Garnet
Garnet Global Training Center

GGT-HT-121

Hospitality, Tourism & Events

Guest Experience Design

تصميم تجربة الضيف

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Intermediate (practitioner)**

Overview

Guest Experience Design focuses on how the work is actually done: the methods, checks and decisions practitioners use every day, illustrated with real cases from the region. Service, revenue and operations programs for hotels, tourism and event organisers. Choose 5 or 10 days, classroom or live online, English or Arabic; organisations can also run it in-house and adapt the examples to their own work.

What you will be able to do

- Apply the methods and standards of Guest Experience Design to real tasks.
- Share good practice with your team.
- Use the right tools, checks and calculations step by step.
- Diagnose common problems and identify root causes.
- Interpret data and results correctly and act on them.

Who should attend

Hotel and restaurant managers, tourism professionals and event planners. Practitioners with one to five years of experience benefit most.

Key topics

- Guest experience standards
- Revenue and pricing
- Operations and cost control
- Food safety and hygiene
- Digital distribution
- Event planning

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

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Email: info@garnettrainings.com

Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 Guest Experience Design: principles and standards

- Guest experience standards
- Regional and international case studies

Day 2 Methods and tools in practice

- Revenue and pricing
- Operations and cost control

Day 3 Diagnosis and problem solving

- Food safety and hygiene
- Checklists and templates to take away

Day 4 Quality, safety and documentation

- Digital distribution
- Group discussion and peer review

Day 5 Workshop, assessment and action plan

- Event planning
- Measurement and reporting

10-day outline

Day 1 Guest Experience Design: principles and standards

- Guest experience standards
- Regional and international case studies

Day 2 Methods and tools in practice

- Revenue and pricing
- Operations and cost control

Day 3 Diagnosis and problem solving

- Food safety and hygiene
- Checklists and templates to take away

Day 4 Quality, safety and documentation

- Digital distribution
- Group discussion and peer review

Day 5 Workshop, assessment and action plan

- Event planning
- Measurement and reporting

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Hands-on workshop on a workplace challenge

Day 7 Digital tools, data and automation

- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice

- Global performance benchmarks
- Common mistakes and how to avoid them

Day 9 Capstone project

- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates

- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
15–19 Feb 2027	5-day online	Live online	Arabic	2,950
2–6 May 2027	5-day classroom	Cairo	English	4,750
6–10 Jun 2027	5-day classroom	Riyadh	Arabic	4,750
5–16 Sep 2027	10-day classroom	Kuwait City	English	8,950
21–25 Feb 2028	5-day classroom	Kuala Lumpur	English	4,750
6–10 Mar 2028	5-day classroom	Singapore	English	4,750
3–14 Jul 2028	10-day online	Live online	Arabic	5,450
10–21 Sep 2028	10-day classroom	Doha	Arabic	8,950
18–22 Mar 2029	5-day classroom	Riyadh	Arabic	4,750

Dates	Format	City	Language	Fee (USD)
10–14 Sep 2029	5-day classroom	Amsterdam	English	4,750
1–5 Oct 2029	5-day online	Live online	Arabic	2,950
12–23 Nov 2029	10-day classroom	Vienna	English	8,950
3–14 Feb 2030	10-day classroom	Cairo	English	8,950
1–5 Jul 2030	5-day classroom	Dubai	English	4,750
11–15 Aug 2030	5-day classroom	Jeddah	Arabic	4,750
4–15 Nov 2030	10-day online	Live online	Arabic	5,450

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/