Effective Human Resource Management in the Tourism Industry Training Course



19 - 23 Oct 2026

Madrid

5900 € (Per Person)

Ref: #TOU8408_72919

Course Introduction / Overview:

The tourism and hospitality industry are fundamentally a people business, where the quality of service, guest experience, and brand reputation are directly linked to the performance and engagement of its workforce. Effective human resource management (HRM) is therefore not just an administrative function but a core strategic driver of success. This is the central premise of the Effective Human Resource Management in the Tourism Industry Training Course offered by BIG BEN Training Center. This comprehensive program is designed for professionals to master the unique challenges and opportunities of managing human capital in this dynamic sector. Drawing on influential academic works such as "Human Resource Management in Tourism and Hospitality: An International Perspective" by Michael G. A. Olsen, the course explores critical areas including strategic workforce planning, talent acquisition, and performance management tailored specifically for tourism. Participants will learn how to design effective employee training and development programs, implement fair compensation and benefits structures, and foster a positive organizational culture. The curriculum addresses the complexities of a multi-generational workforce, high employee turnover, and the legal and ethical considerations of global operations. By focusing on both academic principles and practical, real-world applications, BIG BEN Training Center ensures that participants are equipped to build a motivated, skilled, and resilient workforce that drives business success and guest satisfaction.

Target Audience / This training course is suitable for:

- Human resource managers and officers.
- Tourism and hospitality industry managers.
- Hotel and resort general managers.
- Recruitment and training coordinators.
- Operational managers with HR responsibilities.
- Entrepreneurs in the tourism sector.

Target Sectors and Industries:

- Tourism and hospitality.
- Hotel and resort management.
- Airlines and transportation.
- Travel agencies and tour operators.
- Food and beverage services.
- Government tourism authorities.

Target Organizations Departments:

- Human Resources.
- Operations.
- Training and Development.
- Recruitment.
- Employee Relations.
- Talent Management.

Course Offerings:

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

- Develop a strategic human resource management plan for a tourism organization.
- Master the process of talent acquisition and retention in a high-turnover industry.
- Design and implement effective employee training and development programs.
- Formulate fair and competitive compensation and benefits packages.
- Conduct comprehensive performance appraisals and provide constructive feedback.
- Manage employee relations and resolve workplace conflicts.
- Ensure legal and ethical compliance in all human resource practices.

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 HRM strategies in tourism to highlight best practices and common pitfalls. Participants will engage in dynamic brainstorming sessions and role-playing exercises to simulate complex hiring, performance review, and conflict resolution 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 workforce planning, talent management, and employee relations, 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 human resource management techniques in a way that is both effective and employee centric.

Course Agenda (Course Units):

Unit One: Strategic Role of HR in Tourism

- The unique challenges of HRM in the tourism industry.
- Aligning HR strategy with business goals.
- Workforce planning and forecasting.
- Recruitment and selection strategies.
- Employer branding and talent attraction.
- The role of HR technology.
- Navigating legal and ethical issues in hiring.

Unit Two: Talent Management and Development

- Developing effective onboarding and induction programs.
- Training needs analysis and program design.
- Employee development and career pathing.
- Managing a multi-generational workforce.
- Succession planning.
- Building a culture of continuous learning.
- Coaching and mentoring for performance.

Unit Three: Compensation, Benefits, and Performance

- Designing competitive compensation and benefits structures.
- Performance appraisal and management systems.
- Goal setting and feedback techniques.
- Total rewards and non-monetary incentives.
- Managing high performers and addressing underperformance.
- Link between compensation and employee motivation.
- Legal and compliance issues in payroll.

Unit Four: Employee Relations and Culture

- Building a positive organizational culture.
- Managing workplace conflicts and grievances.
- Employee engagement and satisfaction surveys.
- Creating a safe and healthy work environment.
- Communication strategies for employee relations.
- Handling disciplinary actions and terminations.
- Diversity, equity, and inclusion in the workplace.

Unit Five: HR Metrics and Future Trends

- Analyzing key HR metrics (e.g., turnover rate, time-to-hire).
- Using data to make informed HR decisions.
- The impact of technology on HR (HRIS, AI in recruitment).
- Remote work and flexible schedules in tourism.
- Sustainability and corporate social responsibility (CSR) in HR.
- Adapting to future labor trends.
- Final project: Creating an HR action plan.

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 industry defined by its human-centric service, how can a reliance on AI and automation for HR functions be balanced with the need to maintain a deeply empathetic and supportive employee culture?

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

This course provides a distinct and specialized focus on the unique human resource management challenges within the tourism and hospitality industry. Unlike generic HR programs, this training course is tailored to address the specific issues of a sector characterized by high turnover, diverse workforce demographics, and round-the-clock operations. The curriculum is distinguished by its emphasis on talent management and employee engagement strategies that are critical for success in a service-oriented business. It goes beyond administrative tasks to provide a strategic framework for building a positive organizational culture and fostering employee loyalty. By combining academic principles with practical, industry-specific case studies, BIG BEN Training Center ensures that participants are equipped to not only manage HR functions but to become strategic leaders who can attract, retain, and develop the talent essential for delivering exceptional guest experiences and sustaining long-term business growth.