



EXECUTIVE EDUCATION

Programs available for corporate on-site training.

CERTIFICATE IN HOSPITALITY AND TOURISM MANAGEMENT

DATES & TIMES:

Thursday, April 9, 2:00 pm - 5:00 pm

Monday, April 13, 2:00 pm - 5:00 pm

Thursday, April 16, 2:00 pm - 5:00 pm

Monday, April 20, 2:00 pm - 5:00 pm

Thursday, April 23, 2:00 pm - 5:00 pm

CONTACT HOURS/CEUs: 15/1.5

SESSIONS: 5

LOCATION: FULLY ONLINE; log in from anywhere in the world. Above times listed are Eastern Daylight Savings Time (US). Sessions will be recorded so users may view any time.

FEE: 100% COMPLIMENTARY. There are no registration fees, no tuition fees, and there are no pre-admissions requirements.

CONTACT: Dr. Peter Ricci, peter.ricci@fau.edu

[CLICK HERE TO REGISTER](#)

PROGRAM FOCUS

The hospitality and tourism industry is facing an unprecedented crisis with COVID-19. Although the industry has had furloughs, layoffs, and reduced hours, it will bounce back. Being prepared for the world's largest service industry requires ongoing, lifelong education. This program focuses on key content areas, presented in short seminars. The content areas include those most required as necessary skills for our industry: hospitality marketing & revenue management, tourism law, excellence in guest service, core competencies for getting hired, and basics in hospitality finance.

Global tourism will rebound and with a short certificate in hand, you'll have an added tool on your resume. This certificate is normally priced at \$900 per attendee. It is through the generosity of our FAU Hospitality & Tourism Management Program donors that we are able to support and educate our hospitality and tourism professionals during this tumultuous time.

DESIGNED FOR

The program will benefit participants from all segments of the industry, including: hotels, restaurants, cruise lines, theme parks, destination management companies (DMCs), tour operators, travel agencies (both online and brick & mortar), private clubs, casinos, resorts, meetings & events, destination marketing organizations (DMOs), catering companies, and any service-oriented business. The participants who would benefit the greatest include:

- Hourly hospitality associates with the desire to move into a supervisory role
- Hospitality supervisors who seek broader industry knowledge
- Current hospitality professionals who are seeking formal training from a Top 30 national program in hospitality & tourism
- Individuals new to the hospitality field who may already possess a formal education in another discipline



PROGRAM OVERVIEW

This 5-module program covers the core components required for success as a hospitality & tourism professional.

SESSION 1 (4/9)	The Law & You as a Hospitality Associate
SESSION 2 (4/13)	Competencies for Hospitality Success/ Career Preparation
SESSION 3 (4/16)	Basics of Hospitality Marketing and Revenue Management
SESSION 4 (4/20)	Hospitality Industry Finance Fundamentals
SESSION 5 (4/23)	Excellence in Service - It's ALL about our Guests