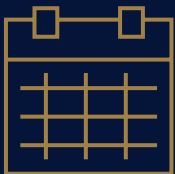




# Feasibility Analysis, Development & Negotiations



ONLINE COURSE



**Lenght**  
5 weeks



**Effort**  
8 hours / week



**Language**  
Taught in English

# Course Content

## WEEK 1

*Strategic aspects of hotel investments* casts light on the main factors to consider before investing in a hotel such as important factors, what does feasibility mean? and who will operate and how?

## WEEK 2

*Feasibility analysis* discusses the macroeconomic factors and key elements such as project overview, facilities & site analysis, supply & demand analysis, occupancy & rate and using STR reports.

*Financial Feasibility* analysis explores the steps to project revenue and expenses in order to prepare a hotel proforma.

## WEEK 3

*Stakeholders* goes over the different stakeholders that you should consider such as equity investors, lenders, developers and hotel operators

Franchise debt has a number of characteristics that are crucial in the hotel investment outcome such as overview of debt, effects of debt, lender's underwriting analysis, hotel debt terms and main points for lenders.

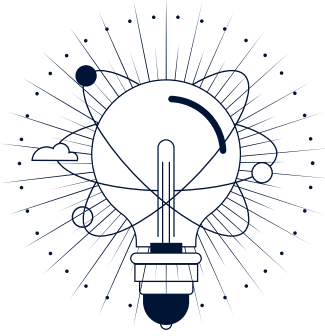
## WEEK 4

*Hotel operators and owners* looks at opportunities to grow and reviews the pros and cons from such growth. The topics covered are hotel operators, history of ownership, operating structures, hotel management contract terms

*Investment process* covers the steps of investment committees as they have the last say in the investment process.

## WEEK 5

Week five is dedicated to the final assessment. To successfully pass the assessment, a minimum of 60% of the total points available need to be obtained. The type of assessment may range from multiple choice quizzes (MCQ) to more open response evaluations, like a case study.



# Learning objectives

**1.**

**Explain the entire hotel development process, from evaluating a site, space planning, recommending facilities, to conducting a feasibility and evaluation of the project viability**

**2.**

**Construct a project plan for the development of a new hotel**

**3.**

**Break down the key commercial HOT's and levers of the main contract types**