

# CERTIFICATE IN HOSPITALITY AND TOURISM TECHNOLOGIES

GRADUATE CERTIFICATE PROGRAM



ROSEN COLLEGE OF HOSPITALITY MANAGEMENT ■ UNIVERSITY OF CENTRAL FLORIDA ■ ORLANDO

## About the Program

The Graduate Certificate in Hospitality & Tourism Technologies provides knowledge and information that facilitate the effective use of existing and emerging technologies in the marketing and management of hospitality and tourism products, services, experiences, and electronic channels of distribution.

- Available fully online
- Required Courses—9 Credit Hours
- Complete in 3 to 12 months
- In-state tuition applies for Florida residents

This certificate covers the development, use, and future of hospitality and tourism technologies, the critical role of social media as a strategy for differentiation, business development, and new product and experience development; and the major perspectives and concepts associated with digital marketing and big data management. Students learn to synthesize theory and application at the graduate level in order to produce the knowledge base necessary to fully utilize available technological and social media techniques and strategies in the hospitality and tourism industries.

**ENHANCE YOUR GRADUATE DEGREE PROGRAM WITH A CERTIFICATE**



## Requirements

**Required Courses: 9 hours (3 courses, all are 3 credit hours)**

- HMG 6446 - Hospitality/Tourism Information Technology (3)
- HMG 6565 - Social Media in Hospitality and Tourism (3)
- HMG 6556 - Digital Marketing and Big Data Management for H & T (3)

## General Information on Graduate Certificates

- Each Graduate Certificate is comprised of three required courses, nine credit hours in total. These credits from the graduate certificate can be transferred toward our Master of Science in Hospitality and Tourism Management degree.
- (1) individuals who have previously completed bachelor's, master's, or doctoral degrees, and (2) students currently admitted to our graduate degree programs are eligible to enroll in certificate programs.
- There is no specific course sequence in that a number of sections of each course are available throughout the year. One course, and sometimes more, are offered each term.
- Graduate Certificates may be completed fully online. See <http://ucf.edu/online> for more information.

**More information is available online:** <https://www.ucf.edu/degree/hospitality-and-tourism-technologies-certificate/>

# The Rosen College Advantage

## LEADERSHIP - PROFESSIONALISM - SERVICE

- Industry-related student organizations for connecting with peers and professionals
- Many graduates rise to senior management in two to three years
- More than 99 percent of students have full-time jobs upon graduation
- A rapidly growing network of 15,000+ alumni worldwide

# Rosen College Graduates Work for:

- American Red Cross
- Children's Miracle Network Hospitals
- Florida Hospital
- Four Seasons Hotels and Resorts
- Marriott International
- Orlando Magic
- The Ritz-Carlton
- Universal Orlando Resort
- Visit Orlando
- The Walt Disney Company
- Westin Hotels and Resorts
- YMCA

## For More Information

 (407) 903-8012

 [Brhitney.Duffus@ucf.edu](mailto:Brhitney.Duffus@ucf.edu)

 [HOSPITALITY.UCF.EDU](http://HOSPITALITY.UCF.EDU)

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ROSEN COLLEGE OF HOSPITALITY MANAGEMENT  
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ORLANDO, FLORIDA 32819-8701

## ESTIMATED 2024-25 COST\*

### Florida Resident Costs

COSTS  
**\$369.65**  
PER CREDIT HOUR

**9**  
CREDIT HOURS 

### Non-Florida Resident Costs

COSTS  
**\$1,194.05**  
PER CREDIT HOUR

**9**  
CREDIT HOURS 

\*Tuition and fees differ for online certificate program.

For a more detailed breakdown of graduate fees, please visit:

<https://studentaccounts.ucf.edu/uf-graduate/>

## Financial Aid Options

FINANCIAL AID INFORMATION  
[UCF.EDU/FINANCIAL-AID](http://UCF.EDU/FINANCIAL-AID)



SCHOLARSHIPS  
[UCF.ACADEMICWORKS.COM](http://UCF.ACADEMICWORKS.COM)

## Rosen Fast Facts

- Ranked among the top five hospitality management programs in the world
- Nation's largest program with more than 3,000 undergraduate students; 500 graduate students
- Located in the heart of the world's premier tourist destination and entertainment hub
- Study-abroad programs with 16 international universities
- More than 70 world-renowned faculty members from 17+ countries
- 159,000-square-foot, Mediterranean-style facility designed for hospitality education
- On-campus apartments and medical clinic
- Convenient shuttle transportation to UCF's main campus
- Student support services:
  - Advising: [Brhitney.Duffus@ucf.edu](mailto:Brhitney.Duffus@ucf.edu)
  - CAPS: [councntr@ucf.edu](mailto:councntr@ucf.edu)

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