HOSPITALITY ACADEMY

HAES 1.0 Master Education Standards

Public edition

An Independent Framework for Hospitality Education, Assessment and Professional Development

Our Curriculum. Our Standards. Our Responsibility.

Field	Detail
Document	HAES 1.0 Master Education Standards, public edition
Version	1.0
Status	HAES 1.0, Adopted Institutional Education Standard. Academic foundations established 17 March 2026; formally documented and adopted by the Founder on 25 November 2026. Internal adoption is not external accreditation or regulatory recognition. Proposed and planned standards keep their own implementation status.
Prepared	25 November 2026
Academic foundation	17 March 2026
Adopted	25 November 2026
Next review	17 March 2027 (scheduled, not completed)
Owner	BIL ENTERPRISES LTD (UK Company No. 16856290)
Accountable	Murat Bilican, Founder
Reference language	English
Online	https://hospitalityacademy.online/education-standards

HAES is our own proprietary standard. It is not an accreditation, a regulated qualification framework or a government recognition, and no external body has yet reviewed it.
HAES is the proprietary education framework of Hospitality Academy, owned by BIL ENTERPRISES LTD. No trademark registration is claimed for the HAES name.
English is the primary reference language of the HAES academic standards. Other language versions are provided for convenience; if they differ, the English text applies.
This public edition excludes internal review findings, implementation notes and evaluation scores.

1. Purpose and philosophy

A framework for structured hospitality learning, professional development and verifiable academic achievement. This page sets out our curriculum, teaching method, assessment rules and quality commitments, and states plainly which parts are current practice and which are still proposed.

Independent curriculum ownership

Hospitality Academy writes, owns and maintains its own curriculum, assessments and certificates. We do not resell or badge another institution's programmes, and we do not borrow credibility through third party logos.

Role based education

Every programme starts from a real hospitality role and the decisions that role makes on shift: a room attendant, a waiter, a receptionist, a revenue manager, a general manager.

Learning achievement is not workplace competence

A Hospitality Academy certificate shows that a learner completed the lessons and passed the assessment. It does not certify observed performance at work. HAES keeps these two things separate and says so on every award.

2. Education architecture

Eleven academies: Food & Beverage, Front Office, Housekeeping, Culinary, Guest Experience, Sales & Revenue, Luxury Hospitality, Leadership, Safety & Compliance, Hospitality AI, Professional Diplomas.
Five short course levels followed by Professional Diplomas. These are internal stages, not RQF, EQF or university credit levels.

Level	Title	Hours	Focus
1	Foundation	3	Knowledge and safe entry level practice
2	Practitioner	4	Routine operational procedures
3	Advanced	5	Analysis and operational judgement
4	Specialist	6	Complex scenarios and specialist decisions
5	Leadership and management	7	Team, resource and departmental leadership

3. The Hospitality Academy Method

Learn. Structured instruction and role specific knowledge.
Understand. Why a procedure matters, not only how it works.
Practise. Realistic cases, checklists and guided tasks.
Simulate. Decisions and guest communication rehearsed in AI roleplay.
Assess. A timed final mapped to the course outcomes.
Certify. A QR verifiable certificate after documented criteria are met.
Advance. Progression to specialist, leadership or diploma study.
Lesson design: Define: Outcome, effort, role context and success criteria.; Explain: Principle, procedure, rationale and safety limits.; Apply: Realistic cases, checklists and practice.; Assess: Items linked to what was taught.; Maintain: Version, sources, review date and approval.

4. HAES Standard Register and document library

Each standard is a controlled document. Operational standards describe current, verified practice; proposed and planned standards are commitments not yet in operation.

HAES-01 Curriculum architecture

Reference	Version	Effective date	Implementation	Owner
HAES-01	1.0	On publication approval	Operational	BIL ENTERPRISES LTD

Scope. All short courses and Professional Diplomas: academies, roles, levels and progression.
Purpose. Programmes are organised by academy, role and level with clear progression.
Requirements. Each programme states target roles, outcomes, effort, language, assessment and progression. Outcomes map to lessons and assessment evidence.
Current practice. 11 academies, five short course levels and 13 diploma programmes are live. A published outcome to item map per course is proposed.
Revision history. 1.0, 2026-11-25, First public edition prepared for owner approval.

HAES-02 Learning content

Reference	Version	Effective date	Implementation	Owner
HAES-02	1.0	On publication approval	Proposed / planned	BIL ENTERPRISES LTD

Scope. Every lesson, its sources, versions and review dates.
Purpose. Lessons are accurate, structured, accessible and version controlled.
Requirements. Define, explain, apply, assess and maintain every lesson. Record sources, language, update date and approval status.
Current practice. Courses follow a fixed lesson sequence. Annual review dates are not yet recorded on any course.
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HAES-03 AI teaching

Reference	Version	Effective date	Implementation	Owner
HAES-03	1.0	On publication approval	Operational	BIL ENTERPRISES LTD

Scope. The AI Trainer, roleplay and AI generated course material.
Purpose. AI is a disclosed learning aid grounded in approved course content.
Requirements. Disclose AI, log reported errors and offer human escalation. Never treat AI output alone as proof of competence.
Current practice. AI Trainer and roleplay are disclosed on every course; answers can be reported for private admin review.
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HAES-04 Assessment

Reference	Version	Effective date	Implementation	Owner
HAES-04	1.0	On publication approval	Operational	BIL ENTERPRISES LTD

Scope. Short course finals, diploma quizzes and assignments, marking and appeals.
Purpose. Assessment is valid, secure, fair and open to human review.
Requirements. Server side marking and hidden answer keys. Item analysis, retirement of defective items and a published appeals route.
Current practice. Exams are drawn, timed and marked on the server. Item analysis rules are published on the Quality page.
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HAES-05 Certification

Reference	Version	Effective date	Implementation	Owner
HAES-05	1.0	On publication approval	Operational	BIL ENTERPRISES LTD

Scope. Certificates, verification, reissue and revocation.
Purpose. Awards are issued only on documented criteria and can be verified and revoked.
Requirements. Unique certificate codes with public QR verification. State award scope and revocation grounds.
Current practice. Certificates carry an HA code and QR link to the public verification page.
Revision history. 1.0, 2026-11-25, First public edition prepared for owner approval.

HAES-06 Quality assurance

Reference	Version	Effective date	Implementation	Owner
HAES-06	1.0	On publication approval	Proposed / planned	BIL ENTERPRISES LTD

Scope. Governance, course review cycle, feedback and corrective action.
Purpose. Governance, evidence, feedback and corrective action are documented.
Requirements. Annual review cycle per course. Independent external review with a published summary.
Current practice. Internal framework published. No external review has taken place yet.
Revision history. 1.0, 2026-11-25, First public edition prepared for owner approval.

HAES-07 Practical competence

Reference	Version	Effective date	Implementation	Owner
HAES-07	1.0	On publication approval	Proposed / planned	BIL ENTERPRISES LTD

Scope. Future assessment of observed workplace performance.
Purpose. Workplace performance is assessed only through observed evidence.
Requirements. Assessor criteria, observation records and verification.
Current practice. Not offered. Current certificates do not assess observed workplace performance.
Revision history. 1.0, 2026-11-25, First public edition prepared for owner approval.

HAES-08 Approved centres

Reference	Version	Effective date	Implementation	Owner
HAES-08	1.0	On publication approval	Proposed / planned	BIL ENTERPRISES LTD

Scope. Future approval of institutions delivering HAES programmes.
Purpose. A future contractual route for institutions to deliver HAES programmes.
Requirements. Approval, licensing, monitoring, renewal and sanctions.
Current practice. No centre has been approved. No approved centre network exists today.
Revision history. 1.0, 2026-11-25, First public edition prepared for owner approval.

5. Assessment and certification

Short course final: 30 questions drawn by the server from a pool of at least 40, 45 minutes, pass mark 80%, up to 3 attempts at least 24 hours apart. Answer keys never reach the browser; options are shuffled per attempt.
Bands: Pass 80 to 87, Merit 88 to 94, Distinction 95 to 100. With 30 equally weighted questions the attainable results are:

Correct	Score	Grade
24/30	80%	Pass
25/30	83%	Pass
26/30	87%	Pass
27/30	90%	Merit
28/30	93%	Merit
29/30	97%	Distinction
30/30	100%	Distinction

Professional Diploma: unit quizzes with 2 attempts; assignments marked against published rubrics. Pass requires a course mark of 50 or more and every component 40 or more; Merit 60 to 69; Distinction 70 or more. Final diploma results are confirmed by human review.
Every certificate carries a unique HA code and a QR link to public verification at hospitalityacademy.online/verify. A certificate shows completed learning and a passed assessment; it does not certify observed workplace competence.

6. Academic appeals

You can appeal any result or academic decision within 14 calendar days of receiving it. A person, not AI, reviews every appeal free of charge, and we aim to give a decision within 20 working days of receiving it. Use the Contact page and choose the topic Assessment appeal.
1. Submit: within 14 calendar days of receiving the result or decision, use the Contact form, topic Assessment appeal, or email us. Say which result you are appealing and why: the procedure was not followed, the marking contains an error, or there was a circumstance we did not know about.
2. Acknowledgement: we confirm receipt within 5 working days. There is no fee.
3. Review: a person not involved in the original result checks the evidence, the marking and the procedure. AI does not decide appeals.
4. Decision: we aim to send a written decision with reasons within 20 working days of receiving your appeal. If a result changes, we correct the record and reissue any certificate.
5. Escalation: if you are not satisfied, ask within 14 calendar days of the decision for a final review by the Founder, who is accountable for academic decisions, with the same 20 working day target. This decision is final within Hospitality Academy and does not limit your legal rights, including those under UK GDPR and KVKK.

7. Graduate Competency Profile

Professional: Service standards, grooming and conduct; Role knowledge and correct procedure.
Operational: Safe, hygienic and efficient routines; Reporting, handover and escalation.
Managerial: Planning, staffing and resource control; Revenue, cost and performance analysis.
Ethical: Guest privacy, honesty and fairness; Safety, legal duties and data protection.
Digital: Hospitality systems and data literacy; Responsible, verified use of AI.
Interpersonal: Guest communication and service recovery; Teamwork across cultures and languages.

8. Academic Integrity Charter

Academic honesty. Every final begins with an integrity declaration. Work must be the learner's own.
Examination integrity. Questions are drawn and marked on the server; answer keys never reach the browser. Leaving the exam window is recorded and reviewed by staff, never failed automatically.
Responsible AI use. AI may be used to learn and practise. Submitting AI generated work as your own in an assessment is malpractice.
Assessment fairness. Options are shuffled per attempt and defective items are withdrawn. Reasonable adjustments are available on request.
Appeals. Any result or academic decision can be appealed within 14 calendar days. A person reviews it free of charge, with a decision target of 20 working days and a final review by the Founder.
Verification and revocation. Anyone can verify a certificate by code or QR. A certificate obtained through proven malpractice can be revoked after human review.

9. Governance and quality assurance

Ownership and accountability (Current practice, verified). BIL ENTERPRISES LTD owns HAES. Murat Bilican, Founder, is accountable for academic decisions.
Human decisions (Current practice, verified). Appeals, malpractice, certificate revocation and final diploma results are decided by a person.
Policy management (Proposed standard). Each standard carries a reference, version, effective date and revision history in the Standard Register.
Academic Standards Committee (Planned development). A committee including independent hospitality and education members to approve revisions and review evidence.
Continuous improvement (Current practice, verified). Feedback, item analysis and AI answer reports feed the annual review and corrective actions.
Item analysis (Current practice, verified). After 30 graded answers, questions outside facility 0.30 to 0.95 or with discrimination under 0.15 are reviewed, rewritten or withdrawn.
Learner feedback (Current practice, verified). Five questions after certification. Ratings are shown only from 10 responses.
Annual course review (Proposed standard). Every course reviewed at least yearly, scheduled in the Academic Course Review Register. No review has been completed yet; first reviews are due by 25 November 2027.
Independent external review (External validation not yet completed). A qualified independent reviewer will examine a sample of courses and assessments and a summary will be published.
The Academic Course Review Register lists every published programme with its reference, curriculum version, review dates, status and corrective actions: hospitalityacademy.online/education-standards/review-register.

10. International curriculum adoption

A proposed future framework. No accreditation, approved centre network or adoption agreement exists today. Intended adopters: Universities, Hospitality schools, Hotel groups, Training institutions.
Enquiry. An institution describes its learners, languages and delivery model.
Review. We assess fit, staffing, facilities and quality arrangements.
Agreement. A licence defines curriculum use, assessment control and brand rules.
Monitoring. Results, feedback and sample audits are reviewed each year.
Renewal. Approval is renewed, conditioned or withdrawn on evidence.

11. Transparency

Is HAES an accreditation?

No. HAES is our own proprietary standard. Hospitality Academy is not accredited by an external body and our awards are not regulated qualifications or university credit.

What role does AI play?

AI writes course material from a structured curriculum, teaches through the AI Trainer and roleplay, and marks diploma assignments against published rubrics. People remain accountable and decide appeals, malpractice, revocation and final diploma results.

How can an employer verify a certificate?

Scan the QR code or enter the certificate number on our verification page.

Does a certificate prove I can do the job?

It proves you completed the learning and passed the assessment. Observed workplace competence is a planned HAES standard and is not assessed today.

Which languages are courses taught in?

Complete courses are taught in English and Turkish. The website and the AI Trainer work in ten languages: English, Turkish, Spanish, French, German, Arabic, Russian, Brazilian Portuguese, Italian and Polish.

Can my institution adopt HAES?

The adoption framework is proposed and not yet open. You are welcome to register interest through the contact page.

12. Technology and data

Hospitality Academy's digital education architecture is developed, integrated and managed by BIL Studio AI, the technology division of BIL Enterprises. Details of third party services and data processors are given in our Privacy Policy.

Technology Architecture by BIL Studio AI. A BIL Enterprises Company.

Revision history

Version	Date	Note
1.0 draft	2026-11-25	First proposed edition, prepared for owner approval.