



African Governance and Leadership Institute of Corporate Directors

Guiding Governance and Leadership Excellence in Africa

Tourism Product Development and Investment Planning

Date: 8th June 2026 to 12th June 2026

Venue: Arusha, Tanzania

Course Introduction

The program aims to reconsider tourism activities in line with global trends from a sustainability perspective. With this perspective, the program aims to contribute to developing the necessary human resources needed for sustainable tourism development and investment. The program will widen the understanding of participants in the areas of tourism, financial, and operating information in planning, control, evaluation, and decision-making in tourism.

The focus will be on tourism and tourism investment planning, marketing, and customer relations in the tourism sector. The topics include management control, hotel and tourism financial statements, financial analysis, cash management, cost management, internal controls, tourism product and services pricing, operational budgeting variances, investment decisions, and feasibility studies in tourism.

Course Objectives

Upon completion of the Introduction to Travel and Tourism short course, you should be able to:

- Know the various definitions of tourism and definitions of important tourism terms and concepts, including abbreviations, investment, marketing, and customer relations management in tourism.
- Explain the interrelationships between the main types of tourism and the classification of tourism products according to the destination mix.

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- Summarise the impacts of tourism products on the economy using the supply and demand principles.
- Integrate knowledge of principles, theories, and trends to assess the significant contributions of tourism development and its impact on the economy.
- Explain the socio-cultural, environmental, and economic positive and negative impacts on tourism.
- Apply essential steps when preparing and planning for meetings, workplace reports, and presentations.
- Identify and analyse the main characteristics of sustainable and responsible tourism development.
- Apply knowledge to explain possible itineraries for each sector of the tourism industry, given a specific scenario.
- Understand the important aspects and the interrelationship between different types of communication, interpersonal relationships, and the barriers to functioning more effectively in the workplace.
- Develop specific destination knowledge.

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