

Anticipated Tourism Growth Spurs CSM to offer Associate Degree in Hospitality Management

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"Nationally, 25,000 new hospitality management positions are created each year, but only 5,000 people graduate with degrees in hospitality management," said College of Southern Maryland Associate Professor and Hospitality Management Program Coordinator Bill Williams. With anticipated growth in the hospitality industry in the next five years, according to the National Restaurant Association, that gap in trained managers will only widen, added Williams.

"We recognize that hospitality management is a high-demand career, especially within the metropolitan D.C. area," said CSM Chair of Business and Technology Division Jeff Tjiputra. "We want to give our students and the Southern Maryland community the benefit of a degree program that will put them at the front of the line when hotels, resorts and restaurants are hiring."

To meet that need, CSM will offer an Associate of Applied Science Degree in Hospitality Management beginning with three new courses this fall. Classes begin on Sept. 8.

Williams developed the hospitality management curriculum for CSM. He has more than 30 years of experience in hospitality instruction, educational program management and operational training. Williams was most recently director of education and workforce development for the Connecticut Hospitality Educational Foundation.

Williams served as dean and associate professor at University of New Haven Tagliatela School of Hospitality and Tourism where he implemented a service learning requirement to enable students to engage in pre-professional real-world experiences and built an industry-endorsed credentialing system for use in developing academic coursework and practical work experiences.

"The growth in tourism in Southern Maryland is what drew me to this job," said Williams. "The proximity of the new National Harbor and Washington, D.C. convention facilities provides many career opportunities for Southern Maryland residents. I am excited to bring my knowledge of the hospitality industry and curriculum development to CSM." Giving students the training, the experience and the credentials to get ahead fast in the hospitality industry is top priority, he said.

"Many businesses in the hospitality industry hire from within," said Charles County Chamber of Commerce Executive Director Ken Gould. "The idea that CSM has created a program to address the training needs of Southern Maryland businesses is fabulous."

Beginning this fall, CSM's La Plata Campus will offer three core hospitality management classes. Introduction to Hospitality Management, HPM 1015 meeting on Mondays from 7:15 to 10 p.m., will introduce students to the broad spectrum of the leisure services industry including food service, lodging, travel/tourism, recreation, gaming and entertainment, meetings and conventions.

Managing Service in Food and Beverage Operations (HPM 1210) meeting on Mondays and Wednesdays from 2:30 to 3:50 p.m. introduces students to commonly used practices/principles that food service professionals use to create and deliver guest-driven service and build guest loyalty. Students will learn how every aspect of food service operation contributes to the guest experience.

In addition to the hospitality management courses, the program will have a required summer internship with a major national corporation, such as Marriott, Hyatt, Hilton, Disney, or with one of 50 opportunities under development.

"These can be life-changing," said Williams of the internship experiences. "Work experience with an established national employer is hands-down the best way to enter the hospitality industry."

CSM's program will also develop co-op education courses with establishments in Southern Ma