



CityCenter

UNIVERSITY OF COLORADO **DENVER**

# Inventory of Existing Local Educational Programs Relevant to the Hospitality Industry

Prepared for VISIT DENVER

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## Introduction

Like many other industries, the hospitality sector is experiencing challenges recruiting and retaining a skilled workforce. Without a robust and skilled workforce, the hospitality sector will be unable to provide services to attract visitors and meetings to the City of Denver.

VISIT DENVER completed its [Denver Tourism Roadmap](#) in 2016 which lays out a 10-year plan to grow tourism for the benefit of the city, VISIT DENVER members, and Denver residents. The Roadmap consists of six overarching goal areas encompassing a total of 70 initiatives, of which the Board of Directors prioritized 20 including “support and collaborate with workforce development efforts.”

Additionally, VISIT DENVER and the Colorado Hotel and Lodging Association (CHLA) worked with the City of Denver in 2017 to create Colorado’s first Tourism Improvement District (TID). This taxing district applies to hotels in the City and County of Denver with 50 or more rooms by assessing an additional 1% tax on the guest folio. These funds support additional marketing and promotion efforts to encourage leisure and business visitors to come to Denver. The TID Board of Directors is interested to support workforce development efforts.

VISIT DENVER has a Foundation which provides scholarships to students earning a hospitality degree at Colorado colleges and universities. The Foundation has also made a recent contribution to Junior Achievement to support a new pilot tourism and hospitality program for high school students.

## Project Description

VISIT DENVER would like to research ways to support existing or emerging workforce development programs that support Denver’s hospitality industry. This research includes:

1. What programs are available at the local level for people interested in entering the tourism and hospitality sector?
2. What programs are available at the local level to provide additional skills to help the tourism and hospitality industry retain workers?
3. Are there other programs that directly or indirectly impact workforce development and retention that VISIT DENVER should be aware of?

This report details programs existing educational programs in the City and County of Denver relevant to the hospitality and restaurant industry, aimed at entry level participants or continuing education for those already in the workforce. Information included is directly from agency websites. Inventory to include:

- Academic institutions (public/private colleges and universities, Denver Public Schools)
- Chambers of commerce were reviewed, and no applicable programs were identified
- City and County of Denver government
- Non-profit programs, such as United Way, Emily Griffith Opportunity School, etc.
- As much as possible, corporate and other association programs

Issuing Agency	Program	Credential	Cost	Duration of program
<b>Academic Institutions—High School</b>				
<a href="#">Colorado Restaurant Association</a>	Colorado ProStart	Certificate	Not published	2 year
<a href="#">Denver Public Schools</a>	HospitalityConnect		No cost	Courses taken in high school
<a href="#">Junior Achievement</a>	JA Personal Success: Hospitality and Tourism			Sessions offered in high school with opportunity to shadow professional
<b>Academic Institutions—Higher Education</b>				
<a href="#">Community College of Denver</a>	Customer Service	Certificate	\$406.72/credit hour	9 credit hours (one semester)
<a href="#">Emily Griffith Technical College</a>	Hospitality Administration & Management		\$4,000	22 credit hours (5 months)
	Culinary Arts		\$7,340	48 credit hours (7 months)
	Culinary Quick Start Program		No cost	4 weeks

Issuing Agency	Program	Credential	Cost	Duration of program
	Professional Baker		\$1,627	10 credit hours (3 months)
	Cake Decorating		\$875	11 weeks
<a href="#">Johnson &amp; Wales University</a>	Baking & Pastry Arts	A.S. (also available through Continuing Education)	\$33,054/academic year	2 year
	Baking & Pastry Arts and Food Service Management	B.S.	\$33,054/academic year	4 year
	Culinary Arts	A.S. (also available through Continuing Education)	\$33,054/academic year	2 year
	Culinary Arts and Food Service Management	B.S.	\$33,054/academic year	4 year
	Culinary Nutrition	B.S.	\$33,054/academic year	4 year
	Fashion Merchandising & Retailing	B.S.	\$33,054/academic year	4 year

Issuing Agency	Program	Credential	Cost	Duration of program
	Hotel & Lodging Management	B.S.	\$33,054/academic year	4 year
	Hospitality	M.B.A.	\$763/credit hour	36-42 credit hours
	Restaurant, Food & Beverage Management	B.S.	\$33,054/academic year	4 year
	Sports, Entertainment, Event – Management	B.S.	\$33,054/academic year	4 year
<a href="#">Metropolitan State University of Denver</a>	Hotel Management Major	B.S.	\$729.25/credit hour	120 credit hours (4 year)
	Event and Meeting Manager Major	B.S.	\$729.25/credit hour	120 credit hours (4 year)
	Craft Brewing & Pub Operations Manager Major	B.S.	\$729.25/credit hour	120 credit hours (4 year)
	Restaurant Management Major	B.S.	\$729.25/credit hour	120 credit hours (4 year)

Issuing Agency	Program	Credential	Cost	Duration of program
	Brewery Operations Manager	B.S.	\$729.25/credit hour	120 credit hours (4 year)
	Travel & Tourism Operations Manager Major	B.S.	\$729.25/credit hour	120 credit hours (4 year)
	Beverage Management	Minor, Certificate	\$729.25/credit hour	21 credit hours
	Brewery Operations	Minor, Certificate	\$729.25/credit hour	21 credit hours
	Event & Meeting Management	Minor, Certificate	\$729.25/credit hour	21 credit hours
	Hotel Management	Minor	\$729.25/credit hour	21 credit hours (+3 credit hours of prerequisites)
	Restaurant Management	Minor	\$729.25/credit hour	21 credit hours
	Leisure Tourism	Minor	\$729.25/credit hour	120 credit hours (4 year)

Issuing Agency	Program	Credential	Cost	Duration of program
	Corporate Travel	Minor, Certificate	\$729.25/credit hour	21 credit hours
	Urban Agriculture	Minor, Certificate	\$729.25/credit hour	21 credit hours
	Travel Consultant	Certificate	\$729.25/credit hour	21 credit hours
	Host site for the Colorado Chef's Apprenticeship Program-- Level 1 and Level 2 Certified Cook and Baking and Pastry Courses	Apprenticeship	\$7,000	36 weeks
	Wine Fundamentals, Wine Fundamentals Level 2 (offered by International Sommelier Guild)	Certificate	Not published	12 weeks
	The Rita and Navin Dimond Fellows Program	Paid internship		
<a href="#">University of Denver</a>	Bachelor of Science in Business Administration in Hospitality Administration	BSBA	\$50,556/year	185 credit hours (4 year)

Issuing Agency	Program	Credential	Cost	Duration of program
<b>City and County of Denver government</b>				
<a href="#">City and County of Denver</a>	Training Subsidy Program	Training incentive	50% subsidy for training	
	Denver Day Works		No cost	10 weeks
<b>Non-profit programs</b>				
<a href="#">African Community Center</a>	Ready for American Hospitality	Mentorship		
<a href="#">Focus Points Family Resource Center</a>	Comal Heritage Food Incubator	Training		
<a href="#">Osage Café</a>	DHA's Youth Culinary Academy (YCA) training site	Training		
<a href="#">Work Options for Women</a>	Core Program	Certificate		6 weeks



Issuing Agency	Program	Credential	Cost	Duration of program
	Mobile Program	Certificate		4 weeks
	Sous Chef Apprenticeship	Certificate	Free	2 years
<b>Corporate and other association programs</b>				
<a href="#">American Culinary Federation Colorado Chefs Association</a>	Apprenticeship Program	Certified Sous Chef	\$6,750	36 credit hours (2 year)
<a href="#">American Hotel &amp; Lodging Educational Institute</a>	Certified Front Desk Representative	Certification	\$75	Online training module
	Certified Restaurant Server	Certification	\$75	Online training module
	Certified Kitchen Cook	Certification	\$75	Online training module
	Certified Breakfast Attendant	Certification	\$75	Online training module

Issuing Agency	Program	Credential	Cost	Duration of program
	Certified Guestroom Attendant	Certification	\$75	Online training module
	Certified Maintenance Employee	Certification	\$75	Online training module
	Certified Hospitality Department Trainer	Certification	\$150	Online training module
	Certified Guest Service Professional	Certification	\$85	Online training module
	Certification in Hotel Industry Analytics	Certification	\$300	Online training module
	Registered Apprenticeship Program	Apprenticeship		
<a href="#">Colorado Hotel &amp; Lodging Association</a>	Colorado Hospitality Scholarship Program	Scholarship		
	CHLA University	Certification		

Issuing Agency	Program	Credential	Cost	Duration of program
<a href="#">Colorado Restaurant Association</a>	ServSafe Food Protection Manager, ServSafe Alcohol, ServSafe Food Handler	Certification	\$40-\$225	4 hours – 1 day
	Excellent Restaurant Operations Seminars	Seminar	Free	Varies
	Colorado ProStart	Certificate	Not published	2 year
<a href="#">Colorado Tourism Office</a>	Leadership Journey	Professional Development	\$2,500	1 year
<a href="#">Cook Street School of Culinary Arts</a>	Certificate of Culinary Arts & Wine	Certificate	Not published	16 weeks
<a href="#">Destinations International</a>	Professional in Destination Management	Certificate	Not published	
<a href="#">Global Business Travel Association</a>	Global Travel Professional® (GTP) Certification	Certificate	\$450	
<a href="#">International Guide Academy</a>	Tour Director Course	Certificate	\$1,795	9 days

Issuing Agency	Program	Credential	Cost	Duration of program
<a href="#">National Restaurant Association</a>	Webinar series			
<a href="#">U.S. Travel Association</a>	National Council of Attraction and Experiences webinar series			
<a href="#">VISIT DENVER</a>	Go the EXTRA Mile Program	Certificate	\$20	1 day
<a href="#">VISIT DENVER Foundation</a>	Scholarship		\$3,000-5,000/academic year	

# Denver Public Schools



## [Hospitality Connect](#)

### **Overview**

HospitalityConnect prepares students for careers ranging from hotel management to culinary arts. Students can participate in regional competitions to hone their skills and may even receive industry certifications such as ServSafe.

### **Available at**

[CEC Middle College](#)

[Vista Academy](#)

## JA Personal Success: Hospitality & Tourism



Junior Achievement-Rocky Mountain (JA) is excited to partner with the hospitality and tourism industry in Colorado in 2018 to create and pilot a program to inspire high school students to consider pursuing a career in this growth field, which could start with a part-time job while they're still in school. In addition to interactive lessons that will help students develop the knowledge and skills they need to be successful, the program will be implemented by industry professionals who will share information about their personal and professional journey. This will help students develop a realistic perspective as they think about their own future and how to leverage opportunities.

The following program outline describes draft concepts for six 45 minute sessions, with an additional opportunity to host a Job Shadow:

### Session 1

Volunteers implement an activity to convey information about Colorado's booming hospitality and tourism industry. Students will also learn about careers within the industry, and participate in a game where they are asked to choose one of several high-level, exciting positions, and trace a path back to the entry-level job. To reflect on learning, students will create a resume to apply for the high-level position incorporating the knowledge and skills they gained during each job in their "career progression."

### Session 2

Students participate in a conversation about the character traits employers seek in prospective employees, with a specific focus on customer service, teamwork, and professionalism. After discussing this topic, students will break into groups to analyze several case studies from the hospitality and tourism industry that illustrate the value of these traits in employers and employees.

### Session 3

Students learn and practice professional written and verbal communication skills. Examples would be tailored towards typical types of communication within the hospitality and tourism industry including email, letters, reports, phone calls, and voice mail.

### Session 4

Students will learn how to find and apply for jobs in the hospitality and tourism industry by taking on fictional personas who are suited for various roles.

### Session 5

Students are introduced to the concept of "personal branding" and how they can develop a brand that would appeal to employers. To enrich the conversation, JA may produce a video that highlights several industry professionals and how their personal brands have furthered their careers.

### Session 6—Option 1

Students will participate in mock interviews for jobs within the hospitality and tourism industry. The volunteer will be encouraged to ask colleagues to conduct the interviews and provide feedback.

### Session 6—Option 2

Students take a field trip to the volunteer's business or organization, to learn how they deliver a quality guest experience. JA staff will help coordinate logistics.

[www.JAColorado.org](http://www.JAColorado.org)

# Community College of Denver



[Certificate in Customer Service](#) (follow link and click "Certificate" tab)

A certificate in customer service prepares you for an entry-level position in customer service. Effective customer service is an integral part of today's business environment. You will gain the skills to prepare you for a career in customer service. A customer service certificate teaches you how to communicate with customers, resolve customer problems, build relationships and develop strategies to positively impact profitability.

# Emily Griffith Technical College



## [Hospitality Administration & Management](#)

The job outlook for hospitality professionals is on the rise and shows no signs of slowing down. According to the US Department of Labor, career opportunities in Colorado's restaurant and hospitality industry is expected to grow 18% by 2024 - much faster than most industries!

In just five months, you can train to become a lodging manager, a food service manager or concierge representative.

The Hospitality Administration & Management program will partner with local industry leaders in Denver's thriving hospitality environment to provide opportunities for students to gain real-world experience. Students will enter an embedded internship at a local hotel or restaurant (6 credits total) after their first three courses are complete. Students will learn the fundamentals of the hospitality industry needed for a successful entry-level career in hospitality.

## [Culinary Arts](#)

You'll learn basic techniques that are constantly reinforced as you move from basic to the more advanced stages of cooking.

Lectures, demonstrations, and the opportunity to work at [Emily's Cafe](#) (our on-campus eatery) with experienced chefs provide students with the confidence and skills needed to start a career in culinary arts.

The extensive hand-on training is designed for students who wish to obtain the basic skills and experience for entry-level employment in the food service industry, hotel industry, catering services, institutional food service operations and for themselves.

## [Culinary Quick Start Program](#)

Culinary Quick Start is a fast-track training program that prepares students to enter the workforce as a qualified prep or line cook. In just 4 weeks, students develop knife skills, learn cooking fundamentals, become [Servsafe certified](#), and attend a hiring fair featuring opportunities available with some of the



best restaurants and culinary companies in Denver. We also offer the [iBest training model](#) for language support and ESL.

Apply today to be on your way to a new career in a fast growing industry!

- NO COST to participants
- Must be legally able to work in the U.S. to be eligible
- No previous restaurant experience required

### [Professional Baker](#)

Our Professional Baker program trains students in the fundamentals of professional baking. Students will have hands-on training learning to bake a wide assortment of desserts, as well as basic decorating techniques.

Students who complete the program will have the opportunity to work in an innovative, artistic, and sweet field. Jobs are available at specialty bake shops, supermarkets, discount chains, delicatessens and more!

### [Cake Decorating](#)

Learn both traditional cake artistry as well as modern trends in cake decorating. Train in various techniques and methods from the basics of piping to advanced sugar-work. In addition to sculpted, tiered, and custom cakes, students will learn basic business management for those who are looking to open their own cake business.

# Johnson & Wales University



[Baking & Pastry Arts](#) (AS) Also available through [Continuing Education](#)

Do you love combining your creativity with the scientific precision necessary in the baking and pastry arts? JWU's International Baking & Pastry Institute® sets the global standard. In our 2-year Baking & Pastry Arts associate degree program, you'll learn to master celebration cakes, artisan breads, chocolate confections, classic pastries and sugar showpieces in our pastry and bread labs.

Throughout the program, you'll develop proficiency in all aspects of baking and pastry arts. You will learn the skills to develop dessert menus and implement cost controls, as well as obtain a nationally recognized food safety manager certification.

You'll receive your own pastry kit with the tools necessary to be successful in the industry. In addition, you'll receive professional chef uniforms and our proprietary "Baking & Pastry Fundamentals" and "Baking & Pastry Formulas" textbooks, authored by JWU faculty.

You'll also take general arts and science classes as well as professional studies courses that provide the critical thinking and communication skills necessary for long-term career development. Then you'll have an opportunity to apply these skills for a term of industry experience at an internship or study abroad option, building your résumé and establishing industry contacts.

[Baking & Pastry Arts and Food Service Management](#) (BS)

Professionals with business management skills and advanced knowledge of food preparation are best equipped to excel in the rapidly growing and increasingly sophisticated food industry. Hone your baking and pastry expertise while building the business, managerial and critical thinking skills you'll need to succeed in a variety of industries through JWU's Baking & Pastry Arts and Food Service Management bachelor's degree program.

Through this multidisciplinary program, you'll expand on the strong technical foundation and artistry you'll receive through our world-class Baking & Pastry Arts associate degree program and learn the fundamentals of accounting, finance, operations, marketing and human resources that will prepare you for a career in any facet of the food service industry. The program culminates in managing a full-service bistro with high-level standards.

Whether you aspire to own your own bakery, manage a high-volume production or contract bakery, or secure a general management position at a related food company or prestigious hotel, you'll be able to focus your studies and apply the skills learned in class through an internship to build your résumé.

You'll have several networking opportunities throughout the year, including industry trade shows, professional organization meetings and conferences. JWU's faculty features leading professionals in the food service industry who share their first-hand knowledge as professors and mentors, and oftentimes help you network for internship and career opportunities.

### [Culinary Arts](#) (AS) *Also available through [Continuing Education](#)*

Looking to jumpstart your future in the fast-paced, rapidly growing food industry? In our Culinary Arts associate degree program, you'll learn not only the craft and art of cooking, but also business and management skills, science and nutrition, and global citizenship. There's no reason to wait to turn your passion for food into an exciting career.

JWU is a globally renowned leader in culinary education for a reason. Our labs are outfitted with the latest equipment, where you'll learn advanced techniques in classical/international cuisines, garde manger, patisserie/dessert, and a variety of international dining room services — while developing professionalism and proficiency in financial management and food safety. Our experience-based approach includes cooking with ingredients from a global pantry, running a sustainable kitchen, and supporting local farms and fisheries. You'll also develop the critical thinking and communication skills necessary for long-term career success through our integrated arts and sciences and front-of-the-house curriculum.

Our program also provides opportunities to hone your skills through national and intra-campus competitions, and learn through a series of presentations by some of the nation's most talented and passionate chefs. You can also take advantage of career fairs and other events on campus where you can meet employers.

Finally, you'll apply all of these skills and experiences through a term of work experience at an internship site in your field of interest, a valuable opportunity to help you build your résumé and make industry contacts.

### [Culinary Arts and Food Service Management](#) (BS)

Do you want to make your mark in the dynamic, increasingly sophisticated food industry? If so, you'll need to be more than just a great chef. In JWU's Culinary Arts and Food Service Management bachelor's degree program, you can hone your culinary expertise while developing the business, managerial and critical thinking skills you'll need to succeed.

Well-paying management positions in the widening range of food and food service companies continue to increase around the world, along with the need for educated, experienced leaders. Our unique multidisciplinary approach to culinary education expands on the strong technical foundation and artistry you'll receive through our Culinary Arts associate degree program to prepare you for a career in any facet of the food service industry.

You'll further your culinary skills while developing industry-specific business, managerial, front-of-the-house and leadership skills to expand your career prospects far beyond the kitchen. The curriculum also emphasizes accounting, management, finance, marketing and human resources to prepare you with the essential skills you need to run a food-related business. The program culminates in managing a full-service bistro with high-level standards.

Focus your studies by choosing a Sommelier minor, and apply the skills learned in class through an internship to build your résumé and make industry contacts.

You'll have several networking opportunities throughout the year, including industry trade shows, professional organization meetings and conferences. JWU's faculty features leading professionals in the food service industry who share their real-world knowledge as professors and mentors.

### [Culinary Nutrition](#) (BS)

Do you want to become a chef with the foundational knowledge to make nutritious food taste great? Or a nutritionist who knows how to cook? Position yourself on the leading edge of 21st-century food, health and social responsibility through JWU's first-of-its-kind Culinary Nutrition bachelor's degree program.

This program features a unique blend of academic and lab-based culinary arts, nutrition and professionally related coursework, which prepares you for a growing range of in-demand career opportunities. Devise appropriate wellness education programs for a community, worksite or public health environment. Become a chef for a restaurant, professional sports team, spa, school or healthcare facility, or start your own private chef business — one whose focus is on healthy food, nutrition, and preparation techniques.

You'll learn about culinary fundamentals, applied nutrition, life span nutrition, specialized topics and more in a curriculum focused on improving the way people eat. Then you'll apply your knowledge in a professional internship or summer term abroad during your senior year.

When you graduate, you'll be ready to create, modify, manage and prepare specialized cuisines in any arena where food and nutrition blend into a healthy lifestyle — making a difference in the lives of many.

### [Fashion Merchandising & Retailing](#) (BS)

Can't wait to jumpstart your career in the fast-paced global marketplace of fashion merchandising? JWU's Fashion Merchandising & Retailing bachelor's degree program can get you there with the knowledge and industry-relevant experience you'll need to succeed. Dive into the A-to-Z processes of the fashion and retail industry — including retail management, visual merchandising, marketing and public relations.

You'll be exposed to many retail and fashion fields, including the merchandising and retailing of apparel and accessories. Learn about retailing, merchandise buying, advertising, sales and fashion promotion. You'll also learn how to

- apply marketing principles to fashion goods

- evaluate global fashion markets
- identify and analyze future retail trends

Choose to specialize in an area of interest (Providence + Charlotte only):

- Merchandise Buying
- Fashion Marketing & Visual Merchandising

Best of all, you'll be able to hone your creative and business skills through an internship, and gain exposure to the retailing and fashion industry through professional site visits to industry leaders. You also have several study abroad opportunities geared specifically for our Fashion Merchandising & Retailing students. Our experience-based approach to learning is supported by participation in a wide variety of industry events — both on and off campus.

### [Hotel & Lodging Management](#) (BS)

Do you aspire to own your own B&B, manage a prestigious hotel or seek an executive position with a large hotel corporation, casino, resort, spa or even cruise line? Our Hotel & Lodging Management bachelor's degree program can help position you to excel in the \$500-billion-per-year global hotel industry — which is growing rapidly as millennial travelers surpass the baby boom generation as the dominant consumer group.

You'll benefit from curriculum designed with industry input, and faculty with professional experience who understand your career aspirations and help you network to achieve internships and valuable career opportunities. In addition to industry best practices, you'll learn

- technical, business and management skills
- leadership, teamwork and communication strategies
- how to apply critical thinking, ethical standards and problem-solving techniques within a hotel and lodging setting

You'll also build your résumé through work experience at local, national and even international internship sites, via study abroad opportunities, and by way of recognized industry-affiliated associations.

At career conferences held on campus, you'll have the opportunity to network with some of the world's leading hospitality companies (many of whom are represented by JWU alumni), which recruit students for internships, as well as part-time summer and full-time employment. Some of these top names in the industry include Disney, Marriott Hotels, Ritz-Carlton, Hilton, IHG and Sandals, among many others.

### [MBA — Hospitality](#)

Are you a hospitality professional looking to advance into higher-level executive positions? Then propel your career through our MBA with a Hospitality concentration from Johnson & Wales University, the largest educator of hospitality professionals in North America.

Our world-class MBA program, the fourth largest in New England (behind only Harvard, BU and MIT) and emulated on our North Miami and Denver campuses, is designed to accommodate the schedules of working professionals.

Developed and updated in collaboration with leading companies, our professionally focused curriculum includes real-world projects and challenges so you can gain experience — what employers value the most.

Our faculty experts are industry leaders who know what it takes to achieve success in their respective fields. They eagerly share their insights with you, covering all facets of the interdependent and complex hospitality industry: lodging, tourism, food and beverage, and event management.

You'll gain the advanced knowledge and skills needed to excel in such key areas as operations management, strategic marketing, technology, entrepreneurship, leadership and more, all specific to the ever-expanding global hospitality industry.

As part of your coursework, you'll critically analyze challenges in the business environment, create strategies to enhance revenue, incorporate industry-leading technology, address current trends and potential future opportunities in hospitality, and determine appropriate growth strategies and communication channels to create a sustainable competitive advantage.

#### [Restaurant, Food & Beverage Management](#) (BS)

The restaurant industry continues to expand around the globe, requiring educated and experienced managers. In our Restaurant, Food & Beverage Management bachelor's degree program, you'll combine culinary technical skills with business savvy, focusing on restaurant operation, culinary production and service management industry trends while developing proficiency in the area of beverage management.

Through operational managerial training and a foundation in primary business functions and financial analysis, you'll prepare to become a future food and beverage executive who leverages restaurant and service management industry trends.

Under the guidance of expert faculty who combine theory with real-world experience, you'll learn the inner workings of this dynamic, expanding industry. Core classes lead to industry-recognized certifications in

- ServSafe Alcohol®, a training program in responsible alcohol service recognized by the National Restaurant Association Educational Foundation (NRAEF)
- Allergen Training from NRAEF
- National Sanitation, a training program recognized by the Conference for Food Protection
- International School of Mixology Bartending
- Dining Room Professional

Through a term-long internship of your choosing, you'll put classroom theory to work in a real-world setting. You'll have the chance to join segment-focused professional organizations, and several

opportunities to network throughout the year. The program culminates in managing a full-service bistro with high-level standards

### [Sports, Entertainment, Event — Management](#) (BS)

WHEN the spotlights dim before an unforgettable show, or the overheads come up on a dramatic playoff game, your work is on full display. You've helped create an experience that will energize, thrill and captivate the crowd. It's all yours.

Whether you're interested in venue management or game ops, that experience can be yours. The same is true if your passion is to promote a music tour, oversee community relations for a big city entertainment facility or work with the brain trust of a professional sports team. The possibilities are that varied with a JWU Sports, Entertainment, Event — Management degree. Whatever pathway you choose, at the end of the day you'll be a culture creator, designing moments and shaping experiences that audiences will cherish for a lifetime.

In our program, you'll take foundational courses during your first year, giving you both the basics and the time to explore your choice of specialization: Sports Management, Live Entertainment Management, or Event Management (SEEM). Then, you'll get to experience a term-long internship or two under the direction of an industry professional. Here, you'll build your resume and expand contacts in the profession. Back in class, you'll have the JWU advantage of studying with highly-qualified faculty who have real experience in their industries. Along the way, participate in a directed experiential education project with fellow classmates, study abroad, pick up a minor field of study, or help manage the annual, student-run SEEM Leadership Conference on campus.

Whether you crave the pace and action of a live event in a sold-out stadium, or the more personal interaction of a seasoned guest relations manager, JWU's SEEM programs can help you build that life.

# Metropolitan State University of Denver



## [School of Hospitality, Events and Tourism](#)

There aren't many universities around the country that offer a LEED Gold® hotel, a commercial conference space or a state-of-the-art beer laboratory immediately on their campus. MSU Denver is the only higher-ed institution that has all three and is the largest hospitality program within 400 miles. The facilities and resources offered by the School of Hospitality, Events and Tourism (HEaT) give students unrivaled hands-on experience they might not get anywhere else. We'll provide you with the best education through hands-on learning and real-world experience without burying you under a mountain of debt.

The School of HEaT offers baccalaureate degrees in Hotel Management, Event and Meeting Management, Restaurant Management, Travel and Tourism Management, and Brewing. Our programs are nationally recognized as some of the most innovative, valuable and comprehensive in higher education. Hospitality is the second-largest industry in Colorado, and you'll learn to be the best at what you do in the epicenter of the state's best facilities. We offer several scholarships across all disciplines, including the prestigious [Dimond Fellows Award](#), and we assist our students and graduates in finding internships and work in areas related to their concentration.

With an education focused on value and transformation from classroom to career, MSU Denver offers a place like no other to earn such a cost-effective bachelor's degree in hospitality. Most of our students work within their desired industry while attending classes, further enhancing their knowledge and making them more attractive candidates for permanent employment. Our experienced faculty assists our students in recognizing their skills and developing the professionalism they'll need for their career.

We maintain our curriculum to adapt to constantly changing industry standards and to fit our students' needs. If you're a people person who wants to develop leadership skills and learn from the best, we invite you to become part of the Hospitality, Events and Tourism family.

## [Hotel Management Major, B.S.](#)

Hotel managers play a vital role in the Hospitality, Events and Tourism industry. They lead guest services and staff development to ensure vacationers and business travelers enjoy their experience. They maximize business profits through revenue management and operations. And they help drive the economic success of communities through lodging and tourism.

Advance your career with a bachelor's degree in Hotel Management from MSU Denver's School of Hospitality, Events and Tourism. The Rita and Navin Dimond Hotel Management Program provides transformational career training and educational opportunities that balance academics with skills



development in a variety of areas including housekeeping, human resources, legal issues, front desk service, marketing, hospitality accounting, revenue management and operations management.

In the competitive lodging industry, a bachelor's degree in Hotel Management from MSU Denver places you above the competition to help you build a rewarding management career in the Hospitality, Events and Tourism industry.

#### [Event & Meeting Management Major, B.S.](#)

Pitch. Plan. Party. Event and Meeting Management professionals have fun and work hard in leading the success of professionally organized business or social gatherings, from conventions and conferences to galas and premieres. The Hospitality, Events and Tourism industry has a growing need for Event and Meeting Management professionals who are deeply versatile, highly organized and well prepared. In response to this need, MSU Denver provides hands-on education and training, with a world view, to reflect the global nature of the world's largest industry.

MSU Denver offers one of only four stand-alone Event and Meeting Management bachelor's degree programs in the country — and the only one west of the Mississippi. As an Event and Meeting Management major, you will learn how to coordinate everything from vendor services to on-site logistics to crisis plans, then apply everything you learn while managing an actual event or meeting for real clients. Experiences like this help expose you to better opportunities in the Event and Meeting Management job market after you earn your degree from MSU Denver.

#### [Craft Brewing & Pub Operations Major, B.S.](#)

The culture of beer is so much deeper than your pint glass. Creating more than 24,000 jobs, Colorado's beer industry provides an economic impact valued at more than \$10.3 billion, according to a recent report by the Beer Institute. What better place to learn the art and science of beer than in the heart of it all. Partnering with Tivoli Brewing Company, located directly on MSU Denver's Auraria campus, the Craft Brewing and Pub Operations degree program offers undergraduate students a variety of unique and exciting opportunities to train with beer experts in world-class brewing and brewpub facilities while earning a comprehensive degree.

Beginning at a cellular level, you can begin or advance your career in beer by learning everything you need to know about starting, operating and managing a craft brewery or brewpub, including fermentation, food pairing, restaurant management, sales, distribution, marketing, packaging and quality control. The Craft Brewing and Pub Operations bachelor's degree in the Beer Industry Operations program at MSU Denver provides a university education to beer industry professionals—or those who want to become one—to help you create your own career path in the beer world.

#### [Restaurant Management Major, B.S.](#)

Don't just be the chef. Be the one to hire the chef, the staff and the vendors. Culinary arts and business operations come together in MSU Denver's Restaurant Management undergraduate degree program. With on-the-job opportunities and experiences in food and beverage, you will develop management skills to help you work with people and increase profits while advancing your career in Restaurant Management.

Leading a team of chefs, dining room staff and office employees, professionals in Restaurant Management also work with suppliers, contractors and regulatory agencies to enhance the dining experience for customers. To help you be successful in the Hospitality, Events and Tourism industry — and improve your income earning potential — you can earn a bachelor's degree in Restaurant Management from MSU Denver.

### [Brewery Operations Major, B.S.](#)

Beer pairs well with more than just pretzels, tailgates and running clubs. You'll learn the science, the process, the business and the service of beer while you earn a bachelor's degree in Brewery Operations from MSU Denver, one of only a few four-year degrees of its kind in the world.

Covering the breadth and depth of Brewery Operations, from the brewing process, beer analysis and quality control to packaging, sales and distribution, MSU Denver provides a university education to new or experienced professionals in beer industry operations. Begin or take the next step in your career by learning the art and science of starting, operating and managing a brewery or any number of other beer-related careers.

Partnering with Tivoli Brewing Company, located directly on campus, the Brewery Operations bachelor's degree program offers a variety of opportunities for Brewery Operations majors to train in world-class facilities and work with professionals in the beer industry, all in partnership with the largest on-campus brewery in North America.

### [Travel and Tourism Management Major, B.S.](#)

From inbound to international, travel and tourism is the largest industry in the world, serving millions of corporate and leisure visitors each year. As the industry has grown and demand for exotic and lesser-known destinations has expanded so has the need for traditional travel agents increased. To keep up with the latest trends in the travel and tourism industry, MSU Denver offers formal training and hands-on learning through its Travel and Tourism Management bachelor's degree program.

MSU Denver's undergraduate degree program in Travel and Tourism Management is the first standalone bachelor's degree program in Denver, Colorado, and the U.S., to focus on leisure tourism and corporate travel. Gain industry experience and access to opportunities that will help you develop the advanced skills you need to enter the workforce or pursue graduate education in travel and tourism or a related field.

### [Minors](#)

#### **Beverage Management**

#### **Brewery Operations**

The Brewery Operations Minor at Metropolitan State University of Denver provides unparalleled knowledge and understanding of the skills needed to succeed professionally in the craft beer world. Whether your passion is the science and production of beer or the business and hospitality side of the beer industry, obtaining your minor in Brewery Operations will give you a great start towards a career in beer. There are two tracks to choose from within this minor. The "Brewery Operations" Track allows you to focus on the management and hospitality side of beer whereas the

"Science" Track focuses more on the Chemistry and Biology that helps to create beer. Both degrees will allow you to work towards production, Cicerone Certification and Sensory Excellence.

Students with similar courses in their prior experience may request that courses be transferred to meet part of the minor requirements.

#### **Event and Meeting Management**

#### **Hotel Management**

#### **Restaurant Management**

#### **Corporate Travel**

#### **Leisure Tourism**

#### **Urban Agriculture**

#### **[Certificate Programs](#)**

The School of Hospitality, Events and Tourism (HEaT) has seven certificate programs specifically designed to gain the skills and practices necessary to support career changes into the hospitality profession.

Requirements: Students must make full application and be accepted to the college and take courses for credit. The cost of the program is the same as undergraduate tuition for degree seeking students. Since the student is a full-time matriculated student for academic credit, additional financial aid and scholarships may apply. The credits achieved may also be applied to an additional bachelor's degree if the student elects to major in one of the departmental concentration of study. Students with similar courses in their prior experience may request courses be transferred to meet part of the certificate requirements.

#### **Beverage Management**

This certificate provides increased knowledge and understanding of skills as related to the beverage management industry. Students must be accepted to the University and take courses for credit. The cost of the program is the same as undergraduate tuition for degree-seeking students. Students with similar courses in their prior experience may request that courses be transferred to meet part of the certificate requirements.

#### **Brewery Operations**

The Brewery Operations Certificate at Metropolitan State University of Denver provides unparalleled knowledge and understanding of the skills needed to succeed professionally in the craft beer world. Whether your passion is the science and production of beer or the business and hospitality side of the beer industry, obtaining your certificate in Brewery Operations will give you a great start towards a career in beer. There are two tracks to choose from within this certificate. The "Brewery Operations" Track allows you to focus on the management and hospitality side of beer whereas the "Science" Track focuses more on the Chemistry and Biology that helps to create beer. Both degrees will allow you to work towards production, Cicerone Certification and Sensory Excellence.

Students must be accepted to the University and take courses for credit. The cost of the program is the same as undergraduate tuition for degree-seeking students. Students with similar courses in their prior experience may request that courses be transferred to meet part of the certificate requirements.

#### **Event and Meeting Management**

#### **Hotel Management**

#### **Restaurant Management**

#### **Travel & Tourism Management**

#### **Corporate Travel Certificate**

This certificate will provide increased knowledge and understanding of the skills needed for a career in the business travel industry. Students must be accepted to the University and takes courses for credit. The cost of the program is the same as undergraduate tuition for degree-seeking students. Students with similar courses in their prior experience may request that courses be transferred to meet part of the certificate requirements.

#### **Travel Consultant Certificate**

This certificate will provide increased knowledge and understanding of the skills needed for a career in the leisure tourism industry. Students must be accepted to the University and takes courses for credit. The cost of the program is the same as undergraduate tuition for degree-seeking students. Students with similar courses in their prior experience may request that courses be transferred to meet part of the certificate requirements.

#### **Urban Agriculture**

#### **[Colorado Chef's Apprenticeship Program](#)**

The Hospitality, Tourism & Events Management Program at MSU Denver entered into a partnership with the Colorado Chefs Association as a host site in the offering of programs of instruction of the highest quality and reputation concerning the American Culinary Federation's Apprenticeship Program which leads to certificates and diplomas. The program delivers, over 36 weeks, Level 1 and 2 Certified Cook and the Baking and Pastry courses in the Plaza Building in HTE's production kitchen and classroom on the Auraria campus in downtown Denver. The Chefs Association will provide the instructors for the program. Go to <http://www.acfcoloradochefs.org> for more information, or call 303-264-3005.

#### **International Sommelier Guild**

##### *About the International Sommelier Guild*

The International Sommelier Guild is the premier wine-knowledge resource center focused on helping you meet your wine and spirit needs through providing tailored expert teaching and consultation. The International Sommelier Guild brings together the resources of the top educators, industry leaders, premier restaurateurs, wine merchants, wineries, and writers. We are a community that learns from each other and strives to pool the knowledge of the best minds available to keep you on top of new trends, research, developments, and standards. Whether you are looking to develop a basic understanding of food & wine marriage or to become an accredited Sommelier, the International

Sommelier Guild can help you reach your goals.

Over the course of a total of 12 weeks, ISG will deliver concurrently its Wine Fundamentals Certificate Level and Wine Fundamentals Certificate Level 2 training courses. Both courses will be delivered at the same time once a week on Sundays from 9:00 AM to approximately 4:00 PM. . During spring or fall semesters, ISG may elect to host the Sommelier Diploma program, which would be offered to graduates of the above courses for an additional 23 weeks. For more information, please go to [www.internationalsommelier.com](http://www.internationalsommelier.com).

#### [The Rita and Navin Dimond Fellows Program](#)

Rita and Navin Dimond founded Stonebridge Companies in 1991 and have grown it to become one of the nation's leading development and hospitality management companies, with a portfolio of more than 50 hotels. The Dimond Fellows at MSU Denver will be afforded unique access to education and training opportunities that will prepare them to become the industry leaders of tomorrow.

Fellows have the opportunity to:

- Intern (paid) at select Stonebridge Companies properties in Denver for one semester, rotating through all major departments while earning three credits over the course of the 15-week semester
- Earn the chance to win a \$5,000 award for the Top Fellow of the year
- Gain access to an invaluable network of leaders in Denver's hotel industry

# University of Denver



## [Bachelor of Science in Business Administration \(BSBA\) in Hospitality Management](#)

The degree requirements for a BSBA in hospitality management include a core set of business management courses and hospitality management courses. Specific career direction is established through work experiences and elective courses. Faculty advisors meet with students quarterly to monitor academic progress and provide career advising.

**Available Concentrations:** Students pursuing a BSBA in hospitality management can specialize in the following areas:

- **Lodging Real Estate:** Whether you are interested in lodging and resort operations or the real estate side of the hotel business, this concentration prepares you for success. It is possible because Fritz is part of a world-class business school and leverages the expertise of Fritz Knoebel faculty and courses from the Daniels Burns School of Real Estate and Construction Management.
- **Revenue Management and Analytics:** This is one of the hottest employment opportunity areas in the industry and one for which there is a limited talent pipeline. This concentration, which combines Fritz courses with one from Daniels' Department of Business Information & Analytics, prepares students to fill a strategic industry need and rapid-launch their careers.
- **Restaurant/food and beverage management:** Fritz has a long, rich history of producing restaurant entrepreneurs and successful hotel food and beverage (F&B) managers, including the founders and former CEOs of *Hard Rock Café*, *Yard House* and Denver's own *Snooze*. This course sequence prepares students to continue this legacy; it culminates in a live consulting project requiring students to fully develop a restaurant concept and pitch it to a developer/operator.
- **Conference Services Management:** If your interest is in lodging or catering sales, catering or event management, or working with large meetings this is the concentration for you. This course sequence helps you develop the knowledge and the operational chops to be successful with a series of challenge-driven learning opportunities.

### Minors in the business disciplines

Many Fritz Knoebel students shape their future career opportunities by minoring in one of the business disciplines in the [Daniels College](#). In particular, successful paths have been created with minors in Real Estate and the Built Environment, Accounting, Business Information and Analytics, Finance and Marketing.

# City and County of Denver



[Training Subsidy Program](#) (Click “Training New and Current Employees” on linked webpage)

The Training Subsidy program offers 50% reimbursement of wages to businesses that hire qualified individuals to train in new career opportunities. New employees gain valuable work experience, increase their skills and obtain long-term employment.



[Denver Day Works](#)

Denver Day Works is a supported work program designed to provide a low- to no-barrier work experience for people throughout the city who are experiencing homelessness, while also connecting participants to supportive services such as food, shelter, and other necessities.

# African Community Center



## [Ready for American Hospitality](#)

Ready for American Hospitality (RAH) is a collaborative training program between the University of Denver (DU) and ACC.

Refugee students are paired with students from DU's Fritz Knoebel School of Hospitality management (Knoebel) Human Capital Management course. The DU students and refugee students establish a mentor/protégé relationship as they meet twice per week. The RAH protégés gain knowledge, skills, and experience working in the food service industry while gaining a better understanding of work culture and expectations in the U.S. This ultimately leads to employment opportunities and additional nurturing throughout the integration process.



# Focus Points Family Resource Center



## [Comal Heritage Food Incubator](#)

Comal is a social enterprise created by Focus Points Family Resource Center. Comal is a multi-purpose, shared food space that offers lunch, catering services and cultural activities. The food served at Comal shares traditional and authentic recipes from families in our community with the greater Denver community. Besides serving a variety of delicious cuisines, Comal is a kitchen incubator that teaches aspiring immigrant and refugee women chefs and entrepreneurs a variety of technical and culinary skills, as well as how to launch their own businesses. The model of “learning while earning” creates opportunities for these women to increase their income while also participating in intercultural exchanges with the surrounding community. Contact us about renting the Comal space or using our catering services! Currently, Comal offers cuisine from Syria, Ethiopia, and many regions of Mexico. Our menu is always growing—please ask about more options!



[DHA's Youth Culinary Academy \(YCA\)](#)

Located at 1099 Osage Street, the Osage Café will be situated with easy access points from a nearby RTD light rail station, Denver Housing Authority's (DHA) North and South Lincoln communities, Lincoln Park and other area businesses within the Mariposa district.

The Osage Café fills an underserved market niche, providing a quarterly rotating menu, with weekly specials at affordable price points of healthy culinary choices at an affordable price point. The café will offer a warm and friendly dining room experience, or the convenient call ahead and takeout option for its patrons.

In addition, the café will offer a full catering service for offsite events.

The Osage Cafe's second function will be to serve as a resource to the youth of Denver through DHA's Youth Culinary Academy (YCA). This Academy has been in service for six years, preparing youth for a lasting career in the culinary industry. The Osage Café will provide an excellent opportunity for youth to gain hands-on experience in a commercial kitchen, learning everything from basic knife skills to superior customer service skills.

# Work Options for Women



## [Core Program](#)

The Culinary Objectives for Reaching Employment (CORE) Program is held at our main training center inside the Denver Human Services Building. Once the six-week program is successfully completed, we will assist with the job search.

This is an ACF-approved culinary certification that revisits many of the skills taught in Week 1-6. Skills are practiced to proficiency, ending in a chef-overseen skills exam. This certification is available to students who have completed the CORE program and are interested in receiving additional certification.

## [Mobile Program](#)

The mobile culinary classroom (MCC) is a fast-track training opportunity for individuals who have been impacted by the criminal justice system. Our MCC students do not serve customers like the students in the CORE program, but do receive Prep Cook Certification. Students receive two cognitive behavior classes. After the four-week training, students will move to job search.

This program is the CORE program condensed into the four weeks, and includes Prep Cook Certification.

We work with community partners and halfway houses to bring the Mobile Culinary Classroom to these individuals.

## [Sous Chef Apprenticeship](#)

Work Options for Women is also a sponsor house for the American Culinary Federation (ACF) Sous Chef Apprenticeship Program. This two-year apprenticeship allows a student can work as in intern at any one of our locations. Once a week, they will attend classes at Metro State.

The program is in conjunction with both Metro State and Emily Griffith's programming. Students in this apprenticeship receive supportive education from an ACF chef who sits down with students and answers any questions while mentoring them throughout the program.

Our program is completely free-of-cost to all students. Students have the ability to receive up to \$400 a month in incentives, and there are no educational requirements to enroll. The program runs Monday through Friday, 8am to 3:30pm.

# American Culinary Federation Colorado Chefs Association



## American Culinary Federation Colorado Chefs Association

### [Apprenticeship Program](#)

The Apprenticeship Program is a two year “earn while you learn” program. The program offers a traditional culinary education for less than \$7,000. While other programs have costs at or above \$40,000 dollars, the benefit to our program is a financial and hands on benefit. As an apprentice, you will work with an approved sponsoring chef to complete 4,000 hands-on work hours while being paid for each hour worked. You will attend class only one night per week, and have three online courses to complete. A graduating apprentice will have over 4000 hands on work hours and will be able to graduate at a Certified Sous Chef level.

# American Hotel & Lodging Educational Institute



## Students Gain a Competitive Edge with Professional Certification

More than half of the certifications offered by the American Hotel & Lodging Association (AHLA) are available to students, giving them a competitive edge. Educators can integrate the certification study materials into their hospitality management courses.

The certifications open to students are:

- [Certified Front Desk Representative \(CFDR\)](#)
- [Certified Restaurant Server \(CRS\)](#)
- [Certified Kitchen Cook \(CKC\)](#)
- [Certified Breakfast Attendant \(CBA\)](#)
- [Certified Guestroom Attendant \(CGA\)](#)
- [Certified Maintenance Employee \(CME\)](#)
- [Certified Hospitality Department Trainer \(CHDT\)](#)
- [Certified Guest Service Professional \(CGSP\)](#)
- [Certification in Hotel Industry Analytics \(CHIA\)](#) (and Hotel Industry Foundations and Introduction to Analytics-HIFIA)

# PROFESSIONAL CERTIFICATION

## Hospitality Career Path

	FRONT OFFICE	REVENUE MANAGEMENT	FOOD & BEVERAGE	HOUSEKEEPING	MAINTENANCE	SECURITY	HUMAN RESOURCES	SALES
EXECUTIVE	CHA Certified Hotel Administrator							
	CLO Certified Lodging Owner							
DEPARTMENT HEAD	CRDE Certified Rooms Division Executive		CFBE Certified Food and Beverage Executive	CHHE Certified Hospitality Housekeeping Executive	CHFE Certified Hospitality Facilities Executive	CLSD Certified Lodging Security Director	CHT Certified Hospitality Trainer	
MANAGERIAL		CHRM Certified Hospitality Revenue Manager						CHSP Certified Hospitality Sales Professional
SUPERVISOR	CHS Certified Hospitality Supervisor					CLSS Certified Lodging Security Supervisor	CHDT Certified Hospitality Department Trainer	
LINE	Certified Front Desk Representative		Certified Restaurant Server Certified Kitchen Cook Certified Breakfast Attendant	Certified Guestroom Attendant	Certified Maintenance Employee	Certified Lodging Security Officer		
	CGSP Certified Guest Service Professional							
SPECIALTY	CMHS Certified Master Hotel Supplier	CHE Certified Hospitality Educator	CHI Certified Hospitality Instructor	CSS Certified Spa Supervisor	CHTMP Certified Hospitality & Tourism Management Professional	CHIA Certification in Hotel Industry Analytics		

<https://www.ahlei.org/wp-content/uploads/2019/04/92089ADV06ENGE-Career-Path.pdf>

### Registered Apprenticeship Program

What is a registered apprenticeship?

- A training program that combines on-the-job learning with related educational instruction. Related educational instruction can be corporate training, related curriculum from the American Hotel & Lodging Educational Institute (AHLEI), or a combination of both to satisfy the program requirements.
- An “earn and learn” model – apprentices receive a paycheck from day one. Up to 75% of an apprentice’s wages can be reimbursed with federal funding, a process that AHLEI will help each property to navigate.
- A flexible training strategy that can be customized for you

# Colorado Hotel & Lodging Association

# CHLA

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## [Colorado Hospitality Scholarship Program](#)

The Colorado Hospitality Scholarship Program is comprised of three of the state's industry associations that have come together to offer scholarships to help support undergraduate students pursuing degrees in the hospitality and tourism industry at accredited, four-year universities and colleges.

### Karl Mehlmann Scholarship

Funded through the American Hotel & Lodging Education Foundation (AH&LEF) and administered through the Colorado Hotel & Lodging Association (CHLA). This application is open to students around the country that attend an AH&LEF affiliated school and meet all of the required criteria.

### MDLC Scholarship

Administered through the Metro Denver Lodging Council (MDLC) which is an organization that was formed to address issues that pertained specifically to metro Denver area hotels and includes; legislative issues, the Denver convention center, tax issues, transportation issues, and new developments in the metro area.

## [CHLA University](#)

Multi-week, industry taught (not webinar) certification courses that are provided by the AH&LEF

# Colorado Restaurant Association



## **ServSafe**

The ServSafe® Food Protection Manager Certification, ServSafe® Alcohol and ServSafe® Food Handler programs deliver much more than training. They combine critical information, exclusive tools, and real-world resources to transform knowledge into action. In short, ServSafe puts the highest standard to work for you every day.

For more information on ServSafe training, [click here](#).

## **Excellent Restaurant Operations Series**

Better Operations Through Education – Our operations seminars are specifically designed to help restaurants maintain their competitive edge in the industry, and to stay compliant with all current rules and regulations.

For more information on the seminars, [click here](#).

## **Colorado ProStart**

Colorado ProStart is a two-year high school education program in the foodservice and hospitality industry. Visit the ProStart page to learn more about the program and to learn about scholarship opportunities.

For more information on Colorado ProStart, [click here](#).



# Colorado Tourism Office



## [Leadership Journey](#)

The Colorado Tourism Leadership Journey was created by the Colorado Tourism Office for aspiring leaders with a demonstrated commitment to a career in the tourism industry and a passion for sharing the Colorado experience.

This tuition-based, yearlong program is ideal for high-performing people seeking to advance their effectiveness as tourism leaders. For employers, it offers a cost-effective way to develop, reward and retain top talent. Under the purview of the Colorado Tourism Office and an appointed Leadership Committee, the program aims to strengthen Colorado's competitive advantage through development of a stronger, more unified tourism industry that will be even better equipped to serve as one of the state's leading economic drivers.

# Cook Street School of Culinary Arts



## [Certificate of Culinary Arts & Wine](#)

Upon successful completion of the Program, graduates receive a **Certificate of Culinary Arts & Wine** from the school and are expected to possess the knowledge and skills required to start at an entry level position in culinary arts or wine.

# Destinations International



## [Professional in Destination Management](#)

The Professional in Destination Management (PDM) program provides destination management professionals with less than three years of experience, cutting-edge education and equips entry-to-mid-level professionals with the skills and knowledge critical to successful destination management and

# Global Business Travel Association



## [Global Travel Professional® \(GTP\) Certification](#)

The GTP® Certification is designed to raise industry standards, enhance work performance, and recognize individuals who demonstrate core competencies essential to the business travel management discipline.

The GTP® Certification Program brings the following key benefits to recipients:

- Facilitates professional growth and development
- Demonstrates a commitment to leadership and knowledge of the industry at large
- Recognition and career advancement

The GTP® Certification benefits the business travel industry as a whole by:

- Curating a body of knowledge for business travel professionals
- Measuring and maintaining industry knowledge in a valid and reliable way
- Granting recognition to industry professionals who meet the successfully pass the exam
- Elevating the status and credibility of professionals in the business travel industry

# International Guide Academy



## [Tour Director Course](#)

The beginning modules in this certification program include Travel Industry Terminology, a look behind the scenes as to how tours are put together and marketed by Tour Operators, Industry Trends, Profile of a Tour Manager/Director and your Pre-tour Departure Preparations. After this foundation your program covers Public Speaking, Airline and Airport Procedures, Baggage Handling and Control, Client Welcome preparation, content and delivery, Hotel Arrivals and Departures, Motorcoach Commentary, Cultural Practices, Being Environmentally Aware on Tour, How to Research, Leisure Days on Tour, City Tours (working with the local Tour Guide or doing it yourself), Motorcoach Travel, Destination Itinerary Planning, Discussion with a Motorcoach Driver and Teamwork, Optional Excursions (what they are, how to present them, operate them and money handling), when available a Tour Operator speaks with the class, Group Psychology, Passenger Emergencies, Industry Networking, preparing your resume, telephone interview techniques as well as Hiring Companies and their practices are identified.

# National Restaurant Association



[Webinar series](#)

Education on legal topics, innovation and more.

# U.S. Travel Association

## U.S. TRAVEL ASSOCIATION®

### [National Council of Attractions and Experiences webinar series](#)

Developed to enhance the member experience throughout the year, the National Council of Attractions and Experiences Webinar Series features topics of great interest and relevance to the travel experience audience.

# VISIT DENVER



[Go the EXTRA Mile Program](#)

The Go the EXTRA Mile program has three parts:

1. An all-day training that happens 2-3 times a year with 55 front line hospitality employees in attendance.
2. The monthly Go the EXTRA Mile award, presented to a partner of the Denver community who has gone beyond the call of duty while working in the front line.
3. The Go the EXTRA Mile Road Shows, if you have 20 employees who would like to receive our training we will come to you and customize the training to your company's desires.

**Make exceptional hospitality a way of life in The Mile High City!**

Keep visitors coming back and spending money!

## **FRONT-LINE HOSPITALITY TRAINING**

Front-Line Hospitality Training is an all-day session designed for those members of your staff that come in direct contact with customers.

Attendees will not only get the "Denver Visitor Experience" by touring a number of the city's most popular attractions but will also be engaged in various educational components, such as:

- Information about Denver that is essential to all front-line associate's knowledge of the city
- Practical customer service training for use in their daily tasks
- A number of new resources for your staff to take away and reference as needed

Our day will conclude with all attendees receiving "Go the EXTRA Mile" certification.



# VISIT DENVER Foundation



## The Convention & Visitors Bureau

### [VISIT DENVER Foundation Scholarship](#)

VISIT DENVER Foundation Scholarship is a scholarship offered through VISIT DENVER Foundation. Scholarship amounts range from \$3000-\$5000 per academic year, and the scholarship is renewable for four years.

#### FOUNDATION SCHOLARSHIP CRITERIA

The scholarship is open to all students meeting the criteria listed below. However, additional consideration is given to applicants who demonstrate financial need, who are previous VISIT DENVER scholarship recipients, and who are currently employed in the hospitality industry. Criteria include:

- Incoming freshman or returning student at an accredited four-year university, college or community college in Colorado
- Majoring in the hospitality or tourism industry
- Undergraduate (Unavailable for Graduate Studies)
- Full-time (Twelve credits or more each quarter or semester)
- Citizen of the United States
- Maintain good academic standing (2.0 cumulative GPA)