

COURSE OUTLINE

PROGRAMME TITLE	Delivering 5-Star Service Without a 5-Star Hotel: Practical Guest Experience Management for Tourism Hotels and Resorts
OVERVIEW (Brief introduction Of the topic)	Hotels operating in developing tourism destinations may face physical and destination constraints that cannot be corrected immediately. These may include modest facilities, unreliable utilities, long transfer journeys, limited local infrastructure, language barriers and changing island or transport conditions. Although management may not control these constraints, the hotel still controls how it prepares, welcomes, informs, assists and follows up with its guests. This four-hour online programme helps hotel owners and managers design a thoughtful guest experience without depending on major renovation or luxury-level capital expenditure. Using Semporna and island-tourism situations as practical case studies, participants examine the complete guest journey from pre-arrival preparation through arrival, stay, departure, post-stay care and referral. The programme emphasizes expectation management, anticipatory service, visual communication, service recovery and the use of current local information to reduce guest uncertainty. Participants will leave with a practical framework and a 30-day Guest Journey Improvement Plan that can be adapted to their own property.
LEARNING OUTCOME	Upon completion of this course, participants will be able to: 1. Map the hotel guest journey from pre-arrival to post-departure and referral. 2. Distinguish between guest-experience factors the hotel cannot control, can influence and can control. 3. Design clear pre-arrival communication that prepares guests for the journey, destination and hotel experience. 4. Identify high-value arrival and stay touchpoints where thoughtful service can compensate for modest physical facilities. 5. Apply the Observe, Understand, Anticipate and Facilitate approach to recurring guest needs. 6. Develop visual and digital communication aids that reduce misunderstandings caused by language barriers. 7. Apply a structured service-recovery approach when operational or destination-related problems occur.

	8. Create post-departure engagement and referral practices that demonstrate care and encourage genuine guest advocacy. 9. Prepare a practical 30-day Guest Journey Improvement Plan for their own hotel or resort.
DURATION (days)	0.5 day (4 hours)
TARGET PARTICIPANTS (position/level)	• Hotel Owners and Business Owners • General Managers and Hotel Managers • Operations Managers • Front Office Managers • Guest Relations Managers • Rooms Division Managers • Sales and Marketing Managers • Department Heads and Supervisors responsible for guest experience
COURSE CONTENT (with submodules)	MODULE 1: Competing Through Service When Physical Conditions Are Limited Sub-Module 1.1 - Understanding the International Guest Experience Gap Sub-Module 1.2 - Cannot Control, Can Influence and Can Control Sub-Module 1.3 - Mapping Guest Emotions, Needs and Service Opportunities Sub-Module 1.4 - Why Cleanliness, Care and Reliability Matter More Than Appearance Alone MODULE 2: Designing the Guest Experience Before Arrival and at Check-In Sub-Module 2.1 - Understanding the Guest Journey to Semporna and Island Destinations Sub-Module 2.2 - Pre-Arrival Expectation Setting and Travel Preparation Sub-Module 2.3 - Proactive Transfer, Weather, Luggage and Local Information Support Sub-Module 2.4 - Designing a Recovery-Focused Arrival for Tired Travellers MODULE 3: Anticipatory Service and Communication During the Stay Sub-Module 3.1 - Observe, Understand, Anticipate and Facilitate Sub-Module 3.2 - Designing Around Predictable Needs Such as Wet Clothing, Laundry and Early Departures

	Sub-Module 3.3 - Becoming the Guest's Trusted Source of Current Local Information Sub-Module 3.4 - Visual Communication Using Icons, Photographs, Timelines and QR-Based Translation Sub-Module 3.5 - Communicating Operational Disruptions Before They Become Complaints MODULE 4: Service Recovery, Departure, Guest Memory and Referral Sub-Module 4.1 - Recognise, Explain, Assist and Follow Up Sub-Module 4.2 - Luggage Care, Onward Travel and a Thoughtful Departure Sub-Module 4.3 - Post-Stay Care, Reviews, Referrals and Friend-of-Guest Benefits Sub-Module 4.4 - Developing a 30-Day Guest Journey Improvement Plan
LEARNING METHODOLOGIES	Learning Methodologies 1. Interactive icebreaker and participant experience sharing 2. Instructor-led presentation supported by Semporna and island-hotel examples 3. Guest journey mapping exercise 4. Case studies and service-recovery scenarios 5. Visual communication design activity 6. Guided group discussion and idea sharing 7. Knowledge checks and reflection activities 8. Development of a 30-day Guest Journey Improvement Plan 9. Open question and answer session