

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, HOTEL AND
RESTAURANT MANAGEMENT MAJOR
FROM WEST SENECA, N.Y.

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, with a curriculum that is constantly evolving to meet industry trends (we recently added a major and minor in sport management, for example). We focus on providing our

students with outstanding opportunities for hands-on learning both on our campus and all around the world. In fact, they must complete 800 hours of approved industry experience in order to graduate.

Our industry connec-

tions are phenomenal, including almost 50 employers and recruiters who come to campus for an annual career fair. And more than 60 industry leaders, including company presidents, speak in our classrooms each year.



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 Niagara's Class of 2005, all hotel and restaurant management majors were employed within six months of graduation, with 70 percent earning starting salaries of at least \$35,000.*

Our credentials mean your success. 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. This provides students with opportunities for internships, employment, work- and study-abroad programs, and consulting experience with 430 five-star member hotels and resorts worldwide.



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.

As a hospitality and tourism major at Niagara, you'll find yourself studying in many places beyond the classroom, including:

● **ON A CRUISE SHIP.**

Take a course in cruise-line management while experiencing a Carnival cruise.

● **AT THE SUPER BOWL.**

Sport management majors have worked behind the scenes at the Super Bowl and major league baseball spring training camps. They intern regularly with professional teams such as Buffalo's Bills, Bisons, and Sabres as well as on campus with Niagara's NCAA Division I athletics teams.

● **AROUND THE COUNTRY.**

Every year, hospitality and tourism students attend the International Hotel/Motel and Restaurant Show in New York City and the

National Restaurant Association Show in Chicago. Niagara students also serve on consulting teams for various projects at the Waldorf-Astoria Hotel in New York City.

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

Niagara boasts a prestigious work-abroad program with five-star hotels in Lake Como, Italy. Students spend a summer living and working in this world-famous destination.

Leading
HOTEL SCHOOLS
OF THE WORLD

All hospitality and tourism *students must complete 800 hours of approved*

► *Double the value*

As a hospitality and tourism major, you will benefit not only from the college's nationally recognized hospitality program but also from Niagara University's other offerings. Opportunities include:

● **STUDY/WORK ABROAD.**

In addition to the programs in Italy, students may take advantage of the university's membership in the Consortium for International Studies. This offers 80 study-abroad programs in 30 countries.

● **CAREER FAIRS.** The College of Hospitality & Tourism Management's annual career day brings almost 50 employers to campus, including 15 national recruiters. Last year's event drew companies as diverse as American Airlines and Walt Disney World as well as top worldwide hotel companies,

including Carlson, Hyatt, Marriott, and Four Seasons.

● **HONORS.** Students from all areas of the university participate in this selective program. Honors students take a minimum of five honors courses, including a two-semester honors thesis in their departmental major.

● **SERVICE LEARNING.** Students take to heart the university's mission of using education to influence positive social change, and you will find them putting their knowledge into action in the local community. Hospitality and tourism students serve as job coaches for blind, visually impaired, and physically disabled persons who are being retrained for jobs in the hospitality industry.

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

industry experience in order to graduate.



Employers



You'll find Niagara hospitality and tourism graduates working with companies and organizations including:

- AMERICAN AUTOMOBILE ASSOCIATION
- ARIZONA DEPARTMENT OF TOURISM
- BROWARD COUNTY-FORT LAUDERDALE CONVENTION CENTER
- BUFFALO BILLS
- CARLSON HOTELS WORLDWIDE
- CARNIVAL CRUISE LINES
- FOUR SEASONS HOTELS & RESORTS
- HYATT HOTELS & RESORTS
- JAMAICA TOURISM BOARD
- MARRIOTT HOTELS & RESORTS
- NATIONAL BASKETBALL ASSOCIATION
- ROLLING ROCK COUNTRY CLUB
- SIX FLAGS
- STARWOOD HOTELS & RESORTS
- WALDORF-ASTORIA HOTEL

Majors and Concentrations

Hotel & Restaurant Management

Foodservice Management

Hotel & Restaurant

Planning & Control

Restaurant Entrepreneurship

Tourism & Recreation Management

Special Event & Conference Management

Tourism Destination Management

Sport Management

Sport Operations

Who will teach you. Our professors hail from some of the top university hospitality programs in the country, and many serve on the boards of national industry organizations. Most have worked extensively at top hotel and restaurant properties around the world. Imagine spending a semester with:

JONATHAN DANDES, president of Rich Baseball Operations, which owns the Buffalo Bisons. Dandes teaches Niagara's Financial Aspects of Sport Management class.

EXPERT-IN-RESIDENCE

EDWARD FRIEL, who engineered the economic revival of Glasgow, Scotland, leading the

city to be named the Cultural Capital of Europe. At Niagara, he involves students and faculty members in a wide range of industry- and community-related initiatives, including working with Destination Marketing Association International and New York state's

tourism campaign.

WILLIAM FRYE, who brings to the classroom more than 20 years of industry experience, including stints as general manager of a resort lodging property in Taos, N.M., and night manager of The Copley Plaza, a historic, world-class luxury hotel in Boston.



Niagara University's *College of Hospitality & Tourism Management was*



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 2,900 undergraduates and 900 graduate students.

AVERAGE CLASS SIZE: Approximately 25

STUDENT-TO-FACULTY RATIO: 14:1

FACULTY: More than 95 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 2008 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 and Greek organizations, plus a very active intramurals program and a student-run Campus Programming Board.

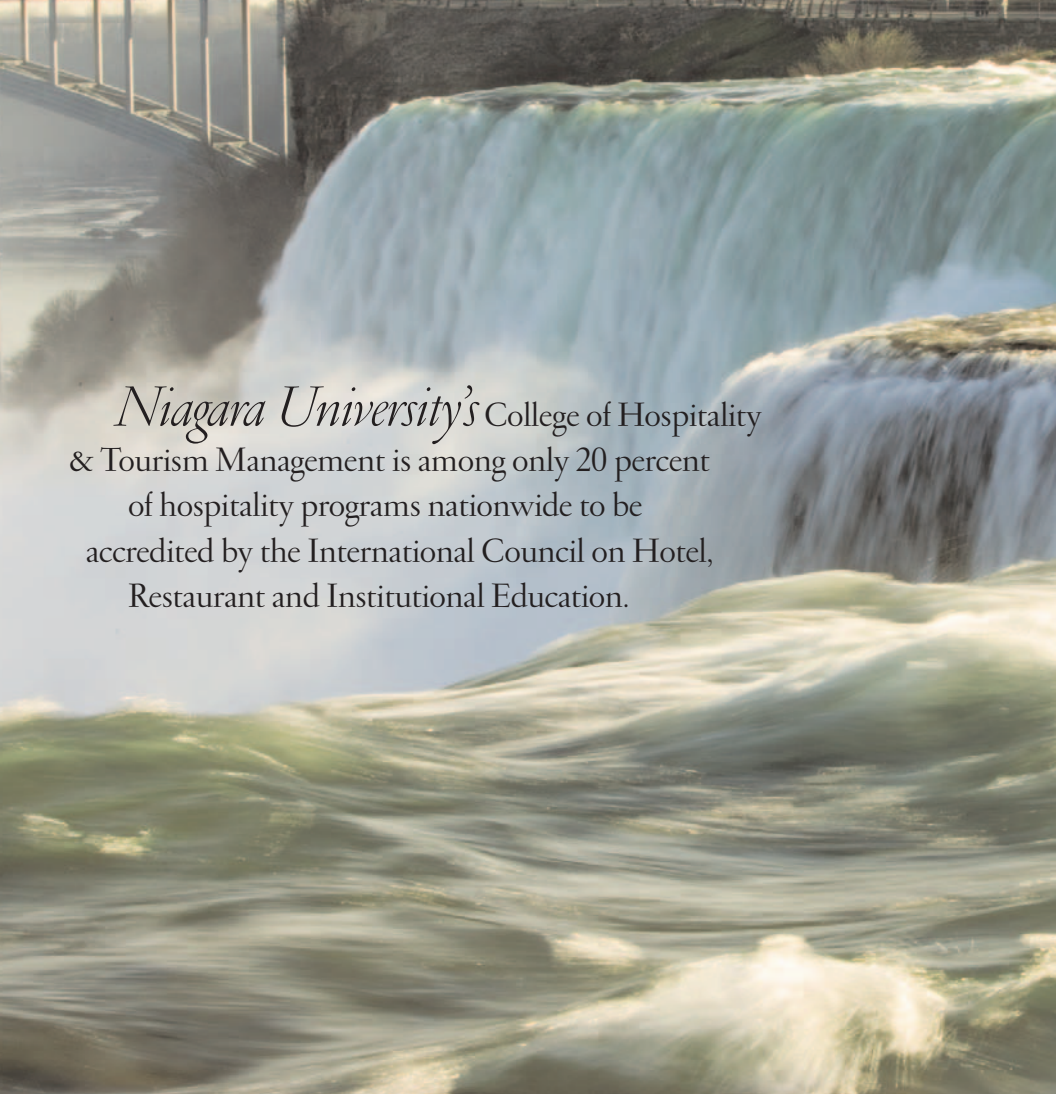
STUDENT HOUSING: On-campus housing is available for all four years in our traditional residence halls or student apartment complexes.

ATHLETICS:

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

the seventh program in the country to be accredited.



A large, multi-tiered waterfall cascading down a rocky ledge, with water splashing and creating mist at the base. The scene is captured in a soft, golden light, likely during sunrise or sunset. In the upper left corner, a portion of a bridge with vertical supports is visible.

Niagara University's College of Hospitality
& Tourism Management is among only 20 percent
of hospitality programs nationwide to be
accredited by the International Council on Hotel,
Restaurant and Institutional Education.

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

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