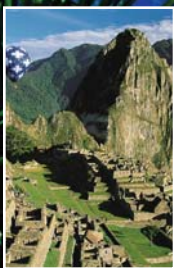


NIAGARA UNIVERSITY

Education That Makes a Difference

College of Hospitality & Tourism Management





“I was nominated by the dean of the College of Hospitality & Tourism Management to attend the Lodging Conference in Phoenix. I was sitting at a dinner table with industry executives and watched a \$7 billion deal go down. I’m not worried at all about going out into the real world.”

SARAH PIKUL, ALUMNUS,
CARLSON HOTELS WORLDWIDE
*Niagara University has a
partnership with Carlson.*

From our classrooms to the world. Did

you know that Niagara University's College of Hospitality & Tourism Management offered the world's first bachelor's degree in tourism?

That kind of foresight continues today. Our curriculum offers courses in hotel operations and development; resort, spa and club management; event and meeting management; tourism destination management; and sport operations, revenue

management, and concessions.

Our students have outstanding opportunities for hands-on learning on campus and around the world, and must complete 800 hours of field experience in order to graduate. We offer 12 major excursions each

year and more than 80 industry leaders speak in our classrooms.

Students learn about career opportunities through our alumni-sponsored Career Day program and our annual career fair, which attracts the most prestigious employers in the industry.

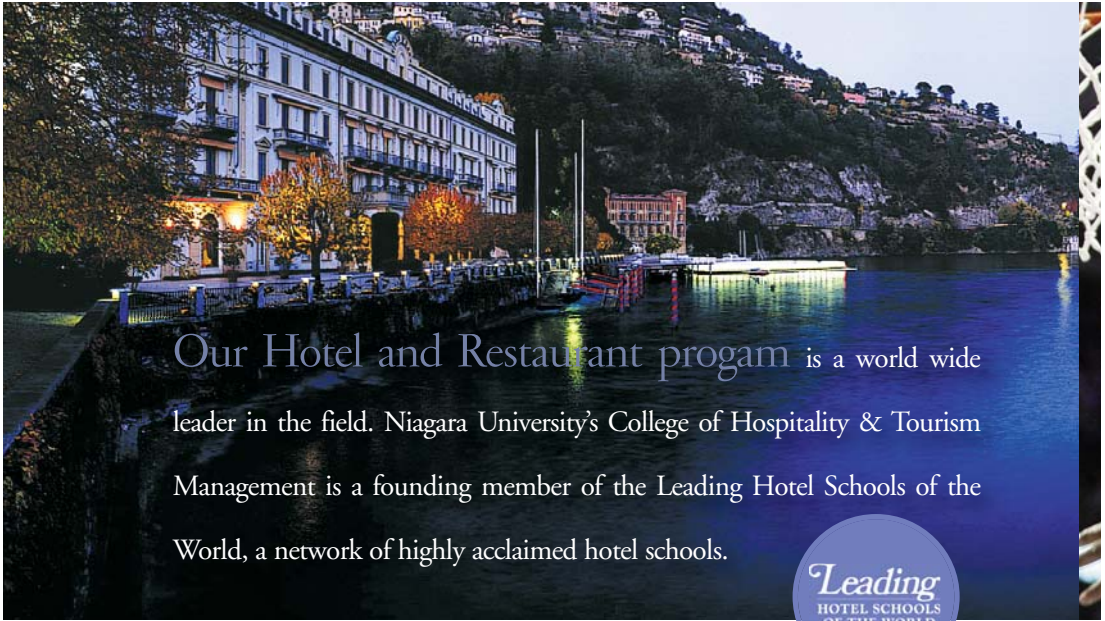


Main cover image: the Villa d'Este, on Lake Como, Italy.
Inset, top left: Machu Picchu, Peru.



Above, photo courtesy of Carnival Cruise Lines.

Niagara Fact: *Among the Class of 2007, our nationally ranked program in hotel restaurant management had a 100 percent placement rate. It is difficult to graduate enough students to meet industry needs.*



Our Hotel and Restaurant program is a world wide leader in the field. Niagara University's College of Hospitality & Tourism Management is a founding member of the Leading Hotel Schools of the World, a network of highly acclaimed hotel schools.

Leading
HOTEL SCHOOLS
OF THE WORLD

REAL-WORLD EXPERIENCE

Niagara hotel and restaurant management majors may participate in a work-abroad program at Italy's Villa d'Este, which has been ranked the No. 1 luxury hotel in the world.

In conjunction with 11 partner schools and 450 five-star hotels and resorts worldwide, this organization provides our students with opportunities for internships, employment and work-and-study abroad programs. Hotel and restaurant management majors are offered unique opportunities that make them sought-after candidates for jobs at leading companies like Marriott, Hyatt, Carlson and the Carlyle Hotel.

● **WALDORF=ASTORIA.**

Our partnership with this

legendary property provides outstanding opportunities for our students, like serving on a consulting team with hotel management on a major project each year. We also host an annual reception at the hotel with industry leaders and alumni during the International Hotel/Motel and Restaurant Show in New York City, showcasing our students.

● **OTHER EXCURSIONS.**

Each year, students shadow and network with managers at the luxury Park Hyatt Toronto, rated

among Canada's top 10 hotels, and attend professional development sessions on key industry trends. Students also attend the National Restaurant Association Show in Chicago, the biggest show of its type in the world.

● **IN THE NO. 1 LUXURY HOTEL IN THE WORLD.**

Niagara boasts prestigious work-abroad programs with five-star hotels in Lake Como, Italy and Cusco, Peru, the gateway city to Machu Piccu, a Wonder of the World.

NU tourism students *have the opportunity to cruise on the Carnival Cruise & students might be working the Super Bowl.*



Tourism and Sport Management majors find many exciting opportunities that enhance the classroom experience.

Some of these include:

- **SUPER BOWL.** Sport management majors have worked on events before and during the Super Bowl, at the Women's Final Four NCAA basketball tournament, and at major league baseball spring training camps. They intern regularly with professional teams such as Buffalo's Bills, Bisons, and Sabres, and with our on-campus Division I sport teams, and participate in major community sport events such as the world junior hockey

championship and the first two rounds of the NCAA March Madness.

- **CRUISE COURSE.** Tourism students can take a course in cruise-line management that enables them to experience a Carnival cruise. They can also get hands-on experience in soliciting and servicing on-campus meetings as members of our Conference and Event Club.

- **EXPERT-IN-RESIDENCE.** Eddie Friel of Glasgow, Scotland, a worldwide leader in tourism destination marketing (he made Glasgow the fastest growing convention destination in the world) and a consultant to 14 major international cities, shares his experiences and best practices with NU students.

Majors and Concentrations

HOTEL & RESTAURANT MANAGEMENT

Food & Beverage Management
Luxury Hospitality Operations
Planning, Development & Operations

SPORTS MANAGEMENT

Revenue Management
Sports Operations

TOURISM & RECREATION MANAGEMENT

Event & Meeting Management
Tourism Destination Management

Niagara University reserves the right to change the programs, schedules, or other terms and provisions described herein.



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One-of-a-Kind International Experiences. The hospitality and tourism industry is the world's single largest industry, employing 10 percent of the worldwide labor force. Niagara University offers a wide range of unique international experiences that prepare you for the global economy.

• **WORK ABROAD IN LAKE COMO, ITALY.** Students work in luxury hotels at this world-famous destination, including the Villa d'Este, known as "Hollywood on Lake Como" and ranked the number one hotel in the world by Forbes Traveler.

• **STUDY/WORK ABROAD IN CUSCO, PERU.** A visit to Machu Picchu, the "Lost City of the Incas," is part of this cul-

tural immersion experience that includes course work, internships, and service opportunities.

• **DUAL DEGREE PROGRAM.** Students can earn two degrees in four years at no extra cost: one from Niagara University and a second from the International University of Applied Sciences in Bad Honnef, Germany. A one-year study-abroad experience is part of

this option. In Boston.

• **VIDEO CONFERENCING COURSES.** Through our membership in the Leading Hotel Schools of the World, students can engage with faculty and students from our partner schools in countries including Chile, Finland, Germany, Norway, Peru, Puerto Rico, Quebec, The Netherlands, and New Zealand.



Career Fair

Almost 50 companies attend our annual career fair and more than 20 are national recruiters. These companies include:

AMERICAN AUTOMOBILE ASSOCIATION
 AMERICAN CRUISE LINES
 BUFFALO BILLS
 BUFFALO BISONS
 BUFFALO NIAGARA CONVENTION AND VISITORS BUREAU
 BUFFALO SABRES
 CARLSON COMPANIES

CARNIVAL CRUISE LINES
 CHEVY CHASE CLUB
 DARIEN LAKE THEME PARK
 DELAWARE NORTH CORPORATION
 FOUR SEASONS HOTELS AND RESORTS
 HYATT HOTELS AND RESORTS
 KIMPTON HOTELS AND RESTAURANTS

MARRIOTT HOTELS AND RESORTS
 NEMACOLIN WOODLANDS RESORT
 NIAGARA TOURISM AND CONVENTION CORPORATION
 RED LOBSTER
 THE CARLYLE
 THE PIERRE
 THE TRAVEL TEAM
 THE WALDORF=ASTORIA

Niagara University's *student chapter of the Club Manager's Association of A*



Niagara University: Just the Facts

STATUS: Niagara University is a private, Catholic coeducational liberal arts university founded in 1856 by the Vincentian community.

ENROLLMENT: More than 3,000 undergraduates and 950 graduate students.

AVERAGE CLASS SIZE: Approximately 25

STUDENT-TO-FACULTY RATIO: 14:1

FACULTY: Ninety-four percent of Niagara professors have earned the highest degrees in their fields.

ACADEMIC ENRICHMENT: Established honors and study-abroad programs, active internship and co-

op programs, and opportunities to conduct research either individually or with a faculty member.

RECOGNITIONS: U.S. News and World Report ranks Niagara University in the category “Best University-Master’s” in the North. The Princeton Review chose Niagara as one of its select colleges and universities in the Northeast (see our profile in the 2010 edition of “The Best Northeastern Colleges”). The university is also one of only approximately 250 institutions nationwide selected as a member of the Colleges of Distinction.

CAMPUS: 160 acres in suburban Lewiston, N.Y., four minutes from scenic Niagara Falls, 20 minutes from Buffalo, and an hour and a half from Toronto.

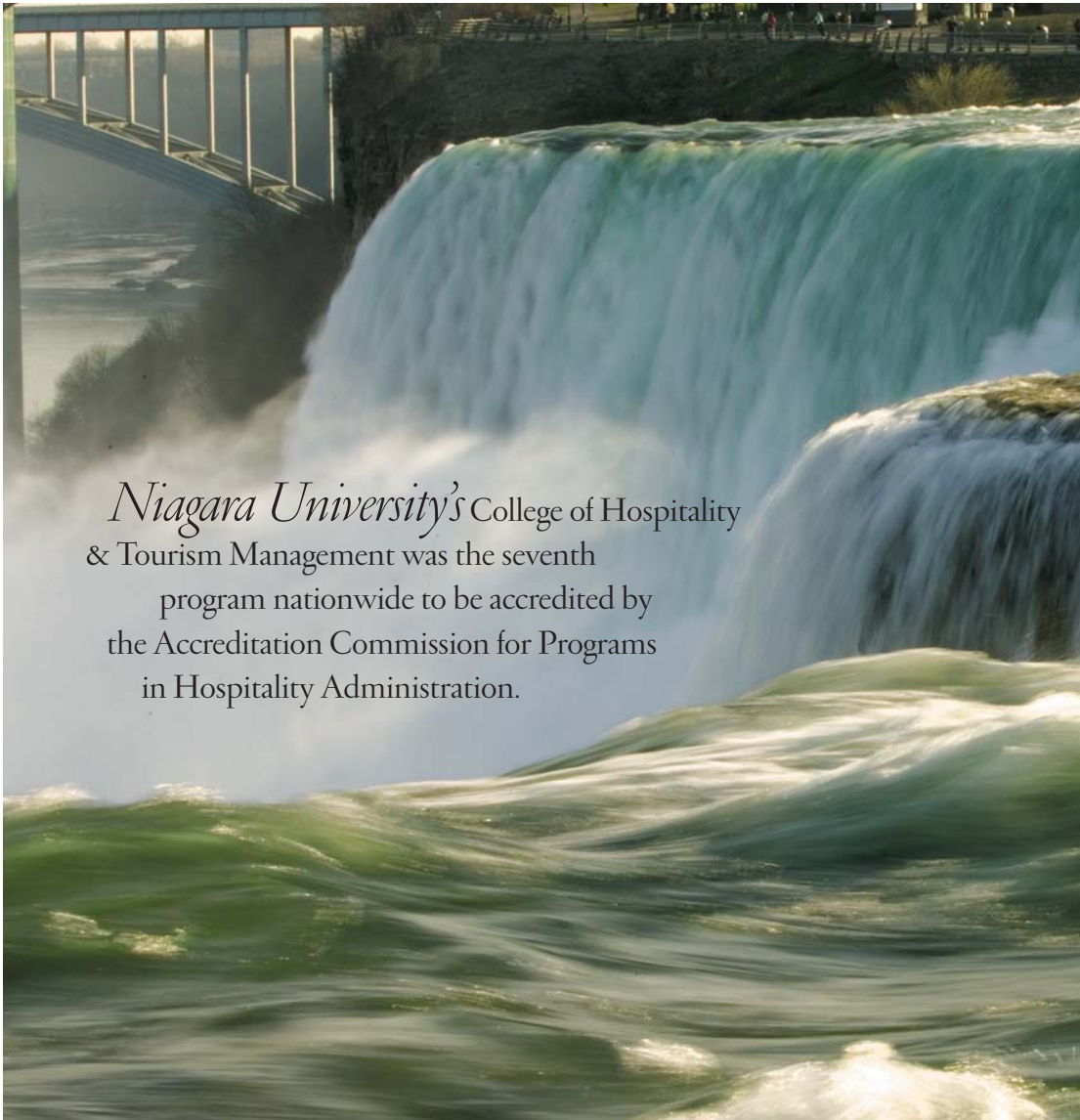
STUDENT LIFE: 80+ student clubs, including student government, honor societies and Greek organizations, plus a very active intramurals program and a student-run Campus Programming Board.

STUDENT HOUSING: On-campus housing is available for all four years in our traditional residence halls or student apartment complexes.

ATHLETICS: Niagara fields eight men’s and 10 women’s varsity NCAA Division I sports teams that compete in the Metro Atlantic Athletic Conference, Atlantic Hockey America and the College Hockey America conferences. We also offer very active club and intramural sports programs.

f America has been ranked number one in the country.





Niagara University's College of Hospitality
& Tourism Management was the seventh
program nationwide to be accredited by
the Accreditation Commission for Programs
in Hospitality Administration.

Learn more about how Niagara University's College of
Hospitality & Tourism Management can make a difference in your education.

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