

HT109

DELIVERING 5-STAR SERVICE WITHOUT A 5-STAR HOTEL

Practical Guest Experience Management for Tourism Hotels and Resorts

HRD CORP CLAIMABLE	GENERIC	4 HOURS	PROGRAMME NO. 10001761096
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WHY HT109?

Hotels in developing tourism destinations may face physical and destination constraints that cannot be corrected immediately, including modest facilities, unreliable utilities, long transfers, language barriers and changing island or transport conditions. HT109 helps owners and managers improve the guest experience through thoughtful preparation, expectation management, anticipatory service, visual communication and professional service recovery - without depending on major renovation or luxury-level capital expenditure.

START WITH THE OPERATIONAL QUESTIONS

Where does uncertainty or frustration occur in our guest journey?
Which touchpoints can we control or influence immediately?
How can communication and service recovery compensate for physical limitations?

BY THE END OF THE COURSE, PARTICIPANTS SHOULD BE ABLE TO

Map the guest journey from pre-arrival to post-departure.
Improve expectation setting, arrival and stay touchpoints.
Use anticipatory service and visual communication.
Develop a 30-day Guest Journey Improvement Plan.

WHO SHOULD ATTEND?

Hotel Owners & Business Owners • General Managers & Hotel Managers • Operations Managers • Front Office Managers • Guest Relations Managers • Rooms Division Managers • Sales & Marketing Managers • Department Heads & Supervisors responsible for guest experience

KEY LEARNING OUTCOMES

- Map the complete guest journey from pre-arrival to post-departure and referral, identifying high-value service opportunities.
- Distinguish what the hotel cannot control, can influence and can control, and improve expectation setting before arrival.
- Apply Observe, Understand, Anticipate and Facilitate to predictable guest needs, supported by visual and digital communication.
- Use a structured service-recovery approach and strengthen departure, post-stay care, reviews and referral practices.
- Prepare a practical 30-day Guest Journey Improvement Plan for the hotel or resort.

HT109 • COURSE OVERVIEW

Delivering 5-Star Service Without A 5-Star Hotel: Practical Guest Experience Management for Tourism Hotels and Resorts

COURSE CONTENT - 4 APPROVED MODULES

1 Competing Through Service When Physical Conditions Are Limited	Understand the international guest-experience gap; separate what cannot be controlled, can be influenced and can be controlled; map guest emotions, needs and service opportunities; reinforce cleanliness, care and reliability.
2 Designing the Guest Experience Before Arrival and at Check-In	Understand the journey to Semporna and island destinations; set expectations before arrival; provide proactive transfer, weather, luggage and local-information support; design a recovery-focused arrival for tired travellers.
3 Anticipatory Service and Communication During the Stay	Apply Observe, Understand, Anticipate and Facilitate; design around predictable needs; become a trusted source of current local information; use icons, photographs, timelines and QR-based translation; communicate disruptions early.
4 Service Recovery, Departure, Guest Memory and Referral	Apply Recognise, Explain, Assist and Follow Up; strengthen luggage care, onward travel and departure; build post-stay care, reviews, referrals and friend-of-guest benefits; develop a 30-day Guest Journey Improvement Plan.

WHERE HT109 FITS IN SORFA'S HOTEL LEARNING PATHWAY

HT109 → 30-DAY GUEST JOURNEY PLAN → TEAM IMPLEMENTATION → HS109 FRONTLINE ALIGNMENT

HT109 provides the management framework. Leaders map the guest journey, establish service priorities and prepare an improvement plan before aligning frontline behaviour through HS109.

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TRAINER & ORGANISATION



Nip Wing Kan
Chairman, Persatuan Petani Organik dan Regeneratif Sabah (SORFA)
SORFA Lead Trainer • HRD Corp Accredited Trainer •
Business, Operations & Sustainability Advisor
Training connects practical operational improvement with customer experience, waste reduction and responsible business practice in Sabah.

COURSE ENQUIRY & REGISTRATION

SORFA — Sabah Organic & Regenerative Farmers Association

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