Hospitality and Tourism Management - Entrepreneurship and Innovation

SCHOOL OF HOSPITALITY AND TOURISM

Overview

The Hospitality and Tourism Management Entrepreneurship and Innovation program is designed for those enthusiastic about starting their hospitality businesses or innovating within an established company.

If you are a dynamic individual who enjoys working in team settings to achieve common goals, this program is a good fit for you. It's especially suited for those with a goal to run their own small business, contribute innovative ideas, and be involved in the vibrant and ever-evolving hospitality and tourism industry.

Our small class sizes ensure you get a personalized learning experience. Engage in practical education developed with insights from industry experts. Learn communication and interpersonal skills, team building, leadership skills, problem-solving, sales and marketing and customer service.

In this program, you will:

- develop an entrepreneurial mindset with the attitude and approach you need to identify and seize new opportunities in the hospitality sector
- learn to design and implement outstanding client experiences through planning
- learn to stay ahead of the curve by studying current trends, spotting gaps, and devising creative solutions to address opportunities
- acquire the skills needed to drive the development of new products and services within the industry
- gain proficiency in managing profits, losses, and costs
- develop an understanding of municipal bylaws, property management, leasing, and authority requirements
- build skills in marketing and sales, opportunity identification and idea generation.

The hospitality industry offers extensive travel and global employment opportunities. With a solid foundation in entrepreneurship and innovation in hospitality, an array of career options will be at your fingertips.

Whether you see yourself as a future entrepreneur, innovator, or leader in hospitality and tourism, this program is the first step toward realizing your goals. With a specialization in Entrepreneurship and Innovation, you'll be well-prepared to navigate and excel in this dynamic industry.

Traits, skills and aptitudes

Those who own or run businesses in the hospitality and tourism management industry tend to be directive, methodical, and social.

You need:

- excellent communication skills
- organizational skills
- stamina and self-discipline
- the ability to get along with all kinds of people
- attention to detail
- leadership and decision-making skills
- the ability to adapt to changing customer needs and unexpected situations
- the ability to remain calm while under pressure.

You should enjoy being in charge and organized, taking a methodical approach to your work, and working with a variety of different people.

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 complete a capstone project where you will deliver a pitch for a new or innovative idea that applies concepts learned in the program.

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 Entrepreneurship and Innovation.

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.

Elective REST 250 requires a one-time fee of $152 for uniform and apron laundry services. This is in addition to the additional fees listed below.

Domestic Students

Year	Number of semesters	Tuition fees	Additional fees	Total per year
1	2	$6,666	$1,764.50	$8,430.50

Year	Number of semesters	Tuition fees	Additional fees	Total per year
2	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
2	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.