Resort Development Course: Green Design Standards, Utilities and Whole-Life Cost

8 – 12 February 2027
Casablanca

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Ref: 771_36678 **Date:** 8 – 12 February 2027 **Location:** Casablanca **Fees:** 4000 GBP

Programme Summary

Resort development with green design standards is the subject of this one-week training course for directors and heads of facilities at strategic level, ending in a green design brief for one resort or hotel project. Many tourism schemes fix site, density and utilities before anyone tests energy, water and waste demand against a standard. The programme moves from sustainable tourism principles to demand diagnosis, design and utilities choices, and a whole-life cost case. Mars Training Centre UK delivers this programme on resort development to mixed-organisation cohorts.

The Business Case

Tourism properties carry heavy and seasonal loads for power, cooling, water and waste. Choices made in the design brief, such as orientation, envelope, plant type and water source, set operating cost for decades and are costly to reverse after construction. Leaders who compare options on whole-life cost, and who name the standard a project must meet, can approve a scheme with evidence instead of aspiration.

- Operating Energy and Water Cost: Falls as design options are compared on use per guest night and whole-life cost.
- Redesign and Variation Cost: Falls as the standard and the brief are fixed before tender.
- Guest and Authority Confidence: Rises as environmental claims rest on a recognised criteria set.

Principles and Evidence Base

- GSTC Criteria for Hotels and Destinations: Frame sustainable management, local benefit, cultural heritage and environmental measures, and give the programme its checklist in Sessions 1 and 3.
- ISO 14001 Environmental Management Systems: Supplies the plan, operate and review cycle used to hand a green design over to operations in Session 5.
- ISO 50001 Energy Management Systems: Provides the method for baselining and targeting energy use applied in Session 2.
- ISO 14040 Life Cycle Assessment Principles: Structures the comparison of materials and systems over their whole life in Session 4.

Intended Participants

- Directors who approve resort, hotel or tourism site investments and their design briefs.
- Heads of facilities and engineering who will operate the property after handover.
- Tourism authority planners who set expectations for new visitor accommodation.
- Development managers who brief architects, engineers and cost consultants.

Typical settings include beach and desert resorts, urban hotels, heritage lodges and destination management bodies.

Learning Outcomes

1. Participants will be able to evaluate a site and concept against sustainable tourism criteria.
2. Participants will be able to diagnose energy, water and waste demand for a resort or hotel at the briefing stage.
3. Participants will be able to construct a green design brief that names the standard to be met.
4. Participants will be able to compare utilities and envelope options on whole-life cost.
5. Participants will be able to prioritise design measures by cost, guest comfort and risk.
6. Participants will be able to justify a green resort scheme to an investment committee.

Programme Structure

Day 1: Resort Development and Sustainable Tourism Principles

What does a sustainable tourism property have to achieve, and by which criteria?

- GSTC Criteria Mapping to Project Stages
- Site and Ecosystem Sensitivity Screen
- Visitor Capacity and Density Test
- Green Building Rating Option Comparison
- Stakeholder and Host Community Register

Day 2: Diagnosing Demand for Energy, Water and Waste

How much will the property need, and when in the year?

- Guest Night Load Profile
- ISO 50001 Energy Baseline Method
- Water Balance and Source Options
- Waste Stream Estimate
- Seasonal Peak Demand Chart

Day 3: Designing the Brief, Envelope and Utilities

Which design choices cut demand, and which standard does the brief name?

- Green Design Brief Template
- Orientation and Envelope Options
- Cooling and Power Plant Options
- Resort Utilities Layout Review
- Materials and Local Sourcing Schedule

Day 4: Whole-Life Cost and Risk

Which option costs least over its life, and what could change the answer?

- ISO 14040 Life Cycle Comparison
- Whole-Life Cost Model
- Capital and Operating Cost Trade-Off Grid
- Climate and Supply Risk Register
- Design Measure Priority Matrix

Day 5: Green Design Brief for One Project

Do the earlier tools combine into a brief an investment committee can approve?

- Applying the Session 2 Demand Profile
- Checking the Session 3 Brief Template
- Testing the Session 4 Whole-Life Cost Model
- Planning the ISO 14001 Handover to Operations
- Completing the Green Design Brief

Methodology

The programme uses a case analysis built on prepared files for one beach resort and one urban hotel, each with a site plan, a concept brief, demand data and cost estimates. Participants work in small groups, test options against the criteria, build cost comparisons and defend their recommendations to peers acting as an investment committee.

- Suggested activity: Scoring a resort concept against the sustainable tourism criteria and listing gaps.
- Suggested activity: Comparing two cooling options on capital cost, running cost and risk.
- Suggested activity: Rewriting a vague brief clause into a measurable requirement.

Capstone Output

Each participant completes a green design brief for one project of their choice. It holds the criteria and standard to be met, demand targets for energy, water and waste, utilities and envelope choices, a whole-life cost summary and a handover plan. The brief is used at work to instruct designers and to support an approval paper.

Frequently Asked Questions

Is a resort development course suitable for leaders without an engineering background?

Yes. Resort development with green design standards is taught through briefs, comparison grids and prepared cases, not calculations. It assumes experience approving or operating tourism property, and no earlier engineering training.

Which standards does resort development with green design rest on?

Resort development with green design rests on the GSTC Criteria for hotels and destinations, ISO 14001 for environmental management, ISO 50001 for energy management and ISO 14040 for life cycle assessment.

How is the brief from resort development used at work?

You use the green design brief to instruct architects and engineers, to set measurable requirements for tender, and to support the approval paper for your investment committee.

How does resort development differ from a hotel operations sustainability course?

Resort development concentrates on decisions made before construction, such as the design brief, utilities and whole-life cost, while a hotel operations course concentrates on running an existing property efficiently.