

## HOSPITALITY, TOURISM AND EVENT MANAGEMENT



Where better to study hospitality management than in the heart of Silicon Valley, San José, California and the Bay Area? Thanks to our 250 days of annual sunshine, world renowned high tech companies, and vibrant metropolitan location, we attract millions of national and international visitors each year. According to a recent California State University (CSU) impact report, hospitality ranks as one of the state's top growth industries, ensuring that the demand for hospitality professionals will only increase. Our innovative, technology-driven curriculum and faculty provide the theoretical, practical, and professional training students need to pursue successful and meaningful careers. Our concentration in hospitality, tourism and event management pairs academic study with hands-on experience and internships. Our graduates find employment as hotel/resort general managers, restaurant managers, private club managers, controllers, sales and marketing managers, human resources managers, concierge, catering and event coordinators/producers, and convention and tradeshow managers. Come join our team!

### HTEM Highlights

The U.S. travel and tourism industries generated more than \$1.1 trillion in direct revenue and created more than 9 million travel related jobs in 2019.

- U.S. Bureau of Labor Statistics predicts that there will be high demands for hospitality and tourism related occupations in the next decade.
- Hospitality industry creates more jobs than other service industries in California.
- The California State University granted 95% of all hospitality and tourism bachelor's degree in California.

## HOSPITALITY, TOURISM AND EVENT MANAGEMENT CONCENTRATION REQUIREMENT

### Core Classes

- Intro to Hospitality Management
- Hospitality Service Management

### Elective Classes

- Multicultural & Intl Issues in Hospitality
- Hotel & Lodging Operations
- Customs and Courtesies in Hospitality
- Cruise Operations and Management
- Gaming Management
- Hospitality Service Management
- Event Planning/ Management
- Wine Appreciation
- Beer Appreciation
- Revenue Management
- Sustainable Operations

and more

The curriculum offers managerial course work in travel, tourism, lodging, resort, food and beverage, restaurant, event planning, conventions and tradeshow, administration and entrepreneurship.

The program requires 500 hours of internship or industry experience, having students work in positions that expand their current skills and knowledge.

Alumni are occupying management positions in the Bay Area, throughout the U.S. and worldwide. Nearly all students are successful in finding employment after graduation.

Whether your interests are tightly focused or you would like to integrate your studies in hotel/restaurant management, event planning, and tourism, we have the faculty, internships, and coursework that will pave the way to a successful career!

## Careers in HTEM

- ◇ Hotel/Restaurant General Manager - Owner
- ◇ Hotel Director of Catering and Convention Services
- ◇ Hotel Director of Food and Beverage
- ◇ Hotel Director of Sales and Marketing
- ◇ Hotel Director of Human Resources
- ◇ Resort/Spa/Club Manager
- ◇ Casino Floor Manager/Administration Manager
- ◇ Director of Community Relations Senior Living
- ◇ Travel Agency/Tour Operation Manager
- ◇ Tourist Attraction/Theme Park Manager
- ◇ Hospitality Event Planning/Management
- ◇ Corporate Event Planner
- ◇ Convention/Tradeshow Manager
- ◇ Festival and Event Coordinator
- ◇ Researcher/Educator/Consultant

## Contacts

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## HTEM Scholarships

- California Hotel & Lodging Association
- California Restaurant Association
- Hospitality Financial and Technology Professionals Bay Area Chapter Scholarship
- National Restaurant Association Educational Foundation
- dette Morrow Hospitality Scholarship
- SKAL International San José Scholarship

