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## **PRESS RELEASE**

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### **CSUSB Palm Desert Campus offering degree in hospitality management to meet local demand**

PALM DESERT, Calif. – The Cal State San Bernardino, Palm Desert Campus is currently accepting applications for its new hospitality management program set to begin in fall 2020. Those interested in applying to the program must do so by November 30, 2019.

The campus is doing its part to meet the growing needs of the hospitality industry in the Coachella Valley by offering a bachelor's degree in business administration, with a concentration in hospitality management.

The Coachella Valley is home to hundreds of hotels, timeshares, golf courses and major attractions and events, creating an estimated \$6 billion industry. Tourism - particularly involving younger generations - is on the rise.

An economic impact study funded by the Greater Palm Springs Convention & Visitors Bureau revealed that tourism sustains 22 percent of local employment. With escalating demands for well-educated hospitality professionals, the hospitality management program at the CSUSB Palm Desert Campus is positioned to play a vital role in meeting industry expectations.

Career advancement to supervisory and management level positions for workers requires higher education and/or industry-recognized certification. It is these higher-paying positions that hospitality general managers agree are the most difficult to recruit for and retain.

“Because of the size of national and international companies in the hospitality industry, companies in the Coachella Valley can offer paid internships, jobs, and most importantly, a career path for these students,” said Lawrence Rose, dean of the CSUSB Jack H. Brown College of Business and Public Administration, which will oversee the program.

California State University, San Bernardino welcomes new undergraduate first year and transfer students each fall quarter. As an impacted campus, CSUSB does not accept applications for the

winter or spring quarter. The application period for the fall quarter is October 1 to November 30 of the year prior to the term of an applicant's intended enrollment.

For more information about the hospitality management program, visit the CSUSB hospitality management program webpage at <https://www.csusb.edu/marketing/degrees-certificates/hospitality-management-program-palm-desert-campus>.

For more information about the application process, visit the CSUSB Admissions webpage at <https://www.csusb.edu/admissions/apply-csusb>.

The CSUSB Palm Desert Campus offers bachelor's and master's degrees, a doctorate in educational leadership, and teaching credentials and certificates. With more than 1,400 students, it is the Coachella Valley's four-year public university and plays a vital role in educating and training the region's growing population.

For more information about the CSUSB Palm Desert Campus, contact Mike Singer in the Office of Strategic Communication at [msinger@csusb.edu](mailto:msinger@csusb.edu) or (760) 341-2883, ext. 78107, or visit the campus website at [pdc.csusb.edu](http://pdc.csusb.edu).