Advanced Food and Beverage Management and Culinary Tourism Training Course

28 Dec 2026 - 01 Jan 2027

Casablanca

4500 € (Per Person)

Ref: #TOU4002_285747

Course Introduction / Overview:

This comprehensive course offers a deep dive into the dynamic and interconnected worlds of Food and Beverage (F&B) management and the burgeoning field of culinary tourism. In an era where travelers seek authentic gastronomic experiences, the synergy between excellent F&B operations and destination marketing has never been more critical. This program is meticulously designed to bridge that gap, providing participants with both the operational acumen to run a successful F&B enterprise and the strategic vision to leverage culinary assets for tourism growth. As discussed by the renowned academic Donald E. Lundberg in his foundational work, "The Hotel and Restaurant Business," operational excellence is the bedrock of hospitality success. This course builds upon such principles, extending them into the modern context of experience-based travel. Participants will explore everything from advanced cost control and menu engineering to developing compelling food trails and marketing culinary destinations. BIG BEN Training Center has developed this curriculum to empower professionals to not only manage but to innovate, creating memorable experiences that drive profitability and enhance a region's cultural appeal. This is a holistic journey from kitchen finance to global food trends.

Target Audience / This training course is suitable for:

- Food and Beverage Managers.
- Restaurant Owners and Operators.
- Hotel General Managers.
- Executive Chefs and Culinary Professionals.
- Tourism and Hospitality Consultants.
- Destination Marketing Managers.
- Event and Catering Managers.
- Entrepreneurs in the food and tourism sectors.
- Food Critics and Bloggers.
- Government officials in tourism and cultural departments.

Target Sectors and Industries:

- Hospitality and Lodging.
- Restaurant and Food Service.
- Tourism and Travel.
- Event Management and Catering.
- Airlines and Cruise Lines.
- Food and Beverage Consulting.
- Governmental and Non-Governmental Tourism Agencies.
- Cultural Heritage Organizations.

Target Organizations Departments:

- Operations Management.
- Food and Beverage Department.
- Culinary and Kitchen Operations.
- Marketing and Sales.
- Procurement and Supply Chain.
- Guest Services and Customer Relations.
- Finance and Accounting.
- Strategic Planning and Business Development.

Course Offerings:

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

- Master advanced principles of F&B operational management, including cost control and quality assurance.
- Implement effective menu engineering and pricing strategies to maximize profitability.
- Develop a comprehensive marketing plan for a food and beverage establishment.
- Analyze current and future trends in the global culinary tourism market.
- Design and promote unique culinary tourism experiences, such as food trails and festivals.
- Integrate sustainable and ethical sourcing practices into F&B operations.
- Enhance the customer journey by creating memorable gastronomic experiences.
- Utilize digital tools and social media to market culinary offerings and destinations.
- Manage supplier relationships and optimize the F&B supply chain.
- Evaluate the financial performance of F&B operations and make data-driven decisions.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, practical, and highly interactive, ensuring that participants can immediately apply their learning in a professional context. We move beyond traditional lectures to foster a dynamic learning environment built on a blend of expert-led instruction, real-world case study analysis, and collaborative group work. Participants will engage in hands-on exercises, such as developing a menu engineering matrix and creating a marketing pitch for a culinary tourism concept. Interactive workshops and brainstorming sessions will encourage the sharing of diverse perspectives and experiences, enriching the learning process for all. The course emphasizes problem-solving skills, with participants tackling challenges drawn from the F&B and tourism industries. Our expert facilitators provide continuous feedback and guidance, ensuring a deep understanding of complex topics. This participant-centered approach guarantees that attendees leave not just with knowledge, but with the confidence and skills to implement effective strategies and drive innovation in their respective roles.

Course Agenda (Course Units):

Unit One: Foundations of Modern F&B and Culinary Tourism

- The Global F&B Industry Landscape.
- Introduction to Culinary Tourism as a Niche Market.
- The Symbiotic Relationship Between Food, Culture, and Travel.
- Key Performance Indicators (KPIs) in F&B Management.
- Understanding the Modern Culinary Tourist Profile.
- Service Quality Management in Hospitality.
- Legal and Regulatory Frameworks in the Food Industry.

Unit Two: Strategic F&B Operations Management

- Advanced Food Cost Control and Reduction Techniques.
- Beverage Management and Bar Operations.
- Menu Engineering and Psychology for Profit Maximization.
- Supply Chain Management and Sustainable Sourcing.
- Inventory Management and Control Systems.
- Kitchen Design, Workflow, and Equipment Planning.
- Implementing Food Safety and HACCP Standards.

Unit Three: Marketing and Financial Acumen in F&B

- Developing a Strategic F&B Marketing and Branding Plan.
- Digital Marketing and Social Media for Restaurants and Destinations.
- Public Relations and Managing Online Reputation.
- Financial Statement Analysis for F&B Managers.
- Budgeting, Forecasting, and Variance Analysis.
- Pricing Strategies for Food and Beverage Menus.
- Customer Relationship Management (CRM) in Hospitality.

Unit Four: Developing and Managing Culinary Tourism Products

- Identifying and Developing Culinary Assets of a Destination.
- Creating Authentic Food Trails and Gastronomic Routes.
- Planning and Managing Food Festivals and Culinary Events.
- Collaborating with Local Producers and Stakeholders.
- Storytelling and Narrative in Culinary Marketing.
- Managing the Visitor Experience from Arrival to Departure.
- Case Studies of Successful Culinary Tourism Destinations.

Unit Five: Innovation, Sustainability, and Future Trends

- Emerging Technologies in F&B Management (AI, Automation).
- Sustainability Practices in the Food and Beverage Sector.
- Future of Food Tourism.
- Personalized Gastronomy and Dietary Trends.
- Crisis Management and Resilience in F&B and Tourism.
- Developing a Capstone Project.
- Final Project Presentations and Peer Feedback.

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 a destination leverage its indigenous culinary heritage to create a globally competitive tourism product without succumbing to over-commercialization and losing its authenticity?

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

This course distinguishes itself by uniquely integrating the operational rigor of Food and Beverage management with the creative and strategic demands of culinary tourism. Unlike programs that focus on one area in isolation, we provide a holistic, 360-degree perspective, recognizing that a successful gastronomic experience depends equally on back-of-house efficiency and front-facing destination appeal. Our curriculum moves beyond theory to emphasize practical application, focusing on current global trends, sustainability, and digital innovation. Participants will not only learn how to cost a menu but also how to craft a compelling story around it that attracts international tourists. The course content is built on real-world case studies from diverse global markets, offering insights that are both relevant and adaptable. Furthermore, the program fosters a strategic mindset, empowering attendees to think like business developers and cultural ambassadors, not just managers. It is this dual focus on operational excellence and strategic destination marketing that provides a unique, comprehensive, and immediately applicable skill set for professionals aiming to lead in this dynamic industry.