



MISSION

The School of Hotel, Restaurant & Tourism Management’s mission is to serve the needs of our constituents as an engine for economic growth and community development in New Mexico through innovative teaching, research, service, professional applications and partnerships in a multi-cultural and international environment.

DEPARTMENT VALUES

- Providing excellence in instruction in a broad-based hospitality and tourism curriculum.
- Preparing students to enter and advance in their chosen professions.
- Developing effective and ethical management skills that cultivate a diverse and high-performing hospitality and tourism workforce.
- Conducting research to add to the HRTM body of knowledge.
- Sharing knowledge with students, the industry, and the community to improve individuals and organizations.
- Providing professional service and leadership to stakeholders.

RECENT IMPACTS

Robotics and Hospitality | Economic and Community Development

Traditionally a people industry, the hospitality industry is becoming increasingly automated. The pandemic has accelerated automation with the need for contactless services. Dr. Betsy Stringam’s leadership in several projects assists in successful implementation of automation and technology for the hospitality industry. As part of an NSF funded large multi-university and entity project, Dr. Stringam is helping to prepare workers and workplaces for increased technology and automation. Dr. Stringam also leads the Sodexo/KiwiBot collaborative project examining the implementation of food delivery robots. Dr. Stringam’s inclusion of both undergraduate and graduate students in these projects prepares future leaders.

Facilities Management Podcast Series | Foundational Education and Training, Economic and Community Development

As Board President of the Hospitality Council of the International Facility Management Association (IFMA), Daren Bloomquist produces podcasts interviewing industry leaders regarding current facility management topics. Each podcast is distributed to 86 professional members of the council including 25 members from 15 different countries around the globe. The first podcast this summer (“Bringing Hospitality to Facilities Management...An interview with Jeffrey Buck of RedHat, Inc.”) generated 58 views and the second podcast on December 2 (“Robotics in Hospitality Facilities Management...with Richtech Robotics“.) has already generated 35 views. Producing the podcasts also reinforces current lectures and provides new lecture topics and future presentations for students in HRTM’s required HRTM 430 Facilities Management course.

Rural Tourism | Food and Fiber Production and Marketing, Economic and Community Development

Promoting research in hospitality and tourism. Dr. Keith Mandabach successfully submitted a new Hatch Project: Supporting and Sustaining Independently Owned New Mexican Rural Tourism Business Operators. The project is in the initial needs assessment and was presented at a regional (112 attendees), industry (800 attendees) and university conferences (400 attendees). He authored a related book chapter for the Routledge Handbook of Wine Tourism, “Integrating Wine Tourism in the Rural Tourism Experience” which was accepted and soon to be published.

ACES Pillars for Economic and Community Development



The College of Agricultural, Consumer, and Environmental Sciences is an engine for economic and community development in New Mexico, improving the lives of New Mexicans through academic, research and Extension programs.

Selected Partnerships and Collaborators

- American Culinary Federation
- American Hotel and Lodging Association
- Center for the Advancement of Foodservice Education
- El Paso Hotel and Lodging Association
- Greater Albuquerque Hotel and Lodging Association
- International Council of Hotel, Restaurant and Institutional Educators
- Las Cruces Chamber of Commerce
- Visit Las Cruces and its Industry Partner Group
- New Mexico Department of Agriculture
- New Mexico Hospitality Association
- New Mexico Restaurant Association and National Restaurant Association
- New Mexico Beef Council

Employers Recruiting HRTM Students and Graduates

- 4UR Ranch
- Atrium Hospitality
- Courtyard by Marriott Las Cruces
- Enterprise
- Hormel Foods
- Hotel Encanto
- Hyatt Regency Tamaya Resort and Spa
- Jason's Deli
- Labatt Food Service
- Las Cruces Convention Center
- Marriott International
- National Distributing
- North Fork Ranch & Fishing Lodge
- Out West Restaurant Group/Outback
- Pappas Restaurants
- Plaza Hotel Pioneer Park
- Salud! De Mesilla
- Sun Capital Hotels
- Sun Travel
- Xanterra Travel Collection

Deep Space Food Project | Food and Fiber Production and Marketing

Four trained astronauts hurtle between earth and mars on a deep space voyage. They enjoy a mixture of foods from ingenious developers from around the globe. Pete Mitchell participates in the NMSU team consisting of engineering, aquatic environment, food science and hospitality professors. The project is sponsored by Virgin Galactic to enhance their space tourism and sustainable foods on site. This team created a bioreactor to grow aquatic foods on deep space flight. Once these foods have grown, the food is cooked into a space steak with a waffle iron-type cooking device. Phase One of the project was to design the food making equipment. The group is now in Phase Two - experimentation of the processes to grow and cook the space steaks.

Preparing the Hospitality Workforce Grant | Economic and Community Development

As the hospitality industry begins to recover from the pandemic, it faces a second crisis of a lack of workers to open and operate hotels, restaurants, and other tourism businesses. To address these skills gaps and prepare employees to enter the workforce, The NMSU School of Hotel, Restaurant and Tourism Management with the Office of Digital Learning received a \$79,000 grant from the NM Department of Workforce Solutions Restart New Mexico funds to develop and deliver three content mastery certificate programs. The Essentials of Customer Service, Customer Service for Supervisors and Managers, and Food and Beverage certificates will each be available to 25 New Mexico Residents at no cost to the participant.

QUICK FACTS

- Visitors to New Mexico spent \$7.4 billion in 2019, which generated \$10.4 billion in total business sales, including indirect and induced impacts and after two disappointing years 2022 is on track to pass 2019 according to the Department of Tourism.
- Tourism's prominence is illustrated by Santa Fe being the 3rd best travel destination in the world and the #1 attraction in the USA for 2022 by Forbes Magazine.
- The deep space food research initiative will grow New Mexico Fairy Shrimp from the playa lakes.



FACULTY AND STAFF EXPERTISE

Jean Hertzman: Director and Professor

- Hospitality and food service operations
- Culinary, wine, and beverage education

Daren Bloomquist: College Assistant Professor

- Sustainable facilities management
- Marketing and tourism

Christina Dimitriou: Assistant Professor

- Tourism and hospitality operations
- Ethical leadership

Keith Mandabach: Professor

- Rural and culinary tourism
- Restaurant and bar management
- Higher education assessment

Pete Mitchell: College Assistant Professor

- Culinary arts and restaurant management
- Food safety

Betsy Stringam: Professor

- Educational technology
- Hotel and resort management
- Robots in hospitality

Danielle Young: College Assistant Professor

- Food preparation, service and safety
- Event and venue management

Andrea Arrigucci: Senior Program Specialist, Marriott Hospitality Futures Center

- Professional development
- Communication and social media

Jacob Villa: Program Assistant, Marriott Hospitality Futures Center

Dustie Beavers: Administrative Assistant

