



CERTIFIED TOURISM INDUSTRY PROFESSIONAL

STOCKTON UNIVERSITY



Become a
CERTIFIED TOURISM INDUSTRY PROFESSIONAL

The Lloyd D. Levenson Institute of Gaming, Hospitality & Tourism, Stockton University School of Business (LIGHT) is partnering with the **New Jersey Tourism Industry Association (NJTIA)** to bring a professional designation to those making a career in the leisure and hospitality sector.

Designed with the needs of tourism organizations and working professionals in mind, this series of self-paced online courses will prepare tourism industry professionals and rising leaders in tourism, hospitality, marketing, government engagement, membership organizations and public relations to apply today's best practices to tomorrow's challenges and opportunities. Equipped with transferable skills in marketing, policy, planning and leadership among others **Certified Tourism Industry Professionals (CTIP)** provide immediate and lasting value to their organizations.

- Retain and empower your staff to take on new responsibilities
- Discover efficiencies in your business practices
- Engage stakeholders to grow opportunities
- Start anytime and pay as you go

Build the program that makes sense for your staff and business. Each course may be taken individually, in any order, and completed in a few days or a few weeks depending on the learner. The full 22-unit course (approximately 88 hours total instruction) may be completed within 12 months.



Become a
CERTIFIED TOURISM INDUSTRY PROFESSIONAL

Core Courses (4 units each - 16 units total)

Foundational knowledge and established best practices for emerging leaders and industry professionals.

- Marketing and Brand Identity
- Economic Policy and Sustainability
- Strategic Planning and Assessment
- Tourism Leadership Landscape

Electives (1-2 units each - 6 units total)

A constantly evolving selection of courses exploring emerging trends and innovative solutions to real-time challenges and opportunities.

- Experiential Tourism
- Wellness Tourism
- Engaging Internal and External Stakeholders

visit **stockton.edu/light/ctip**
for more information and a complete listing of courses.



stockton.edu/light/ctip
Stockton is an Equal Opportunity Institution