

Innovate your future with Hospitality Innovative Technology

NAU's future-forward Hospitality Innovative Technology (HIT) certificate will equip you with the skills, knowledge, and tools to become an innovative technology leader in the hospitality and tourism industries.

As technology continues to shape the experiences and expectations of guest and consumer relations, gain an edge in your career with digital marketing, data analytics, and other skills learned through the HIT certificate.

With an HIT certificate, you will develop skills in:

- digital marketing, including social media management
- project management
- data analytics
- data security
- hospitality information technologies

What can a certificate in HIT do for me?

- increase the technology skills necessary to succeed in today's hospitality industry
- open the door to career opportunities with Aramark, Google, Hyatt, Marriott, and others
- create the potential for career advancement with greater financial rewards

Contact us to learn more about NAU's HIT certificate

Professor SoYeon Jung | soyeon.jung@nau.edu or
Professor Fred DeMicco | frederick.demicco@nau.edu
nau.edu/hrm/hospitality-innovative-technology

"This certificate program is designed to support hospitality and tourism businesses digitally transforming their services to provide engaging, innovative, and effective customer-centric experiences to their guests."

– Dr. Muhittin Cavusoglu, Director of HDTLab and Assistant Professor, School of Hotel and Restaurant Management

"The innovative technology certificate is designed for the sharpening of your career skill set and your advancement in the services business industry, including retail, hospitality, and health. It can be transformative for your career acceleration."

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