

Post Crisis Hospitality Management Certificate

About the Program

While almost every industry has experienced a slump this year due to the coronavirus pandemic, few have struggled with the economic impacts related to COVID-19 like the hospitality and tourism industry. Countless hotel bookings, spa experiences, theme park trips, performing arts evenings and dinners out have been cancelled as a result of the pandemic – all taking its toll on an industry that was already dealing with tight profit margins. And as hotel occupancy rates and average room rates have dropped, hoteliers across the globe are worried about survival.

The survival of many hospitality and tourism businesses heavily depends on increasing consumer demand for services and experiences, which means that figuring out what will make customers return is essential.

But that's not the only question facing hospitality and tourism industry leaders post-pandemic.

How will technology change the way services are delivered? What operational measures need to change to make consumers willing to come back? How will managers build employee loyalty when the industry had no choice but to lay off some top performers? How will leaders in the hospitality and tourism industry answer these questions?

So how do you move from surviving to thriving in this kind of environment?

The University of South Florida School of Hospitality and Tourism Management is hosting a free, seven-week online certificate program that can help participants determine the answers to some of these questions. And others that you may not have worried about yet. And those who are unemployed as result of the pandemic will be better positioned for the post-crisis job search.

Who Should Attend?

- Professionals who lost their jobs because of the crisis and looking to add new skills to their resumes while seeing a new position.
- Mid- and senior-level professionals who want to prepare for a successful “reopening” of the economy and the new normal.
- Team leaders at all levels who want to be effective managers and build a resilient, focused team after any current or future crisis.
- Junior employees who want to position themselves as leaders in their workplace.
- Laid-off and furloughed employees who want to gain a competitive advantage for their post-crisis job search.

Specific to Hospitality and Tourism Industries



100% Online



Flexible Deadlines, Levels, Hours and Language



A Free Educational Program Facilitated by USF Faculty and Industry Experts

Post Crisis Hospitality Management Certificate



UNIVERSITY of
SOUTH FLORIDA

Muma College of Business
School of Hospitality and
Tourism Management

Participants will learn how to:

- Navigate the transition from the crisis to the new normal by better understanding the pandemic's financial impact on your business, re-defining your new competitive advantages.
- Recruit and build a pandemic-specific staff routine for hospitality businesses.
- Assess technology and discover new tools that will be essential post-pandemic.
- Assess the firm's financial situation and determine ways to generate more value.
- Enhance food and beverage operations and discover best practices for seating, production, and service delivery in the new normal.
- Seize opportunities to gain and monetize customer loyalty.
- Emerge from the crisis with a better understanding of government mandates, customer expectations, and employee needs

Schedule

The program consists of seven sessions. Each will become available on Nov 2 and will be open until Dec. 18 . Testing after each module will ensure comprehension of critical lesson material.

Format: 100% Online

Time Commitment: 7 sessions, 70 minutes each, over 7 weeks

New videos will air each **Monday** at 5 p.m, starting on Nov. 2, 2020. There are seven sessions but each session will be recorded so users may view modules at any time. There will be optional pre-shows each week.

Completion Deadline: All sessions must be completed by Dec.18

Pre-requisite Requirements: There are no prior business degree requirements. Anyone in the hospitality or tourism industry is welcome to participate.

Fee: This non-credit certificate program is FREE.

Language: English

Books & Materials: None

Location: Online

Register by Oct. 30, 5 p.m.



SIGN-UP PROCESS: usf.to/PostCrisisHospitality

Questions? Email certificate@m3center.com