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COURSE BROCHURE

AI in Hospitality and Tourism Training Course

20 – 24 September 2027
Madrid

AI in Hospitality and Tourism Training Course

Ref: 97_2443 **Date:** 20 – 24 September 2027 **Location:** Madrid **Fees:** 6200 GBP

AI in Hospitality and Tourism is a 1-week training course for hotel general managers, revenue managers, guest experience leads and tourism destination managers, ending with a guest experience and operations AI plan. Travellers now book through apps, compare rates in seconds and post reviews before checkout, so hotels and destinations need pricing, service and staffing decisions that respond as quickly. Jupiter Prime Training runs this AI in Hospitality and Tourism course.

Why AI in Hospitality and Tourism Matters Now

Booking channels change rates many times a day, and properties that price by habit leave rooms empty or underpriced. Guests expect instant answers on messaging apps, recognition across stays and rooms that suit their preferences. Owners and investors watch labour cost, energy use and review scores closely. A hotel or destination that handles this well fills rooms at better rates and earns loyal guests; one that handles it badly loses direct bookings, overworks housekeeping and sees ratings slide. The course draws on ISO/IEC 42001 for AI management systems and the NIST AI Risk Management Framework NIST AI RMF for checking guest-facing models.

Who Gains Most from AI in Hospitality and Tourism

- Property leaders who own occupancy, guest satisfaction and operating margin
- Revenue specialists who set rates, restrictions and channel mix
- Guest experience leads who run front office, concierge and loyalty
- Rooms division heads who plan housekeeping, maintenance and energy use
- Destination marketers who forecast visitor flows and promote attractions

A hotel group, resort or destination marketing body gains most when its revenue, front office and rooms division leads attend together and agree one guest data profile.

AI in Hospitality and Tourism Capabilities

Participants use booking curves, review text and visitor counts from hotels and attractions to decide where a model sets the number and where a manager overrides it.

- Assess dynamic pricing recommendations against booking pace and competitor rates — revenue managers
- Design guest personalisation and chatbot journeys from booking to checkout — guest experience leads
- Apply sentiment analysis to reviews to rank service fixes by impact — general managers
- Specify housekeeping scheduling and energy optimisation rules that protect comfort — rooms division heads
- Build visitor demand forecasts for events and seasons — destination managers
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Communicate rate, service and staffing choices to owners and asset managers — commercial directors

Key AI in Hospitality and Tourism Terms

- Dynamic pricing — adjusting room rates continuously from demand, booking pace and competitor prices rather than fixed seasonal tables.
- RevPAR — revenue per available room, the measure that combines occupancy and average rate to judge pricing decisions.
- Booking curve — the pattern of reservations accumulating before an arrival date, used to spot unusual pick-up.
- Sentiment analysis — software that reads review and survey text and scores how guests feel about each service area.
- Guest profile — a single record of a guest's stays, preferences and feedback that front office and marketing share.
- Demand forecasting — predicting visitor or room demand for future dates from history, events, flights and search signals.

AI in Hospitality and Tourism Day by Day

Day 1: The Changing Guest Journey

- Guest Journey Mapping — From Search to Post-Stay Review
- City Hotel and Resort Case Comparison — Contrasting AI Uses
- Booking Channel Shifts — Direct, Agency and App Bookings
- Guest Profile Readiness — Property Systems and Loyalty Records
- Hospitality AI Maturity Check — Systems, Skills and Owners

Day 2: Revenue and Demand Intelligence

- Dynamic Pricing Engines — Rate Recommendations and Override Rules
- Booking Curve and Pick-Up Models — Spotting Demand Shifts
- Destination Demand Forecasting — Events, Seasons and Flight Data
- Competitor Rate Monitoring — Positioning Decisions
- Group and Event Displacement Analysis — Accept or Decline Choices

Day 3: Personalised Guest Experience

- Guest Personalisation Models — Room, Offer and Amenity Choices
- Messaging Chatbots and Virtual Concierge — Handover to Staff
- Review Sentiment Analysis — Service Fix Priorities
- Upsell and Loyalty Recommendations — Relevance Versus Intrusion
- Multilingual Guest Communication — Translation Quality Checks

Day 4: Smart Operations and Responsible Use

- Housekeeping Scheduling Optimisation — Checkout Patterns and Room Status
- Energy Optimisation in Guest Rooms — Occupancy-Based Controls
- Predictive Maintenance for Plant and Lifts — Downtime Avoidance
- NIST AI RMF Map Function — Guest Privacy and Fairness Risks
- ISO/IEC 42001 Controls — Ownership and Approval of Guest-Facing Models

Day 5: Practising the Guest Experience and Operations AI Plan

- Journey Map and Readiness From Day 1 — Starting Position
- Pricing and Forecast Rules From Day 2 — Revenue Choices
- Personalisation and Sentiment Actions From Day 3 — Service Priorities
- Operations and Safeguards From Day 4 — Staffing and Energy Settings
- Guest Experience and Operations AI Plan — Sequenced Version for Owners

Applying AI in Hospitality and Tourism After the Course

- Compare a dynamic pricing recommendation with actual rates for one month of arrivals and record the revenue gap.
- Run sentiment analysis on the last six months of reviews and present the three highest-impact service fixes.

AI in Hospitality and Tourism Questions FAQ

What is AI in hospitality and tourism and why does it matter now?

AI in hospitality and tourism is the use of models for pricing, guest personalisation, review analysis, housekeeping and visitor forecasting. It matters now because guests book, compare and review instantly, and margins depend on fast decisions.

Which roles gain most from AI in hospitality and tourism training?

Hotel general managers, revenue managers, guest experience leads and tourism destination managers gain most. Rooms division heads also benefit, because housekeeping and energy choices shape both cost and comfort.

How does AI in hospitality and tourism differ from a general hospitality management course?

It focuses on applying models to rates, guest journeys, reviews and operations rather than on running departments in general. You test model recommendations against booking data and guest feedback.

What do you bring back from AI in hospitality and tourism training?

You bring back a guest experience and operations AI plan. It sets pricing rules, personalisation journeys, review actions and housekeeping and energy settings.

AI in Hospitality and Tourism: The Way Forward

The guest experience and operations AI plan informs the first decision: which pricing, chatbot and housekeeping changes go live before the next peak season. General managers, revenue managers and rooms division heads use it in weekly commercial meetings. After the first season, revisit the override rules and the review themes, because guest expectations and booking channels keep moving.