



Hospitality, Tourism & Events

# Tourism Destination Management

إدارة الوجهات السياحية

Duration

**5 or 10 days**

Language

**English or Arabic**

Formats

**Classroom, online, in-house**

Hours

**35 / 70**

## Overview

Tourism Destination Management is part of the Hospitality, Tourism & Events track at Garnet Global Training Center. Service, revenue and operations programs for hotels, tourism and event organisers. The course is taught in English or Arabic as a 5-day or 10-day program, in classrooms in cities such as Dubai, Riyadh, Cairo, London and Istanbul, or live online, and it can be delivered in-house with examples and exercises built around your own operations.

## What you will be able to do

- Explain the principles, terminology and standards that govern Tourism Destination Management.
- Apply proven methods and tools to real situations from your own workplace.
- Analyse performance gaps, risks and root causes, and choose the right response.
- Measure results with practical indicators and report them clearly to management.
- Leave with a personal action plan you can start using the following week.

## Who should attend

Hotel and restaurant managers, tourism professionals and event planners.

## Key topics

- Guest experience standards
- Revenue and pricing
- Operations and cost control
- Food safety and hygiene
- Digital distribution
- Event planning

### Formats and fees

|                  |                            |
|------------------|----------------------------|
| 5-day classroom  | <b>USD 4,750</b>           |
| 5-day online     | <b>USD 2,950</b>           |
| 10-day classroom | <b>USD 8,950</b>           |
| 10-day online    | <b>USD 5,450</b>           |
| In-house         | <b>Quotation per group</b> |

Fees per participant, excluding VAT.

### Register or ask

**WhatsApp:** +971 56 674 7382

**Email:** [info@garnettrainings.com](mailto:info@garnettrainings.com)

**Training:** [training@garnettrainings.com](mailto:training@garnettrainings.com)

**Web:** [www.garnettrainings.com](http://www.garnettrainings.com)

Sharjah Publishing City Free Zone,  
Sharjah, UAE

### Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

## 5-day outline

### Day 1 Foundations of Tourism Destination Management

- Scope, terminology and governing standards
- Guest experience standards

### Day 2 Methods and tools

- Revenue and pricing
- Operations and cost control

### Day 3 Application and case studies

- Food safety and hygiene
- Event planning

### Day 4 Performance, risk and compliance

- Digital distribution
- Measurement and reporting

### Day 5 Workshop, assessment and action plan

- Hands-on workshop on a workplace challenge
- Final assessment and personal action plan

## 10-day outline

### Day 1 Foundations of Tourism Destination Management

- Scope, terminology and governing standards
- Guest experience standards

### Day 2 Methods and tools

- Revenue and pricing
- Operations and cost control

### Day 3 Application and case studies

- Food safety and hygiene
- Event planning

### Day 4 Performance, risk and compliance

- Digital distribution
- Measurement and reporting

### Day 5 Workshop, assessment and action plan

- Hands-on workshop on a workplace challenge
- Final assessment and personal action plan

### Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Common mistakes and how to avoid them

### Day 7 Digital tools, data and automation

- Analysis tools and software
- Using AI in this field

### Day 8 Benchmarking against international practice

- Global performance benchmarks
- International case studies

### Day 9 Capstone project

- Analyse a real challenge from your organisation
- Build the solution and implementation plan

### Day 10 Presentations, final assessment and certificates

- Project presentations and review
- Final exam and certificate award

## Schedule 2027–2030

| Dates               | Format           | City        | Language | Fee (USD) |
|---------------------|------------------|-------------|----------|-----------|
| 4–8 Jan 2027        | 5-day classroom  | Amsterdam   | English  | 4,750     |
| 12–16 Apr 2027      | 5-day online     | Live online | Arabic   | 2,950     |
| 12–23 Jul 2027      | 10-day online    | Live online | Arabic   | 5,450     |
| 9–13 Aug 2027       | 5-day classroom  | Dubai       | English  | 4,750     |
| 15–26 Nov 2027      | 10-day classroom | London      | English  | 8,950     |
| 7–18 Feb 2028       | 10-day online    | Live online | English  | 5,450     |
| 6–10 Aug 2028       | 5-day classroom  | Jeddah      | English  | 4,750     |
| 16–20 Oct 2028      | 5-day online     | Live online | Arabic   | 2,950     |
| 20 Nov – 1 Dec 2028 | 10-day classroom | London      | English  | 8,950     |
| 11–15 Dec 2028      | 5-day classroom  | Vienna      | English  | 4,750     |

| Dates          | Format           | City        | Language | Fee (USD) |
|----------------|------------------|-------------|----------|-----------|
| 5–16 Feb 2029  | 10-day online    | Live online | English  | 5,450     |
| 20–24 May 2029 | 5-day classroom  | Cairo       | Arabic   | 4,750     |
| 4–8 Jun 2029   | 5-day online     | Live online | Arabic   | 2,950     |
| 14–25 Oct 2029 | 10-day classroom | Muscat      | Arabic   | 8,950     |
| 5–9 Nov 2029   | 5-day classroom  | London      | English  | 4,750     |
| 20–24 Jan 2030 | 5-day classroom  | Cairo       | Arabic   | 4,750     |
| 17–21 Feb 2030 | 5-day classroom  | Riyadh      | Arabic   | 4,750     |
| 17–28 Jun 2030 | 10-day classroom | London      | English  | 8,950     |
| 15–19 Jul 2030 | 5-day online     | Live online | Arabic   | 2,950     |
| 16–27 Dec 2030 | 10-day online    | Live online | English  | 5,450     |

Customised and in-house versions of this course are available on request. [www.garnettrainings.com/en/customise/](http://www.garnettrainings.com/en/customise/)