



*Training Course:
Protocol, Travel, and Hospitality Management*

*13 - 17 September 2026
Dubai (UAE)*

Training Course: Protocol, Travel, and Hospitality Management

Training Course code: RR236397 From: 13 - 17 September 2026 Venue: Dubai (UAE) - Training Course Fees: 5200 € Euro

Introduction

In modern governmental and corporate environments, protocol, travel coordination, and hospitality management are critical functions that directly influence institutional reputation, stakeholder relationships, and operational excellence. Professional protocol and hospitality practices ensure that official visits, delegations, events, and travel arrangements are executed with precision, cultural awareness, and strategic alignment.

The Protocol, Travel, and Hospitality Management training program, designed by Global Horizon Training Center, equips participants with advanced knowledge and practical skills to manage protocol procedures, coordinate travel logistics, deliver high-quality hospitality services, and handle VIP guests and delegations professionally. The program integrates international protocol standards, best practices in travel management, and modern hospitality frameworks to ensure participants can operate effectively in complex institutional and international contexts.

This program bridges formal protocol requirements with operational travel and hospitality management, enabling participants to enhance service quality, reduce operational risks, and strengthen institutional image.

Objectives

By the end of this training program, participants will be able to:

- Understand the principles and standards of protocol in governmental and corporate contexts.
- Apply professional practices in travel planning and logistics coordination.
- Design and implement effective hospitality strategies for official and corporate engagements.
- Manage VIP guests, delegations, and high-level visits with professionalism and cultural sensitivity.
- Apply international etiquette and cross-cultural communication skills in protocol and hospitality settings.
- Develop operational plans for travel, accommodation, transportation, and events.
- Identify and manage risks and challenges in protocol and travel operations.
- Enhance institutional image through excellence in protocol and hospitality services.

Target Audience

This program is designed for:

- Protocol and public relations officers
- Executive and administrative assistants
- Travel and logistics coordinators
- Hospitality and event management professionals
- Government and diplomatic staff
- Corporate affairs and communications teams
- Customer relations and VIP service personnel
- Managers and supervisors involved in protocol, travel, and hospitality functions

Outline

Day 1: Foundations of Protocol and Professional Etiquette

- Concepts and importance of protocol in modern institutions
- Types of protocol: governmental, diplomatic, corporate, and social
- International protocol standards and best practices
- Roles and responsibilities of protocol professionals
- Professional etiquette and institutional conduct
- Hierarchy, precedence, and official titles
- Formal communication, invitations, and correspondence
- Case studies and practical protocol scenarios

Day 2: Travel Management and Operational Planning

- Principles of professional travel management
- Institutional travel policies and procedures
- Planning official trips and delegations

- Coordination of flights, visas, accommodation, and ground transportation
- Budgeting and cost control in travel operations
- Risk management and contingency planning in travel
- Managing relationships with travel service providers
- Practical exercise: designing a comprehensive travel plan

Day 3: Hospitality Management and VIP Guest Experience

- Institutional hospitality and its impact on organizational image
- Hospitality standards in governmental and corporate environments
- Managing VIP guests and high-level delegations
- Designing the guest journey and service experience
- Cultural awareness and sensitivity in hospitality services
- Protocol in receptions, meetings, and official engagements
- Managing special requirements and expectations
- Simulation: VIP hospitality and guest management scenarios

Day 4: Event Protocol and Cross-Cultural Communication

- Protocol in official ceremonies, conferences, and corporate events
- Seating arrangements, flags, symbols, and ceremonial procedures
- Protocol for speeches and order of speakers
- Cross-cultural communication and international etiquette
- Managing multicultural delegations and stakeholders
- Conflict resolution and problem-solving in protocol situations
- Crisis management in events and hospitality operations
- Practical exercise: designing a protocol framework for an official event

Day 5: Strategic Integration and Professional Excellence

- Integrating protocol, travel, and hospitality into institutional strategy
- Developing standard operating procedures SOPs for protocol and travel
- Performance measurement and service quality indicators
- Digital tools and innovation in protocol and travel management
- Leadership and professionalism in protocol and hospitality roles
- Continuous improvement and benchmarking practices
- Final project: integrated protocol, travel, and hospitality management plan
- Evaluation, feedback, and action planning.

Registration form on the Training Course: Protocol, Travel, and Hospitality Management

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

Delegate Information

Full Name (Mr / Ms / Dr / Eng):
 Position:
 Telephone / Mobile:
 Personal E-Mail:
 Official E-Mail:

Company Information

Company Name:
 Address:
 City / Country:

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng):
 Position:
 Telephone / Mobile:
 Personal E-Mail:
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Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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