Strategic Leadership and Foresight in Tourism Training Course

30 Nov - 04 Dec 2026

Madrid

5900 € (Per Person)

Ref: #TOU2434_148682

Course Introduction / Overview:

The global tourism landscape is characterized by unprecedented volatility, complexity, and ambiguity, demanding a new cadre of leaders who can navigate uncertainty and shape the future. This course is meticulously designed to bridge the gap between traditional executive management and the critical discipline of strategic foresight. It moves beyond conventional planning to equip participants with the tools to anticipate disruptive trends, envision multiple future scenarios, and build resilient organizations. Drawing upon seminal concepts in strategic management and future studies, such as those explored by author Gary Hamel on strategic innovation, this program provides a robust framework for proactive leadership. Participants will learn to interpret weak signals, challenge underlying assumptions, and craft adaptive strategies that secure a competitive advantage. At BIG BEN Training Center, we have developed a curriculum that integrates theoretical rigor with practical application, ensuring that leaders are not just reacting to change but are actively architecting the future of their tourism enterprises and destinations, a theme also central to works like "The Future of Tourism" by Ian Yeoman. This immersive experience is essential for any senior professional aiming to lead with vision and confidence in the dynamic world of tourism.

Target Audience / This training course is suitable for:

- Chief Executive Officers and Managing Directors in the tourism sector.
- Directors of Strategy and Corporate Planning.
- Destination Management Organization (DMO) Executives.
- Hotel and Resort General Managers.
- Airline and Cruise Line Senior Management.
- Heads of Tourism and Hospitality Associations.
- Government Officials and Policymakers in Ministries of Tourism.
- Senior Operations and Marketing Managers.
- Tourism Entrepreneurs and Investors.
- Consultants specializing in the tourism and hospitality industry.

Target Sectors and Industries:

- Hospitality and Accommodation.
- Aviation and Transportation.
- Tour Operators and Travel Agencies.
- Destination Management and Marketing Organizations.
- Governmental Tourism Authorities and National Tourism Boards.
- Leisure, Attractions, and Entertainment Venues.
- Meetings, Incentives, Conferences, and Exhibitions (MICE) Industry.
- Food and Beverage Sector.
- Tourism Technology and Innovation Companies.
- Real Estate and Tourism Development Firms.

Target Organizations Departments:

- Executive Leadership and C-Suite Offices.
- Strategy and Business Development.
- Marketing and Sales.
- Operations Management.
- Finance and Investment.
- Human Resources and Talent Development.
- Policy and Public Affairs.
- Guest Experience and Customer Relations.
- Innovation and Research & Development.
- Risk Management and Compliance.

Course Offerings:

By the end of this course, the participants will have able to:

- Analyze the complex macro-environment of the global tourism industry.
- Apply strategic foresight tools to identify emerging trends and weak signals.
- Develop multiple plausible scenarios for the future of their organization or destination.
- Formulate adaptive and resilient strategies that can thrive in uncertain conditions.
- Lead organizational change and foster a culture of innovation and forward-thinking.
- Enhance strategic decision-making capabilities under pressure.
- Master stakeholder engagement techniques for collaborative strategy development.
- Integrate sustainability and ethical considerations into long-term strategic planning.
- Leverage digital transformation as a strategic enabler for future growth.
- Develop a personal leadership action plan for driving strategic foresight initiatives.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and directly applicable to the professional challenges faced by participants. This course rejects a passive, lecture-based format in favor of a dynamic learning environment that fosters critical thinking and collaborative problem-solving. The program is built around a blend of expert-led presentations, facilitated group discussions, and intensive hands-on workshops. A cornerstone of the methodology is the use of real-world case studies from the global tourism industry, allowing participants to analyze complex strategic dilemmas and debate potential solutions. Participants will engage in a sophisticated simulation where they must develop a long-term strategic plan for a destination facing significant disruption. This practical application is reinforced through peer-to-peer learning, where diverse experiences and perspectives enrich the educational journey. Team-based projects, scenario-building exercises, and strategy formulation sessions ensure that theoretical concepts are immediately translated into practical skills. Continuous feedback from the facilitator and peers is integrated throughout the course, ensuring a supportive and impactful learning experience that extends far beyond the training room.

Course Agenda (Course Units):

Unit One: The New Paradigm of Tourism Leadership

- The Evolving Role of the Executive Leader in a Volatile World.
- Distinguishing Between Traditional Planning and Strategic Foresight.
- Core Principles of Strategic Thinking and Future-Oriented Leadership.
- Analyzing the Macro-Forces Shaping the Future of Tourism (PESTLE Analysis).
- Introduction to Systems Thinking for Understanding Industry Interdependencies.
- Leadership Mindsets for Embracing Ambiguity and Complexity.
- Historical Case Studies of Strategic Failure and Success in Tourism.

Unit Two: Environmental Scanning and Trend Analysis

- Techniques for Systematic Horizon Scanning.
- Identifying and Interpreting Weak Signals of Change.
- Trend Analysis vs. Fad Spotting in the Tourism Sector.
- Utilizing Data Analytics for Predictive Insights.
- Mapping Key Drivers of Change and Critical Uncertainties.
- Conducting a Deep-Dive Analysis of Social, Technological, and Economic Trends.
- The Role of Competitive Intelligence in Strategic Foresight.

Unit Three: Mastering Scenario Planning and Future Scenarios

- Introduction to the Art and Science of Scenario Planning.
- The Shell Method for Developing Robust Scenarios.
- Building a Scenario Framework Based on Key Uncertainties.
- Crafting Narrative Scenarios for 2035 and Beyond.
- Wind Tunneling: Testing Current Strategies Against Future Scenarios.
- Identifying Signposts and Indicators for Monitoring Future Developments.
- Communicating Scenarios Effectively to Stakeholders and Boards.

Unit Four: Formulating Adaptive and Resilient Strategies

- Moving from Foresight to Insight to Action.
- Developing a Dynamic and Adaptive Strategic Portfolio.
- Strategies for Innovation and New Business Model Development.
- Integrating Digital Transformation into Core Strategy.
- Building Organizational Resilience and Agility.
- Sustainable and Regenerative Tourism as a Strategic Imperative.
- Crafting a Compelling Strategic Vision and Narrative for the Future.

Unit Five: Leading Strategic Transformation and Implementation

- The Leader's Role in Championing and Driving Change.
- Overcoming Organizational Resistance to Forward-Thinking Initiatives.
- Building a Culture of Continuous Learning and Adaptation.
- Aligning Organizational Structure, Processes, and People with the Strategy.
- Metrics and KPIs for Tracking Strategic Progress in a Dynamic Environment.
- Stakeholder Engagement and Co-creation in Strategy Implementation.
- Developing a Personal Leadership Plan for Driving Strategic Foresight.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can leaders balance the immediate economic pressures of the tourism industry with the long-term ethical imperatives of sustainable and regenerative foresight?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond the confines of traditional leadership and strategic planning programs. While many courses focus on analyzing the past to predict the future, our curriculum is fundamentally oriented towards preparing leaders to navigate and shape it. The core differentiator is its deep integration of strategic foresight methodologies, such as horizon scanning and scenario planning, specifically tailored to the unique volatilities of the global tourism sector. We do not just teach theory; we immerse participants in a rigorous, hands-on process of building future scenarios and stress-testing their current strategies against them. The program emphasizes the development of an adaptive leadership mindset, focusing on cognitive flexibility, systems thinking, and the ability to lead through ambiguity. Unlike generic business courses, every case study, simulation, and discussion is rooted in the real-world challenges of destination management, hospitality, and travel, from geopolitical shifts to technological disruption. The ultimate outcome is not just a strategic plan, but a leader equipped with the enduring skills to continuously anticipate, adapt, and innovate in an unpredictable world.