



A CLOSER LOOK » PEER INSTITUTIONS

UNIVERSITY OF CENTRAL FLORIDA

Established over 20 years ago, the University of Central Florida's hospitality program ranks second globally and first in the United States. Minutes away from industry giants like Walt Disney World, the campus boasts a 159,000-square-foot, resort-style facility with international acclaim.

AUBURN UNIVERSITY

Auburn University's hospitality facility, a recent \$94.5M investment, provides a state-of-the-art, on-campus culinary education center and hotel for undergraduates and graduates to gain hands-on experience with the public.

UNIVERSITY OF SOUTH CAROLINA

In response to growth, the University of South Carolina's hospitality program relocated to an on-campus facility near Columbia's vibrant downtown and tourism district. Their new home features an auditorium, culinary laboratory, café and indoor and outdoor event spaces.



"The HFIM program will create many more pathways in our industry, further the professionalism and create much more awareness of the opportunities and the significant contribution in the Georgia Restaurant Industry."

- **Karen Bremer**, Georgia Restaurant Association president and CEO



Blueprint for the future

Attracting top-tier talent, maintaining the HFIM program's growth and competing with peer institutions starts with meaningful investment in state-of-the-art, on-site experiential learning facilities.

New facilities will provide the space and equipment needed to advance research and practice, keeping Georgia at the forefront of hospitality. Combined with HFIM's holistic take on engaging with, supporting and enjoying the environment, expanded modern facilities will **enable the next generation of hospitality leaders to discover innovative solutions to complex problems in the hospitality industry and all sectors that the industry influences.**

Invest in the next generation with us.

"Most people must start at the bottom and make their way up after graduation, but HFIM allowed me to take those stepping-stones during college and graduate in a position above other candidates."

- **HFIM graduate Kimberly Dolan**, UGA Class of 2022

SCAN TO LEARN MORE ABOUT THE HFIM PROGRAM.

THROUGH THE LENS OF HOSPITALITY: EMPOWERING THE NEXT GENERATION

The University of Georgia's Hospitality and Food Industry Management (HFIM) program equips the next generation of hospitality leaders through hands-on experience, industry-focused research and forward-thinking outreach programming.



Hospitality and Food Industry Management

College of Agricultural & Environmental Sciences
UNIVERSITY OF GEORGIA

HFIM AT A GLANCE

Housed within the College of Agricultural and Environmental Sciences (CAES), HFIM supports the growth of Georgia's booming hospitality industry and the economic development of communities across the state.

No. 5 for colleges offering a hospitality management major (*U.S. News & World Report, 2022*)

82 enrolled undergraduate students, one of the fastest-growing majors at UGA

\$13-90 million in lifetime earnings for the Class of 2022



Curated curriculum

Research-based, industry-proven standards for training the next generation of leaders with hospitality-specific courses in:

- Marketing
- Law and liability
- Human resources
- Professional development
- Meetings and event planning
- Facilities and operations management
- Finance, sales and revenue management



"I was thrilled to launch this program from a blank slate within the College of Agricultural and Environmental Sciences, as we've been able to filter all our work through the lens of hospitality. Since Georgia is a national leader in hospitality, the University of Georgia is the perfect home for a leading hospitality program."

— John Salazar, professor and HFIM coordinator

HOSPITALITY AT HOME*

Second-largest industry in the state, after agriculture
More than 10% of Georgia jobs are in the hospitality industry
\$53.7 billion in tourism impact for the state
Tenth nationally for accommodations and food services GDP
Third in the Southeast, after Florida and North Carolina

*Economic development numbers from 2020

BEYOND THE METRO » Community economic development is at the heart of hospitality. In rural Georgia, hospitality employs approximately the same number of community members as crop farming, poultry production and processing, sawmills, landscaping, horticultural services and commercial lodging combined.

INTEGRATED WITH INDUSTRY »

58 hospitality companies hosted HFIM interns

Graduates and internship placements with state and international appeal:

Georgia

- Alchemy Event Studio
- Augusta National Golf Club
- Atlanta Athletic Club
- Benson's Hospitality Group
- Chateau Elan Winery and Resort
- Chick-fil-A
- The Metropolitan Club
- Sea Island Resort
- State Botanical Garden of Georgia
- UGA Center for Continuing Education & Hotel

National

- California Pizza Kitchen
- Gaylord Hotels
- IHG Corporation
- Jackson Hole Mountain Resort
- Kiawah Island Golf Resort
- Marriott Hotels and Resorts
- Ponte Vedra Inn and Club
- Sea Pines Resort
- Walt Disney World
- Westin Hotels and Resorts

"Visitor numbers and spending in our state have never been stronger than they are today, and the hospitality and tourism community is hungry to develop the next generation of talent and professionals to lead us into the future. From the north Georgia mountain region to its beautiful and picturesque coast, our state offers jobs and careers in everything from hotel and restaurant management to tours, attractions and retail. Georgia needs this now more than ever."

— Joseph Marinelli, Visit Savannah president

IN FY21-22

25% of graduating students accepted into the Marriott Voyager Program, one of the most competitive management development opportunities

Ten students hired by Augusta National Golf Club for the 2022 Masters Tournament



INNOVATION ROOTED IN AGRICULTURE »

Housed in CAES, HFIM has a unique opportunity to actively integrate efforts that focus on the delivery of products and services directly linked to the university's mission as a land-grant institution, through entities like:

- The Food Product Innovation and Commercialization Center (FoodPIC)
- UGA Center for Food Safety
- UGA viticulture and enology
- UGA Extension



HFIM » LOOKING FORWARD

Fall 2019 » first undergraduate class
 Projected total HFIM majors: 20
 Actual total HFIM majors: 19

Fall 2021 »
 Projected total HFIM majors: 55
 Actual total HFIM majors: 77

Fall 2020 »
 Projected total HFIM majors: 35
 Actual total HFIM majors: 52

Fall 2022 »
 Projected total HFIM majors: 80

2022-25 » goals

- Increase enrollment to 120-150+ students
- Explore master's and doctorate programs
- Increase course electives and study abroad options
- Expand research focus areas to include labor and natural disaster impacts, rural tourism, local food use in restaurants and consumer demand
- Further connections with industry and establish consistent funding
- Initiate outreach program, partnering with UGA Cooperative Extension

2026-30 » goals

- Increase enrollment to 150-300+ students
- Grow faculty and tenure track
- Broaden graduate-level offerings
- Establish leadership programming
- Expand research focus areas to include sustainable hospitality development, organizational and leadership practices, demand forecasting
- Formalize outreach program partnering with UGA Extension