

What can I do with a degree in...

# HOSPITALITY & TOURISM MANAGEMENT?

## Why study **HOSPITALITY & TOURISM MANAGEMENT?**

The Hospitality and Tourism Management program at Western Carolina University opens the door to a wide variety of exciting professional opportunities and experiences. Hospitality and Tourism is the world's largest service industry where qualified managers and leaders are in high demand. If you thrive on challenge, creativity, and change, this multi-faceted, fast-paced industry is for you.

A degree from Western Carolina University's Hospitality & Tourism Management program prepares students to be Business Ready® for management positions in the industry. The program promotes the personal and professional development of each of our students by offering and encouraging participation in engagement opportunities and by using interactive teaching methods that develop critical thinking and decision-making abilities. Students can earn certification credits from the American Hotel and Lodging Educational Institute and the Club Management Association of America.

## What is the **DEGREE OPTION?**

### **Bachelor of Science (B.S.) in Hospitality and Tourism Management**

*NOTE: Students may also minor in Hospitality and Tourism Management.*

*Students may choose to earn dual degrees in HTM and Marketing or HTM and Management. Any of the COB minors would complement the Hospitality and Tourism Management degree.*



## What is the **UNDERGRADUATE ADMISSION PROCESS?**

Any currently enrolled student at WCU may declare Hospitality and Tourism Management as an undergraduate major. Please make an appointment with your advisor via your MyWCU student portal.

## What **JOBS ARE AVAILABLE?**

Our graduates are prepared to become a variety of professionals including catering and restaurant managers, event and entertainment planners, hotel and resort managers,

marketers, travel agents, tour guides, travel writers, concierge attendants, public relations managers, and more. *NOTE: Advanced degrees may be required for some of the above careers. Please speak with an advisor or career counselor for more information.*

## Who employs **HOSPITALITY & TOURISM MANAGE- MENT** graduates?

Our graduates work for a variety of employers including large corporate hotels and small private resorts, restaurants, casinos, clubs, cruise ships, convention and civic centers, marketing firms, state parks, professional sports venues, and recreation and leisure groups.

# MAJOR MAP

**How to use this map:** Review the four categories and suggestions of activities and when you should consider engaging in them. Remember, these are just suggestions! There is a fillable space for you to add in any other ideas you have to set yourself up for success in life after college.

## Looking for a minor? Consider these options:

- Accounting
- Business Administration and Law
- Finance
- Entrepreneurship
- Management
- Marketing

### 1st YEAR

### 2nd YEAR

### 3rd YEAR

### 4th YEAR

#### EXCEL IN ACADEMICS

Coursework your first year will focus on foundational classes within the liberal studies catalog and introductory business core classes. Check out the [8-semester plan](#) and make an appointment with your advisor.

The second year continues with additional liberal studies requirements as well as introductory H&T, Marketing and Law courses. Check out the [8-semester plan](#) and make an appointment with your advisor.

Courses in your third year will focus heavily on upper-level H&T courses and Business core requirements. Check out the [8-semester plan](#) and make an appointment with your advisor.

Courses in your final year will continue to focus on upper-level H&T topics and finishing liberal studies requirements. Check out the [8-semester plan](#), make an appointment with your advisor, and complete your degree audit, and [apply for graduation!](#)

#### GET HANDS-ON EXPERIENCE

Check out [WCU's DegreePlus program](#) and choose which events in any of the four categories you want to attend. Categories include: Professionalism, Teamwork, Leadership, or Cultural Responsiveness.

See what on-campus employment opportunities are available by logging in to JobCat. Working with Campus Activities or the Ramsey Center would give you student experience in event planning and management.

Consider joining clubs or organizations related to your major such as WCU-CMAA.

If you are thinking about attending a graduate school, start engaging in hands-on experiences required in graduate school admissions.

Engage deeper with [DegreePlus](#); choose an additional competency to complete

Complete an internship that will give you practical hands-on experience in your field. Contact the CCPD for help in your internship search.

Consider networking with professionals in your field. [The National Tour Association](#) has numerous networking events and professional development opportunities listed as does the [N.C. Travel Industry Association](#) and the [U.S. Travel Association](#).

Investigate requirements for full-time jobs or graduate school admissions. Assess what skills or experiences you're lacking and invest time in seeking additional opportunities such as certification programs, classes, or professional development workshops during your last year to fill that gap. Connect with your faculty advisor or career counselor.

#### BE PART OF THE COMMUNITY

Connect with the [Center for Community Engagement and Service Learning](#) and ask about the [Spark Award](#), a program aimed to encourage and recognize students who are connected with their community.

Develop deeper relationships with the organizations for which you volunteer. Ask for special projects or responsibilities that you can highlight on a resume.

If you want to [study abroad](#), this is a good year to have that experience. The Study Abroad Office has excellent suggestions on places to go to your major specifically.

Volunteer with nonprofits that focus on your ideal career path.

Connect with alumni in your field through [LinkedIn](#).

Join professional organizations such as the National Restaurant Organization, American Hotel and Lodging Association, National Tour Association or the U.S. Travel Association.

Network with employers and non-profits at the annual Career Fair Plus event, held each October and February.

#### PREPARE FOR LIFE AFTER COLLEGE

Further explore your career options or career interests using the [Center for Career and Professional Development's](#) online resources, [Focus 2](#), and [Onet Online](#).

Connect with a career counselor early on to explore opportunities and experiences you can do while in college to further develop your professional resume.

Check out [CCPD's list of career-building activities](#) and participate in an activity this year, such as attending Career Fair Plus.

Start a spreadsheet of graduate schools you wish to apply to in a few years; label your spreadsheet with each school's admission requirements and application materials so that you are aware of the expectations.

Visit the CCPD to hone your professional resume and cover letter (Make an appointment through MyWCU).

Utilize the [Writing and Learning Commons](#) for GRE, and other professional exam preparation sessions. Take the GRE, etc. Use [Big Interview](#) to learn more about professional interviews.

Schedule a visit to tour graduate schools of your choice, if applicable.

Apply to graduate schools, if applicable.

Look for and apply for jobs between 4 and 6 months before graduation.

Polish your resume, cover letter, and interview skills by using the [CCPD](#).

Internships are still the number-one educational experience employers look for in a recent college graduate resume. (Chronicle of Higher Education's study on 50,000 employers)

## DID YOU KNOW?

# MORE INFORMATION

## **INTERNSHIP** Information

There are numerous internship opportunities for students. In some cases internships are established through a faculty member in the student's major. Oftentimes students find part-time jobs in an area related to their field of study. When this happens, students should discuss with their academic adviser the possibility of receiving college credit. Generally, three hours of general elective credit can be earned for a minimum of 200 hours of experience.

## **SKILLS LEARNED** in the classroom

The core competencies will center on developing skills, knowledge, and attitudes such as:

- oral and written communication
- customer service
- analytical and quantitative abilities
- problem solving
- teamwork
- working independently
- leadership

## **KNOWLEDGE** Base

This program will prepare students to:

- learn, understand and interpret information and apply knowledge to new situations

- set priorities, meet deadlines and effectively plan/manage time, data and resources
- make well-reasoned decisions, problem-solve challenges, think creatively and search for, identify and consider all sides of an issue
- analyze and interpret a wide range of information and data to discuss, support and/or reject ideas, opinions, reports, theories and proposals.

## Professional **RESOURCES**

- American Hotel and Lodging Association: [ahla.com](http://ahla.com)
- National Restaurant Organization: [restaurant.org](http://restaurant.org)
- National Tourism Association: [ntaonline.com](http://ntaonline.com)
- North Carolina Travel Industry Association: [nctia.travel](http://nctia.travel)
- U.S. Travel Association: [ustravel.org](http://ustravel.org)

## **QUESTIONS?**

For questions, please call the Hospitality and Tourism Management program at 828-227-7412 or visit [ht.wcu.edu](http://ht.wcu.edu).

To schedule an appointment with a career counselor, contact the Center for Career and Professional Development, 828-227-7133 or [careerservices@wcu.edu](mailto:careerservices@wcu.edu).