

**CSU** The California State University

**Hospitality  
& Tourism  
Alliance** 

# CSU HTA Campuses



# What is the Exciting and Growing Hospitality Industry

Casinos, Country Clubs, Convention Centers, Resorts, Theme Parks, Sports Venues, Airports, Restaurants, Suppliers, Wineries, Special Event Venues, Museums, National Parks, Visit Anaheim/California, Schools & Colleges, Healthcare & Senior Facilities

# Be the Next...

- Conference Manager at Apple's WWDC
- Menu Development Manager for Panda Express and help develop the next Orange Chicken phenomenon
- Special Event Manager for the Super Bowl at SoFi Stadium
- Suites Manager at Crypto.com to feed the Kardashians at the next Bad Bunny concert
- Procurement Manager to make sure Disneyland never runs out of Dole Whip
- Catering Manager and serve the Hollywood's A-Listers at the Oscars
- Grounds Manager at the Los Angeles Country Club and keep Tiger Woods' putting on his A game at the US Open
- Concessions Manager at Dodger Stadium and make sure you have your Dodger Dog in hand while Clayton Kershaw throws a no-hitter
- Revenue Manager in charge of the Wynn's billion dollar budget
- Parking Valet Manager to welcome high limit VIPs to Yamava's Resort & Casino
- Campsite Manager at Yosemite National Park
- Sommelier in the Napa Valley

# Our Campuses

1. Chico State
2. Sacramento State
3. Sonoma State
4. CSU East Bay
5. San Francisco State
6. San Jose State
7. CSU Monterey Bay
8. Fresno State
9. Cal Poly San Luis Obispo
10. CSU Northridge
11. Cal Poly Pomona
12. CSU Fullerton
13. CSU Long Beach
14. San Diego State
15. CSU San Bernardino (Palm Desert Campus)



# Chico State

Located in Chico, CA

Major: Recreation, Hospitality, & Parks Management (B.S.)

Minors: Recreation, Hospitality, & Parks Management and Tourism

Masters: Recreation Administration (M.A.)

# What makes us unique?

Students are required to complete a full time internship to gain experience in their field of interest, increasing their professional knowledge, skills and abilities



Events coordinated by students: Big Chico Creek Ecological Reserve 20th Anniversary & WW2 Healthy Event

2022 graduation ceremony



# Sacramento State

Located in Sacramento, CA

Majors: Recreation Administration (B.S.), Recreation Therapy (B.S.), & Hospitality and Tourism Management (B.S.)

Minors: Non-Profit Management, Park Management and Recreation Management

Certificates: Event Planning, Natural Resources Admin, Non-Profit Admin, and Outdoor Adventure Admin

Masters: Recreation Administration (M.S.)



# What makes us unique?

Located at our state's capitol,  
Sacramento State has one of 4  
CSU Campuses that in  
Recreation Therapy - a massively  
growing field





# Sonoma State

Located in Sonoma, CA

Major: Business Administration  
- Wine Business Strategies  
Concentration(B.S.)

Masters: Wine Business (M.B.A)  
and Global Wine Executive  
(M.B.A)

# What makes us unique?

The Wine Business Institute (WBI) offers online and in-person wine-focused degrees and industry certifications



# CSU East Bay

Located in Hayward, CA

Majors: Hospitality (B.S.),  
Recreation (B.S.), & Recreation  
with Recreation Therapy  
Concentration (B.S.)

Minors: Hospitality & Tourism

Minors: Event Planning and  
Management

Masters: Hospitality, Recreation  
and Tourism (M.S.)

# What makes us unique?

CSU East Bay offers a fully online degree with three different concentrations:  
Lodging, Food and Beverage, & Conventions and Meetings



# San Francisco State

Located in San Francisco, CA

Majors: Hospitality & Tourism  
Management (B.S.) and  
Recreation, Parks & Tourism  
Administration (B.A.)

Minors: Hospitality & Tourism  
Management and Recreation  
Parks, & Tourism

Certificates: Hospitality &  
Tourism Management



# What makes us unique?

The Hospitality and Tourism Department is in the Lam Family College of Business where six initiatives and two centers were launched focusing on students in 2021 following the largest donor gift in cryptocurrency to a university (\$25M)

## Learn about each of our Lam-Larsen Initiatives:

Community Engagement

Distinguished Lecture Series

Diversity, Equity, and Inclusion

Emerging Technologies

FinTech

Innovation & Entrepreneurship (I&E) Initiatives

Professorship Awards

Student Engagement

## Learn about our Lam-Larsen Centers:

Career Services & Professional Development Center

Center for Ethical & Sustainable Business

Students on a tour of Napa vineyards for wine appreciation course



# San Jose State

Located in San Jose, CA

Majors: Hospitality, Tourism & Event Management (B.S.), Recreation Management (B.S.), and Recreation Therapy (B.S.)

Minors: Recreation & Nature, Recreation,

Masters: Recreation (M.S.)



# What makes us unique?

San Jose State University is working on becoming the most prominent urban university nationally.

Located in Silicon Valley, you will find many opportunities for internships and post-graduate careers available with amazing careers in events, hotels and food & beverage management.



# CSU Monterey Bay

Located in Monterey County, CA

Major: Sustainable Hospitality  
Management (Sustainable  
Hotel, Resort and Event  
Management & Sustainable  
Ecotourism Management  
Concentrations) (B.S.)

# What makes us unique?

CSU Monterey Bay's program focuses on "sustainability plus", going beyond sustainability to address issues in terms of the five dimensions of Responsible Business: People, Ethics, Equity, Planet and Profit



# Fresno State

Located in Fresno, CA

## Majors:

Community Recreation, Youth Development, and Senior Services (B.S.) Outdoor Recreation & Natural Resource Management (B.S.), Recreation Therapy (B.S.), Special Events & Tourism (B.S.), and Sports & Entertainment Facility Management (B.S.)

Minor: Hospitality, Recreation Administration, Special Event Planning, Sports & Entertainment Facility Management, Tourism, Youth Development Planning

Certificates: Adventure-Based Programming, Correctional Recreation Programming, Serving Youth At-Risk, Special Event Planning, and Sports & Entertainment Facility Management



# What makes us unique?

Located in the Central Valley of California, our students are immersed in this beautiful region, classes, and community.

- Only program on the West Coast and within the CSU to offer the Sports Entertainment Facility Management (SEFM)
- Culinology® Program: Uniquely combines culinary arts and food science, focusing on the future of the food industry.



# Cal Poly SLO

Located in San Luis Obispo,  
CA

Majors: Event Planning &  
Experience Management (B.S.),  
Sport & Recreation  
Management (B.S.), & Tourism,  
Hospitality & Destination  
Management (B.S.)

Minor: Event Planning &  
Experience Management

# What makes us unique?

Cal Poly SLO is an agriculture based school, meaning students get exposed to agritourism within the wine and farming industries





# CSU Northridge

Located in Northridge, CA

Major: Tourism, Hospitality, &  
Recreation Management (B.S.)

Masters: Tourism, Hospitality,  
and Recreation Management  
(M.S.)

# What makes us unique?

The Department of Recreation and Tourism Management aims to be the preeminent academic program in the greater Los Angeles area in preparing next generation professionals to be leaders in the multi-billion dollar industries within Tourism, Hospitality, and Recreation Management



# Cal Poly Pomona

Located in Pomona, CA

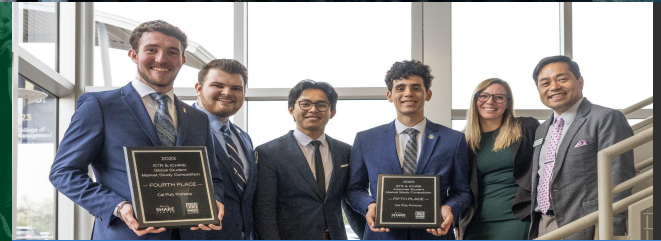
Major: Hospitality Management  
(B.S.)

Minors: Hospitality and  
Culinology

Masters: Hospitality  
Management (M.S.)

# What makes us unique?

- Founded in 1973, we have 55,000 sq ft of beautiful state-of-the-art facilities.
- Thanks to our polytechnic philosophy, our students are workforce ready at time of graduation.
- \$300,000+ in scholarships!
- Recently ranked the #6 program in the world.
- 7,500+ alumni across the globe take the industry by storm and help mentor our current students.
- We tour exclusive venues & attend national trade shows & conferences.
- Annual fundraiser raises close to \$1,000,000 in one evening, all funds raised are to help support our students.



# CSU Fullerton

Located in Fullerton, CA

Major: Business Administration  
with Entertainment and  
Hospitality Management  
Concentration (B.A.)



# What makes us unique?

Being in close proximity to Disneyland  
and Hollywood, CSU Fullerton has  
access to some of the biggest hospitality  
and media companies in the world



# CSU Long Beach

Located in Long Beach, CA

Major: Hospitality Management (B.S.),  
Recreation with Parks and  
Recreation Management  
Concentration (B.A.), Outdoor  
Recreation and Adventure  
Leadership Concentration (B.A.),  
Tourism Management Concentration  
(B.A.), & Recreation Therapy (B.A.)

Minors: Hospitality Management,  
Event Planning and Management, &  
Recreation

Masters: Recreation Administration  
(M.S.)



# What makes us unique?

CSU Long Beach is located centrally near the epicenter of hospitality, cruise lines, sports, entertainment, and nightlife



# San Diego State

Located in San Diego, CA

Majors: Hospitality and Tourism Management (Hotels, Meetings and Events, Restaurants, and Tribal Gaming Concentrations) (B.S.), Recreation and Tourism Management (Sustainable Tourism, Recreation Systems, and Outdoor Resource Concentrations) (B.S.)

Minors: Recreation and Tourism Management

Masters: Hospitality and Tourism Management (M.S.), Meetings and Events Management (M.S.)

# What makes us unique?

SDSU's Payne School's donor support allows students to experience real world travel to hospitality destinations. This education for on-site hotel, event sites and networking with professionals working in their field is parallel to in-class learning.



NYC, New York with the Meetings & Events Student Association



Oahu, Hawaii with the Lodging Management Student Association



# CSU San Bernardino

Palm Desert Campus

Major: Hospitality Management  
(B.A.)

Minor: Hospitality Management

Certificate: Hospitality  
Management



# What makes us unique?

Students are given high-impact educational opportunities including field trips to the National Restaurant Association Show in Chicago and the NYC Hotel Show which are both 100% grant funded



NYC Hotel Show



National Restaurant Association Show, Chicago



# A few Alumni Success Stories

**Marissa Ojeda Smeets**

SoFi Stadium



**Julian Herrera**

The Beverly Hilton



**Manolo Licardie**

Dodger Stadium



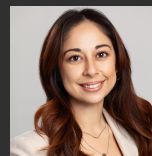
**Matthew Studer**

Disneyland Resort



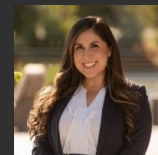
**Robyn Pabon**

JW Marriott LA Live



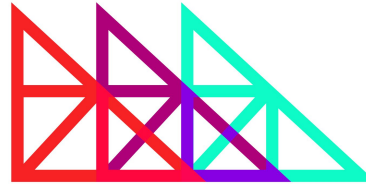
**Maritza Koponen**

Four Seasons Resort  
Napa Valley



# Who hires our students?

Starting salaries \$50,000+



SAN DIEGO  
convention center



FOUR SEASONS



MARRIOTT



# Industry Scholarships



CSU The California State University



# WANT TO LEARN MORE?

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**EACH NAME WILL  
BE ENTERED TO WIN  
A \$50 AMAZON  
GIFTCARD!**



WINNERS ANNOUNCED ON 10/16