Designing Hotel and Restaurant Concepts

ON-SITE COURSE

Credentials
Certificate of Achievement,
Credits: 2.5 ECTS / 1.5 US

Duration
Online sessions
+ 3 full days on campus

Language
Taught in English

Course Content

The course will focus on presenting, illustrating and discussing what hospitality concepts are exactly, how to design and implement them. Class activities will include presentations from the professor and from guest speakers, case studies, workshops and participants groups' presentations.

1. Fundamentals: History, role and evolution of hotel and F&B concepts
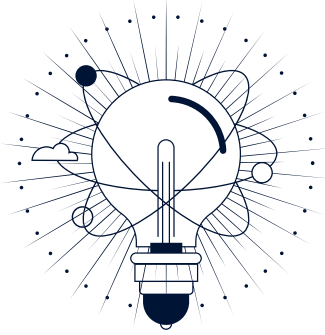
2. Strategy: Hospitality concept framework

3. People: Target segments & community building

4. Story making: Brand story canvas

5. Space: Zoning, customer flow, interior design

6. Services: Offering and digitalization

7. Identity & Communication: Visual identity, creative content, communication channels

Learning objectives

1. Identify the key challenges and opportunities of hospitality concept development in a fast-moving world.

2. Identify the seven essential components that are part of every hotel or restaurant concept and understand their interconnectivity.

3. Develop a positioning strategy that goes beyond products and services and translate it into an operational experience.

4. Apply notions of graphic and interior design to bring a hospitality concept to life.

5. Develop a high-level event and communication plan to support the opening/operations of a property.

Key takeaways

Understand the contextual and commercial implications of hospitality concept development (including hotels, private clubs and F&B

Learn about the seven essential components that are part of every hotel concept with the *Hotel Concept Framework™*

Understand the importance of lifestyle segmentation to launch and reposition hospitality concepts, from hotel to F&B operations

Use the *Brand Story Canvas™* to craft stories that go beyond products and services

Translate a brand story into an operational experience

Apply notions of graphic design and interior design to bring a hospitality concept to life

Develop an editorial guideline to bring a concept to life through media content

Discover real-life case studies about hospitality concepts in Europe, US and Asia