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## **Hospitality & Tourism Certification to be Offered Through ETSU and Northeast Tennessee Tourism**

JOHNSON CITY, Tenn. April 12, 2019 - East Tennessee State University (ETSU) President Dr. Brian Noland, along with the ETSU Office of Professional Development and the Northeast Tennessee Tourism Association recently announced a new professional certification dedicated to hospitality and tourism related workforce development.

The certificate is an educational program of study for those interested in expanding skills and knowledge for personal and/or professional development. This includes working tourism and hospitality professionals who wish to hone their skills in management, public relations, current technology, social trends or graduate students wanting to augment their programs of study with an invaluable skill set. The certificate program prepares graduates for entry or advanced promotion into a wide range of management positions in culinary, food & beverage, lodging, attraction, and tourism related industries. The program is intended for those who desire skills needed in the workforce at large. Students will learn regional and international facets of the hospitality and tourism industry with topics ranging from marketing, financial, safety, strategic, and employee management in the local billion-dollar tourism industry. The program is designed with a strong emphasis on applied skills. Students will have access to industry leaders, as well as experienced faculty and staff from East Tennessee State University.

“Tourism is the second largest industry and a major employer in our area,” Northeast Tennessee Tourism Association Executive Director Alicia Phelps said. “An investment in the local workforce through continued education will further strengthen the hospitality and tourism industry, which plays such a large role as an economic driver in Northeast Tennessee and Southwest Virginia. We’re elated to partner with ETSU by offering this program. We have a strong force of experts and internationally known entities in our area, and as a regional tourism and marketing organization, the Northeast Tennessee Tourism Association is able to pull from those partners as designated speakers for topics within the certification.”

The certificate will be offered in two sessions on Tuesdays from 6 to 9 p.m. at Hands On! Discovery Center beginning Aug. 20 through Sept. 24 and Oct. 15 through Nov. 19, 2019. Students must enroll in both sessions to complete the certification, as partial enrollment in either session is also available.

For additional information, cost and enrollment, visit [NortheastTennessee.org/HTC](http://NortheastTennessee.org/HTC) or call 423-439-8084