

# R·I·T



**HOSPITALITY AND  
TOURISM MANAGEMENT**

# SPECIAL OPPORTUNITIES AND INTERNATIONAL EXPERIENCES

With a range of exciting special events and international experiences, you can combine travel, study, and networking as you meet hospitality professionals from around the world and gain insight into the ways the hospitality, tourism, and service industry is evolving on a global scale.

## Henry's Restaurant

Students 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.



## HX: The Hotel Experience (formerly the 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, HX: The Hotel Experience 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.



## International Experiences

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

For example, students have the opportunity to spend 10 days in Dubai and Abu Dhabi, United Arab Emirates as part of a global managerial course. Through a series of excursions, tours, and meetings, students learn firsthand how hospitality industry leaders manage their organizations.



Students also have the opportunity to 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 provides students with the option of participating in a weeklong trip, during which they 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](http://www.rit.edu/studyabroad).

# THE HOSPITALITY AND TOURISM MANAGEMENT MAJOR

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, multi-billion-dollar hospitality and tourism industry.

RIT's hospitality and tourism management major provides you with an in-depth understanding of the hospitality and tourism industry. The major ensures you are successful in any segment of the industry you choose to pursue a career in, such as lodging, hotels, restaurants, casinos, cruise line operations, resorts and spas, event management, or airline catering. You'll gain the knowledge and competencies needed to successfully manage a restaurant, hotel, or your own hospitality or tourism business anywhere in the world.

## Comprehensive Core Curriculum

The hospitality and tourism management major prepares you for a wide range of careers by offering a curriculum that lays a strong foundation in the core principles of hospitality and tourism operations. You will develop essential competencies—operations analysis, project management, food safety, traditional and digital marketing, facilities management, strategic planning, information systems, real estate, and human resource management—that you will need to be successful in your chosen hospitality career path. You will learn, for example, how to acquire the best raw material and inputs, how to motivate and lead employees, how to design and deliver services that enhance customer satisfaction and loyalty, and how to manage a diverse workforce made up of different cultures in a variety of global settings. A minor or immersion, electives, and liberal arts and science courses round out your studies.

## Customize Your Career Path

Students can customize the program around their career aspirations and interests by creating a three- to five-course sequence from disciplines across RIT's

nine colleges to broaden their knowledge and expand their expertise. Courses in innovation, entrepreneurship, marketing, finance, packaging science, web design and development, and more expand upon the program's core courses and create opportunities for students to engage in hospitality and tourism management in new, exciting ways.

## The Impact of Technology

Among the biggest evolutions in the hospitality field is the impact of technology on the guest experience, food service and delivery, and more. Technology, along with data analytics, is driving how hospitality professionals interact with guests and manage their expectations. From apps that help plan and manage guest experiences, to wearables that unlock guest room doors, to online check-in and food ordering, today's hospitality professionals must be knowledgeable of how the latest technology is being used to improve the guest experience. There's no better place to study technology and innovation than at RIT. Here, you'll study hospitality alongside students majoring in computing, information sciences, engineering, business, entrepreneurship, and more. You'll be exposed to diverse ideas from students in other majors. This powerful experience can help inform your senior capstone project, where you'll tackle a hospitality industry problem and propose an innovative solution.

## Recognized Worldwide

The hospitality and tourism management major is recognized by *Forbes*, *Travel Weekly*, *Nation's Restaurant News*, and *Corporate Travel* magazines. *Bestschools.com* ranked RIT's program among the 20 best tourism degrees.

## What you'll study

### First and Second Years

Hospitality and Tourism Management Fundamentals  
Principles of Food Production  
Contemporary Nutrition  
General Organic Biochemistry  
Lodging Operations Management  
Principles of Microeconomics  
Principles of Macroeconomics  
HTM Marketing, Sales and Public Relations  
Food and Beverage Management  
Service Management and Quality Assurance  
Financial Accounting  
Introduction to Statistics  
Industrial and Organizational Psychology  
Ethics Course  
Introduction to Psychology  
Algebra  
First Year Writing  
Year One: College Experience  
General Education—Liberal Arts and Sciences  
Wellness Education  
Cooperative Education

### Third and Fourth Years

Human Resource Management  
Risk Assessment and Hospitality and Tourism Management Law  
Food and Beverage Operations  
Strategic Financial Analysis  
Event and Project Management  
Strategic Planning and Decision Making  
HTM Information Systems and Analytics  
HTM Electives  
Free Electives  
Senior Capstone  
General Education—Liberal Arts and Sciences  
Cooperative Education

## Cooperative Education

The hospitality and tourism major requires 1,200 hours of cooperative education. This full-time, paid work experience often takes place after your second and third years, and can occur in a wide range of settings, including theme parks, hotels and resorts, restaurants, spas, cruise lines, and more. Co-op offers you distinct and diverse opportunities to apply your classroom education in the hospitality industry. You'll gain valuable, hands-on experience that will set you apart and prepare you for success in the hospitality field.

# CO-OP AND PERMANENT EMPLOYERS

RIT has an employer network that exceeds 2,100 organizations. With a placement rate that averages approximately 90 percent six months after graduation, graduates of the hospitality and tourism management major are in demand.

Aarons Hotel Sydney  
Bella's Event Planning  
Bellagio Las Vegas  
Best Western Seville Plaza  
Black Star Co-op Pub  
Blue Hills Bank  
Brandermill Country Club  
Caesars Entertainment Corporation  
Carrabba's Italian Grill  
Castle Hotel and Spa  
Casa Larga Vineyards  
Centara Hotels & Resorts  
City of Rochester Bureau of Recreation  
Coastal Hospitality Hotels  
Constellation Brands  
Courtyard by Marriott Brighton  
Darien Lake Theme Park Resort  
Deer Valley Resort  
Doubletree Hotel  
Dragontree Spa  
DYB Choison  
Edge Lacrosse  
EJ Del Monte Corporation/  
Marriott Hotels  
Ellwanger Estate B  
Rochester, NY  
Finger Lakes Visitors Connection  
Grande Denali Lodge  
& Camp, LLC  
Great Camp Sagamore  
Hampton Inn Rochester/Webster  
Hampton Inn & Suites  
Hampton Inn Webster  
Harborside Hotel  
and Marina  
Hilton Garden Inn Saratoga Springs  
Holiday Inn Express  
Home2 Suites by Hilton  
Hotel Center at Niagara Falls  
Universal Inc.  
House of Blues  
Hyatt Regency  
Grand Cypress  
Hyatt Regency Rochester  
Kalahari Resort  
Kraft Foods Group  
Macatawa Bay Yacht Club  
Marriott International  
Marriott Vacations Worldwide  
Microtel Inn & Suites  
Mirbeau Inn & Spa  
National Association of Social Workers (NASW)  
New York Wine & Culinary Center  
Radisson Blu Resort & Spa  
Walt Disney World  
Wegmans Food Markets



RIT hosts two campus-wide career fairs each year for students seeking co-op opportunities and permanent employment. In addition, corporate hospitality recruiters visit the department throughout the year.



## Linden Pohland

*Hometown:* Germantown, Wisconsin

*Major:* Hospitality and Tourism Management

*Minor:* Accounting and Spanish

*Co-ops:* Housekeeping Department Intern, Hershey Lodge, Hersheypark; Guest Service Agent, Hilton Garden Inn Milwaukee Park Place; Food and Beverage Cast Member, Restaurantosaurus, Disney's Animal Kingdom, Walt Disney World

*Clubs and Activities:* president and founder, Eta Sigma Delta Honorary Society; president, Hospitality Financial and Technology Professionals RIT Chapter; member, RIT Hospitality Association

As part of the Introductory to Hospitality course in his freshmen year, Linden Pohland and his classmates all applied to the Disney College Program as part of a class assignment. The project was designed to prepare students for future co-op applications. Pohland was surprised to find himself accepted into the program as a first-year student. "At Disney, I learned how a larger scale operation works. To see the systems and how things work there was fascinating," said Pohland. "Disney was a great first co-op experience."

As the former president of Eta Sigma Delta Honorary Society, Pohland initiated the creation of a chapter of the organization at RIT Croatia while he studied abroad at the Dubrovnik campus. "The pinnacle of the entire experience was inducting the first 11 students before I left."



## Katia Hudspeth

*Hometown:* Dubrovnik, Croatia

*Major:* Hospitality and Tourism Management and International and Global Studies (double major)

*Co-ops/Internships:* Human Resources Administrator, The Beverly Hills Hotel; Marketing and Public Relations Intern, Hilton Imperial Dubrovnik (Croatia); Guest Relations Officer, Importanne Hotels and Resort (Croatia)

*Clubs and Activities:* member, RIT Hospitality Association; director of Fundraising and Sponsorships, RITz Alumni Mixer and Gala Event; Tiger Tales Toastmasters

Katia Hudspeth is a cultural hybrid. She was born in Canada, raised in Croatia, and has traveled all over the world. The international and cultural aspects of her upbringing are what drew her to a career in the hospitality and tourism industry.

"With hospitality, you have the chance to engage in different cultures and meet people from different backgrounds," she said. "That's the number one reason it's so attractive to me."

Hudspeth is interested in the luxury segment of the hospitality market, and two of her co-ops put her in the center of the action. She interned twice at The Beverly Hills Hotel, a property of the prestigious Dorchester Collection of five-star hotels. Hudspeth worked in the human resources and marketing. "I like the challenge of trying to exceed people's expectations."

### 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** is an associate professor. Her 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, Hsieh's research identifies ways to maximize profitability while enhancing employee wellbeing. She is widely published in leading journals and presents at conferences worldwide.

Croatia. Lagiewski has presented his work at the European Council of Hotel, Restaurant and Institutional Educators (EuroCHRIE) conference. He has facilitated numerous undergraduate special event planning activities at such renowned events as the PGA Championship, Senior PGA Championship, and the International Disabled Sailors Sailing Regatta. Lagiewski, a recipient of numerous industry awards and honors, has been recognized as an outstanding teacher.



**Edward (Ted) Ganster** is a lecturer in the hospitality and tourism management department. His research interests include exploring new technologies and practices used in the food and

beverage industries. Ganster is also an instructor at the New York Wine and Culinary Center.



**Muhammet Kesgin** is an assistant professor and an expert in cultural and event tourism as well as sustainable tourism. 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.



**Karthik Namasivayam** is the chair of the department of hospitality and tourism management. His research interests include consumers' evaluations of services, service innovation, and work and

family role conflicts and their effects on hospitality employees. His findings have been published in numerous journals including *Psychology & Marketing*, *International Journal of Services Management*, *International Journal of Hospitality Management*, and *Cornell Quarterly*. Namasivayam is a member of the International Council on Hotel, Restaurant, and Institutional Education and Academy of Management.



**Lorraine Hems** specializes in teaching courses on wines and beverages. As a certified sommelier, Hems is a prominent judge of national and international wine competitions. In 2011, she published her first

textbook, *Passport to the World of Wines*. Hems, who also teaches at the New York Wine and Culinary Center in Canandaigua, N.Y., was recently elected to the board of directors of the Society of Wine Educators.



**Rick M. Lagiewski** is an assistant professor with research and teaching interests that include destination development, resort management, tourism in transitional economies, organizational change,

and creating service competitiveness through creative practices. He led a project for the East West Institute on cross-border institution building for tourism between Bosnia, Montenegro, and



**Carol Whitlock** is a professor, registered dietitian, and a certified dietitian nutritionist. Her principal teaching interests are in educating students on product development, food chemistry, and nutrition, among

other topics. She also conducts research and consults in the areas of food component interactions, consumer perceptions of food quality, and technology in the delivery of education and services.

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## 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](http://www.rit.edu)**.



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