



**crews**

Where you belong

## **TRAINING COURSE**

### **Artificial Intelligence & Tourism**

#### **COURSE GOALS**

- Define the artificial intelligence
- Experiment with artificial intelligence tools in the tourism sector
- Create projects mobilizing artificial intelligence in tourism

#### **TRAINING DURATION**

14 hours, in 2 days or 4 half-days

#### **TARGETED AUDIENCE**

Accessible from all levels of study, the training is aimed at tourism professionals or job seekers wishing to train in these sectors.

#### **PREREQUISITES**

Tourism Fundamentals

#### **ACCESS**

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

#### **RATES**

- Group video training: 1,490 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)

[www.crews-education.com](http://www.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
- Applications of AI in tourism and 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 tourism
  - 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 in the tourism sector
  - Workshop: creation of a generative AI integration project for tourism
  - Development of project ideas using generative AI to improve the tourist experience
- Future Trends of Artificial Intelligence in Tourism
  - General artificial intelligence and augmented reality
  - Ethics and future challenges of AI in tourism

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## **JOBS OPPORTUNITIES AND CAREER PATH**

At the end of the training, attendants will be able to apply for positions aimed at implementing artificial intelligence projects in the tourism 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**

- 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**

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- By email: [contact@crews-education.com](mailto:contact@crews-education.com)

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