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# A full hospitality career ladder, from first shift to general manager, now opens online in English and Turkish

**London based Hospitality Academy puts 56 short courses and 13 professional diplomas online, with the first lesson of every course free and short courses from £29.**

**London, 30 October 2026.** Hotels and restaurants hire people who learn on the job, often without a clear route to the next role. Hospitality Academy, an online academy operated by London based Bil Enterprises, today opens a complete career ladder for them: **56 short courses and 13 professional diplomas**, taught in **English and Turkish**, from a receptionist's first shift to senior management.

## The story in three points

• **Low barrier to entry.** The first lesson of every course is free, with no sign up needed to start. Short courses cost between **£29 and £79**; each professional diploma costs **£199**.

• **Built around real departments.** Front office, housekeeping, food and beverage, sales and marketing, safety and management, each with practical scenarios a learner meets at work.

• **Proof an employer can check.** Learners who pass the final assessment receive a certificate with a unique code that anyone can verify online at hospitalityacademy.online/verify.

## Two languages, one standard

Every course is published in both English and Turkish, so a team in London, Dubai or Antalya can follow the same material. The academy links its English and Turkish pages, giving employers with mixed teams one shared standard.

## From short course to diploma

Short courses take on average about five hours. The Professional Diplomas are grouped as a career path from foundation level to senior management, for staff ready to move into supervision and leadership. Examples include Food and Beverage Management and Hospitality Sales and Marketing.

## How the teaching works

Lessons are written for working staff and supported by an AI trainer that lets learners practise guest conversations. The academy states openly where AI is used, and assessment and certificates are issued under the academy's own rules.

## Try it yourself

Editors and reporters can open any first lesson free, for example Reception Basics, and can request full course access for review from the press office.

## Available for interview

Founder **Murat Bilican** is available to talk about workforce skills in hospitality, online vocational learning in two languages, and building a UK education company with roots in Türkiye.

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