



PUM experts support the development of sustainable tourism and a thriving hospitality industry. We advise tour operators, agencies and regional authorities on destination marketing and sector planning. Our specialists bring hands-on experience in kitchen and hotel management, HR, finance, sales, IT and social media. We also help tackle specific challenges such as events, stock control or franchise management. Together with local schools and businesses, our Hospitality Education experts train chefs and teachers in food innovation, customer service, hygiene, safety and more.

Hospitality & Tourism

Tourism is one of the world's most important economic sectors, creating jobs and driving income. PUM experts support sustainable growth across the tourism and hospitality industry—from destination marketing to hotel and kitchen management, events, and franchise operations. We also strengthen the sector through practical training and education, helping to build a skilled workforce, foster entrepreneurship and boost local economies.

Hospitality

PUM experts support hotels, restaurants and other hospitality businesses in improving service quality, staff performance and profitability. With hands-on experience in hotel operations, management, marketing and training, they help tackle both day-to-day challenges and long-term development. Whether it's a practical issue or a full business makeover, our experts work alongside owners to unlock their business potential.

Tourism

Tourism is a key economic driver, and PUM supports its growth at all levels. Our experts advise tour operators, travel agencies, destination marketing organisations and local authorities on strategy, product development, marketing, and ecosystem collaboration. From community-based tourism to guiding and ecotourism, we tailor our support to each destination's unique context and stage of development.

Education

Training and education are essential to a strong hospitality and tourism sector. PUM experts combine industry know-how with experience in vocational and higher education. They train teachers, chefs and instructors in practical, people-focused approaches that boost skills, motivation and entrepreneurship. This contributes to stronger businesses, more job opportunities and a better-trained workforce.

Hospitality

Areas of expertise

PUM supports a wide range of hospitality businesses such as hotels, eco-lodges, resorts and restaurants, including all facilities within (e.g. bars, spas, wellness, banqueting, MICE). Our experts offer tailor-made support in the following key areas:

- **Management & Organisation**
Full hotel assessments, business planning, general and facility management, maintenance, SOPs and efficiency tools.
- **Human Resources & Training**
Staff coaching and hospitality behaviour, housekeeping, front-office operations, task descriptions, role awareness, and HR strategy.
- **Kitchen & F&B Management**
Menu calculation, mise en place, HACCP, food production, restaurant operations and food & beverage service.
- **Finance & Cost Control**
Liquidity and solvency analysis, ROI, stock and purchase control, cash handling, and financial planning.
- **Marketing & Digital Presence**
Development of sales programmes, online marketing for hotels and restaurants, branding and guest communication.
- **Booking Systems & ICT**
Support in implementing reservation systems and optimising internal processes.
- **Sustainability & Eco Practices**
Waste management, sustainable hospitality, eco-certification and awareness-building.
- **Events & MICE**
Development and management of meetings, incentives, conferences and exhibitions.

PUM also works closely with hotel associations, vocational institutes and local governments to strengthen local ecosystems. We offer group training programmes that not only build skills but foster collaboration, peer learning and long-term development.



Erik van Essen

PUM expert Tourism & Recreational Services

"Working with this young, talented team of WildReality Safari, a tour operator in Dar Es Salaam, Tanzania was a great pleasure. We succeeded to make a joint team effort which will have concrete visible results in the near future. I am confident that this team will be able to build a successful brand which is different than many others in this competitive playfield."

Tourism

PUM supports the sustainable development of tourism through expert advice and collaboration with local stakeholders. Our key areas of expertise include:

- **Tourism Strategy & Destination Management**
Development of tourism masterplans, roadmaps and destination strategies, including assessments, SWOT analyses and coordinated stakeholder engagement.
- **Product Development & Marketing**
Support in identifying and shaping new tourism products, strengthening branding and USPs, improving online visibility, and creating practical marketing plans.
- **Ecotourism & Community-Based Tourism**
Guidance on developing responsible, inclusive tourism with a focus on nature conservation, cultural heritage and community participation — especially by women.

Education

Areas of Expertise

PUM supports the development of practice-oriented, locally rooted hospitality education. Our experts work with schools, training centres and businesses to strengthen both content and delivery. Key areas of expertise include:

- **Train-the-trainer & curriculum development**
Practical training for teachers, instructors and professionals, aligned with regional needs and ambitions.
- **Work-based & competence-based learning**
Emphasis on 21st-century skills, personal motivation and professional identity within the hospitality context.
- **Blended learning & remote coaching**
Combining classroom teaching with online modules, webinars and customised coaching.
- **Long-term collaboration & co-creation**
Programmes developed in partnership with local stakeholders, including Innovation Labs and hospitality businesses.

This approach helps build a local **business ecosystem**, where education, entrepreneurship and employment reinforce one another—creating lasting impact for students, staff and the wider community.

Client examples

Regional boost through hospitality workshops

Two PUM experts conducted targeted workshops for around 40 hotel and restaurant managers from the region. By splitting the group into hospitality and restaurant tracks, each session addressed sector-specific challenges. After the seminars, the experts visited each business to support hands-on implementation. The impact extended beyond individual businesses: improvements in hygiene, food preparation, guest interaction and kitchen practices raised service standards across the area, strengthening the region's overall hospitality offering.

Inclusive tourism with community impact

This agrotourism business combines farm-based experiences with social purpose. It trains and employs young people with a distance to the labour market, offering them a place to live, learn and grow. With support from a PUM expert, the business strengthened its strategy and services, creating better tourism experiences and greater opportunities for those often left behind, while contributing to the local economy.

Bridging education and business in hospitality

To support the setup of a new Hospitality Education Department at a vocational college, a PUM expert started by mapping the needs of local hospitality businesses. This led to a targeted approach that benefits both education and industry. A train-the-trainer programme and work-based learning model were introduced, allowing staff from both the school and local businesses to learn from each other. With a new, tailored curriculum in place, trainers now deliver interactive, competence-based education—equipping students with 21st-century skills and strengthening the local hospitality ecosystem.

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://pum.nl) for more information and criteria, and apply for advice.