



Consulting and Training | Reach New Heights

Course Name

Guest Experience Management

Sector Name

Hospitality & Hotel Management

Document Type

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Guest Experience Management

Course Introduction

Guests rarely judge a hotel through one service interaction alone. Their overall impression is shaped by a sequence of experiences, from reservation and pre arrival communication to arrival, room access, service requests, dining, problem resolution, departure, and post stay contact. Even when individual departments perform well, gaps between these touchpoints can create frustration and weaken the overall perception of the hotel.

Boost Consulting & Training has designed this course to help hospitality professionals manage the guest experience as a complete journey rather than a collection of separate service encounters. Participants will explore guest expectations, journey mapping, experience touchpoints, personalization, emotional moments, service consistency, feedback, and experience improvement. The course emphasizes understanding what guests experience at each stage and translating those insights into practical service decisions.

The main concept of this course is to intentionally shape the complete guest journey by identifying the moments that matter most and creating experiences that are consistent, responsive, and memorable.

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Guest Experience Management

Target Audience

- ✓ Guest experience and guest relations professionals
- ✓ Front office and rooms division professionals
- ✓ Hotel operations managers and supervisors
- ✓ Hospitality service leaders

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Learning Objectives

- ✓ Understand the factors that shape guest expectations and perceptions.
- ✓ Map the complete guest journey across hotel touchpoints.
- ✓ Identify critical moments that strongly influence guest satisfaction.
- ✓ Recognize experience gaps between guest expectations and actual service delivery.
- ✓ Apply appropriate personalization without creating inconsistent service.
- ✓ Improve the handling of guest needs across different stages of the stay.
- ✓ Use guest feedback and experience indicators to identify improvement opportunities.
- ✓ Develop practical initiatives that strengthen satisfaction, loyalty, and positive guest memories.

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Course Outline

✓ DAY 01

Seeing the Hotel Through the Guest's Eyes

Understanding Guest Expectations

- ✓ Exploring how purpose of staying, previous experiences, brand promise, and personal preferences shape expectations
- ✓ Distinguishing basic service expectations from experience factors that create stronger impressions
- ✓ Recognizing how different guest profiles can perceive the same service differently

Mapping the Complete Guest Journey

- ✓ Following the experience from discovery and reservation through arrival, stay, departure, and post stay contact
- ✓ Identifying physical, human, and digital touchpoints throughout the journey
- ✓ Creating a Guest Journey Map for a realistic hotel guest profile

Guest Experience Management

Course Outline

✓ DAY 02

Designing the Moments That Matter

Identifying High Impact Touchpoints

- ✓ Recognizing interactions that have disproportionate influence on the guest's overall impression
- ✓ Examining arrival, room entry, staff interactions, service requests, dining, and departure moments
- ✓ Distinguishing routine touchpoints from moments requiring greater attention

Creating Positive Guest Memories

- ✓ Using convenience, recognition, responsiveness, and thoughtful details to strengthen experiences
- ✓ Designing appropriate service gestures around guest context and expectations
- ✓ Completing a Moments That Matter Challenge for different guest scenarios

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Course Outline

✓ DAY 03

Personalizing the Guest Experience

Using Guest Knowledge Effectively

- ✓ Identifying useful preferences and information across reservations, previous stays, and guest interactions
- ✓ Turning available guest information into relevant service decisions
- ✓ Maintaining appropriate boundaries between helpful personalization and excessive intervention

Adapting the Experience to Different Guests

- ✓ Responding to business travelers, families, leisure guests, VIPs, and returning guests
- ✓ Adjusting communication and service approaches without compromising core standards
- ✓ Developing a Personalized Guest Experience Scenario for contrasting guest profiles

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Course Outline

✓ DAY 04

Managing Experience Gaps

Detecting Friction Across the Journey

- ✓ Identifying delays, unclear communication, repeated requests, inconvenient processes, and inconsistent service
- ✓ Examining how small frustrations can accumulate across multiple touchpoints
- ✓ Tracing experience problems to the processes and interactions creating them

Recovering the Guest Experience

- ✓ Recognizing when intervention is needed before dissatisfaction develops into a formal complaint
- ✓ Selecting responses according to the guest impact and stage of the journey
- ✓ Running a Guest Experience Recovery Simulation based on multiple service breakdowns

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Course Outline

✓ DAY 05

Turning Guest Insight into Better Experiences

Reading the Voice of the Guest

- ✓ Interpreting surveys, reviews, direct comments, complaints, compliments, and behavioral signals
- ✓ Identifying recurring themes rather than reacting to isolated feedback
- ✓ Connecting guest feedback with specific journey stages and touchpoints

Improving the Guest Journey

- ✓ Prioritizing improvements according to guest impact and frequency of experience gaps
- ✓ Defining practical changes to touchpoints, communication, processes, and service behaviors
- ✓ Developing a Guest Experience Improvement Blueprint for an integrated hotel case

Guest Experience Management

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
March 29, 2027	April 2, 2027	5 days	4250.00 \$	UAE , Dubai
May 23, 2027	May 27, 2027	5 days	4250.00 \$	KSA , Jeddah
July 12, 2027	July 16, 2027	5 days	4250.00 \$	Egypt , El Gouna
Oct. 25, 2027	Oct. 29, 2027	5 days	5950.00 \$	Switzerland , Lausanne

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