

Graduate Hospitality and Tourism Leadership

Certificate Description

This certificate teaches students how to analyze key elements of a complex global hospitality and tourism problem/opportunity and present a defensible recommendation. Students will then create an effective written analysis report and oral presentation of their findings. The curriculum covers strategic leadership, financial analysis and a service marketing experience all within the context of the global hospitality industry.

Student Learning Outcomes

Upon completion of the graduate level Hospitality and Tourism Leadership Certificate, the student will be able to apply advanced theoretical concepts to create solutions in the hospitality/tourism industry.

Professional Position Opportunities for Graduates

Positions for which the Graduate Certificate in Hospitality and Tourism Leadership is a qualification or leads to professional certification include:

- Hotel Manager
- Restaurant Manager
- Entrepreneur/Small Business Owner
- Purchasing Agent
- Director of Food & Beverage
- Financial Analyst
- Sales Manager
- Marketing Research Analyst/Manager
- Operations Analyst
- Resort General Manager
- Retail Manager
- Accounting/Financial Manager
- Revenue Manager
- Hospitality Consultant
- Manager of Training & Development
- Public Relations Specialist
- Casino Manager
- Human Resources Manager
- Airline Industry Manager
- Cruise Line Manager
- Non-Profit Manager
- Tourism Bureau Manager
- Sport Facility Manager
- Special Events Manager
- Catering and Convention Manager
- Country Club Manager
- Convention & Visitors Bureau Manager
- Hospitality & Tourism Executive (i.e., Executive Vice-President, Assistant/Associate Vice President, President, Chief Executive Officer, Chief Financial Officer, Chief Operations Officer)

Find out more about the Graduate Hospitality and Tourism Leadership Certificate at <http://uwf.edu/cob/academic-programs/certificate-programs/>