# Advanced Hospitality Management and Operational Excellence Training Course

26 - 30 Oct 2026

Casablanca

4500 € (Per Person)

Ref: #TOU3149_285589

## Course Introduction / Overview:

This comprehensive course is designed to equip participants with the advanced skills and strategic insights necessary to excel in the dynamic hospitality industry. Moving beyond fundamental principles, this program delves into the core of operational excellence, guest satisfaction, and sustainable profitability. As detailed by renowned author John R. Walker in his seminal work, "Introduction to Hospitality Management," the industry's success hinges on a delicate balance of meticulous operations and exceptional service delivery. This training course, offered by BIG BEN Training Center, bridges theory and practice, providing a robust framework for managing modern hospitality enterprises. Participants will explore cutting-edge strategies in revenue management, digital marketing, and guest experience innovation. The curriculum is structured to foster strategic leadership, enabling managers to navigate challenges, leverage new technologies, and build high-performing teams. By integrating global best practices and real-world case studies, this course prepares leaders to not only meet but exceed the evolving expectations of today's discerning travelers, ensuring long-term success and market leadership.

## Target Audience / This training course is suitable for:

- Hotel General Managers.
- Resort and Operations Managers.
- Food and Beverage Directors.
- Front Office and Rooms Division Managers.
- Hospitality Business Owners and Entrepreneurs.
- Heads of Guest Relations and Customer Experience.
- Revenue and Sales Managers in the hospitality sector.
- Senior supervisors aspiring to managerial roles.
- Consultants specializing in the hospitality industry.

## Target Sectors and Industries:

- Hotels and Resorts.
- Cruise Lines and Passenger Shipping.
- Airlines and In-Flight Services.
- Event Management and Conference Centers.
- Restaurants and Food Service Chains.
- Tourism and Destination Management Organizations.
- Governmental bodies and ministries of tourism.
- Luxury Retail and Entertainment Venues.
- Private Clubs and Leisure Facilities.

## Target Organizations Departments:

- Operations Management.
- Food and Beverage Services.
- Front Office and Guest Services.
- Housekeeping and Facilities Management.
- Sales and Marketing.
- Revenue Management and Finance.
- Human Resources and Training.
- Events and Banqueting.
- Quality Assurance and Control.

## Course Offerings:

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

- Develop and implement strategies for achieving operational excellence across all departments.
- Master advanced revenue management techniques to maximize profitability.
- Design and execute innovative guest experience journeys to enhance satisfaction and loyalty.
- Apply modern digital marketing and branding strategies tailored for the hospitality sector.
- Lead and motivate diverse teams to deliver consistently high standards of service.
- Analyze financial reports and key performance indicators to make data-driven decisions.
- Integrate sustainable practices into hospitality operations.
- Formulate effective crisis management and service recovery protocols.
- Leverage hospitality technology to improve efficiency and guest engagement.

## Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply their learning in the workplace. We employ a blended learning approach that combines expert-led presentations with collaborative and experiential activities. The course heavily relies on the case study method, where participants will analyze real-world scenarios from leading global hospitality brands, dissecting their strategies for success and failure. Interactive group discussions and workshops encourage the sharing of diverse perspectives and experiences, fostering a rich learning environment. Role-playing exercises, such as handling complex guest complaints or negotiating with suppliers, provide a safe space to practice and refine critical skills. Participants will also engage in practical projects, like developing a mock operational improvement plan or a marketing campaign for a hotel. Continuous feedback from the instructor and peers is a cornerstone of our approach, facilitating personal and professional growth throughout the five-day program. This dynamic and hands-on methodology ensures a deep and lasting understanding of advanced hospitality management principles.

## Course Agenda (Course Units):

### Unit One: Strategic Leadership and Service Excellence in Hospitality

- The modern hospitality leader's role and competencies.
- Cultivating a culture of service excellence and empowerment.
- Principles of strategic management for hospitality organizations.
- Emotional intelligence and communication for effective leadership.
- Setting and monitoring key performance indicators (KPIs) for service quality.
- Analyzing guest feedback and implementing continuous improvement cycles.
- Global best practices in luxury hospitality service standards.

### Unit Two: Mastering Hotel and Resort Operations Management

- Advanced front office and reservations management systems.
- Optimizing housekeeping operations for efficiency and quality.
- Food and beverage management, menu engineering, and cost control.
- Facilities and engineering management for guest safety and comfort.
- Implementing effective security and loss prevention protocols.
- Managing spa, recreation, and other non-room revenue centers.
- Inter-departmental coordination and workflow optimization.

### Unit Three: Financial Acumen and Revenue Optimization

- Understanding hospitality financial statements and budgeting.
- Advanced revenue management and dynamic pricing strategies.
- Forecasting demand and managing inventory effectively.
- Channel management and distribution strategy.
- Cost control techniques and profitability analysis.
- Capital budgeting and investment decisions in hospitality.
- The role of technology in financial and revenue management.

### Unit Four: Innovative Marketing and Guest Experience Design

- Developing a powerful hospitality brand identity.
- Digital marketing strategies including social media and content marketing.
- Customer relationship management (CRM) and loyalty programs.
- Designing seamless and memorable guest journeys.
- Personalization and customization in the digital age.
- Managing online reputation and guest reviews.
- Leveraging data analytics to understand guest behavior and preferences.

### Unit Five: Future-Proofing Hospitality: Trends, Sustainability, and Crisis Management

- Key technology trends shaping the future of hospitality.
- Implementing sustainable and eco-friendly operational practices.
- Crisis management and business continuity planning.
- Navigating legal and ethical issues in the hospitality industry.
- Talent management and development in a competitive market.
- Adapting to changing consumer demographics and travel patterns.
- Developing a personal action plan for career advancement.

## 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:

In an era of increasing automation and AI, how can hospitality leaders balance technological efficiency with the irreplaceable value of the human touch in delivering exceptional guest experiences?

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

This course distinguishes itself through its holistic and forward-thinking approach to hospitality management. Unlike programs that focus narrowly on singular operational functions, this training integrates strategic leadership, financial acumen, and guest experience innovation into a cohesive framework. It moves beyond textbook theories by immersing participants in complex, real-world case studies that challenge them to make executive-level decisions. A significant differentiator is the dedicated focus on future-proofing leadership skills, with in-depth modules on sustainable practices, digital transformation, and crisis preparedness areas critical for success in the modern industry. The curriculum is not static; it is dynamically updated to reflect the latest industry trends and technological advancements. Furthermore, the emphasis on practical application through simulations and action planning ensures that participants leave not just with knowledge, but with a clear, actionable roadmap for implementing positive change and driving operational excellence within their own organizations. This blend of strategic foresight and practical mastery provides a uniquely comprehensive and impactful learning experience.