

# ASSET MANAGEMENT IN HOSPITALITY, CERTIFICATE

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The School of Hospitality and Tourism Management is proposing a 12-credit hour, graduate level certificate in Hospitality Asset Management to prepare students in South Carolina and beyond to analyze and apply both operational processes and financial forecasting and analysis within the global hospitality and tourism industries. The new certificate focuses on maximizing hospitality businesses' asset value through financial analysis, revenue management, operations oversight, strategic planning, and market positioning.

All courses in the certificate program are available online which will benefit those currently in industry seeking a professional certification.

## Learning Outcomes

1. Evaluate and optimize hotel asset performance through integrated revenue management and financial analysis strategies;
2. Apply advanced data visualization techniques to analyze hospitality market trends and communicate strategic recommendations;
3. Develop comprehensive lodging management strategies to enhance operational efficiency and guest satisfaction;
4. Design strategic investment and asset management plans using quantitative and qualitative analysis methods;
5. Integrate technology and analytical tools to make data-driven decisions in hotel asset management.