

# Hospitality and Regional Identity

DIVISION  
OF SOCIAL  
SCIENCES

## PROGRAMS OF STUDY:

B.A. in Hospitality and Regional Identity  
Minor in Hospitality and Regional Identity

## EXTERNAL RELATIONSHIPS

- Blackberry Farm
- Blount Partnership
- Cirrus Aircraft
- Dancing Bear Lodge and Appalachian Bistro
- Dollywood
- RT Lodge
- Southern Hospitality Internship Program
- Tennessee Department of Environment and Conservation
- University of Tennessee-Knoxville Hotel, Restaurant and Tourism Management Program

## PARTNER SPOTLIGHT

### RT LODGE

Set in the natural beauty of the Maryville College Woods, RT Lodge is internationally known for



outstanding guest accommodations, dining and special event services. Through a partnership with the College, RT Lodge provides students with signature learning and employment opportunities that will prepare them for leadership roles in the hospitality industry.



**MARYVILLE**  
COLLEGE  
IN THE GREAT SMOKY MOUNTAINS

## Why study Hospitality at Maryville College?

Maryville College's unique Hospitality and Regional Identity major cultivates exceptional hospitality skills through hands-on experience at the new Maryville College Downtown Center and with esteemed industry partners, complemented by rigorous interdisciplinary coursework. With a distinctive focus on Southern Appalachian culture, cuisine, history and tradition, this distinguished program prepares students for diverse and prestigious careers in hospitality management, both nationally and internationally.

Through its Center for Global Engagement, Maryville College also offers students majoring in Hospitality and Regional Identity valuable travel-study and study abroad opportunities that show the fields of hospitality and tourism in bigger contexts and other cultures. Internships in locations such as Ireland, Zanzibar, Spain, South Africa, Bali and New Zealand elevate experiences and resumes.

## MEET A CURRENT SCOT

### Lillie Peterson

Hometown: Knoxville, Tennessee



Lillie came to MC looking for a personal approach to learning. The class sizes, professors and the campus itself have confirmed for her that she is in the right place. Her favorite part about the Hospitality and Regional Identity major is "learning about the guest experience, tourism, events and festivals, as well as management and business," she said.

In 2024, Lillie was a marketing intern for RT Lodge and is now interning with To Have and To Hold Events, a custom wedding planning business based in East Tennessee. In her

role as a Wedding Day Assistant, Lillie assists with event setup and teardown, managing wedding décor, and ensuring the smooth flow of the day's events. "I would love to eventually start my own wedding planning business," she said.

## MEET A RECENT GRAD

### Tony Gill '13

Currently: Guest Services Manager at Clayton Homes' "The Lodge"



Because of the College's relationship with Blackberry Farm, Tony was able to secure a position at the luxury resort after graduation, managing various roles in guest services and learning how hospitality can be part of every situation. Although a Physical Education major at MC (the HRI major wasn't offered until 2022), he was exposed to multiple disciplines and developed relevant skills through the liberal arts curriculum. In nearly a decade with Blackberry, he was promoted multiple times.

Today, as the guest services manager for Clayton Homes' corporate retreat facility, Tony utilizes his education and experiences to build long-lasting relationships with his fellow colleagues while also getting to know Clayton's executive team on a much deeper level. "Hospitality is about every single, little interaction you have with someone," he said. "The way you interact can make a lasting impact."

## FOR MORE INFORMATION:

visit [maryvillecollege.edu/hospitality](http://maryvillecollege.edu/hospitality) or call 865.981.8092