Resort Management

Western’s Resort Management emphasis builds hospitality leaders, focused on practical experience, management, innovation and applied research.

What Is the Western Difference?

Western takes a different tack from most hospitality programs by training business students in Resort Management. The emphasis on managing services opens up greater career possibilities.

With the School of Business’ holistic approach, students gain management, marketing, retail, communication, financing and entrepreneurship skills.

Local, national and international internships and research opportunities expand students’ understanding of the industry’s day-to-day operations.

U.S. hospitality companies are truly global and so are their job opportunities. Western helps get you there. You can study in England at Harlaxton College, complete National Student Exchange semesters in such places as Hawaii or work with the Walt Disney Co. to gain global perspectives and hone your intercultural skills.

A full-immersion semester at Mt. Crested Butte and paid internships give you significant work experience. This can help you gain admission to cutting-edge management- and leadership-training programs run by major U.S. hospitality companies.

What Will I Learn?

Resort Management students prepare to manage and own all types of resorts and their different components, such as hotels, food outlets, retail and rental operations, as well as all types of recreation offerings. Students develop business plans and run a virtual business to practice real-world decision making.

Students must complete 400 hours of work in the industry before graduation. With its proximity to resorts in Crested Butte, Telluride, Durango and Aspen, Western offers many opportunities for students to gain valuable, practical experience.

Western students earn industry certificates in their courses and join professional associations.

What Can I Do With My Degree?

The program prepares students for entry-level management positions in hospitality. With a solid business foundation, graduates are equipped with employment-ready skills.

They find careers as resort, hotel and restaurant managers; event planners; facilities managers; travel agents or consultants; and tourism professionals.

Other service industries recruit Resort Management graduates for their interpersonal and service skills. The hospitality industry also offers many self-employment opportunities.