

# BS IN HOSPITALITY & TOURISM MANAGEMENT



## Built for the Real World of Service Leadership

The B.S. in Hospitality and Tourism Management (HTM) prepares students to lead in the world's most dynamic service industries, from hotels and resorts to technology, finance, healthcare, and other experience-driven sectors. Our students develop strong, human-centered problem-solving skills that are valued across the global economy.



## Career Outlook

- Among the largest industries in the US, worth \$2.5 trillion each year.
- Supports 15 million jobs nationally and over 330 million jobs globally.



## A Degree That Can Travel Across Industries

Every industry needs people who can manage operations, lead teams, drive growth, and deliver outstanding experiences. Our grads build careers across a broader landscape than traditional hospitality, recruited by banking, technology, healthcare, and other industries.

*"From day one, I felt supported and inspired. The program guided me every step of the way and gave me the confidence to begin my career. It didn't just prepare me for hospitality – it prepared me for leadership in any field I chose to pursue."*

- HTM Graduate

## Three Pillars of Excellence

### Experiential Learning & Industry Engagement.

Gain hands-on experience through internships, industry projects and partnerships building workforce readiness and professional confidence.

1

### Leadership & Business Excellence.

Develop strong financial, marketing, analytical, and strategic management skills needed to lead organizations effectively.

2

### Innovation, Sustainability & Experience Design.

Integrate human-centered design, technology-driven innovation, and sustainable practices to create meaningful, inclusive, and future-oriented experiences.

3

**Start Here.**

**Lead Everywhere.**



A career in Hospitality and Tourism Management could lead you to:

- Hotel & Resort Leadership
- Event & Convention Management
- Tourism & Destination Marketing
- Revenue & Operations Strategy
- Global Hospitality Companies
- Entrepreneurship Opportunities
- Wellness & Lifestyle Enterprises



SACRAMENTO STATE

## GET IN TOUCH

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