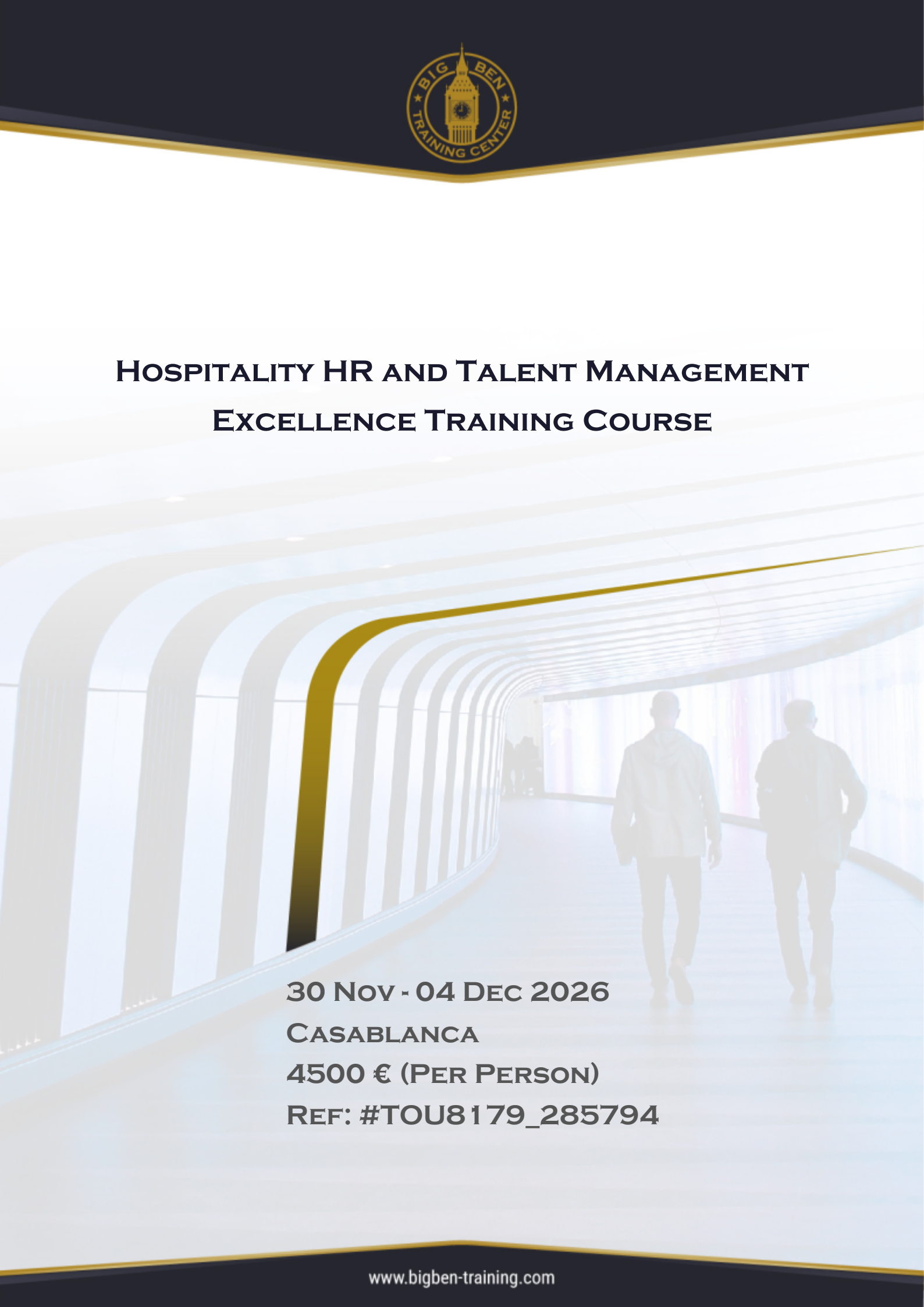
# Hospitality HR and Talent Management Excellence Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #TOU8179_285794

## Course Introduction / Overview:

The hospitality industry thrives on exceptional guest experiences, which are delivered by a motivated and skilled workforce. This course provides a comprehensive framework for managing human resources and developing talent specifically within the unique context of the hospitality sector. Moving beyond generic HR principles, this program delves into the specific challenges and opportunities of the industry, such as high employee turnover, seasonal staffing, and the direct link between employee engagement and guest satisfaction. As discussed by renowned academic Dr. David A. DeCenzo in his foundational text, "Human Resource Management," strategic HR is pivotal to organizational success. This course adapts such core principles to the service-intensive environment of hotels, resorts, and restaurants. Participants will explore practical strategies for attracting, retaining, and developing top-tier talent to create a sustainable competitive advantage. BIG BEN Training Center has designed this curriculum to equip HR professionals and managers with the tools to build a resilient, high-performing team that consistently delivers outstanding service, ultimately driving profitability and brand loyalty. This is an A-to-Z guide on transforming the HR function from an administrative department into a strategic partner in achieving business excellence.

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

- Human Resources Managers and Directors in the hospitality sector.
- Hotel General Managers and Assistant General Managers.
- Department Heads (e.g., Front Office, F&B, Housekeeping).
- Talent Development and Training Managers.
- Recruitment and Talent Acquisition Specialists.
- HR Business Partners in hotel and resort chains.
- Operations Managers seeking to improve team performance.
- Individuals aspiring to a leadership career in hospitality HR.

## Target Sectors and Industries:

- Hotels and Resorts.
- Cruise Lines and Passenger Shipping.
- Restaurants, Catering, and Food Service Companies.
- Airlines and In-Flight Services.
- Event Management and Conference Centers.
- Tourism and Destination Management Organizations.
- Governmental tourism authorities and public sector hospitality bodies.
- Private Clubs and Leisure Facilities.

## Target Organizations Departments:

- Human Resources Department.
- Training and Development Department.
- Operations Department.
- Front Office and Guest Services.
- Food and Beverage Division.
- Housekeeping and Rooms Division.
- Sales and Marketing.
- Finance and Administration (for understanding labor costs and ROI).

## Course Offerings:

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

- Develop robust recruitment strategies tailored to attract top talent in the competitive hospitality market.
- Design and implement effective onboarding programs that improve employee retention and accelerate productivity.
- Create and sustain a positive organizational culture that enhances employee engagement and guest satisfaction.
- Implement performance management systems that align with service excellence standards.
- Identify high-potential employees and build effective succession plans for critical roles.
- Analyze HR metrics and data to make informed, strategic decisions for the business.
- Manage employee relations and ensure legal compliance with labor laws specific to the hospitality industry.
- Develop comprehensive training and leadership development programs for all staff levels.

## 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. This course moves beyond theoretical lectures to incorporate a dynamic blend of learning techniques. A significant portion of the program is dedicated to analyzing real-world case studies from leading international hotel and restaurant chains, allowing participants to dissect successful HR strategies and learn from industry challenges. Interactive group discussions and brainstorming sessions will encourage the sharing of experiences and collaborative problem-solving. Role-playing exercises will simulate common hospitality HR scenarios, such as handling employee grievances or conducting performance reviews for service staff, providing a safe environment to practice crucial skills. Participants will work in teams on practical projects, such as designing a new employee engagement initiative or a talent development pathway. Continuous feedback from the instructor and peers is a core component, fostering a supportive and growth-oriented learning environment that bridges theory with tangible, real-world application.

## Course Agenda (Course Units):

### Unit One: Strategic Human Resources in the Hospitality Context

- The unique role of HR in the service and experience economy.
- Aligning HR strategy with overall business objectives and brand standards.
- Key HR challenges in hospitality: turnover, seasonality, and skills gaps.
- Legal and ethical considerations in hospitality employment.
- The financial impact of effective HR management on profitability.
- An introduction to HR analytics and data-driven decision-making.
- Building the business case for strategic HR initiatives.

### Unit Two: Talent Acquisition and Onboarding for Service Excellence

- Crafting compelling employer branding to attract top talent.
- Innovative sourcing and recruitment channels for hospitality roles.
- Behavioral interviewing techniques to identify service-oriented candidates.
- Managing high-volume and seasonal recruitment cycles effectively.
- Designing a world-class onboarding experience for new hires.
- Integrating company culture and service standards from day one.
- Measuring the effectiveness of recruitment and onboarding processes.

### Unit Three: Driving Employee Engagement and Retention

- Understanding the key drivers of employee motivation in a service environment.
- Developing a comprehensive compensation and benefits strategy.
- Implementing effective recognition and reward programs.
- Strategies for building a positive and inclusive work culture.
- Promoting employee well-being and work-life balance.
- Conducting effective employee satisfaction surveys and acting on feedback.
- Proven techniques for reducing costly employee turnover.

## Unit Four: Performance Management and Talent Development

- Designing performance appraisal systems for guest-facing roles.
- Providing constructive feedback and coaching for continuous improvement.
- Conducting training needs analysis to identify skill development opportunities.
- Creating career paths and development plans for hospitality professionals.
- Implementing mentorship and leadership development programs.
- Identifying high-potential employees and creating succession plans.
- Developing a culture of continuous learning and growth.

## Unit Five: Advanced HR Strategies and Future Trends

- Leveraging HR technology to streamline processes and enhance the employee experience.
- Managing diversity, equity, and inclusion in a global workforce.
- Strategies for effective employee relations and conflict resolution.
- Crisis management planning from an HR perspective.
- The role of HR in managing organizational change and innovation.
- Sustainability and corporate social responsibility in hospitality HR.
- The future of work in the hospitality industry and preparing the workforce.

# 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 HR leaders in the hospitality sector balance the drive for operational efficiency and cost control with the critical need for investing in employee well-being and development to enhance the guest experience?

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

This course distinguishes itself by moving beyond generic human resources theory to focus exclusively on the high-touch, fast-paced, and people-centric world of the hospitality industry. While other programs may offer a broad overview of HR, our curriculum is meticulously crafted to address the specific challenges and nuances of this sector, such as managing seasonality, combating high turnover rates, and understanding the direct, tangible link between employee morale and guest satisfaction scores. The content is rich with industry-specific case studies, best practices from leading global hotel and restaurant brands, and practical tools that can be implemented immediately. We emphasize the development of a customer-centric HR mindset, teaching participants how to design policies and programs that empower employees to become "service champions". The focus is not just on administrative functions but on transforming HR into a strategic partner that drives revenue, enhances brand reputation, and cultivates a workplace culture where both employees and guests thrive. This specialized, practical approach ensures participants gain relevant, actionable insights that deliver a measurable impact on their organization's performance.