

# Hospitality, Recreation and Tourism Management Department

---

## 2019-2020 Department Manual

East Stroudsburg University of Pennsylvania  
200 Prospect Street  
East Stroudsburg, PA 18301  
570.422.3624  
[www.esu.edu/hrtm](http://www.esu.edu/hrtm)



## TABLE OF CONTENTS

	Page
Purpose.....	2
About the Department.....	2
Accredited Programs.....	2
Faculty Profiles .....	3
Academic Advising.....	4
Opportunities for Involvement.....	5-7
What Can I Do With a Major in Hospitality, Recreation and Tourism Management?.....	8
Various Positions Held by HRTM Graduates .....	9
ESU Career Development Center .....	10
Hospitality, Recreation and Tourism Management Degree Overview .....	11
Hotel, Restaurant and Tourism Management Degree Requirements .....	12-13
Hotel, Restaurant and Tourism Management Year of Study Degree Progression.....	14
Recreation Services Management Degree Requirements .....	15-17
Recreation Services Management Scheduling Sequence .....	18
Scheduling Worksheet .....	19
Recreation Services Management Practicum vs. Internship .....	20
Recreation Internship Eligibility, Application and Approval Procedures.....	21
HRTM Scholarships.....	22-24
10 Tips for College .....	25

## **PURPOSE OF THE MANUAL**

This manual is designed as a career and academic advising tool for students majoring in Hospitality, Recreation, and Tourism Management. It is a valuable aid in answering many questions about the department and degree requirements. It is not intended, however, to replace student-faculty conferences or the University Catalog. Each student should discuss his/her career objectives, projected course scheduling, and academic standing with his/her advisor each semester.

## **ABOUT THE DEPARTMENT**

East Stroudsburg University (ESU) has offered Bachelor of Science (B.S.) degrees in Hotel, Restaurant and Tourism Management since 1980 and Recreation Services Management since 1978. Over 1800 majors have graduated from the department. The majority of our alumni have full-time employment in the hospitality, recreation, and tourism management field.

The department is administratively located in the College of Business and Management. The current dean for the College is Dr. Sylvester Williams and his office is located in the Rosenkrans Building - Room 123.

## **ACCREDITED PROGRAMS**

Both the Hotel, Restaurant & Tourism Management Program and the Recreation Services Management Program have achieved accreditation status. In order to attain national accreditation, a degree program must meet standards in the areas of curriculum, faculty, and administration/university support services.

### **The Accreditation Commission for Programs in Hospitality Administration (ACPHA)**

The Hotel, Restaurant and Tourism Management program is accredited by the Accreditation Commission for Programs in Hospitality Administration, a distinguished designation for having met or exceeded stated standards of educational quality. All courses are taught by faculty who combine excellent academic credentials with a strong professional background.

### **The Council on Accreditation for Parks, Recreation and Tourism (COAPRT), a program of the National Recreation and Park Association (NRPA).**

The Recreation Services Management program at ESU has maintained national accreditation since 1983. Students enrolled in an accredited professional preparation program can be assured that their academic preparation meets the highest professional standards. Many employers in our professional field recommend or require employees to hold degrees from NRPA's accredited programs.

## FACULTY PROFILES

**DR. LI-MING (STANLEY) CHIANG** Associate Professor and Department Chairperson of Hospitality, Recreation and Tourism Management

A.A.S.	Taiwan Hospitality and Tourism College
B.S.	Chinese Culture University
M.S.	Chinese Culture University
Ed.D.	University of Northern Iowa
CHIA	Hospitality Data Analytics

Dr. Chiang is in his 10<sup>th</sup> year at ESU. Having graduated from the World Leisure Organization headquarters at the University of Northern Iowa, Dr. Chiang's focus is in international travel and tourism studies. Dr. Chiang has experience as a training manager for non-for-profit organizations, has worked as a recreation therapist and specialist in various leisure setting, and is highly involved in research and presenting at international conferences. Dr. Chiang teaches undergraduate courses in International Tourism, Community Tourism, Hospitality Data Analytics and Meeting Convention and Management and serves as the Eta Sigma Delta club adviser. His research interests include: Community Tourism Development, Leisure Management, and Destination Management. Recently Dr. Chiang lead touring abroad courses in Costa Rica and Belize.

**DR. ROBERT A. MCMULLIN** Professor of Hospitality, Recreation and Tourism Management

B.S.	Bloomsburg University
M.B.A.	Philadelphia University Formerly Philadelphia College of Textiles & Science
M.A.	East Stroudsburg University
Ed.D.	Widener University
C.H.E.	Certified Hospitality Educator

Prior to joining the faculty at ESU, Dr. McMullin worked in the hotel industry as a financial controller and room's division executive. He has worked for several major corporations including Holiday Inn and the Sheraton Corporation. Dr. McMullin has been a valued member of the ESU faculty and instructs courses in Financial Management, Hotel Operations, and Hotel Management. He is a certified T.I.P.S. trainer on the safe and prudent serving of alcohol, and is also advisor to the Hotel/Restaurant Management Club. Dr. McMullin has received several work grants from the (NRA) National Restaurant Association and completed a master thesis entitled Restaurant Chains & Family Dining in the United States: 1945-1980. Dr. McMullin's doctoral dissertation is entitled: Comparison by Hospitality Management Graduates of Perceived Experiential-Program-Acquired Skills with Perceived Employment Needs.

**ALBERT J. MORANVILLE** Associate Professor Hospitality, Recreation and Tourism Management

B.S. East Stroudsburg University  
M.B.A. University of Scranton

Professor Moranville has held various management positions in the hospitality industry over the past twenty years. He has been an entertainer, entertainment director, room's division manager, and general manager of several leading hotel companies, including Marriott, Sheraton, and Caesar's World. Professor Moranville joined the faculty at East Stroudsburg University over twenty-five years ago and he specializes in Personnel/Human Resources Management and Hotel/Resort Management.

**CAROL L. MILLER** Associate Professor of Hospitality, Recreation and Tourism Management

B.S. East Stroudsburg University  
M.B.A. Seton Hall University  
Certificate of International Business  
Seton Hall University

Professor Miller has been a faculty member at ESU for over twenty-five years and is a graduate of ESU's Hotel, Restaurant & Tourism Management Program. Upon graduating from ESU, Professor Miller launched a successful career in the hotel industry with Hospitality Partners and the Beacon Hotel Corporation where she held a variety of management positions in rooms division, marketing and general management. Professor Miller's areas of expertise include marketing and general management.

### **ACADEMIC ADVISING**

Each student has been assigned a faculty advisor. Regular visits with your advisor are important to your success here at East Stroudsburg University. The role of the faculty advisor is to assist you in course selection, career advisement, and general academic concerns. Please take advantage of the help that can be provided by your advisor. Make an appointment to meet with him/her during his/her office hours (posted outside the faculty office). The list of students and their advisors is posted on the bulletin board near the faculty offices. Note that all HRTM offices are in Gessner Hall.

### **Department Contact Information**

	<u>Advisor Number</u>	<u>Phone #</u>	<u>Office #</u>	<u>E-Mail</u>
Professor Moranville	000010730	570-422-3049	208	<a href="mailto:moranville@esu.edu">moranville@esu.edu</a>
Professor Miller	000020612	x3685	203	<a href="mailto:cmiller@esu.edu">cmiller@esu.edu</a>
Dr. McMullin	000072870	x3290	200	<a href="mailto:rmcmullin@esu.edu">rmcmullin@esu.edu</a>
Dr. Chiang	000219429	x3624	201	<a href="mailto:lchiang@esu.edu">lchiang@esu.edu</a>
HRTM Office		x3511	207	

### **The student's responsibilities in the academic advising process:**

- Read and understand the Career and Advising Manual, degree requirements, departmental policies and procedures, and career opportunities available. **UNDERSTANDING AND MEETING DEGREE REQUIREMENTS IS THE STUDENT'S RESPONSIBILITY.**
- Make an appointment with your academic advisor during pre-registration and **come to that appointment with a tentative schedule for the upcoming semester** to be reviewed and approved by the advisor. Obtain the Personal Identification Number [PIN] from your advisor. Note that PINs change each semester and only your academic advisor can provide this number to you.
- See your advisor during drop/add if a change in scheduling becomes necessary.
- See your advisor for career information and advisement.
- Request referral for special academic services and personal counseling needs.

### **OPPORTUNITIES FOR INVOLVEMENT**

Hospitality, Recreation and Tourism majors are encouraged to become involved in clubs, organizations, and co-curricular activities on campus. In these settings, you will be able to put into practice the leadership principles and techniques learned in your coursework. Many employers expect that students have had such involvement during their college years. There are many organizations on campus. For a complete list and description of the various clubs and organizations on campus, please consult Warrior Link on the ESU Web-site.

#### **ESU Clubs/Society for HRTM Students**

Following is a list of clubs in which, Hospitality, Recreation and Tourism students may have a special interest:

##### **Hotel/Restaurant Management Club, Advisor: Dr. Robert McMullin**

The Hotel/Restaurant Management Club is a student run organization that has as its purpose to better prepare and familiarize students with the hotel, restaurant, and tourism industries. Club activities include: career development workshops, experiential learning opportunities, hospitality networking events, property tours, industry guest speakers, and participation in community service opportunities.

##### **National Minorities in Hospitality Club, Advisor: Dr. Stanley Chiang**

The National Society of Minorities in Hospitality Club is a non-profit student-led organization which has as its purpose to aid in the recruitment, retention, support, and advancement of minority students in the hospitality industry. The club builds and maintains relationships between hospitality professionals and minority students by meeting National Society of Minorities in Hospitality standards and attending national and international meetings within the scope of the hospitality industry.

### **Eta Sigma Delta International Hospitality Management Society: Dr. Stanley Chiang**

Eta Sigma Delta (ESD) International Hospitality Management Society is a national honor society with over 90 active ESD chapters throughout the world. The growth is a testament to the dedication of both students and professionals in hospitality and tourism who share a joint interest in the pursuit of academic, professional and personal excellence. Membership in ESD provides an opportunity for outstanding students to distinguish themselves in the eyes of educators, recruiters and industry executives in an increasingly competitive industry.

### **HRTM Professional Organizations**

Professional organizations are also important to one's professional growth. They provide a way to learn more about the industry and to network with others in the industry. Students are encouraged to consider participation in the following organizations:

- **American Hotel & Lodging Educational Institute (AHLEI)**  
The American Hotel & Lodging Educational Institute is a nonprofit member benefit of the American Hotel and Lodging Association. Established in 1953, it provides hospitality education, training and professional certification that serves the needs of hospitality schools and industries worldwide. Website: [www.ahlei.org](http://www.ahlei.org)
- **International Council on Hotel, Restaurant, Institution Educators (ICHRIE)**  
International CHRIE (ICHRIE) is a non-profit professional association, provides programs and services to continually improve the quality of global education, research, service and business operations in the hospitality and tourism industry. Website: [www.chrie.org](http://www.chrie.org)
- **National Recreation and Park Association (NRPA)**  
This is the national professional organization for recreation, parks, and leisure services professionals. NRPA provides publications, an annual national congress, and regional workshops. Student membership rates are available. Website: [www.nrpa.org](http://www.nrpa.org)
- **Pennsylvania Recreation and Park Society (PRPS)**  
This is the state level professional organization in our field. Student membership rates are available. You will receive professional publications and have the opportunity to attend state conferences and regional meetings to make contacts with recreation majors from other colleges and with professionals in the field. Website: [www.prps.org](http://www.prps.org)
- **Smith Travel Research (STR)**  
Smith Travel Research tracks supply and demand data for multiple market sectors, including the global hotel industry. STR provides market share analysis for major hotel chains and brands in North America, Europe, Asia Pacific, Middle East and Africa. STR maintains a presence in 10 countries around the world with a corporate North American headquarters in Hendersonville, Tennessee, and an international headquarters in London, England.
- **Resort and Commercial Recreation Association (RCRA)** – RCR A is an organization established to further the commercial recreation field. As a student member you will receive a bi-monthly newsletter including information about upcoming workshops and regional and national conventions. RCRA provides an intern and job placement service. Website: [www.r-c-r-a.org](http://www.r-c-r-a.org)

- **National Association for Interpretation (NAI)** - This professional organization is made up of those who educate park visitors about natural, historic and cultural resources in parks. Services to members include a national journal, *Legacy*, regional newsletters, annual national conference and regional conferences. NAI also provides an intern and job placement service. Website: **[www.interpnet.com](http://www.interpnet.com)**
  
- **American Therapeutic Recreation Association (ATRA)** - Membership is comprised of professionals who provide recreation therapy and/or recreation services to persons with disabilities in clinical or community settings. Conferences, publications, professional advocacy and job information are some of the member services. Website: **[www.atra-tr.org](http://www.atra-tr.org)**
  
- **American Camp Association (ACA)** – Professionals who own, operate, manage, and work in organized youth camps belong to this professional organization. The association publishes a professional magazine, maintains a bookstore, offers professional conferences and workshops, and provides a job service for members. Website: **[www.ACACamps.org](http://www.ACACamps.org)**
  
- **International Special Events Society** – This organization represents all aspects of the special events industry. You can become a Certified Special Events Professional (CSEP) by passing a national test. This identifies your competence as an event planner. Website: **[www.ises.com](http://www.ises.com)**



## WHAT CAN I DO WITH A MAJOR IN HOSPITALITY, RECREATION AND TOURISM MANAGEMENT?

The U.S. **lodging** industry is on its 90<sup>th</sup> month of record growth since 2006 and HRTM students are well positioned to take advantage of this growing sector of the industry. ESU is geographically situated near several top performing markets, including New York City and Philadelphia, and the ever-growing Pocono Mountain Region of Pennsylvania. Students interested in lodging may be interested in career positions such as: front office manager, director of housekeeping, group sales manager, entertainment director, or event planner. Students interested in **food and beverage** may be interested in career positions such as: restaurant manager, catering manager, or beverage manager.

**Tourism** encompasses the travel and trade sector which generated over \$1.6 trillion in economic output, support 7.8 million U.S. jobs and exports 32% of all U.S. services. Students interested in tourism may pursue positions such as: convention and visitor bureau marketing manager, cruise line, destination organization tourism sales manager, community tourism developer, or market researcher.

Students with an interest in the outdoors may pursue several career possibilities related to **outdoor recreation**. Recreation services in outdoor environments such as nature centers, parks, or camps offer excellent opportunities for careers. Examples of career positions include: state park manager, nature center director, national park ranger, youth camp director, environmental education specialist, or an outdoor adventure program/facility manager.

Another career employment area in the field of Recreation Management is **commercial recreation**. Commercial recreation services provide products to the public for the purpose of making a profit. Career possibilities include: resorts manager, ski area manager, cruise ship activity director, theme/amusement park manager, or stadium manager.

Most people are aware of recreation management services offered through their local government, (city, township, county), and these services are referred to as **municipal recreation**. Municipal parks and playgrounds, seasonal sports programs, and special holiday events for families are some of the types of services offered. Majors in our department may pursue a career as a municipal park and recreation director.

Recreation services are also provided through **community youth and family agencies** such as Boy Scouts, Girl Scouts, YMCA, YWCA and others. A student in our major may prepare for a rewarding management career in one of these private non-profit agencies.

**Military recreation** is another career possibility for graduates. Recreation services provided to military personnel and their families throughout the U.S. and overseas are managed by Civil Service employees of the federal government who hold degrees in our professional field.

## VARIOUS POSITIONS HELD BY HRTM GRADUATES

### *Hospitality*

- General Manager, Embassy Suites by Hilton, Philadelphia Valley Forge, PA
- Senior Vice President, Compass – USA
- General Manager, Great Wolf Lodge, Olympia, Washington, PA
- Resorts Business Development Manager, Hershey Park, Hersey, PA
- ESPN Club Manager, Walt Disney World Resorts, Orlando, FL
- Food & Beverage Director, Bally's Atlantic City, Atlantic City, NJ
- Director of Human Resources, The Manhattan Club, New York City, NY
- General Manager, Cannon Mountain Ski Resort, Franconia, NH
- Event Planner, Cescaphe Event Group, Philadelphia, PA
- Wedding Planner, The Inn At Mountain Spring Lake, Reeders, PA

### *Commercial Settings:*

- Senior Event Manager, David L. Lawrence Convention Center, Pittsburgh, PA
- Public Relations Director, Dorney Park, Allentown, PA
- Activity Director, Disney Cruise Lines, Orlando, FL
- Recreation Director, Marriott's Marco Island Resort, FL
- Global Sales Manager, Hamilton Park Conference Center, Florham Park, NJ
- General Manager, Yachtsman Resort, Myrtle Beach, SC

### *Community Settings:*

- Program Coordinator, Blue Mountain Recreation Commission, Orwigsburg, PA
- Park and Recreation Director, Plymouth Township, Plymouth Meeting, PA
- Special Projects Director, U.S. Tennis Association,
- Park and Recreation Director, Doylestown Township, PA
- Executive Director, Stroud Region Open Space & Recreation Commission, East Stroudsburg, PA
- Park and Recreation Director, Middletown, NY

### *Outdoor Settings:*

- Interpretive Park Ranger, Delaware Water Gap National Recreation Area, Bushkill, PA
- Interpretive Park Ranger, Lowell National Historical Park, Lowell, MA
- Superintendent, Swartswood State Park, Swartswood, NJ
- Environmental Educator, Monroe County Conservation District, Bartonsville, PA
- Regional Park Manager, PA Bureau of State Parks
- National Park Ranger, Colonial Historical Parkway, Williamsburg, VA
- Park Ranger, Oregon State Parks
- Conservation Coordinator, Delaware and Lehigh National Heritage Corridor, Easton PA

## **ESU CAREER DEVELOPMENT CENTER**

Students should visit the University Career Services Center early in their college experience to explore career options. The center is located on the 2nd floor of the University Center. The website for the Career Services Office is **[www.esu.edu/career-development](http://www.esu.edu/career-development)**

Among the services offered are summer and career job announcements, resume writing assistance, mock job interviews, and career fairs which are held on our campus.

The Office of Career Services suggests students take the following actions:

- Identify your career goals
- Earn excellent grades throughout college
- Develop functional skills, including:
  - writing skills
  - speaking skills
  - business management skills
  - group leadership skills
  - computer skills
  - foreign language(s) skills
  - interpersonal relationship skills
- Get experience related to your career goals through part-time, seasonal or volunteer work.
- Network with professionals in your chosen career field for information and advice.
- Be flexible in geographic location for jobs.
- Be persistent in your job search to meet your career goals.

## HOSPITALITY, RECREATION AND TOURISM MANAGEMENT DEGREE OVERVIEW

### *THE CURRICULUM*

The graduate from the Hotel, Recreation & Tourism Management Programs at East Stroudsburg University must complete requirements in two separate areas: (1) General Education courses and (2) courses required for the majors. All students are required to complete 45 semester hours in General Education and 75 semester hours in their Hospitality, Recreation and Tourism Management major.

The requirement guidelines for general education and the major are outlined on the following pages. **It is the responsibility of the student to understand the degree requirements and monitor his/her progress towards the degree.** It is recommended that the student utilize the following degree requirement worksheet to monitor his/her progress. Students should have all worksheets updated prior to meeting with an advisor to assist in the advising process.

## **GENERAL EDUCATION REQUIREMENTS**

At least 12 credits in groups A, B, & C are required. Group D requires 9 credits. Total General Education credits required = 45 credits. s

### **GROUP A: Humanities** (12 credits, from 4 out of 5 areas)

	<b><u>Course</u></b>	<b><u>Grade</u></b>
1. English Language & Literature	_____	_____
2. Fine Arts – Art, Comm., Music, Theater	_____	_____
3. Foreign Language	<u>*FLXX</u>	_____
4. Performing Arts	<u>*CMST 111 (C)</u>	_____
5. Philosophy	_____	_____

**TOTAL CREDITS HUMANITIES** \_\_\_\_\_  
(12 credits required)

English Composition Grade “C” or higher	_____
Math Competency	_____
Overlays	_____
1. Level II Writing (W2)	_____
2. Level III Writing (W3)	_____
3. Global Diversity/Citizenship (G)	_____
4. Communication (C)	_____
5. Info Literacy/ Technology (I)	_____
6. Artistic Express (A)	_____
7. Science Breadth Course (BMA)	_____

### **GROUP B: Natural Sciences** (12 credits, from 4 out of 6 areas)

	<b><u>Course</u></b>	<b><u>Grade</u></b>
1. Biology	_____	_____
2. Chemistry	_____	_____
3. Computer Science	<u>*CPSC 100</u>	_____
4. Mathematics	<u>*MATH 110 (BMA)</u>	_____
5. Physics	_____	_____
6. Psychology	<u>*PSY 100</u>	_____

**TOTAL CREDITS NATURAL SCIENCES** \_\_\_\_\_  
(12 credits required)

### **GROUP C: Social Sciences** (12 credits, from 4 out of 5 areas)

	<b><u>Course</u></b>	<b><u>Grade</u></b>
1. Economics	<u>*ECON 111</u>	_____
2. Geography	_____	_____
3. History	_____	_____
4. Political Science	_____	_____
5. Sociology – Anthropology	<u>*SOC 111 (G)</u>	_____

**TOTAL CREDITS SOCIAL SCIENCES** \_\_\_\_\_  
(12 credits required)

### **GROUP D: University Required Courses** (9 credits)

	<b><u>Course</u></b>	<b><u>Grade</u></b>
1. First year experience ((Freshman Year)	<u>FYE 100</u>	_____
2. English Composition (3credits) (1 <sup>st</sup> 45 credits)	<u>ENGL 103</u>	_____ (C or better)
3. Health Promo & Lifetime Wellness (1 <sup>st</sup> 60 credits)	_____	_____
(EXSC 105, HLTH 105, ATEP 105 OR PETE 105)		

**TOTAL UNIVERSITY REQUIRED** \_\_\_\_\_  
(9 credits required)

**TOTAL ALL GENERAL EDUCATION** \_\_\_\_\_  
(45 Credits Required)

## **HOTEL, RESTAURANT & TOURISM MANAGEMENT REQUIREMENTS**

### **GROUP E: HRTM Core Courses** (48 Credits)

		<u>Credits</u>	<u>Grade</u>
HRTM 101	Introduction to Hospitality & Tourism Management .....	3	_____
HRTM 211	Principles of Food & Beverage Management .....	3	_____
HRTM 232	Principles of Travel & Tourism Management .....	3	_____
HRTM 241	Principles of Lodging Management .....	3	_____
HRTM 310	Systems Approach to Food & Beverage Management .....	3	_____
HRTM 321	Hospitality & Tourism Human Resources .....	3	_____
HRTM 331	Hospitality & Tourism Marketing .....	3	_____
HRTM 411	Restaurant Operations Management .....	3	_____
HRTM 421	Hospitality & Tourism Training and Staff Development .....	3	_____
HRTM 431	Hospitality & Tourism Strategic Market Planning (W3, I) .....	3	_____
HRTM 441	Hospitality & Tourism Financial Management .....	3	_____
HRTM 486	Field Experience and Internship .....	9	_____
HRTM 489	Contemporary Legal & Ethical Aspects of Hosp. & Tourism Mgmt. ....	3	_____
HRTM 491	Seminar in Hospitality & Tourism Management .....	3	_____

**TOTAL HRTM CORE COURSES** \_\_\_\_\_  
(48 Credits Required)

### **GROUP F: HRTM Electives Courses** (9 credits, 6 credits of 300 & 400 level)

	<u>Course</u>	<u>Grade</u>
1. HRTM Elective	_____	_____
2. HRTM Elective	_____	_____
3. HRTM Elective	_____	_____

**TOTAL HRTM ELECTIVE COURSES** \_\_\_\_\_  
(9 Credits Required)

#### **Courses (select 3 courses, 2 courses must be of 300 or 400 level)**

HRTM 261 Club Management	HRTM 371 Hotel Development and Design
HRTM 271 Casino Management	HRTM 391 Hospitality Purchasing
HRTM 311 Haute Cuisine & Oenology	HRTM 432 Tour Planning and Management
HRTM 334 Tourism Destinations	HRTM 436 Meeting & Convention Planning & Mgmt.
HRTM 335 Perspectives of International Tourism	HRTM 439 Touring Abroad HRTM
HRTM 336 Community Tourism Development (W2)	
HRTM 351 Hospitality & Tourism Information Systems	

### **GROUP G: CO-REQUISITE COURSE** (6 Credits)

	<u>Grade</u>
MGT 211 Financial Accounting Fundamentals	_____
ECON 112 Microeconomics	_____

**TOTAL CO-REQUISITE COURSES** \_\_\_\_\_  
(6 Credits Required)

### **GROUP H: FREE ELECTIVES (12 Credits)**

	<u>Course</u>	<u>Credits</u>	<u>Grade</u>
1. Free Elective	_____	_____	_____
2. Free Elective	_____	_____	_____
3. Free Elective	_____	_____	_____
4. Free Elective	_____	_____	_____

**TOTAL FREE ELECTIVES** \_\_\_\_\_  
(12 Credits Required)

**TOTAL GROUPS A + B + C + D + E + F + G + H** \_\_\_\_\_  
(120 Credits Required)

All HRTM students must satisfy the following requirements for graduation:

1. 120 credits
2. 42 credits advanced level courses that have pre-requisites, (30 hours of the 42) 300 must be level and above
3. Minimum of "C" in English Composition
4. Demonstrated math competency
5. 30 of last 45 credits must be at ESU
6. Complete HRTM Core, HRTM Elective, Co-requisite, and Free Elective courses = 75 credits
7. Attain at least 2.5 overall grade point average

## Year of Study Degree Progression

### Year 1

<i>Fall</i>	<i>Spring</i>
<b>HRTM 101 Introduction to Hospitality &amp; Tourism Mgt.</b>	<b>HRTM 232 Principles of Travel &amp; Tourism Management</b>
CPSC 100 PC's And Their Uses	<b>HRTM 241 Principles of Lodging Management</b>
ENGL 103 English Composition	ECON 111 Principles of Macroeconomics
SOC 111 Introduction to Sociology	PSY 100 General Psychology
FYE 100 First Year Experience	General Education

### Year 2

<i>Fall</i>	<i>Spring</i>
<b>HRTM 211 Principles of F &amp; B Management</b>	<b>HRTM 331 Hospitality &amp; Tourism Marketing</b>
<b>HRTM 321 Hospitality &amp; Tourism Human Resources</b>	MATH 110 General Statistics
CMST 111 Speech Communication	FL Foreign Language
*MGT 211 Financial Accounting Fundamentals	*ECON 112 Principles of Microeconomics
EXSC 105, HLTH105, ATEP 105 <b>OR</b> PETE 105	General Education

### Year 3

<i>Fall</i>	<i>Spring</i>
<b>HRTM 310 Systems Approach to F &amp; B Management</b>	<b>HRTM 411 Restaurant Operations Management</b>
<b>HRTM 421 Hospitality &amp; Tourism Training &amp; Staff Development</b>	<b>HRTM 441 Hospitality &amp; Tourism Financial Mgt.</b>
<b>HRTM 431 Hospitality &amp; Tourism Strategic Market Planning</b>	<b>HRTM Elective</b>
<b>HRTM Elective</b>	General Education
General Education	†Free Elective

### Year 4

<i>Fall</i>	<i>Spring</i>
<b>HRTM 486 Field Experience and Internship (9 credits)</b>	<b>HRTM 489 Contemporary Legal &amp; Ethical ...</b>
†Free Elective	<b>HRTM 491 Seminar in Hospitality Management</b>
†Free Elective	<b>HRTM Elective</b>
	General Education
	†Free Elective

Note: All courses are 3 credits unless otherwise noted.

Black = General Education

**Black** = HRTM Major

\* = Required Related

† = Free Elective

Updated 9/2019

At least 12 credits in groups A, B, & C are required. Group D requires 9 credits.  
Total General Education credits required = 45 credits.

1. English Language & Literature.
2. Fine Arts – Art, Comm., Music, Theater
3. Foreign Language
4. Performing Arts
5. Philosophy

\*ENGL 203

\*CMST 111 or CMST 253

1. Biology
2. Chemistry
3. Computer Science
4. Mathematics
5. Physics
6. Psychology

\*CPSC 100

1. Economics
2. Geography
3. History
4. Political Science
5. Sociology – Anthropology

---

---

---

---

---

1. First year experience (Freshman Year)
2. English Composition (3 credits) (1<sup>st</sup> 45 credits)
3. Health Promo & Lifetime Wellness (1<sup>st</sup> 60 credits)  
(EXSC 105, HLTH 105, ATEP 105  
OR PETE 105)

FYE 100

ENGL 103

TOTAL ALL GENERAL EDUCATION \_\_\_\_\_

(45 Credits Required)

**\*Required General Education for RSM Degree**

REVISÉD 5/2016



# REQUIREMENTS IN THE MAJOR (48 SEMESTER CREDITS)

## I. REQUIRED RECREATION COURSES

	Credits
RECR 150 Intro to Recreation & Leisure Services	3
RECR 151 Recreation. Leadership	3
RECR 260 Recreation Services for Persons with Disabilities	3
RECR 270 Recreation in Commercial Settings	3
RECR 281 Outdoor Recreation & Park Mgmt.	3
RECR 350 Special Event and Program Planning	3
RECR 351 Recreation Services Management	3
RECR 391 - 393 Practicums (Outdoor, Commercial Community)	3
RECR 450 Recreation Areas and Facilities	3
RECR 452 Research Methods	3
RECR 486 Internship	<u>12 (or 15)</u>
TOTAL	42 credits

Plus 2 courses from the following program electives: (6 credits)

### *Commercial Recreation Electives*

RECR 371	Marketing for Commercial Recreation Enterprises
RECR 470	Ski Area Management
RECR 471	Seminar in Commercial Recreation
RECR 485	Independent Study

### *Outdoor Recreation and Park Management Electives*

RECR 280	Outdoor/Environmental Education
RECR 380	Coastal and Marine Recreation
RECR 381	Issues in Park Management
RECR 382	The U.S. National Park System
RECR 480	Park Resources Interpretation
RECR 485	Independent Study

TOTAL      48 credits

## II. REQUIRED COURSES FROM OTHER DISCIPLINES (Corequisites)

	Credits
1. CPSC 100: GE: PCs and Their Uses	3
2. ENGL 203: GE: Advanced English Composition	3
3. CMST 111: GE: Intro to Communication OR CMST 253: GE: Public Speaking	3
4. HLTH 240: Health Emergencies	3

### POLICY ON MINIMUM GRADES FOR ENGL 103, ENGL 203, and CMST 111/CMST 253

All Recreation majors are required to successfully complete these courses with a grade of C or better. This minimum grade has been determined to be a level demonstrating effective written communication and oral communication skills required of a professional in Recreation Services Management.

### POLICY ON WAIVER FROM HEALTH EMERGENCIES COURSE REQUIREMENT

A student may be waived from Health Emergencies if he or she completes, through the American Red Cross, the Standard First Aid and Cardio-Pulmonary Resuscitation (CPR) Course. Certificates attesting to successful completion of these courses must be copied front and back, and provided to academic advisor. The certificates must be current at the time the student graduates. This waiver does not provide university credit to the student; it is merely a waiver from taking this specific course.

## III. FREE ELECTIVES (12 credits minimum)

These courses may be chosen from the recreation elective courses, or may be any course in the University catalog.

Free Elective Courses	Credits
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

SUMMARY	Credits
General Education - - - - -	48
Recreation Courses - - - - -	48
Co-requisites - - - - -	12
Free Electives - - - - -	<u>12</u>
	120

## SCHEDULING SEQUENCE

### Freshmen Year (30 credits)

#### FALL:

RECR 150: Introduction to  
Recreation and Leisure Services 3  
RECR 151: Recreation  
Leadership 3  
General Education 9  
15

#### SPRING:

RECR 260: Recreation Services  
for Persons with Disabilities 3  
General Education 12  
15

### Sophomore Year (30 credits)

#### FALL:

RECR 270: Recreation in  
Commercial Settings 3  
General Education 12  
15

#### SPRING:

RECR 281: Outdoor Recreation  
and Park Management 3  
General Education 12  
15

### Junior Year (32 credits)

#### FALL:

RECR 351: Recreation Services  
Management 3  
RECR Elective 3  
RECR Practicum 1  
General Education 3  
Free Electives 6  
16

#### SPRING:

RECR 350: Special Event and  
Program Planning 3  
RECR 452: Research Methods 3  
RECR Elective 3  
RECR Practicum 1  
Free Electives 6  
16

### Senior Year (28 credits)

#### FALL:

RECR 450: Recreation Areas and  
Facilities 3  
RECR Practicum 1  
Free Electives 12  
16

#### SPRING:

RECR 486: Internship 12 crs.

## SCHEDULING WORKSHEET

Students may make copies of this worksheet to develop their schedule each semester. It is best to prepare a suggested schedule *prior to* meeting with your advisor each semester.

	Monday	Tuesday	Wednesday	Thursday	Friday	
<b>8:00AM</b>						<b>8:00AM</b>
8:30						8:30
<b>9:00</b>						<b>9:00</b>
9:30						9:30
<b>10:00</b>						<b>10:00</b>
10:30						10:30
<b>11:00</b>						<b>11:00</b>
11:30						11:30
<b>12:00PM</b>						<b>12:00PM</b>
12:30						12:30
<b>1:00</b>						<b>1:00</b>
1:30						1:30
<b>2:00</b>						<b>2:00</b>
2:30						2:30
<b>3:00</b>						<b>3:00</b>
3:30						3:30
<b>4:00</b>						<b>4:00</b>
4:30						4:30
<b>5:00</b>						<b>5:00</b>
5:30						5:30
<b>6:00</b>						<b>6:00</b>
6:30						6:30
<b>7:00</b>						<b>7:00</b>
7:30						7:30
<b>8:00</b>						<b>8:00</b>
8:30						8:30
<b>9:00</b>						<b>9:00</b>
9:30						9:30

## RECREATION SERVICES MANAGEMENT PRACTICUM VS. INTERNSHIP

Our degree program requires two types of fieldwork experience:

- Practicum
- Internship

**Practicums** are pre-internship fieldwork experiences. They provide students an opportunity to learn about recreation agencies and the populations they serve. Students learn experientially by initially observing and then assisting professionals in their day-to-day operations.

The departmental requirement is that each student selects **three** of the **four** practicums offered. The practicums are:

RECR 390:	Therapeutic Practicum
RECR 391:	Outdoor Practicum
RECR 392:	Commercial Practicum
RECR 393:	Community Practicum

Each practicum is one credit and requires a minimum of **30** contact hours. Contact hours refer to the amount of time spent at an agency.

Please see the faculty member who coordinates each practicum for more specific requirements and for a list of approved agencies.

**Internships** refer to an in-depth professional fieldwork experience at an organization related to your career interests. The Hospitality, Recreation & Tourism Department Programs considers the student internship an essential part of the overall curriculum. Your internship setting should complement your career plans. The objective of the internship is to provide the student with a real work environment in which he/she can apply classroom theory to practical situations under the supervision of experienced faculty and employers. The internship is a partnership that is beneficial to both the employer and the student. The student gains valuable experience and the employer benefits by having a motivated and interested employee at his/her property.

# HOSPITALITY AND RECREATION INTERNSHIP ELIGIBILITY, APPLICATION AND APPROVAL PROCEDURES

## 1. Eligibility

To qualify for the internship experience, a student must meet all of the following criteria:

- **72** or more credits completed
- a minimum **overall 2.5 GPA** for Hotel, Restaurant and Tourism Program and **2.25 GPA** for Recreation Services Management Program
- a minimum **2.5 GPA** for Hotel, Restaurant and Tourism Program **and 2.25 GPA** for Recreation Services Management Program
- Completion of **three** practicums for Recreation Services Program\*
- **400** hours of documented work experience in the hospitality industry for Hotel, Restaurant and Tourism Management Program\*
- Approval of the internship site by the HRTM Chairperson

Students failing to meet any **one** of these criteria will not be permitted to apply for an internship until they satisfy the requirements listed above.

## 2. Application Deadlines

In order to apply for an internship, the student must see the appropriate Faculty Coordinator as soon as meeting eligibility requirements but no later than the following dates:

<b>DEADLINE DATE</b>	<b>Students Planning To Complete:</b>
March 1st	a summer internship
August 15th	a fall internship
November 30th	a spring internship

## THE INTERNSHIP

Most students complete the internship during the summer between their junior and senior years. Some students, however, will choose to complete the internship requirements during the fall or spring semester of their senior year. The duration of the summer internship is 12 full weeks, from the first day of summer session until the last day of summer sessions. The duration of a spring or fall internship is 15 weeks, and coincides with the regular academic calendar. More information concerning the internship can be obtained by meeting with your faculty advisor or the department chairperson.

## WORK EXPERIENCE

There are many opportunities in the Pocono Mountains area for students to gain work experience (and extra money) while studying at ESU. This is particularly true for Hotel, Restaurant & Tourism Management majors, because there are over 50 hotels, and/or resorts within 20 miles of the University. Students may find information concerning job opportunities by checking the bulletin boards in the lobby and lower levels of the HRTM Center, and in the University Bulletin. Also, in many cases, the faculty may be able to help you locate a position. The 400 hours of work experience are required before a student may enroll in the internship program. **Work experience is necessary and valuable, but remember to budget your time properly. Your primary concern while here at ESU is your academic growth and performance.**

## **HRTM SCHOLARSHIPS**

### **Bushkill Group Annual Scholarship**

Established by the Bushkill Group, recipients must be majoring in Recreation and Leisure Services Management with a concentration in Commercial Recreation. Recipients must have completed at least 62 credits with 9 credits completed in the major with a minimum overall GPA of 2.75. Selected by the supervisor of the commercial recreation concentration in the ESU Recreation and Leisure Services Management Department.

### **Camelback Ski Corp. Endowed Scholarship**

Established by the Camelback Ski Corporation, recipients must be majoring in Hotel, Restaurant and Tourism Management. May be either full-time or part-time undergraduate students with a minimum overall GPA of 3.0. Selected by the ESU Hotel, Restaurant and Tourism Management Scholarship Committee.

### **Enterprise Rent-A-Car Annual Scholarship**

Established by Enterprise Rent-A-Car, recipients must be majoring in Hotel, Restaurant and Tourism Management. Recipients must have completed at least 60 credits and be full time students with a minimum GPA of 2.0. Financial need as determined by FAFSA (Free Application for Federal Student Aid) is required. Selected by the ESU Hotel, Restaurant and Tourism Management Scholarship Committee.

### **Christopher Hartman '98 Annual Scholarship**

Established in the name of Christopher Hartman '98, recipients must be majoring in Hospitality, Recreation & Tourism Management. Recipients must be male, undergraduate students who have completed at least 30 credits with a minimum 2.5 GPA. Additionally, recipients must demonstrate a positive attitude, be a team player and participate in campus activities. Financial need as determined by FAFSA (Free Application for Federal Student Aid) is required. Selected by the ESU Hospitality, Recreation & Tourism Management Department Scholarship Committee.

### **Christopher Hartman '98 Endowed Scholarship**

Established in the name of Christopher Hartman '98, recipients must be majoring in Hospitality, Recreation & Tourism Management. Recipients must be male, undergraduate students who have completed at least 30 credits with a minimum 2.5 GPA. Additionally, recipients must demonstrate a positive attitude, be a team player and participate in campus activities. Financial need as determined by FAFSA (Free Application for Federal Student Aid) is required. Selected by the ESU Hospitality, Recreation & Tourism Management Department Scholarship Committee.

### **Hotel, Restaurant and Tourism Management Annual Scholarship**

Established through gifts from alumni and businesses, recipients must be majoring in Hotel, Restaurant and Tourism Management. Recipients must be in good academic and social standing. Selected by the ESU Hospitality, Recreation & Tourism Management Department Scholarship Committee.

**Jack Jones Memorial Endowed Scholarship**

Established in memory of Dr. John H. "Jack" Jones, a professor in the Department of Recreation and Leisure Services Management from 1978 to 1988. Dr. Jones was instrumental in the establishment and early development of the Bachelor of Science degree program in Recreation at ESU and served as the department's first chair. Recipients must be majoring in Recreation Services Management and have completed at least 62 credits with a minimum GPA of 2.75 overall and in the major. Selected by the ESU Recreation Advisory Council Scholarship Committee.

**James T. Kassel, Jr. '86 Memorial Endowed Scholarship**

Established in memory of James T. Kassel, Jr. '86, recipients must have formally declared their major field of study in Hotel, Restaurant and Tourism Management. Students must have completed at least 60 credits with a minimum overall GPA of 3.0 and GPA of 3.25 in their major. Selected by the ESU Hotel, Restaurant and Tourism Management Scholarship Committee.

**Todd and Shari Nelson Family Foundation Annual Scholarship**

Established in the name of the Todd and Shari Nelson Family Foundation, recipients must be majoring in Hospitality, Recreation and Tourism Management. Recipients must be in good academic and social standing. Preference will be given to Monroe County, Pennsylvania residents. Selected by the ESU Hospitality, Recreation and Tourism Management Scholarship Committee.

**Colin Brett Orodenker Memorial Endowed Scholarship**

Established by Hedy, Jerry and Jamie Orodenker, in memory of Colin Brett Orodenker, recipients must be majors in Hotel, Restaurant and Tourism Management. Students must have completed a minimum of 30 credits, have a documented learning disability and a minimum overall GPA of 2.0. Selected by the ESU Hotel, Restaurant and Tourism Management Scholarship Committee with assistance from the Disability Services Department.

**Colin Brett Orodenker Memorial Annual Scholarship**

Established by Hedy, Jerry and Jamie Orodenker, in memory of Colin Brett Orodenker, recipients must be majors in Hotel, Restaurant and Tourism Management. Students must have completed a minimum of 30 credits, have a documented learning disability and a minimum overall GPA of 2.0. Selected by the ESU Hotel, Restaurant and Tourism Management Scholarship Committee with assistance from the Disability Services Department.

**Pocono Mountains Visitors Bureau Annual Scholarship for Recreation**

Established by the Pocono Mountains Visitors Bureau, recipients must be majoring in Recreation and Leisure Services Management. Students must be enrolled full-time and have completed at least 60 credits with a minimum GPA of 3.0 overall and in their major. Must have a minimum of nine credits in their major and demonstrate leadership qualities and involvement in commercial recreation/tourism industry activities. Selected by the ESU Recreation and Leisure Services Management Scholarship Committee.

**Pocono Mountains Visitors Bureau Bob Uguccioni Endowed Scholarship**

Established in honor of Bob Uguccioni by the Pocono Mountains Visitors Bureau and friends of Bob Uguccioni, recipients must be majoring in Hotel, Restaurant and Tourism Management. Recipients must be full-time, undergraduate students who have completed at least 15 credits at ESU with a minimum 2.8 overall GPA and minimum 3.0 GPA in the major. Selected by the ESU Hotel, Restaurant and Tourism Management Scholarship Committee.



**Skytop Resort Endowed Scholarship**

Established by Skytop Resort, recipients must be majoring in Hotel, Restaurant and Tourism Management. Students must have completed at least 60 credits with a minimum overall GPA of 2.8 and 3.0 in the major. Selected by the ESU Scholarship Committee.

**Edmund A. Strickland Endowed Book Award**

Established by Edmund A. Strickland, recipients must be majors in Hotel, Restaurant and Tourism Management. Students must be full-time undergraduates who have completed a minimum of 60 credits at ESU with at least a GPA of 2.8 overall and in their major. Selected by the ESU Hotel, Restaurant and Tourism Management Scholarship Committee.

**Notice of Nondiscrimination:**

East Stroudsburg University of Pennsylvania does not discriminate on the basis of race, color, national origin, religion, sex, disability, age, sexual orientation, gender identity or veteran's status in its programs and activities in accordance with applicable federal and state laws and regulations. The following person has been designated to handle inquiries regarding this policy: Director of Diversity/Ombudsperson, 200 Prospect Street, 115 Reibman Building, East Stroudsburg, PA 18301, 570-422-3656.

## **10 Tips for College**

As many high school graduates now prepare to enter college, they may want to consider the following characteristics of students who are generally successful in achieving their objectives: By Robert R. Nelson, Ed.D. & Erika A. Blumenthal

1. They show up for class. Successful students always attend class. Successful students hear the material directly from the instructor, and they know what is important to the instructor. Consequently, it is easier for them to prepare for tests.
2. They show up prepared. When successful students show up, they show up ready to take notes, having read the assignments. Going to class having read the assignment will make it easier to students to understand what the instructor is taking about.
3. They take care of themselves. They eat right, they exercise regularly, and they get adequate sleep. They also get involved in extracurricular activities, which heighten their appreciation of their college experience.
4. They study routinely. Good students study regularly, at the same times during the week, in the same places, even when they do not have the pressure of preparing for an exam. They constantly review assignments and notes, so that when it is time to prepare for an exam, they are already comfortable with the material.
5. They are organized. Successful students are students who plan out their activities. They write things down. They have pocket planners, desk calendars, and semester planners. They are aware of assignments long before they are due, and upcoming events long before the test date. As a result, they aren't surprised by the amount of work during exam weeks.
6. They create tools to organize and review academic information, and they test themselves prior to exams. Successful students think of creative ways to reorganize course material through charts, diagrams, summary notes, flash cards, tape recordings, etc. This forces the students to work actively with the information, make sense of it, and reorganize it in a way that they can understand the information and remember it. They test themselves by writing out definitions of terms, formulas, lists, charts or diagrams without any information in front of them.
7. They have a mature, realistic attitude about their studies. Good students take charge of their own education and don't wait for others to direct them. They recognize when they need assistance and seek it out. In addition, they are willing to make sacrifices so that they will have the time and energy to study hard and actively participate in their classes. They are realistic about needed study time. Successful students will not cut corners when it comes to studying.
8. They visit the instructors. Successful students develop relationships with their instructors; they let the instructors know that they are interested in the course material and want to do well in the course. They seek out the instructor as an expert source on the course material. Successful students don't wait until they need a favor to visit the instructor.
9. They study with other students. Successful students usually identify and socialize with other successful students. They review material with other students, comparing information and predicting what information they will need to know for the test. Successful students do not succumb to any peer pressure that encourages them to avoid studying.
10. They get help when they need it. Successful students will be honest with themselves and admit when they are uncertain about course information. They will approach the instructor or other students to find answers to their questions, or they will seek help from support services such as tutoring centers. They will seek the advice of advisors and counselors if they are uncertain of what courses they should take. Successful students usually seek assistance long before they are in definite danger of "failing out."