Excellence in Tourism and Leisure Service Quality Training Course



16 - 20 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #EL1758_274394

Course Introduction / Overview:

In the highly competitive and dynamic leisure and tourism industry, service quality is not just a goal but the primary differentiator that builds brand loyalty and ensures sustainable success. This comprehensive program is designed to equip professionals with the essential knowledge and practical skills to establish, manage, and elevate service standards within their organizations. The course delves into the core principles of quality assurance, drawing from established frameworks and contemporary best practices. We will explore the influential work of academics like A. Parasuraman, a key figure behind the development of the SERVQUAL model, a cornerstone for measuring service quality detailed in works like "Delivering Quality Service". Participants will learn to dissect the guest experience, identify critical touchpoints, and implement robust quality management systems that drive customer satisfaction and operational efficiency. BIG BEN Training Center has meticulously structured this course to move beyond theory, focusing on real-world application through case studies, interactive workshops, and strategic planning exercises, ensuring that attendees can translate their learning into tangible improvements and a culture of continuous service excellence.

Target Audience / This training course is suitable for:

- Hotel Managers and Supervisors.
- Tour Operators and Travel Agents.
- Guest Relations and Customer Service Managers.
- Resort and Recreation Managers.
- Airline and Cruise Line Customer Service Staff.
- Event and Conference Planners.
- Tourism Marketing Professionals.
- Quality Assurance and Control Officers.
- Entrepreneurs in the hospitality and tourism sector.
- Frontline service employees aspiring to leadership roles.

Target Sectors and Industries:

- Hospitality and Accommodation (Hotels, Resorts, Guesthouses).
- Travel and Transportation (Airlines, Cruise Lines, Railways).
- Tour and Travel Agencies.
- Food and Beverage Services (Restaurants, Catering).
- Events and Entertainment Venues.
- Destination Management Organizations (DMOs).
- Leisure and Recreation Facilities (Theme Parks, Spas, Clubs).
- Governmental bodies and public sector tourism authorities.
- Cultural and Heritage Site Management.

Target Organizations Departments:

- Operations Management.
- Customer Service and Guest Relations.
- Sales and Marketing.
- Human Resources and Training.
- Quality Assurance and Compliance.
- Front Office and Reception.
- Food and Beverage.
- Events and Banqueting.
- Strategic Planning and Development.

Course Offerings:

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

- Develop and implement comprehensive service quality standards.
- Apply the SERVQUAL model to measure and analyze service gaps.
- Design effective guest feedback systems to capture valuable insights.
- Master service recovery techniques to turn complaints into loyalty.
- Create service blueprints to map and enhance the customer journey.
- Benchmark service performance against industry best practices.
- Lead and motivate teams to foster a culture of service excellence.
- Integrate sustainability principles into service quality management.
- Utilize data to drive continuous improvement in service delivery.
- Manage quality across both physical and digital customer touchpoints.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for maximum engagement and practical application. This course adopts a blended learning approach that combines expert-led presentations with highly interactive and participatory activities. We believe that adult learning is most effective when participants are actively involved in the process. Therefore, the sessions will feature in-depth analyses of real-world case studies from leading global tourism and leisure brands, allowing participants to dissect successful strategies and common pitfalls. Collaborative group discussions and brainstorming sessions will encourage the sharing of diverse experiences and perspectives. Role-playing exercises will simulate challenging customer service scenarios, providing a safe environment to practice and refine service recovery and communication skills. Participants will also engage in practical workshops to develop service blueprints and quality improvement plans relevant to their own organizations. Continuous feedback from the instructor and peers is a core component, ensuring a supportive and enriching learning environment that bridges theory with tangible, workplace-ready skills.

Course Agenda (Course Units):

Unit One: Foundations of Quality in Leisure and Tourism

- Defining service quality and its strategic importance.
- Understanding customer expectations and perceptions.
- Introduction to Total Quality Management (TQM) principles.
- Exploring the five dimensions of the SERVQUAL model.
- The relationship between service quality, customer satisfaction, and loyalty.
- Identifying the cost of poor quality in the service industry.
- Key challenges in managing service quality in tourism.

Unit Two: Designing and Implementing Service Standards

- The role of Standard Operating Procedures (SOPs) in consistency.
- Techniques for benchmarking against industry leaders.
- Service blueprinting to visualize and design the guest journey.
- Setting clear, measurable, and achievable service standards.
- Integrating brand values into service delivery protocols.
- Developing a comprehensive service quality manual.
- Communicating standards effectively to all staff levels.

Unit Three: Managing and Enhancing the Guest Experience

- Mapping the end-to-end customer journey and identifying key touchpoints.
- Strategies for personalizing the guest experience.
- The role of technology and digitalization in modern service delivery.
- Creating memorable moments and exceeding guest expectations.
- Managing queues and waiting times effectively.
- Ensuring accessibility and inclusivity in service design.
- Cross-cultural communication skills for a global clientele.

Unit Four: Measuring, Monitoring, and Improving Service Quality

- Designing effective customer feedback mechanisms (surveys, reviews, interviews).
- Analyzing qualitative and quantitative feedback data.
- Key Performance Indicators (KPIs) for service quality.
- The art and science of effective service recovery.
- Implementing a Continuous Improvement (Kaizen) philosophy.
- Using mystery shopping to evaluate service performance objectively.
- Root cause analysis for recurring service failures.

Unit Five: Cultivating a Culture of Service Excellence

- The role of leadership in driving a service-oriented culture.
- Recruiting, training, and retaining service-focused employees.
- Empowering frontline staff to make decisions and solve problems.
- Motivation and recognition programs for service champions.
- Linking employee satisfaction to customer satisfaction.
- Integrating sustainable and ethical practices into service standards.
- Future trends in tourism service quality and guest expectations.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can tourism organizations effectively balance the efficiency of standardized service processes with the growing consumer demand for authentic, personalized experiences?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by offering a holistic and strategic perspective on service quality that is deeply rooted in the contemporary realities of the leisure and tourism sector. Unlike programs that focus narrowly on frontline skills, this training integrates high-level management concepts like Total Quality Management (TQM) and the SERVQUAL framework with practical, on-the-ground applications. We move beyond generic customer service advice to provide a structured methodology for designing, implementing, and continuously improving service standards. A key differentiator is our emphasis on the complete guest journey, including critical digital touchpoints that are often overlooked. The curriculum is uniquely designed to address modern challenges, such as managing online reputations, integrating sustainable practices into service delivery, and leveraging technology for personalization. By focusing on building a deeply embedded culture of excellence rather than just a set of procedures, the course equips leaders and aspiring managers with the tools to create lasting organizational change and a sustainable competitive advantage in a crowded marketplace.