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COURSE BROCHURE

Hospitality Management Best Practices Training Course

11 – 22 October 2027
Madrid

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Registered in the United Kingdom and Saudi Arabia

Hospitality Management Best Practices Training Course

Ref: 294_9718 **Date:** 11 – 22 October 2027 **Location:** Madrid **Fees:** 11100 GBP

Hospitality Management Best Practices is a 2-week training course for hotel general managers, department heads and resort operations leaders who set service standards across rooms, food and beverage and front office, and each participant leaves with a hotel operations improvement plan. Guests now compare every stay against online reviews and loyalty promises, so consistent execution decides repeat business. Jupiter Prime Training runs this course for leaders accountable for guest satisfaction.

Why Hospitality Management Best Practices Matter Now

Three pressures shape hotel operations today: guests who publish every service lapse within minutes, labour markets that make skilled housekeepers, cooks and front desk agents harder to keep, and owners who judge general managers on flow-through as much as on review scores. A property that runs disciplined standards turns guest feedback into loyalty and protects margin; one that improvises loses rate position and staff together. The course uses the Uniform System of Accounts for the Lodging Industry USALI for departmental key performance indicators, alongside recognised guest journey mapping, service blueprinting and quality audit methods.

Who Gains Most from Hospitality Management Best Practices

- General managers and resident managers who answer for guest satisfaction scores and departmental profit
- Rooms division leaders who run front office, housekeeping, concierge and guest relations
- Food and beverage heads who balance outlet service quality with labour and food cost
- Quality and guest experience leads who design brand standards and run audits
- Cluster and area operations leaders who compare several hotels or resorts

An executive committee of one hotel gains most when the general manager and several department heads attend together and leave with one shared standard set.

Hospitality Management Best Practices Capabilities

Participants learn to connect each guest touchpoint to a measurable standard, a staffing decision and a departmental result.

- Design a guest journey map with moments of truth for each stay type — brand standards committee
- Specify service standards and standard operating procedures by department — front-line supervisors
- Calculate departmental KPIs and flow-through from USALI statements — owners and asset managers
- Build labour schedules from occupancy and cover forecasts — payroll and service level balance
- Apply quality audits and mystery guest findings to corrective actions — guest experience leads
- Communicate a service recovery protocol that empowers front-line staff — guest loyalty and review ratings

Key Hospitality Management Best Practices Terms

- Moment of truth — any guest contact, such as check-in or room arrival, where the guest forms a lasting judgement of the hotel.
- Service blueprint — a diagram linking what the guest sees to the back-of-house steps and systems that make it happen.
- Flow-through — the share of extra revenue that reaches gross operating profit, used to judge cost control when trading changes.
- Labour productivity standard — the hours of work allowed per occupied room or per cover, used to set daily rosters.
- Service recovery — the planned response that turns a guest complaint into a resolved and often more loyal relationship.
- Recommendation score — a loyalty measure from asking guests how likely they are to recommend the hotel to others.

Hospitality Management Best Practices Day by Day

Day 1: Guest Expectations and Operating Context

- Guest Segments From Business to Leisure Travellers — Service Priority Choices
- Online Reviews and Reputation Platforms — Rate Position and Demand
- Owner, Brand and Operator Expectations — General Manager Accountability
- Workforce Availability and Retention Trends — Staffing Model Decisions
- Hotel Versus Resort Operating Models — Department Structure Choices

Day 2: Guest Journey and Experience Design

- Guest Journey Mapping From Booking to Departure — Touchpoint Priorities
- Moments of Truth Identification — Where Service Effort Pays Back
- Service Blueprinting of Front and Back of House — Process Redesign
- Personalisation Using Guest Profiles and Preferences — Loyalty Investment
- Experience Design for Arrivals and Departures — First and Last Impressions

Day 3: Service Standards and Procedures

- Brand Standards Manuals and Their Local Adaptation — Consistency Across Shifts
- Standard Operating Procedures by Department — Training Content Scope
- Grooming, Language and Etiquette Standards — Guest Perception of Quality
- Standards Checklists for Supervisors — Daily Inspection Routines
- Standards Change Control — When to Update and Retrain

Day 4: Rooms Division Excellence

- Front Office Check-In and Upselling Routines — Arrival Experience and Room Revenue
- Housekeeping Productivity and Room Inspection Systems — Cleanliness Scores
- Engineering and Preventive Maintenance Schedules — Guest Room Readiness
- Concierge and Guest Relations Practices — Personal Recognition of Guests
- Night Audit and Room Status Controls — Accurate Inventory for Sales

Day 5: Food and Beverage Operations Quality

- Outlet Service Sequences for Breakfast, Lunch and Dinner — Cover Experience
- In-Room Dining and Banqueting Service Standards — Event Client Satisfaction
- Food Safety Controls Based on HACCP — Kitchen Risk Decisions
- Menu Engineering Basics for Outlet Managers — Profitable Item Placement
- Beverage and Minibar Controls — Leakage and Guest Charges

Day 6: Departmental KPIs and Financial Results

- USALI Departmental Reports for Operators — Profit Accountability by Head
- Occupancy, ADR and RevPAR Reading for Managers — Pricing Conversations
- Flow-Through and Cost per Occupied Room — Cost Control Choices
- Guest Satisfaction and Recommendation Score Tracking — Loyalty Trends
- KPI Dashboards for Daily Briefings — Executive Committee Focus

Day 7: Labour Planning and People Practices

- Forecast-Based Labour Scheduling — Payroll Versus Service Level
- Productivity Standards per Occupied Room and Cover — Roster Limits
- Cross-Training and Multi-Skilling Schemes — Peak Period Flexibility
- Onboarding and Service Culture Rituals — Staff Retention
- Incentives and Recognition Linked to Guest Scores — Front-Line Motivation

Day 8: Quality Audits and Continuous Improvement

- Internal Quality Audit Design and Scoring — Department Comparison
- Mystery Guest Survey Findings — Corrective Action Priorities
- Root Cause Analysis of Repeated Complaints — Process Fixes
- Plan-Do-Check-Act Cycles in Hotel Departments — Sustained Improvement
- Sustainability Practices in Housekeeping and Kitchens — Cost and Reputation

Day 9: Service Recovery and Reputation

- Complaint Handling Protocols and Empowerment Limits — Front-Line Authority
- Recovery Gestures and Compensation Rules — Cost of Goodwill
- Responding to Online Reviews — Public Reputation Management
- Crisis and Incident Communication With Guests — Trust Protection
- Loyalty Member Recognition After Service Failure — Retention of Valuable Guests

Day 10: Practising the Hotel Operations Improvement Plan

- Guest Journey Diagnosis Applied to a Chosen Property — Priority Touchpoints
- Standards and SOP Gaps Applied to the Property — Correction List
- KPI and Labour Targets Applied to the Property — Financial Goals
- Audit and Recovery Routines Applied to the Property — Quality Cadence
- Hotel Operations Improvement Plan Completed and Presented — Executive Committee Endorsement

Applying Hospitality Management Best Practices After the Course

- Map one guest journey for the property's main segment, mark the three weakest moments of truth and assign a department owner to each
- Rebuild next month's housekeeping and outlet rosters from the occupancy and cover forecast using the productivity standards covered, and report payroll against target

Hospitality Management Best Practices Questions FAQ

What are Hospitality Management Best Practices and why do they matter now?

Hospitality Management Best Practices are the proven routines for guest experience, service standards, KPIs, staffing and quality audits in hotels and resorts. They matter now because review platforms expose every lapse and labour shortages leave little room for inconsistent service.

Which roles gain most from Hospitality Management Best Practices?

General managers, rooms division leaders, food and beverage heads, quality leads and area operations leaders gain most. Each sets or enforces the standards guests experience and answers for the results those standards produce.

How do Hospitality Management Best Practices differ from an introductory hotel management course?

An introductory course explains how hotel departments work. This advanced subject assumes that knowledge and focuses on raising standards, aligning KPIs and labour plans, and running audits and recovery routines across a whole property.

What do you bring back from Hospitality Management Best Practices?

You bring back a hotel operations improvement plan for your own property, covering guest journey priorities, standards gaps, KPI and labour targets, and quality and recovery routines ready for executive committee discussion.

Hospitality Management Best Practices: The Way Forward

The hotel operations improvement plan first informs which guest touchpoints and departments receive attention in the coming quarter. General managers and department heads use it in executive committee meetings and daily briefings. After its first use, the labour productivity assumptions deserve a second look, because staffing levels shape both guest scores and flow-through more than any single standard.