

# HOSPITALITY & TOURISM PROFESSIONAL DEVELOPMENT PROGRAMME

Developing international hospitality and tourism capability through immersive, applied learning



## PROGRAMME OVERVIEW

Edinburgh Connect delivers the Hospitality & Tourism Professional Development Programme, an immersive learning experience designed to develop practical capability across hospitality and tourism environments.

Delivered in Scotland, one of the world's most established tourism destinations, the programme combines academic and vocational training, employer-led industry exposure, and destination-based learning within real operational environments.

Participants explore hospitality and tourism through service delivery, operations, leadership, and visitor experience. The programme includes industry-led learning experiences at The Royal Yacht Britannia and Fingal Hotel, providing insight into premium hospitality operations and service excellence.

Exposure to international best practice enables participants to apply learning within their own organisational and regional contexts.

The programme is particularly relevant for organisations supporting the development of emerging tourism destinations, enabling participants to apply international best practice in service excellence, visitor experience design, and destination management within rapidly growing tourism markets.

## WHO THE PROGRAMME IS FOR

This programme is designed for professionals working within hospitality, tourism, and service-related sectors, including:

- Hospitality and tourism professionals
- Tourism authorities and destination development teams
- Hotel, resort, and visitor attraction staff
- Professionals working in customer experience and service excellence
- Graduates and early-career professionals entering the sector
- Organisations seeking international exposure and workforce development

## Key Outcomes

By the end of the programme, participants will be able to:

- Evaluate international hospitality and tourism operating models
- Analyse visitor journeys and customer experience
- Apply service excellence principles within operational environments
- Strengthen communication, professionalism, and guest engagement
- Translate observed best practice into locally relevant improvements
- Understand the relationship between service delivery, operations, and leadership
- Operate confidently within international hospitality environments

The programme supports improvements in service quality, operational performance, and visitor experience.



## PROGRAMME STRUCTURE

The programme combines academic learning, industry exposure, and applied experience within real hospitality and tourism environments.

### Visitor Perspective & Cultural Immersion

Participants experience Scotland as international visitors, developing a customer-centred understanding of hospitality and tourism through observation of service standards and visitor engagement.

### Academic & Vocational Training

Delivered in collaboration with Edinburgh College, participants undertake structured vocational training covering areas such as customer service excellence, supervisory skills, operational awareness, and health and safety.

### Employer-Led Industry Exposure

Participants gain direct insight into world-class hospitality operations through employer-led learning experiences at The Royal Yacht Britannia and Fingal Hotel, two of Scotland's most recognised premium hospitality destinations.

### Tourism Experience & Professional Practice

Participants develop practical guiding and communication skills within Edinburgh's tourism environment, strengthening storytelling, visitor engagement, and group management capability.

### Destination Learning

The programme concludes with destination-based learning exploring tourism systems, sustainable tourism models, and the relationship between urban tourism and rural destinations such as the Scottish Highlands.

## LEARNING APPROACH

The programme adopts an immersive, experiential learning approach combining structured training with real-world application.

Learning is delivered through:

- Live learning within operational hospitality environments
- Academic and vocational training
- Employer-led industry exposure
- Case studies and applied exercises
- Group discussion and peer learning



## EXPECTED BENEFITS FOR ORGANISATIONS

The programme supports organisations in strengthening hospitality capability through:

- Improved service quality and visitor experience
- Exposure to international hospitality best practice
- Stronger operational awareness and service culture
- Enhanced communication and professionalism
- Development of leadership capability within hospitality teams

## PROGRAMME DELIVERY

Programmes can be delivered through flexible formats:

- Immersive Programmes in Scotland
- In-Country Delivery (adapted to local hospitality environments)
- Online (Live, Instructor-Led)

Group sizes typically range from 6–15 participants.

Programme duration and structure can be adapted depending on organisational requirements.

## CERTIFICATION & RECOGNITION

Participants receive a Certificate of Completion for the Hospitality & Tourism Professional Development Programme.