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COURSE BROCHURE

Advanced Tourism and Hospitality Management Training Course

7 – 18 June 2027
Milan

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Registered in the United Kingdom and Saudi Arabia

Advanced Tourism and Hospitality Management Training Course

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Tourism and Hospitality Management at an advanced level is a 2-week training course for hotel general managers, destination managers and tourism executives, built around a two-year hospitality business plan that links destination strategy, yield and guest experience. Owners, investors and travellers now judge hotels and destinations on the same evidence, so senior leaders need one view of demand, pricing and reported results. The course is delivered by Jupiter Prime Training.

Why Tourism and Hospitality Management Matters Now

Three forces are reshaping tourism and hospitality management. Travellers book through more channels and compare value in seconds, pushing pricing decisions closer to the moment of demand. Owners and asset managers expect hotel results to be reported in a common language, so that one property can be compared with another. Destinations compete for events, airlift and investment, which ties a hotel's fortunes to its wider place. Leaders who connect these forces protect margin and reputation; those who do not chase occupancy at any rate. The course rests on the Uniform System of Accounts for the Lodging Industry USALI for departmental reporting and on established revenue management practice.

Who Gains Most from Tourism and Hospitality Management

- Leaders accountable for the full profit and loss of a hotel or resort
- Leaders who shape a destination's visitor offer, events calendar and partnerships
- Leaders who set pricing, distribution and channel strategy across properties
- Leaders who own guest experience standards and brand delivery
- Leaders who report results to owners, boards and investors

Executive committees of a single hotel, or a cluster team with its commercial director, gain most when several members attend together and leave with one shared plan.

Tourism and Hospitality Management Capabilities

Participants leave able to connect a destination's demand pattern to rate, cost and guest promise, then defend that link in owner meetings.

- Assess destination demand drivers and segment mix — positioning decisions for the executive committee
- Design a pricing and distribution strategy by segment and channel — the commercial director
- Calculate RevPAR, GOPPAR and flow-through from USALI statements — owners and asset managers
- Build a guest journey with service recovery standards — brand and operations leaders
- Weigh capital projects against market evidence — investment approval by the board
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Communicate a two-year plan with measurable milestones — department heads and partners

Key Tourism and Hospitality Management Terms

- RevPAR — Room revenue divided by rooms available, showing how well a hotel converts its inventory into income.
- GOPPAR — Gross operating profit per available room, a measure of operating efficiency rather than sales alone.
- USALI — The Uniform System of Accounts for the Lodging Industry, a common format for hotel departmental statements.
- Displacement analysis — A test of whether accepting a group booking earns more than the transient business it pushes out.
- Destination carrying capacity — The level of visitor use a place can absorb before experience or environment declines.
- Flow-through — The share of an increase in revenue that reaches gross operating profit.

Tourism and Hospitality Management Day by Day

Day 1: Destination Context and Market Forces

- Destination Life Cycle Model — Where the Place Stands in Its Growth
- Visitor Segment Profiling — Which Travellers Drive Value Year Round
- Seasonality Curves — Shoulder Season Offers and Staffing Rhythm
- Competitive Set Selection — Fair Benchmarks for Hotel Performance
- Airlift and Access Mapping — Partnerships That Open New Source Markets

Day 2: Hospitality Business Models

- Owner, Operator and Brand Roles — Who Decides Rate, Cost and Standards
- Management and Franchise Agreements — Fees, Controls and Performance Clauses
- Asset Management Perspective — Owner Returns Versus Operator Targets
- Mixed-Use and Resort Formats — Revenue Beyond Rooms
- Branded Residence and Serviced Apartment Models — Long-Stay Demand Fit

Day 3: Reading Hotel Performance Through USALI

- USALI Departmental Statements — Comparable Reporting Across Properties
- Undistributed Operating Expenses — Where Overheads Erode Margin
- GOPPAR and Flow-Through Tests — Quality of Revenue Growth
- Labour Cost Ratios by Department — Rostering and Productivity Choices
- Owner Reporting Pack — Variance Explanations Leaders Can Defend

Day 4: Demand Forecasting and Yield

- Booking Pace and Pickup Reports — Early Signals for Rate Moves
- Unconstrained Demand Forecasting — True Market Appetite Beyond Capacity
- Length-of-Stay Controls — Protecting Peak Nights
- Overbooking Models — Balancing Walk Risk and Empty Rooms
- Group Displacement Analysis — Accepting or Declining Block Requests

Day 5: Pricing and Distribution Strategy

- Rate Fences and Price Ladders — Segment Value Without Dilution
- Channel Cost Analysis — Net Revenue by Booking Source
- Direct Booking Strategy — Loyalty, Website and Voice Channels
- Corporate and Wholesale Contracts — Negotiated Rate Discipline
- Total Revenue Management — Spa, Dining and Meeting Space Pricing

Day 6: Guest Experience Design

- Guest Journey Mapping — Moments That Shape Review Scores
- Service Blueprinting — Front Stage and Back Stage Handoffs
- Service Recovery Protocols — Empowering Staff to Resolve Complaints
- Online Reputation Analysis — Review Themes Turned Into Actions
- Personalisation Through Guest Profiles — Respectful Use of Preferences

Day 7: Food, Beverage and Ancillary Revenue

- Menu Engineering Matrix — Stars, Puzzles and Margin Choices
- HACCP-Based Food Safety Culture — Kitchen Risk and Brand Protection
- Banqueting and Conference Yield — Space Value per Square Metre
- Retail and Experience Packages — Revenue From Local Culture
- Outlet Concept Review — Keeping, Leasing or Repositioning Venues

Day 8: Sustainability and Destination Partnerships

- Energy and Water Intensity Metrics — Cost and Guest Expectations
- Waste and Food Loss Tracking — Kitchen and Housekeeping Practice
- Local Supplier Sourcing — Community Benefit and Authentic Offer
- Destination Management Organisation Partnerships — Shared Campaigns
- Events and Festivals Calendar — Filling Low-Demand Periods

Day 9: Capital Decisions and Leadership

- Hotel Feasibility Study Logic — Demand, Rate and Return Tests
- Renovation and Repositioning Cases — Timing Against Market Cycle
- Talent Pipeline Planning — Succession for Key Hotel Roles
- Executive Committee Rhythm — Daily, Weekly and Monthly Reviews
- Crisis and Continuity Playbooks — Health, Weather and Security Events

Day 10: Practising the Two-Year Hospitality Business Plan

- Applying Segment Profiles to a Two-Year Demand Outlook
- Applying USALI Targets to Departmental Budgets
- Applying Pricing Strategy to a Channel and Rate Calendar
- Applying Guest Journey Standards to Service Milestones
- Completing the Two-Year Hospitality Business Plan for Owner Review

Applying Tourism and Hospitality Management After the Course

- Lead a monthly USALI flow-through review with department heads and agree two margin actions
- Run a displacement test on the next three group requests and share the decisions with sales

Tourism and Hospitality Management Questions FAQ

What is advanced tourism and hospitality management and why does it matter now?

It is the senior practice of linking destination demand, pricing, guest experience and reported results in one plan. It matters now because travellers compare value instantly and owners expect comparable reporting, so leaders need decisions that hold up commercially and with guests.

Which roles gain most from tourism and hospitality management training?

Hotel general managers, cluster commercial leaders, resort directors and destination managers gain most. You benefit if you answer to owners or boards for profit, rate strategy or visitor growth and need one coherent view across departments.

How does advanced tourism and hospitality management differ from a hotel revenue course?

A revenue course concentrates on pricing tools for one function. This course places pricing beside destination strategy, USALI reporting, guest experience, ancillary income and capital decisions, so you see how each choice affects owner returns and the wider place.

What do you bring back from tourism and hospitality management training?

You bring back a structured business plan covering demand outlook, budgets, pricing calendar and service milestones. It gives your executive committee a shared set of targets and a clear basis for owner and partner conversations.

Tourism and Hospitality Management: The Way Forward

The two-year hospitality business plan first informs the annual budget and rate calendar agreed with owners. General managers, commercial leaders and department heads use it to align daily choices with longer targets. After its first quarter in use, revisit the segment mix and displacement assumptions, since destination events and channel costs shift faster than most plans expect.