



Hospitality & Tourism are vital for employment, entrepreneurship and economic development worldwide. PUM collaborates with SMEs and stakeholders across the hospitality and tourism value chain to strengthen sustainable tourism and professional hospitality. Activities range from accommodation, food and beverage, and destination development to tourism planning, digital positioning and workforce development. The programme promotes responsible, inclusive and experience-driven models that create value for communities, businesses and travellers alike.

Hospitality & Tourism

The Hospitality & Tourism programme promotes sustainable and inclusive ecosystems where businesses, destinations and communities grow together. Through stronger service quality, vocational skills, digital capabilities and responsible tourism models, the programme contributes to resilient local economies. It also supports the protection of natural and cultural heritage while fostering meaningful visitor experiences with lasting social and environmental impact.

Hospitality – exceptional guest experiences

PUM collaborates with hotels, restaurants and related businesses to improve operations, service quality and financial performance. Collaboration focuses on strengthening management, revenue models, digital tools, staff performance and day-to-day operations across accommodation and food and beverage services. At the same time, emphasis is placed on sustainability, including efficient resource use, waste reduction and responsible sourcing. By combining practical improvements with strategic insight, businesses are better positioned to meet international standards and respond to changing customer expectations.

Tourism – meaningful destinations

PUM collaborates with tour operators, travel agencies, destination organisations and local authorities to develop tourism at both business and destination level. Activities focus on strategy, product development, digital marketing and storytelling, and the strategic positioning of destinations in competitive markets. Strong emphasis is placed on responsible tourism models such as ecotourism, community-based tourism and rural tourism. By strengthening collaboration between public and private stakeholders, the programme contributes to resilient tourism ecosystems and supports destinations in moving beyond mass tourism towards more balanced, inclusive and sustainable growth.

Hotel schools – ready for the future

Vocational education and workforce development are essential for the long-term growth of the hospitality and tourism sector. PUM collaborates with hotel schools, vocational institutes and training centres to strengthen practice-oriented education that reflects the realities and ambitions of the sector. Activities include curriculum development, train-the-trainer programmes, practical kitchen and service training, and competence-based learning approaches. By combining industry experience with educational expertise, the programme contributes to a future-ready workforce with strong professional, entrepreneurial and service-oriented capabilities aligned with international hospitality standards.

Strengthening business foundations

The programme also includes experts with extensive experience in general strategy and business planning areas. They collaborate with entrepreneurs and organisations to strengthen management, marketing, finance and operations. By combining technical expertise with general business support, PUM contributes to sustainable growth and resilient organisations.

Professional people for positive impact

PUM collaborates with businesses and organisations to grow sustainably and build a brighter future for their community. Check [PUM.nl](https://www.pum.nl) for more information and criteria, and apply for advice.