

WHAT IS

HOSPITALITY?



HOSPITALITY means BUSINESS. It's a world of OPPORTUNITY, and we are your passport. It's the ART of anticipating needs, crafting experiences and building connections. It's FUELED by kindness, driven by service and elevated by creativity.
That is HOSPITALITY.

Prospective Freshmen Students

Prospective Transfer Students



Conrad N. Hilton College of
Global Hospitality Leadership
UNIVERSITY OF HOUSTON

THE SYMBOL OF HOSPITALITY

At Conrad N. Hilton College of Global Hospitality Leadership, we LOVE our pineapples and so does the hospitality industry. The pineapple motif has become ubiquitous to hospitality and symbolizes the warm and welcoming spirit of the entire industry. Though commonplace today, this once exotic fruit was an expensive and rare commodity, traveling far and wide to earn the title “King of Fruit.” Its juicy hospitality roots reach as far back as the early 1500s, when Europe’s royal houses paid as much as \$8,000 (in today’s money) for just one pineapple to adorn the center of their lavish banquet tables. With its spiky crown, this tropical sensation became the embodiment of wealth and privilege, and an obsession for those who coveted both its scarcity and sweetness. During the 17th century, American colonists began importing this “must-have” from the Caribbean. Trade routes were slow and perilous and, with no refrigeration, presenting a whole – or even partial – fresh pineapple became the ultimate gesture of hospitality and friendship. Throughout the 18th and early 19th centuries, those who wanted to extend this sentiment, but couldn’t afford to, began embellishing their homes and businesses with depictions of pineapples. From inn signs and carved bed posts to tableware, linens and wallpaper, the pineapple flourished in its welcoming role, as it does still today. As a student here, you, too, can BE A PINEAPPLE – *just stand tall, wear a crown and stay sweet on the inside!* We ARE hospitality and we welcome you!



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THANK YOU

for checking out Hilton College! As student ambassadors, we want to share a few things that were important to us when we were evaluating schools and to tell you why we chose hospitality and Hilton College.

Many of us are “people people”— we like making people happy. A career in hospitality fills the heart by creating experiences and memories that bring joy to others. We believe that as much as you give, you will gain even more in return. We love being part of an industry that makes people feel welcome – and that’s how you’ll feel as a student here. But you don’t have to be an extrovert to succeed at Hilton College or in this industry. Hospitality doesn’t put you in a box. This is an industry that rewards passion, individuality and creativity. Plus, there’s so many different career paths you can take! Hospitality is global. It’s dynamic. And as the world is changing, so is this industry. As the next generation of leaders, we have the power to reimagine all that hospitality is and can be – that’s inspiring!

One of our roles as ambassadors is to give tours to you and your parents and to answer your questions from our firsthand experiences. A comment we hear a lot is, “this sounds like a fun major, but is it a career?” There is a misconception, especially among some parents, that hospitality means waiting tables and working in other entry-level jobs with no room for growth. This may be one aspect of the industry, but with a bachelor’s degree in **Global Hospitality Leadership** from Hilton College, your career will quickly advance. This degree provides a strong foundation for success in any sector of the industry. And depending on what academic track you choose

– **Event Management, Foodservice Management, Lodging Management, Project Management & Analytics or Wine & Beverage Studies** – you’ll learn about the operations side, as well as things like accounting, HR, technology, revenue management, law and more.

Additionally, the experience you will gain through your **professional development hours** will make you more marketable to future employers. Sure, some of these hours might be working as a server or cleaning rooms as part of a rotational internship in our Hilton hotel. But these work experiences will also help you build your resume and make you a more valued and well-versed leader who is better equipped to manage your teams because you’ve learned what it takes to do these important service jobs.

At Hilton College, you will also find an **INCREDIBLE** sense of community – and that’s not just a talking point! The professors, staff and your classmates are always here for you. And that’s the greatest part about being a student here – you walk in and you belong. Students come from around the state, around the country and around the globe. There are **more than 30 countries** representing our student body, making us the most diverse hospitality program in the world. Learning is so much more fun and interesting because of this diversity of backgrounds, cultures and perspectives.

And the classes? **Our professors are the BEST.** Not only have they worked in the industry, but they take a personal interest in you and your success.

We also have **hospitality-related student organizations**, so you can get involved right away. Plus, there are lots of great **networking opportunities**, which is key to you finding a variety of jobs and internships that will help you figure out what you really want to do. As you connect with new people and dive into real-world experiences, every step will bring you closer to the career that’s perfect for you.

If hospitality is your calling or your heart is ready to find its passion, then Hilton College is where you need to be. We look forward to welcoming you and answering your questions!

Yours in hospitality,

Hilton College Ambassadors



LIMITLESS CAREER OPPORTUNITIES

Hospitality is at the heart of every successful business, making your career possibilities limitless. And with our specialized business degree – a **Bachelor of Science in Global Hospitality Leadership** – you'll be part of the next generation of leaders who can effect change in this dynamic industry. Opportunities are yours for the taking in all sectors of hospitality, which is as diverse as it is global.

As a student here, you'll make unmatched **industry connections**, which includes an extensive **alumni network** that loves to hire our graduates. We'll also help you navigate and explore this industry through **internships** and **career fairs**. You'll quickly realize that Hilton College graduates are highly sought after by multinational companies that come to our campus looking for top talent – they know our quality leadership experiences are immediately applicable to their business. And, with so many career options, our students often have more than one job offer upon graduation.

Featured here are just some of the many career paths you can take.

HOTEL MANAGEMENT

ACQUISITIONS & DEVELOPMENT
BED & BREAKFASTS
CATERING & EVENTS
HOTEL OPERATIONS
REVENUE MANAGEMENT
SPA MANAGEMENT



TRAVEL & TOURISM

AIRLINES
CRUISE LINE OPERATIONS
ECOTOURISM
LUXURY TRAVEL SERVICES
ONLINE TRAVEL BOOKING
SPACE TOURISM
THEME PARK OPERATIONS
TRANSPORTATION SERVICES



LEISURE & ENTERTAINMENT MANAGEMENT

BARS & NIGHT CLUBS
CATERING & EVENTS
COUNTRY CLUBS
GAMING & CASINOS
RESORTS



HOSPITALITY SPECIALTIES

FOOD SAFETY/HEALTH DEPARTMENT
GROCERY STORES
HUMAN RESOURCES
HOSPITALITY CONSULTING
HOSPITALITY LAW
HOSPITALITY TECHNOLOGY
MARKETING & SOCIAL MEDIA
PROPERTY MANAGEMENT



**CAREER
OPPORTUNITIES IN
SALES, MARKETING,
EVENTS, OPERATIONS
AND FOOD & BEVERAGE
MANAGEMENT
ARE AVAILABLE
IN ALL SECTORS
OF HOSPITALITY.**

EVENT MANAGEMENT

CATERING
COUNTRY CLUB EVENT PLANNING
CONVENTIONS & MEETINGS
CORPORATE MEETING & EVENT PLANNING
CONFERENCE SERVICES
FUNERAL SERVICES
FESTIVALS
SPORTS
& ENTERTAINMENT VENUES
WEDDING PLANNING



WINE & SPIRITS

ALCOHOL PRODUCTION
BARS & BEVERAGE SERVICE
BEVERAGE DISTRIBUTION
BEVERAGE MANAGEMENT
BRAND MANAGEMENT
& MARKETING
CRAFT BREWERY
OPERATIONS
WHOLESALE & RETAIL
BEVERAGE SALES
WINERY & VINEYARD
MANAGEMENT



RESTAURANT MANAGEMENT

CULINARY OPERATIONS
& EXECUTIVE LEADERSHIP
FOOD DISTRIBUTION SALES
FOOD PRODUCT RESEARCH
& DEVELOPMENT
MENU DEVELOPMENT
& STRATEGY
REGIONAL OPERATIONS
MANAGEMENT
RESTAURANT DESIGN
& CONCEPT DEVELOPMENT



FOODSERVICE MANAGEMENT

AIRLINE FOOD OPERATIONS
CONTRACT FOODSERVICE
HOSPITALS – DIETARY
& FOOD PRODUCTION
ON-SITE CATERING
SENIOR LIVING – DIETARY
& FOODSERVICE





WE ARE HILTON COLLEGE



We are a small college with an unparalleled sense of community. From the moment you arrive, you belong.

Hilton College was founded in 1969 by hotel icon **Conrad N. Hilton**, who built one of the world's most recognizable and successful hospitality brands. The Hilton name means something – in the industry AND on your diploma. We are proud of that fact, and you will be, too!

Today, the **Conrad N. Hilton College of Global Hospitality Leadership** is a world leader in **hospitality education** and has produced **nearly 10,000 graduates** who work in hospitality leadership positions around the globe. Our alumni are a testament to the power of our hospitality degree and the strength of our industry partnerships.

To that point, **more than 90 percent** of our students have jobs upon graduation. But our program also helps instill in our graduates the confidence and leadership skills needed to realize their own aspirations, whether it be starting their own businesses and employing others or taking that leap of faith to discover their own special niche in the industry. Collectively, our graduates will reshape the hospitality landscape, and we can't wait to see what they'll do next!



OUR FACILITIES

As a student here, you'll benefit from our first-class facilities.

COUGAR GROUNDS One of Hilton College's biggest perks is our student-run coffee house, **Cougar Grounds**. In fact, since our "Cougar-istas" started serving up the BEST gourmet coffee, smoothies and deluxe teas in 2008, the quality and originality of our menu has become so popular campus-wide that Cougar Grounds outgrew its original home. Our coffeehouse currently occupies a premium spot next to our Eric's Club Center for Student Success. With the hip vibe of an independent, urban coffeehouse, Cougar Grounds sources premium coffee beans from around the globe and roasts them in-house to perfection. Our menu features expertly crafted single-origin pour-over coffee, smooth cold brew and our signature proprietary espresso blend - carefully curated to deliver an exceptional flavor experience in every cup. It also serves as a laboratory for classes in small-business operations. Hospitality is always brewing at Cougar Grounds. And yes, we sure do hire students to staff and manage this business!

ERIC'S CLUB CENTER FOR STUDENT SUCCESS Our **Eric's Club Center for Student Success** is a "one-stop shop" with all the resources you'll need to succeed throughout your college career. From application to graduation, our staff in **recruitment & enrollment**, **undergraduate academic services** and **career development** has you covered. A concierge desk at the center's entrance makes these student success resources, like academic advising and career counseling even more convenient to access.

HALL OF HONOR Located within the Hilton University of Houston hotel lobby, the **Hall of Honor** showcases Hilton College's growth, since it was founded in 1969, and honors our wide array of hospitality memorabilia. An excellent educational resource for students, guests and staff alike, the grand archways provide an inviting atmosphere similar to what one can expect to see at a museum. Its carefully curated exhibits and artifacts serve as a way to continue the hospitality industry's legacy, giving an inspiring glimpse into its rich history, innovation and influential figures.

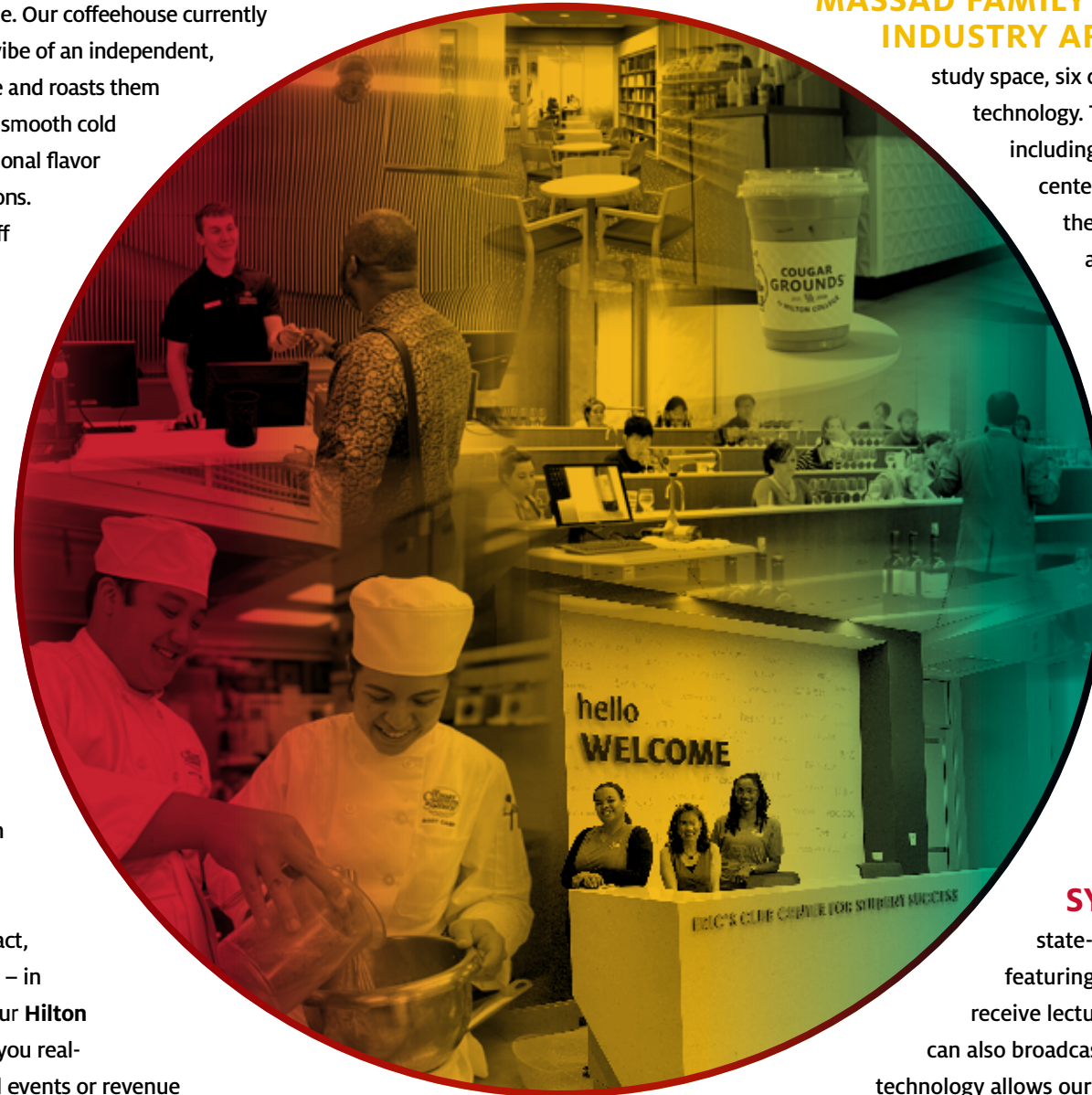
HILTON UNIVERSITY OF HOUSTON We have our own hotel! In fact, we are the *only* hospitality program in the world where you can work – and take classes – in an **internationally branded, full-service hotel**. Nearly 70 percent of the employees at our **Hilton University of Houston** are students. Our hotel also offers rotational internships, giving you real-world experience in guest services, hotel operations, housekeeping, banquets, sales and events or revenue management. We have 150 guest rooms designed to show our students the hotel of tomorrow.

HOSPITALITY ANALYTICS AND INNOVATION LAB The **Hospitality Analytics & Innovation Lab** is a powerful tool intended to advance cutting-edge research in data and business analytics. Many of the faculty and students at Hilton College conduct adept research that can impact the hospitality industry significantly. The lab aids their advancement of data analytics and machine learning for this academic research. Simultaneously, it serves as a platform for hospitality firms and non-profit organizations to consult with Hilton College. The ultimate goal and purpose of the lab is to energetically and intentionally educate our community.

MASSAD FAMILY LIBRARY RESEARCH CENTER & HOSPITALITY INDUSTRY ARCHIVES The **Massad Family Library Research Center** offers a contemporary study space, six computer workstations and three private group-study rooms equipped with the latest technology. There is also an adjoining computer lab and a wealth of hospitality-related resources, including an extensive array of cookbooks from around the world. Housed within the research center is the **Hospitality Industry Archives**, the largest repository for the hospitality industry in the world. For scholars, industry professionals and media outlets from around the world, the archives is a treasure trove of major hospitality collections. Ensuring beloved items from our industry are not lost to time, the archives is a wonderful preservation resource, with some items even dating back to the 1800s.

SPEC'S BEVERAGE & FOOD APPRECIATION LAB Only a few universities in the country have dedicated facilities to research and evaluate wine – our "**Spec's Wine Lab**" is the *only* one of its kind between the U.S. coasts. With seating for up to 65, our lab features individual sinks, natural light and back-lit white boards to evaluate a wine's color, as well as wine-holding stations so wines stay in the correct order for tastings. Its multi-purpose design also allows for sensory evaluation of food and other beverages, like distilled spirits and coffee. Hilton College is a **leader in beverage management**, so if this is what you want to study, our Spec's Wine Lab provides the ideal setting in which to learn. Our wine appreciation classes, industry training, special event tastings and cooking demonstrations are also held here. Cheers!

SYSKO STUDENT KITCHEN The **Sysco Student Kitchen** features four state-of-the-art cooking stations, giving the space the functionality of an exhibition kitchen, featuring top-of-the-line commercial appliances. Monitors above each station allow students to receive lectures simultaneously – and remotely – from anywhere in the world. Overhead cameras can also broadcast live events from the kitchen to multiple venues, including our hotel ballrooms. This technology allows our instructors to broadcast more demonstrations to any number of places concurrently for any variety of special events, including cooking demos from guest chefs. Bon appétit!



A+ ACADEMICS

Hilton College offers a comprehensive curriculum that is immediately applicable to the industry. Our academic advisors will assist you in customizing a degree plan that matches your career goals and guides you to a wide range of electives.



"Hilton College has given me so many opportunities to grow. Most of my classes include guest speakers who share real-world industry experience, which brings the material to life. The college also hosts valuable career events like the Eric's Club Lecture, often featuring high-level executives. The Center for Student Success has been a huge help in planning my classes, finding internships and preparing for my future. My education is fully funded through scholarships and I am deeply grateful for Hilton College's support - without them, I wouldn't be where I am today."

– Gina Grenyo ('25)



UNDERGRADUATE DEGREE OPTIONS

- ★ **Bachelor of Science in Global Hospitality Leadership (GHL)** – This specialized business degree combines traditional business courses in accounting, economics and law with social sciences, hospitality marketing, human resources and communications. You'll choose a **concentration track** to create a personalized degree plan and complete **1,000 hours of industry-related work experience**.
- ★ **Dual BS/MS** – We call this our "**4+1 degree**" because you can earn BOTH your bachelor's and master's degrees in just **five years!** You must be a Hilton College junior to apply. If accepted, you can complete 12 hours toward your MS as an undergrad and finish the remaining credits for your MS as a grad student in just one additional calendar year.
- ★ **Minor in Beverage Management and Marketing** – This minor is designed to give you the expertise you'll need to pursue a career in the multi-billion-dollar wine, beer and spirits industry. To earn this minor, you must complete **16 credit hours** – 10 required hours and your choice of six elective credit hours.
- ★ **Online BS In Global Hospitality Leadership (UH Extend)** – Designed for ambitious professionals, this degree provides a flexible and innovative learning experience that advances your leadership skills and elevates them to a global scale. Advance at your own pace while enjoying the prestige of an accredited University of Houston degree, all with financial practicality in mind.

DEGREE TRACKS

One of the many benefits of our degree tracks is that they are designed to help us prepare our students for opportunities that don't yet exist, using technologies that have yet to be implemented or invented, to solve the industry challenges and disruptions that have not yet occurred. No matter which of our **five tracks** you choose, all aim to equip you with the knowledge and skills you'll need to lead the hospitality industry of tomorrow.

THE
DEGREE
TRACK
YOU CHOOSE
INCLUDES



10
CREDIT HOURS
OF REQUIRED
CLASSES
WITH LAB



10
CREDIT HOURS
OF GHL
ELECTIVES



EVENT & MEETING MANAGEMENT

Required courses:
Convention & Meeting
Management, Event
Administration, Venue
& Entertainment
Management and
Event Production

Do you love bringing people together for unforgettable experiences? Are you a visionary excited about the challenge of planning an event from start to finish? Whether it's an intimate wedding, a high-profile corporate convention or even a mega-event, like the Super Bowl, this concentration will equip you with the skills to turn your client's dreams into reality. Learn how to design, market and execute events of all sizes, from program planning and budgeting to contract negotiations, venue operations and day-of logistics. With talent and opportunity pulsing through Houston every day, your planning could set the stage for conventions, concerts, livestock shows, theatre performances, outdoor festivals, sports games and more! Get an inside look at the fast-paced world of entertainment and venue management. Who knows? This could be your backstage pass to launching your own event management company one day – after all, the spotlight is yours to take!



FOODSERVICE MANAGEMENT

Are you a foodie who loves trying out new restaurants? Curious about banquets, catering and sales? Perhaps on-site foodservice operations for sports and entertainment venues, schools, hospitals or airlines piques your interest? Maybe you picture yourself starting your own coffeehouse or bakery, operating a food truck, managing your favorite franchise or even opening your very own restaurant. The foodservice industry offers an unlimited “menu” of career possibilities! And, of course, hands-on learning is a major ingredient in all of these classes. You’ll gain valuable real-world experience from time spent in both our **Sysco Student Kitchen**, where you’ll learn both the technical and management skills needed in a commercial kitchen setting, as well as in our **Spec’s Wine Lab**, designed specifically for beverage tasting.

Required courses:
Hospitality Purchasing,
Foodservice Operations
(with culinary lab
component) and
Beverage Management



LODGING MANAGEMENT

Do you aspire to be the general manager of an international hotel? Are you interested in directing the sales efforts of a resort property, or running a country club, casino or spa? What about a career in hotel revenue management or acquisitions and development? Maybe you dream about opening your own bed & breakfast, planning events, or leading a team in convention services? Lodging management opens the door to careers in each of these industries and more! Sustainability and innovative practices are core themes explored in all of our lodging offerings. You’ll have the opportunity to take exciting elective classes, some of which can even help you renovate a hotel. And, with our 150-room, internationally branded and full-service hotel, you’ll have on-site opportunities to gain even more hands-on lodging experience.

Required courses:
Hotel Sales,
Hotel Operations
(with lab component)
and Marketing
Strategies



PROJECT MANAGEMENT & ANALYTICS

Are you good at organization? How are your communication skills? Do you have an aptitude for technology and numbers? These skills provide an ideal foundation for amazing opportunities in business and data analytics, revenue and project management and industry consulting. And with data-driven decisions critical to ALL business, there is no telling where the knowledge and experience you’ll gain from this rigorous track can take you! *Hilton College is one of only two hospitality programs in the country that offers this course of study.* You’ll learn about project management and the various phases of planning and implementing things like hotel development, branding and new technology. You’ll also learn how to extract, analyze and interpret company and consumer generated data, create hospitality metrics for decision-making and service innovation and grow professionally from hands-on experience applying business analytics to real-life business problems. You’ll develop an in depth understanding of several tools and applications fundamental to industry success. Some of these include MS Excel, Power BI, web crawling, social media insights, XLMiner, Webcloud, Google Trends, Meta Insights and Tableau. For the lab component of our Practical Project Development class, you’ll be paired with one of our industry partners, where you can showcase all you’ve learned by presenting your analysis and solution to their specific business problem.

Required courses:
Hospitality Metrics
& Data Analytics,
Project Development
& Management in the
Hospitality Industry,
and Practical Project
Management in the
Hospitality Industry
(with lab component)



WINE & BEVERAGE STUDIES

Eager to uncork your passion for wine? Maybe you see yourself as the next big thing in the craft brewery scene. Or maybe you’re interested in becoming a sommelier or a wine cellar, tasting room manager? What about directing the beverage operations for restaurants, hotels or retail? Have you fantasized about opening your own bar, or one day launching your own spirits company? If you’re a natural-born salesperson, then beverage marketing, sales or distribution could be your calling. For those thirsty for opportunity, careers are always on tap in the BOOMING beverage industry. The glass is always half full on the non-alcoholic side of this industry too! You can’t go wrong with coffee, tea, mocktails, juices, smoothies... and maybe even energy drinks! Beverage laws are perpetually changing, so you’ll also learn about the legal aspects of this business. To participate in our tasting and alcohol production classes, you’ll have to wait until you are the legal drinking age of 21. And YES, you really do get course credits for tasting wine and making beer!

Required courses:
Beverage
Management, Global
Beverage Immersion
(with lab component)
and Beverage
Marketing



"Hilton College has truly shaped my future. Accounting and finance pushed me academically while giving me real world insight into the hospitality industry. The professors create such a supportive environment - it's easy to grow and succeed here. I'm excited to explore different areas of the restaurant and food service world, and thanks to Hilton College's career fairs and networking events, I already have a head start. Some professors have even connected me with potential job opportunities after graduation."

– Victoria Wooten ('25)



CLASSES AND PROFESSORS

From day one, you can start taking classes in your major! And the best part? Our faculty brings real-world industry experience – and contacts – into their classrooms. You'll be learning from **involved, passionate** and **experienced professors** who are committed to teaching excellence and your success.

We offer more than 75 classes, required and elective. Here are just a few examples:

- + Alcoholic Beverage Production
- + Beer Appreciation
- + Beverage Marketing
- + The California Wine Experience
- + Catering Management
- + Convention & Meeting Management
- + Event Administration
- + Gaming and Casino Management
- + Hospitality Entrepreneurship
- + Hotel Development
- + Hotel Marketing New York Style
- + Hotel Operations
- + Introduction to Club Management
- + Multicultural Etiquette & Protocol
- + Resort Management
- + Restaurant Layout & Design
- + Restaurant Marketing Chicago Style
- + Revenue Management
- + Social Media in the Hospitality Industry
- + Spa Management
- + Tourism
- + Wine Appreciation



THE HONORS COLLEGE

If you love learning and are willing to work hard, we encourage you to apply to **The Honors College** to complement your hospitality-focused degree plan. The Honors College serves the University of Houston's most **academically talented** undergraduates. And with only 700 students admitted annually, you'll benefit from smaller core classes and faculty-mentored research. This rigorous, **interdisciplinary curriculum** will also help you sharpen your **critical thinking, writing** and **speaking skills** – and that's a win-win for wherever life takes you! Learn more at uh.edu/honors/



UHin4

UHin4 is a plan that incentivizes incoming freshmen and select transfer students to **graduate in four years**. You'll sign a contract with the University and commit to taking at least 30 credit hours a year (120 credits total). In return, you'll receive a **fixed four-year tuition**, regardless of the number of hours you take each semester, and **priority registration**. And if you need a particular class to graduate, another section will be opened so that completing your degree is not deferred. This popular plan saves you time and money, enabling you to begin your career or graduate studies as efficiently as possible. Learn more at uh.edu/UHin4/



HOSPITALITY GRADUATE DEGREES

For those of you considering graduate school and would like to plan ahead, we offer a variety of degrees that will take your career to the next level:

- ▶ **Master of Science (MS) in Hospitality Management**
- ▶ **Joint MS/Master of Business Administration (MBA)**, in partnership with UH's Bauer College of Business.
- ▶ **MS in Global Hospitality Business**, in partnership with Ecole hôtelière de Lausanne and the School of Hotel and Tourism Management at The Hong Kong Polytechnic University. This first-of-its-kind degree will give you an unparalleled professional immersion through business projects and field trips across three continents.
- ▶ **Online Executive Master of Hospitality Management (MHM)**
- ▶ **Online Doctorate in Global Hospitality Leadership**
- ▶ **Ph.D. in Hospitality Administration**



LEARNING



EXPERIENTIAL LEARNING

Because the world is our classroom, you'll gain the competitive advantage you need to lead.

For more than 50 years, experiential learning has been the cornerstone of our hospitality program. No textbook or lecture can ever be as authentic as our immersive hands-on experiences. That's when the real learning sinks in – and it's so much more fun!

For example, in addition to our traditional classes, you won't just read about the beverage industry – you'll brew beer in our beverage lab and learn how to pair wine with food in our Wine Appreciation class. You won't just listen to a lecture about how to plan an event, you'll produce one. And you won't just watch a cooking demo, you'll prepare your own dish in our Sysco Student Kitchen.

Our classrooms are *everywhere*. And new opportunities are forever unfolding. On the next few pages, you'll find just a few of the kinds of hands-on experiences you can expect to have as a student here.

CLASS TRIPS – At Hilton College, we offer an array of impactful class trips: Immerse yourself in the beauty and tastes of the vineyards and wineries of **Napa** and **Sonoma** with behind-the-scenes VIP access through our **California Wine Experience**. Tour the high-roller suites and back-of-house operations, then meet executives at major casino resorts on the **Las Vegas** strip with our **Gaming and Casino Management** class. Indulge in culinary tours and attend the annual **National Restaurant Association Show** in **Chicago** for an inside look at the restaurant industry. Take a bite of the Big Apple with private hotel tours and learn more about the lodging industry. Discover destination barbecue joints and wineries during our spring break road trip to the **Texas Hill Country** for the **Texas Food and Wine Experience**. You get the idea, the possibilities are endless!

INTERNSHIPS – Where do you want to go? What kind of new experience do you dream about? Just ask! We work with employers in town, across the country and at hospitality destinations throughout the world to help you find your ideal internship opportunity that will build your resume and advance your career. There are also **rotational internships** available at our **Hilton University of Houston hotel**.

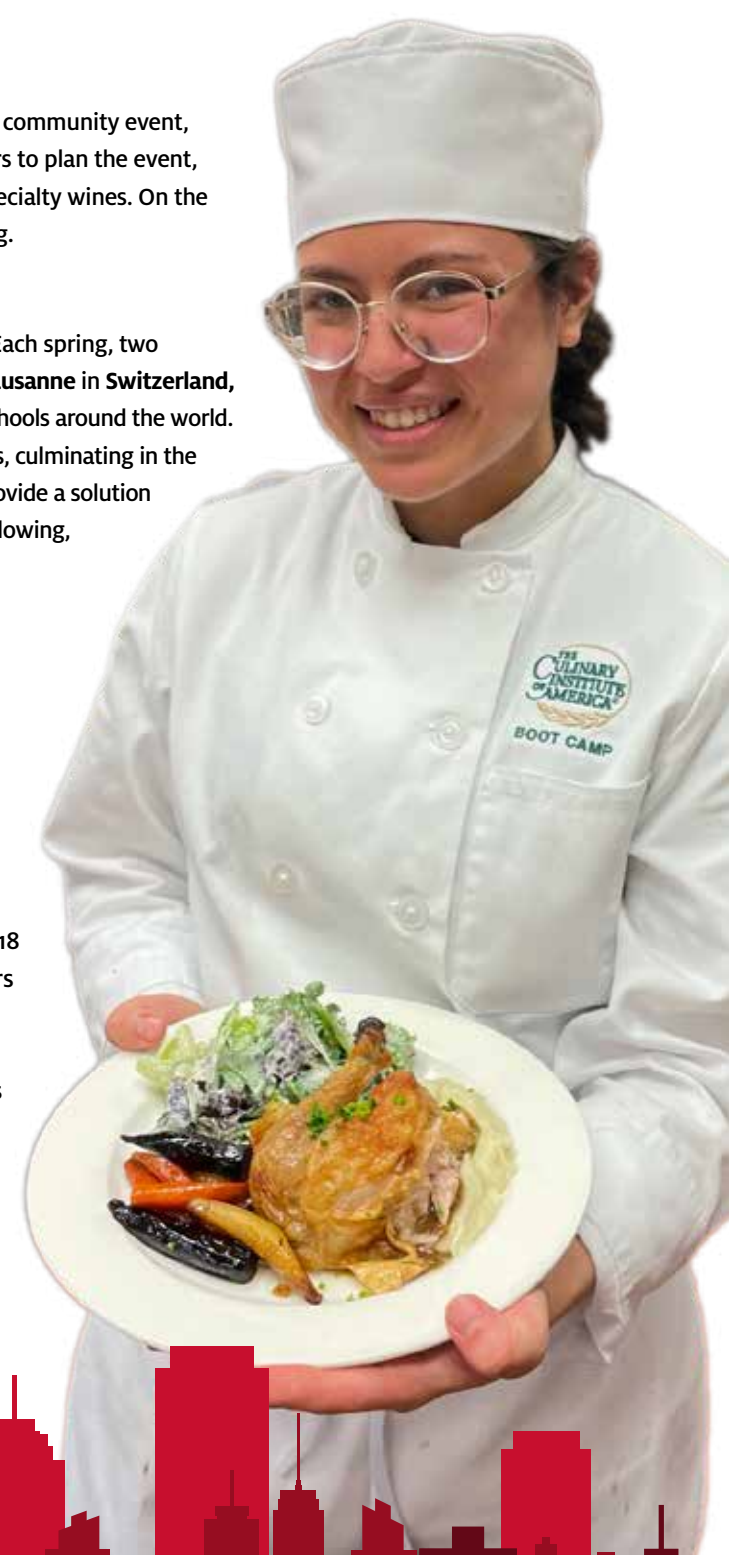
GOURMET NIGHT – Interview to be part of the student team that plans and executes a Hilton College beloved 50+ year tradition. Gourmet Night is a student-run gourmet dinner for 360+ guests and a silent auction. Over a one-year period, student managers gain hands-on experience selecting a theme, crafting an exquisite menu, mixing up specialty beverages, creating custom décor, obtaining silent auction items, marketing the event, etc. On the night of, the managers are directly responsible for problem-solving, greeting guests and leading a service team of 300 student volunteers. Every year, the night becomes more intricate and dazzling. Students not selected to be part of the management team are encouraged to volunteer to gain hands-on learning experience.

CITY-WIDE EVENTS – If it's happening in Houston, you could be involved! For example, when **Super Bowl LI**, **Taste of the NFL** and the **NCAA Final Four Men's Basketball Tournament** came to town, special classes were created for student participation in event planning and staffing. Opportunities are abound in the nation's fourth largest city with an abundance of community-wide events at sporting, cultural and event venues alike.

CORKS & FORKS – Every fall semester, two students co-direct this community event, intended to showcase unique wine pairings. Students work with faculty advisors to plan the event, coordinate volunteers, select décor related to the annual theme and acquire specialty wines. On the night of the event, students gain experience in problem-solving and networking.

THE YOUNG HOSPITALITY SUMMIT (YHS) – Each spring, two students are selected to travel to a prestigious gathering at **École Hôtelière de Lausanne** in **Switzerland**, to represent Hilton College and serve with other delegates from 40 hospitality schools around the world. YHS includes keynote speeches, panels, workshops and networking opportunities, culminating in the **YHS Challenge**. During this activity, teams have 10 hours to create a pitch and provide a solution to a sponsoring company's industry issue. To quote past attendees, "it's a mind-blowing, once-in-a-lifetime global experience!"

THE CULINARY INSTITUTE OF AMERICA EXPERIENCE – Many aspiring chefs come to Hilton College to learn about the business and operational side of the restaurant industry, either before or after they complete a culinary program elsewhere. If you'd like a taste of the culinary world, we have an immersive hands-on experience with the premier leader of culinary education – **The Culinary Institute of America (CIA)** in **Hyde Park, New York**. **EXCLUSIVE** to Hilton College, this **three-week concentrated culinary experience**, held each June, affords 10-18 undergraduates the extraordinary opportunity to learn from chef instructors in the CIA's incomparable student kitchens. You'll stay in the dormitories overlooking the Hudson River on the strikingly beautiful campus, enjoy amazing meals in the renowned dining halls and can spend your weekends exploring New York City – just a two-hour train ride away. Upon completion of the program, you'll **earn six elective credits** toward your bachelor's degree. You never know where this kind of invaluable industry experience will lead!





STUDENT ORGANIZATIONS

Participation in our industry-focused student organizations is one of the best ways for you to network, gain valuable leadership skills, make lifelong friends and give back to the community. And it's fun! These organizations can also be your gateway to internships, jobs and scholarships. Each semester, we hold a **Student Organization Fair**, where you can meet student officers and learn more about the activities of each chapter. Join one, two or more groups and GET INVOLVED. The connections you'll make *will* open doors!

- ★ Club Management Association of America
- ★ Conrad N. Hilton College Ambassadors
- ★ Eta Sigma Delta Student Chapter
- ★ Graduate Student Association
- ★ Hospitality Financial and Technology Professionals – Cougar Chapter
- ★ Hotel & Lodging Association of Greater Houston – UH Student Chapter
- ★ National Association for Catering and Events – UH Student Chapter
- ★ National Society of Minorities in Hospitality – Cougar Chapter
- ★ Texas Restaurant Association – Cougar Chapter



LEARNING ABROAD

If you want an international experience, we've got you covered! Hilton College has partnerships with universities in **France, Hong Kong, South Korea, Peru, Italy and Thailand**. Sessions range from two weeks to a full semester. They cover a variety of courses designed to give you a better understanding of the global hospitality industry and expose you to different cultures. It's these kinds of experiences that will make you stand out among other applicants vying for the same position. Not to mention, you'll gain incredible personal and educational benefits from any of our study-abroad opportunities. Talk to our director of international programs to learn more!

Additionally, the **University of Houston's Learning Abroad Office** can connect you to programs in more than **100 countries** across Central America, Europe, Asia and Africa. The **Semester at Sea** program is also available through this office. Learn more at uh.edu/learningabroad/



OUR CITY

If you're majoring in hospitality, Houston is THE place to be!

Houston is a BIG city with a BIG personality and a BIG heart. It's a vibrant, welcoming international city. It's a city that inspires. And if you work in hospitality, it's a city that offers an ENORMOUS industry advantage. Our location in the **nation's fourth-largest city** at a **major urban research university** GREATLY benefits our students. And with our **industry partnerships** more than 50 years in the making, our city offers a **wealth of internships and jobs** in every conceivable sector of hospitality.

- ✓ More than 900 hotels and nearly 13,000 restaurants, not to mention countless entertainment and sporting venues, country clubs, spas and more.
- ✓ A foodie haven, Houston is the first city in Texas to have a published Michelin Guide Review, recognizing several diverse, outstanding restaurants.
- ✓ Second only to NYC in its number of theater seats with professional resident companies for all of the major performing arts, and a vibrant Museum District.
- ✓ Home to the world champion MLB Astros, NFL Texans, NBA Rockets and MLS Dynamo.
- ✓ World-class shopping, from the Galleria to hundreds of boutiques, stores and outlet centers.
- ✓ A true taste of Texas and some of the biggest names in music with the annual Houston Livestock Show and Rodeo.
- ✓ LOTS of public parks, music venues, nightclubs and, seriously, opportunities for just about *everything*. Plus, Houston is only a 45-minute trip south to the Gulf of Mexico and the beaches of Galveston.

\$SCHOLAR\$HIPS

Fill out one scholarship application and we'll do the rest!

Hilton College offers numerous options for scholarships and financial aid. Ranging from **\$1,000 to \$10,000**, our scholarships are based on factors like:

- + GPA
- + Community involvement
- + Career goals
- + Leadership skills
- + Involvement in student and industry organizations

You can apply for Hilton College scholarships from **October 1 to January 31**. And the best part? You only need to complete **one application**. We'll take a look at what you've submitted and find the scholarship(s) that fit you best, if eligible. Funds are limited, so we encourage you to complete the scholarship application process early!

Scholarship priority deadlines:

- + **Freshmen:** November 1
- + **Transfer students:** November 1

The **hospitality industry** supports our students through scholarships as well, which is another great reason to get involved in at least one of our student organizations!

We encourage you to apply online at uh.edu/hilton-college/students/scholarships/

STEPS TO APPLY

Apply TODAY and let us help you discover YOUR place in our industry!

- 1** Apply online to the University of Houston (main campus) at commonapp.org/. A separate application is NOT required to apply to Hilton College. Simply apply as a freshman or transfer student to UH. When prompted to choose a preferred major, select “Global Hospitality Leadership.”
- 2** Submit a \$75, nonrefundable application fee (\$90 for international students) online. You may qualify for an application fee waiver, which you can submit in your my.uh.edu self-service portal.
- 3** Send your high school and college transcripts either electronically or by mail to the UH Office of Admissions. You can also self-report your high school transcript (grades and class rank) in your my.uh.edu self-service portal.
- 4** If applicable, direct your SAT or ACT score(s) to be sent straight from the testing agency to the University of Houston. Our SAT code is 6870; our ACT code is 4236.

Applications for **incoming freshmen & transfer students** open **August 1***.

For more information on domestic and international admissions, visit uh.edu/admissions/

*Application deadlines are subject to change.

STUDENT CULTURE STATEMENT

WE – THE STUDENTS OF HILTON COLLEGE – are a community of passionate and engaged leaders.

WE REPRESENT THE **BEST** in hospitality education and strive for excellence in our academics, professional endeavors and industry associations.

WE EMBRACE the spirit of hospitality through service and involvement. In our culture, respect is essential.

WE ARE MINDFUL AND CONSIDERATE of our hotel, its guests, operations and events.

AS EMERGING LEADERS, we hold ourselves to a higher standard.

WE ARE AN OPEN AND INCLUSIVE ENVIRONMENT that values Academic Integrity... Compliance... Professionalism...Punctuality... Commitment.

WE TAKE GREAT PRIDE in being an integral part of the Hilton College and University of Houston community.

THIS IS OUR CULTURE.

— Written by the Dean's Undergraduate Student Advisory Council

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Contact us at
helloGHL@uh.edu
to learn more!



@HiltonCollegeUH



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