



## TRAINING

### HotelTech

#### LEARNING OBJECTIVES

- Understand the challenges of digital transformation in the hospitality industry
- Identify tools and technological solutions in the hotel sector
- Optimise customer experience through digital tools
- Build a HotelTech strategy adapted to your establishment

#### TRAINING DURATION

2 days (14 hours)

#### TARGET AUDIENCE

Hospitality, tourism and digital professionals

#### PREREQUISITES

Fundamentals of hospitality

#### ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours.

#### PRICE

- Inter-company training: €1,890 excl. VAT per person
- Intra-company / tailor-made 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)



## DETAILED PROGRAM

- Introduction to HotelTech
  - Definition and overview of HotelTech
  - Evolution of the hospitality industry in response to digital transformation
  - New customer behaviours and expectations
- Hotel tools ecosystem
  - PMS, CRM, channel manager, booking engine
  - Revenue management and yield solutions
  - Customer communication tools (chat, WhatsApp, email)
- Digitalised customer experience
  - Customer journey before, during and after the stay
  - Self check-in, mobile applications and connected services
  - Personalisation through data
- Hotel distribution and marketing
  - OTA, metasearch and direct website
  - SEO, SEA and social media applied to hospitality
  - Online reputation and review management
- Data and performance
  - Customer data collection and analysis
  - Hotel KPIs: occupancy rate, RevPAR, ADR
  - Revenue optimisation
- Innovations and trends
  - AI in hospitality
  - Smart rooms and connected devices
  - Automation and reduction of operational tasks
- Practical workshop
  - Digital audit of a hotel establishment
  - Building a HotelTech strategy
  - Optimisation recommendations

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## CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to integrate HotelTech tools into their establishment, improve customer experience and manage performance through digital technologies.

## TEACHING METHODS, RESOURCES AND SUPPORT

- Training delivered by professionals actively working in the digital field
- Varied and dynamic teaching methods (case studies, workshops, assignments)
- Individual support by the Experience team

## TRAINING TOOLS

- High-performance digital tools: Google Workspace for Education, Edusign...
- Practical case studies based on real-life business situations

## EVALUATION METHODS

- End-of-training assessment via quiz or project submission

## RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: 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
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