



## Description

Professional certification has become a requirement for many secondary school teachers. The Certified Hospitality Instructor (CHI) provides teachers in secondary school hospitality classes and workforce development programs with a solid foundation of hospitality knowledge and skills, so that they can more effectively convey the information to students and better prepare them for careers in hospitality. The **self-study format** makes it convenient and flexible for educators to fit into their schedules.

## Audience

Current teachers of hospitality programs in a secondary (high school) institution or workforce development program, both full time and part time, are eligible to apply for the Certified Hospitality Instructor (CHI) certification.

## Content

Preparation for the Certified Hospitality Instructor (CHI) is delivered through a self-study program that includes two custom books and two online courses hosted on AHLEI's online learning platform at <https://learn.ahlei.org>. Content areas include:

### Level 1 (14 hours of content)

#### Unit 1 Introduction to Hospitality and Guest Service

Service Makes the Difference  
Exploring Hospitality Careers  
Hotel Organization and Management

#### Unit 2 Operations

Front Office Operations  
Planning and Organizing the Housekeeping Department  
The Role, Cost, and Management of Hospitality Facilities  
Food and Beverage Operations  
Facility Design, Décor, and Cleaning  
Sanitation, Safety, Security, Health, and Legal Issues

#### Unit 3 Finance

The Front Office Audit  
Revenue Management  
Controlling Expenses  
Labor and Revenue Control

# Certified Hospitality Instructor (CHI) Professional Certification



## **Level 2 (10 hours of content)**

### Unit 1 Leadership

The Changing Nature of Leadership and Management  
The Challenge of Diversity  
Goal-Setting, Coaching, and Conflict Management Skills

### Unit 2 Human Resources

Employment Laws and Applications  
Compensation Administration  
Incentive and Benefits Administration

### Unit 3 Sales and Marketing

Introduction to Hospitality Sales and Marketing  
The Marketing Plan  
Advertising, Public Relations, and Publicity  
Marketing to Special Segments

### Unit 4 Safety and Security

Security in the Lodging Industry  
Safety and Security Systems  
Emergency Management and Media Relations

- 120-hour hospitality internship (may be completed in the areas of accommodations, food and beverage, attractions, or transportation)
- Online exam for each level (score of 70% or higher required to earn certification)

Those who successfully pass the Level 1 and Level 2 exams and complete the internship earn the designation of Certified Hospitality Instructor (CHI) and receive a certificate and lapel pin. Candidates have six months from enrollment to complete certification requirements.

## **Pricing**

**\$750.00** includes all program materials (Level 1 and 2 books, Level 1 and 2 online courses, certification fee)

To enroll, please e-mail [highschool@ahla.com](mailto:highschool@ahla.com) or [workforce@ahla.com](mailto:workforce@ahla.com), or visit [www.ahlei.org/CHI](http://www.ahlei.org/CHI).