

Hospitality & Tourism Management (HTM)

STUDENT PROFILE

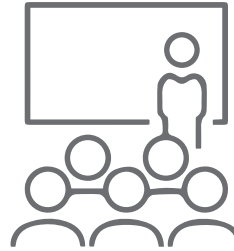


RANKED

#1

Public Undergraduate Business Program in the Northeast by *U.S. News & World Report*, 2024 (eight years running)

Shanghai Rankings: #10 US • Top 2% Globally



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 Management
- Foodservice Management
- Customer Experience Management
- Event Management
- Casino Management
- Beverage Management
- IT & Social Media

SKILLS

- Relationship Management
- Managing Diverse Global Teams
- Leadership
- Digital & Social Media Marketing
- Sales & Marketing
- Data Analytics
- Soft Skills & Communication

CERTIFICATIONS

- SERVsafe Food Protection Manager
- CHIA Academic
- TIPS Certification

TECHNICAL PROFICIENCY

- Point of Sale (POS) Systems
- Oracle Hospitality OPERA
- MS Excel and PowerPoint

PROFESSIONAL ORGS & CLUBS

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

EXPERIENTIAL LEARNING

- HTM Ambassadors
- HTM Career Day Committee
- Leadership & Mentoring
- Industry Engagement Trips
- Eta Sigma Delta

HTM DOUBLE MAJOR

Isenberg BBAs can double major in HTM and earn two degrees

HTM IN THE WORKFORCE



\$58,810

AVERAGE STARTING SALARY

MEDIAN STARTING SALARY: \$59,500

92%

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



HTM CAREER DAY

- Over 50 years as the longest running and largest student-managed career day on the east coast
- Includes info sessions, networking, celebration reception, and interview opportunities with 55+ firms
- Students gain 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

HIRING COMPANIES



BOSTON
PARK PLAZA
EST. 1927

Booking.com

HREC Investment Advisors
"HOSPITALITY REAL ESTATE COUNSELORS"

TD GARDEN



Fidelity INVESTMENTS

convene



TJX

Marriott INTERNATIONAL

Deloitte.

freshdirect

LIVE NATION ENTERTAINMENT

PRINCESS

HYATT



Office of
Career Success

University of
Massachusetts
Amherst