BLACKBIRD FOR TRAINING

# Certified Hospitality Technology Professional

23 – 27 November 2026
Düsseldorf (Germany)



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## Introduction

Welcome to the "Hospitality Technology Course"! This comprehensive training program is tailored for professionals in the hospitality industry who are eager to enhance their technical knowledge and integrate advanced hospitality technology solutions into their operations. With the ever-evolving role of technology in hospitality, mastering its application has become essential for improving efficiency, optimizing guest experiences, and staying ahead in the competitive hospitality landscape.

This course focuses on equipping participants with practical insights and cutting-edge knowledge in hospitality management technology. By the end of this program, participants will be ready to embrace innovative hospitality and technology strategies, ensuring operational excellence and enriched guest satisfaction.

## Course Objectives

- Gain a solid understanding of hospitality technology and its transformative role in the industry.
- Learn about various hospitality technology solutions, including Property Management Systems PMS and Revenue Management Systems RMS.
- Develop the skills to implement and manage hospitality services technology efficiently.
- Explore the benefits of technology in hospitals and its application in hospitality environments.
- Enhance the guest experience by leveraging hospitality management technology innovations.
- Address cybersecurity risks and ensure compliance with data privacy regulations in hospitality technology international operations.
- Examine emerging trends like IoT, AI, and sustainable technologies to stay updated with future industry developments.



## Course Outlines

### Day 1: Technology in Hospitality - An Overview

- What is Hospitality Technology?: Exploring the hospitality technology definition and its role in shaping modern operations.
- Introduction to PMS and RMS: How these systems streamline processes and enhance efficiency.
- Mobile Technology in Guest Engagement: Revolutionizing customer interactions through mobile apps.
- Cloud Computing in Hospitality: The benefits of scalable and cost-effective cloud-based systems.
- Hospitality Technology International: Understanding global applications and trends in the industry.

### Day 2: Front-End Systems & Guest-Facing Technologies

- Digital Check-in and Check-out Systems: Simplifying guest onboarding and departure processes.
- Smart Rooms and IoT: Integrating IoT devices for personalized guest experiences.
- CRM Systems in Hospitality: Building stronger customer relationships through effective data management.
- Mobile Applications: Enhancing engagement and communication with tailored mobile solutions.
- Improving Guest Experience: Best practices for leveraging hospitality technology to exceed guest expectations.

### Day 3: Back-End Systems & Operational Technology

- Hotel Operations Management Software: Streamlining day-to-day management tasks.
- Food & Beverage Management: Automating inventory and order processes.
- Housekeeping Management Systems: Optimizing productivity and ensuring guest comfort.
- Point of Sale POS Systems: Modernizing payment systems for improved transaction efficiency.
- Inventory and Procurement Solutions: Ensuring cost-effective and timely supply chain management.

### Day 4: Data Management, Security, and Privacy

- Data Analytics in Hospitality: Utilizing data to make informed decisions.
- Cybersecurity in Hospitality: Addressing threats unique to hospitality technology systems.
- GDPR Compliance: Ensuring adherence to international data protection regulations.
- Securing Guest Data: Safeguarding sensitive information across all touchpoints.
- Leveraging Analytics for Decision-Making: Turning insights into actionable strategies.



### Day 5: Emerging Trends and Future Technologies

- AI and Machine Learning in Hospitality: Automating services and enhancing customer interactions.
- Internet of Things IoT: Creating smart hotels that redefine guest experiences.
- Blockchain in Hospitality Transactions: Securing financial transactions with transparency.
- Robotics in Hospitality: Improving efficiency through automation in service delivery.
- Sustainable Technologies: Exploring eco-friendly innovations in hospitality services technology.

## Why Attend This Course: Wins & Losses!

- Operational Efficiency: Optimize processes and reduce manual workload with advanced systems.
- Enhanced Guest Satisfaction: Elevate guest experiences with innovative, personalized services.
- Data-Driven Insights: Leverage analytics to make informed business decisions.
- Competitive Edge: Stay ahead by adopting the latest hospitality technology solutions.
- Global Relevance: Understand hospitality technology international trends and adapt accordingly.

## Conclusion

By completing this hospitality technology course, participants will gain the expertise required to effectively integrate hospitality technology solutions into their operations. From understanding what hospitality technology is to exploring advanced technology in hospitals and hotels, this course ensures you’re equipped to handle current challenges and prepare for future opportunities.

**Whether you're aiming to improve information technology at hospitals or advance hospitality management technology strategies, this course provides the knowledge and practical skills to excel. Join us to master hospitality technology, drive innovation, and create unparalleled guest experiences!**

