Developing Tourism Projects for Sustainable Future Training Course.

15 - 19 Nov 2026

Doha

5500 € (Per Person)

Ref: #TOU3497_218168

Course Introduction / Overview:

The global tourism sector is undergoing a transformative period, driven by a growing demand for unique, authentic, and sustainable travel experiences. This shift necessitates a strategic and holistic approach to project management and development, moving beyond traditional models to embrace principles of sustainability, community engagement, and digital innovation. This is where BIG BEN Training Center's new program, Developing Tourism Projects for Sustainable Future Training Course, comes in. This comprehensive course is designed to equip professionals with the essential skills to conceptualize, plan, and execute successful tourism projects that are not only economically viable but also culturally and environmentally responsible. Drawing from the work of leading academic figures such as Stephen Page, author of "Tourism Management," this course delves into critical areas including strategic planning, feasibility analysis, risk management, and the integration of digital marketing and branding strategies. Participants will learn how to conduct a thorough tourism project feasibility study, understand stakeholder management in tourism development, and apply a strategic framework for tourism planning. By focusing on sustainable practices and innovative approaches, BIG BEN Training Center ensures that participants are prepared to lead the next generation of tourism initiatives, contributing to the long-term success of destinations and the well-being of local communities. This course provides a practical toolkit for navigating the complexities of the modern tourism landscape, from digital tourism strategies to destination branding, ensuring that projects are resilient and competitive in a dynamic global market.

Target Audience / This training course is suitable for:

- Tourism and hospitality project managers and developers.
- Urban and regional planners.
- Government officials and public sector employees in tourism authorities.
- Entrepreneurs and business owners in the tourism sector.
- Professionals involved in sustainable development and community engagement.
- Marketing and branding specialists focused on destinations.

Target Sectors and Industries:

- Hospitality and accommodation.
- Government agencies and tourism ministries.
- Destination management organizations.
- Urban planning and real estate development.
- Travel agencies and tour operators.
- Non-governmental organizations focused on cultural and environmental preservation.

Target Organizations Departments:

- Project Management Office (PMO).
- Strategic Planning and Development.
- Tourism and Destination Marketing.
- Public Relations and Communications.
- Sustainability and Corporate Social Responsibility.
- Community and Stakeholder Relations.

Course Offerings:

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

- Conduct a comprehensive tourism project feasibility study, including market analysis and financial projections.
- Implement effective tourism project management and development strategies from inception to completion.
- Analyze and mitigate key risks in tourism ventures through robust risk management plans.
- Apply principles of sustainable tourism development to ensure long-term environmental and social benefits.
- Develop and execute digital tourism marketing and destination branding strategies to attract target audiences.
- Engage with and manage diverse stakeholders, including local communities, government bodies, and investors.
- Evaluate the socio-economic impacts of tourism projects and ensure they align with community goals.

Course Methodology:

This training course employs a highly interactive and practical methodology designed to foster deep learning and skill application. The approach is centered on real-world scenarios and hands-on activities, ensuring that participants can immediately apply the concepts learned to their professional environments. The training incorporates a mix of engaging methods, including collaborative group work and in-depth case studies of successful and unsuccessful tourism projects to highlight best practices and common pitfalls. Participants will engage in dynamic brainstorming sessions and role-playing exercises to simulate complex stakeholder management and negotiation scenarios. Course content is delivered through a combination of expert-led discussions, interactive workshops, and peer-to-peer feedback sessions. This comprehensive training approach, which includes practical exercises and reflection, is a hallmark of BIG BEN Training Center. The methodology is structured to cover essential topics such as tourism project feasibility, strategic planning for tourism, and digital tourism strategies, reinforcing the learning with practical, actionable insights. By using a variety of teaching tools, the course ensures that participants are not just passive recipients of information but active participants in their own learning journey, capable of implementing sophisticated tourism development and management techniques in a way that is both effective and sustainable.

Course Agenda (Course Units):

Unit One: Strategic Tourism Project Conceptualization

- Understanding the project lifecycle in tourism.
- Market research and trend analysis for new tourism ventures.
- Developing a clear project vision and objectives.
- Stakeholder analysis and engagement strategies.
- Defining the scope of a tourism development project.
- Initial concept and design workshops.
- Preparing the project briefly.

Unit Two: Feasibility and Financial Planning

- Conducting a comprehensive tourism project feasibility study.
- Financial modeling and investment analysis.
- Assessing economic viability and return on investment (ROI).
- Sourcing funding and financial partnerships.
- Risk management and mitigation planning for tourism ventures.
- Legal and regulatory considerations in tourism development.
- Developing business cases.

Unit Three: Sustainable Development and Community Integration

- Principles of sustainable tourism development.
- Assessing environmental and social impacts.
- Strategies for community engagement and benefit sharing.
- Cultural heritage preservation in tourism projects.
- Eco-tourism and responsible travel practices.
- Implementing sustainability certifications and standards.
- Monitoring and evaluation of sustainable outcomes.

Unit Four: Marketing, Branding, and Digital Strategy

- Destination branding and identity creation.
- Developing a comprehensive tourism marketing strategy.
- Leveraging digital tourism tools and platforms.
- Social media marketing and content creation for destinations.
- Search engine optimization (SEO) and online presence management.
- Analyzing market data to inform marketing decisions.
- Crisis communication and reputation management.

Unit Five: Project Implementation and Evaluation

- Project execution and team management.
- Performance measurement and key performance indicators (KPIs).
- Quality assurance and service delivery standards.
- Post-project review and lessons learned.
- Adaptive management and future project scaling.
- Long-term monitoring and impact assessment.
- Ensuring continuous improvement in tourism operations.

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:

In an era of rapid climate change and evolving social priorities, how can tourism development projects be designed to be truly regenerative rather than merely sustainable?

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

This course distinguishes itself through its integrated and forward-thinking approach to tourism project management and development. Unlike other programs that may focus narrowly on a single aspect, this training course provides a holistic framework that connects strategic planning with the imperative of sustainable development. It moves beyond theoretical concepts by emphasizing practical application through detailed case studies on tourism project feasibility and risk management. The curriculum is specifically crafted to address the evolving demands of the industry, incorporating a strong emphasis on digital tourism strategies and destination branding, which are critical for success in today's competitive landscape. The course also uniquely prioritizes community engagement, recognizing that the success of a tourism project is inextricably linked to the well-being and participation of local populations. By integrating academic rigor with real-world insights and focusing on topics such as stakeholder management in tourism development, this course equips professionals with a comprehensive toolkit. It offers a practical and strategic roadmap for developing projects that are not only profitable but also contribute positively to the environment and society, ensuring participants are prepared to lead the charge in creating a more responsible and resilient tourism sector.