

Hospitality, Resort and Tourism Management

√ Major
√ Minor



Description of the major:

Hospitality, resort and tourism management (HRTM) students focus on developing the skills necessary for managing hospitality or tourism service organizations in the context of a resort destination area. In addition to the standard business curriculum, the HRTM curriculum includes internships and specialized coursework in the areas of quality process management and resort planning. Students can choose from major electives, including event planning and legal issues in HRTM.

The student experience:

- The E. Craig Wall Sr. College of Business Administration is accredited by AACSB International, the premier accrediting body for business colleges.
- Students majoring in HRTM choose the industry segment(s) and the geographic area in which they wish to work for internships in guest service production, guest service delivery and management training.
- For those eligible to work in the U.S., there are locally available internships in the Myrtle Beach area, which is one of the top tourist destinations on the U.S. east coast.

Beyond the classroom:

Recent graduates of the program have careers in management for the hotel, restaurant, food and beverage industry; event/conference planning and sales; resort/cruise industry; and tourism marketing.

Areas of study:

- Resort operations management
- Conventions and event management
- Quality process management
- Hospitality law
- Hospitality or tourism-related internships
- Current issues in resort tourism
- Applied tourism research
- Real estate finance and investments
- Seminar in resort planning

For more information:

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