CORE CONCEPT

Hospitality Quality Assurance Course: Service Standards Auditing and Corrective Action

7 – 11 June 2027
Dubai - Five-star CBD venue

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Ref: 2173_31045 **Date:** 7 – 11 June 2027 **Location:** Dubai - Five-star CBD venue **Fees:** 19500 SAR

Introduction:

Hospitality quality assurance, covering service standards auditing and corrective action, is a 1-week course for hotel quality managers, quality auditors, training managers and the department heads who own service delivery, ending with a Service Standards Audit and Action Plan for a case hotel. Hotels lose guest loyalty and brand audit scores when standards are vague, audits are scored inconsistently and findings are never closed. Nominees already supervise service or check standards at work, and teaching is by inspection walkthrough of guest journey stages against audit criteria. CoreConcept Training Center delivers this hospitality quality assurance course.

Course Objectives:

- Map the hotel guest journey and identify service quality gaps from reviews, complaints and standard operating procedures
- Write measurable behavioural and technical service standards and build weighted audit checklists
- Plan and conduct mystery guest and internal departmental audits with sampling plans and documented evidence
- Calibrate auditors and analyse audit results by department, standard and trend
- Lead corrective action planning and re-audits using root cause analysis and the PDCA cycle
- Produce a Service Standards Audit and Action Plan for a case hotel

Target Audience:

- Hotel quality managers responsible for quality assurance systems, brand standards and audit schedules
- Quality and guest experience auditors responsible for scoring service and reporting findings
- Training managers responsible for turning audit findings into standards training
- Front office, housekeeping and food and beverage heads responsible for service delivery and closing audit actions
- Hotel operations managers responsible for acting on quality results across departments

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Course Outline:

Day 1: Hotel Quality Assurance Foundations and the Guest Journey

- Quality Assurance Versus Quality Control in Hotel Operations
- Guest Journey Mapping From Reservation to Departure
- SERVQUAL Service Quality Gaps Applied to Hotel Service
- Brand Standards Manuals and Standard Operating Procedures Review
- Current Quality Baseline From Guest Reviews and Complaints

Day 2: Service Standards Design and Audit Frameworks

- Writing Measurable Behavioural and Technical Service Standards
- LQA Standards Structure for Luxury Hotel Benchmarking
- Audit Checklist Design With Pass and Fail Criteria
- Audit Scoring Methods, Weightings and Percentage Results
- Department Standards for Front Office, Housekeeping and Restaurants

Day 3: Conducting Mystery Guest and Internal Audits

- Mystery Guest Audit Planning, Briefing and Scenarios
- Internal Departmental Audit Schedules and Sampling Plans
- Audit Evidence Collection With Photos, Timings and Notes
- Digital Audit Checklist Tools for Field Data Capture
- Audit Debrief Meetings With Department Heads

Day 4: Audit Analysis, Calibration and Corrective Action

- Auditor Calibration Sessions to Improve Scoring Consistency
- Audit Results Trend Analysis by Department and Standard
- Root Cause Analysis of Repeated Service Failures
- Corrective Action Plans With Owners and Due Dates
- PDCA Cycle for Re-Audits and Standards Revision

Day 5: Inspection Walkthrough and the Service Standards Audit and Action Plan

- Arrival and Check-In Walkthrough Against Audit Criteria
- Guest Room and Housekeeping Walkthrough Scoring
- Food and Beverage Service Walkthrough and Evidence Review
- Case Audit Findings Report and Corrective Action Plan
- Service Standards Audit and Action Plan Completion and Presentation

Skills You Will Gain:

- Guest Journey Mapping
- Service Standard Writing
- Audit Checklist Design
- Mystery Guest Auditing
- Audit Evidence Management
- Auditor Calibration
- Service Failure Diagnosis
- Corrective Action Tracking

Why Attend This Course:

- Deliver a Service Standards Audit and Action Plan to the general manager, quality manager and department heads
- Decide which service standards to retrain, revise or enforce by reading audit scores against guest feedback
- Avoid inconsistent audit scores, unresolved findings and repeated service failures that lower guest ratings and brand audit results
- Equip supervisors with audit checklists, debrief formats and corrective action trackers built on the course

Conclusion:

Back at work, the participant gives the Service Standards Audit and Action Plan to the general manager, the quality manager and department heads. They use it to agree which standards to retrain, which to rewrite and which corrective actions to resource, and to set the internal audit calendar for the next quarter. After the first re-audit cycle, the unit should compare audit scores, repeat findings and guest review themes with the baseline, recalibrate auditors where scores diverge and revise the standards that still fail.

Frequently Asked Questions FAQ:

What should participants know before a hospitality quality assurance course?

Participants should already supervise service delivery, check standards or handle guest feedback in a hotel or resort. Bringing an anonymised standards manual, audit checklist or set of guest reviews from their own property makes the walkthrough and action planning directly useful.

How does a hospitality quality assurance course differ from a hotel internal audit course?

Hotel internal audit courses test financial and operational controls, cash and revenue risks. This course audits the guest-facing service itself: writing service standards, scoring mystery guest and departmental audits, calibrating auditors and closing service failures through corrective action.

Why does hospitality quality assurance use both mystery guest audits and internal audits?

Mystery guest audits show the service an unannounced guest actually receives, while internal audits check standards department by department more often and at lower cost. Together they show whether gaps are occasional lapses or systematic weaknesses in standards, training or resources.

What do participants take back from the hospitality quality assurance course?

Participants take back a Service Standards Audit and Action Plan with weighted audit checklists, walkthrough scores and evidence, findings analysed by department, root causes, and a corrective action and re-audit schedule they can adapt to their own property.