



EXECUTIVE EDUCATION

Programs available for corporate on-site training.

HOSPITALITY & TOURISM INDUSTRY ESSENTIALS

DATES: Oct. 6 – Dec. 5, 2025
(completion due by 11:59pm ET Dec. 5)

FORMAT: Online - Users may view any time throughout program duration.

HOURS: 30 Contact Hours /
3.0 Continuing Education Units (CEUs)

FEE: ~~\$199.00~~ \$149.00 with Corporate
Discount Code **HTE202503**

There are no other registration fees, no other tuition fees, and no materials or books. Further, there are no other admission requirements except **FULL** payment in advance and a minimum age of eighteen (18).

Please note that this is an executive education certificate; it is **not** for credit.

CONTACT:

professionaldevelopment@fau.edu

CLICK HERE OR SCAN
QR TO REGISTER

Save \$50.00 using our
Corporate Discount Code:

HTE202503



CORPORATE DISCOUNT

\$50 OFF

Use Code: **HTE202503**

*Valid for new or pending eligible registrations. Must input discount code before paying.

PROGRAM FOCUS

Hospitality and tourism is the world's largest service industry. Having faced unprecedented challenges in recent years, the industry continues to rebound as people still seek adventure and travel and need services and venues. Our certificate provides you with the latest knowledge, trends, and pathways for a successful career. Staying current with your education and lifelong learning will help associates at every level along and provides you with a competitive edge among your peers.

Taught by world class experts with both industry experience and academic teaching excellence, our certificate remains up-to-date and covers major topics of the hospitality industry. Our program participants range from the newest part-time hire through CEO... with consistently positive feedback on certificate value across all levels.

For those desiring to start a career in the industry, you will learn valuable information and tools to prepare you for what's ahead. Industry veterans, you will gain a "fresh look" and new insights.

We teach relevant, actionable, and practical content including "hot topics" and the latest trends impacting the industry. Our certificate draws many who already work in the industry but may never have formally studied hospitality at the college level. You will get a "taste" of what you would experience if you pursued a bachelor's degree in hospitality management at Florida Atlantic University's College of Business.

*Corporate discount code can be used for any **new or pending** registrations that are eligible. It must be input prior to your payment. **We are unable to issue refunds to provide discounted rates.**





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PROGRAM HIGHLIGHTS

- Travel Behavior and Consumer Decision Making
- Wellness and Health among Hospitality Workers
- Women in Leadership
- Ongoing Challenges to Incorporate Work/Life Balance in our Industry
- Brand New Methods of Financial Benchmarking
- Pros and Cons of Opening your own Inn or Lodging Venue
- Laws that Impact Condo Hotels as well as the Provision of Serving Alcohol
- Changing Technology and Big Data
- Artificial Intelligence (A.I.) Uses and Implications
- Contemporary Items in Event Management: Wellness, Hybrid Formats, and Incorporating Cutting-Edge Technology

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WHO SHOULD ATTEND?

Anyone interested in the hospitality and tourism industry will benefit from this certificate!

Whether you are working part-time, onboarding as the newest restaurant or hotel hire, leading large online travel agencies, or marketing for theme parks, you will learn from insightful conversations with world-class industry leaders from across the spectrum of hospitality and tourism areas.



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PAST PARTICIPANT INDUSTRY SEGMENTS

- Auto Rental
- Casino
- Theme Park
- Travel Advisor / Travel Agent
- Online Travel Agency
- Business Travel Consortium
- Hotel, Resort, Bed and Breakfast
- Airbnb / Shared Lodging Facilities
- Restaurants
- Catering Companies
- Convention / Conference Centers
- Cruise Lines
- Sightseeing Companies
- Adventure Travel Companies
- Suppliers to Large Conventions: Floral, Lighting, Décor
- Tradeshow Booth Manufacturer
- DJs and Entertainment-related
- Event Marketing / Planning