

Excellence in Quality Management for Hospitality & Health

Hospital Management
Casablanca (Morocco)
04 - 15 Aug 2025

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Excellence in Quality Management for Hospitality & Health

Ref: 321784_146710 **Date:** 04 - 15 Aug 2025 **Location:** Casablanca (Morocco) **Fees:** 5600 Euro

Course Description

This intensive 10-day course provides a comprehensive exploration of quality management principles and practices tailored for the hospitality and health transportation sectors. Participants will gain in-depth knowledge of industry-specific quality standards, risk management strategies, and continuous improvement methodologies. The course combines theoretical concepts with practical applications to equip professionals with the tools needed to excel in quality management roles.

Learning Objectives

- Understand and apply quality management principles specific to hospitality and health transportation
- Develop strategies for implementing and maintaining effective quality management systems
- Master risk assessment and mitigation techniques in service-oriented industries
- Learn to foster a culture of continuous improvement and excellence
- Gain proficiency in quality auditing and performance measurement

Course Modules

Day 1: Introduction to Quality Management

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

Day 2: Quality Management Systems

- ISO 9001 and industry-specific standards
- Developing a quality management framework
- Process approach to quality management
- Documenting and controlling quality processes

Day 3: Risk Management in Service Industries

- Risk identification and assessment techniques
- Developing risk mitigation strategies
- Crisis management and business continuity planning
- Integrating risk management into quality systems

A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

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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

Day 5: Continuous Improvement Methodologies

- Lean principles in service operations
- Six Sigma for process improvement
- Kaizen and other continuous improvement tools
- Benchmarking and best practice adoption

Day 6: Quality Culture and Leadership

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

Day 7: Performance Measurement and KPIs

- Developing meaningful quality metrics
- Balanced Scorecard approach
- Data collection and analysis techniques
- Performance reporting and visualization

Day 8: Quality Auditing and Compliance

- Internal and external audit processes
- 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 for quality improvement
- IoT and real-time quality monitoring
- Cybersecurity and data protection in quality systems

Day 10: Strategic Quality Management

- Aligning quality initiatives with business strategy
- Quality as a competitive advantage
- Future trends in quality management

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.

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- Developing a strategic quality roadmap

Practical Wins for Participants

- Ability to design and implement a tailored quality management system
- Skills to conduct effective quality audits and drive improvements
- Strategies to enhance customer satisfaction and loyalty
- Techniques to measure and demonstrate the ROI of quality initiatives

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www.blackbird-training.com



training@blackbird-training.com



+44 7480 775526 / +44 7401 177335