BLACKBIRD FOR TRAINING

AI and Automation in Hospitality: Transforming Operations

19 – 23 April 2027
Barcelona (Spain)



AI and Automation in Hospitality: Transforming Operations

Ref: 3255707_208867 **Date:** 19 – 23 April 2027 **Location:** Barcelona (Spain) **Fees:** 5900 GBP

Introduction

Artificial intelligence and automation have become important tools in developing the hospitality sector. They help hotels, resorts, and tourism service organizations improve operational efficiency, reduce repetitive procedures, and enhance the quality of guest experience. With increasing competition and changing customer expectations, hospitality organizations need intelligent solutions that support reservation management, service improvement, data analysis, performance monitoring, and personalized guest experiences.

This course focuses on AI and automation in hospitality: transforming operations by connecting essential concepts with practical applications in hospitality environments. It covers the use of intelligent technologies in improving front desk procedures, room management, customer service, order management, guest satisfaction analysis, demand forecasting, and resource optimization.

The course is structured over one week in a logical sequence. It begins with the role of artificial intelligence and automation in hospitality, then moves into operational improvement, data analysis, guest experience, performance management, risk, governance, and an integrated practical application that connects all course topics to a hospitality case.

Course Objectives

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

- Understand the role of artificial intelligence and automation in developing the hospitality sector.
- Identify key intelligent applications used in hotels, resorts, and hospitality organizations.
- Analyze the impact of automation on improving operations and reducing repetitive procedures.
- Understand how data can support operational and service decisions.
- Identify improvement opportunities in reservations, front desk procedures, room management, and guest services.
- Use intelligent analytics to understand guest behavior and forecast guest needs.
- Explore the role of artificial intelligence in personalizing guest experience and improving satisfaction.
- Analyze the impact of automation on productivity, service quality, and response speed.
- Understand data quality and governance requirements in hospitality environments.
- Evaluate risks and challenges related to applying intelligent solutions in operations.
- Develop indicators to measure the success of artificial intelligence and automation applications in hospitality.
- Build a practical concept for improving an operational process within a hospitality organization using artificial intelligence and automation.



Course Outlines

Day 1: Introduction to Artificial Intelligence and Automation in Hospitality

- The concept of artificial intelligence and automation, and their role in developing hospitality services.
- The evolution of intelligent solutions in hotels, resorts, and tourism service organizations.
- The relationship between data, operations, and guest experience in hospitality environments.
- Key areas where artificial intelligence is used in the hospitality sector.
- The impact of automation on service quality and operational efficiency.
- Practical examples of intelligent technologies in hospitality management.

Day 2: Improving Operations Through Automation

- Analyzing daily operations that can be improved within hospitality organizations.
- Automating reservation procedures, check-in, check-out, and order management.
- Using intelligent solutions in room management, schedules, and operational resources.
- Reducing manual errors and improving service completion speed.
- Measuring the impact of automation on productivity, costs, and execution quality.
- Practical application of identifying opportunities to improve an operational process inside a hotel or hospitality facility.

Day 3: Data Analysis and Hospitality Decision Support

- The importance of guest and operational data in building accurate operational decisions.
- Collecting booking, occupancy, request, customer satisfaction, and service data.
- Using intelligent analytics to understand demand patterns and peak seasons.
- Analyzing performance indicators such as occupancy rates, service speed, and guest satisfaction.
- Linking analysis results with pricing, resource allocation, and service improvement decisions.
- Practical application of reviewing an operational case and connecting data to a management decision.

Day 4: Guest Experience and Intelligent Services

- The role of artificial intelligence in personalizing guest experience according to needs and preferences.
- Using intelligent assistants and digital communication channels in guest service.
- Improving response speed to requests, complaints, and feedback.
- Analyzing guest comments and satisfaction indicators to identify improvement opportunities.
- Using automation to monitor requests and services before, during, and after the stay.
- Practical application on designing an artificial intelligence-supported hospitality service experience.



Day 5: Governance, Risk, and Integrated Application

- Data quality and data security requirements when applying artificial intelligence in hospitality.
- Governance of automation use and clarification of roles and responsibilities.
- Assessing the risks of relying on intelligent systems in daily operations.
- Reviewing challenges related to system integration, employee training, and change acceptance.
- Defining indicators to measure the success of artificial intelligence and automation applications.
- Integrated application for building a practical concept to improve an operational process inside a hospitality organization using intelligent solutions.

Why Attend this Course: Wins & Losses!

- Gain practical understanding of the role of artificial intelligence and automation in developing hospitality.
- Improve the ability to analyze operational processes and identify development opportunities.
- Understand how to automate repetitive procedures and reduce manual errors.
- Use data to support operational and service decisions.
- Improve the ability to analyze guest behavior and forecast guest needs.
- Connect intelligent solutions with better guest experience and satisfaction.
- Develop a stronger understanding of performance indicators in hospitality environments.
- Evaluate the impact of automation on productivity, costs, and service quality.
- Understand data quality and governance requirements when using intelligent technologies.
- Develop a practical concept to improve operations within a hospitality organization.

Conclusion

The AI and Automation in Hospitality: Transforming Operations course provides a practical training framework that helps participants understand how intelligent technologies can improve operations inside hotels, resorts, and hospitality organizations. The course covers the main areas connecting artificial intelligence, automation, data analysis, guest experience, resource management, service quality, and operational governance.

The program follows a clear sequence. It begins with the general concepts of artificial intelligence and automation in hospitality, then moves into operational process improvement. It then focuses on data analysis and decision support, followed by guest experience and intelligent services, before reaching governance, risk, and integrated application on the final day.

Through the practical application, participants will connect the course content with a realistic hospitality case, analyze opportunities for using artificial intelligence and automation, and define requirements, risks, and success indicators. The course provides applicable knowledge across operations, customer service, room management, quality, digital transformation, and performance management, supporting better operational efficiency and improved guest experience.

