



Luxury Hospitality Service Excellence and Guest Attitude Training Course

6 – 10 September 2027
Casablanca

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Ref: 1597_217721 **Date:** 6 – 10 September 2027 **Location:** Casablanca **Fees:** 4100 Euro

Overview

Luxury Hospitality Service Excellence and Guest Attitude Training Course is a one-week intermediate course for hotel and resort supervisors, guest relations teams, front office leaders, concierge staff, and service coordinators who leave with a Luxury Guest Service Behavior Guide and Experience Improvement Plan. Participants practice recognition, anticipation, personalization, discretion, emotional awareness, service language, recovery, handovers, and brand behavior. Agile Leaders Training Center develops luxury hospitality service excellence capability.

Who Should Attend

- Teams responsible for guest recognition and relationship continuity
- Supervisors responsible for front office and concierge service
- Functions responsible for food, beverage, and guest-facing interactions
- Teams responsible for service quality and brand behavior
- Leaders responsible for recovery and cross-department handovers

The course assumes participants handle guest interactions or supervise guest-facing teams, and it leaves property rating preparation, certification, and executive brand strategy outside its scope.

Departments and Industries

The course supports service excellence across hospitality, travel, dining, leisure, healthcare hospitality, and premium visitor services.

- Luxury hotels, resorts, and serviced residences
- Guest relations, front office, concierge, and reservations
- Fine dining, lounges, spas, and leisure venues
- Premium transport, travel, and visitor services
- Healthcare hospitality and executive guest services

Learning Objectives

By the end of this course, participants will be able to:



- Apply luxury service behaviors with authenticity
- Use listening and emotional cues to recognize needs
- Build personalized and discreet guest responses
- Analyze service gaps and handover risks
- Diagnose recovery options after service failures
- Prioritize consistent brand behavior and detail

Course Agenda

Day 1: Luxury Service Attitude and Behavior

- Luxury Guest Expectation Mapping Canvas
- Observable Service Behavior Standards
- Authentic Service Language Guide
- Emotional Cue Recognition Checklist
- Personal Service Attitude Reflection

Day 2: Recognition and Personalization

- Guest Preference Capture Framework
- Anticipatory Need Identification Method
- Personalization Choice Matrix
- Cultural Awareness and Courtesy Review
- Discretion and Privacy Decision Guide

Day 3: Service Delivery and Handovers

- Guest Journey Detail Inspection Map
- Flexible Service Script Design Method
- Cross-Department Handover Protocol
- Service Promise Confirmation Record
- Brand Behavior Consistency Checklist

Day 4: Recovery and Experience Improvement

- Service Failure Impact Assessment
- Listen-Acknowledge-Resolve-Follow-Up Sequence
- Recovery Option Authority Matrix
- Guest Emotion De-Escalation Planner
- Experience Improvement Action Log



Day 5: Luxury Service Practice

- Guest Recognition and Personalization Exercise
- Authentic Service Language Simulation
- Discreet Handover Review Exercise
- Service Recovery Conversation Exercise
- Luxury Guest Service Behavior Guide and Experience Improvement Plan Capstone

Practical Exercises

The course uses suggested activities to convert luxury-service principles into repeatable guest-facing behaviors.

- Suggested activity: identify emotional and preference cues in a guest interaction
- Suggested activity: design a flexible service response that remains authentic and discreet
- Suggested activity: recover a service failure and complete a cross-department handover
- Suggested activity: present a Luxury Guest Service Behavior Guide and Experience Improvement Plan

FAQs

Who suits Luxury Hospitality Service Excellence and Guest Attitude Training?

Hotel and resort supervisors, guest relations teams, front office leaders, concierge staff, food and beverage supervisors, and service coordinators suit the course when they handle guest interactions or supervise guest-facing teams.

How does luxury hospitality service excellence differ from general customer service training?

Luxury hospitality service excellence adds anticipation, personalization, discretion, emotional connection, detail, brand behavior, and coordinated handovers to core customer-service communication and recovery skills.

How can hospitality teams personalize luxury guest service?

Teams personalize service by capturing preferences appropriately, listening for context, recognizing emotional cues, offering relevant choices, coordinating details, and protecting guest privacy.

What makes luxury service language feel authentic?

Authentic service language combines accurate task completion with attentive listening, natural wording, sincere tone, cultural awareness, and flexibility suited to the guest and situation.



What belongs in a luxury guest service behavior guide?

A behavior guide records recognition cues, language principles, personalization choices, discretion rules, handover steps, recovery authority, brand behaviors, and review actions.

Conclusion

Participants take back a Luxury Guest Service Behavior Guide and Experience Improvement Plan. The work product connects guest cues with personalized responses, handovers, recovery decisions, and consistent brand behavior. It supports attentive service, clearer coordination, and practical improvement across luxury guest touchpoints.