Hospitality & Tourism Management (HTM)

Student Profile

RANKED #1
Public Undergraduate Business Program in the Northeast by *U.S. News & World Report*, 2023 (seven years running)

HTM Majors take required courses that improve their career readiness
- SCH-MGMT 200: Career and Professional Development
- SCH-MGMT 310: Management Communication

HTM in the Classroom

Selected Coursework
- Lodging Operations Management
- Food Service Management
- Human Resource Management in the Hospitality Industry
- Financial Decision Making in Hospitality Business
- Meeting, Convention & Expo Management
- Information Technology and Social Media in Hospitality & Tourism Management
- Revenue Management

Professional Organizations
- National Society for Minorities in Hospitality
- American Hotel & Lodging Association
- Club Managers Association of America
- Professional Convention Management Association

Skills
- Interpersonal Communication
- Customer Service
- Digital & Social Media Marketing
- Sales & Marketing
- Presentation Design and Delivery
- Data Analytics

Certifications
- ServSafe Food Protection Manager
- CHIA Academic

Software & Technical Proficiency
- Point of Sale (POS) Systems
- Oracle Hospitality OPERA
- MS Excel and PowerPoint

Student Clubs
UMass Student Chapters of:
- National Society for Minorities in Hospitality
- American Hotel & Lodging Association
- Club Managers Association of America
- Professional Convention Management Association
- Eta Sigma Delta

Hiring Companies

Average Starting Salary
$53,860

Median Starting Salary: $54,500

94% of HTM graduates seeking employment accept a job within six months of graduation

HTM Career Day
- Largest running and largest student-managed career fair on the East Coast
- Includes information sessions, networking, receptions, and interview opportunities with top employers
- Students learn valuable leadership, event management, and interpersonal skills

Transferable Skills
- HTM students succeed in multiple industries because of these strong skills:
  - Teamwork
  - Communication and cultural awareness
  - Service management
  - Problem-solving and adaptability

Office of Career Success
University of Massachusetts Amherst