

Sixteen-Hour Hospitality and Tourism Workshop

Day 1: Introduction to Hospitality and Tourism Industry

Session 1: Overview of Hospitality and Tourism Industry (2 hours)

- Introduction to Hospitality and Tourism Concepts
- Importance of Hospitality and Tourism in Economic Development
- Key Sectors and Players in the Hospitality and Tourism Industry

Session 2: Hospitality Management Fundamentals (2 hours)

- Basics of Hospitality Management
- Understanding Guest Services and Satisfaction
- Introduction to Hotel Operations and Management

Session 3: Tourism Management and Destination Marketing (2 hours)

- Principles of Tourism Management
- Destination Marketing Strategies
- Promoting Tourist Attractions and Experiences

Session 4: Food and Beverage Management (2 hours)

- Introduction to Food and Beverage Operations
- Menu Planning and Design
- Beverage Management and Bar Operations

Day 2: Advanced Topics in Hospitality and Tourism

Session 5: Revenue Management in Hospitality (2 hours)

- Introduction to Revenue Management
- Pricing Strategies and Yield Management
- Maximizing Revenue in Hospitality Operations

Session 6: Hotel and Resort Operations (2 hours)

- Managing Front Office Operations
- Housekeeping and Facility Management
- Safety and Security in Hotel Operations

Session 7: Sustainable Tourism and Responsible Hospitality (2 hours)

- Understanding Sustainable Tourism Practices
- Implementing Responsible Hospitality Initiatives
- Minimizing Environmental Impact and Promoting Community Engagement

Session 8: Hospitality Technology and Innovation (2 hours)

- Role of Technology in Hospitality Industry
- Implementing Property Management Systems (PMS)
- Innovations in Guest Experience and Service Delivery

Throughout the workshop, interactive discussions, case studies, and group activities will be used to engage participants and reinforce key concepts. Participants will leave with a comprehensive understanding of hospitality and tourism management principles and practical strategies for success in the industry.