

HOSPITALITY & TOURISM MANAGEMENT

PROGRAM OVERVIEW FOR EMPLOYERS

RIT's International School of Hospitality & Service Innovation offers a Bachelor of Science degree with concentrations in the areas of hotel/resort management, food management, food marketing and distribution, travel/tourism and event management. Each program combines study of liberal arts with specialized courses in the major field.

Degree(s) Awarded

Bachelor of Science
Master of Science

Enrollment

Approximately 140 students enrolled

Cooperative Education Component

Students are required to complete at least 3 co-op work assignments.

Salary Information (Avg/Range)

Co-op:	\$9.89	\$7.00 - \$40.00
BS:	\$25,400	\$20,000 - \$36,000
MS:	Insufficient Data	

Equipment & Facilities

The program prepares students for management by lab experiences in Henry's, the school's 85 seat full-service, liquor licensed restaurant and the RIT Inn and Conference Center which is a premier full service hotel and conference facility. RIT is also a strategic partner in the New York State Wine & Culinary Center and focuses on NY agriculture, the culinary arts, and hospitality and food management.

State-of-the-art equipment and laboratories, electronic paging system, state of the art surveillance equipment, up to date cooking equipment, state of the art imaging equipment, (projection).

Database, spreadsheet and numerous other software applications are used in conjunction with classroom activities.

Student Skills & Capabilities

- Students receive a broad view of service management, hospitality, travel and client care through a common core of courses.
- A strong understanding of the total industry by studying accounting, marketing, finance, economics, business management, behavioral science, service management, nutrition, food preparation, food and beverage service principles, hotel operations, travel and tourism.
- Competencies in problem-solving and decision-making developed through individual and team-based class projects, computerized exercises and industry-related activities.
- Students are required to take a foundation course in hospitality computer applications and have an opportunity to complete a number of technology courses. They learn ways technology can be used to lower the costs of business and improve service, especially for globally managed operations.
- Emphasis on the importance of understanding other cultures, languages, and viewpoints
- By graduation students will have accumulated more hours of work experience than in any other four-year hospitality management program in the country.

Hospitality & Tourism Management

Course Sequence BS degree

Service Management Core Courses

Survey of Service Management
Basic Computer Applications
Global Standards in Service Industry
Assessment of Service Quality
Technology in Service Systems
Leadership in Service Culture
Human Resource Management
Senior Project

Hotel Management Concentration:

Hotel Operations
Resort Development & Management
Hotel Marketing & Sales
Facilities Management
Financial Management of Hospitality
Hospitality Law

Food Management Concentration:

Principles of Food Sanitation
Food & Beverage Management
Restaurant Operations
Integrated Service Management
Product Development

Food Marketing & Distribution Concentration:

Principles of Food
Food Service Marketing
Food Processing & Quality Assurance
Principles of Packaging
Packaging for Distribution

Travel & Tourism Management:

Distribution Systems
Travel Destinations
Meeting & Event Management
Corporate Travel Marketing & Planning
Hospitality Law
Tourism Planning & Development

Employers of Hospitality & Tourism Management Co-op and Graduating Students:

Aramark, Clydes Restaurant Group, Constellation Brands, Country Club of Rochester, Disney, Doubletree, Heinz, Hilton, Hyatt, Irondequoit Country Club, Kraft, Marriott, MGM Grand, Millenium Broadway, Monroe Golf Club, Nestle, New York Wine & Culinary Center, Oak Hill Country Club, Olive Garden, Radisson, Red Lobster, Rich Products, Roosevelt Hotel, The London, The Sofitel, Wegmans, Welch Allyn

Contact Us:

We appreciate your interest in hiring RIT co-op, graduating students or alumni. We will make every effort to make your recruiting endeavor a success. Call our office and ask to speak with Kimberly DeLardge, the program coordinator who works with the Hospitality & Tourism Management program. For your convenience, you can access information and services through our web site at <http://www.rit.edu/recruit>.

Kimberly DeLardge

Assistant Director

Office of Cooperative Education and Career Services

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