Garnet
Garnet Global Training Center

GGT-HT-108

Hospitality, Tourism & Events

MICE Tourism

سياحة الاجتماعات والحوافز والمؤتمرات والمعارض

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Intermediate (practitioner)**

Overview

MICE Tourism focuses on how the work is actually done: the methods, checks and decisions practitioners use every day, illustrated with real cases from the region. Service, revenue and operations programs for hotels, tourism and event organisers. Choose 5 or 10 days, classroom or live online, English or Arabic; organisations can also run it in-house and adapt the examples to their own work.

What you will be able to do

- Apply the methods and standards of MICE Tourism to real tasks.
- Follow safe, compliant and documented work practices.
- Avoid the mistakes that most often cause rework or failure.
- Share good practice with your team.
- Use the right tools, checks and calculations step by step.

Who should attend

Hotel and restaurant managers, tourism professionals and event planners. Practitioners with one to five years of experience benefit most.

Key topics

- Guest experience standards
- Revenue and pricing
- Operations and cost control
- Food safety and hygiene
- Digital distribution
- Event planning

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

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Email: info@garnettrainings.com

Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 MICE Tourism: principles and standards
- Digital distribution
- Measurement and reporting

Day 2 Methods and tools in practice
- Event planning
- Guest experience standards

Day 3 Diagnosis and problem solving
- Revenue and pricing
- Hands-on workshop on a workplace challenge

Day 4 Quality, safety and documentation
- Operations and cost control
- Common mistakes and how to avoid them

Day 5 Workshop, assessment and action plan
- Food safety and hygiene
- Regional and international case studies

10-day outline

Day 1 MICE Tourism: principles and standards
- Digital distribution
- Measurement and reporting

Day 2 Methods and tools in practice
- Event planning
- Guest experience standards

Day 3 Diagnosis and problem solving
- Revenue and pricing
- Hands-on workshop on a workplace challenge

Day 4 Quality, safety and documentation
- Operations and cost control
- Common mistakes and how to avoid them

Day 5 Workshop, assessment and action plan
- Food safety and hygiene
- Regional and international case studies

Day 6 Advanced techniques and specialist practice
- Complex cases in depth
- Checklists and templates to take away

Day 7 Digital tools, data and automation
- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice
- Global performance benchmarks
- Group discussion and peer review

Day 9 Capstone project
- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates
- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
19–30 Apr 2027	10-day classroom	London	English	8,950
4–8 Jul 2027	5-day classroom	Cairo	English	4,750
11–15 Oct 2027	5-day classroom	Barcelona	English	4,750
6–10 Dec 2027	5-day online	Live online	Arabic	2,950
17–28 Jan 2028	10-day classroom	Dubai	Arabic	8,950
7–18 Feb 2028	10-day online	Live online	English	5,450
8–12 May 2028	5-day classroom	London	English	4,750
17–21 Sep 2028	5-day classroom	Amman	English	4,750
1–5 Apr 2029	5-day classroom	Muscat	Arabic	4,750
2–6 Jul 2029	5-day classroom	Dubai	Arabic	4,750

Dates	Format	City	Language	Fee (USD)
6–17 Aug 2029	10-day classroom	Kuala Lumpur	English	8,950
5–9 Nov 2029	5-day online	Live online	English	2,950
18–22 Feb 2030	5-day classroom	Amsterdam	English	4,750
17–21 Mar 2030	5-day classroom	Riyadh	English	4,750
2–13 Sep 2030	10-day classroom	London	English	8,950
2–13 Dec 2030	10-day online	Live online	English	5,450

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/