HAVERLACK
College of Business

# HOSPITALITY & TOURISM MANAGEMENT

## DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT

## WHAT CAN I DO WITH A HOSPITALITY & TOURISM MANAGEMENT DEGREE?

The Bachelor of Science in Business Administration (BSBA) in Hospitality and Tourism Management (HTM) equips students with the business acumen and leadership skills needed to excel in the dynamic hospitality and tourism industry. The program integrates core business disciplines—marketing, finance, management, and operations—with specialized hospitality training and the "soft skills" essential in today's service economy. Graduates are prepared for careers as hotel and resort managers, event and conference directors, revenue and operations managers, resort recreation directors, and more. Opportunities span hotels, resorts, cruise lines, convention centers, destination management organizations, and corporate hospitality firms.

## HOSPITALITY & TOURISM MANAGEMENT AT SRU

The HTM curriculum enables its students to meet challenges including programming for special events, planning activities for conference groups, and training and managing personnel within a department. A variety of hospitality and business skills are necessary to handle the day-to-day challenges of these roles. A minor in business administration is highly recommended, and minors or concentrations in communication, safety, leadership, aquatics, or a foreign language are encouraged.

## WHY CHOOSE SRU HOSPITALITY & TOURISM MANAGEMENT?

1. **Alumni network:** SRU's many successful HTM alumni ensure valuable networking, internship, and career advancement opportunities.
2. **Practical experiences and job placement:** Each student will complete two supervised practical experiences during their academic career. There is a 90-100 percent job placement after graduation.
3. **Support and advisement:** Each student will be assigned an academic adviser that will work with them during their time at SRU. The adviser will also assist with decisions about practical experience opportunities and setting career goals.
4. **Experienced faculty:** Classes are taught by full-time faculty members who will share real life industry experiences that enhance the students' educational experience.
5. **Accredited program:** All degree programs within the SRU School of Business are accredited by the Association to Advance Collegiate Schools of Business (AACSB). Only 6% of business schools globally are accredited by AACSB, which means that our business programs meet or exceed the industry standards developed by experts in higher education.

## MAJOR

- **Hospitality & Tourism Management (BSBA)**

## MINORS

- Hospitality & Tourism Management

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# GO ROCK, GO ANYWHERE

## INTERNSHIP OPPORTUNITIES

Recent HTM students have completed internships at various locations including:

- Omni Amelia Island Plantation (FL)
- Kiawah Island Golf Resort (SC)
- South Seas Island Resort (FL)
- Sunriver Resort (OR)
- Seven Springs Mountain Resort (PA)
- Marriott Vacation Worldwide
- Carnival Cruise Lines
- Upper Saint Clair Township Recreation (PA)
- Cranberry Township Recreation (PA)
- Disney World (FL)
- Ocean Reef Club (FL)
- Nemacolin Resort (PA)
- Renaissance Hotel (PA)

## CAREER OUTCOMES

After graduation, HTM graduates find employment at resorts, hotels, cruise lines, country clubs, meeting and convention centers, municipal recreation centers, and campgrounds. Recent examples include:

- Assistant food & beverage operations manager – Ritz-Carlton (OH)
- Director of people & culture – Vista Host Hotel Management (TX)
- Director of recreation – Omni Amelia Island (FL)
- Director of recreation and special events – South Seas Island Resort (FL)
- Director of sales – Nemacolin Resort (PA)
- Esthetician – Fairmont Pittsburgh Hotel & Spa (PA)
- Event sales coordinator – Butler Country Club (PA)
- General manager – Hampton Inn & Suites (PA)
- Manager, ballpark entertainment – Pittsburgh Pirates (PA)
- Special events coordinator – Ocean Reef Club (FL)

## CLUBS AND ORGANIZATIONS

- Resort and Commercial Recreation Association (RCRA)
- HATSS Student Organization

## ALUMNI SPOTLIGHT

### Mairead Hill – SRU class of 2022

Assistant Food and Beverage Manager, Ritz-Carlton Cleveland

"The education I received, both inside and outside the classroom, equipped me with the skills and confidence to enter the hospitality industry. The knowledge I gained at SRU allowed me the opportunity to experience hospitality in international settings as well as achieve management roles in top tier hospitality companies. I carry the lessons I learned during my time at SRU with me every day, and I'm proud to have been a part of such a supportive community."

### Danielle Spagnolo-Kurtz – SRU class of 2018

Director of People & Culture, Vista Host Hotel Management & Development

"My time at SRU was truly transformative. The education and experiences I gained through the HTM program have been foundational in my professional journey. The material taught in class directly translated into real-world leadership tools that I've carried with me into my role today. These lessons have empowered me to successfully plan and execute several leadership conferences and contribute to shaping the future of hospitality professionals. They have also been instrumental in developing our company wide leadership and development programs. I'm incredibly grateful for the faculty who challenged and inspired me, and for the program that continues to make a lasting impact on my career."

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**FOR MORE INFORMATION:**

www.sru.edu/majors

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