



School of Hotel, Restaurant and Tourism Management

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Mission

The School of Hotel, Restaurant and 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 multi-cultural and international environments.

Quick Facts

- New Mexico had 42.6 million visitors estimating a \$12 billion economic impact and supported over 95,000 jobs in 2025 reported by the New Mexico Department of Tourism
- Santa Fe, NM ranked as the #1 Best City in the United States in both 2025 and 2026 in the Travel + Leisure World's Best Awards

Recent Impacts

The influence of robotics and algorithmic management on work, workers, and workplaces

Dr. Betsy Stringam's National Science Foundation funded project examines the impact of robotics, automation, and algorithmic management on worker experience and workforce transformation in the food and tourism sectors, with implications for rural economic resilience. The work develops new models of technology acceptance, demonstrates the value of digital literacy training, and generates practical implementation guidelines that lead to more equitable and effective adoption of emerging technologies. The work advances knowledge at the intersection of automation and food systems, supporting safe, efficient, and sustainable food systems while protecting and upskilling the workforce. The project advances human-centered, equitable technology adoption as a foundation for resilient rural service economies.

Increasing Economic Development in New Mexico

Dr. Keith Mandabach leads the AES Hatch Umbrella project on increasing economic development in New Mexico. This work benefits New Mexico and the broader public by strengthening the economic and social vitality of rural communities. Better-trained workers, informed business owners, and engaged educators help rural enterprises capture tourism and agricultural value that might otherwise leave the state. Improving supply-chain understanding and consumer outreach supports more stable local jobs, diversified income for farm and ranch families, and preservation of cultural and culinary heritage. By connecting classrooms, businesses, and communities, the project advances a more resilient rural economy that contributes to food security, sustainable land use, and quality of life for current and future generations.

Professional Development for High School Teachers: Connecting Culinary Arts and Hospitality Management with Sustainable Agricultural Systems

Dr. Jean Hertzman is the program director for this grant funded by the USDA National Institute of Food and Agriculture, AFRI Agricultural Workforce Training Priority Area, award No. 2023-67037-39940. Over 70 teachers participated in the program, including five online courses, including topics such as the UN Sustainable Development Goals, production systems, purchasing local food products, farm-to-table operations, food waste reduction, recycling, agricultural innovations, and agricultural, culinary, and rural tourism. Participants collaborated during immersive summer workshops and developed classroom lesson plans. The ultimate goal is to train the next generation of culinarians and hospitality managers with the skills to ensure the effective and socially responsible use of resources, from producers to end-users and consumers.

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
- National Restaurant Association
- New Mexico Beef Council
- Viva Vino - New Mexico Wine

Employers Recruiting HRTM Students and Graduates

- 223 Collection
- Albuquerque Convention Center
- Buttersmith and Village Inn
- Chick-Fil-A
- The Club at Las Campanas
- Destination El Paso
- Disney
- Enterprise Holdings
- Grace Gardens El Paso
- Heritage Hotels & Resorts
- Hotel Paso Del Norte
- Hyatt Regency Tamaya
- Las Cruces Convention Center
- Marriott International
- Theodore Roosevelt Medora Foundation
- Pappas Restaurants
- Sodexo
- Sun Capital Hotels
- Ted Turner Reserves
- Total Management Systems

Marion L. Lawrence Endowed Professorship

Chef Pete Mitchell serves as the Marion L. Lawrence Endowed Professor. He focuses on expanding beverage education through curriculum development, community engagement, professional certification, and scholarly activity. He is creating a research library consisting of industry publications, professional resources, scholarly literature, and market research. This growing collection will serve as the foundation for course future research and curriculum development. He created a Special Topics course, Non-Alcoholic Beverage Management which received overwhelmingly positive feedback. Students highlighted the hands-on tastings, guest speakers, and unique subject matter as key strengths of the course. He presented a paper on the development and implementation of the class at the West Federation Council on Hotel, Restaurant, and Institutional Education (WFCHRIE) conference in Las Vegas.

Employee-customer identification and service quality in the hospitality industry

Dr. Christina Dimitriou's study emphasizes the importance of ethical value alignment. The findings add to the literature on organization fit theory, indicating the importance of proper ethical fit in promoting Employee-customer identification (ECID). The positive relationship between ECID and Employee Commitment to Service Quality (ECSQ) advances the literature, suggesting an important avenue for companies to take when trying to improve service quality. This research further underscores the importance of customer orientation to the provision of high-quality customer service in the hospitality industry. Aligning organizational and individual ethical values can ultimately increase the customer orientation of their customer-contact service employees, and their commitment to providing quality service.

Faculty and Staff Expertise

Dr. 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

Dr. Adam Carmer: Adjunct Professor

- Sustainability in Hospitality
- Cost Control

Dr. Christina Dimitriou: Assistant Professor

- Tourism and hospitality operations
- Ethical leadership

Dr. 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

Dr. Betsy Stringam: Professor

- Educational technology
- Hotel and Resort Management
- Robotics in hospitality

Danielle Young: College Assistant Professor

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

Andrea Arrigucci: Senior Program Specialist, Adjunct Professor

- Professional Development
- Communication and Social Media

Andres Sanchez: Administrative Assistant, Intermediate

Jacob Villa: Administrative Assistant