

Northeast Tennessee Tourism Association
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Ten Students Complete Hospitality & Tourism Certificate Program

Ten students from across Northeast Tennessee recently completed the Hospitality & Tourism Certificate offered in partnership with East Tennessee State University's Office of Professional Development and the Northeast Tennessee Tourism Association. This certification is a 2022 recipient of the Association for Continuing Higher Education South Award. The first of its kind to ever be offered in the region, the certification has quickly grown over the last four years to consist of an alumni program with nearly 50 graduates.



The students heard from more than 30 nationally known professionals within the industry, as well as city and county tourism departments and Main Street Programs. Classes were held at Hands On! Discovery Center and Gray Fossil Site.

“Tourism is the second largest industry and a major employer in our area,” said Alicia Phelps, Northeast Tennessee Tourism Association Executive Director. “An investment in the local workforce through continued education will further strengthen the hospitality and tourism industry, which plays such a large role as an economic driver in our area. We’re elated to partner with ETSU to offer this program. We have a strong force of experts and internationally known entities in our area, and the Northeast Tennessee Tourism Association is able to pull from those partners as designated speakers for topics within the certification.”

2022 Northeast Tennessee Hospitality & Tourism Certified graduates include:

Alicia Bynum of Piney Flats
Ashley Cavender of Jonesborough
Nora Davis of Kingsport
Darby George of Johnson City
Lindsie Hudzina of Jonesborough
Matthew Johnson of Blountville
Jonathan Kegley of Erwin
Crystal Miller of Johnson City
Gabe Sherrill of Johnson City
Anabelle Spears of Gray

The Hospitality & Tourism Certificate will be offered again in August 2023 with enrollment beginning in the spring. The certificate is an educational program of study for those interested in expanding skills and knowledge for personal and/or professional development. This includes working tourism and hospitality professionals who wish to hone their skills in management, public relations, current technology, social trends or graduate students wanting to augment their programs of study with an invaluable skill set. The certificate program prepares graduates for entry or advanced promotion into a wide range of management positions in culinary, food & beverage, lodging, attraction, and tourism related industries. The program is intended for those who desire skills needed in the workforce at large. Students will learn regional and international facets of the hospitality and tourism industry with topics ranging from marketing, financial, safety, strategic, and employee management in the local billion-dollar tourism industry. The program is designed with a strong emphasis on applied skills. Students will have access to industry leaders, as well as experienced faculty and staff from East Tennessee State University.

For additional information, cost and enrollment, visit [NortheastTennessee.org/HTC](https://www.northeasttennessee.org/HTC) or call 423-439-8084.