



Hospitality Etiquette and Professional Conduct Training Course

26 – 30 April 2027
Casablanca

Hospitality Etiquette and Professional Conduct Training Course

Ref: 1583_216671 **Date:** 26 – 30 April 2027 **Location:** Casablanca **Fees:** 4100 Euro

Overview

Hospitality Etiquette and Professional Conduct Training Course is a one-week foundation programme for guest-facing hotel and hospitality teams. Participants develop professional presence, respectful forms of address, clear verbal and non-verbal communication, cultural awareness, discretion, guest boundaries, workplace courtesy, digital etiquette, and sound conduct in sensitive interactions. The course treats etiquette as adaptable professional judgement rather than a single cultural script. Each participant leaves with a Hospitality Professional Conduct Guide. Agile Leaders Training Center provides this course to strengthen respectful, consistent, and privacy-aware guest interactions.

Who Should Attend

- Front office, concierge, and guest relations staff
- Restaurant, banquet, and room-service teams
- Housekeeping, spa, recreation, and transport staff
- New hospitality supervisors and team leaders
- Employees beginning guest-facing hospitality roles

Departments and Industries

- Hotels, resorts, serviced accommodation, and restaurants
- Front office, reservations, concierge, and guest relations
- Food and beverage, banqueting, housekeeping, and leisure
- Tourism, events, transport, and visitor services
- Human resources, learning, and service-quality functions

Learning Objectives

- Apply professional appearance, posture, greeting, and introduction standards
- Use respectful language, tone, listening, and non-verbal communication
- Adapt etiquette to cultural, accessibility, and guest-preference differences
- Protect privacy, discretion, personal boundaries, and sensitive information
- Demonstrate professional conduct with colleagues, supervisors, and digital channels
- Create a practical Hospitality Professional Conduct Guide



Course Agenda

Day 1: Professional Presence and First Impressions

1. Define hospitality etiquette and professional conduct
2. Apply appearance, grooming, posture, and movement guidelines
3. Practise greetings, introductions, titles, and forms of address
4. Use eye contact, facial expression, gesture, and personal space appropriately
5. Complete a Professional Presence Self-Check

Day 2: Respectful Guest Communication

1. Use clear, courteous, and concise professional language
2. Listen actively and confirm questions, requests, and expectations
3. Adapt tone and wording to face-to-face, telephone, and written contact
4. Avoid dismissive, familiar, argumentative, or ambiguous expressions
5. Apply a Guest Communication Checklist in role-plays

Day 3: Cultural Awareness, Inclusion, and Boundaries

1. Recognise cultural differences without stereotyping
2. Ask and respond to language, accessibility, and communication preferences
3. Respect religious, social, and personal boundaries
4. Manage gifts, invitations, photographs, and personal requests with discretion
5. Use a Cultural Awareness and Boundary Decision Guide

Day 4: Privacy, Digital Etiquette, and Team Conduct

1. Protect guest identity, conversations, location, and personal information
2. Apply discretion in public areas and cross-department handoffs
3. Use professional email, messaging, telephone, and social-channel etiquette
4. Demonstrate courtesy, accountability, and respectful disagreement within teams
5. Record conduct expectations in a Team Etiquette Charter

Day 5: Sensitive Interactions and Conduct Guide

1. Respond professionally to awkward, emotional, or inappropriate interactions
2. Set respectful limits and use escalation paths
3. Recover from etiquette mistakes with acknowledgement and corrective action
4. Evaluate conduct scenarios using a Professional Judgement Matrix
5. Present a Hospitality Professional Conduct Guide



Practical Exercises

- Practise greetings, introductions, and non-verbal presence
- Handle guest questions through face-to-face and telephone role-plays
- Evaluate cultural, privacy, and boundary scenarios
- Draft a team digital-etiquette charter
- Build and present a professional conduct guide

Frequently Asked Questions

Does the course teach one universal set of social customs?

No. It develops observation, respect, appropriate questions, and adaptable professional judgement across different guest contexts.

Is this a customer complaint course?

No. It concentrates on everyday professional conduct, communication, privacy, boundaries, and courtesy.

Does the course replace workplace policies?

No. Participants learn practical conduct tools that must be applied alongside their organisation's policies and authorised procedures.

Conclusion

Participants finish able to present themselves professionally, communicate respectfully, protect guest privacy, adapt across cultures, and guide daily conduct with a practical Hospitality Professional Conduct Guide.