



TRAINING REPORT

Service Provisions in Hospitality and Gastronomic Establishments

Dar-es-Salaam, Tanzania | 3rd September 2026

1. EXECUTIVE SUMMARY

On 3rd September 2026, Smiling Faces International Ltd (SFI), in partnership with the African Regional Standards Organisation (ARSO) and Afreximbank, successfully delivered Day 2 of the Service Excellence Standard Training in Dar-es-Salaam, Tanzania. The session was facilitated by Mr. Ayub Kato, Managing Partner at SFI, drawing on over 20 years of senior hospitality management experience across Africa and the United States.

A total of 25 participants attended the workshop, comprising hospitality professionals, restaurant operators, hotel managers, and F&B supervisors from across Tanzania. The training was highly interactive, blending structured module delivery with live case scenarios, role-play exercises, and open Q&A discussion. Participants overwhelmingly found the session engaging, practical, and relevant to their daily operational realities.

2. EVENT DETAILS

Date	3rd September 2026
Location	Dar-es-Salaam, Tanzania
Facilitator	Mr. Ayub Kato, Managing Partner — Smiling Faces International Ltd (SFI)
Partners	ARSO (African Regional Standards Organisation) & Afreximbank
Attendees	25 Registered Participants

Training Day	Day 2 of the Service Excellence Standard Curriculum
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3. TRAINING MODULES COVERED

The Day 2 curriculum was structured across the following six modules:

Module 1: Foundations of Service Excellence

Covered the philosophy of 'Hire for Attitude, Train for Skill.' Participants explored the essentials of Standard Operating Procedures (SOPs), brand standards (telephone, greeting, and uniform protocols), and Emotional Intelligence as a core competency for guest-facing roles. Interactive discussions on communication techniques and body language were particularly well received.

Module 2: Front Office & Guest Relations

Deep-dived into Reservation & Arrival Management, Proactive Sales and Yield Management techniques, and the full Guest Journey from pre-arrival to post-departure. Participants practiced the Telephone Call Shopping Checklist through live role-play. The session on Complaint Handling and the S.T.A.R.S Recovery Protocol generated robust group discussion, with participants sharing real-life situations from their own properties.

Module 3: Housekeeping & Facility Management

Introduced the Zero Defect Room Inspection framework, organized through a 5-Zone Flow (Entrance & Closet, Bathroom, Bedroom, Windows & Balcony, Safety). Linen and inventory management practices and Maintenance Defect Service Level Agreements (SLAs) were covered with a focus on practical, executable standards applicable in the Tanzanian context.

Module 4: Gastronomy & F&B Service Excellence

An in-depth session covering the diversity of gastronomic establishment types across Africa, the Escoffier Kitchen Brigade system, and the 10 Touchpoints of Order of Service. Food safety was given significant attention: HACCP principles, the Temperature Danger Zone (4.5°C–60°C), FIFO stock rotation, and minimum internal cooking temperatures for common East African proteins were detailed and discussed. F&B emergency contingency plans concluded the module.

Module 5: Management, Leadership & Quality Assurance

Explored the role of the Manager on Duty (MOD), MICE event management requirements, and the Mystery Shopping & Quality Audit framework. The session climaxed with the S.T.A.R.S (Strength, Talent, Attitude, Resolution, Success) Aspirations of Greatness Framework — a leadership model that was warmly received and generated significant applause and reflection from participants.

Module 6: Modern ARSO Standards & Compliance

Addressed the three pillars of modern hospitality compliance: Sustainability & Eco-Tourism (bulk dispensers, local sourcing, linen re-use programmes), Technology & Data Privacy (review management, data protection), and Accessibility & Inclusion (serving guests with visual impairment, dietary inclusivity, and physical accessibility standards).

4. PARTICIPANT FEEDBACK & RECOMMENDATIONS

Participants engaged enthusiastically throughout the day and reported finding the training both valuable and immediately applicable to their work. At the close of the session, attendees collectively put forward the following five key recommendations:

- 1. Subsidised HACCP Training:** Participants strongly recommended that the cost of HACCP certification training be subsidised and made accessible to all hospitality and gastronomic establishments — not just larger properties with significant training budgets.
- 2. Mandatory Hospitality & Quality Audits:** It was recommended that governments, industry associations, and bodies such as ARSO implement regular, structured Mystery Shopping and Call Shopping audits to drive ongoing improvements in service excellence across the sector.
- 3. ARSO-Supported Training for Establishment Owners:** Participants called on ARSO to extend its reach by sponsoring and facilitating similar training programmes specifically targeting the owners and directors of hospitality and gastronomic establishments — to ensure that standards are maintained from the top down.
- 4. Advocacy for Minimum Wages & Staff Benefits:** A strong recommendation was made for governments and international bodies such as ARSO to champion and push for the establishment of minimum wages and adequate benefits for hospitality and gastronomic staff across Africa — recognising the direct link between staff welfare and service quality.
- 5. Inclusive Training for All Skill Levels:** Participants recommended that future training programmes be designed to cater to both skilled and unskilled hospitality workers alike, ensuring that the principles of service excellence are accessible to everyone in the establishment and not limited to management.

5. EVENT HIGHLIGHTS & OVERALL ATMOSPHERE

The Dar-es-Salaam training event was exceptionally well organised from start to finish. The event coordinators created a welcoming and professional environment that set a positive tone for the entire day. Participants arrived to a well-prepared venue, and the logistics were managed smoothly throughout the session.

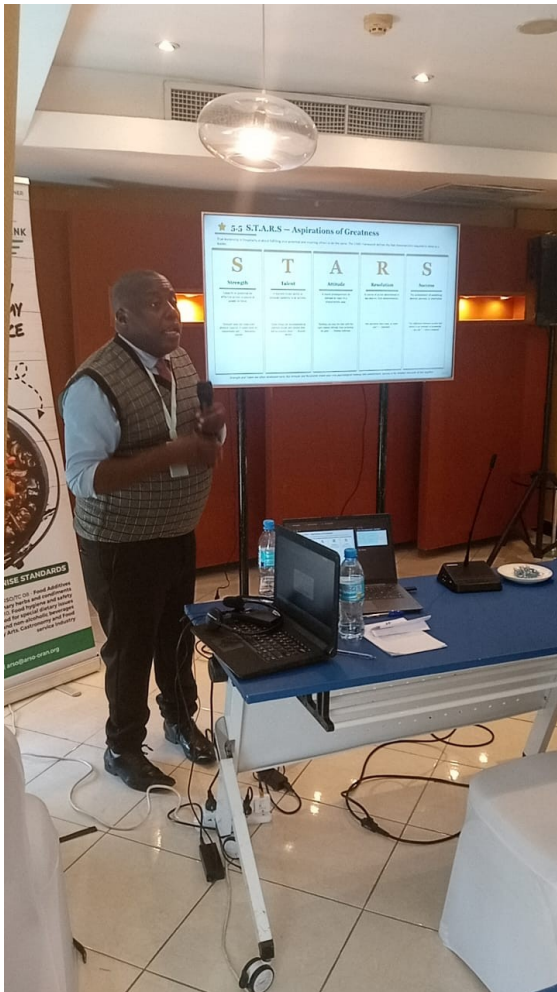
A standout feature of the day was the catering — meals were of excellent quality and received warm praise from participants. The well-timed refreshment breaks added to the positive energy in the room and gave attendees a chance to network and reflect on the content covered.

Mr. Kato structured the day to maximise participant interaction by dividing attendees into small working groups at various points during the training. These group exercises encouraged peer learning, healthy debate, and the sharing of real-world experiences from different establishments. Participants consistently described the training as highly engaging, practical, and one of the most interactive industry sessions they had attended.

The overall atmosphere was one of enthusiasm and genuine commitment to raising standards across the sector. The energy in the room — particularly during the S.T.A.R.S leadership session and the role-play

exercises — was electric, with participants actively volunteering to take part and share insights with the group.

6. PHOTOS FROM THE SESSION



Mr. Ayub Kato facilitating the S.T.A.R.S module



Mr. Kato in an animated delivery — Dar-es-Salaam



Group photo — 25 participants at end of Day 2

7. CONCLUSION & NEXT STEPS

The Tanzania Day 2 training was a resounding success. Participants left with actionable knowledge, practical tools, and a renewed commitment to elevating service standards at their respective establishments. The enthusiasm and quality of recommendations generated by the group reflect the deep need for — and appreciation of — structured, world-class hospitality training across the African continent.

Building on this strong foundation, the ARSO Service Excellence training series continues with the following upcoming sessions:

- Harare, Zimbabwe — 23rd September 2026
- Accra, Ghana — 7th October 2026

The success of the Dar-es-Salaam session — from the quality of the facilitation to the enthusiasm of the participants and the excellent organisation by the event team — sets a strong and inspiring benchmark for the sessions that follow.