



**crews**

Where you belong

## **TRAINING COURSE**

### **Artificial Intelligence & Hospitality**

#### **COURSE GOALS**

- Define and understand the artificial intelligence
- Experiment with artificial intelligence tools in the hospitality sector
- Create projects mobilizing artificial intelligence in the hotel industry

#### **TRAINING DURATION**

7 hours, in 1 day or 2 half-days

#### **TARGETED AUDIENCE**

Accessible from all levels of study, the training is aimed at hospitality professionals or job seekers wishing to train in this sector.

#### **PREREQUISITES**

Hospitality Fundamentals

#### **ACCESS**

Online application and discussion with the Experience team, response within 48 hours

#### **RATES**

- Group video training: 1,370 euros per person
- Customized training: on request

#### **Crews Education**

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE

Tél : +33 (0)4 80 81 94 50 - Email : [contact@crews-education.com](mailto:contact@crews-education.com)

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## DETAILED PROGRAM

- Introduction to artificial intelligence
  - Definition and History of AI
  - The main types of AI and their uses
- AI applications in hospitality
  - Examples of applications of generative AI in hotel management and reservation centers
  - Impact of AI on customer relations and experience
- Case study of AI in hospitality
  - Presentation of a concrete case
  - Analysis and discussion
- Focus on conversational AI
  - Overview of chatbots and virtual assistants
  - Use of conversational AI in customer relations
  - Workshop: creation of a generative AI integration project for the hotel industry
  - Development of project ideas using generative AI to improve the hotel experience
- Future Trends of Artificial Intelligence in Hospitality
  - General artificial intelligence and augmented reality
  - Ethics and future challenges of AI in hospitality

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## **JOBS OPPORTUNITIES AND CAREER PATH**

At the end of the training, attendants will be able to apply for positions including at implementation artificial intelligence projects in the hospitality sector.

They can also continue to train in other skills in this sector.

## **TEACHING METHODS**

- Teachers are working professionals
- Varied and dynamic teaching methods
- Individual follow-up with the Experience team

## **TOOLS**

- Powerful technological tools: Google Workspace for Education, Slack, Edusign...
- Practical cases on real business situations related to the targeted sector

## **EVALUATIONS**

- Evaluation of acquired knowledge at the end of training via a quiz or a project report

## **RESULTS AND PERFORMANCE INDICATORS**

The first class of learners preparing for this training has not yet completed it. The results will be updated at this time.

- Satisfaction rate at the end of training: NA
- Individual progression rate: NA
- Interruption rate during training: NA

## **ACCESSIBILITY**

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: [handicap@crews-education.com](mailto:handicap@crews-education.com)

Accessibility to international attendants, contact us: [international@crews-education.com](mailto:international@crews-education.com)

## **CONTACTS**

- By telephone: +33(0)4 80 81 94 50
- By WhatsApp: +33(0)7 56 10 93 20
- By email: [contact@crews-education.com](mailto:contact@crews-education.com)

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