



Guidelines for Recruiting in Hospitality and Tourism Management

As Head of the Virginia Tech Department of Hospitality and Tourism Management (HTM), I want to sincerely thank you for your interest in recruiting our graduates. I am very proud of our undergraduate program and honestly feel it is one of the premier hospitality management programs in the world. The purpose of this note is both to describe our program and to help you optimize your recruiting success.

The Virginia Tech Department of Hospitality and Tourism Management (www.htm.pamplin.vt.edu)

As a fully integrated major in the Pamplin College of Business, we aspire to be the nation's premier management education program in hospitality. Our curriculum is the most rigorous undergraduate HTM program in the United States; students complete a comprehensive set of business core courses, a set of hospitality management core courses, and elective courses in both hospitality and business, augmented by extensive laboratory and field experiences.

Note: IF CANDIDATE GPA IS A SELECTION CRITERION FOR YOUR COMPANY, BE SURE TO CONSIDER THE RIGOR OF THE PROGRAM AND COURSES STUDENTS HAVE TAKEN AS PART OF THAT PROCESS.

Specifically, in addition to the Virginia Tech undergraduate core curriculum with its emphasis on liberal arts, sciences, and communications, our Hospitality and Tourism Management program requires the following sets of courses:

1. Pamplin College of Business Core Curriculum (39 credits)
 - a. MATH 1525 & 1526 - Calculus with Matrices (6 credits)
 - b. ECON 2005 & 2006- Economics (macro / micro) (6 credits)
 - c. ACIS 2115 & 2116- Principles of Accounting (6 credits)
 - d. BIT 2405 & 2406- Quantitative Methods and Statistics (6 credits)
 - e. FIN 3104- Finance (3 credits)
 - f. BIT 3414- Production and Operations Management (3 credits)
 - g. FIN 3055 – Business Law (3 credits)
 - h. MGT 3304 – Management Theory and Leadership (3 credits)
 - i. MKTG 3104 – Marketing (3 credits)

2. Hospitality and Tourism Management Core Curriculum (20 – 23 credits)
 - a. HTM 3414 – Food Purchasing, Production and Management (4 credits / 5 hour per week culinary lab)
 - b. HTM 3524 – Lodging Management (3 credits / 3 hour per week lodging lab)
 - c. HTM 3444 – Hospitality Finance (3 credits)
 - d. HTM 4414 – Food and Beverage Management (4 credits / 3 hours per week lab)
 - e. HTM 4464 – Human Resources Management in Hospitality (3 credits)
 - f. MGT 4394 / HTM – Business Policy and Strategy (3 credits)
 - g. HTM 4964 – Field Studies (400 hour internship)
 - i. Students with less than 300 hours of documented work experience in HTM are also required to take HTM 2964 – Field Studies (300 hour internship)

Please note: the HTM finance and human resource management courses require the corresponding Pamplin core courses as prerequisites, thereby adding significant depth and focus on HTM. Similarly, we offer a course in HTM Marketing taken by many of our students with the prerequisite of MKTG 3104: Marketing.

3. HTM and Free Electives (18 to 27 credits)

Integrated areas of emphasis have been created for students with specific interests in:

- a. Hospitality Operations Management
- b. Restaurant and Food Management
- c. Meetings and Event Management
- d. Club and Resort Management
- e. Global Tourism Management

While many students complete an area of emphasis, others will complete double majors, various minors both in the Pamplin College of Business and elsewhere at Virginia Tech, or other groupings of coursework focused on their specific interests.

On graduation, our students receive a Bachelor of Science in Business with a major in Hospitality and Tourism Management. The business core component of the degree is fully accredited by AACSB (Association to Advance Collegiate Schools of Business). The hospitality management component is fully accredited by ACPHA (Accreditation Commission for Programs in Hospitality Administration). To my knowledge, we are the only program to achieve this dual accreditation.

The rigor of our program and our location in the Pamplin College of Business defines not only the quality of our graduates, but also the quality of the students entering the program. Freshman admission to the Pamplin College of Business is extremely competitive and is essentially limited to students who have graduated in the top 10 to 15 percent of their high school classes. We currently have approximately 500 undergraduate HTM majors, all of whom are, by admission standards alone, outstanding students. Great students plus a rigorous, quality education equals an outstanding product!

Careers, Field Study Experiences and Summer Jobs

It is possible to recruit our students for a variety of different types of positions, including management training programs and career opportunities, internship or field study experiences, and part-time or summer jobs.

Within this framework, it is important to understand the distinction between a field study experience and a part-time or summer job. The distinguishing characteristic of a field study experience is that it involves a contract between three parties, completed in advance of the beginning of the student's work. The parties to the contract are the student, the supervisor at the field study site, and the HTM faculty field studies supervisor. The purpose of this contract is to assure that the field studies experience will involve a series of activities or challenges that contribute to the student's professional development and education. During the field study experience, the student keeps a work log and works on a business issue or challenge / problem approved by both the host and the faculty supervisor. The student will evaluate and come up with possible solutions for this challenge/problem for their midterm and final report. The extensive final report also includes a description of the operation, an operational case study, job description, technology assessment. At the end of the field

study the onsite supervisor will do a formal evaluation of the student, closing the final loop in a supervised experience.

Recruiting at Virginia Tech

There are two key avenues to recruiting in Hospitality and Tourism Management at Virginia Tech – via the Virginia Tech Career Services Office and directly with the Hospitality and Tourism Management Department. Each of these avenues has strengths and benefits, implying that your recruiting strategy, to be most effective, needs to work with both. The following outlines both how to work with each avenue and how each avenue can best assist your recruiting plans.

Recruiting Services by the Hospitality and Tourism Management Department

The advantages of working directly with the HTM Department focus primarily on our ability to communicate effectively with our students and, in many cases, to allow you the opportunity to visit classes and make short presentations concerning professional opportunities with your companies.

Contacts: I consider working with recruiters part of my job description. Consequently, always feel free to e-mail me at Rick.Perdue@VT.edu or call at 540-231-5515. Professor Pam Weaver manages our internship program. If you have a question about internships, please contact her via e-mail at weaver@vt.edu.

HTM Recruiting Services:

1. **Communication of Position Announcements:**

If you e-mail a pdf or MSWord copy of position announcements, we can forward those to our students. We have e-mail lists of all students, organized by their academic year – e.g., freshmen, sophomores, juniors and seniors. We can easily and quickly forward your position announcements for both internships and permanent opportunities.

2. **Class Presentations:**

The HTM faculty try very hard to work with recruiters, allowing them to make short (15 to 20 minute) presentations in selected courses. There are, however, a few caveats.

First, schedule early in the semester and in advance of your recruiting trip. As we get later into the semester, many classes will have scheduled student presentations and case studies. It is hard to rearrange these schedules to allow you class time. For the same reasons, the further in advance you schedule course visits, the better. Ideally, contact professors prior to the beginning of the semesters (mid August and mid January).

Second, one of the peculiarities of universities is the relative lack of influence of Department Heads over course schedules and activities. While I assign teaching responsibilities and am responsible for teaching evaluations, I have very little influence over the actual content or schedule of courses. Hence, if you contact me to request class presentations, all I can do is pass along your request to the relevant faculty. Accommodating the request is their choice. Certainly, I pass along the requests and, for the most part, the faculty are very accommodating, particularly early in the semester. However, the most effective recruiters develop relationships with key faculty and, over time, work directly with those individuals.

3. Student References:

We try to help you identify students who best match your needs. We get to know the students and can assist your search by references and referrals. However, another benefit of developing relationships with faculty is that, by definition, they are more knowledgeable of our students and their strengths.

Please understand, however, that if you are a Federal contractor, the Federal laws concerning referrals do apply.

Recruiting Services by the Virginia Tech Office of Career Services

Website: www.career.vt.edu

Phone: 540-231-6241

Cost structures: Many of the services provided by the Career Services Office are free of charge. The individual career and job fairs will have fees to cover the costs of facilities and services provided to vendors. If a recruiter asks Career Services to set up an Information Session, the fee is \$50.00.

Virginia Tech has an outstanding Office of Career Services which offers a myriad of services to our students, alumni and recruiters. Among their strengths are their facilities, their expertise, and the nature of their market. Putting students together with recruiters is what they do and they are very good. Hence, I encourage you to take advantage of their services. Specific services which they offer include:

1. Scheduling of Information Session and Interview Spaces:

Virginia Tech has an outstanding Career Services facility which includes spaces both for company information sessions and interviews. Outside of their space, all facility scheduling on campus is centrally controlled and heavily subscribed. The HTM Department cannot schedule information session or interview space for you. Occasionally, faculty will allow recruiters to use their office space for interviews, but that is never particularly effective.

2. Career Fairs and Events:

Currently, the HTM Department does not have a career fair specifically focused on HTM students. Rather, we work with Career Services in conjunction with the Pamplin College of Business. Each Fall, we support a major career fair, Business Horizons. Similarly, in the spring, we work with Career Services to support the Connections Co-op and Internship Fair and the Directions Spring Career Fair. Dates and process for securing a booth at these events are available on the Career Services website. Book early! Competition for booth space has become more and more intense in recent years.

3. Position Announcement Posting

Career Services can also post your position announcements. Their posting goes out to all students who register with them, implying a broader cross-section of students from throughout the University.

4. Accessing the Hokies4Hire System

Career Services maintains a resume posting service for students "Hokies4Hire" which employers can access and search. It tends to be a broad cross-section of the University and may or may not include HTM graduates.

Keys to Successful Recruiting

1. Work with both the HTM Department and Career Services.
We realize that in an ideal world, you should be able to have “one-stop shopping” and we are working toward that goal. Bluntly, we are not there yet. As reflected by the above materials, each of us has strengths and can make specific contributions to your success.
2. Start Early
Every year it seems that recruiting starts earlier and earlier. Our Business Horizons Career Fair is typically held in September is followed by a pretty intense recruiting season during the fall semester. While recruiting will continue throughout the year, the pool of available students declines with time.
3. Develop an Internship Program
We require all of our HTM students to complete a 400 hour internship. In many cases, these internships turn into full time positions when the student graduates. Quite a number of our students don’t technically interview during their senior year. They already have positions that resulted from internships. At a minimum, the internship company has the opportunity to create a relationship with the student in advance of career recruiting. Importantly, however, recruiting for interns is also a challenge. We often have more internships available than we have students seeking internships.
4. Get to Know the Students
The most effective recruiters know our students better than I know them. They have been on campus a number of times and have developed relationships with students while they are sophomores and juniors. Many times, these initial relationships grow out of guest lectures in classes or involvement with our student associations.

One of the ways you can get to know the students is to work with our student associations. We have three major groups of students – The Hospitality Management Association, the Club Management Association, and Eta Sigma Delta. Working with these associations to help them do site visits, service projects, and events is an effective way of developing relationships with the students who are most committed – the ones you want!!!
5. Get to Know the Faculty
The faculty are the ones in the classrooms! They get to know the students far better than any Department Head. The better you know the faculty, the better you can access our students. A career recommendation from a faculty member is extremely influential. Faculty references and referrals give you an enormous advantage.
6. Don’t be Afraid to Ask Questions
We are here to help you be successful. Your success in recruiting our students enhances the reputation and success of our Department. Having great students who go on to great careers is why we are here! If you have questions, please ask. We will try to help.

At any time, please feel free to e-mail with questions (Rick.Perdue@VT.edu) or call at 540-231-5515.

Richard R. Perdue
Professor and Department Head