

Hospitality/Tourism Programs at the California State University

The variety and depth of Hospitality/Tourism programs at the California State University is as diverse as its 23 campuses, offering students practical knowledge and first-hand experience through the teaching and guidance of an expert faculty and staff. The following highlights demonstrate that, through its partnerships with the Hospitality/Tourism industry, the CSU is working for California.

CSU Fullerton

CSU Fullerton's Center for Entertainment and Tourism Studies (ET Center) is an interdisciplinary education, research and policy center devoted to exploring issues, opportunities and concerns related to entertainment and tourism in Orange County and the greater Southern California region. The center serves as a liaison between participating campus departments and offices and the professional community. Currently, the university offers Entertainment and Tourism bachelor's degree concentrations in the Colleges of Business and Communications. Students may also earn master's degrees in Communications with entertainment and tourism emphases and can select courses from several different departments to tailor curriculum to their unique interests.

The ET Center also offers internship and job placement services, industry forums and events, and research and consulting services. Close ties with local entertainment and tourism industries help ensure CSU Fullerton's programs provide individuals with the knowledge, skills and contacts needed to succeed in these fields.

CSU Long Beach

CSU Long Beach offers a B.S. degree option in Hospitality Foodservice and Hotel Management within its Family and Consumer Sciences Department. The option provides students with the background and expertise to find success as managers and leaders in the restaurant, foodservice, hotel and lodging industries. The curriculum gives students a broad-based foundation in both academic and professional courses and includes practical, hands-on experience.

Within its Recreation and Leisure Studies Department, CSU Long Beach also has a certificate program in the administration of travel and tourism. The program provides instruction in the history and theoretical bases of tourism, including the economic, psychological, sociological, political and legal aspects of the industry. The fundamentals of business, food and food service technology, the performing arts, and resource management are themes throughout the program.

CSU Monterey Bay

The School of Business at CSU Monterey Bay has two hospitality management concentrations. One focuses specifically on hotel/resort management while the other is a general hospitality management concentration. Both concentrations require six courses.

In addition, the concentrations emphasize field-based learning and require professional work experience and management internship courses. The work experience and internship for the hotel/resort concentration must be at a resort hotel. The work experience and internship for the hospitality concentration may be in any approved hospitality-related operation. Internships and professional work experience are available at world-famous Monterey Peninsula locations including Pebble Beach, Ventana Inn & Spa and golf resorts, as well as four-star restaurants in Monterey and Carmel.

Cal Poly Pomona

The Collins School of Hospitality Management at Cal Poly Pomona is consistently ranked among the nation's premier hospitality programs. Founded in 1973, The Collins School is the only program in California with Accreditation Commission for Programs in Hospitality Administration (ACPHA) accreditation. It currently serves approximately 650 students, and more than 90 percent of each year's graduating class accepts management positions before commencement. The Collins School recently began offering a joint M.B.A. with Cal Poly Pomona's College of Business Administration. The 45-member Collins School Board of Advisors lends council and support to the students. These high-ranking industry professionals use their knowledge to enhance the student's experience in all areas of hotel, resort, club, casino and restaurant management.

A key element within The Collins School is the Restaurant at Kellogg Ranch, a student-operated restaurant that serves an integral role in the hospitality management curriculum. Under the leadership of faculty with industry experience, students rotate weekly through various positions in the restaurant, including management, in order to learn all aspects of a hospitality operation.

San Diego State University

San Diego State University's Hospitality and Tourism Management (HTM) Program offers a blend of private-public partnership that includes experiential learning and rigorous academics. The program draws from San Diego State's College of Business Administration and College of Professional Studies and Fine Arts and offers a B.S. degree with four emphasis options: Hotel Operations and Management; Restaurant Operations and Management; Global Tourism Management; and Attractions, Events, and Conventions Management. Each student must complete two, 300+ hour internships in hospitality and tourism businesses. San Diego State faculty team up with adjunct faculty from industry as well as more than 100 guest speakers a semester to deliver a unique curriculum that offers many class sessions off-campus and in operating hotels, restaurants and events-related businesses in town.

Today, the HTM program has 300 undergraduate students and most recently graduated 60 students at its May 2005 commencement. At its full size, which will occur by mid-May 2007, the program will be capped at 450 students.

San Francisco State University

San Francisco State University offers the largest four-year hospitality management program in the Bay Area, with concentrations in hotel management, restaurant and institutional foodservice management, and the field of commercial recreation and resort management. The program is housed in the College of Business, one of the elite 25 percent of U.S. business schools that are fully accredited by the Association to Advance Collegiate Schools of Business.

The program's specialized, comprehensive B.S. degree curriculum is designed to graduate highly professional and marketable specialists who are prepared to manage complex and diverse hospitality organizations. The strength of the program is its integration of business and management courses with professional courses and the choice of three concentrations in which to specialize.

San José State University

The College of Applied Sciences and Arts Hospitality Management Department at San Jose' State University offers a B.S. in Hospitality Management with emphases in Lodging, Food and Beverage, Restaurant Operations, and Tourism and Convention Services. The program enjoys strong support from an active industry advisory board consisting of high-level hotel, restaurant and tourism executives from Silicon Valley. The program also includes more than 500 hours of industry experience with students working first as apprentices and then as interns. Students have a 97 percent success rate in finding paid internships, which often lead to permanent jobs.

In addition, the university has created a "Silicon Valley Workforce Investment Network Hospitality Industry Certificate Program." This is a practical, 12-week introductory program designed for people wishing to enter the industry with previous experience from other industries. Also, an "International Hospitality Celebration," a food and wine tasting extravaganza, is organized and managed by students annually and presents culinary awards to some of the area's finest restaurants, wineries and caterers.

Sonoma State University

Created through a partnership between the university and the California wine industry, Sonoma State's Wine Business Program of the School of Business and Economics is the first university program of any kind to focus exclusively on the business dynamic within the wine industry. The university offers a Bachelor of Science in Business Administration Degree Program with a concentration in Wine Business Strategies. This concentration is intended for the student who is interested in becoming part of a winery's general management team. Internships at companies within the wine industry are required so that these students enrich their classroom experience. In addition, the professors in the program are actively involved with the wine industry.

For wine industry professionals, the university offers Professional Development Courses, which are designed specifically to improve the range of skills for those already employed in the industry. Topics covered include "Budgeting and Financial Planning for Wineries" and "Building a Profitable Wine Club."