

# Hotel, Restaurant and Hospitality major molding future entrepreneurs

Southern Utah University's Hotel, Resort and Hospitality Management (HRHM) major is currently molding more than 20 students into future entrepreneurs of the industry.

Housed in SUU's School of Business, the HRHM curriculum blends people skills and business skills to prepare future hospitality managers. Besides the core courses in hospitality operations, students are able to select several courses in management, marketing, accounting, and information technology to complete the degree. A special emphasis is on customer service, wherein students learn how to integrate organizational culture, leadership, and marketing to establish and maintain a service culture.

**Dr. Emmett Steed**, who spent 25 years in the hotel industry in



*Management major Lisa Ann Holyoak of Spring Creek, Nevada, works in Customer Relations at Cedar Breaks Lodge and Resort at Brian Head.*

positions such as vice-president and general manager, teaches the HRHM core. Steed received his Ph.D. in Hospitality Admini-

stration from the University of Nevada, Las Vegas. A native of Logan, UT, Steed attended Utah State University and worked in locations such as Acapulco, Mexico, New York City, Fort Lauderdale, Florida, and Los Angeles, California.

The Hospitality industry represents 10.6% of the world's gross domestic product and 7.8% of the global workforce. The 2004 National Restaurant Association forecast projects a 12.5% employment growth in the food service industry over the next 10 years. The mountain region (which includes Utah) food service revenues are projected to grow 6.1% in 2004.

For additional information on SUU's Hotel, Resort and Hospitality Management program, see [www.suu.edu/academics/majors/html](http://www.suu.edu/academics/majors/html)