CAREER OPPORTUNITIES AWAITS

With Iowa State’s excellent career placement rate and projected growth in the field of hospitality and tourism, opportunities abound for matching people-centered, professional opportunities to your aspirations. As you earn your degree, an assortment of careers await you. Our graduates work as managers, supervisors, and directors at hotels, restaurants, schools, hospitals, clubs, casinos, and resorts.

Careers in hospitality and tourism include consulting or managing in these areas:

- Banquet/conference services
- Casinos
- Catering operations
- Clubs
- Corporate dining facilities
- Front office operations
- Guest services
- Hotels
- Resorts
- Restaurants
- School food service operations

Begin your journey at Iowa State University where you can become a leader in the field of hospitality and improve the quality of service for your guests.

FOR MORE INFORMATION, CONTACT:

Hospitality Management
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Ames, Iowa 50011-1121
Phone: 515.294.7474
Email: aeshm@iastate.edu
Web: www.aeshm.hs.iastate.edu

IS A DEGREE IN HOSPITALITY MANAGEMENT RIGHT FOR YOU?

A degree in Hospitality Management may be your ticket to a lifelong journey improving management effectiveness and quality of service in food and beverage enterprises, lodging establishments, clubs, recreation attractions, and more.

The hospitality and tourism industry is one of the oldest industries in history. Its U.S. origins date back to the colonial period, when the first public hotel opened in New York City in 1792. Today, the industry is one of the nation’s largest, grossing more than $1.3 trillion annually and employing nearly 13 million people. And there’s more good news. The U.S. Department of Commerce projects the industry to grow by 5-7 percent annually. Hospitality specialists work in an array of interconnected fields, making the hospitality job market a diverse one.

Although much has changed since this dynamic industry’s beginnings, one expectation remains the same – individuals and families want a satisfying, memorable experience. And a degree in Hospitality Management provides you with the skills and leadership to make that impact.
THE PATH TO SUCCESS

A degree in Hospitality Management from Iowa State University prepares you for managerial and executive positions in hotels, restaurants, and on-site food services, as well as an array of tourism ventures. Iowa State’s Hospitality Management program is the only bachelor’s degree program in hospitality offered in Iowa and is nationally certified by the Accreditation Commission for Programs in Hospitality Administration.

A Hospitality Management major is your passport to a successful future. It offers:

- A program ranked among the top 10 in the nation by TheBestSchools.org – and among the top 15 in the world by the Journal of Hospitality & Tourism Research
- A community of learners respected by industry and favored by students
- Classes that draw from a broad range of related academic disciplines – including finance, marketing, accounting, human resources, management, communications, economics, and law
- Accomplished professors with extensive professional, teaching, and research experience
- Coursework that emphasizes hands-on, practical knowledge and projects that enhance your ability to work with others

COURSEWORK THAT MATTERS

In the classroom, hospitality management students explore both the principles of business management and the fundamentals of hospitality operations. You will learn how to handle finances, manage employees, and evaluate business performance. At the same time, you will study food production and delve into details of quality control, food costing, and menu planning. You will gain understanding in crucial aspects of safety and sanitation in foodservice and lodging operations. Our graduates learn the best practices for meeting – and exceeding – customer expectations and using the latest technology to achieve operational efficiency.

TAKE YOUR LEARNING TO NEW HEIGHTS

As an hospitality management major, you can apply your fundamental knowledge in real-life, hands-on learning experiences. One of your applications of managerial concepts will be in the Joan Bice Underwood Tearoom – a 105-seat foodservice laboratory located right on campus. Each day, students take responsibility for orchestrating meals for paying guests. Try your hand at factoring recipes, planning logistics, organizing staffing, troubleshooting, handling customer relations, and managing sales. You will even take a turn at managing the entire operation, coordinating all aspects of the meal from the reservation list to the garnish on the plate.

GET A PEEK INTO THE INDUSTRY

Get an inside view of hotels, restaurants, resorts, wineries, theme parks, clubs, hospitals, and tourism operations through field trips and tours. Question the industry leaders who share their experiences as guests in your classes. You will even serve as a secret shopper who evaluates the customer experiences that others offer. In your internship, you will apply your newfound talents and problem-solving skills in a real-world atmosphere – and build even more professional connections that will benefit you for years to come.

THERE’S SO MUCH MORE

At Iowa State, your choices will create an adventure that is uniquely yours.

Be part of the Directions learning community and make friends with others who share your interests. Join the Cyclone Chapter of the Club Managers Association of America and participate in additional educational sessions, club tours, and conferences. Participate in National Society of Minorities in Hospitality activities. Venture to Thailand, France, or Italy and study tourism and its impact on hospitality operations. And, of course, join in the VEISHEA cherry pie production, an annual Iowa State tradition since 1919.