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**JONATHAN M. TISCH  
CENTER OF HOSPITALITY**

**HOSPITALITY AND TOURISM INDUSTRY ESSENTIALS**



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**HOSPITALITY AND TOURISM INDUSTRY ESSENTIALS**

The Hospitality & Tourism Industry Essentials certificate program is designed to showcase all aspects of careers in the hospitality industry. This online, interactive learning program provides an in-depth look at everything from the foundations of travel and tourism to some of the most innovative hospitality disruptors and entrepreneurial ventures in the industry.

Faculty from New York University's Jonathan M. Tisch Center of Hospitality, provide compelling video lessons, while entrepreneurs and experts from throughout the industry add perspective to help you build your skills and discover hospitality-related careers.

**Hospitality & Tourism Industry Essentials consists of six course modules covering:**

- Foundations of the Hospitality, Travel, and Tourism Industry
- Demand Management and Marketing
- Travel Tourism Management
- Experience Management: Hotels and Accommodations
- Experience Management: Events and Food & Beverage
- Innovation and Entrepreneurship

Each course module is broken into several shorter video lessons that you complete at your own pace. Assignments and hands-on projects reinforce key knowledge and help build career skills.

Students earn a non-credit Certificate of Completion from NYU upon successfully finishing the program.

**HOSPITALITY AND TOURISM INDUSTRY ESSENTIALS LEARNING GOALS:**

1. You will gain an understanding of industry terminology and the diverse roles people play across the industry.
2. You will be able to pinpoint the business tools and skills necessary to take advantage of opportunities for innovation in hospitality and tourism markets.
3. You will gain an understanding of revenue streams and marketing strategies in hospitality and tourism.
4. You will be able to explain the historical development of the various industry segments.
5. You will sharpen and build industry-specific communication skills.
6. You will develop a deeper understanding of demand management and how to leverage it in marketing and planning for travel and tourism.
7. You will gain an overview of the various career paths available across the industry.

**STUDENT BENEFITS:**

1. NYU Certificate of Completion (non-credit) in Hospitality & Tourism Industry Essentials
2. Learn directly from leading academic and industry experts
3. Real industry scenario assignments
4. 100% online and self-paced





## **MODULE 1: FOUNDATIONS OF THE HOSPITALITY, TRAVEL AND TOURISM INDUSTRY**

This module is a brief overview of the history and foundations of the industry, covering the milestones and disruptions that have shaped it into what it is today: from the rapid international growth of hotel chains to the development of online travel agency apps. Two models are introduced in detail--the "Wheel of travel" and "Augmented hospitality"-- which are catalysts for your understanding of key evolutions in the travel industry and the impact of technology-driven "disruptors."

### **KEY CONCEPTS COVERED :**

- The history of the hotel industry
- Key moments in the hospitality, travel, and tourism industries
- Hospitality businesses and the "Travel wheel"
- Demand management
- Traditional and digital travel marketplaces
- Transformative technologies in the industry
- The sharing economy
- Personalization and the future of hospitality
- Key roles in the hospitality industry

### **CONTRIBUTORS:**

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## **MODULE 2: DEMAND MANAGEMENT AND MARKETING**

This module gives an in-depth outline of the evolution of marketing for hotels, restaurants, and destinations and the ways in which changing trends impact the industry. You will learn a variety of strategies to promote locations, generate demand, and market for global and local tourism, including the so-called "Six A's" of destination marketing and working with destination marketing organizations (DMOs). Increase your knowledge of demand management by exploring loyalty programs, customer relationship management (CRM) systems, online travel agents (OTAs), and influencer marketing. Social media and digital advertising have been disruptive forces in the hospitality and tourism industry--learn how to use them.

### **KEY CONCEPTS COVERED :**

- The "Six A's" of destination marketing
- Digital and traditional hotel marketing
- Advertising, influencer marketing, and loyalty programs
- Customer relationship management tools and customer loyalty
- Online Travel Agents
- The restaurant industry's many faces
- Restaurant success indicators
- Understanding the transportation industry

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## **MODULE 3: TRAVEL TOURISM MANAGEMENT - DESTINATIONS, AIRLINES, AND CRUISE LINES**

The travel and tourism sector of the hospitality industry consists of various modes of travel and different types of attractions. Travel tourism requires specific, distinct marketing strategies. DMOs, intermediaries, and creative marketing campaigns play a huge role in helping people decide where they want to go. The location, cultural relevance, and vibe of an attraction are key drivers for encouraging travelers to visit, and you will need to learn how to leverage these factors in marketing trips and creating an itinerary.

### **KEY CONCEPTS COVERED :**

- The history of international tourism
- Types of tourism and attractions
- Current trends and issues in travel
- Sustainable travel
- Intermediaries: who are they and what do they do?
- DMOs
- Tourism development and visitor management
- Attractions as drivers of tourism
- The changing face of the traveler
- Creating a travel itinerary

### **CONTRIBUTORS:**

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## **MODULE 4: EXPERIENCE MANAGEMENT 1 - HOTELS AND ALTERNATIVE ACCOMMODATIONS**

Whether it's a traditional hotel space or an upscale boutique hotel property, there are always opportunities for people to carve out their own niche as entrepreneurs in the industry. While alternative accommodations have also become a viable substitute to reserving a hotel room, both require superior customer experiences to build customer loyalty and achieve a competitive advantage. From initial investment costs and return on investment (ROI) to lot sales and mixed-use facilities, this module gives an inside look at the spectrum of opportunity that exists within experience management. The well-designed accommodation ensures that every customer is happy because brand loyalty is essential.

### **KEY CONCEPTS COVERED :**

- Understanding hotel operations
- The hotel real estate business
- Differentiating your hotel
- Alternative accommodations
- Revenue management and the 'asset light' strategy
- Investment and ROI opportunities in the hotel industry
- Ownership, brand, and facilities management
- Mixed-use facilities
- Modern construction options
- Food, beverage, and craft cocktail trends
- The boutique hotel experience
- Functional obsolescence

### **CONTRIBUTORS:**

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## **MODULE 5: EXPERIENCE MANAGEMENT 2 - EVENTS AND FOOD & BEVERAGE**

In addition to stand-alone restaurants, this module explores experience engagement and entrepreneurial opportunities in events management, specifically from a food & beverage perspective. Leisure and M.I.C.E. (Meetings, Incentives, Conferences, and Exhibitions) tourism each require distinct planning and marketing strategies, making a nuanced approach critical to navigating the food & beverage sector, and this module gives you an inside look at all the different pathways you can take.

### **KEY CONCEPTS COVERED :**

- Ways to get into the restaurant business
- Understanding the restaurant industry and food & beverage operations
- Front and back of house roles in restaurants
- Food trends including Instagrammable plating and decor
- Food trucks and kiosks
- Cost control, portioning, and waste management
- Profit and loss statement management
- Events, mega-events, and sponsorship opportunities
- Managing trade shows, conventions, and corporate conventions
- Convention venues and meeting architecture
- The differences in planning between leisure and M.I.C.E. events

### **CONTRIBUTORS:**

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## **MODULE 6: INNOVATION AND ENTREPRENEURSHIP IN HOSPITALITY, TRAVEL AND TOURISM**

Identifying a gap or unfulfilled need in the market is key to being an innovator in your field. Hospitality disruptors like Airbnb and Uber started out as unique entrants into their markets and morphed into multi-million-dollar companies. This module digs deep into the best ways to identify an opportunity and the steps necessary to build it out. We address tools such as S.M.A.R.T. (Specific, Measurable, Achievable, Relevant, Time-bound) standards and PESTEL (Political, Economic, Social, Technological, Environmental, Legal) analyses that help lead you through the lifecycle of a business, including having an effective exit strategy once it takes off and it's time to sell and make money off of your idea.

### **KEY CONCEPTS COVERED :**

- The seven rules to building a successful business in the hospitality industry
- The ideation and components of a business plan
- Innovation in the hospitality industry
- Developing the right marketing and sales mix
- Management, leadership, and ethical practices
- Understanding fixed and variable cost
- S.M.A.R.T. standards for starting a business
- PESTEL and the role it plays in managing a company
- Tangibility vs. intangibility

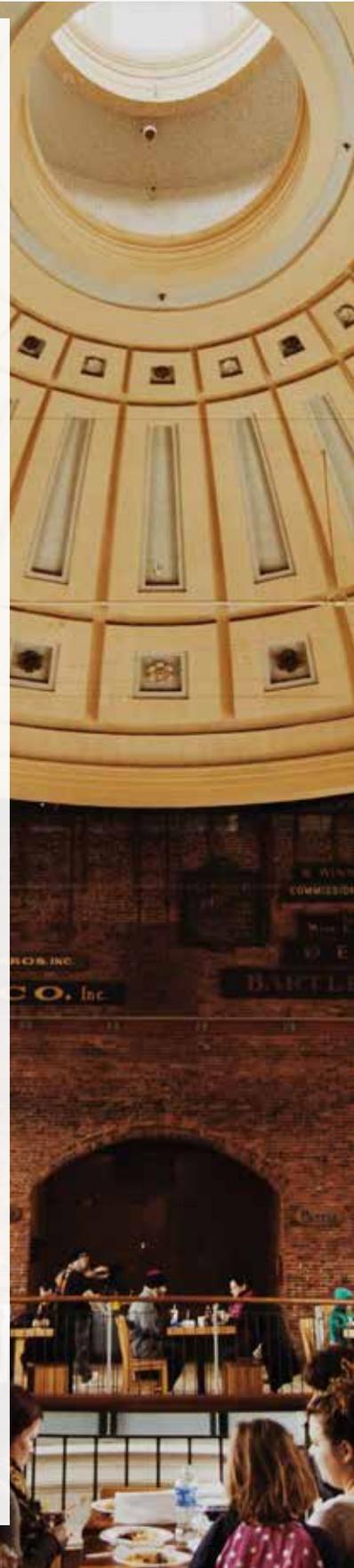
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## ENROLLMENT DETAILS

### How do I apply for Hospitality & Tourism Industry Essentials?

The application for Hospitality & Tourism Industry Essentials is entirely online and only takes a few minutes to complete. You can apply here: <https://www.yellowbrick.co/apply/?program=hospitality>

### How much does the program cost?

The cost of the entire program, which includes all six course modules, related activities, and an NYU Certificate of Completion upon finishing, is \$999. There are also installment payment plans available, starting as low as \$99/month. Complete pricing will be sent to you upon acceptance into the program.

To receive your NYU Certificate of Completion, you'll need to have all installments paid in full and have successfully completed all program requirements.

### What payment methods and currencies do you accept?

We accept almost any type of credit or debit card. So if you have a Visa, MasterCard, American Express, JCB, or Discover card, we'll accept it. If you're enrolling outside the United States, tuition will be charged in your local currency at the prevailing currency exchange rate.

### Is there financial aid available?

No, financial aid is not offered for Hospitality & Tourism Industry Essentials. However, there are payment plans available, starting as low as \$99/month. And Yellowbrick also offers a scholarship program. You can apply for a Yellowbrick scholarship here: <https://www.yellowbrick.co/scholarship-application/>

### What is your cancellation policy?

You can withdraw from a session hassle-free and at no-cost within 24 hours of enrollment. After 24 hours, you have up to 7 calendar days to withdraw and get a full refund, minus a \$100 cancellation fee. No refunds will be issued for enrollments past 7 days.

### How do I begin the program?

Once we have received your tuition payment, your spot in our program is secured. You will receive a welcome email that has your login instructions, and you can begin immediately. The program is 100% online and self-paced, so you can complete it on your schedule.



## THE PROGRAM

### Are there any prerequisites, age requirements or restrictions?

Students must be at least 13 to enroll. There are no other prerequisites. All you need is a passion for the Hospitality Industry and learning.

### What do I get when I complete the program?

Students who successfully complete the program will earn a Certificate of Completion in Hospitality & Tourism Industry Essentials from NYU. Hospitality & Tourism Industry Essentials is a non-credit program.

### How long do I have to complete the program?

With your enrollment, you will have unlimited access to the full program for one year from the first time you log in. For almost all of our students one year is more than enough time to work through the programs and fully absorb the content.

### What if I need more time?

For those that need more time to complete the program, you will have an option to pay a low monthly fee to continue your access to the program materials.

### Can I download course videos or materials?

Class videos or materials are not downloadable. However, once enrolled, you will have unlimited access to all videos and materials for 12 months.

### What can I expect to accomplish by the end of this course?

Hospitality & Tourism Industry Essentials is designed for students at any stage of their academic or professional experience and with the potential for many different outcomes. In other words, what you can expect to accomplish after completing this program depends on...you!

In more general terms, our students usually identify two main takeaways after completing the program. First, they have a significantly greater understanding of how the Hospitality industry works and a better understanding of where their passion lies. Second, with the Certificate of Completion from NYU on their resume, they differentiate themselves from the rest of the pack.

### What type of people enroll in Hospitality & Tourism Industry Essentials?

People with all levels of experience, and in all stages of their career, benefit from enrolling in Hospitality & Tourism Industry Essentials. But you will have something in common with all of our students — a passion for the Hospitality Industry and desire to



build a successful career doing what you love! Our students might be working in the Hospitality Industry and looking to get ahead, or working in a different industry looking to switch careers. They might be heading to college; in college; or just out of college and want to build skills and gain valuable experience that will set them apart in a hyper-competitive industry. They might be your future professional and personal network in the Hospitality world. They might be like you — a future leader in the Hospitality Industry!

**Where do I find the program materials?**

All program materials can be found online. You can access and review the materials whenever you like through the course login page, which you'll receive once you enroll — all you need is an internet-connected device.

**Which devices can I use to watch the class videos and access other program materials?**

You can access the program on your computer, tablet, or smartphone. Desktop or laptop computers tend to provide the best experience.

**When and where do the classes meet?**

Whenever you like — the program is entirely online, self-paced, and on-demand. That means you can study and access the program lessons whenever and wherever you can connect to the Internet.

**How much time do I need to dedicate to the program?**

It varies from person to person, but be prepared to work hard and to dedicate about 30-40 hours in total. Remember, you have a full year to complete the program so you can pace yourself over 12 months!

**After I complete the certificate in Hospitality & Tourism Industry Essentials, what comes next?**

This certificate lays the groundwork for you to pursue your goals in whatever aspect of the Hospitality Industry you feel passionate about. If you find that you want to learn even more about a specific area of the Hospitality Industry, NYU offers a number of in-person and online program options. Visit <https://www.sps.nyu.edu/homepage/academics/divisions-and-departments/jonathan-m--tisch-center-of-hospitality.html> to explore.

**Who is Yellowbrick and why are they involved?**

Our mission at Yellowbrick is to empower the next generation of talent to find their passion and build a career doing what they love. We strive to deliver on this vision by partnering with top-tier universities and world-class global brands to provide students with unparalleled online educational experiences and inspiring career opportunities.