

## **News Release**

**Date** January 11, 2023 **For More Information:** Tara Bravo, 510-300-5843 or tara@cvstrat.com

## **Hospitality Management Program Dishes up New Courses for Spring**

Three hospitality management classes have been added for College of the Desert's Spring semester. The new classes expand the popular program that prepares students for work in the Coachella Valley's number one industry.

The hospitality management program, which started with two courses in 2020, has grown to a full curriculum of seven targeted classes. The courses position students for the many opportunities afforded by the industry, including well-paying jobs with benefits.

"There is a misconception that hospitality jobs are low-paying, but the reality is that with the proper training and determination, students can expect to enter a career that offers life-changing opportunities," said Yolanda Bender, the College's Hospitality Management Instructor and Faculty Advisor.

Bender knows the trajectory well. From a home where Spanish was her first language, she began working in hotels, followed by regional positions and eventually became president of a third-party management company overseeing the operations of a portfolio of hotels.

The Coachella Valley hospitality industry supported more than 53,000 jobs in 2019 and generated \$7.5 billion, according to a <u>study</u> commissioned by Visit Greater Palm Springs, a regional tourism marketing agency.

College of the Desert offers associate degrees in Hospitality Management geared toward employment or transfer to a four-year university.

Registration is now open for Hospitality Management courses that begin January 30. They include: Introduction to Hospitality Management; Introduction to Food and Beverage Management; Hotel and Restaurant Accounting; Hospitality Sales and Marketing; Hotel Front Office and Housekeeping Operations; Hospitality Law; and Hospitality Supervision.

For more information about the program, visit collegeofthedesert.edu.