Purdue — The Leader in Hospitality and Tourism Education

Around the world, today’s hospitality and tourism industries represent 266 million jobs, and contribute 9.5% of GDP globally. As the industries grow, they will be increasingly recognized as key drivers of economic growth at the local, regional and global levels. Purdue’s globally renowned School of Hospitality and Tourism Management (HTM) leads the way as a valuable resource for the growing leisure and hospitality sector through rigorous learning programs, innovative and diverse engagement activities, cutting-edge research and exceptional graduates.

HTM is at the forefront of hospitality and tourism learning, discovery and engagement. Our comprehensive curriculum encompasses experiential, theoretical and analytical studies. Academic rigor combines with engagement in the form of internships and real-world “laboratories” that serve as classrooms. HTM students graduate with the vital skills to take on challenging positions with major corporations or to be entrepreneurs and manage the demands of their own enterprises.

Marriott Hall — Outstanding Experiential Learning and Research

HTM’s Marriott Hall is the envy of collegiate hospitality programs nationwide. Opened in 2012, the building includes a demonstration classroom, two contemporary restaurants and a professional kitchen where students learn front- and back-of-the-house operations. Marriott Hall also is home to three centers where HTM faculty and graduate students conduct important research for corporations, communities and organizations worldwide. The 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 serves the hotel industry and related organizations with timely information and superior research. The Purdue Tourism and Hospitality Research Center provides world-class tourism and hospitality research for destinations and communities.

Students Primed to Compete

Purdue’s HTM program has an outstanding reputation of preparing graduates to be operations-focused and ready-to-work. The hospitality and tourism industries operate in highly competitive environments. To compete, students must have a strong business foundation and the ability to interact effectively with the staff they manage and the customers they serve, and stellar customer-service skills.

One of the most stimulating and fulfilling opportunities is the HTM-sponsored internship in China. Students live, study and work abroad for six months in one of several five-star hotels. The invaluable work rotation provides students with real-world learning skills in food and beverage, front office, marketing, customer service and housekeeping — all while learning the language and culture of China.

The Ray Kavanaugh Career Center, located in Marriott Hall, annually helps hundreds of HTM students garner meaningful internships and professional positions within the industry. In addition, the annual HTM Career Day, organized primarily by students, attracts up to 60 companies for on-campus recruiting.

HOW YOU CAN HELP

Your contribution through Ever True: The Campaign for Purdue University will help to ensure HTM reaches its potential as the thought leader in hospitality and tourism management — for both academia and the industry. Contributions for student support, programs, faculty support, facilities, and unrestricted support will strengthen our department and assure our ranking among the top programs in the country.
2012-2019 CAMPAIGN INITIATIVES

STUDENT SUPPORT

Outstanding students are highly sought by all programs. HTM is unmatched for quality, but scholarships and other financial support are needed for some of the best students to learn at Purdue. Your donations are needed for undergraduate student scholarships, graduate student support, experiential learning and study abroad opportunities.

PROGRAMS

Each year, HTM offers 4-5 study abroad programs, ranging in length from one week to six months. During these faculty-led programs, students are immersed in a culture and gain global industry insights firsthand. Gifts will support the development of new study abroad programs. In addition, gifts will support the expansion of HTM course and educational offerings to meet the needs of a growing industry, including the development and administration of HTM’s new online Master’s degree program, providing whole career preparation and career development for industry leaders.

FACULTY SUPPORT

Endowed and distinguished professorships are pivotal to recruiting and retaining the finest faculty who lead the discovery of new knowledge and help students become the best they can be. An endowed named Headship will provide the department head with the support required to leverage key initiatives and emerging programs that extend Purdue’s leadership.

FACILITIES

The HTM facilities are unique, and the experience gained through the coursework is invaluable. In order to maintain them, gifts are needed.

UNRESTRICTED

Purdue’s School of Hospitality and Tourism Management relies on unrestricted gifts to address areas of greatest need, including program enrichment, and faculty and student support.