
Hotel Service and Revenue Management Course: AI Tools, Guest Data and Pricing

21 – 25 March 2027
Zoom





Hotel Service and Revenue Management Course: AI Tools, Guest Data and Pricing

Ref: 704_34412 **Date:** 21 – 25 March 2027 **Location:** Zoom **Fees:** 1700 GBP

Programme Summary

Hotel service and revenue management with AI is the subject of this one-week training course for hotel, resort and tourism managers, ending in an AI use plan for one property or destination. Guests now expect fast, personal service while rates, demand and staffing change daily. The programme moves from guest journeys to personalisation, pricing, staffing and service recovery, and then to guest data and oversight of AI tools, using cases from hotels, resorts and visitor attractions. Mars Training Centre UK delivers this programme on hotel service and revenue management to mixed-organisation cohorts.

The Business Case

A hotel that prices late, staffs against last year's pattern or answers complaints slowly loses revenue and repeat guests without seeing the cause. Leaders who judge where AI helps, check its pricing outputs and protect guest data choose tools with evidence.

- Guest Satisfaction: Improves as service gaps are found in the journey and closed with the right tool.
- Revenue per Available Room: Improves as pricing follows tested demand forecasts and clear rate rules.
- Labour Efficiency: Improves as staffing plans follow forecast arrivals and service peaks.

Principles and Evidence Base

- SERVQUAL Service Quality Gap Model: Shows where expectation and delivery diverge and is applied to guest journeys in Sessions 1 and 4.
- Revenue Management Demand and Price Response Logic: Links forecast demand to price and inventory decisions and is applied in Session 3.
- ISO/IEC 42001: Provides the international reference for managing AI systems and is applied to guest data and tool oversight in Session 5.

Intended Participants

- Hotel and resort general managers who decide where to apply AI tools.
- Revenue and distribution managers who set rates and manage channels.
- Guest experience and front office leaders who handle service and complaints.
- Destination and attraction managers who plan visitor demand and services.
- Operations and technology leads who select and oversee hospitality software.

Typical settings include hotel groups, resorts, tour operators and tourism boards.



Learning Outcomes

1. Participants will be able to diagnose service gaps along the guest journey using a quality gap model.
2. Participants will be able to evaluate AI personalisation and virtual assistant use cases against guest value and risk.
3. Participants will be able to construct a pricing and demand forecast review that tests AI outputs.
4. Participants will be able to prioritise staffing and service recovery actions from forecast demand and guest feedback.
5. Participants will be able to justify guest data and AI oversight rules to an owner or board.

Programme Structure

Day 1: Hotel Service and Revenue Management Guest Journey Diagnosis

Where do guest expectations and actual service differ?

- Guest Journey Map
- Service Gap Analysis
- Review and Feedback Coding Sheet
- Touchpoint Value Ranking
- AI Use Case Long List

Day 2: Personalisation and Guest Communication

Which AI tools improve service without harming the guest relationship?

- Guest Profile Data Map
- Virtual Concierge Scenario Test
- Offer Relevance Scorecard
- Handover to Staff Protocol
- Personalisation Consent Statement

Day 3: Demand Forecasting and Dynamic Pricing

How are demand and rates forecast, and how is an AI price checked?

- Demand Forecast Error Review
- Rate Fence and Channel Rules
- Price Recommendation Challenge Sheet
- Event and Season Demand Calendar
- Revenue Impact Test Design



Day 4: Staffing and Service Recovery

How do staffing and complaint handling follow demand and guest signals?

- Arrival Based Staffing Grid
- Housekeeping and Front Desk Load Model
- Complaint Triage Matrix
- Service Recovery Offer Guide
- Staff Briefing Script for AI Tools

Day 5: AI Use Plan for One Property or Destination

Do the earlier records form one plan that managers can run safely?

- Applying the Session 1 Service Gap Analysis
- Testing the Session 2 Offer Relevance Scorecard
- Reviewing the Session 3 Price Recommendation Challenge Sheet
- Setting Guest Data and ISO/IEC 42001 Oversight Rules
- Completing the Property AI Use Plan

Methodology

The programme uses case analysis built on a shared case of a resort hotel group with falling repeat bookings, uneven occupancy and rising complaints. Participants work with prepared journey maps, demand tables and guest messages, then adapt each artefact to a property or destination from their own organisation.

- Suggested activity: Testing a virtual concierge with ten difficult guest requests.
- Suggested activity: Challenging an AI price recommendation against a demand calendar.
- Suggested activity: Role play of a recovery conversation with an unhappy guest.

Capstone Output

Each participant completes an AI use plan for one property or destination. It holds a service gap diagnosis, a ranked list of AI use cases, a pricing review method, a staffing and recovery guide and guest data and oversight rules. The plan is used at work to brief owners, choose and test vendors, and train front line teams.



Frequently Asked Questions

Is hotel service and revenue management training with AI suitable for managers without a technical background?

Yes. Hotel service and revenue management with AI is taught through cases and templates. It assumes experience in hotel, resort, tourism or guest service management, but no programming or data science skills.

Which models does hotel service and revenue management training rest on?

Hotel service and revenue management training rests on the SERVQUAL service quality gap model, revenue management demand and price response logic and ISO/IEC 42001 for managing AI systems.

How is the plan from hotel service and revenue management training used at work?

You use the AI use plan to brief owners, shortlist and test vendors, set guest data rules and prepare front line teams for new tools.

How does hotel service and revenue management with AI differ from general hospitality management training?

Hotel service and revenue management with AI focuses on testing AI tools for service, pricing and staffing and on guest data oversight, while general hospitality training covers broad operations and people management.