



礼宾大使



Global Ambassador Concierge LLC
4545 42nd Street, NW, Ste. 202
Washington, DC 20016 USA
+1-202-237-2900 Ofc
+1 202-237-8540 Fax

Title: Hospitality Management Certificate Program – Temple University - GAC

Description: Global Ambassador Concierge (“GAC”) has partnered with Temple University School of Tourism and Hospitality Management (“STHM”) and Temple University International Affairs office to offer a 4-week certificate program taught in Philadelphia, PA. This program provides an in-depth knowledge of international hospitality development, management and marketing. The program combines the hospitality curriculum with Temple’s Intensive English Language Program. Each student will be tested on their level of English proficiency and then placed within the appropriate (1-6) level class. The goal of the program is to develop advanced professionals in the field of tourism and hospitality management.

The program is based on the practical application of management techniques, but also on the theoretical foundation that defines the profession. It is distinct from general management curricula because of its industry-specific core. The classes will be taught by Temple STHM faculty on the campus of Temple University in Philadelphia, PA. During the course students will be exposed to industry examples, in-depth discussions and simulation projects that include research and group presentations. Students will be enriched inside and outside of the classroom with experiential learning and visitations to various hotels.

Certification: Global Ambassador Concierge LLC (US), World Travel & Tourism Council (London), Travel Industry Association of America (US), Beijing Tourism Group Training Center (China), Temple University (US),

Who should take this course: Managers with minimum 3 to 5 years experience in tourism or hospitality organization who wants to improve their skills to be senior managers. Professionals seeking a management position in International tourism or hospitality organization.

Features:

- Joint certificate program with University and leading industry associations

- Courses taught by Temple University faculty
- Full immersion program in the U.S.
- 5 days of class work and field experiences
 - Tourism & Hospitality Management coursework in the mornings
 - Intensive English Language Program in the afternoon
- Complies with short term US student visa
- Exposure to Hotel, Transportation and Tourism companies
- Weekend travel excursions with other Temple International students
- Networking meals and meetings with industry managers

Course contents:

- Leadership training
- Organizational management with focus on Human Resources
- Financial management and tools with focus on hospitality organizations
- Tourism – Research, feasibility studies, and program development
- Event planning
- Sales and marketing including how to use the Internet
- IT systems for hospitality management
- Independent research project or Internship on specific area of interest (student would develop thesis and write paper on particular area of interest)
- Intensive English Language Program

Intensive English Language Program proficiency test would be taken at Temple and students will be placed in a class based on their proficiency test.

Course length: 4 weeks
 Class size: 20 students
 Tuition fee: \$8,000 USD per student

Temple and GAC will make arrangements for students to live in a hotel near campus during the program. Each student will be responsible for his or her travel and living expenses (hotel and meals). Field trips during the program are included in the tuition fee. Estimated expenses:

Hotel: Estimated to be \$2,000 USD for 4 weeks
 Meals: Estimated to be \$30 USD per day or approximately \$1,500
 Airfare: Roundtrip airfare Beijing to New York estimated to be \$1,000 USD