Certified Hospitality & Tourism Management Professional CHTMP

11 – 15 July 2027
Istanbul (Turkey)

UK Traininig
PARTNER



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Ref: 322439_199075 **Date:** 11 – 15 July 2027 **Location:** Istanbul (Turkey) **Fees:** 4200 GBP

Why This Course

Hospitality and tourism management requires a strong combination of operational excellence, guest-focused service, commercial awareness, financial understanding, and effective leadership. As the industry continues to evolve, professionals need practical skills to manage teams, improve guest satisfaction, optimize revenue, promote services, and respond to changing customer expectations.

This intensive 1-week Certified Hospitality and Tourism Management Professional Preparation Training program equips participants with the knowledge and practical tools needed to strengthen their management capabilities and prepare for the CHTMP certification. The course covers hospitality and tourism operations, customer service, guest experience, marketing, sales, financial management, revenue optimization, leadership, human resources, and sustainable practices. Through real-world examples, practical exercises, and certification-focused review, participants will build confidence to advance their careers in hospitality and tourism.

What You'll Learn and Practice

By joining this program, you will:

- Understand key operational areas in hospitality and tourism.
- Explore current trends, challenges, and opportunities in the sector.
- Apply hospitality law, ethics, and sustainable tourism practices.
- Manage front office, housekeeping, food and beverage, events, and facilities operations.
- Develop advanced customer service and guest experience strategies.
- Manage guest expectations, feedback, complaints, and service recovery.
- Apply cultural sensitivity in hospitality and tourism environments.
- Use crisis management and problem-solving techniques.
- Develop digital marketing and sales strategies for hospitality businesses.
- Apply revenue management, pricing, budgeting, and financial analysis techniques.
- Strengthen leadership, team motivation, and human resource management skills.
- Prepare for the CHTMP certification through structured review and practical application.



The Program Flow

Day 1: Introduction to Hospitality and Tourism Management

- Understand the structure and importance of the hospitality and tourism industry.
- Explore current trends, challenges, and competitive pressures in the sector.
- Review hospitality law, ethics, and professional responsibilities.
- Understand sustainable tourism practices and their business value.
- Connect industry knowledge with professional management and certification readiness.

Day 2: Operations Management

- Manage front office operations and guest-facing service processes.
- Understand housekeeping operations and service quality standards.
- Explore food and beverage management principles.
- Apply event planning and management practices in hospitality settings.
- Review facilities management and maintenance requirements for smooth operations.

Day 3: Customer Service and Guest Experience

- Apply the principles of exceptional customer service.
- Manage guest expectations, feedback, complaints, and service recovery.
- Use cultural sensitivity to improve guest interaction and satisfaction.
- Apply crisis management and practical problem-solving techniques.
- Build guest experience strategies that support loyalty and positive reputation.

Day 4: Marketing and Financial Management

- Develop digital marketing strategies for hospitality and tourism businesses.
- Apply sales techniques and manage distribution channels.
- Use revenue management and pricing strategies to improve profitability.
- Build budgets and apply financial analysis for better decision-making.
- Link marketing, sales, and finance to business growth and operational performance.

Day 5: Leadership and Human Resource Management

- Apply effective leadership practices in hospitality environments.
- Build, motivate, and manage high-performing service teams.
- Understand human resource policies, staffing, and employee relations.
- Design training and development programs for hospitality teams.
- Review key CHTMP certification topics and preparation strategies.



Individual Impact

- Build stronger confidence in managing hospitality and tourism operations.
- Improve customer service, guest experience, and problem-solving capabilities.
- Strengthen marketing, financial management, and revenue optimization skills.
- Enhance leadership, team management, and HR decision-making.
- Increase readiness for the CHTMP certification and career advancement.

Work Impact

- Improve service quality, guest satisfaction, and operational consistency.
- Support stronger financial performance through better pricing, budgeting, and revenue practices.
- Enhance marketing effectiveness and customer acquisition.
- Strengthen team performance through better leadership and training.
- Promote sustainable, ethical, and guest-centered hospitality operations.

Training Methodology

This program combines hospitality management concepts with practical application through:

- Industry case studies and real-world hospitality scenarios.
- Operations improvement and guest experience exercises.
- Customer service, complaint handling, and crisis response simulations.
- Marketing campaign and sales planning activities.
- Budgeting, pricing, and revenue management workshops.
- Leadership, team motivation, and certification review sessions.

Beyond the Course

Upon completion, participants will be able to:

- Develop a comprehensive operations improvement plan.
- Create customer service strategies that enhance guest satisfaction.
- Design digital marketing campaigns for hospitality businesses.
- Apply financial and revenue management techniques to support profitability.
- Formulate leadership development plans for hospitality teams.
- Approach the CHTMP certification with stronger knowledge and confidence.

