INTERNATIONAL HOSPITALITY
ACADEMY

JULY 30 - AUG 11, 2018

Study the hospitality industry where it lives!
New York, Boston, and New England

Hosted by the Department of Hospitality & Tourism Management at the Isenberg School of Management, University of Massachusetts Amherst

Program Overview

As one of the oldest and most reputable hospitality programs in the US, the International Hospitality Academy (IHA) at UMass Amherst offers students a valuable experiential learning opportunity. Integrating seminars and practical training courses, IHA is designed to help participants learn and immerse themselves into American hospitality culture.

This 2-week program provides students and recent graduates a unique opportunity to study hospitality topics such as wine and beverage management, strategic lodging operations, leadership, service etiquette and manner, legal cases, festival and event management, and business communication, as well as tour the vibrant and thriving hospitality and tourism industry of New England and New York.

All learning activities are conducted in English by faculty members of the Isenberg School of Management, and our Marriott Center for Hospitality Management serves as the hub of most learning activities. Both formal course arrangements and extra-curricular activities provide participants with ample opportunities to practice and enhance their command of English.

IHA Benefits

• Hands-on training emphasizing experiential learning
• Interacting with faculty composed of field professionals
• Experiencing the hospitality and tourism industry of New England and New York

http://www.umass.edu/summer/iha
Program Objectives

- Learn about current issues through a top ranked, accredited hospitality and tourism management program
- Experience firsthand the U.S. hospitality industry including hotels, entertainment venues, sports stadiums, convention centers, casinos, and more
- Broaden global perspectives by visiting highly multi-cultural areas of New England and surrounding cities
- Establish scholarly connections and friendships with the faculty and students of the UMass Amherst HTM program for their future academic and professional interests
- Improve command of English through direct interactions with native speakers during many learning activities and travel opportunities

Program Arrangements

Program Period: July 30 - August 11, 2018
(Early arrival and late departures may incur additional housing and meal costs)

Program Location: Marriot Center for Hospitality Management at UMass Amherst

Accommodation: UMass student dormitory, single or double occupancy, with basic linen and furniture provided

Meals: 3 Meals/day provided by UMass Dining, the nation's No. 1 campus food provider

Program Fee: US $2,990
Airfare/airport transportation not included

Application Requirements

Must be a matriculated undergraduate student or recent graduate

- Completed IHA online application
- Statement of Interest
- Letter of Support from academic or professional reference

Town of Amherst

Amherst, Massachusetts is a diverse, inclusive community with much to offer. The town enjoys a tradition of high level of government services, quality education, support for agriculture, and respect for its history.

Major international service is available through Logan International Airport (BOS) in Boston, 90 miles away.

UMass Amherst

Founded in 1863, the University of Massachusetts Amherst is a public research university in Amherst, Massachusetts and the flagship of the University of Massachusetts system. With more than 1,370 faculty members and more than 26,000 students, UMass Amherst is the largest public university in New England. The university offers bachelor’s degrees, master’s degrees, and doctoral degrees in over 90 undergraduate and 65 graduate areas of study, through 9 schools and colleges. Its faculty members have earned numerous awards and recognition for their work performances.

For more information, visit http://www.umass.edu

HTM Department

The Department of Hospitality & Tourism Management (HTM) at the University of Massachusetts Amherst has been historically regarded as one of the oldest and finest hospitality programs. The program is accredited by the Accreditation Commission for Programs in Hospitality Administration (ACPHA) and is part of the Isenberg School of Management. Graduates of this program are in high demand by hospitality and tourism companies, as evidenced in high placement rates.

Connect and Apply

For more information and to apply to IHA please visit:
http://www.umass.edu/summer/ih

For questions about IHA, please contact:
UMass Amherst Summer Programs
413.577.2112 | summerprograms@umass.edu

http://www.umass.edu/summer/ih