

# JONATHAN M. TISCH CENTER OF HOSPITALITY CONTINUING EDUCATION SHORT COURSES SUMMER 2021





The Jonathan M. Tisch Center of Hospitality is pleased to offer six new hospitality, and travel and tourism continuing education courses for the Summer 2021 semester. These short courses, ranging from 8 to 16 contact hours, will be delivered synchronously on Zoom by leading industry experts. They will focus on the current environment and the recovery, with a strong emphasis on technology.

AHLA, HSMIA and USTOA members are eligible for a **15% discount** on these continuing education programs. Please contact **Steven Ackerman** at [sha2@nyu.edu](mailto:sha2@nyu.edu) for more information.



## NEW SHORT COURSES

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### Food and Beverage Marketing



**Instructor and Course Developer:** Jason Smith

**Course Number:** TCCE1-CE9022

**Course Link:** <https://www.sps.nyu.edu/professional-pathways/topics/hospitality-restaurants/restaurant-management/TCCE1-CE9022-food-and-beverage-marketing.html>

**Dates/Times:** July 6-9, July 13-16, 4PM – 6PM

**Duration:** 2 Weeks – 8 sessions of 2 hours (16 contact hours in total)

**Format:** Online and Synchronous

**Pricing:** \$660

**Audience:** Junior and Mid-level Management staff in the restaurant industry, small business owners.

**Course Description:** The restaurant industry has seen an enormous amount of change overnight. Businesses now more than ever will need to develop relationships with

their guests online and leverage their own social channels and delivery apps to market their brand. This course is set up to teach students how to create new marketing strategies to increase revenue, expand their business and gain guest loyalty through their online platforms.

### Wellness Tourism Strategies



**Instructor and Course Developer:** Jason Smith

**Course Number:** TCCE1-CE9021

**Course Link:** <https://www.sps.nyu.edu/professional-pathways/topics/tourism/destination-marketing/TCCE1-CE9021-wellness-tourism-strategies.html>

**Dates/Times:** May 29th and June 5th, 12PM – 4PM

**Duration:** 2 Weeks – 2 sessions of 4 hours (8 contact hours in total)

**Format:** Online and Synchronous

**Pricing:** \$350

**Audience:** Junior and Mid-level Management staff in the hospitality industry, small business owners.

**Course Description:** Wellness tourism has become one of the fastest growing segments in the travel industry. This growth has been fueled by travelers' aspirations for a wellness

lifestyle and to prioritize their physical, mental, and spiritual wellbeing. This course will help students' pinpoint ways wellness initiatives can help bring in additional revenue and loyalty to your business.





### Building a Luxury Guest Experience



**Instructor and Course Developer:** Jason Smith

**Course Number:** TCCE1-CE9023

**Course Link:** <https://www.sps.nyu.edu/professional-pathways/topics/hospitality-restaurants/hotel-management/TCCE1-CE9023-building-a-luxury-guest-experience.html>

**Dates/Times:** June 7-10, June 14-17, 6:30PM – 8:30PM

**Duration:** 2 Weeks – 8 sessions of 2 hours (16 contact hours in total)

**Format:** Online and Synchronous

**Pricing:** \$660

**Audience:** Junior and Mid-level Management staff in the hospitality industry, small business owners.

**Course Description:** This course will help to identify ways you can elevate your customer service experience for a luxury travel consumer. We will also begin to understand the concept of how good service differs from luxury service and the differences in how to deliver it, and how to guarantee quality. We will learn some basic principles of emotional intelligence as we study the evolution from first time consumer to passionate fan.

### Emerging Technology in Hospitality



**Instructor and Course Developer:** Jason Smith

**Course Number:** TCCE1-CE9025

**Course Link:** <https://www.sps.nyu.edu/professional-pathways/topics/hospitality-restaurants/hotel-management/TCCE1-CE9025-emerging-technology-in-hospitality.html>

**Dates/Times:** June 19th and June 26th, 12PM – 4PM

**Duration:** 2 Weeks – 2 sessions of 4 hours (8 contact hours in total)

**Format:** Online and Synchronous

**Pricing:** \$350

**Audience:** Junior and Mid-level Management staff in the hospitality industry, small business owners.

**Course Description:** The pandemic has changed the way consumers and businesses interact with technology and use it in their daily operations. Now more than ever hospitality operations are looking for ways to reduce costs without sacrificing service. This course will help to examine the emerging technologies that hotels are using to automate their operations. We will take a critical look at new technologies' impact on an operation in terms of revenue and guest satisfaction. Finally, we will look towards the future and see what emerging technology still needs to be developed for the hospitality industry and how it can shape the hotel moving forward.



### DMO Promotion Strategies Post-COVID



**Instructor and Course Developer:** Pierre Gervois

**Course Number:** TCCE1-CE9024

**Course Link:** <https://www.sps.nyu.edu/professional-pathways/topics/tourism/destination-marketing/TCCE1-CE9024-dmo-promotion-strategies-post-covid.html>

**Dates/Times:** July 12th, 13th, 14th, 15th, 6PM – 9PM

**Duration: 1 Week:** 4 days – 4 sessions of 3 hours (12 hours in total)

**Format:** Online and Synchronous

**Pricing:** \$495

**Audience:** Junior and Mid-level Management team members in U.S. Destination Management Organizations at City and County level.

**Course Description:** This course is designed to provide operational tools for City and County DMOs for re-branding their destinations for the COVID-19 recovery period in 2021

and 2022, and adjusting their existing communication, advertising and public relations programs to the new reality. Using real case examples of how American cities and counties DMOs have adapted their communications since the spring of 2020, the instructor will work with the participants and leave them at the end of the course with custom made actionable new solutions to re-boot their destination’s communication and image and generate new visitors.

### Fundamentals of Airline Management



**Instructor and Course Developer:** Alp Ozaman

**Course Number:** TCCE1-CE9020

**Course Link:** <https://www.sps.nyu.edu/professional-pathways/topics/tourism/destination-marketing/TCCE1-CE9020-fundamentals-of-airline-management.html>

**Dates/Times:** MW, June 7th – June 30th, 7PM – 9PM

**Duration:** 4 Weeks: 8 sessions of 2 hours (16 hours in total)

**Format:** Online and Synchronous

**Pricing:** \$660

**Audience:** Junior and Mid-level Management staff in airlines.

**Course Description:** The course aims to teach the basic concepts of airline management as they pertain to commercial airlines with international operations. The concentration will be on revenue management, sales, marketing, distribution, environment, regulations,

cargo and airport operations as well as safety and security concerns. The course will include lectures, cases, technical analysis, discussions and provide relevant industry information to acclimate the candidate with the realities of the airline industry.



## ABOUT THE NYU SCHOOL OF PROFESSIONAL STUDIES JONATHAN M. TISCH CENTER OF HOSPITALITY

The NYU School of Professional Studies Jonathan M. Tisch Center of Hospitality, now celebrating 25 years of academic excellence, is a leading center for the study of hospitality, travel, and tourism. Founded in 1995, the Tisch Center was established in response to the growing need for hospitality and tourism undergraduate and graduate education. Its cutting-edge curricula attract bright, motivated students who seek to become leaders in their fields.

Through its undergraduate degree in hotel and tourism management, its graduate degrees in hospitality industry studies, tourism management, and event management; a plethora of Professional Pathways programs; and its world-renowned hospitality investment conference, students gain the knowledge and the skill sets that enable them to manage change, to communicate, to thrive in complex work environments, and to advance the businesses of hospitality, travel, and tourism. The Tisch Center recently launched the **Hospitality Innovation Hub (HI Hub)**, which will foster entrepreneurship and creative solutions for the industries it serves. The state-of-the-art facilities offer students, start-ups, established industry partners, and investors opportunities to learn, discover, innovate, and invest.

For more information about the NYU SPS Jonathan M. Tisch Center of Hospitality, visit [sps.nyu.edu/tisch](https://sps.nyu.edu/tisch).

## THE NYU SCHOOL OF PROFESSIONAL STUDIES - CELEBRATING MORE THAN 85 YEARS OF EXCELLENCE IN APPLIED PROFESSIONAL EDUCATION

For over 85 years, the NYU School of Professional Studies (NYU SPS) has been a deeply respected institution of higher education that is grounded in applied learning. From its early years, training returning World War II veterans to fulfill the nation's urgent need for skilled technical workers, it has evolved into a professional education powerhouse that offers 20 graduate degrees, 13 bachelor's degrees for traditional and post-traditional students, four associate's degrees, and a plethora of non-degree courses and credentials.

NYU SPS is a thought leader, and serves as an incubator for new ideas in industries that are constantly changing, including real estate, real estate development, and construction management; hospitality, tourism, travel, and event management; global affairs and global security, conflict, and cybercrime; global sport and sports business; publishing; marketing; public relations; project management; executive coaching and organizational consulting, human resource management and development, and human capital analytics and technology; management and systems; translation; and professional writing. It is focused on building skills that open doors to opportunities in emerging fields and global markets. NYU SPS faculty members are leading experts in their areas of discipline, with a hands-on approach that encourages students to push beyond their limits and to break new ground.

Home to some of the largest and most prestigious industry conferences in the world, including the Schack Institute of Real Estate's Capital Markets Conference, REIT Symposium, and National Symposium of Women in Real Estate; and the Jonathan M. Tisch Center of Hospitality's International Hospitality Industry Investment Conference, the School's invaluable connections to industry leaders is a truly distinguishing factor in the education that it provides. Through career development services and resources provided by the NYU Wasserman Center for Career Development at NYU SPS, guest lecturers, site visits, participation in numerous conferences and events, and Global Field Intensives, students benefit from an NYU education that will set them apart. In addition, they have the opportunity to learn from and network with more than 30,000 NYU SPS alumni who live, work, and contribute to innovation in industry around the world. For more information about the NYU School of Professional Studies, visit [sps.nyu.edu](https://sps.nyu.edu).