Selected Program Impacts

- **Building customer loyalty through customer engagement.** Dr. Keith Mandabach researches success factors for independent restaurants. One of the primary factors is customer loyalty. Dr. Mandabach published his findings in a book chapter entitled “Customer Engagement in Building Consumer Loyalty” in *The Routledge Handbook of Consumer Behavior in Hospitality and Tourism* (2017). This text explores and critically examines ideas, controversies, and questions relating to the rapidly expanding discipline of consumer behavior in hospitality and tourism. The target market for the book is industry professionals as well as graduate and undergraduate students in hospitality and tourism.

- **Promoting research in hospitality and tourism.** The annual International Council on Hotel, Restaurant, and Institutional Educators (ICHRIE) conference is the largest gathering of hospitality educators from all over the globe, with approximately 500 attendees annually. Dr. Keith Mandabach is the co-chair of the Food and Beverage Track Refereed Poster and Paper Committee, responsible for the double-blind reviews of over 20 papers and 25 posters per year, as well as the Symposium Track Review Chair, which receives 40 to 50 submissions per year. With these responsibilities, he promotes quality research that impacts hospitality and tourism industry professionals and educators throughout the world.

- **Redefining the hotel guest experience through technology.** Dr. Betsy Stringam researches the intersection of technology and hotels, including how technology will affect labor and how it is redefining guest service in hotels. These research projects have helped hoteliers evaluate the impact of technology on the service product, and has highlighted rising consumer and technology concerns in distribution channels. It assists hotels with projecting staffing and service needs, and also contributes to evaluating undergraduate curriculum competencies and training needs within the hotel industry. Dr. Stringam presented two papers on the subject at an international conference, and will be publishing soon in a top tier hospitality academic journal.
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 Innkeepers Association
- International Council of Hotel, Restaurant and Institutional Educators
- Las Cruces Chamber of Commerce
- Las Cruces Convention and Visitor’s Bureau and its Industry Partner Group
- MESA (Meetings for Environmentally Sustainable Agriculture)
- New Mexico Department of Agriculture
- New Mexico Hospitality Association
- New Mexico Restaurant Association and National Restaurant Association
- New Mexico Wine
- Research Chefs Association
- Society of Wine Educators

Employers Recruiting HRTM Students/Graduates

- American Airlines
- Andele’s Restaurant
- Aramark
- Best Western Hotels
- Bon Appetit at Google
- Double Eagle Restaurant/Peppers
- Doubletree Hotels
- Enchantment Resort
- Enterprise Holdings
- Expedia
- Heritage Hotels
- Hilton Hotels
- Hyatt Hotels International
- Hyatt Regency Tamaya
- Inn of the Mountain Gods
- Las Cruces Convention Center
- Marriott International
- Marriott Vacations Worldwide
- National Distributing Company
- Red Lobster
- Red River Ski Area
- Sodexo
- St. Clair Winery and Bistro
- Sysco
- The Club at Las Campanas

- Advancing hospitality education to better prepare students and faculty and meet industry needs. NMSU professors are internationally recognized researchers in hospitality education. They have published articles, led roundtables at conferences, and performed consulting to ensure that colleges and universities are providing up-to-date curriculum for the students that are the future managers, executives, and educators for the hospitality and tourism industries. Projects include evaluating the training of future chefs through culinary laboratories, identifying coursework and professional development methods that increase teacher self-efficacy and effectiveness in the classroom, and determining current practices and educational gaps in the rapidly growing area of wine, beer, and spirits education.

Faculty and Staff and Expertise

Jean Hertzman, Director and Professor, hospitality and culinary education
Daren Bloomquist, College Assistant Professor, sustainable facilities management, marketing
Priscilla Bloomquist, Professor, tourism and hospitality law
Julie Correa, College Assistant Professor, hospitality and event management
Katrinka Espinosa, Program Coordinator
Irene Fierro, Administrative Assistant
Chef John Hartley, College Assistant Professor, culinary arts and restaurant management
Keith Mandabach, Professor, culinary education, restaurant and bar management
Chef Pete Mitchell, College Assistant Professor, culinary arts and restaurant management
Betsy Stringam, Professor, educational technology, hotel and resort management

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