# Training course on Real Estate Development for Hospitality and Leisure

Professional Development Training Course Outline

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| **Category** | Real Estate Institute | **Duration** | 5 Days |
| **Base Fee** | $1,500 USD | **Delivery Mode** | Online / On-site Hybrid |

## Course Introduction

Real Estate Development for Hospitality and Leisure is a highly specialized and dynamic sector within the broader real estate industry, focused on creating properties that offer unique experiences, services, and entertainment. This includes hotels, resorts, branded residences, theme parks, entertainment venues, and mixed-use developments integrating leisure components. Success in this sector hinges on a deep understanding of market demand for experiences, intricate operational models, specific financial structures, and design excellence that captivates guests and residents. For developers, investors, operators, and designers, mastering the nuances of hospitality and leisure development is critical for achieving optimal occupancy, strong revenue generation, and sustained asset value. This condensed course provides a focused, intensive overview of the essential strategies and best practices necessary to engage in successful development within this exciting domain. Training Course on Real Estate Development for Hospitality and Leisure is meticulously designed to equip with the essential theoretical insights and practical tools necessary to embark on Real Estate Development for Hospitality and Leisure. We will delve into core principles of market analysis, master key design and branding strategies, explore critical financial and operational considerations, and address the inherent challenges of this unique property type. By integrating industry best practices and analyzing relevant case studies, attendees will develop the strategic understanding to confidently contribute to the planning, financing, and execution of impactful hospitality and leisure projects, fostering unparalleled guest satisfaction, revenue optimization, and long-term asset value.

## Programme Curriculum

**Training Course on Real Estate Development for Hospitality and Leisure**

**Introduction**

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**Course Objectives**

Upon completion of this course, participants will be able to:

1. Analyze the fundamental characteristics and **unique value drivers of hospitality and leisure real estate**.
2. Conduct targeted **market research and feasibility studies** specific to hotels, resorts, and leisure facilities.
3. Master strategies for **branding, concept development, and experience design** that differentiate hospitality assets.
4. Comprehend the critical aspects of **site selection, master planning, and infrastructure integration** for leisure developments.
5. Develop expertise in **financial structuring, investment analysis, and valuation methodologies** for hospitality projects.
6. Understand key **operational considerations, pre-opening strategies, and operator selection** for hotels and resorts.
7. Apply best practices in **project management and construction oversight** tailored for hospitality and leisure assets.
8. Identify and mitigate specific **risks and challenges** inherent in developing and operating hospitality properties.
9. Explore the role of **mixed-use development** in enhancing the viability and appeal of hospitality projects.
10. Integrate **sustainable development principles and technology innovations** into hospitality and leisure real estate.
11. Understand the importance of **guest experience and service delivery** in driving asset performance.
12. Analyze relevant **case studies of successful and challenging hospitality and leisure developments** globally.
13. Formulate a preliminary **development strategy for a hypothetical hospitality or leisure project**

**Target Audience**

This course is ideal for professionals seeking to specialize in hospitality and leisure real estate:

1. **Real Estate Developers & Principals:** Focusing on hotel, resort, and leisure property ventures.
2. **Hotel & Resort Operators:** Seeking to understand the development process from an owner's perspective.
3. **Real Estate Investors & Fund Managers:** Evaluating opportunities in the hospitality and leisure sector.
4. **Financial Analysts & Lenders:** Specializing in hospitality project finance and valuation.
5. **Architects & Interior Designers:** Designing unique and functional hospitality spaces.
6. **Urban Planners & Master Planners:** Integrating leisure and tourism into urban development strategies.
7. **Asset Managers:** Responsible for optimizing the performance of hospitality properties.
8. **Hospitality Consultants:** Advising on development, operations, and market strategies.

**Course Duration: 5 Days**

**Course Modules**

**Module 1: Introduction to Hospitality & Leisure Real Estate Development**

- Defining the hospitality and leisure real estate sector: hotels, resorts, branded residences, entertainment venues, mixed-use.
- Unique characteristics of hospitality assets: operational business overlaid on real estate.
- Key value drivers: demand generators, seasonality, service quality, brand affiliation.
- Understanding the interconnected roles of developers, owners, operators, and brands.

**Module 2: Market Analysis & Feasibility Studies for Hospitality & Leisure**

- Conducting detailed market research: tourism trends, demographics, competitive set analysis.
- Demand forecasting for hotels (occupancy, ADR, RevPAR) and leisure facilities.
- Developing comprehensive feasibility studies: evaluating market potential, site suitability, and financial viability.
- Identifying target markets and guest segments.

**Module 3: Branding, Concept Development & Design Best Practices**

- Crafting a compelling brand narrative and unique concept for hospitality projects.
- The role of design in creating memorable guest experiences and operational efficiency.
- Key design considerations: guest rooms, public areas, F&B outlets, leisure amenities, back-of-house.
- Trends in hospitality design: wellness, sustainability, technology integration.

**Module 4: Site Selection, Master Planning & Infrastructure**

- Criteria for optimal site selection for hotels, resorts, and large-scale leisure developments.
- Principles of master planning for complex leisure destinations, balancing land uses and amenities.
- Integration with existing infrastructure and planning for new utilities and access.
- Environmental considerations and regulatory approvals related to site development.

**Module 5: Financial Structuring & Investment Analysis**

- Understanding the capital stack for hospitality projects: equity, debt, mezzanine financing.
- Specific valuation methodologies for operating hospitality assets.
- Analyzing key financial metrics: ROI, IRR, cash flow, debt service coverage.
- Exploring various financing sources and strategies for hotels and resorts.

**Module 6: Operational Considerations & Pre-Opening Strategies**

- The importance of integrating operational expertise early in the development process.
- Operator selection and negotiation of management agreements/franchise agreements.
- Pre-opening budgets, staffing, training, and marketing plans.
- Critical aspects of back-of-house design for efficient operations.

**Module 7: Project Management & Construction Oversight for Hospitality Assets**

- Tailoring project management methodologies to the unique requirements of hospitality construction.
- Managing complex procurement for FF&E (Furniture, Fixtures, and Equipment) and OS&E (Operating Supplies and Equipment).
- Quality control, cost management, and schedule adherence during construction.
- Commissioning and handover processes for operational readiness.

**Module 8: Asset Management, Technology & Future Trends in Hospitality & Leisure Real Estate**

- Strategies for maximizing long-term asset value and operational profitability post-opening.
- The role of technology in hospitality: smart rooms, guest services, revenue management systems.
- Integrating sustainability and ESG principles into ongoing hotel and resort operations.
- Emerging trends: experiential travel, glamping, blended living, adaptive reuse, climate resilience.
- Strategies for repositioning and renovating mature assets.

**Training Methodology**

- **Interactive Workshops:** Facilitated discussions, group exercises, and problem-solving activities.
- **Case Studies:** Real-world examples to illustrate successful community-based surveillance practices.
- **Role-Playing and Simulations:** Practice engaging communities in surveillance activities.
- **Expert Presentations:** Insights from experienced public health professionals and community leaders.
- **Group Projects:** Collaborative development of community surveillance plans.
- **Action Planning:** Development of personalized action plans for implementing community-based surveillance.
- **Digital Tools and Resources:** Utilization of online platforms for collaboration and learning.
- **Peer-to-Peer Learning:** Sharing experiences and insights on community engagement.
- **Post-Training Support:** Access to online forums, mentorship, and continued learning resources.

**Register as a group from 3 participants for a Discount**

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

**Certification**

Upon successful completion of this training, participants will be issued with a globally recognized certificate.

**Tailor-Made Course**

We also offer tailor-made courses based on your needs.

**Key Notes**

- Participants must be conversant in English.
- Upon completion of training, participants will receive an Authorized Training Certificate.

- The course duration is flexible and can be modified to fit any number of days.
- Course fee includes facilitation, training materials, 2 coffee breaks, buffet lunch, and a Certificate upon successful completion.
- One-year post-training support, consultation, and coaching provided after the course.
- Payment should be made at least a week before the training commencement to Fineskill Training Center account, as indicated in the invoice, to enable better preparation.

## Upcoming Scheduled Sessions

| Start Date | End Date | Location | Price |
|---|---|---|---|
| **23 Nov 2026** | 27 Nov 2026 | Online | $1,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $1,500 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $3,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $3,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $6,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $4,500 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $6,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $6,000 |

Ready to enroll or request a customized program? Book online or contact us:

**Register Online Now**

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com