Welcome to HTM
Hospitality & Tourism Education

Hospitality & Tourism Education is a relatively young discipline

School of Hospitality & Tourism Management
Hospitality & Tourism Education

- 1893 - Ecole hôtelière de Lausanne, the oldest hotel school in the world, is founded
- 1895 - Le Cordon Bleu, as a culinary arts school, was founded in Paris
- 1916 - the household economics department at Purdue offers a course in Institutional Management
- 1922 - The Hotel School at Cornell University offers the world’s first undergraduate hospitality management degree program
- 1926 - Department of Household Economics becomes School of Home Economics - Institutional Management becomes a department
- 1935 – the City College of San Francisco offers the first 2 year hospitality management program
- 1946 - The Culinary Institute of America, New Haven, Connecticut
- 70’s and 80’s – growth of hospitality programs - US, Asia
- 1973 - RHI at Purdue
- 1990 - Purdue PhD in RHI (through CSR)
- 2000 - Ph.D. program approved and Department renamed: Hospitality & Tourism Management (HTM)
HTM Faculty/Staff/All

√ There are 118 employees in HTM
√ 19 faculty
  ❁ Industry Experience (non-teaching) – average 11.1 years
  ❁ Officers in 8 professional associations
√ Student Services Office
√ Career Center

School of Hospitality & Tourism Management
Teaching Labs

- Boiler Bistro
- John Purdue Room
- Lavazza Espression

School of Hospitality & Tourism Management
# HTM Students

<table>
<thead>
<tr>
<th>Students Enrolled</th>
<th>2007-08</th>
<th>2008-09</th>
<th>2009-10</th>
<th>2010-11</th>
<th>2011-12</th>
</tr>
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<tbody>
<tr>
<td>Undergraduates</td>
<td>519</td>
<td>490</td>
<td>473</td>
<td>494</td>
<td>560</td>
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<tr>
<td>Master's</td>
<td>20</td>
<td>24</td>
<td>22</td>
<td>31</td>
<td>51</td>
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<tr>
<td>Ph.D.</td>
<td>20</td>
<td>22</td>
<td>26</td>
<td>29</td>
<td>30</td>
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<tr>
<td>Total</td>
<td>559</td>
<td>536</td>
<td>521</td>
<td>554</td>
<td>641</td>
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<table>
<thead>
<tr>
<th>Graduates</th>
<th>2007-08</th>
<th>2008-09</th>
<th>2009-10</th>
<th>2010-11</th>
<th>2011-12</th>
</tr>
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<tbody>
<tr>
<td>Bachelor</td>
<td>148</td>
<td>134</td>
<td>132</td>
<td>138</td>
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<tr>
<td>Master’s</td>
<td>7</td>
<td>11</td>
<td>13</td>
<td>8</td>
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<tr>
<td>Ph.D.</td>
<td>5</td>
<td>5</td>
<td>2</td>
<td>7</td>
<td></td>
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<tr>
<td>Total</td>
<td>160</td>
<td>150</td>
<td>147</td>
<td>153</td>
<td></td>
</tr>
</tbody>
</table>
Activities - Student Leaders

- Ben Hebbe – President Black Tie, Senior Pilot Reimer Club, Teach For America
- Julia Branstrator - HTM Outstanding Senior, Solar Decathlon participant
- Grace O’Rourke - Selected for Banfi Scholastic Education Program (Italy)
- Brad Niemeier - Burton D Morgan Business Plan Competition winner, 4 years Purdue football (walk-on)
- Joe Folta - Discovery Park Undergraduate Research Internship, VP Black Tie
Solar Decathlon

Kristyn Zollos - organized tours for over 200,000 people
STUDENTS HELP 'BRIDGE THE GAP'
Book drive aids Jamaican school

Shelby Holloway (left), Ammarie Nicely (center) and Michael Nalezny assist with a book drive in Marriott Hall by the American Hotel and Lodging Society Student Chapter along with the department of hospitality and tourism management. The books are going to help develop a primary school library in Jamaica.
Activities – HTM Career Fair

✓ Keynote Speaker - Steve Bauman VP Talent Acquisition Marriott Intl.

✓ 350 Students in Attendance
✓ 50 Companies
✓ over 300 interviews
# Activities – HTM Study Abroad

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Summer 2010</td>
<td>Australia</td>
</tr>
<tr>
<td>Summer 2010</td>
<td>Central Europe</td>
</tr>
<tr>
<td>Winter Intercession</td>
<td>Oman</td>
</tr>
<tr>
<td>Spring 2011</td>
<td>Switzerland</td>
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<tr>
<td>Summer 2011</td>
<td>Ireland</td>
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<tr>
<td>Summer 2012</td>
<td>France</td>
</tr>
<tr>
<td>Summer 2012</td>
<td>Peru &amp; Ecuador</td>
</tr>
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</table>

School of Hospitality & Tourism Management
China Internships(16) - Visiting Scholars

School of Hospitality & Tourism Management
Research

Research Lines / Functional Areas

- Consumer Behavior
- Destination Marketing
- Financial Management
- Food Safety & Sanitation
- Human Resources
- Operations Management
- Strategic Management

Specialization

Hospitality & Tourism Industries

1. Foodservice
2. Lodging
3. Tourism

School of Hospitality & Tourism Management
Three Research Centers

Avery Foodservice Research Laboratory is a leading proponent of research and technological advancement for the foodservice industry.

The Center for the Study of Lodging Operations provides information relating to lodging operations in all venues, including hotels, timeshares, resorts, casinos, cruise ships, assisted living properties, and bed and breakfast operations.

The Purdue Tourism & Hospitality Research Center provides world-class tourism research for destinations and their communities, the tourism and hospitality industry.
“Hot” topics...

Current issues and concerns in the food service segment of the industry:

- Food safety & sanitation
- Consumer preferences/nutrition
- Green practices/sustainability
- Industry growth
- Efficiency
- The shortage of labor and turnover
- Competitive environment
- Convenience
- Service management
Activities - Best Papers

Dr. Xinran Lehto – Exploring Leisure Trip Activity Participation of Korean Families with Children of Disabilities
(International Society of Travel & Tourism Educators, 2011)

Dr. SooCheong Jang – Capital Structure, Free Cash Flow, Diversification, and Firm Performance
(Asia-Pacific ICHRIE Conference, 2011)

School of Hospitality & Tourism Management
## Activities – Misc.

<table>
<thead>
<tr>
<th>Undergraduate</th>
<th>Graduate</th>
</tr>
</thead>
<tbody>
<tr>
<td>✔ 2 + 2 Agreement with Ivy Tech</td>
<td>✔ Executive Master’s with Sun-Yat Sen University (in process)</td>
</tr>
<tr>
<td></td>
<td>✔ Non-thesis MS</td>
</tr>
</tbody>
</table>

**School of Hospitality & Tourism Management**
Thank You!

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