THE FIELD

Hospitality and Tourism Management (HTM) is the world's largest industry and employer, so the career possibilities are limitless. From 5-diamond hotel properties, to bustling successful restaurants, to elite clubs, you will find our HTM graduates managing outstanding hospitality businesses and taking charge of billion dollar assets and multimillion-dollar budgets. From consultants at the world's largest customer experience measurement firms, to successful entrepreneurs, to marketing and sales managers at travel websites and tech giants, to uniquely designed career paths, you will find our graduates leading the way and innovating the industry.

Areas of HTM specialization include: hotel management; restaurant management; tourism and destination management; service experience consulting; revenue management, data analytics, and technology; real estate development and management; casino management; private club management; sales and marketing; and convention and event management.

There is no minor available in hospitality and tourism management.

THE MAJOR

Today's students turn into tomorrow's leaders. HTM students benefit from the UMass Amherst campus experience while also becoming an integral part of the hospitality and tourism management network of outstanding students, faculty experts, and successful alumni leaders. A key advantage of the program is that it is part of the Isenberg School of Management, giving students a more effective education with courses such as marketing, information management, business communications, finance, and accounting. Student-centered teaching highlights the specialization of hospitality and tourism management areas including lodging, food service, clubs, events, tourism, casinos, and customer experience management. Students build leadership skills through required coursework, electives, and cutting-edge academic projects. In addition, experiential learning is a critical component of the HTM major, better preparing students for the industry they will ultimately be leading. Experiential learning opportunities include required work experience, industry visits, mentoring, externships, internships, the HTM student-led career day, and industry-related clubs and activities.

HONORS

Students may pursue honors opportunities within the major. Contact Commonwealth Honors College (413-545-2483, info@honors.umass.edu) or the Isenberg Undergraduate Programs Office (413-545-5610, undergrad@isenberg.umass.edu) for more information.

STUDY ABROAD

HTM is a global industry and students in the major can experience it through either full-semester or short-term study abroad programs. Students who study abroad consistently describe the experience as life-changing, as it increases cultural awareness and a deeper understanding of the global business environment. The insights gained through these experiences make our students more desirable to future employers and graduate schools. HTM students are particularly attracted to the Isenberg Culture and Tourism Management in Europe program, as well as the department's Learn 6/Work 6 program with the Caesar Ritz Hotel School in Switzerland.

CAREER OPPORTUNITIES

In a rapidly changing world, a degree in HTM provides competitive advantages because students learn key management, operations, marketing, financial, and customer experience management skills that are integral to the hospitality and tourism industry. These are also translatable skills to countless other industries. This degree opens endless doors, which is why graduates are sought after for their ability to provide innovative leadership in changing environments. The program also prepares students for their future careers by ensuring that 100 percent have industry-related work experience upon graduation. In addition, the HTM-specific career day hosts over 60 of the world's best hospitality, tourism, and business firms. Companies recruit for summer employment, internships, and the coveted dream job upon graduation. These are just some of the reasons job placements for graduates are among the highest on campus.
ISENBERG SCHOOL OF MANAGEMENT

Isenberg is committed to introducing its students to the education, experiences, and executives that will make them effective leaders, dynamic team players and change agents in the diverse world of business. Isenberg’s unique culture sparks community and collaboration, and its entrepreneurial spirit encourages creativity in tackling today’s biggest challenges to prepare its students for future positions of responsibility. Students may pursue an education in a variety of business disciplines represented by majors in seven departments and two degree programs. The program is directed toward the broad aspects of business, encouraging high standards of ethical conduct, social responsibilities, and the development of competence in particular courses of the student’s own interests, aptitude, and choice.

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