

# HOSPITALITY MANAGEMENT *and* TOURISM

## A Degree That's Sure to Take You Places

The Hospitality Management and Tourism (HMT) bachelor of science program integrates service management principles, marketing techniques, and financial management into a curriculum focused on managing a variety of facilities. Our coursework challenges students to think creatively across marketing, communication, management, and facility operations.

Courses provide students with the knowledge and experience they need to understand current trends and applications in the hospitality and tourism industries. HMT students complete hands-on projects focusing on several aspects of hospitality and tourism: destination marketing & management, food & beverage, lodging, attractions, convention and meeting planning, non-profit management and special event coordinating.

## CAREERS

By focusing on technology and consumer needs, our graduates have a wide variety of opportunities in service industries. Example career paths may include:

### Meeting, Convention, and Event Planners

*coordinate all aspects of events and professional meetings*

2019 Median Pay: \$50,600

Ten-Year Job Outlook: 7% (faster than average)

### Lodging Managers

*ensure that traveling guests have a pleasant experience at their establishment with accommodations. They also ensure that the business is run efficiently and profitably*

2019 Median Pay: \$54,430

### Food and Service Managers

*oversee the daily operation of restaurants or other establishments that prepare and serve food and beverages*

2019 Median Pay: \$55,320

Ten-Year Job Outlook: 11% (much faster than average)

Source: U.S. Bureau of Labor Statistics,  
Occupational Outlook Handbook  
[www.bls.gov/ooh/](http://www.bls.gov/ooh/)

# 1 out of 5

new jobs were created by travel  
and tourism over the last five years<sup>1</sup>



### Program Contact

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For more program info, take a photo of this code with your smartphone. No special app required.

## DID YOU KNOW?

Students enrolled in Revenue Management (HMT 350) can earn the Certification in Hotel Industry Analytics (CHIA). CHIA is the only hotel-related credential focused on analytics. Our program is one of the few in the nation to offer this credential.



<sup>1</sup> World Travel and Tourism Council



## HOSPITALITY MANAGEMENT AND TOURISM

graduates are prepared to meet consumer and technology demands across all sectors of the service industry.

### OUR STUDENTS GO BEHIND THE SCENES

Whether it's international study programs or local exploration, real-world perspectives are central to our teaching. Last year, one professor gave ten students an introduction to documentary production and local Kentucky tourism. The students traveled the state with a video production crew to create a series aired on KET channels. The series, "Transformative Travels," follows the students while they explore small-town communities, meet local characters, and move beyond the typical tourist mentality. Visit [www.ket.org/program/transformative-travels/](http://www.ket.org/program/transformative-travels/) to watch the series.



### ORGANIZATIONS AND CLUBS

#### Retailing, Tourism, and Management (RTM) Club

exposes students to many aspects of the Merchandising and Hospitality industries with a focus on networking opportunities, artistic abilities, and real-life experiences

#### Student Activities Board (SAB)

contribute to event planning and marketing efforts for events used to entertain and educate the entire student body campus-wide and in local communities.

#### Minorities in Agriculture, Natural Resources & Related Sciences (MANRRS)

promoting academic and professional advancement by empowering minorities in agriculture and related fields



### HIGHLIGHTED COURSES

#### HMT 308: Principles of Food and Beverage

This course provides an overview of the principles of food and beverage concepts, menu development and food service operations which they use to complete their own restaurant critiques.

#### HMT 414: Entrepreneurship in the Hospitality Industry

This course examines the steps required to create a new company and business initiatives utilizing customer development models, product development models, and the business model canvas with a focus on hospitality businesses.

#### HMT 486: Study Tour

Students have the ability to visit industry partners to see behind the scenes and enjoy unique educational experiences outside of classrooms. This course involves a week-long domestic or international study tour with professional visits and activities to expose students to real-world hospitality activities and careers.



**Photo 1:** Transformative Travels student participants and film crew

**Photo 2:** Student talking with local retail and tourism companies seeking interns

**Photo 3:** HMT students attending the Hotel X Conference in NYC

**Photo 4:** Students who passed the exam and received their Certification in Hotel Industry Analytics (CHIA) credentials

**Photo 5:** HMT 350 students visiting the 21C Museum Hotel to learn about daily operations like forecasting, yield management, and distribution channels

**Photo 6:** HMT 308 students visiting the UK Butcher Shop at the W.P. Garrigus building to learn about meat processing