ISO Standards and Quality Assurance in Tourism Services Training Course



02 - 06 Nov 2026

Casablanca

4500 € (Per Person)

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Course Introduction / Overview:

In the highly competitive global tourism and hospitality industry, service quality is not just a goal but a fundamental requirement for survival and growth. This comprehensive training course is designed to equip professionals with the knowledge and skills to implement and manage robust quality assurance systems based on internationally recognized ISO standards. The curriculum delves into the core principles of Total Quality Management (TQM) and its practical application within the unique context of tourism services, where customer experience is paramount. Drawing on the foundational concepts of service quality articulated by academics like A. Parasuraman, particularly within the SERVQUAL model, this course bridges the gap between theory and real-world implementation. Participants will explore how to systematically enhance guest satisfaction, improve operational efficiency, and build a sustainable reputation for excellence. BIG BEN Training Center has developed this program to provide a clear roadmap for achieving ISO certification and, more importantly, for embedding a culture of continuous improvement that drives long-term success and customer loyalty in any tourism-focused organization.

Target Audience / This training course is suitable for:

- Quality Assurance Managers and Coordinators.
- Hotel and Resort General Managers.
- Tour Operations Managers.
- Travel Agency Owners and Managers.
- Guest Relations and Customer Service Managers.
- Destination Management Professionals.
- Heads of Departments in hospitality organizations.
- Internal Auditors and Compliance Officers.
- Consultants specializing in the tourism and hospitality sector.
- Entrepreneurs planning to start a tourism-related business.

Target Sectors and Industries:

- Hospitality and Accommodation (Hotels, Resorts, Lodges).
- Travel and Tour Operations.
- Aviation and Airline Services.
- Cruise Lines and Maritime Tourism.
- Event Management and MICE (Meetings, Incentives, Conferences, Exhibitions).
- Food and Beverage Services (Restaurants, Catering).
- Destination Management Organizations (DMOs).
- Governmental bodies such as Tourism Ministries and National Tourism Boards.
- Transportation and Logistics Services.
- Attractions and Leisure Facilities Management.

Target Organizations Departments:

- Quality Assurance and Control Departments.
- Operations Management.
- Customer Service and Guest Relations.
- Front Office and Reception.
- Housekeeping and Maintenance.
- Food and Beverage (F&B) Departments.
- Sales and Marketing.
- Human Resources and Training.
- Strategic Planning and Business Development.
- Compliance and Risk Management.

Course Offerings:

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

- Develop a comprehensive Quality Management System (QMS) based on ISO 9001 principles.
- Interpret the requirements of key ISO standards relevant to the tourism industry.
- Apply the Plan-Do-Check-Act (PDCA) cycle for continuous improvement in service delivery.
- Conduct effective internal audits to ensure compliance and identify areas for enhancement.
- Utilize tools and techniques to measure and improve guest satisfaction and loyalty.
- Manage non-conformities and implement effective corrective and preventive actions.
- Foster a strong culture of quality and service excellence within their teams and organization.
- Align quality objectives with the strategic goals of the tourism enterprise.
- Manage documentation and records required for ISO certification.
- Analyze processes and map the customer journey to identify critical quality points.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and practical, ensuring that participants can immediately apply their learning in their professional roles. This course moves beyond traditional lectures to create an immersive learning environment. We utilize a blend of expert-led presentations, real-world case studies from the global tourism and hospitality industry, and interactive group workshops. Participants will engage in hands-on exercises such as process mapping a hotel check-in procedure, developing quality objectives for a tour operator, and role-playing internal audit scenarios. Collaborative discussions and brainstorming sessions are integral to the program, allowing attendees to share experiences and solve common challenges faced in tourism quality management. Ample time is allocated for Q&A sessions to address specific queries. The facilitator will provide continuous feedback and guidance, ensuring a supportive and dynamic learning atmosphere that fosters both individual skill development and collective problem-solving capabilities.

Course Agenda (Course Units):

Unit One: Foundations of Quality in the Tourism Sector

- Introduction to Quality Management principles.
- The unique characteristics of service quality in tourism and hospitality.
- Understanding customer expectations and perceptions (The SERVQUAL Model).
- The business case for implementing a Quality Management System (QMS).
- Overview of Total Quality Management (TQM) and its pillars.
- Introduction to the International Organization for Standardization (ISO).
- The evolution and structure of the ISO 9000 family of standards.

Unit Two: Demystifying ISO 9001:2015 for Tourism Services

- Clause-by-clause analysis of the ISO 9001:2015 standard.
- Context of the organization in a tourism setting.
- Leadership commitment and its role in a QMS.
- Planning for the QMS, including risk-based thinking and setting quality objectives.
- Support functions: resources, competence, awareness, and communication.
- Documented information requirements for tourism operations.
- Understanding the process approach in service delivery.

Unit Three: Implementing a Tourism-Focused Quality Management System

- Developing a quality policy and measurable objectives.
- Mapping core processes: from booking to post-stay feedback.
- The Plan-Do-Check-Act (PDCA) cycle in practice.
- Creating essential documentation: quality manuals, procedures, and work instructions.
- Assigning roles, responsibilities, and authorities for quality.
- Managing resources for effective QMS implementation.
- Training and awareness programs for staff at all levels.

Unit Four: Measurement, Analysis, and Continuous Improvement

- Techniques for monitoring and measuring service processes.
- Tools for gathering and analyzing customer feedback and satisfaction.
- Planning and conducting effective internal audits.
- Managing non-conformities and implementing corrective actions.
- The Management Review process and its strategic importance.
- Introduction to statistical process control for service industries.
- Benchmarking performance against industry best practices.

Unit Five: Advanced Topics and Integrating Management Systems

- Integrating ISO 9001 with other relevant standards (ISO 14001, ISO 45001).
- Introduction to ISO 21401 for sustainable tourism management.
- Cultivating a sustainable culture of quality and service excellence.
- The role of technology in modern quality assurance.
- Supplier and partner quality management in the tourism value chain.
- Preparing for the external certification audit.
- Future trends in quality management for the global tourism industry.

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:

Reflection Question: In an industry where service is intangible and experiences are co-created with the guest, how can ISO standards be adapted to measure and manage the emotional components of customer satisfaction effectively.

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

This training course distinguishes itself by moving beyond a generic, theoretical overview of ISO standards to provide a specialized, practical framework tailored specifically for the nuances of the tourism and hospitality industry. Unlike standard quality courses, every module, case study, and workshop is designed with the unique challenges of service delivery in mind, such as managing seasonality, cultural diversity, and the intangibility of the tourism product. The curriculum focuses heavily on the practical application of quality principles to the entire guest journey, from the initial booking process to post-travel engagement. Participants will not just learn the clauses of ISO 9001; they will learn how to translate them into tangible improvements in a hotel, airline, or tour operation. Furthermore, the course integrates concepts from leading service quality models like SERVQUAL, providing a deeper academic and practical understanding of customer perception. It emphasizes creating a sustainable culture of quality that transcends simple compliance, empowering leaders to use their QMS as a strategic tool for innovation, competitive advantage, and building lasting brand loyalty.