



crews

Where you belong

TRAINING

Automation & Hospitality

LEARNING OBJECTIVES

- Understand the benefits of artificial intelligence and automation in the tourism sector
- Identify tourism processes that can be automated to improve efficiency
- Optimise customer relationships, bookings and operations through automation tools
- Deploy an automation strategy tailored to tourism stakeholders

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Tourism, travel agency and hospitality 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 automation in tourism
 - Understanding the fundamentals of automation and artificial intelligence
 - Overview of technologies used in the tourism sector
 - Opportunities and challenges for travel agencies, tour operators and destinations
- Automating tourism marketing
 - Automating email and SMS campaigns
 - Scheduling social media publications
 - Traveller segmentation and personalised communications
- Automating bookings and sales
 - Automated management of quotation requests and bookings
 - Connecting CRM, PMS, Booking Engines and OTAs
 - Automated follow-ups and abandoned cart recovery
- Automated customer relationship management
 - Chatbots and virtual assistants to support travellers
 - Automating responses to frequently asked questions
 - Personalised communication before, during and after the trip
- Tools and automation of internal operations
 - Automated document and administrative management
 - Coordination with tourism suppliers and partners
 - Automation of repetitive team tasks
 - Getting started with Make, Zapier, n8n and Power Automate
 - Connecting tourism business software
 - Creating intelligent and interconnected workflows
- Performance management
 - Automating dashboards and reporting
 - Monitoring commercial and marketing performance indicators
 - Measuring the return on investment of automations
- Practical workshop
 - Designing a complete workflow for a tourism business
 - Automating a real customer management or booking scenario
 - Presenting results and developing 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 automate the main processes of their tourism business, improve traveller experience, optimise operational performance and develop a more efficient organisation through artificial intelligence and automation tools.

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

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

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