



# LIGHT and Tourism Association Launch Tourism Professional Certificate Program

***For immediate release***

December 1, 2021

**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, Wellness Tourism, Social Media Marketing, and The Cannabis Industry: Understanding the Opportunities. Faculty include Stockton professors and industry professionals.

Lori Pepenella, president of the NJTIA and CEO the Southern Ocean County Chamber of Commerce said they are excited to offer professional development tailored specifically 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<sup>st</sup> century,” Pepenella said. “Not only does this certificate provide industry and peer recognition, it delivers convenient, engaging online course

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.

The CTIP program is part of a new series of LIGHT certificates being offered at Stockton in collaboration with the Office of Continuing Studies. A new Certificate in Strategic Digital Marketing is also scheduled to launch in early 2022.

More information is online at [Stockton.edu/light](http://Stockton.edu/light).

# # #

**Contact:**

**Diane D’Amico**

**Director of News and Media Relations**

**Galloway, N.J. 08205**

[Diane.DAmico@stockton.edu](mailto:Diane.DAmico@stockton.edu)

**609-652-4593**

**609-412-8069**

[stockton.edu/media](http://stockton.edu/media)

**Stockton University**

Stockton University, which is celebrating its 50<sup>th</sup> year of teaching in 2021-22, is [ranked](#) among the top public universities in the Northeast. Our almost 10,000 students can choose to live and learn on the 1600-acre wooded main campus in the Pinelands National Reserve in South Jersey and at our coastal residential campus just steps from the beach and Boardwalk in Atlantic City. The university offers more than 160 undergraduate and graduate programs. Learn more at [Stockton.edu](http://Stockton.edu).