

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. The work setting is just as varied, with graduates finding opportunities in small companies and large corporations, or creating their own opportunities utilizing their entrepreneurial spirit. 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.

Many industries around the globe felt the impact of the COVID-19 pandemic. However, the HTM industry showed its strength and resiliency as leaders from every segment responded by implementing innovative and creative initiatives. HTM goods and services are an integral part of how global economies recover. Currently, there is a surge in customer demand for HTM experiences, creating an exciting period of renewed growth. At this moment and continuing over the next five years, we expect a high demand for the next generation of managers and leaders.

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 with Commonwealth Honors College (413-545-2483, info@honors.umass.edu).

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. Isenberg offers a variety of unique, short-term study abroad options. Each of these programs combines class time at UMass with a study abroad experience led by teams of Isenberg faculty. 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 César Ritz Hotel School in Switzerland.

CAREER OPPORTUNITIES

The Office of Career Success is dedicated to helping students explore career paths and find opportunities that allow them to grow and succeed as young professionals. We encourage students to pursue internships and other field-based experiences as part of the learning process. Our career coaches and faculty work with students 1:1 and in classes to help them navigate this important time in life and make career decisions that yield a future of meaning and satisfaction. In a rapidly changing world, a degree in HTM provides competitive advantages because students learn key leadership, management, operations, marketing, financial, and customer experience management skills that are integral to the hospitality and tourism industry. These skills are transferable to countless other industries. The pandemic showed us something we already knew: the demand for the transferrable skills our students have is high. Many industries are attracted to our graduates because of the skills inherent to the study of HTM, including flexibility, adaptability, interpersonal skills, problem solving, teamwork, communications, creativity, time management, positive attitude, and more. The HTM degree opens endless doors, and HTM 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 opportunities for industry-related work experience. The HTM department hosts some of the world's best hospitality, tourism, and business firms at the student-run HTM Career Day. 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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