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Where you belong

TRAINING

Automation & Hospitality

LEARNING OBJECTIVES

- Understand the uses of artificial intelligence and automation in the hospitality industry
- Identify hotel processes that can be automated to improve operational performance
- Deploy AI tools to optimise guest experience and daily operations
- Build an automation strategy tailored to hospitality establishments

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Digital, communication and information management professionals

PREREQUISITES

None

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

www.crews-education.com



DETAILED PROGRAM

- Introduction to AI and hospitality automation
 - Understanding the fundamentals of artificial intelligence applied to hospitality
 - Overview of industry technologies and trends
 - Benefits of automation for hospitality establishments
- Automating the guest journey
 - Automating bookings and confirmations
 - Digital check-in and check-out
 - Automated communication before, during and after the stay
- Automating hotel operations
 - Intelligent housekeeping and maintenance management
 - Automation of administrative tasks and reporting
 - Optimising schedules and internal processes
- Artificial intelligence for guest experience
 - Chatbots and virtual assistants to respond to guest requests
 - Personalising services through guest data
 - Automated recommendations and loyalty initiatives
- Automation tools and platforms
 - Using Make, Zapier, n8n and Power Automate in a hospitality environment
 - Connecting PMS, CRM, Channel Managers and Booking Engines
 - Creating intelligent workflows between different software solutions
- Performance management
 - Monitoring key performance indicators
 - Automating dashboards and analyses
 - Measuring the return on investment of automations
- Practical workshop
 - Creating a complete workflow to automate the main hotel processes
 - Simulating automation scenarios for a hospitality establishment
 - Presentation of recommendations and a personalised action plan

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to design and deploy artificial intelligence and automation solutions tailored to their establishment, improve guest experience, optimise hotel operations and enhance the overall performance of their organisation.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training delivered by active professionals
- Varied and dynamic teaching methods
- Individual support by the Experience team

TRAINING TOOLS

- Suite of high-performance technology tools: Google Workspace for Education, Edusign...
- Practical case studies based on real business scenarios

EVALUATION METHODS

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

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Attendance 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

Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

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- By email: contact@crews-education.com

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