



# Diploma in Hospitality & Tourism Management

**From Service to Success, Master It All**



**Outreach  
Partner**





# Program Overview

The Diploma in Hospitality & Tourism Management is designed to equip professionals with the skills, knowledge, and strategic insights needed to excel in the dynamic and rapidly growing hospitality and tourism industry. This program provides a comprehensive understanding of hospitality operations, tourism management, leadership principles, and sustainability in the tourism sector.

Through theoretical learning, real-world case studies, and expert led instruction, participants will gain a global perspective on tourism trends while focusing on local and regional market dynamics.

Whether you are looking to advance your career in the hospitality industry or explore leadership roles in tourism management, this program is your gateway to success in one of the world's most exciting sectors.



# Topics Covered

1. Introduction to the Hospitality & Tourism Industry
2. Leadership & Management in Hospitality and Tourism
3. Strategic Planning in Tourism
4. Tourism Marketing and Promotion
5. Sustainable Tourism Practices
6. Hospitality Operations Management
7. Customer Experience and Service Excellence
8. Event Management in Tourism and Hospitality
9. Tourism Economics & Policy Development
10. Risk Management in the Tourism Sector
11. Digital Transformation and Innovation in Tourism
12. Managing Multicultural Teams and Cross-Cultural Communication







# Learning Outcomes

- Develop leadership and management skills specifically tailored to the hospitality and tourism industries.
- Understand the principles of sustainable tourism and how to apply them in business operations.
- Gain insights into marketing and promotion strategies for the tourism sector, focusing on local and global trends.
- Master hospitality operations management, including guest services, quality control, and financial management.
- Learn how to create and implement successful tourism strategies in alignment with regional development plans.
- Strengthen your expertise in risk management, customer experience, and service excellence.
- Explore emerging technologies and digital innovations shaping the future of tourism and hospitality.



## Who Should Attend?

- Hospitality and Tourism Professionals aiming for leadership positions.
- Managers and Supervisors in hotels, resorts, travel agencies, and tourism boards.
- Entrepreneurs planning to start a business in hospitality or tourism.
- Government Officials in tourism development and policy making.
- Event Managers looking to specialize in tourism-related events.
- Recent Graduates aspiring to enter the hospitality or tourism industry.
- Industry Consultants looking to broaden their expertise in hospitality and tourism management.

## Program Duration

- **16 Weeks:** A structured yet flexible program designed for professionals.
- **Saturday Only Classes:** Convenient for working professionals.
- **Class Timings:** 2:00 PM to 9:00 PM.
- **Location:** In-person classes will be held at City Campus, IBA Karachi.
- The diploma program includes engaging guest speaker sessions, industry visits, and insights from experts representing our partner institutions. It also features group projects and comprehensive assessments to ensure a well-rounded learning experience.





## Fee Structure

**PKR 175,000/-** (plus 5% SST)

Fee Includes: Exam fee and diploma certificate. The fee does not include course material, books, stationery, lunch, and refreshments.



For Registration

**SCAN  
HERE**

## Contact Us



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