Program

Track One: Tourism Management

For students interested in exploring the world and appreciating ideal locations for planning vacations or business meetings, the Tourism Management track provides two courses in Tourism Geography to analyze the cultural and physical characteristics of a region. This knowledge can then be applied to the Principles of Event Management, where specific properties and locations drive the development of a successful event. Marketing and sales are an integral part of the Tourism Management program with students eager to learn about agencies, destinations, and what creates exciting, fun-filled memories that bring people back year after year.

Track Two: Hospitality Management

Successfully managing a resort or hotel operation can be akin to governing a small sovereign nation complete with budgetary concerns, personnel, public relations, security, engineering, housekeeping, sales, marketing, food and beverages. Managing each of these important areas is essential to an organization’s growth and success, and requires careful study and appreciation of how they impact the overall hotel / resort product and image. Students in the Hospitality Management track take additional Accounting courses, with Hotel Operations and Food and Beverage Management providing a solid foundation for achieving a distinguished career in the lucrative, trillion dollar hotel and resort industry.

Careers in Tourism and Hospitality Management

Tourism and hospitality management is the fastest growing industry in the world with more than 7 million jobs generated annually. It is a people-oriented business intricately linked to the ever-changing dynamics of technology, and also to intriguing characteristics of location and travel. The two major segments of the industry are: consumer tourism, and the business meeting and convention market – both offering a wide variety of career opportunities in the private and public sectors. From hotels to resorts, convention centers and visitor bureaus, state and local governments, travel and tour associations, cruise lines, chambers of commerce, theme parks, and many other organizations seeking to attract visitors – there is an explosion of jobs in the tourism and hospitality management industry. And, with the arrival of e-commerce and the impact of globalization, you can almost pick the location to launch your career.

The benefits of a degree from Genesee

With a degree in Tourism and Hospitality Management from Genesee Community College, you will gain a full appreciation of concepts, principles, procedures and vocabulary for success. The program provides two tracks to focus your interests in either tourism, which leans more heavily into geography and event management; or hospitality to hone your skills in the operations and management of a hotel or resort. Both tracks provide a meaningful education that includes hands-on learning, real-life experience, and a well-rounded background in communication, business, liberal arts and an introduction to one foreign language.

Facilities

The teaching and learning facilities of Genesee Community College are among the best in the country. Tourism and Hospitality Management students appreciate the 34 Smart classrooms, six distance learning labs, 33 computer labs, and the state-of-the-art Alfred C. O’Connell Library with Internet-based research capabilities. Genesee also provides a dynamic Student Support Services division, the Career Center, the Adult Opportunity Center, the Center for Academic Progress, and a child care center—plus an exciting sports program featuring ten intercollegiate athletic teams. In addition, College Village offers apartment-style student housing adjacent to the Batavia campus.
Co-op Experience
Perhaps the most important aspect of Genesee’s Tourism and Hospitality Management program is the internship and cooperative learning experiences with businesses off campus. Under the guidance of College faculty and the direction of an on-site supervisor, you will have the opportunity to apply your tourism and hospitality management skills in the real-world. Among the employment sites where students have had successful internships and rewarding co-op experiences are:

- Walt Disney World, Orlando, FL
- Darien Lake, Darien, NY
- Regional hotels and attractions
- First Choice Educational Tours
- AAA of Western and Central NY
- Beaver Hollow Conference Center

These internships not only enhance your learning experience and your résumé, but also provide contacts that often lead to important business references and permanent job offers. Here are students’ remarks about their experiences with Genesee’s Tourism/Hospitality Management program:

“After working at Six Flags seasonally, I am now working here full-time and love it. GCC’s program in Travel / Tourism really helped me secure my job.”  
-Julie Flynn ’97  
Human Resources Staffing Supervisor  
Six Flags Darien Lake

“My degree from Geneseec was very instrumental in my success in the travel and tourism industry. I’ve had some beautiful jobs in my career including working for Ottawa Tourism and Convention Authority, Holiday Inns of Canada, Marriott, and now Greater Rochester Visitors Association. I never could have even gotten my foot in the door without the experience, degree, and the mentorship provided by Geneseec Community College.”  
-Paula Savage  
Director of Tourism Sales  
Greater Rochester Visitors Association

Transfer Opportunities
Genesee’s Tourism and Hospitality Management program prepares students for transfer to four-year colleges and universities. The following schools have prearranged articulation agreements with Geneseec Community College:

- Rochester Institute of Technology
- Niagara University
- Buffalo State College
- Champlain College, VT
- Lynn University, FL
- Paul Smith’s College

Faculty
Amy Slusser  
Assistant Professor  
Tourism & Hospitality Management

Amy Slusser has a decade of experience in the tourism and hospitality management industry with a varied background that includes working on both sides of the Atlantic Ocean. She holds an Associate in Applied Science degree in Travel and Tourism from Herkimer County Community College (1995); and a Bachelor’s of Science degree in Travel and Hospitality Management (1997) and Master’s of Science in Service Management (2001), both from Rochester Institute of Technology. She also studied Business and Finance Administration at Sheffield Hallum University in England.

About Geneseec Community College
Geneseec was recently listed as one of the fastest growing community colleges in America. It is know for its small classes, personal attention, and the state-of-the-art technology applied in the teaching and learning experience. Founded in 1966, the College has six campus locations serving a 2,500 square mile region in Geneseec, Livingston, Orleans and Wyoming counties.