Guest Experience Excellence and Service Innovation in Hospitality Training Course

19 - 23 Oct 2026

Casablanca

4500 € (Per Person)

Ref: #TOU6654_268933

Course Introduction / Overview:

The modern traveler no longer just seeks a place to stay or a service to use; they seek memorable experiences that resonate long after their journey ends. In the highly competitive and interconnected world of tourism, crafting exceptional guest experiences is the single most powerful way to build brand loyalty and secure a competitive advantage. This is the central premise of the Guest Experience Excellence and Service Innovation in Hospitality Training Course offered by BIG BEN Training Center. This comprehensive program is designed for professionals who want to master the art and science of creating and delivering outstanding service. Drawing on foundational academic concepts from authors such as Jay Kandampully and the influential work "Customer experience management in hospitality", the course explores critical areas including the psychology of the guest journey, the power of personalization, and the strategic use of data and technology. Participants will learn how to anticipate guest needs, turn service failures into opportunities, and foster a culture of service excellence that extends from the front desk to the back office. The curriculum addresses the complexities of modern guest expectations and the need for constant innovation. By focusing on both theoretical knowledge and practical application, BIG BEN Training Center ensures that participants are equipped to not only meet but exceed guest expectations, transforming every interaction into a positive and lasting memory.

Target Audience / This training course is suitable for:

- Hospitality and tourism managers.
- Hotel general managers and department heads.
- Front office and guest relations staff.
- Travel agency and tour company employees.
- Restaurant and food service managers.
- Customer service and quality assurance professionals.
- Event and conference planners.

Target Sectors and Industries:

- Hospitality and accommodation (hotels, resorts).
- Tourism and travel agencies.
- Restaurants and food and beverage services.
- Event management and MICE (Meetings, Incentives, Conferences, and Exhibitions).
- Cruise lines and luxury travel.
- Government agencies and tourism boards.

Target Organizations Departments:

- Front Office.
- Guest Relations.
- Sales and Marketing.
- Food and Beverage.
- Human Resources.
- Operations.

Course Offerings:

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

- Map the entire guest journey and identify key moments of truth.
- Implement strategies for personalized and proactive service delivery.
- Master the art of service recovery and complaint management.
- Develop a data-driven approach to understanding guest feedback.
- Foster a culture of service excellence and employee empowerment.
- Utilize technology to enhance guest experience without losing human touch.
- Create unique and memorable brand-aligned experiences.

Course Methodology:

This training course employs a highly interactive and practical methodology designed to foster deep learning and skill application. The approach is centered on real-world scenarios and hands-on activities, ensuring that participants can immediately apply the concepts learned to their professional environments. The training incorporates a mix of engaging methods, including collaborative group work and in-depth case studies of world-class hotels and service providers to highlight best practices and common pitfalls. Participants will engage in dynamic brainstorming sessions and role-playing exercises to simulate complex guest interactions, such as handling a service failure or personalizing a guest's stay. Course content is delivered through a combination of expert-led discussions, interactive workshops, and peer-to-peer feedback sessions. This comprehensive training approach, which includes practical exercises and reflection, is a hallmark of BIG BEN Training Center. The methodology is structured to cover essential topics such as journey mapping, service design, and complaint management, reinforcing the learning with practical, actionable insights. By using a variety of teaching tools, the course ensures that participants are not just passive recipients of information but active participants in their own learning journey, capable of implementing sophisticated experience strategies in a way that is both effective and customer centric.

Course Agenda (Course Units):

Unit One: Foundations of Guest Experience

- Defining guest experience and its strategic importance.
- The guest journey: from pre-arrival to post-departure.
- Identifying key moments of truth.
- The role of empathy in service delivery.
- Understanding guest expectations and needs.
- Psychology of service: emotions and memory.
- Case study: a service excellence benchmark.

Unit Two: Personalization and Proactive Service

- The power of personalization and data.
- Anticipating guest needs and wants.
- Creating personalized communication and offers.
- Proactive problem-solving before it becomes a complaint.
- Building lasting guest relationships.
- Empowering front-line staff to act.
- Technology as a tool for personalization.

Unit Three: Service Recovery and Complaint Management

- The high cost of service failure.
- The art of effective complaint management.
- Turning a dissatisfied guest into a loyal advocate.
- Developing a service recovery plan.
- Empathetic communication techniques.
- Measuring service recovery success.
- Case study: a successful service recovery story.

Unit Four: Culture of Service Excellence

- Building a service-oriented organizational culture.
- Leadership's role in service excellence.
- Employee engagement and empowerment.
- Training and development for exceptional service.
- Performance management and feedback.
- Recognizing and rewarding service champions.
- Internal marketing and communication.

Unit Five: Innovation and Future Trends

- Leveraging technology for service innovation.
- Using data analytics for guest insights.
- Future trends in hospitality and tourism.
- Ethical considerations in data and personalization.
- Sustainability and guest experience.
- Preparing for the guest of the future.
- Final project: developing a guest experience strategy.

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 increasingly automated and data-driven world, how can hospitality and tourism professionals ensure that technology enhances the guest experience without eroding the essential human connection that defines true hospitality?

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

This course provides a distinct and specialized focus on the entire guest experience journey, a holistic approach that goes far beyond traditional customer service training. Unlike programs that focus solely on front-desk interactions, this training course delves into the strategic and operational elements that influence a guest's perception from their first point of contact to their final feedback. The curriculum is distinguished by its emphasis on service innovation, utilizing modern academic frameworks and practical, data-driven examples to show how organizations can anticipate and exceed guest expectations. It provides a robust framework for not only handling service failures but also for proactively creating a culture of excellence. By combining theoretical knowledge with hands-on, interactive exercises, BIG BEN Training Center ensures that participants are equipped to transform their organizations, turning every interaction into an opportunity to delight and build long-term loyalty.