



**Name** : Gurcharan Singh A/L Harcharan Singh

**Passionate about** : Entrepreneurship, education, life, and health.

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### **PROFESSIONAL SUMMARY**

Gurcharan Singh, fondly known as Gurch, is a distinguished professional with over 27 years of comprehensive experience in the Tourism and Hospitality industry, specializing in city hotels, resorts, and golf clubs, coupled with a notable ongoing 14 years tenure in Academia.

His career exemplifies a steadfast commitment to creating exceptional guest experiences and fostering loyalty through front office management, food & beverage operations, sales, leadership, and team development.

A champion of service excellence, Gurch is driven by a mission to ensure that every guest not only returns to the establishment but also becomes a passionate advocate, recommending the experience to others.

His expertise in crafting memorable guest journeys and cultivating guest-centric teams through embracing diversity, empowerment, and inclusivity is rooted in hands-on leadership across diverse hospitality settings, always striving to transform satisfied customers into lifelong brand ambassadors.

Having excelled in roles ranging from hotel management to sales leadership, Gurcharan has a proven ability to drive revenue growth, optimize operational efficiencies, and deliver exceptional guest experiences. His dynamic leadership style empowers teams to achieve service excellence and fosters a culture of continuous improvement.

Currently, he functions as a training Program Director, currently a Hospitality Lecturer with Travex International School for Hospitality & Tourism, and is the Secretary General of the Malaysia Cote d'Ivoire Chamber of Commerce, Gurcharan utilizes his vast business network to promote bilateral trade relations, education, and military



empowerment, contributing to the economic growth, security and collaboration between Asia and Africa.

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## KEY ACHIEVEMENTS

With extensive experience in hospitality leadership, Gurcharan Singh has successfully managed city hotels, skillfully balancing operational efficiency, guest satisfaction, and team performance in dynamic environments. His tenure in resorts has been marked by the delivery of tailored guest experiences while ensuring profitability and maintaining exceptional service standards.

At golf clubs, he has overseen hotel and event operations, integrating leisure services with innovative sales and marketing strategies to create premium member experiences. In the realm of food and beverage, Gurch has led departments at clubs and resorts, implementing creative strategies to enhance service delivery, increase revenue through cost control and promotions, and ensure alignment with brand standards.

His efforts in training F&B and Front Office teams have resulted in memorable dining experiences that elevate guest satisfaction. Additionally, Gurch has excelled in sales and revenue leadership by designing and executing strategies that drive revenue growth, optimize room occupancy, banquet sales, and F&B profitability, and foster strong relationships with corporate clients and travel agencies to expand market reach and secure repeat business.

## TRAINING AND DEVELOPMENT

- Delivered tailored training programs for city hotels, resorts, and golf clubs, focusing on guest-centric service, leadership development, performance metrics, team building activities to foster collaboration, and sales performance programs.
  - Training Needs Analysis - Annual TNA with HODs, guest feedback analysis
  - Annual Training Plan - Design, communicate, and implement training calendar
  - Orientation - Monthly new hire onboarding
  - Compliance Training - Schedule & track all mandatory trainings
  - Brand & Service Standards - Deliver branded modules, SOP refreshers
  - Leadership Development - Run HOD, supervisory, and HiPo programs
  - Reports & Metrics - Training ROI, attendance, impact reports
  - Documentation - Maintain all training records & materials
  - External Partnerships - Coordinate with training vendors & institutions
  - Learning Culture - Inspire, gamify, recognize, and energize learning



**Academic Contributions**

- Facilitated classroom lectures and hospitality management training, specializing in sales, marketing, service excellence, leadership, and F&B operations.
- Mentored aspiring hoteliers, preparing them to meet the evolving demands of the hospitality industry.
- Developed MQA-compliant curricula for higher education institutions, integrating industry best practices in hospitality management, F&B operations, and sales leadership.

Consulted on strategic education frameworks to align academic programs with industry expectations.

**EMPLOYMENT HISTORY**

Years of Service : 2018 to currently performing as a part time lecturer.  
 Company : **Travex International School for Hospitality & Tourism**  
 Position : ***Hospitality Lecturer & Program Leader***

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Years of Service : 2010 to 2016  
 Company : **KDU UC**  
 Position : ***Hospitality Lecturer***

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Years of Service : September 2008 to April 2010  
 Company : **PARKROYAL HOTEL KUALA LUMPUR (5 STAR)**  
 Position : ***Front Office Manager***

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Years of Service : August 27<sup>th</sup> 2007 to 2<sup>nd</sup> September 2008  
 Company : **BERJAYA TIMES SQUARE HOTEL & CONVENTION CENTRE (5 STAR)**  
 Position : ***Front Office Manager***

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Company : **IMPIANA HOTEL KLCC & SPA (5 STAR)**  
 Position : ***Front Office Manager***  
 Years of Service : January 20<sup>nd</sup> 2007 to 18<sup>th</sup> August 2007

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Company : **SWISS COURT HOLIDAY APARTMENTS (4 STAR)**

Position : **Operations Manager**

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Years of Service : 2002 until February 6<sup>th</sup> 2004

Company : **CLEARWATER SANCTUARY GOLF RESORT (5 STAR)**

Position : **Hotel Manager**

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Years of Service : 1<sup>st</sup> July 1997 until 3<sup>rd</sup> March 1999

Company : **BERJAYA REDANG BEACH RESORT(5 STAR)**

Position : **Duty Manager**

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Years of Service : December 9<sup>th</sup> 1991 until 10<sup>th</sup> September 1995

Company : **DELIMA RESORT (4 STAR)**

Position : **Duty Manager Pre – opening for Delima Resort**

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Year of Service : August 5<sup>th</sup> 1991 until December 9<sup>th</sup> 1991

Company : **SHERATON LANGKAWI BEACH RESORT (5 STAR)**

Position : **Guest Service Agent**

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Year of Service : August 13<sup>th</sup> 1989 until October 18<sup>th</sup> 1991

Company : **PELANGI BEACH RESORT (5 STAR)**

Position : **Bartender /Beverage Captain**

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## IT EXPOSURE

- Market Metrix – *Online guest & associate feedback system*
- Delphi – *Group control management software*
- Microsoft Office programs
- IFCA, HIS Epitome, Opera Version 7.5 - *Property Management Systems*
- AI Mastery for trainers - ChatGpt, Gemini, Deepseek, & Hey Gen
- GAMMA



- AIPPT

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## ACADEMIC & PROFESSIONAL QUALIFICATION

Qualification	:	<b>HRDF/PSMB – Train the Trainer – TTT 10867</b>
Awarded by	:	Human Resource Development Fund / Pusat Sumber Manusia Berhad in 2014
		Accredited by HRDCorp in January 2014
Qualification	:	<b>Master of Business Administration in Tourism &amp; Hospitality</b>
Institution	:	Australian Institute of Business – Adelaide, Australia
Year	:	2013
Qualification	:	<b>CIDTT – Cambridge International Diploma in Teaching &amp; Training</b>
University	:	Cambridge University UK
Year	:	2011
Qualification	:	<b>Certificate in Hotel &amp; Catering Management</b>
Institution	:	Institute of the American Hotel & Motel Association.
Year	:	May 1987

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## TRAININGS ATTENDED

COMPANY	TRAINING TITLE	YEAR
Pelangi Beach Resort	CHOGM Protocol Training	1989
Pelangi Beach Resort	Protocol Training for the Rulers Conference	1991
Protek Chemicals	Basic Hygiene & Sanitation	1991
Delima Resort	Train the Trainer	1994
YTL Corporation	Bridges – Building Effective Customer Relations	2000
YTL Corporation	Team Leadership Skills	2000
YTL Corporation	Train the Trainer	2000
Malaysian Employers Federation	Disciplinary Procedures	2003
PJD Holdings Berhad	Time & Stress Management	2004
PJD Holdings Berhad	Total Quality Management	2005
Monash University	Domestic Inquiry – Avoiding Pitfalls and Traps	2007
Institute of Professional Advancement	Investigating, Handling & Managing Customer Complaints Effectively	2007
Malaysian Association of Hotels	Revenue Management	2007
Napoleon Hill Associates	Corporate Success Unlimited Habitizing Program	2008
Parkroyal KL	Perfect Service	2009
TSA	Upselling Skills & Management	2009
KDU University College	Smart Learning & Teaching Training	2010
HRDF	Train the Trainer	2014
Abundant Impact	NLP Sales Professional	2021
neOOne	<ul style="list-style-type: none"> <li>• Certified Virtual Learning Facilitator.</li> </ul>	2021 & 2022



	<ul style="list-style-type: none"> <li>• Game Based Learning</li> <li>• Experiential Learning</li> </ul>	
Travex International School of Hospitality & Tourism	MQA training	2023
Diana Toh Resources – The American Board of Neuro Linguistic Programming	Certified Practitioner of Neuro Linguistic Programming for Coaching, Time Line Therapy, Hypnotherapy, and NLP Sales.	2024
Kadosh AI C&C	AI Mastery for trainers	2025

## TRAININGS CONDUCTED

### 1) KDU UNIVERSITY COLLEGE

- Delivered soft skills enhancement sessions for faculty members.
- Conducted pedagogical training for new lecturers.
- Engaged in regular school visits for hospitality program oversight and career counselling.
- Co-starred with local entertainer Awaal Ashari in 6 episodes for the show "How to Make It" on the Asian Food Channel (AFC).

### 2) J&J INTERNATIONAL SCHOOL, PETALING JAYA

- Facilitated customer service excellence workshops.
- Provided pedagogical guidance for educators.

### 3) EXCEL COLLEGE, PETALING JAYA

- Led pedagogical training for higher education institutions.
- Developed an MQA-compliant syllabus, serving as a consultant and trainer.

### 4) IKM PULAU PINANG

- Conducted negotiation skills workshops, enhancing communication and deal-making abilities.

### 5) BERJAYA REDANG ISLAND, TERENGGANU

- Implemented in-house hospitality training programs.
- Orchestrated team-building activities to foster collaboration.



**6) BERJAYA TIMES SQUARE**

Provided bespoke hospitality training to enhance guest service operations.

**7) IMPIANA KLCC**

Delivered custom training modules focused on elevating the guest experience.

**8) PARKROYAL KUALA LUMPUR**

Conducted specialized training sessions aimed at service excellence.

**9) SWISS-GARDEN DAMAI LAUT**

Facilitated team-building workshops to strengthen inter-departmental synergy.

**10) PANGKOR LAUT RESORT**

Led training initiatives to refine luxury service delivery.

**11) LOWE & PARTNERS**

Provided corporate training to enhance client relations and service standards.

**12) BEST WESTERN ION D'ELEMEN**

Developed training programs tailored to the unique needs of the hospitality team.

**13) EQUATORIAL HOTEL**

Implemented strategic training to boost operational efficiency, and developed a service culture with emphasis on guest satisfaction.

**14) FELDA HOT SPRINGS RESORT**

Orchestrated training sessions for the Food & Beverage and Housekeeping Department that emphasized excellence in service, service sequence, and customer care.

**15) EGG MANAGEMENT SDN. BHD**

Delivered leadership and management training for executive teams.

**16) NOVOTEL TAIPING**

Crafted training modules to advance service quality and brand reputation.

**17) SUNWAY PYRAMID HOTEL**

Facilitated customer service, hospitality, and soft-skills workshops to facilitate the HRDF Train and Replace program.

**18) NJAM SOLUTIONS TOTAL SECURE DUBAI**

Provided client management training for a client in Dubai.



**19) ARAFAH MANPOWER RESOURCES**

Conducted sales techniques training to optimize the skills of the employees.

**20) SV RELIANCE**

- Led HRDC, DKM training programs.
- Established a drone academy and an aviation cabin crew program to drive business growth and provide quality customer and stakeholder engagement.
- Program Latihan Madani
- Client Management Techniques

**21) ALOFT KL SENTRAL – MARRIOTT HOTELS**

Service Excellence Enhancement Program

**22) TEM MANUFACTURING SENDIRIAN BERHAD**

Elevating Sales Conversions to Drive Lasting Success

**23) FAIRFIELD MARRIOTT BINTULU**

Food and Beverage Service Excellence

**24) GLM HOSPITALITY SDN. BHD.**

Developing Emotional Intelligence & Self Esteem

**25) THE SAUJANA KUALA LUMPUR**

Mastering Wines & Spirits

The Art of Customer Service Excellence - June

The Art of Customer Service Excellence - May

The Art of Customer Service Excellence - September

**26) CORUS HOTEL KL**

Mastering Supervisory Skills & Leadership

The Art of Customer Service Excellence

**27) HRD Corporation**

Consultative Selling for Professionals

**END**

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