

Managing Excellence in Hospitality & Transport Training

23 November – 4 December 2026
Berlin (Germany)

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A photograph of chess pieces on a checkered board. In the foreground, a large gold king piece stands prominently. To its left is a smaller silver pawn. Further back and to the left is another silver pawn. The background features concentric circles, suggesting a target or a strategic focus.

Managing Excellence in Hospitality & Transport Training

Ref: 321564_163855 **Date:** 23 November – 4 December 2026 **Location:** Berlin (Germany) **Fees:** 9400 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 (a king, a queen, a rook, and a pawn) positioned on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the right side of the board.

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.

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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. The board is checkered, and there are concentric circles in the background.

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 large gold king piece is in the foreground, with a silver pawn and a gold pawn behind it. The board is checkered and has a subtle grid pattern. In the background, there are concentric circles radiating from the king piece.

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