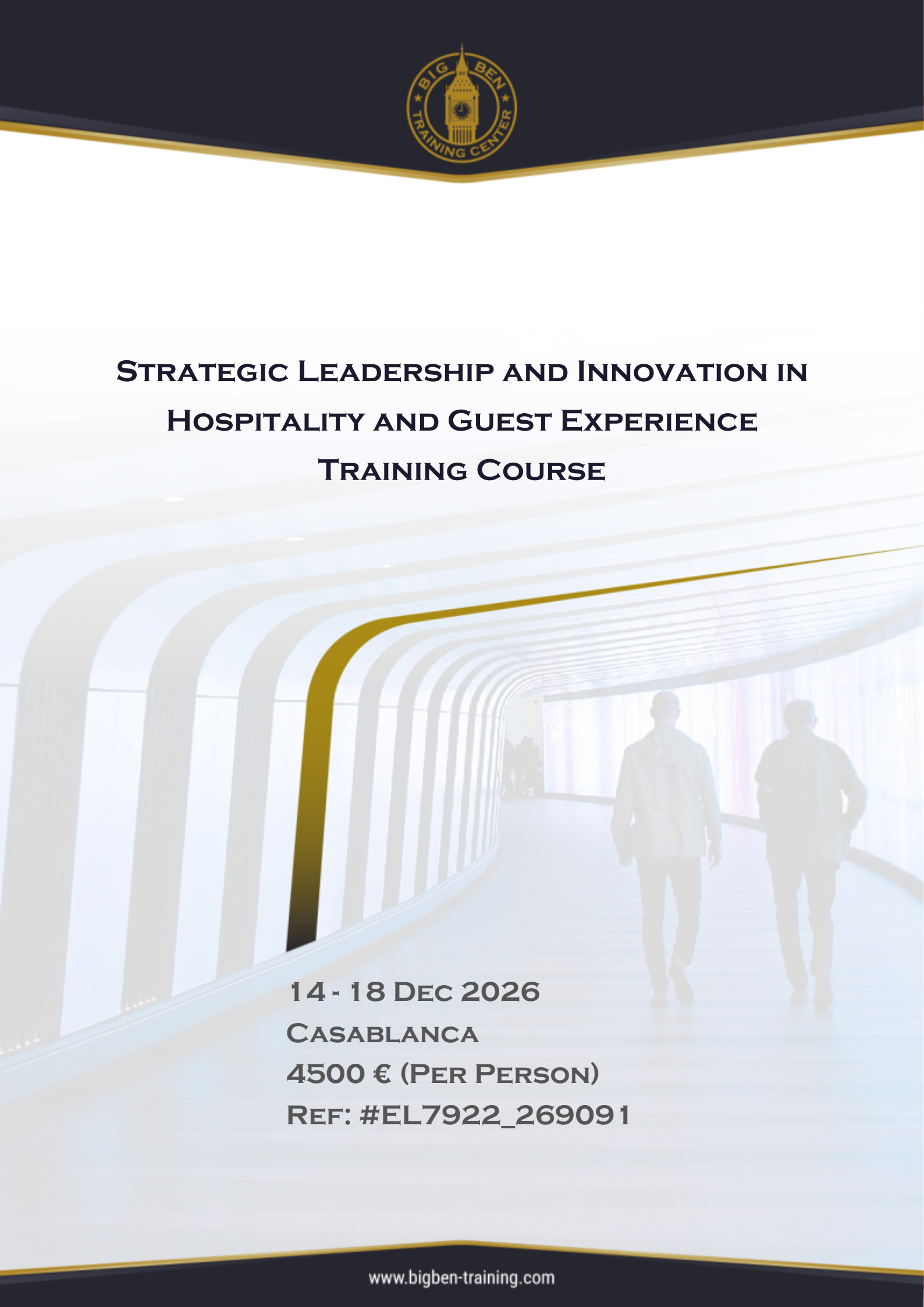
Strategic Leadership and Innovation in Hospitality and Guest Experience Training Course



14 - 18 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #EL7922_269091

Course Introduction / Overview:

This comprehensive training course is designed to elevate the capabilities of hospitality leaders by focusing on the strategic aspects of managing guest experience and driving innovation. It moves beyond traditional customer service models to explore how visionary leadership can create memorable, loyalty-building interactions. The curriculum is informed by academic research, including the principles outlined in "The New Gold Standard: 5 Leadership Principles for Creating a Legendary Customer Experience Courtesy of the Ritz-Carlton Hotel Company" by Joseph Michelle. This book provides a foundational framework for understanding how a culture of excellence can be built from the top down. Participants will delve into advanced topics such as guest journey mapping, data analytics for personalization, and the strategic use of technology to enhance service delivery. BIG BEN Training Center has developed this program to be highly interactive, and case-study driven, allowing participants to apply leadership theories to real-world hospitality scenarios. The training emphasizes the development of an emotional connection with guests, empowering leaders to cultivate a team that instinctively anticipates needs and consistently exceeds expectations.

Target Audience / This training course is suitable for:

- Hospitality managers and directors.
- Hotel general managers and department heads.
- Guest relations and front office leaders.
- Restaurant and food and beverage managers.
- Customer experience strategists.
- Senior staff in tourism and travel.
- Corporate trainers in hospitality.

Target Sectors and Industries:

- Hotels and resorts.
- Restaurants and food service.
- Travel and tourism.
- Event and conference management.
- Luxury retail and services.
- Theme parks and attractions.
- Government agencies and equivalent public services.

Target Organizations Departments:

- Operations and management.
- Guest services.
- Marketing and brand management.
- Human resources and training.
- Sales and business development.
- Front office.
- Public relations.

Course Offerings:

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

- Develop and implement a strategic vision for guest experience.
- Utilize data and analytics to personalize and enhance the guest journey.
- Cultivate a service-oriented culture through effective leadership and team development.
- Manage service recovery and turn guest complaints into loyalty opportunities.
- Drive operational excellence and innovation through technology adoption.
- Analyze and redesign guest touchpoints for maximum impact.
- Lead organizational change to maintain a competitive advantage.

Course Methodology:

This training course employs a highly interactive and case-based methodology designed to foster strategic thinking and practical application. The program combines expert-led discussions with a variety of team-based simulations where participants will act as leaders, tasked with solving complex guest experience challenges. These scenarios include things like redesigning a hotel's digital check-in process, resolving a high-stakes customer service failure, and developing an innovative strategy for a restaurant chain. BIG BEN Training Center has structured the course to include a significant amount of group work, peer feedback, and role-playing exercises that allow participants to practice leadership skills in a safe environment. The training emphasizes learning by doing, ensuring that concepts like emotional intelligence and strategic planning are not just understood but are also integrated into each participant's leadership style. The course also includes a final project where each participant will develop a comprehensive guest experience improvement plan for their own organization.

Course Agenda (Course Units):

Unit One: Strategic Foundations of Guest Experience

- Defining the modern guest journey.
- Moving from customer service to guest experience.
- Leadership's role in shaping service culture.
- Identifying and mapping guest touchpoints.
- Emotional intelligence in hospitality leadership.
- The psychology of customer loyalty.
- Measuring guest satisfaction and loyalty.

Unit Two: Data-Driven Guest Journey Enhancement

- Using data analytics for personalization.
- Leveraging guest feedback to drive service improvements.
- Predictive analytics for anticipating guest needs.
- Designing seamless digital and physical experiences.
- The role of technology in automating and enhancing service.
- Building a unified guest profile.
- Data privacy and ethical considerations.

Unit Three: Leading for Operational Excellence

- Cultivating a high-performing service team.
- Training and empowering front-line staff.
- Implementing quality control and service standards.
- Managing service recovery and complaint resolution.
- Fostering a culture of continuous improvement.
- Strategic resource allocation.
- Performance management and feedback.

Unit Four: Innovation and Change Management

- Identifying innovation opportunities in hospitality.
- Implementing new technologies and processes.
- Managing resistance to change.
- Fostering a culture of innovation.
- Benchmarking and competitive analysis.
- Trends in luxury and personalized service.
- The future of the hospitality industry.

Unit Five: Building Your Personal Leadership Brand

- Developing your leadership vision.
- Effective communication for leaders.
- Mentoring and coaching your team.
- Building cross-functional collaboration.
- Personal branding in the hospitality industry.
- Networking and professional development.
- Creating a legacy of excellence.

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 does a leader's ability to foster a culture of emotional connection with guests fundamentally change the strategic value of a hospitality brand, moving it from a transactional provider to a sought-after experience creator?

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

This training course is distinguished by its strategic, leadership-focused approach to hospitality and guest experience. Unlike programs that concentrate on basic operational tasks, this curriculum, developed by BIG BEN Training Center, is designed for those who want to drive systemic change and competitive advantage. The course uniquely integrates principles of leadership, data analytics, and innovation to create a holistic framework for creating legendary service. It teaches participants how to move beyond reacting to guest needs and instead, proactively anticipate them by leveraging technology and emotional intelligence. The emphasis on real-world case studies and project-based learning ensures that participants not only understand these concepts but can also immediately apply them to their own organizations. This program empowers leaders to cultivate a service culture from the ground up, turning every team member into a brand ambassador and every guest interaction into a building block for long-term loyalty and success.