

The Hospitality and Tourism Management Studies Program would like to officially change its name to Hospitality, Tourism, and Events Management Studies. However, the program would still utilize the acronym HTMS and this will NOT alter the degree designation, nor change the admission, or graduate standards. It is simply a change in the name of the major to better reflect the program's purpose and content.

The change in name comes after approval of a revamped curriculum that has placed more focus on Events Management, particularly in the Atlantic City Market. For the past few years the HTMS Faculty have realized the increase in students attending the HTMS Program with Events Management as a career choice. Over the past two years the HTMS Program Faculty worked on the curriculum to better reflect the Events Management Industry.

Rationale:

Over the past eight years the Hospitality and Tourism Management Studies (HTMS) Program Faculty began to realize that more and more HTMS students were hoping to enter the field of Events Management upon graduation. Eventually, the number of students who were choosing Events Management as a career path had increased to the point in which they were a majority of the HTMS student body. At that time, the program only offered one course in Events Management which was an elective. In 2017 we began to revamp our curriculum to reflect this change in our student body. We decided to start by incorporating “Areas of Interest” for our students to better guide them when choosing electives, Events Management was one of those “Areas of Interest” along with three others. For this change we added several courses that focus on Events

Management, Catering Management, Events Sales and Marketing, Conventions and Conference Planning, Destination Management, and many other facets of the industry.

Atlantic City:

Moving most of the HTMS program to Atlantic City has also opened opportunities to work with many of the Special Events Venues throughout the city. All HTMS students are required to complete a semester of Professional Work Experience as well as the HTMS Internship before graduating and the increase of special events (Festivals, Concerts, Professional Football Team, Convention Centers, March Madness, Rodeo) as part of non-gaming revenue in many venues will be ideal for these Experiential Learning courses. This name change will also reflect the HTMS Program's commitment to the needs of our local Hospitality and Tourism Industry.

Marketing:

The HTMS Faculty also believe the change in nomenclature will aid in marketing the program to prospective students. The incorporation of the words "Events Management" in the program's name will allow Stockton University's HTMS Program to be found easier on search engines by prospective students interested in the Events Management Industry. On June 27-29, 2019 Stockton University hosted a two-day Event Design Certificate Program for professionals in the Events Management Industry. This certificate is only offered in San Diego, CA and now in Atlantic City. During the three-day event, prospective students were invited to an Open House to provide them an opportunity to meet with industry professionals and faculty in Stockton University's HTMS program and have an inside look at the profession and the chance to learn more

about Stockton's HTMS undergraduate which will train students how to plan, design and execute celebrations, special events, and conferences. This annual event will also serve to market the HTMS Program and its commitment to Events Management.