

APPLICATION FOR 2026 ALABAMA TOURISM & HOSPITALITY INDUSTRY SCHOLARSHIP

REQUIREMENTS:

1. Applicant must be working toward a degree in an accredited program in the field of tourism, hospitality, hotel, restaurant, culinary, or food service management.
2. Applications must be submitted through Google Forms, Handwritten and emailed applications will not be accepted.
3. **The applicant must have a Department Letter of Recommendation and, if applicable, a letter from industry employer. All recommendations must be on letterhead and are encouraged. The committee ranks each application; we highly recommend that you have one (1) letter from your employer or volunteer coordinator; and one (1) from your college/university advisor.**
4. **Make sure your application is fully completed when you submit. You are scored by each category. There is a 100-word limit for each category.**
5. **Undergraduate** applicants from **four-year colleges/universities** must be at least a second semester freshman with a declared major in the fields stated above, but no further along than a second semester junior at time of application. We will also accept applications from students with a declared minor or concentration in the fields listed above. Applicants in their senior year must be enrolled in a graduate program with a declared major in the fields listed above.
6. **Graduate** student applicants from **four-year colleges/universities** must have a declared major in the fields stated above, and must be in their first year of a graduate program, but no further along than 15 graduate credits at time of application. If the graduate student is receiving a "Graduate Assistantship" they will not be eligible.
7. Applicants from **two-year colleges** must be at least in the second semester of their first year, but no further along than the first semester of their second year at time of application.
8. **Undergraduate** students must maintain a 2.5/4.0 grade point average. **Graduate** students must have a minimum grade point average of 3.0/4.0. **GPA must be established at time of application and a transcript is required as part of the application.**
9. Video required with application: 1-2-minute video, shot in your class, lab, work place, kitchen, on location at an event, etc. The video must be clear, understandable, and free from outside interference or noise. If the video is longer than two (2) minutes, it will not be accepted. **For the video**, introduce yourself (name, school, & class standing) include

work/volunteering in the hospitality/tourism industry, and any community involvement related to your education. Tell us about your goals after graduating. **The video format must be landscape, not portrait, and reflect a professional standard.** **Due to file size please directly email these videos to [Alabama Hospitality & Tourism Industry Scholarship](#)**. Should you receive a scholarship, your video will be shown at the awards ceremony at the Governor's Conference on Tourism. Please make every effort to submit a professional video.

10. Include a professional photo and short paragraph about yourself that you would like presented at the Scholarship Luncheon. You may either upload the headshot here or email to below address. Should you be selected to receive a scholarship, your short paragraph and photo will be included in the awards program and presented at the Scholarship Awards banquet.

11. The application will not be accepted without all criteria being attached. Application, transcript, two (2) letters of recommendation, no more than two (2) minute video, photo, and descriptive paragraph must ALL be submitted before the applicant is eligible for the scholarship application. You will receive one warning when the deadline is near, when you lack information, when the video is unusable, or when there are too many attachments.

12. Our scholarship funds are provided by professionals in the hospitality and tourism industry with the goal of inspiring students to pursue degrees and build successful careers in hospitality and tourism right here in Alabama.

13. Scholarship funds, if awarded, will be deposited into the student's account at their college/university. The funds may be used for anything that can be paid for from their student account (tuition, books, housing, etc.).

14. Completed form and accompanying material must be received in our office **no later than noon, Friday, April 24, 2026. Any scholarships arriving after the deadline will not be considered.**

Should you wish to email or mail any attachments (letters, headshots, videos) please send to:

Alabama Hospitality & Tourism Industry Scholarship

Attn: Karen Whitworth

2022 Vaughn Court, Montgomery, AL 36106

Fax: (334) 279-7798

[Alabama Hospitality & Tourism Industry Scholarship](#)

Scholarships will be awarded at the AADMO Scholarship Luncheon at the Alabama Governor's Conference on Tourism on Tuesday, July 14, 2026 at The Renaissance Shoals Resort & Spa. We will contact you in June if you are receiving a scholarship. Details will be shared at that time regarding attendance and participation at the Scholarship Luncheon. We need your current contact information and your contact information for the June correspondence.

* Indicates required question

1. Email *

2. Name: *

3. Date of Birth: *

4. Student ID Number: *

5. College/University: *

6. Applicant's Mailing Address (after June 1): *

7. City/State/Zip: *

8. Telephone: *

9. Current class standing at time of application (year & semester): *

10. Credit Hours Remaining: *

11. Estimated Graduation (year & semester) : *

12. Major area of study: *

13. Overall Grade Point Average: *

14. GPA in Industry Studies: *

List of Industry Classes you have taken:

15. Class 1 and GPA: *

16. Class 2 and GPA: *

17. Class 3 and GPA: *

18. List work you have done within the industry (for hotels, restaurants, chambers of commerce, convention & visitor bureaus, travel agencies, theme parks, resorts, country clubs, fast food, golf clubs, cruise industry, etc.). List ways you have participated in industry functions (such as field work, attending conferences sponsored by local, state, national industry organizations, etc.): *

19. List leadership roles you have assumed on campus, as well as in other settings. *

20. Identify your goals. *

21. Where do you plan to enter the job field after you complete your degree and why? *

22. Why do you think you are deserving of this scholarship? *

23. Please upload Department Letter of Recommendation here. You may also upload a letter from industry employee if applicable. If you are unable to upload, these may be emailed to [Alabama Hospitality & Tourism Industry Scholarship](#).

Files submitted:

24. Please upload your professional photograph here. If you are unable to upload, this may be emailed to [AL Hospitality & Tourism Industry Scholarship](#)

Files submitted:

- 25. Please write a short paragraph about yourself that you would like presented at the * Scholarship Luncheon to go along with your headshot.

Please do not forget to email your 1-2-minute video directly to [Alabama Hospitality & Tourism Industry Scholarship](#)

This video should be shot in your class, lab, work place, kitchen, on location at an event, etc. Introduce yourself (name & school) and tell us about your goals after graduating. Format must be landscape, not portrait.

The application will not be accepted without all criteria being attached. Please submit this application by April 24, at noon!

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