BLACKBIRD FOR TRAINING

Excellence in Quality Management for Hospitality & Health

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Doha (Qatar)

UK Traininig
PARTNER



Excellence in Quality Management for Hospitality & Health

Ref: 20221784_230215 Location: Doha (Qatar) Fees: 7600 GBP

Why This Course

In the hospitality and health transportation sectors, delivering consistent quality is critical to customer satisfaction, safety, and operational efficiency. Organizations must navigate complex industry standards, regulatory requirements, and evolving service expectations. This intensive 2-week program equips professionals with the knowledge and practical skills needed to implement effective quality management systems, mitigate risks, and drive continuous improvement initiatives that enhance both service excellence and business performance.

What You'll Learn and Practice

By participating in this course, you will:

- Understand and apply quality management principles tailored to hospitality and health transportation.
- Develop and maintain robust quality management systems aligned with industry standards.
- Conduct risk assessments and implement mitigation strategies in service-oriented environments.
- Foster a culture of continuous improvement and operational excellence.
- Gain proficiency in quality auditing, performance measurement, and reporting.
- Leverage technology and data analytics to enhance quality initiatives.

Program Flow

Day 1: Introduction to Quality Management

- Core concepts of quality management
- Industry-specific challenges and opportunities
- Regulatory landscape in hospitality and health transportation
- Key stakeholders and their expectations for quality

Day 2: Quality Management Systems

- ISO 9001 and other relevant industry standards
- Designing a quality management framework
- Process-oriented approach to quality management
- Documenting and controlling quality processes



Day 3: Risk Management in Service Industries

- Identifying and assessing risks
- Developing and implementing risk mitigation strategies
- Crisis management and business continuity planning
- Integrating risk management within quality systems

Day 4: Customer-Centric Quality Approaches

- Understanding and exceeding customer expectations
- Voice of the Customer VOC methodologies
- Service quality models SERVQUAL, RATER
- Complaint handling and service recovery strategies

Day 5: Continuous Improvement Methodologies

- Lean principles applied to service operations
- Six Sigma tools for process improvement
- Kaizen and other continuous improvement techniques
- Benchmarking and adopting best practices

Day 6: Quality Culture and Leadership

- Building a quality-oriented organizational culture
- Leadership's role in driving quality initiatives
- Employee engagement and empowerment
- Change management for sustaining improvements

Day 7: Performance Measurement and KPIs

- Developing meaningful quality metrics
- Balanced Scorecard approach to performance management
- Data collection and analysis techniques
- Reporting and visualizing quality performance

Day 8: Quality Auditing and Compliance

- Internal and external audit processes
- Ensuring compliance with industry regulations and standards
- Root cause analysis and corrective actions
- Audit reporting and follow-up procedures



Day 9: Technology in Quality Management

- Quality management software solutions
- Data analytics to support quality improvement
- IoT and real-time quality monitoring
- Cybersecurity and data protection in quality systems

Day 10: Strategic Quality Management

- Aligning quality initiatives with organizational strategy
- Using quality as a competitive advantage
- Emerging trends and innovations in quality management
- Developing a strategic roadmap for quality excellence

Training Methodology

This program combines theory with hands-on practice to ensure practical relevance:

- Case studies and real-world examples from hospitality and health transportation
- Interactive workshops on quality audits, risk assessment, and process improvement
- Group exercises for developing quality frameworks and KPIs
- Discussions on emerging trends, technology integration, and strategic quality initiatives

Beyond the Course

Participants will leave the program able to:

- Design and implement tailored quality management systems.
- Conduct effective quality audits and drive continuous improvement initiatives.
- Enhance customer satisfaction, loyalty, and operational efficiency.
- Measure and demonstrate the business value of quality management initiatives.

