



College of Agricultural, Consumer and Environmental Sciences

School of Hotel, Restaurant and Tourism Management

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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.

Quick Facts

- Visitors to New Mexico set a record for direct visitor spending of \$8.6 billion in 2023, surpassing the previous record of \$8.3 billion set in 2022. according to the Department of Tourism.
- Santa Fe was ranked #2 on the list of "15 Best Cities in the U.S." in the Travel + Leisure 2024 World's Best Awards.
- New Mexico Film Offices in Albuquerque, Santa Fe and Las Cruces ranked on Top Ten lists among the "Best Places to Live and Work as a Moviemaker".

RECENT IMPACTS

Improving the Use of Technology in the Hospitality Industry

Dr. Betsy Stringam's leadership in several projects seeks to improve successful implementation of automation and technology and workforce training for the hospitality industry. As part of a NSF funded large multi-university and entity project, Dr. Stringam works collaboratively with the technology team of a major hospitality and culinary labor union, researchers at four other universities, and technology vendors to influence digital literacy training for hospitality workers. The project also examines organizational and technology infrastructures to help workers and workplaces better utilize technology, while protecting worker safety, health and jobs. The lead researcher spoke to the United States Senate AI Insight Forum on AI Innovation. The AFL CIO is using our work as a model for other organizations, featuring it at the AFL CIO Labor & Technology Summit.

Supporting and Sustaining Independently Owned New Mexican Rural Tourism Business Operators

The issues critically addressed in Dr. Keith Mandabach's Hatch project were the need for new marketing approaches, issues with employee training on how to effectively engage with customers, and finding qualified hospitality and tourism workers. A study of hospitality internships was conducted, presented, and will be published next year. He assisted a study regarding teaching traditional New Mexico cooking techniques to the next generation. He is working with graduate student, David Nidel on a project to open a new farm-to-table market in a southern New Mexico community. The project as it was transitioned into the Hatch Umbrella project he is leading on Improving Economic Opportunities.

Exploring Generational Differences in Environmental Knowledge, Attitudes, Values, and Willingness Pay for Sustainable Wines

Vineyards and wineries are adapting- grape growing, production, and marketing to meet the rising demand for sustainable products. Wine consumers show growing inclination to consider how products impact the natural environment, while generational differences impact sustainable wine choices. Dr. Jean Hertzman is developing a study to explore generational disparities in environmental knowledge, attitudes, values, and Willingness to Pay (WTP) for sustainable wines across generations. Anticipated findings regarding generational influences and factors shaping consumption patterns will assist wineries and wine marketers to understand and adapt business practices to effectively reflect sustainable wine trends and increase sustainable wine production and marketing.

ACES Pillars for Economic and Community Development

Food and Fiber Production and Marketing

Water Use and Conservation

Family Development and Health of New Mexicans

Environmental Stewardship

Foundational Education and Training

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
- Viva Vino - New Mexico Wine

Employers Recruiting HRTM Students and Graduates

- Alto Lakes Golf and Country Club
- Angel Fire Resort
- ASM Global - Albuquerque, El Paso and Las Cruces
- BC Lynd Hospitality
- The Big Texan Steakhouse and Ranch
- The Club at Las Campanas
- Elmont Resort
- Enchantment Resort and Mii Amo Spa
- Heritage Companies
- Hotel Paso Del Norte
- La Fonda on the Plaza
- Lettuce Entertain You Restaurants
- The Lodge at Cloudcroft
- Manna Development DBA - Panera Bread
- Marriott International
- Raising Cane's
- St. James Tearoom
- Sun Capital Hotels
- Taos Ski Valley
- Total Management Systems
- Turner Enterprises
- White Lodging

Examining the Hospitality Curriculum for Law and Ethics

Legal and ethical challenges are prevalent in the hospitality industry. Hospitality law is required by over 80% of hospitality undergraduate programs while industry practitioners consider ethics instruction more important. Dr. Jean Hertzman collaborated on a qualitative study of this dilemma. Data collected from structured interviews with hospitality administrators, law faculty, and industry representatives confirmed that law is required as essential knowledge, while ethics is embedded in multiple courses including sustainability, experiential learning, study abroad, and capstone classes. She received a best education paper award for a presentation on the topic at the West Federation CHRIE hospitality educators conference in February 2024.

The Critical Role that National Culture and Ethical Leadership Play in Fostering Employee Commitment to Service Quality in the Hotel Industry

Several days after her journal article was published in the Research in Hospitality Management open-access journal, Dr. Christina Dimitriou was invited as a keynote speaker to present her work on ethical leadership and its effective implementation in organizations at the 2nd International Conference on Global Advanced Nursing and Healthcare, a virtual Conference in August 2023. Its impact and success were so large that in October 2023, she was invited once again by the conference organizers to present the whole article at the 3rd International Conference on Global Advanced Nursing and Healthcare on January 20, 2024. It received many positive comments and feedback.

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

Andres Sanchez: Administrative Assistant, Intermediate

Jacob Villa: Administrative Assistant

