



Hajj and Umrah Services Management

Course: Pilgrim Journey, Accommodation and Transport

9 – 13 August 2027

Amsterdam - Zuidas business district hotel



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Ref: 1416_23569 **Date:** 9 – 13 August 2027 **Location:** Amsterdam - Zuidas business district hotel **Fees:** 23500 SAR

Introduction:

Hajj and Umrah services management covering the pilgrim journey, accommodation and transport is a 5-day course for service company, travel agency, hotel, coach and catering managers, ending with a Pilgrim Service Operations Plan for a case season group. Service providers disappoint pilgrims when rooms are overbooked, coaches miss movement windows, meals arrive late in the heat and guidance reaches groups only in one language. Nominees already supervise pilgrim groups, lodging, fleets or kitchens and work through case studies built on rooming lists, movement schedules and complaint logs. CoreConcept Training Center delivers this Hajj and Umrah services management course.

Course Objectives:

- Map the Hajj and Umrah pilgrim journey from booking to departure and locate the service touchpoints each provider owns
- Design pilgrim service packages and pre-arrival plans that match group profile, budget tier and digital booking channel requirements
- Run lodging, coach movement and group catering operations within contracted bed, seat and meal capacity
- Deliver multilingual guidance and guest care, and coordinate heat, health and safety measures with the wider operating plan
- Handle pilgrim complaints with a service recovery procedure and track satisfaction and service quality KPIs
- Produce a Pilgrim Service Operations Plan for a case season group with staffing, schedules, contingencies and KPI targets

Target Audience:

- Managers who plan and sell Hajj and Umrah packages at service companies and travel agencies
 - Supervisors who run hotel front office, housekeeping and room allocation for pilgrim groups
 - Managers who schedule coaches, drivers and group movements between lodging and the holy sites
 - Catering managers who plan menus, kitchen output and meal distribution for large pilgrim groups
 - Guest service leads who organise multilingual guides, help desks and pilgrim feedback channels
 - Operations managers who coordinate health, heat and safety arrangements across service partners
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Course Outline:

Day 1: The Pilgrim Journey and Service Provider Landscape

- Pilgrim Journey Map from Booking to Return Home
- Hajj Season Peak Versus Year-Round Umrah Demand Profile
- Service Provider Roles for Agents, Hotels, Coaches and Caterers
- Pilgrim Segments by Origin, Language, Age and Budget
- Current Service Baseline Review Using Pilgrim Feedback Records

Day 2: Service Models, Packages and Pre-Arrival Planning

- Service Blueprint for Arrival, Ihram, Rites and Departure
- Package Tier Design for Economy, Standard and Premium Groups
- Digital Booking Channel Workflow for Permits, Rooms and Transport
- Pre-Arrival Checklist for Documents, Vaccination Records and Briefings
- Group Manifest and Rooming List Preparation Before Arrival

Day 3: Accommodation, Transport and Group Catering Operations

- Bed Capacity Plan and Room Allocation by Group
- Housekeeping Turnaround Schedule During Peak Occupancy Days
- Coach Movement Schedule Aligned With Crowd-Flow Time Windows
- Driver Briefing Pack and Vehicle Readiness Daily Checks
- Bulk Meal Production Plan With Food Safety Temperature Controls

Day 4: Guest Guidance, Heat and Health Risk, Complaints and Recovery

- Multilingual Guidance Kit With Signage, Wristbands and Help Desks
- Heat Stress Prevention Plan With Hydration and Shade Points
- Medical Escalation Protocol for Elderly and Vulnerable Pilgrims
- Lost Pilgrim Reunification Procedure and Group Leader Roles
- Complaint Log Analysis and Service Recovery Script Design

Day 5: Case Study Building the Pilgrim Service Operations Plan

- Case Season Group Brief and Service Capacity Sizing
 - Case Application of Lodging, Coach and Meal Schedules
 - Case Contingency Matrix for Delays, Heat and Overbooking
 - Pilgrim Satisfaction Survey and Service Quality KPI Dashboard
 - Pilgrim Service Operations Plan Completion and Peer Review
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Skills You Will Gain:

- Pilgrim Journey Mapping
- Service Package Design
- Room Allocation Planning
- Group Movement Scheduling
- Large-Scale Catering Control
- Multilingual Guest Guidance
- Heat and Health Risk Coordination
- Pilgrim Satisfaction Measurement

Why Attend This Course:

- Deliver a Pilgrim Service Operations Plan to the general manager and season operations lead for approval before the groups arrive
- Decide how many beds, coach seats, meals and guides a season group needs, and which partner holds each touchpoint
- Avoid overbooked rooms, missed movement windows, late meals and unresolved complaints that damage repeat bookings
- Share the journey map, rooming templates, driver briefing pack and complaint script with front-line supervisors and partner staff

Conclusion:

Back at work, the participant gives the general manager and the season operations lead a Pilgrim Service Operations Plan that sets bed, seat and meal capacity, movement schedules, guidance arrangements, heat and health measures, contingencies and KPI targets for a season group. Management uses it to confirm partner contracts, staffing levels and the service standard promised to pilgrims. After the first Umrah cycle or Hajj season under the plan, the unit should review complaint volumes, schedule delays and pilgrim satisfaction results and adjust the plan.

Frequently Asked Questions FAQ:

What should participants know before the Hajj and Umrah services management course?

Participants should already supervise pilgrim groups, hotel rooms, coaches, kitchens or guest service desks. Bringing an anonymised rooming list, movement schedule or complaint log from a recent group helps them apply the case work to their own operation.

How does Hajj and Umrah services management differ from a crowd safety or general tour operator course?

It focuses on the service a provider delivers to its own pilgrim groups: packages, lodging, coaches, meals, guidance and complaints. Crowd safety courses analyse density and flow science, and tour operator courses cover leisure package costing, so both appear here only where they affect pilgrim service.

Why do heat and health matter in Hajj and Umrah services management?

Many pilgrims are elderly, walk long distances and wait outdoors, so heat stress and illness quickly turn a service lapse into a health incident. Providers need shade, hydration, rest timing and a clear medical escalation route built into every schedule.

What do participants take back from the Hajj and Umrah services management course?

Participants take back a Pilgrim Service Operations Plan for a case season group, with a journey map, capacity plan, coach and meal schedules, a guidance kit, a contingency matrix, a complaint recovery script and a satisfaction and KPI dashboard.
