



Advanced Coastal and Marine Tourism Management Training Course

18 – 22 January 2027
Madrid

Advanced Coastal and Marine Tourism Management Training Course

Ref: 1553_214664 **Date:** 18 – 22 January 2027 **Location:** Madrid **Fees:** 5700 Euro

Overview

Advanced Coastal and Marine Tourism Management Training Course is a one-week course for destination managers, tourism planners, marine attraction operators, hospitality leaders, and public-sector professionals who leave with a Coastal Tourism Management File. Participants connect destination planning, marine tourism products, visitor capacity, stakeholder governance, operating risk, commercial performance, environmental stewardship, and monitoring. Agile Leaders Training Center presents coastal and marine tourism management through applied destination tools.

Who Should Attend

- Destination teams responsible for coastal tourism planning and coordination
- Marine attraction operators responsible for visitor activities and service quality
- Hospitality leaders responsible for coastal guest experience and commercial performance
- Public-sector teams responsible for destination assets and stakeholder coordination
- Environmental teams responsible for tourism impacts and sensitive sites
- Investment teams responsible for tourism products and infrastructure decisions

The course assumes participants support tourism destinations or marine visitor operations and leaves coastal engineering and specialist marine science outside scope.

Departments and Industries

The course supports departments and industries that plan, operate, monitor, and invest in coastal visitor destinations.

- Destination management and tourism planning
- Coastal hotels, resorts, and visitor attractions
- Marine recreation and excursion operations
- Public beaches and waterfront facilities
- Tourism investment and infrastructure functions
- Environmental stewardship and community-development teams

Learning Objectives

By the end of this course, participants will be able to:



- Analyze coastal destination assets and visitor demand
- Build marine tourism product portfolios
- Apply visitor-capacity and flow controls
- Use stakeholder governance and risk tools
- Compare commercial and stewardship decisions
- Evaluate destination impacts and performance

Course Agenda

Day 1: Coastal Destination Context

- Coastal Tourism Asset and Service Map
- Visitor Segment and Demand Profile
- Destination System and Stakeholder Network
- Seasonality and Capacity Pattern Chart
- Coastal Opportunity and Constraint Register

Day 2: Marine Products and Visitor Experience

- Marine Tourism Product Portfolio Canvas
- Visitor Journey and Service-Touchpoint Map
- Experience Quality and Accessibility Checklist
- Operator Partnership and Delivery Model
- Product Feasibility and Value Assessment

Day 3: Capacity, Risk, and Stewardship

- Visitor Flow and Site-Zoning Plan
- Carrying-Capacity Evidence Worksheet
- Sensitive-Site Visitor Management Guide
- Marine Activity Risk and Control Register
- Tourism Impact and Stewardship Action Plan

Day 4: Governance and Performance

- Destination Governance and Accountability Matrix
- Community and Operator Engagement Plan
- Infrastructure and Service-Gap Assessment
- Commercial and Community-Benefit Scorecard
- Destination Monitoring and Response Dashboard



Day 5: Coastal Tourism Management Practice

- Suggested Exercise: Asset and Product Portfolio Review
- Suggested Exercise: Visitor Capacity and Flow Decision
- Suggested Exercise: Risk and Stewardship Control Test
- Suggested Exercise: Governance and Performance Review
- Capstone Exercise: Coastal Tourism Management File

Practical Exercises

The course uses suggested activities drawn from resorts, public beaches, marine attractions, waterfronts, and destination organizations.

- Suggested activity: convert coastal assets and visitor segments into a marine tourism product portfolio.
- Suggested activity: assess visitor flows, site sensitivity, capacity evidence, and operating controls for a coastal attraction.
- Suggested activity: compare infrastructure, commercial value, community benefit, and stewardship options.
- Suggested activity: assemble product, capacity, risk, governance, and monitoring tools into a management file.

FAQs

Who is coastal and marine tourism management training designed for, and what does it assume?

Coastal and marine tourism management training suits destination, hospitality, marine activity, public-sector, investment, and stewardship professionals who already support tourism planning or visitor operations.

How does coastal and marine tourism management differ from coastal engineering training?

Coastal and marine tourism management focuses on destinations, products, visitors, stakeholders, operations, value, and stewardship; coastal engineering training concentrates on physical coastal processes, structures, and technical design.

How is visitor capacity managed in coastal tourism?

Visitor capacity is managed by assessing site characteristics, sensitivity, service limits, visitor numbers and flows, then using zoning, routing, scheduling, distribution, behavior guidance, monitoring, and response actions.



How are marine tourism products evaluated?

Marine tourism products are evaluated against visitor demand, operating feasibility, service quality, accessibility, risk, partner capacity, commercial contribution, community benefit, and environmental impact.

How is coastal tourism performance monitored?

Coastal tourism performance is monitored through visitor, service, commercial, community, infrastructure, risk, and environmental indicators linked to owners, review cycles, thresholds, and response actions.

Conclusion

Participants take back a Coastal Tourism Management File containing asset, product, visitor, capacity, risk, governance, benefit, and monitoring tools. The file connects destination decisions with operating evidence and stakeholder responsibilities. It helps teams shape visitor value, manage pressure, coordinate delivery, and respond to commercial and stewardship results.