

# BACHELOR OF SCIENCE IN HOSPITALITY & TOURISM



## CREATING MEMORABLE EXPERIENCES FOR OTHERS

The Hospitality and Tourism Industry is one of the largest in the world and provides graduates with global opportunities to be managers in dynamic settings such as hotels, event and meeting venues, convention centers, restaurants, resorts, country clubs, and amusement parks. Our alumni work for major companies across the country, such as Hilton, Marriott, Hyatt, Intercontinental Hotel Group, Lettuce Entertain You Restaurants, Sodexo, and Disney.

- + SUPERVISED INDUSTRY WORK EXPERIENCES
- + PROFESSIONAL CONFERENCES & EVENTS
- + INDUSTRY FOCUSED ORGANIZATIONS
- + INTERACT WITH INDUSTRY PROFESSIONALS

In addition to courses in hospitality and tourism, students complete either a Business Administration minor or an Entrepreneurship minor. Students become engaged in the industry through supervised work experiences, hands-on learning activities, interaction with guest speakers, and participation in professional conferences and student organizations. The HTM program is transfer friendly with Illinois community college courses.

## QUESTIONS? CONTACT:

### DR. AYSE COSTELLO

*Assistant Chair, Management, Marketing,  
Business Administration & HTM*

AICOSTELLO@EIU.EDU  
(217) 581-8524



IT'S ALL ABOUT YOU. APPLY TODAY AT [MY.EIU.EDU](http://MY.EIU.EDU).

[eiu.edu/hospitality](http://eiu.edu/hospitality)

# BACHELOR OF SCIENCE IN HOSPITALITY & TOURISM

## DEMAND FOR GRADUATES

The hospitality and tourism industry is one of the largest in the world, providing entry level, managerial, and entrepreneurial opportunities to thousands. In the United States, travelers spent \$1.3 trillion in 2023, creating an economic impact of \$2.8 trillion, providing more than 15 million jobs,, and accounting for 2.5% of the country's GDP. One in eight jobs depends on travel and tourism.

The United States Department of Labor Bureau of Labor statistics report the median wage and annual number of openings for hospitality and tourism related jobs as follows.

JOB	OPENINGS	MEDIAN WAGE
Foodservice Managers	39,600	\$63,060
Lodging Manager	5,400	\$65,360
Meeting Convention Event Planners	15,200	\$56,920
Sales Representative Services	51,600	\$56,620

## MANAGEMENT OPTION REQUIRED COURSES: 67-70 HRS

All courses are 3 credit hours unless noted.

**BUS 2750** Legal and Social Environment of Business  
**HTM 2600G** Sustainable Communities  
**HTM 2700** The Hospitality Industry  
**HTM 2740** Lodging Operations  
**HTM 3500** Hospitality and Tourism Professionalism  
**HTM 3740** Professional Hospitality Meeting Management  
**HTM 4275** Hospitality Tourism Internship (6 to 9 hrs)  
**HTM 4320** Destination Management  
**HTM 4380** Hospitality Leadership  
**NTR 1120 (3120)** Food Science  
**NTR 1121** Food Service Sanitation (1 hr)  
**NTR 2100** Personal Nutrition

## ADDITIONAL 3 COURSES (9 HOURS) FROM THE FOLLOWING:

At least 3 hours must be in a course with an HTM prefix.

**BUS 3970** Study Abroad (1 to 15 credits)  
**CMN 3950** Conference and Event Planning  
**GEO 3620** Geography of Tourism  
**HTM 2784** Hospitality Sales and Service  
**HTM 3340** Club Management  
**HTM 3700** Wedding Events Management  
**HTM 4340** Conventions and Trade Shows  
**KSR 3290** Sport and Recreation Program Planning  
**MGT 4310** Organizational Behavior  
**MGT 4760** Seminar in Decision Making and Leadership  
**MGT 4860** Managing Conflict, Power & Politics in Organizations

+ **BUSINESS ADMINISTRATION MINOR: 21 HRS**

## OPPORTUNITIES IN HOSPITALITY & TOURISM AT EIU

- Develop your professional network through two supervised industry work experiences
- Participate in professional conferences and events
- Develop leadership skills through an industry focused professional organizations
- Interact with industry professionals through field trips, guest speakers, and study tours
- Attend industry focused career fair
- Experience faculty-led study abroad tours
- Choose between a management or entrepreneurship option

## OUR ALUMNI ARE SUCCESSFUL

The majority of our alumni find careers in Illinois, but some have located across the country from California to Florida to New England. The greatest number of alumni are in event planning, catering, and hotel sales positions, followed by restaurant or hotel management. Examples of jobs that alumni have are Hotel Sales Manager, Franchise Support Manager, Hotel Revenue Manager, Corporate Event Planner, Wedding Planner, and Conference Services Manager.

## ENTREPRENEURSHIP OPTION REQUIRED COURSES: 70-73 HRS

All courses are 3 credit hours unless noted.

**BUS 2101** Financial Accounting  
**BUS 2750** Legal and Social Environment of Business  
**BUS 3010** Management and Organizational Behavior  
**HTM 2600G** Sustainable Communities  
**HTM 2700** The Hospitality Industry  
**HTM 2740** Lodging Operations  
**HTM 3500** Hospitality and Tourism Professionalism  
**HTM 3740** Professional Hospitality Meeting Management  
**HTM 4275\*** Hospitality Tourism Internship (6 to 9 hrs)  
**HTM 4380** Hospitality Leadership  
**HTM 4320** Destination Management  
**NTR 1120** Food Science  
**NTR 1121** Food Service Sanitation (1 hr)  
**NTR 2100** Personal Nutrition

\* Course may be double counted as an Entrepreneurship Minor elective and a Hospitality and Tourism elective.

## ADDITIONAL 9 HOURS FROM THE FOLLOWING:

At least 3 hours must be in a course with an HTM prefix.

**BUS 3970** Study Abroad (1 to 15 hrs)  
**CMN 3950** Conference and Event Planning  
**GEO 3620** Geography of Tourism  
**KSR 3290** Sport and Recreation Program Planning  
**HTM 2784** Hospitality Sales and Service  
**HTM 3340** Club Management  
**HTM 3700** Wedding Events Management  
**HTM 4340** Conventions and Trade Shows

+ **ENTREPRENEURSHIP MINOR: 18 HRS**

HTM 4320 and HTM 4275 count as Entrepreneurship electives.