

# SCHOOL OF HOTEL, RESTAURANT AND TOURISM MANAGEMENT

## Undergraduate Program Information

The School of Hotel, Restaurant & Tourism Management is committed to the broad land-grant mission of New Mexico State University. The school's mission is to serve the needs of our constituents through innovative teaching, research, service, professional applications and partnerships in a multi-cultural and international environment.

This bachelor degree program prepares students for supervisory and management positions in all areas of the diverse and growing hospitality and tourism industry. The full bachelor of science degree program is available through NMSU main campus as well as completely online through NMSU Online. The program also provides a foundation for continuing development to advance to more senior management or to pursue entrepreneurial opportunities. In this service-oriented, professional program, faculty, students and industry partners bring together theory and practice to forge hospitality management excellence. The curriculum is designed to educate students as individuals and professionals in a changing society. Students take a core curriculum featuring courses in a broad spectrum of skills and knowledge needed for industry and personal success. They develop an individual plan with a faculty mentor for selecting professional elective courses based on their interests. A grade of C- or better must be earned in each upper-division HRTM class to satisfy the requirement of the major.

Students are required to participate in an internship program that is offered only after completion of 400 hours of hospitality work experience. The internship sequence consists of three, one-credit courses: Professional Development, Hospitality Internship, and Internship Seminar and includes another 400 hours in the field, normally the summer between the student's junior and senior year. The Hospitality Internship course is a prerequisite for several of the student's final 400-level courses. Thus, at the end of both the work experience practicum and the internship, students will have completed a minimum of 800 hours professional work experience in the field.

## Special Features of the School of Hotel, Restaurant, and Tourism Management

The School of Hotel, Restaurant and Tourism Management provides excellent opportunities for experiential learning. Students take hands-on food and beverage and meetings and events courses in the 100 West Café and Bobby Lee Lawrence Academy of Wine. The Hospitality Technology Lab seats 36 for courses using hospitality simulation and general software programs.

The School of HRTM has a special relationship with the NMSU Courtyard by Marriott hotel and Total Management Systems, Inc. to provide educational opportunities for our students. Corporate executives and property managers are frequent guest speakers in classes. HRTM students and alumni have preferential consideration for part-time jobs, internships, its senior management-in-training program and management opportunities at the property as well as the company's other locations throughout the state. Other industry partners that are actively involved in the program and provide scholarships and other opportunities for students include the New Mexico Beef Council, New Mexico Restaurant

Association, the American, Greater Albuquerque and El Paso Hotel & Lodging Associations, New Mexico Hospitality Association, New Mexico Wine Association, Latino Hotel Association and many more.

The School houses the Marriott Hospitality Futures Center. Its office suite has been designated to allow the campus and surrounding community to discover the many opportunities available when exploring a career in hospitality. It hosts facilitated workshops, and has a strong dedication to outreach throughout New Mexico, El Paso, and the surrounding areas to student groups, public schools, and our industry partners. HRTM's Annual Hospitality and ACES Career Fair brings 25 - 30 companies to campus each spring semester to interview students for jobs, internships, management training programs, and other career opportunities. Many recruiters come to campus at other times of the year as well.

Trips to major industry trade shows throughout the country and field trips to hospitality properties are only a few of the professional activities available to our students. HRTM's Faculty Led International Program (FLIP) takes students to Florence, Italy each summer. The School's Unity in Hospitality student club is very active and represents HRTM at many college, university, and national activities. Other student organizations include Eta Sigma Delta Honors Society, Delta Sigma Pi, College Ambassadors, and Peer Mentors.

## Undergraduate Program Learning Objectives

The School of Hotel, Restaurant and Tourism Management is committed to ensuring that our graduates are prepared to be leaders of the hospitality and tourism industries. By the end of their studies are students will be able to:

1. Evaluate the current and key concepts and principles related to sustainable practices, global market trends, teamwork and ethical management and decision-making strategies in the operation of global hospitality and tourism organizations.
2. Analyze the principles of ethical leadership and effective teamwork within diverse hospitality and tourism management contexts, demonstrating the ability to apply these principles in real-world scenarios.
3. Apply current and emerging professional hospitality product and service management and techniques and service quality measurement systems creating favorable guest experiences in hospitality and tourism settings.
4. Assess current and emerging operational methods and relevant technologies—such as data analytics, artificial intelligence, and industry-specific tools—that enhance organizational performance in both the current and future competitive hospitality and tourism landscape.
5. Demonstrate effective written, oral, visual, and interpersonal communication skills.

## Graduate Program Information

Students can earn a Master of Science degree in Family and Consumer Sciences with a concentration in Hotel, Restaurant and Tourism Management (HRTM). Students can complete the program on campus or completely online through NMSU Global. The emphasis in HRTM combines both coursework and research to expand the student's knowledge, abilities, and problem-solving skills.

Students begin the program by learning about the current trends in a wide range of hotel, restaurant and tourism academic research areas. Students also take graduate classes that apply to their chosen area of

specialization. Some students focus on general hospitality management. However, most choose an area of interest such as tourism, foodservice, hotel operations, culinary arts, destination management, revenue management, sales and marketing, hospitality or culinary education, beverage management, vacation ownership, hospitality information systems, or human resource management/training. Some of our students are hospitality educators who may desire to take specialized courses in online teaching or educational technology.

Students with undergraduate degrees in closely related fields (including Business, Information Technology, Food Science, Culinary Arts, and Education) are strongly encouraged to apply as are students from under-represented groups and international students. We also welcome applications from non-traditional applicants who have work experience in the hotel, restaurant and tourism business. These students bring unique views to our program and strengthen our breadth and diversity.

In addition to the Graduate School requirements, the admissions criteria for the Master of Family and Consumer Sciences, HRTM concentration include a statement of interest essay and resume. Suggested departmental deadlines for review of admission materials are six weeks prior to the first day of the semester of desired start. However, international students must apply by March 1 for Fall semester admissions and October 1 for spring semester admissions.

A minimum of 30 credits (including 4-6 credits of thesis) is required under the thesis plan. A non-thesis plan is available that requires also requires a minimum of 30 credits of course work with a 3 credit written comprehensive applied management project. Both plans require a final oral examination. Students will take 3 credits of statistics and 3 credits of research methodology at the graduate level. Students with limited work experience in HRTM should complete a paid internship in their area of specialization. Prior to the completion of 12 credits, the student will form a program advisory committee and determine the appropriate courses for the degree work.

There are a limited number of graduate teaching assistant positions available for HRTM concentration students.

## **Graduate Program Learning Objectives**

1. Analyze and apply strategic decision making processes to create sustainable competitive advantages for hospitality and service industries
2. Design and manage service delivery systems to create appropriate and authentic hospitality and tourism experiences.
3. Evaluate new developments in hotel and restaurant management and discuss contemporary issues confronting the global hospitality industry
4. Execute a professional paper or thesis about a relevant hospitality or tourism topic using appropriate research methodologies and analytical skills.

Please see the HRTM website at <https://hrtm.nmsu.edu/> for information about all of the School of Hotel, Restaurant and Tourism Management's programs.