



PUM experts support the development of sustainable tourism and a thriving hospitality industry. We advise tour operators, agencies and regional authorities on destination management and marketing, and sector planning. Our experts bring hands-on experience in kitchen and hotel management, HR, finance, sales, IT and social media. We also assist with 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, assisting in building a skilled workforce, foster entrepreneurship and boost local economies. Many of our experts are experienced in collaborating with the many stakeholders involved in the tourism industry in business ecosystems: from the public and private sector as well as others like educational institutes.

Transforming Tourism for Good

We are reimagining travel by placing people, planet, and purpose at the heart of every journey. From authentic local experiences to digital innovation and world-class service, we support a tourism sector that uplifts communities, protects nature, and delivers unforgettable experiences for today's conscious traveller.

This is not just tourism, it is a movement for meaningful connection and sustainable impact.

- Connecting travelers with authentic local experiences, moving beyond mass tourism to create meaningful, interest-driven adventures.
- Pioneering sustainable ecotourism that protects and celebrates our natural wonders while providing exceptional guest experiences.
- Empowering local communities to share their culture, traditions, and daily life with visitors in ways that benefit everyone.
- Equipping tourism businesses with cutting-edge digital skills to build direct, lasting relationships with global travelers.
- Elevating service quality through world-class standards and best practices.
- Building a skilled workforce through comprehensive training programs that meet international benchmarks.

Hospitality

PUM experts support hotels, restaurants and other hospitality businesses in improving overall management, financial profitability, service quality, and staff performance. With hands-on experience in hotel management, sales & marketing, revenue management and operational training in F&B, rooms, sales, finance, they assist in tackling 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, ecotourism, rural tourism to training tour guides and storytelling, 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.

Our approach enables building a local business ecosystem, where education, entrepreneurship and employment reinforce one another, creating lasting impact for students, staff and the wider community.



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."

Areas of expertise

Hospitality

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.
- **Sales & marketing**
How to drive more direct business, sales and marketing training, assistance in setting up sales and marketing systems, coaching in online travel agents (OTA's), how to improve REVPAR through higher Average rate (ADR) or occupancy (OCC)
- **Human resources & training**
Staff coaching and hospitality behaviour, housekeeping, front-office operations, task descriptions, role awareness, and HR strategy.

Tourism

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

- **Tourism strategy**
Drawing up a business plan, strategic marketing plan, innovation, new revenue models, new markets.
- **Tourism 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.

- **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.

- **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.

Education

PUM supports the development of practice-oriented, locally rooted hospitality education. Our experts work with schools, training centers 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.

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 for more information and criteria, and apply for advice.