritage manager** uses geographic knowledge to preserve and promote cultural heritage sites, considering their historical significance, geographical context, and the impact of tourism on these sites for the benefit of future generations.

Destination marketing manager leverages geographic insights to promote tourist destinations, highlighting unique geographical features, and creating marketing strategies to attract visitors.

Hospitality manager applies geographic knowledge to understand the local area, assess competitors, and create strategies to enhance guest experiences based on the destination's geographical characteristics.

An **ecotourism coordinator** utilizes geographic understanding to plan and manage environmentally responsible tours, ensuring minimal impact on natural ecosystems and educating tourists on local conservation efforts.

An **adventure tour operator** incorporates geographical insights to design and lead adventure tours, such as hiking, climbing, and wildlife exploration, focusing on the unique terrain and natural features of a specific location.

The **cruise director** uses geographic knowledge to plan cruise routes, select destinations, and provide valuable insights to passengers about the geographic significance of various ports of call.

Travel journalists incorporate geographic knowledge to provide in-depth insights and accurate descriptions of destinations, enabling readers to visualize and understand the unique geographical aspects of various travel locations.

A **sustainable tourism consultant** applies geographical insights to develop sustainable tourism practices, considering factors such as carrying capacity, ecological balance, and environmental impact within specific regions.

An **airline route planner** utilizes geographic knowledge to determine the most efficient flight routes, considering factors such as distance, air traffic patterns, and geographical constraints for optimal airline operations.

Event planners apply geographical understanding to select suitable event locations, considering factors such as accessibility, local attractions, and regional infrastructure for successful event management.

A **GIS specialist in tourism** would apply geographic information systems (GIS) to analyze and map tourism data, including visitor flows, popular destinations, and infrastructure needs, to aid in the development of sustainable tourism strategies.



Tourism / Travel

MEET THE GEOGRAPHERS

Tourism/Travel

"Tourism, as with other forms of economic activity, therefore reflects the increasing interconnectedness of the international economy. indeed, by its very nature, in terms of connections between generating areas, destinations and travel routes or paths, tourism is perhaps a phenomenon which depends more than most not only on transport, service and trading networks but also on social, political and environmental relationships between the consumers and producers of the tourist experience. Such issues have clearly long been of interest to geographers. [...] Yet despite the global significance of tourism and the potential contribution that geography can make to the analysis and understanding of tourism, the position of tourism and recreation studies within geography is perhaps not as strong as it should be. However, within the fields of tourism and recreation studies outside mainstream academic geography, geographers have made enormous contributions to the understanding of tourism and recreation phenomena."

- C. Michael Hall and Stephen J. Page (Eds.). (2014). *The Geography of Tourism and Recreation: Environment, Place and Space*, 4th edition. Routledge. [Link to Book](#).



Joe Scarpaci,
Executive
Director, Center
for Study of
Cuban Culture &
Economy
[Link to Interview](#)

"Geography's interdisciplinary approach provided an excellent foundation for international marketing, which itself draws on several concepts relating to economic, cultural, and methodical foundations found in geography; however, it's worth noting that business administration faculty often view interdisciplinary affiliations as "weak". My "jack-of-all trades" geography training, however, was encouraged. When it comes to publications, books are not as valued as in geography, and the peer-review process is much more rigorous. All in all, my geographical fieldwork methods, foreign language training, ability to synthesize material, etc. have been assets to my work in international marketing. My ability to synthesize both qualitative and quantitative information, as well as the ability to effectively display my work in visual and written formats and my Spanish language skills are the tools I most rely upon."

"Eco-tourism continues to experience fast growth, as the desire for more sustainable tourism amongst tourists increases and as economic situations in developing countries demand new avenues for development. In many Caribbean and other developing countries, tourism serves as a promising alternative for development in the face of struggling primary industries and is identified as a possible means through which sustainable development can be achieved. However, not many Caribbean islands are developing and benefiting from an eco-tourism defined as tourism which demands a high level of human responsibility involving "active contribution towards conservation and/or the improvement of host community welfare" (Stone, 2002:16). The Caribbean island of Dominica will benefit greatly from an assessment of its present approach to eco-tourism development and recommendations for realizing more positive contributions to sustainability."

- Esther Lambert. (2009). *Nature Island Tourism: Applying an Eco-tourism Sustainability Framework to the Island of Dominica*. UWSpace. [Link to Article](#).

EXPERIENCE

Tourism / Travel



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EXPAND

Tourism / Travel



TAKE IT GLOBAL
FIND EXAMPLES OF THESE
CAREERS IN DIFFERENT REGIONS



Tourism/Travel

Latin America and Caribbean	Europe
Middle East and North Africa	Sub-Saharan Africa
Central Asia and Russia	East Asia
South Asia	Oceania

EXPAND

Tourism / Travel



MAKING CONNECTIONS

HOW IS THIS CAREER IMPACTED BY THESE THEMES?

HOW DOES THIS CAREER IMPACT THESE THEMES?



Tourism/Travel

<p>Physical Geography</p>	<p>Human Geography</p>
<p>Places and Region</p>	<p>Environment and Society</p>

EXPAND

Helping Path



REFLECTIONS

WHAT IS GEOGRAPHY'S ROLE IN THE CAREER THAT YOU ARE INTERESTED IN AND ASPIRE TO BECOME? WRITE A SUMMARY.



A series of horizontal lines for writing, starting from the top right and extending across the page.