

Hospitality & Tourism Specialist

Duration: 5 Days

Language: en

Course Code: IND15-107

Objective

Upon completion of this course, participants will be able to:

- Prepare for the Certified Hospitality and Tourism Management Professional exam (CHTMP).
- Understand how essential the travel and tourism industry is to the rest of the world.
- Participate in the growth of hospitality and influence other industries.
- Learn about how hospitality and tourism can benefit local communities and the environment.
- Investigate how proper project planning can influence tourism and hospitality decisions.
- Communicate effectively with customers, clients and stakeholders when undertaking a new venture.

Audience

This course is designed for anyone who intends to further their career in hospitality and

tourism. It would be most beneficial for:

- Travel Company Owners
- Hoteliers
- Transportation Professionals
- Food and Beverage Business Owners
- Customer Service Representatives
- Travel Agents
- Project Planners
- Financial Executives
- Marketing Managers
- Social Media Experts
- Events Planners

Training Methodology

This course uses a variety of adult learning styles to aid full understanding and comprehension. Participants will watch interactive presentations to understand the history of the tourism and hospitality industry and how it has had a global impact.
They will be presented with strategic tools and techniques to manage hospitality projects and take part in group exercises to understand each element of hospitality and how the consequences of risks could affect the overall operation.

Summary

The tourism industry is hugely significant and celebrated as one of the most lucrative industries globally. Its success lies in its multifaceted impact, serving as a pivotal commercial activity that stimulates demand and growth within itself and cascades benefits across numerous other industries including food, events planning and sports. Beyond contributing to increased economic activities, tourism catalyses employment generation, revenue enhancement and plays a vital role in overall global development.

This program focuses on cultivating vision and leadership, enhancing productivity, and implementing strategic business approaches. Whether you are commencing your professional journey or seeking to advance your career, this course offers a valuable opportunity to augment your industry knowledge, refine your skills, and bolster your professional credibility.

Participants will gain comprehensive insights into the functioning of hospitality organisations, understand the roles of various departments within these establishments, and appreciate the integral role played by hospitality and tourism within communities.

Course Content & Outline

Section 1: **The Foundations of Tourism**

- Understanding the core principles and foundations of the tourism and hospitality industry.
- Exploring the historical evolution and development of tourism and hospitality.
- Identifying key stakeholders and their roles in the industry.
- Analysing the economic impact of tourism and hospitality on local and global scales.
- Examining trends and innovations shaping the contemporary tourism and hospitality landscape.

Section 2: **Marketing & Sales Opportunities**

- Examining sustainable practices and ethical considerations in tourism and hospitality.
- Incorporating marketing and branding strategies specific to tourism and hospitality businesses.
- Studying successful case studies within the tourism and hospitality sector.

Section 3: **Security & Safety**

- Understanding the role of technology in shaping the industry, from online bookings to smart hospitality solutions.
- Implementing customer safety awareness programs and training.
- Analysing the role of cybersecurity in protecting guest information and digital systems.
- Conducting regular safety audits and inspections for facilities and operations.
- Developing and practising evacuation plans and emergency drills.
- Integrating cultural sensitivity and diversity considerations into safety protocols.

Section 4: **Employee Management**

- Studying the legal and regulatory frameworks governing the industry.
- Exploring career paths and opportunities within the tourism and hospitality sector.
- Staff scheduling and workload management for optimal operational efficiency.
- Employee wellness programs and mental health support in hospitality.

- Managing remote or virtual teams within the hospitality sector.
- Strategies for retaining top talent in a competitive hospitality environment.
- Leadership development programs for aspiring hospitality managers.
- Collaborating with unions and understanding labour relations in hospitality.

Section 5: **Leadership & Project Planning**

- Analysing the influence of cultural diversity and global perspectives in tourism and hospitality.
- Examining crisis management and risk mitigation in the industry.
- Addressing current challenges and future trends in tourism and hospitality.
- Analysing the impact of external factors such as geopolitics and public health on the industry.

Section 6: **Service & Satisfaction Monitors**

- Exploring the significance of customer service and guest experience in hospitality.
- Collaborating with industry professionals and organisations for real-world insights.
- Integrating practical experiences, site visits, work experience to enhance learning in the tourism and hospitality field.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Entertainment, Hospitality & Sports, Food and Beverage, Management & Leadership, Government and NGOs

Tags

Hospitality, Tourism

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