Garnet
Garnet Global Training Center

GGT-HT-114

Hospitality, Tourism & Events

Hospitality Sales & Marketing

المبيعات والتسويق في الضيافة

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Intermediate (practitioner)**

Overview

Participants in Hospitality Sales & Marketing practise the methods, tools and standards they need to perform reliably and solve problems on the job. Service, revenue and operations programs for hotels, tourism and event organisers. Choose 5 or 10 days, classroom or live online, English or Arabic; organisations can also run it in-house and adapt the examples to their own work.

What you will be able to do

- Apply the methods and standards of Hospitality Sales & Marketing to real tasks.
- Avoid the mistakes that most often cause rework or failure.
- Share good practice with your team.
- Use the right tools, checks and calculations step by step.
- Diagnose common problems and identify root causes.

Who should attend

Hotel and restaurant managers, tourism professionals and event planners. Practitioners with one to five years of experience benefit most.

Key topics

- Guest experience standards
- Revenue and pricing
- Operations and cost control
- Food safety and hygiene
- Digital distribution
- Event planning

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

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Email: info@garnettrainings.com

Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 Hospitality Sales & Marketing: principles and standards

- Guest experience standards
- Checklists and templates to take away

Day 2 Methods and tools in practice

- Revenue and pricing
- Operations and cost control

Day 3 Diagnosis and problem solving

- Food safety and hygiene
- Group discussion and peer review

Day 4 Quality, safety and documentation

- Digital distribution
- Measurement and reporting

Day 5 Workshop, assessment and action plan

- Event planning
- Hands-on workshop on a workplace challenge

10-day outline

Day 1 Hospitality Sales & Marketing: principles and standards

- Guest experience standards
- Checklists and templates to take away

Day 2 Methods and tools in practice

- Revenue and pricing
- Operations and cost control

Day 3 Diagnosis and problem solving

- Food safety and hygiene
- Group discussion and peer review

Day 4 Quality, safety and documentation

- Digital distribution
- Measurement and reporting

Day 5 Workshop, assessment and action plan

- Event planning
- Hands-on workshop on a workplace challenge

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Common mistakes and how to avoid them

Day 7 Digital tools, data and automation

- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice

- Global performance benchmarks
- Regional and international case studies

Day 9 Capstone project

- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates

- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
21–25 Jun 2027	5-day online	Live online	Arabic	2,950
5–9 Jul 2027	5-day classroom	Abu Dhabi	English	4,750
16–20 Aug 2027	5-day classroom	Paris	English	4,750
13–24 Dec 2027	10-day classroom	London	English	8,950
17–21 Jan 2028	5-day classroom	Dubai	English	4,750
13–24 Mar 2028	10-day online	Live online	English	5,450
12–16 Jun 2028	5-day classroom	London	English	4,750
13–24 Aug 2028	10-day classroom	Muscat	English	8,950
8–12 Jan 2029	5-day classroom	Dubai	Arabic	4,750

Dates	Format	City	Language	Fee (USD)
12–23 Feb 2029	10-day classroom	London	English	8,950
3–7 Sep 2029	5-day classroom	Amsterdam	English	4,750
15–19 Oct 2029	5-day online	Live online	English	2,950
7–18 Apr 2030	10-day classroom	Kuwait City	English	8,950
12–16 Aug 2030	5-day classroom	Dubai	English	4,750
7–18 Oct 2030	10-day online	Live online	Arabic	5,450
3–7 Nov 2030	5-day classroom	Manama	Arabic	4,750

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/