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COURSE BROCHURE

Tourism Community Engagement and Resident Consultation Training Course

22 – 26 November 2026
Kuala Lumpur

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Registered in the United Kingdom and Saudi Arabia

Tourism Community Engagement and Resident Consultation Training Course

Ref: 793_30086 **Date:** 22 – 26 November 2026 **Location:** Kuala Lumpur **Fees:** 4900 GBP

Tourism Community Engagement and Resident Consultation is a 1-week training course for tourism officers, destination marketing staff and hotel community relations staff, and each participant builds a resident engagement plan for a destination. Residents increasingly shape whether visitor growth is welcomed or resisted, so destinations and hotels need structured ways to listen, consult and share benefits. Jupiter Prime Training treats tourism community engagement as a core destination skill.

Why Tourism Community Engagement Matters Now

Three pressures shape the relationship between visitors and hosts today. Rising visitor numbers at popular sites strain housing, roads and public spaces, and residents voice concerns faster through social media and local forums. Investors and lenders now ask how projects consult neighbours and spread economic benefits. Hotels and attractions also depend on local suppliers, staff and goodwill to operate. A destination that consults early builds support for new developments, while one that ignores resident sentiment faces opposition, complaints and reputational damage that slow growth.

Who Gains Most from Tourism Community Engagement

- Officers who plan destination development and hold public consultations
- Marketing staff who shape destination messages and visitor campaigns
- Hotel staff who manage neighbour relations and local sourcing
- Attraction operators who handle site access and visitor flows near homes
- Coordinators who receive and resolve resident complaints

Destination organisations and hotel groups gain most when tourism officers and property community relations staff attend together.

Tourism Community Engagement Capabilities

Participants practise the listening, consultation and partnership methods that turn resident views into visible decisions on the ground.

- Map residents, associations, suppliers and authorities by influence and interest — engagement priorities
- Design resident consultation rounds using surveys, forums and focus groups — development approvals
- Assess host community attitudes and irritation signals over time — visitor growth decisions
- Build local supplier partnerships with fair terms and capacity support — hotel and attraction purchasing
- Apply a grievance handling procedure with logging, response times and feedback — resident trust

- Communicate consultation outcomes through clear "you said, we did" reporting — residents and investors

Key Tourism Community Engagement Terms

- Stakeholder Map — a grid that places each group by its influence on and interest in a tourism decision.
- Resident Consultation — a structured process for asking residents their views before a tourism decision is taken.
- Host Community Attitudes — the feelings residents hold towards visitors and tourism growth, ranging from welcome to hostility.
- Social Licence to Operate — the ongoing acceptance a tourism business or project receives from people living nearby.
- Grievance Mechanism — a known, accessible route for residents to raise complaints and receive a recorded response.
- Local Sourcing Ratio — the share of goods and services a hotel or attraction buys from suppliers in its area.

Tourism Community Engagement Day by Day

Day 1: Residents, Visitors and Shared Places

- Tourism Impact Types — Weighing Economic, Social and Environmental Effects on Hosts
- Host Community Attitude Models — Spotting Shifts from Welcome to Irritation
- Overtourism Warning Signals — Deciding When Visitor Pressure Needs Action
- Social Licence to Operate — Judging Acceptance of Hotels and Attractions
- Resident Sentiment Surveys — Setting a Baseline Before New Projects

Day 2: Stakeholder Mapping and Engagement Levels

- Influence and Interest Grid — Ranking Groups for Engagement Effort
- Engagement Spectrum from Inform to Empower — Choosing the Right Depth
- Hard-to-Reach Groups — Including Youth, Elders and Seasonal Workers
- Community Leaders and Associations — Building Trusted Local Channels
- Engagement Calendar — Timing Contact Around Seasons and Projects

Day 3: Consultation Methods and Local Partnerships

- Public Forums and Open Houses — Running Balanced Resident Meetings
- Focus Groups and Walking Interviews — Gathering Detailed Neighbourhood Views
- Local Supplier Partnerships — Opening Hotel Purchasing to Nearby Producers
- Supplier Development Support — Helping Small Firms Meet Quality Needs
- Community Benefit Agreements — Recording Commitments to Jobs and Facilities

Day 4: Grievance Handling and Reporting Back

- Grievance Mechanism Design — Setting Channels, Logs and Response Times
- Complaint Triage and Mediation — Resolving Noise, Parking and Access Disputes
- Root Cause Review of Complaints — Changing Operations Rather Than Replying Only
- You Said, We Did Reporting — Showing Residents How Views Changed Decisions
- Engagement Indicators — Tracking Sentiment, Complaints and Local Spend

Day 5: Practising the Resident Engagement Plan

- Destination Case Analysis — Comparing a Coastal Resort and a Heritage Town
- Stakeholder Map Exercise — Applying the Grid to a Chosen Destination
- Mock Consultation Forum — Testing Facilitation and Question Techniques
- Grievance Role Play — Applying Triage and Mediation Under Pressure
- Resident Engagement Plan Assembly — Final Plan for a Chosen Destination

Applying Tourism Community Engagement After the Course

- Run a resident sentiment survey in one neighbourhood near a hotel or attraction and share the baseline with colleagues
- Set up a simple grievance log with response times and review its first month of complaints with operations staff

Tourism Community Engagement Questions FAQ

What is tourism community engagement and why does it matter now?

Tourism community engagement is the way destinations and businesses consult residents, share benefits and respond to concerns. It matters now because visitor growth, investor scrutiny and fast online criticism make resident support a condition for new projects and smooth operations.

Which roles gain most from tourism community engagement training?

Tourism officers, destination marketing staff and hotel community relations staff gain most. Attraction operators and complaint coordinators also benefit, whether they work at resorts, heritage sites or city hotels.

How does tourism community engagement differ from destination marketing training?

Tourism community engagement focuses on residents rather than visitors. Instead of campaigns and branding, you practise stakeholder mapping, consultation forums, supplier partnerships and grievance handling with the people who live alongside tourism.

What do you bring back from tourism community engagement training?

You bring back a resident engagement plan for a real destination or property. It sets out the stakeholder map, consultation methods, supplier partnership steps, grievance procedure and the indicators your organisation will track.

Tourism Community Engagement: The Way Forward

The resident engagement plan first informs how the next development or expansion is introduced to neighbours. Tourism officers and hotel community relations staff use it to schedule consultations, open purchasing to local suppliers and answer complaints consistently. After its first use, resident sentiment results are worth revisiting to adjust engagement depth and the benefits shared.