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## **News Release**

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## **Q2 of 2021 Will Bring a New Edition of IBTA's Tourism and Hospitality Course**

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**Austin, TX, April 30, 2021** – Before the end of the second quarter this year, the International Business Training Association (IBTA), sponsor of the Certified Business Professional (CBP) certification, will release an updated edition of the Tourism and Hospitality course. This new edition reflects the latest industry trends, best practices, and how the evolving landscape of the global economy affects both domestic and international tourism.

As tourism slowly returns to life following the Covid-19 pandemic, this new edition of the Tourism and Hospitality CBP certification program is perfectly timed to equip industry professionals with the latest skills, knowledge, and practices to promote a thriving tourist industry. IBTA is proud to partner with professional training institutions around the world to provide access to the essential business skills necessary for marketplace success. This timely update displays IBTA's commitment to developing professionals across industries and nations in order to promote excellence in every economic sector.

The 4<sup>th</sup> edition of the CBP Tourism and Hospitality course includes information about various health and safety precautions that tourism industry professionals can utilize to display their commitment to professionalism and to provide visitors with peace of mind. This update also includes information about promoting tourism security, providing superior customer service to tourists, and marketing to tourists. Revised discussion questions and exercises ensure that tourism and hospitality professionals are well-equipped to handle various situations that may arise. Additionally, the update includes a thorough elaboration of the different types of tourism, including a discussion of the growing sector of eco-tourism and the importance of a commitment to sustainability in the tourist industry.

Vice President of IBTA, Dario Morell commented on the new edition of the Tourism and Hospitality course: “The 4<sup>th</sup> edition of the CBP Tourism and Hospitality course is an exciting update for a continuously evolving sector. This new edition is an excellent resource for both seasoned hospitality professionals and those just entering the field. The guidelines on preparedness, health, and safety will ensure that industry professionals are well-equipped to handle the return of tourism. We have included various new exercises and additional information in this version of the course that will benefit all professionals in the field. We are proud to be able to partner with training centers around the world to promote excellence in the tourism industry. This new edition of the Tourism and Hospitality course contributes to that vision.” The 4<sup>th</sup> edition of the CBP Tourism and Hospitality course will be available before the end of the second quarter of 2021.

IBTA takes pride in offering leading educational content that remains current and relevant despite the changing business landscape. “IBTA is committed to providing professionals around the world with essential business training that is constantly being updated, improved, and adapted,” concluded Dario Morell.

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IBTA offers the opportunity to become an Authorized Training Partner (ATP) for the CBP certification. ATPs receive IBTA support in the form of referrals, support, industry news, and instructor program support. Visit <http://www.cbpcertify.com> to learn more about becoming an ATP.

## **About IBTA**

The International Business Training Association is a knowledge-centered organization committed to the training and certifying of business professionals to international standards. IBTA’s mission is to equip business professionals with the essential skills and certifications required to meet and surpass business standards in our global industry.

IBTA officially released its business certifications in 2003 under the brand of the Certified Business Professional (CBP) after two years of initial consultation and development. Since 2003, IBTA has partnered with Prometric, the global leader in technology-enabled testing and assessment services for academic, professional, government, corporate, and information technology markets. Today, IBTA’s CBP certification is the fastest growing soft-skills certification for business professionals with partners in the U.S., Canada, Asia, the Middle East, Australia, Latin America, and the Caribbean.

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