

AI & Automation in Hospitality: Transforming Guest Experience and Operational Excellence

20 – 24 September 2027
Barcelona (Spain)

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Introduction

Welcome to the course “AI & Automation in Hospitality: Transforming Guest Experience and Operational Excellence.”

This intensive five-day program explores the transformative power of Artificial Intelligence AI and automation technologies within the hospitality industry.

As guest expectations continue to evolve and competition intensifies, digital transformation has become a strategic necessity rather than an optional upgrade. Hotels and hospitality organizations must leverage intelligent technologies to enhance personalization, optimize operations, and increase profitability.

This course provides participants with practical knowledge and applied frameworks to successfully integrate AI-driven solutions into hospitality environments. It also addresses ethical considerations, data security, and sustainable implementation strategies.

By the end of the program, participants will be equipped to lead AI adoption initiatives that create measurable business impact.

Course Objectives

- Understand the core principles of AI and automation technologies in hospitality contexts.
- Implement AI-driven solutions to enhance personalized guest experiences and operational efficiency.
- Develop structured strategies for integrating AI into existing hospitality systems and workflows.
- Analyze the impact of AI on revenue management, marketing performance, and customer service excellence.
- Evaluate ethical, privacy, and governance considerations related to AI adoption.
- Design a practical roadmap for digital transformation in hospitality organizations.

Course Outlines

Day 1: Introduction to AI and Automation in Hospitality

- Overview of AI technologies and automation frameworks.
- Current industry trends and future outlook in hospitality innovation.
- Case studies of successful AI implementation in hotels and resorts.
- Opportunities and challenges in hospitality digital transformation.

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Day 2: AI-Powered Guest Experience

- Chatbots and virtual concierge systems.
- Personalization engines and intelligent recommendation systems.
- Voice-enabled room control and IoT integration.
- AR/VR applications for immersive guest engagement.

Day 3: Operational Efficiency and Intelligent Automation

- AI in revenue management and dynamic pricing strategies.
- Predictive maintenance and smart energy optimization.
- Automated check-in and check-out technologies.
- AI-driven inventory management and supply chain optimization.

Day 4: Data Analytics and Intelligent Decision-Making

- AI-powered business intelligence and forecasting models.
- Sentiment analysis and digital reputation management.
- Predictive analytics for marketing and sales optimization.
- Data privacy, cybersecurity, and regulatory compliance considerations.

Day 5: Implementation Strategy and Future Trends

- Building an AI adoption roadmap for hospitality organizations.
- Change management and workforce transformation.
- Responsible AI use and ethical governance frameworks.
- Emerging technologies and future innovation trends in hospitality.

Why Attend This Course? Practical Wins

- Design a personalized guest experience strategy powered by AI technologies.
- Develop an AI-driven revenue management model tailored to a hotel property.
- Create a structured automation plan for key operational processes.
- Build a data analytics framework to support smarter business decisions.
- Strengthen competitive positioning through digital innovation.
- Stay ahead of technological advancements shaping the future of hospitality.

Conclusion

This course provides a comprehensive and practical perspective on leveraging AI and automation to revolutionize hospitality operations and guest experiences.

Participants will leave with strategic insight, applied knowledge, and implementation tools necessary to drive intelligent transformation within their organizations.

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By embracing AI responsibly and strategically, hospitality leaders can build more agile, profitable, and guest-centric businesses prepared for the future of smart hospitality.

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