



HHS IS | HOSPITALITY & TOURISM MANAGEMENT



ADVANCING A **GLOBAL INDUSTRY**

People love to travel and dine out. That's not likely to change. Making others comfortable when they're away from home makes the hospitality and tourism career path wide and varied. Hospitality careers take place everywhere — on land, sea and air.

The School of Hospitality and Tourism Management (HTM) is recognized by the industry as a leader in hospitality education. Our students leave here with the professional skills to impact lives and improve the quality of life. HTM's undergraduate program is ranked first in the nation by two different studies.

A leading provider of research and technological advancement to the hospitality and tourism industry, HTM actively engages its corporate partners and the local community to facilitate student learning and networking opportunities.





“PREP” FOR A SUCCESSFUL CAREER

The school prepares students for leadership positions in food and beverage, hotel operations, sales and marketing, and event planning. Our two restaurants serve as real-world training facilities while also serving excellent cuisine to the campus and local community. Our research efforts help advance the use of technology and improve the delivery of service in corporations and communities.

Professors with industry experience teach all HTM courses. The size of the program and classes are restricted so students receive individual attention. During the senior year, students participate in a capstone course that builds upon everything they’ve learned as they make plans to launch their “own” hospitality business.

Graduates of the HTM program are well-rounded, with a combination of business and life skills that are in high demand by employers.

The undergraduate program focuses on how to manage. Graduates will find opportunities in almost any management position. Most of our students start out in a training program (six months to two years) with HTM companies. Where they go from there is limitless. Placement can be with restaurants, hotels, airlines, convention centers, cruise lines, destination management facilities, gaming entertainment facilities, sports arenas, recreation facilities and theme parks.

The hospitality and tourism industry operates in a highly competitive environment, so it’s important students develop a strong business foundation and customer service skills. HTM ensures that graduates have all of the skill sets needed for a successful career.



OUR “WOW” FACTOR: MARRIOTT HALL

Marriott Hall is a state-of-the-art facility for teaching, research and dining — the envy of collegiate HTM programs nationwide.

The facility includes a demonstration classroom, two restaurants and a full kitchen where students learn front- and back-of-the-house operations. Marriott also houses two conference rooms that double as classrooms; interview rooms for companies; faculty and graduate student offices; a student academic advising office; a student organization room; and event space that allows students to learn firsthand about the business.

HTM also has its own career center within Marriott Hall, which helps about 400 students obtain internships and permanent employment each year. The annual HTM Career Day, organized primarily by students, attracts up to 60 companies for on-campus recruiting.

**EXPERIENTIAL, THEORETICAL AND ANALYTICAL
STUDY COMBINED WITH A STRONG, RESEARCH-BASED
GRADUATE PROGRAM, AND REAL-WORLD ENGAGEMENT
OUTSIDE THE CLASSROOM MAKE PURDUE’S HTM
GRADUATES SOUGHT AFTER THROUGHOUT THE
HOSPITALITY INDUSTRY.**



REAL-WORLD EXPERIENCE

A 400-hour internship requirement ensures that students graduate ready to handle the challenges of a career in hospitality and tourism. One of the most challenging and fulfilling opportunities is the sponsored internship in China. HTM students live, study and work abroad for six months in one of several five-star hotels. Students rotate through areas such as food and beverage, front office, marketing, customer service, and housekeeping — all while learning the language and culture of China.

Throughout the year, students participate in a variety of service-learning activities such as the Feast of the Hunters' Moon and sales blitzes for hotels in Indianapolis and Chicago. Each spring, students in the HTM Society host the annual Black Tie Dinner, an elegant fundraising event that lets them put into practice the things they've learned in the classroom — from menu planning to marketing to management.

STRONG, RESEARCH-BASED GRADUATE PROGRAMS

HTM is home to three research centers designed to allow cooperative research across many individual projects leading to strong contributions to the industry. The school provides HTM research to corporations, communities and organizations worldwide.

- **Avery Foodservice Research Laboratory** is a leading proponent of research and technological advancement for the foodservice industry.
- **Center for the Study of Lodging Operations** serves the hotel industry and related organizations with timely information and quality research.
- **Purdue Tourism & Hospitality Research Center** provides world-class tourism and hospitality research for destinations and communities.

LEARN MORE AT WWW.PURDUE.EDU/HHS/HTM

PURDUE

HEALTH & HUMAN SCIENCES

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