

LIGHT and Tourism Association Launch Tourism Professional Certificate Program

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Galloway, N.J. – The Lloyd D. Levenson Institute of Gaming, Hospitality and Tourism (LIGHT) at the Stockton University School of Business is partnering with the New Jersey Tourism Industry Association (NJTIA) to offer a new online certificate program designed for employees looking to advance in the industry.

The new Certified Tourism Industry Professional (CTIP) program was announced today at the New Jersey Conference on Tourism, being held at Hard Rock Hotel Casino in Atlantic City Dec. 1-2.

The program is scheduled to launch in January and includes four core courses and a series of electives. All are available online. Participants can work at their own pace, taking individual courses or earning the certificate by completing the full series.

“This program will give employees in the hospitality and tourism industry the skills necessary to advance and succeed in an evolving market,” said LIGHT Faculty Director Jane Bokunewicz. “Our partnership with the NJTIA ensures participants are learning the skills that area businesses are looking for.”

The core courses are Marketing and Brand Identity, Economic Policy and Sustainability, Strategic Planning and Assessment and Leadership. Electives include Experiential Tourism, e-commerce and Commerce said they are excited to offer professional development tailored to the tourism industry.

“We believe this program will be an asset moving forward to best prepare for a new way of doing business in the 21

st century,” Pepenella said. “Not only does this certificate provide industry and peer rec

work paired with an annual conference session, incentive for talent retention and a value to our members.”

The cost of the program is \$200-\$800 per class and \$4,000 to \$4,400 for the entire certificate.