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 or workforce@ahla.com, or visit www.ahlei.org/CHI.