Puttin’ on the RITz
An annual black-tie dinner for more than 300 guests, Puttin’ on the RITz is planned and executed entirely by students from the international hospitality and service management program. The event’s committee secures corporate sponsors, selects a location, chooses a theme complete with décor and entertainment, and creates a five-course menu. The event is an opportunity for students to showcase their skills and talents at a signature event.

Henry’s Restaurant
Students can participate in an immersive management experience at Henry’s, a student-run, full-service, beverage-licensed restaurant located on campus and open to the public. Students learn essential principles and procedures for service management; quality in food production and presentation; sanitation; nutrition; menu planning and merchandising; purchasing; innovative food product development; and cost control.

International Hotel, Motel & Restaurant Show
Attended by representatives from hotels, resorts, restaurants, management companies, casinos, food service companies, health care food service organizations, country clubs, and purchasing groups, the International Hotel, Motel & Restaurant Show is an opportunity for our hospitality students to learn about the latest trends in the hospitality and service management industry. Over three days students attend the show to network with industry professionals and participate in its industry-focused seminars, meet with general managers of several major New York hotels, and attend a dinner with RIT hospitality alumni living and working in New York City.

Dove Chocolate Challenge
The Dove Chocolate Challenge is a product design project with Dove Chocolate, one of RIT’s corporate partners. Using a range of Dove products, students are challenged to develop health-conscious, nutritionally sound dishes. The creations are presented to company representatives, who provide feedback on the finished products.

Hospitality Career Fair
In addition to the RIT career fairs held each fall and spring, RIT also welcomes employers from the hotel, hospitality, and tourism industries to recruit our students for both co-op and permanent placement positions in the spring.

International Experiences
A multicultural, international focus is woven into most courses, and opportunities for international experiences are offered at RIT campuses abroad and elsewhere.

Each January, a group of hospitality students spends 10 days in Dubai and Abu Dhabi, United Arab Emirates. Through a series of excursions, tours, and meetings, students learn firsthand how the hospitality industry leaders manage their organizations.

Students experience Italian cuisine and culture in a 10-day trip to Italy. Students visit local vineyards for an in-depth experience in wine production and learn to make Italian cuisine with ingredients unique to the region.

Eastern Europe’s growing travel and tourism industry is the focus of a weeklong trip to meet with hotel managers and staff at several 4- and 5-star hotels in Croatia, Bosnia, Montenegro, Istria, and the surrounding region.

In addition, RIT offers a range of exciting study abroad opportunities where you can immerse yourself in another culture. You can study at one of RIT’s global campuses in Dubai, Croatia, and Kosovo or select from many other exciting international locations. For more on study abroad, see www.rit.edu/studyabroad.
Recognized by *Forbes*, *Travel Weekly*, *Nation’s Restaurant News*, and *Corporate Travel* magazines, this major prepares you for a wide variety of careers in the exciting, dynamic, billion-dollar hospitality, service management, and tourism industry.

RIT’s international hospitality and service management major provides you with a broad-based view of hospitality, service management, and tourism through a set of core courses that promote an understanding of the interrelationships among the lodging, travel, food, tourism, and event management industries. You’ll learn creative problem solving, develop exceptional communication skills, and master leadership competencies that will help you excel.

**Core courses**
- Principles of Food, Hotel and Tourism Operations
- Hospitality Industry Sales and Marketing
- Service Management in a Global Economy
- Financial Concepts For Hospitality Managers
- Leadership Innovation in Service Industries
- Technology in Service Systems
- Human Resources Development
- Assessing and Improving Service Quality

**Concentrations**
In addition to your core courses, you will select a concentration to further develop a specialty in a particular area of hospitality and service management. In addition to established concentrations, students also may create a customized concentration with approval. Students may choose a second concentration or minor from their program elective options.

**International Hotel and Resort Management**
The international hotel and resort management concentration prepares you for the management and operation of hotel, resort, leisure, and tourism-related enterprises.

**Food and Beverage Management**
In the food and beverage management concentration, you’ll learn to manage the daily operations of restaurants; hotel fine dining and catering; and contract services for businesses, recreation and sports centers, education and health care entities, government agencies, and food vending.

**Entertainment and Event Management**
Learn to design dynamic events and provide an exceptional client experience through the entertainment and event management concentration, where you’ll learn what it takes to plan and execute special events, meetings, and conventions that take place at country clubs, marinas, sports stadiums, convention centers, and casinos.

**Global Wine and Beverages**
The global food and beverages concentration prepares students to work in the production, marketing, and distribution of wine, beer, and spirits. Students can also use this knowledge in conjunction with a wide variety of hospitality jobs in hotels, restaurants, and events, as well as in industries that specialize in beverages.

**Cooperative Education**
As a student in the international hospitality and service management major, you will complete 1,200 hours of paid, hands-on experience in the hospitality industry through cooperative education. Co-ops offer you an opportunity to apply classroom education to real-world problems and projects.
Grades in Demand
With a placement rate that averages approximately 90 percent six months after graduation, graduates of the international hospitality and service management major are in demand. A sample of current positions our alumni hold in the hospitality and tourism industry include:

Sr. Vice President
Wegmans Food Markets

General Manager
Hyatt

Vice President, Sales
Caesars Entertainment Corporation, Las Vegas

Senior Vice President
Upscale Brands
Choice Hotels International

Vice President
Business Development
DePrez Group of Travel

Category Business Manager
Kraft Foods Group

General Manager
B Resort and Spa
Downtown Disney, Orlando

Executive Director of Catering & Banquets
Bellagio Las Vegas

General Manager/COO
Penfield Country Club

General Manager
27 Club

Senior Associate
GSI Executive Search

Chief Operating Officer
Waterton Associates

Resort Manager
Grand Pacific Resorts

Executive Chef
Illili Restaurant, New York

Aarons Hotel Sydney
Sydney, Australia

Bella’s Event Planning
Rochester, NY

Best Western
Seville Plaza
Rochester, NY

Black Star Co-op Pub
Austin, TX

Blue Hills Bank
Boston, MA

Brandermill Country Club
Midlothian, VA

Carrabba’s Italian Grill
Rochester, NY

Castle Hotel and Spa
Tarrytown, NY

Casa Larga Vineyards
Fairport, NY

Centara Hotels & Resorts
Bangkok, Thailand

City of Rochester Bureau of Recreation
Rochester, NY

Coastal Hospitality Hotels
Virginia Beach, VA

Constellation Brands
Saint Helena, CA

Courtyard by Marriott
Brighton
Rochester, NY

Darien Lake Theme Park Resort
Darien Center, NY

Deer Valley Resort
Park City, UT

Doubletree Hotel
Rochester, NY

Dragontree Spa
Portland, OR

DYB Choisun
Seoul, South Korea

Edge Lacrosse
Mississauga, Ontario, Canada

EJ Del Monte Corporation/ Marriott Hotels
Rochester, NY

Ellwanger Estate B
Rochester, NY

Finger Lakes Visitors Connection
Rochester, NY

Grande Denali Lodge & Camp, LLC
Denali National Park, AK

Great Camp Sagamore
Raquette Lake, NY

Hampton Inn Rochester/Webster
Rochester, NY

Hampton Inn & Suites Oneonta, NY

Hampton Inn Webster
Webster, NY

Harborside Hotel and Marina
Bar Harbor, ME

Hilton Garden Inn Saratoga Springs
Saratoga Springs, FL

Holiday Inn Express Rochester, NY

Home2 Suites by Hilton Rochester, NY

Hotel Center at Niagara Falls Universal Inc.
Buffalo, NY

Kalahari Resort Wisconsin Dells, WI

Macatawa Bay Yacht Club
Macatawa, MI

Marriott International New York, NY

Marriott Vacations Worldwide
Hilton Head Island, SC

Microtel Inn & Suites West Henrietta, NY

Mirbeau Inn & Spa Skaneateles, NY

National Association of Social Workers (NASW)
Chicago, IL

New York Wine & Culinary Center
Canandaigua, NY

Radisson Blu Resort & Spa Dubrovnik, Croatia

RIT has an employer network that exceeds 2,100 organizations. This is just a sample of the companies hiring our students for co-op and permanent placement.
**Featured Faculty**

Faculty in the Department of Hospitality and Tourism Management bring their expertise from years of professional experience in the hospitality industry into the classroom. In addition to the featured faculty, faculty in the department provide expertise in hospitality operations, tourism planning and development, international hotel management, sustainable innovation in the hospitality industry and food and wine education.

**Yu-Chin Hsieh, Ph.D., Associate Professor**

Dr. Hsieh’s research on the health and wellness of employees in the hospitality industry helps decision makers improve the work-life balance of their workforce. By combining her interests in wellness, hotel operations, and sustainability, Dr. Hsieh’s research identifies ways to maximize profitability while enhancing employee wellbeing. She is widely published in leading journals and presents at conferences worldwide. Dr. Hsieh earned her doctorate in hospitality and tourism from Coventry University (United Kingdom).

**Muhammet Kesgin, Ph.D., Assistant Professor**

An expert in cultural and event tourism, as well as sustainable tourism, Dr. Kesgin conducts research on tourist behavior, destination marketing and branding, and service management. He has more than 10 years of industry experience, which helps inform his teaching of courses in strategic hospitality and tourism branding, service management in a global economy, and destination management. Dr. Kesgin earned his doctorate in hospitality and tourism from Coventry University (United Kingdom).

**Carol Whitlock, Ph.D., Professor**

Dr. Whitlock is a registered dietitian and a certified dietitian nutritionist. She counts among her principle interests teaching students product development, food chemistry, and nutrition, among other topics. She also does research and consulting in areas of food component interactions, consumer perceptions of food quality, and technology in the delivery of education and services.

**Student Profiles**

**Dianne McShane**

**Concentration:** Event Entertainment and Management  
**Hometown:** Baldwin, NY  
**Co-op Placement:** Cape May Café, Walt Disney World (Disney College Program)

Working for eight months at Cape May Café at the Beach Club Resort at Walt Disney World in Orlando, Florida, gave Dianne McShane an immersive experience in customer service with one of the most respected companies in the world. “The customer service and guest service skills I learned at Disney I don’t think I could learn anywhere else. Just the way they solve problems, interact with customers, and go above and beyond is just remarkable,” she said. McShane is putting the skills she learned at Disney to work as the director of entertainment for the 2015 Puttin’ on the Ritz dinner. She hopes to return to Disney to intern in hotel management or park operations.

**Sondus Bellow**

**Concentration:** International Hotel and Resort Management  
**Hometown:** Jeddah, Saudi Arabia  
**Employment:** Fakieh Aquarium, Jeddah; Park Hyatt Rochester; Park Hyatt Jeddah Marina Club and Spa

Growing up in the Middle East, Sondus Bellow had visited Dubai, United Arab Emirates, on more than one occasion. Spending 10 days in the middle-eastern city as part of a tourism management and networking trip gave him an insight he didn’t expect. “This trip was really good. It allowed me to really experience the field, and this place. Is this the right place for me or not? Do I fit in? Am I going to be comfortable?” Bellow said. These are important questions to consider as Bellow plans to seek a hotel management position in Dubai when he graduates.
DEPARTMENT OF
HOSPITALITY AND
TOURISM MANAGEMENT

RIT develops graduates with professional skills in a customer experience environment centered on food and beverages, hotels/resorts, travel/tourism, and events management.

Industry partners provide cooperative work and other experiential learning experiences for our students, and are eager to hire our alumni after graduation.

A multicultural, international focus is woven into most courses, and opportunities for international experiences are offered at RIT campuses abroad and elsewhere.

Graduates exhibit a spirit of innovation and enthusiasm to improve products, customer service, and business outcomes. For additional information, visit www.rit.edu.