

Comprehensive Hospitality and Hotel Management Training

Hospital Management
Casablanca (Morocco)
17 - 21 Nov 2025

UK Traininig

PARTNER



Comprehensive Hospitality and Hotel Management Training

Ref: 321683_143788 **Date:** 17 - 21 Nov 2025 **Location:** Casablanca (Morocco) **Fees:** 3300 Euro

Course Description

This intensive 5-day course provides a comprehensive overview of hospitality and hotel management. Participants will gain practical knowledge and skills in key areas including hotel operations, customer service excellence, marketing strategies, financial management, and leadership in the hospitality industry. Through a blend of theoretical concepts and real-world applications, this course prepares professionals to excel in the dynamic and competitive field of hotel management.

Learning Objectives

- Understand the core principles of hotel operations and management
- Develop strategies for delivering exceptional customer service
- Learn effective marketing techniques for the hospitality industry
- Gain proficiency in financial management and revenue optimization
- Enhance leadership and team management skills in a hotel setting

Course Modules

Day 1: Introduction to Hospitality and Hotel Operations

- Overview of the hospitality industry
- Hotel organizational structure
- Front office operations
- Housekeeping management

Day 2: Customer Service Excellence and Guest Experience

- Understanding guest expectations
- Effective communication skills
- Handling complaints and service recovery
- Creating memorable guest experiences

Day 3: Marketing and Sales in Hospitality

- Digital marketing strategies for hotels
- Social media management
- Revenue management principles
- Developing effective sales techniques

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. In the background, there are concentric circles emanating from a point on the board.

UK Training
PARTNER

Day 4: Financial Management and Revenue Optimization

- Budgeting and forecasting
- Key performance indicators in hospitality
- Cost control strategies
- Yield management techniques

Day 5: Leadership and Human Resource Management

- Effective leadership in hospitality
- Team building and motivation
- Talent acquisition and retention
- Managing diversity in the workplace

Practical Wins for Participants

- Develop a comprehensive hotel management strategy
- Create a customer service improvement plan
- Design a targeted marketing campaign for a hotel
- Construct a revenue optimization model for a hospitality business

Blackbird training cities



Amman (Jordan)



Amsterdam (Netherlands)

Accra (Ghana)

Annecy (France)

Baku (Azerbaijan)

Bali (Indonesia)

Bangkok (Thailand)

Bangkok (Thailand)

Barcelona (Spain)

Batumi (Georgia)

Beijing (China)

Beirut (Lebanon)

Berlin (Germany)

Birmingham (UK)

Bordeaux (France)

Boston, Massachusetts (USA)

Brussels (Belgium)

Cairo (Egypt)

Cape Town (South Africa)

Casablanca (Morocco)

Cascais (Portugal)

Copenhagen (Denmark)

Doha (Qatar)

Dubai (UAE)

Düsseldorf (Germany)

UK Training
PARTNER



Blackbird Training Category



Human Resources Management



Audit & Quality



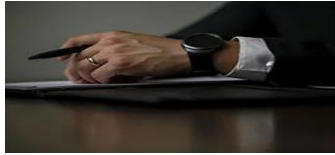
Finance, Economics & Markets



Marketing, Sales & Negotiation



Secretary & Admin



Governance, Risk, & Compliance (GRC)



Project Management



Technology & Digital Transformation



Procurement, Contracts & Supply Chain



Leadership & Management Development



Professional Skills & Career Enhancement



Oil, Gas & Energy Industry Specialization



Healthcare & Safety Management



Telecom Engineering



Hospital Management



Customs Management & Global Trade Compliance



Aviation, Transportation & Logistics



Board Members & C-Suite Development



Agile and Refinement



Business Strategy & Competitive Analysis

Operational Risk Management



Blackbird training Clients



MANNAI Trading
Company WLL,
Qatar



Alumina Corporation
Guinea



Booking.com
Netherlands



Oxfam GB International
Organization,
Yemen



Capital Markets
Authority,
Kuwait



Waltersmith Petroman Oil Limited
Nigeria



Qatar National Bank
(QNB),
Qatar



Qatar Foundation,
Qatar



AFRICAN UNION ADVISORY
BOARD ON CORRUPTION,
Tanzania



KFAS
Kuwait



Reserve Bank of
Malawi,
Malawi



Central Bank of Nigeria
Nigeria



Ministry of Interior
Kingdom of Saudi Arabia
KSA



Mabruk Oil Company
Libya



Saudi Electricity
Company,
KSA



BADAN PENGELOLA
KEUANGAN Haji,
Indonesia



NATO
Italy



ENI CORPORATE
UNIVERSITY,
Italy



Gulf Bank
Kuwait



المؤسسة العامة للتأمينات الاجتماعية
General Organization for Social Insurance
KSA



Defence Space Administration
Nigeria



National Industries
Group (Holding),
Kuwait



Hamad Medical
Corporation,
Qatar



USAID
Pakistan



STC Solutions,
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS
UN.



Authority for

UK Training
PARTNER



LONDON TRAINING PROVIDER



www.blackbird-training.com



training@blackbird-training.com



+44 7480 775526 / +44 7401 177335