Mastering Hospitality Concept Strategy: A 1-Week Intensive

23 – 27 May 2027
Tunis (Tunisia)



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Why This Course

Innovative hospitality concepts are essential for creating memorable guest experiences, standing out in competitive markets, and responding to changing customer expectations. Successful concept development requires more than a creative idea; it requires market insight, strong brand positioning, guest journey design, operational planning, financial awareness, and a clear launch strategy.

This intensive 1-week Hospitality Concept Development Training program equips hospitality professionals with the practical tools needed to create, refine, and implement distinctive hospitality concepts. The course covers global trends, market analysis, creative ideation, brand storytelling, guest experience design, service touchpoints, technology integration, operational frameworks, financial modeling, risk assessment, concept testing, marketing, scaling, and launch execution. Through practical exercises and applied concept-building activities, participants will develop a complete hospitality concept strategy ready for real-world implementation.

What You'll Learn and Practice

By joining this program, you will:

- Analyze global hospitality trends and emerging market opportunities.
- Understand the foundations of hospitality concept development.
- Apply a structured concept development framework.
- Identify target market needs, behaviors, and expectations.
- Develop unique hospitality concepts aligned with brand values.
- Create strong value propositions for hospitality offerings.
- Craft compelling brand narratives and guest-facing stories.
- Map guest journeys and optimize service touchpoints.
- Integrate technology into hospitality concepts and guest experiences.
- Build operational frameworks for concept implementation.
- Apply resource planning, financial modeling, and risk assessment techniques.
- Test, refine, launch, and scale hospitality concepts effectively.



The Program Flow

Day 1: Foundations of Hospitality Concept Strategy

- Understand the principles of hospitality concept development.
- Analyze global trends shaping hotels, restaurants, resorts, and lifestyle hospitality.
- Identify market gaps, customer needs, and new opportunity areas.
- Explore the relationship between concept, brand, operations, and guest experience.
- Apply a structured Hospitality Concept Blueprint framework for concept planning.

Day 2: Concept Ideation and Brand Storytelling

- Use creative ideation techniques to generate strong hospitality concept ideas.
- Develop unique value propositions that differentiate the concept in the market.
- Craft compelling brand narratives that connect emotionally with guests.
- Align the concept with target market needs, lifestyle preferences, and expectations.
- Translate creative ideas into clear concept statements and brand directions.

Day 3: Guest Experience Design

- Understand the principles of experiential hospitality design.
- Map the guest journey across pre-arrival, arrival, stay, service, and post-experience stages.
- Identify and optimize key touchpoints that influence guest satisfaction.
- Apply service design methods to improve consistency and emotional impact.
- Integrate technology to enhance personalization, convenience, and engagement.

Day 4: Operational Strategy and Implementation

- Develop operational frameworks for bringing hospitality concepts to life.
- Plan resources, staffing, service standards, workflows, and delivery requirements.
- Build financial models to assess concept feasibility and performance.
- Conduct risk assessments and develop mitigation strategies.
- Connect creative concept design with practical implementation needs.

Day 5: Concept Refinement and Launch Strategy

- Apply concept testing and refinement techniques.
- Develop marketing and communication strategies for concept launch.
- Plan launch activities, guest engagement, and market introduction.
- Explore scaling and expansion opportunities for successful concepts.
- Prepare a complete concept implementation and launch plan.



Individual Impact

- Strengthen creativity and strategic thinking in hospitality concept development.
- Improve trend analysis, market insight, and opportunity identification skills.
- Build confidence in designing guest experiences and brand narratives.
- Gain practical skills in operational planning, financial modeling, and launch preparation.
- Develop a comprehensive toolkit for ongoing concept creation and refinement.

Work Impact

- Support the development of more distinctive and competitive hospitality offerings.
- Improve guest experience through clearer concept design and journey mapping.
- Strengthen brand positioning and market differentiation.
- Reduce implementation risks through better operational and financial planning.
- Improve the organization's ability to innovate, launch, and scale hospitality concepts.

Training Methodology

This program combines hospitality strategy with creative and practical application through:

- Trend analysis and market opportunity exercises.
- Hospitality concept ideation workshops.
- Brand storytelling and value proposition development activities.
- Guest journey mapping and touchpoint optimization exercises.
- Operational planning, financial modeling, and risk assessment workshops.
- Concept testing, refinement, and launch strategy development.

Beyond the Course

Upon completion, participants will be able to:

- Develop a complete hospitality concept strategy ready for implementation.
- Create unique value propositions and compelling brand narratives.
- Design guest experiences that align with target market expectations.
- Build operational, financial, and risk planning frameworks for new concepts.
- Prepare marketing, launch, scaling, and refinement strategies.
- Apply a practical toolkit for continuous hospitality innovation.

