MERCURY

Hospitality and Tourism Service Management

31 October – 4 November 2027
Kuala Lumpur (Malaysia)



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Ref: 15717_1084640 **Date:** 31 October – 4 November 2027 **Location:** Kuala Lumpur (Malaysia) **Fees:** 4600 Euro

Introduction:

Hospitality and tourism service is a dynamic and multifaceted field that plays a pivotal role in shaping the experiences of travelers and guests worldwide. This Hospitality and Tourism Service Management course provides an in-depth understanding of the key principles and practices for managing and delivering exceptional services in the hospitality and tourism sectors.

From hotels and resorts to travel agencies and tour operators, effective service management ensures that businesses meet and exceed their client's expectations, fostering customer satisfaction and loyalty. This Hospitality and Tourism Service Management course will give participants valuable insights into the strategies and techniques for creating memorable experiences, driving operational excellence, and achieving sustainable growth in a highly competitive industry.

This Hospitality and Tourism Service Management course delves deep into the core tenets of service management that are crucial to the success of hospitality and tourism businesses. Participants will explore the frameworks and best practices that define outstanding customer service in tourism and hospitality and how these can be applied to ensure that guests receive unparalleled service that meets the industry's evolving standards.

Targeted Groups:

- Hotel and Resort Managers.
- Tourism and Travel Agency Professionals.
- Guest Relations and Front Office Staff.
- Event and Conference Planners.
- Hospitality and Tourism Marketing Specialists.
- Tour Operators and Travel Coordinators.
- Customer Service Managers in Hospitality.
- Hospitality and Tourism Entrepreneurs.
- Cruise Line and Airline Service Managers.

Course Objectives:

At the end of this Hospitality and Tourism Service Management course, participants will be able to:

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- Develop advanced customer service skills tailored for hospitality and tourism.
- Understand and implement effective service quality management strategies.
- Enhance leadership and team management capabilities in a service-oriented environment.
- Master operational techniques for improving efficiency in hospitality settings.
- Learn to address and resolve conflicts and service challenges effectively.
- Apply cultural awareness to create inclusive and personalized guest experiences.
- Utilize strategic marketing and branding to attract and retain customers.
- Foster innovation to enhance service delivery and guest satisfaction.
- Manage financial aspects of hospitality and tourism operations efficiently.
- Evaluate and implement best practices for overall service excellence in the industry.

Targeted Competencies:

By the end of this Hospitality and Tourism Service Management training, participants competencies will:

- Customer Service Excellence.
- Effective Communication Skills.
- Service Quality Management.
- Operational Efficiency in Hospitality.
- Leadership and Team Management.
- Problem-solving and Conflict Resolution.
- Cultural Awareness and Sensitivity.
- Strategic Marketing and Branding.
- Innovation in Service Delivery.
- Financial Management in Hospitality and Tourism.

Course Content

Unit 1: Fundamentals of Hospitality and Tourism Service Management:

- Overview of the hospitality and tourism industry.
- Key components of service management in hospitality.
- The role of service quality in customer satisfaction.
- Introduction to service delivery models and frameworks.
- The impact of customer expectations on service standards.
- Basic principles of hospitality and tourism management.
- Trends and innovations shaping the industry.

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Unit 2: Customer Service Excellence:

- Techniques for delivering exceptional customer service.
- Building and maintaining positive guest relationships.
- Handling guest complaints and feedback effectively.
- Personalization and customization of guest experiences.
- The importance of proactive service and anticipation of needs.
- Strategies for exceeding customer expectations.
- Measuring and evaluating service quality and satisfaction.

Unit 3: Leadership and Team Management:

- Leadership styles and their impact on service delivery.
- Building and leading high-performing service teams.
- Motivating and engaging staff in the hospitality sector.
- Conflict resolution and problem-solving within teams.
- Training and developing employees for service excellence.
- Performance management and feedback techniques.
- Creating a positive work environment and culture.

Unit 4: Operational Efficiency and Management:

- Streamlining operations for optimal efficiency.
- Resource management and allocation in hospitality settings.
- Technology and its role in improving operational processes.
- Developing and managing standard operating procedures.
- Financial management and budgeting for service operations.
- Inventory and supply chain management best practices.
- Risk management and safety protocols in service environments.

Unit 5: Marketing and Strategic Planning:

- Understanding market segmentation and target audience.
- Developing effective marketing and promotional strategies.
- Branding and positioning in the hospitality and tourism sector.
- Utilizing digital marketing and social media for outreach.
- Strategic planning for long-term growth and sustainability.
- Analyzing market trends and competitive positioning.
- Implementing and measuring the success of marketing campaigns.