

# Managing Excellence in Hospitality & Transport Training

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Kigali (Rwanda)

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## Managing Excellence in Hospitality & Transport Training

**2022-2023** **1564** **1480-79** **0000-27** **Location:** Kigali (Rwanda) **Fees:** 7600 GBP

### Why This Course

Hospitality and transportation organizations operate in highly competitive, service-driven environments where customer expectations are constantly evolving. Operational excellence, strong leadership, smart marketing, and sustainable practices are no longer differentiators—they are essential for long-term success.

This intensive 10-day program is designed for managers and professionals in hospitality and transport who aim to strengthen performance, enhance customer satisfaction, and lead high-impact operational improvements. The course blends strategic insight with practical application, equipping participants with the tools to optimize service delivery, improve financial outcomes, and build resilient, customer-centric organizations.

### What You'll Learn and Practice

By attending this program, you will:

- Design advanced customer service strategies tailored to hospitality and transportation environments.
- Improve operational efficiency across service delivery, logistics, and front-line operations.
- Develop targeted marketing and revenue management strategies.
- Strengthen leadership capabilities for managing diverse and multicultural teams.
- Apply financial management and cost-control techniques.
- Integrate sustainability and corporate responsibility into daily operations.

### The Program Flow

#### Day 1: Introduction to Hospitality and Transport Management

- Industry landscape, trends, and emerging challenges
- Opportunities for growth and competitive positioning
- The impact of technology on modern service operations
- Understanding evolving customer expectations

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A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver. The board is checkered and has a subtle grid pattern.

## **Day 2: Customer Service Excellence**

- Mapping and enhancing the customer journey
- Personalization strategies in service delivery
- Complaint handling and service recovery frameworks
- Designing customer loyalty and retention programs

## **Day 3: Operational Efficiency in Hospitality**

- Front office and reservation management optimization
- Housekeeping and facilities efficiency
- Food and beverage operations improvement
- Event and MICE operations management

## **Day 4: Transport Operations Management**

- Fleet management and maintenance planning
- Scheduling, routing, and capacity optimization
- Passenger safety, compliance, and security protocols
- Baggage handling and tracking systems

## **Day 5: Marketing Strategies for Hospitality and Transport**

- Digital marketing and social media engagement
- Branding, positioning, and competitive differentiation
- Pricing strategies and revenue/yield management
- Strategic partnerships and collaborative marketing

## **Day 6: Financial Management and Cost Control**

- Budgeting and financial forecasting
- Cost optimization without compromising service quality
- Yield management techniques
- Analyzing financial performance indicators

## **Day 7: Human Resource Management**

- Recruitment, retention, and workforce planning
- Training and capability development programs
- Performance management frameworks
- Employee engagement and motivation strategies

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A graphic illustration of a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with a silver pawn and a gold pawn nearby. The board is checkered, and there are concentric circles in the background.

## **Day 8: Technology Integration and Innovation**

- Property and transport management systems
- Customer relationship management CRM tools
- Automation, AI applications, and digital transformation
- Data analytics for operational and strategic decisions

## **Day 9: Sustainability and Corporate Social Responsibility**

- Sustainable practices in hospitality and transportation
- Energy efficiency and waste reduction initiatives
- Community engagement and stakeholder responsibility
- Ethical governance and regulatory compliance

## **Day 10: Leadership and Change Management**

- Leadership styles suited to service industries
- Managing multicultural and diverse teams
- Crisis management and operational problem-solving
- Leading and sustaining organizational change

## **Individual Impact**

- Ability to design a tailored customer service enhancement strategy.
- Practical framework for improving operational efficiency.
- Enhanced leadership and team management confidence.
- Stronger financial and marketing decision-making skills.

## **Organizational Impact**

- Improved service quality and customer satisfaction.
- Greater operational efficiency and cost optimization.
- Stronger brand positioning and competitive advantage.
- Sustainable practices supporting long-term growth and compliance.

## **Training Methodology**

- Industry-focused case studies and scenario simulations.
- Interactive workshops and group problem-solving sessions.
- Strategy design exercises tailored to participants' organizations.
- Practical tools and templates are ready for immediate implementation.

A graphic of a chessboard with several chess pieces (a king, a queen, and a pawn) in gold and silver. The board is checkered and has a subtle grid pattern. The text 'UK Training PARTNER' is overlaid on the right side of the board.

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## Beyond the Course

Participants will leave ready to:

- Elevate service excellence across hospitality or transport operations.
- Lead operational improvement initiatives confidently.
- Implement data-driven marketing and financial strategies.
- Drive sustainable, customer-focused growth within their organizations.

A graphic of a chessboard with several chess pieces (a king, a queen, and a pawn) in gold and silver, set against a background of concentric circles.

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