



Management And Leadership

Strategic Leadership in Tourism and Hospitality

Course Introduction

This training program is designed to equip current and aspiring leaders with the knowledge, skills, and tools necessary to excel in the dynamic and competitive world of tourism and hospitality.

This program delves into the core aspects of strategic leadership, exploring how to craft visionary strategies, implement effective plans, and lead teams to achieve organizational success.

Target Audience

- Current Leaders in Tourism and Hospitality.
- Mid-level managers and supervisors.
- Entrepreneurs and Business Owners: who own or manage businesses in the tourism and hospitality sector, including hotels, resorts, travel agencies, and tour operators.
- Human Resource Professionals.
- Consultants and Industry Experts.

Learning Objectives

By the end of this training program, participants will be able to:

- Identify and apply strategic leadership principles in tourism and hospitality.
- Develop and implement strategic plans.
- Lead and manage change effectively.
- Create innovative solutions to industry challenges.
- Understand financial, HR, marketing, and sustainability strategies.

Course Outline

• 01 Day One

Introduction to Strategic Leadership in Tourism and Hospitality

- Key Concepts and Theories of Strategic Leadership
- Importance of Strategic Leadership in Tourism and Hospitality
- Successful Strategic Leaders in Tourism and Hospitality

Understanding the Tourism and Hospitality Industry

- Overview of the Global Tourism and Hospitality Industry
- Current Trends and Challenges
- Market Analysis and Competitive Landscape
- Group Activity: SWOT Analysis of a Major Tourism Destination

• 02 Day Two

Vision and Mission Development

- Crafting a Vision and Mission Statement
- Aligning Vision and Mission with Organizational Goals
- Developing Vision and Mission Statements for Different Tourism and Hospitality Organizations
- Presentation and Feedback

Strategic Planning and Implementation

- The Strategic Planning Process
- Setting Strategic Objectives and Goals
- Developing and Implementing Strategic Plans
- Case Study: Strategic Planning in a Leading Hotel Chain

• 03 Day Three

Leadership Styles and Their Impact

- Overview of Different Leadership Styles
- Transformational vs. Transactional Leadership in Tourism and Hospitality

- Leadership Style Self-Assessment
- Group Discussion: Impact of Leadership Styles on Organizational Culture and Performance

Innovation and Change Management

- The Role of Innovation in Tourism and Hospitality
- Managing Change and Overcoming Resistance
- Workshop: Developing Innovative Solutions for Industry Challenges
- Case Study: Change Management in a Resort setting

• 04 Day Four

Financial Strategies for Strategic Leaders

- Financial Planning and Budgeting for Strategic Leaders
- Key Financial Metrics and Analysis
- Workshop: Creating a Financial Plan for a Tourism Project

Human Resource Strategies

- Strategic Human Resource Management in Tourism and Hospitality
- Talent Acquisition, Development, and Retention
- Group Activity: Designing a Strategic HR Plan
- Discussion: Best Practices in HR Management

• 05 Day Five

Marketing and Branding Strategies

- Strategic Marketing and Branding in Tourism and Hospitality
- Digital Marketing Trends and Strategies
- Workshop: Developing a Marketing Plan for a Tourism Destination
- Case Study: Successful Branding Campaigns

Sustainability and Corporate Social Responsibility (CSR)

- Importance of Sustainability in Tourism and Hospitality
- Integrating CSR into Strategic Leadership
- Group Activity: Developing a Sustainability Strategy
- Final Presentations and Course Wrap-Up

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 26, 2025	May 30, 2025	5 days	4250.00 \$	UAE - Abu Dhabi
Aug. 11, 2025	Aug. 15, 2025	5 days	4250.00 \$	UAE - Dubai
Dec. 8, 2025	Dec. 12, 2025	5 days	4250.00 \$	UAE - Dubai