



AI in Hospitality and Tourism: Guest Journey, Personalisation and Smart Operations

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Amsterdam - Zuidas business district hotel



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Introduction:

AI in hospitality and tourism is arriving faster than most hotels, resorts, attractions and destination organisations can absorb it: chatbot pilots that frustrate guests, personalisation offers built on messy profile data, pricing tools nobody on the property trusts and review dashboards that never change a housekeeping rota. This Core Concept course gives hospitality and destination managers a no-code method to choose, test and scale AI use cases along the guest journey and in back-of-house operations. Participants build a Hospitality AI Roadmap and Use-Case Portfolio for a case hotel or destination.

Course Objectives:

- Map AI use cases to each stage of the guest journey, from inspiration and booking to stay, departure and advocacy, and rank them by guest value and feasibility
- Specify an AI concierge or guest messaging assistant with intents, escalation rules to staff and multilingual response standards
- Brief personalisation, upsell and dynamic pricing tools using guest segments, demand signals and guardrails that managers can defend
- Turn guest reviews and survey comments into service actions using aspect-based sentiment analysis and complaint theme tracking
- Apply AI to housekeeping scheduling, predictive maintenance, energy use and destination marketing while controlling guest data privacy, bias and transparency risks
- Build a vendor-neutral business case and phased Hospitality AI Roadmap for a hotel, resort, attraction or destination

Target Audience:

- Managers who run hotel and resort rooms divisions, front office, guest relations and housekeeping
 - Managers accountable for attraction, theme park, museum and heritage site visitor operations
 - Managers in destination management and marketing organisations who promote and plan visitor flows
 - Managers responsible for hospitality marketing, loyalty, CRM and direct booking channels
 - Managers who own engineering, energy and asset performance across hospitality properties
 - Managers in ownership and management companies who approve digital and innovation budgets
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Course Outline:

Day 1: AI Across the Hospitality and Tourism Guest Journey

- Guest Journey Map: Inspiration, Booking, Pre-Arrival, Stay, Departure and Advocacy Touchpoints
- Machine Learning, Generative AI, Computer Vision and Conversational AI in Plain Terms for Hospitality Managers
- Smart Tourism and Smart Destination Model: Hard Smartness and Soft Smartness Layers
- Hospitality AI Use-Case Inventory Across Hotels, Resorts, Attractions and Destination Organisations
- AI Readiness Self-Assessment: Guest Data, Staff Skills, Process Maturity and Sponsorship

Day 2: Conversational AI, Personalisation and Guest Insight Models

- AI Concierge and Guest Messaging Assistant Design: Intents, Knowledge Base and Human Handover
- Multilingual Chatbot Tone Guide and Answer Accuracy Test Script for Guest Enquiries
- Guest Profile Unification and Segment Design for Personalised Offers and Upsell Moments
- Recommendation Engine Logic for Room Upgrades, Dining, Spa and Local Experiences at Manager Level
- Aspect-Based Sentiment Analysis of Guest Reviews: Location, Cleanliness, Food and Staff Themes

Day 3: AI in Demand, Pricing, Smart Rooms and Back-of-House Operations

- AI Demand Forecasting Inputs: Events Calendar, Search Signals, Weather and Flight Capacity
- Algorithmic Dynamic Pricing Guardrails: Floor and Ceiling Rates, Override Rules and Price Perception
- Housekeeping Room Assignment and Staff Rota Optimisation With AI Scheduling Tools
- Predictive Maintenance From Sensor Alerts and Smart Room Controls for Lighting, Climate and Occupancy
- Energy and Food Waste Reduction With AI Metering, Occupancy Signals and Kitchen Waste Cameras

Day 4: Destination Marketing AI, Guest Data Ethics and Vendor Integration Risks

- Generative AI for Destination Content, Itinerary Suggestions and Campaign Variants With Brand Review
 - Visitor Flow and Crowding Prediction for Attractions, Events and Heritage Sites
 - Guest Data Privacy Controls: Consent, Purpose Limitation, Retention and Automated Decision Transparency
 - Algorithmic Bias, Hallucination and Over-Automation Risks in Guest-Facing AI With Staff Fallback Rules
 - Vendor-Neutral AI Selection Scorecard: Integration Fit, Data Ownership, Pilot Terms and Exit Clauses
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Day 5: Case Study: Hospitality AI Roadmap and Use-Case Portfolio

- Case Brief: Coastal Resort, City Hotel Cluster and Destination Organisation Scenarios
- Use-Case Prioritisation Matrix: Guest Value, Revenue Effect, Effort and Risk Scores
- AI Business Case Build: Benefits Register, Cost Lines, Pilot KPIs and Payback View
- Pilot-to-Scale Plan: Staff Change Plan, Guest Communication and Performance Review Cadence
- Hospitality AI Roadmap Presentation and Peer Challenge Panel

Skills You Will Gain:

- Guest Journey Use-Case Mapping
- Conversational AI Specification
- Guest Segmentation for Personalisation
- Review Sentiment Interpretation
- AI Pricing Guardrail Setting
- Smart Operations Automation Planning
- Guest Data Ethics Assessment
- AI Vendor Evaluation

Why Attend This Course:

- Leave with a Hospitality AI Roadmap and Use-Case Portfolio for a case hotel or destination that can be adapted to your own property
- Stop funding AI pilots that never scale by scoring each idea on guest value, effort and risk before any contract is signed
- Challenge vendors and internal teams with the right questions on data ownership, accuracy testing and staff handover
- Compare AI adoption experience with peers from hotels, resorts, attractions and destination organisations

Conclusion:

AI adds value in hospitality and tourism when each use case starts from a real guest or operational pain point and is tested before it is scaled. The course moves from the guest journey, AI basics and the smart destination model, through AI concierge design, personalisation and review sentiment analysis, to demand forecasting, pricing guardrails, housekeeping, maintenance and energy automation, then destination marketing, data ethics and vendor risks. The final day produces a Hospitality AI Roadmap and Use-Case Portfolio for a case hotel or destination.
