Tourism Investment Strategies and Asset Management Training Course

02 - 06 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #TOU6005_286009

Course Introduction / Overview:

The global tourism and hospitality sector represents a dynamic and lucrative landscape for savvy investors and asset managers. This course provides a comprehensive exploration of the entire investment lifecycle, from initial opportunity assessment and financial modeling to strategic asset management and eventual exit. It moves beyond theoretical concepts to deliver practical, actionable insights essential for maximizing returns and mitigating risks in today's competitive market. Drawing on principles articulated by leading academics like A.J. Singh and foundational texts such as "Hotel Asset Management: Principles & Practices", the curriculum is designed to equip participants with a robust analytical toolkit. At BIG BEN Training Center, we understand that successful tourism investment is a blend of art and science. Therefore, this program meticulously covers both the quantitative aspects of deal structuring and valuation and the qualitative skills needed for effective operator management and strategic planning. Participants will learn to navigate the complexities of tourism finance, destination development, and sustainable investment practices, ensuring they can build and manage a high-performing portfolio of tourism and hospitality assets. This training course is your definitive guide to mastering the intricacies of tourism investment and asset management from A to Z.

Target Audience / This training course is suitable for:

- Investment Analysts and Associates.
- Hotel and Resort General Managers.
- Real Estate Developers and Investors.
- Asset Managers and Portfolio Managers.
- Tourism Development Consultants.
- Government Officials in Tourism and Economic Development Ministries.
- Finance Professionals in the Hospitality Sector.
- Entrepreneurs seeking to invest in tourism projects.

Target Sectors and Industries:

- Hospitality and Lodging.
- Real Estate Investment Trusts (REITs).
- Private Equity and Venture Capital Firms.
- Commercial and Investment Banking.
- Tourism and Destination Management Organizations.
- Government and Public Sector Tourism Agencies.
- Management Consulting Firms.
- Aviation and Transportation.

Target Organizations Departments:

- Finance and Investment Departments.
- Asset Management Divisions.
- Strategy and Corporate Development Departments.
- Real Estate and Property Management Units.
- Operations Management Departments.
- Feasibility and Market Research Teams.
- Public-Private Partnership (PPP) Units.
- Project Management Offices.

Course Offerings:

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

- Conduct comprehensive feasibility studies for new tourism projects.
- Develop sophisticated financial models to evaluate hotel and resort investments.
- Apply various valuation techniques specific to hospitality assets.
- Formulate and execute strategic asset management plans to enhance property value.
- Analyze and negotiate hotel management agreements and franchise contracts.
- Structure tourism investment deals and identify appropriate financing sources.
- Implement effective risk mitigation strategies for tourism investments.
- Integrate sustainability and ESG criteria into investment and asset management decisions.
- Benchmark asset performance against industry standards and competitors.
- Develop clear and profitable exit strategies for tourism investments.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply their learning in a professional context. We move beyond traditional lectures to create an immersive learning environment built on a foundation of real-world case studies, covering scenarios such as hotel acquisitions, resort development financing, and operational turnarounds. Participants will engage in hands-on exercises, including building financial models, analyzing performance data, and simulating negotiation sessions for management contracts. Collaborative group work and facilitated discussions are central to our approach, allowing attendees to share diverse perspectives and solve complex problems together. Our expert instructors act as mentors, providing continuous feedback and guiding participants through the practical application of tourism investment and asset management principles. The course structure encourages active participation, critical thinking, and peer-to-peer learning, ensuring a deep and lasting understanding of the subject matter. This dynamic blend of theory and practice equips participants with the confidence and competence to excel in the field.

Course Agenda (Course Units):

Unit One: Foundations of Tourism Investment and Asset Management

- The global tourism investment landscape and its key players.
- Core principles of hospitality asset management and value creation.
- Understanding the hotel investment and economic cycles.
- Key performance indicators (KPIs) in the hospitality industry.
- The strategic role of the asset manager in the ownership group.
- Analysis of different hotel business models and ownership structures.
- Stakeholder management in large-scale tourism developments.

Unit Two: Financial Analysis and Investment Feasibility

- Conducting in-depth market and competitive set analysis.
- The process and components of a tourism project feasibility study.
- Financial modeling for hotel and resort acquisitions and developments.
- Discounted Cash Flow (DCF) analysis and other valuation techniques.
- Assessing the impact of branding and market positioning on value.
- The investment due diligence process from start to finish.
- Calculating and interpreting Return on Investment (ROI) and other metrics.

Unit Three: Strategic Hospitality Asset Management

- Developing a comprehensive strategic asset management plan.
- Performance benchmarking using STR reports and other data sources.
- Optimizing revenue management and distribution channel strategies.
- Managing and negotiating hotel management and franchise agreements.
- Effective capital expenditure (CapEx) planning and project execution.
- Strategies for enhancing operational efficiency and controlling costs.
- Improving guest satisfaction scores to drive long-term value.

Unit Four: Financing, Deal Structuring, and Risk Mitigation

- Sources of capital for tourism investments including debt and equity.
- Structuring investment deals, joint ventures, and partnerships.
- The role and structure of public-private partnerships (PPPs) in tourism.
- Understanding the legal and contractual frameworks for investments.
- Identifying and quantifying market, operational, and financial risks.
- Developing robust strategies for risk mitigation and management.
- Navigating the complexities of hotel acquisition and disposition processes.

Unit Five: Advanced Topics and Future Trends in Tourism Investment

- Integrating Environmental, Social, and Governance (ESG) criteria into investments.
- Leveraging technology, AI, and data analytics for superior asset performance.
- Investment opportunities in niche markets like ecotourism and wellness tourism.
- Post-pandemic investment strategies and operational recovery models.
- Principles of tourism portfolio management and diversification.
- Formulating and executing successful exit strategies for tourism assets.
- The future of destination development and smart tourism infrastructure.

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 might the integration of Environmental, Social, and Governance (ESG) criteria fundamentally reshape traditional valuation models for tourism assets in the next decade?

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

This training course distinguishes itself through its holistic and integrated approach, seamlessly blending the disciplines of investment analysis and strategic asset management. Unlike programs that focus narrowly on either finance or operations, this course covers the entire asset lifecycle, from initial deal sourcing and due diligence to long-term value enhancement and strategic exit. The curriculum is built upon a foundation of practical application, prioritizing real-world case studies and hands-on financial modeling exercises over purely theoretical instruction. This ensures participants not only understand the concepts but can also apply them effectively. Furthermore, the course is forward-looking, dedicating significant attention to emerging trends that are reshaping the industry, such as the critical role of ESG in investment decisions, the impact of technology and data analytics on performance, and post-pandemic recovery strategies. The emphasis is on developing a strategic mindset, enabling participants to make informed decisions that drive profitability and sustainable growth in a dynamic global tourism market. It provides a dual perspective that is crucial for long-term success in the sector.