Hospitality and Tourism Management - Beverage Management

SCHOOL OF HOSPITALITY AND TOURISM

Overview

Do you enjoy whipping up creative cocktails for your friends and family? Our specialized Hospitality and Tourism Management - Beverage Management program is designed for you.

Developed with guidance from industry professionals, this program offers hands-on, practical education that equips you with real-world knowledge and skills for a successful career.

You'll dive deep into the world of beverages, gaining in-depth knowledge in non-alcoholic drinks, wine, beer, and spirits. You'll also receive comprehensive training in beverage sales and retail operations, inventory control, and basic culinary and food understanding. This blend of skills prepares you to create sustainable and successful beverage programs.

While mastering the art of beverage management, you'll also develop a strong foundation in the broader hospitality industry. You'll explore guest experience delivery, sales and marketing, and applied leadership, complemented by a solid financial management foundation. These skills are highly sought after in the world of hospitality.

Our small class sizes ensure personalized attention and a supportive learning environment. Throughout the program, you won't just learn theory in the classroom. You'll apply your knowledge through practical, hands-on experiences. You'll even get to organize and execute special events on and off campus, working closely with industry partners.

When you graduate, the sky's the limit for your career options. You could become a bartender, barista, floor manager, beer technician, or even a marketing or social media manager in the beverage industry.

Your specialized knowledge will open doors to various exciting roles. As you gain experience, you can aim for positions like sommelier, cocktail bar, beverage or operations manager, or even a producer and supplier.

Are you enthusiastic about beverages and ready to embark on an exciting journey in hospitality and tourism? Your adventure begins here.

Traits, skills and aptitudes

Those in the beverage management industry tend to be directive, methodical, and social.

You need:

- strength and stamina to stand for long periods and lift heavy objects
- strong hand-eye coordination
- good judgement and responsible attitude
- a memory for details
- organization and multi-tasking skills
- the ability to stay calm under pressure
- the ability to get along well with other people
- patience
- good communication skills.

You should enjoy being organized, working with a variety of different people, and taking responsibility when needed.

SAIT program pathways

Graduates of this program may continue their education in the SAIT Bachelor of Hospitality and Tourism Management program and earn their degree with a further two years of study.

Practicum, Co-op and Work Integrated Learning

Between your first and second year, you'll complete an internship where you'll complete 400 hours of industry work.

The choice of worksite is flexible and can include hotels, restaurants, tour operators, car rental agencies, resorts, and other approved hospitality and tourism operations.

You'll also participate in a capstone project that examines the various costs of a beverage program and how to use inventory management and program design to generate revenue.

Accreditations, designations and certifications

You'll acquire key industry certifications in Workplace Hazardous Materials Information System (WHMIS), food safety, ProServe, and hospitality and tourism awareness.

All these certifications must be completed in your first semester.

Credentials

After successfully completing this program, you'll receive a SAIT Hospitality and Tourism Management diploma with a specialization in Beverage Management.

Admission requirements

Applicants educated in Canada

Applicants must demonstrate English language proficiency and completion of the following courses or equivalents:

- at least 50% in Math 30-1, Math 30-2
- at least 50% in English Language Arts 30-1 or 60% in English Language Arts 30-2.

SAIT accepts high school course equivalents for admission for applicants educated outside Alberta.

Applicants educated outside of Canada

All applicants who were educated outside of Canada must demonstrate English language proficiency and provide proof they meet the program admission requirements with an international document assessment. Find accepted educational documents and assessment options.

SAIT may also accept courses completed at certain international post-secondary institutions.

Costs

2026/27 tuition and fees

The following costs are effective as of July 1, 2026.

The estimated total cost of tuition and fees is based on the suggested schedule of study. Following a modified schedule will impact the fees you pay per semester and may alter final costs.

Domestic Students

Year	Number of semesters	Tuition fees	Additional fees	Total per year
1	2	$6,666	$1,764.50	$8,430.50
1	2	$6,060	$1,764.50	$7,824.50
			Total cost:	**$16,255**

The estimated total cost of tuition and fees for domestic students is based on the recommended course load per year.

International Students

The program total is based on the estimated amount you will pay if you enter this program during the 2026/27 academic year. The program total amount listed on your letter of admission may appear higher. This amount is your maximum tuition guarantee for the program. SAIT will not exceed this maximum, regardless of changes in tuition and fees between academic years.

Year	Number of semesters	Tuition fees	Additional fees	Total per year
1	2	$20,559	$1,764.50	$22,323.50
1	2	$18,690	$1,764.50	$20,454.50
			Total cost:	**$42,778**

The estimated total cost of tuition and fees for international students is based on the recommended course load per year.

Books and Supplies

Books and supplies are approximately $1,000 - $1,500 per full-time year.

This is a bring-your-own-device program with a standard computer hardware and software requirement. See the specific requirements on our computers and laptops page.

Find your booklist on the SAIT Bookstore's website. The booklist will be available closer to the program start date.

Can't find your program or course? The bookstore didn't receive a textbook list. Contact your program directly to determine if they're still refining course details or if you're in luck; no textbook purchase is required this term.

Required equipment/tools

You will require a beverage kit for classes in semesters two through four. The cost is $250 and details on where to purchase this kit will be shared with you at orientation.