Hospitality AI Training Course: Guest Journey Tools, Staffing and Service Quality

28 June – 2 July 2027
Amsterdam

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Programme Summary

Hospitality AI is the subject of this one-week training course for hotel and hospitality executives, heads of guest experience and operations directors, ending in a hospitality AI plan for one property group. Hotels and restaurants hold guest, staffing and demand data in separate systems, so automation is bought tool by tool. The programme moves from use case selection to guest journey tools, back-of-house automation, staffing, service quality and controls. Mars Training Centre UK delivers this programme on hospitality AI to mixed-organisation cohorts.

The Business Case

Hotels, resorts, restaurant groups and tourism operators face the same pressure: guests expect fast, personal service while labour and energy costs rise. Automation can relieve routine work, but poorly chosen tools add errors and unsettle teams. Leaders who test each use case against a service measure and set clear human oversight can invest with evidence rather than vendor claims.

- Guest Satisfaction: Improves when routine requests are answered quickly and staff time shifts to personal contact.
- Labour Productivity: Rises when schedules and housekeeping tasks follow forecast demand.
- Service Error Rate: Falls when automated steps have owners, limits and review points.

Principles and Evidence Base

- ISO/IEC 42001: Sets requirements for an AI management system, applied in Session 4 to roles, controls and review of hospitality tools.
- NIST AI Risk Management Framework: Organises AI risk into govern, map, measure and manage functions, applied in Sessions 1 and 4 to screen use cases.
- Service Blueprinting: Shows front-stage and back-stage steps of a service, applied in Sessions 2 and 3 to place automation.
- Demand Forecasting: Estimates future occupancy and covers from history, applied in Session 3 to staffing and supplies.

Intended Participants

- Hotel and resort executives who decide where automation is introduced across properties.
- Guest experience leaders who own service standards, feedback and personalisation.
- Operations and rooms directors who run housekeeping, front office and maintenance.
- Workforce planners who set rosters, skills and training for service teams.

Typical settings include hotels, resorts, restaurant groups and tourism authorities.

Learning Outcomes

1. Participants will be able to evaluate hospitality AI use cases against service value and risk.
2. Participants will be able to construct a guest journey map that marks where automation helps and where staff must lead.
3. Participants will be able to diagnose back-of-house tasks suited to automation and those that are not.
4. Participants will be able to prioritise staffing changes that follow demand forecasts and protect service quality.
5. Participants will be able to design oversight rules for guest data, tool errors and complaints.
6. Participants will be able to justify a hospitality AI plan to a board or ownership group.

Programme Structure

Day 1: Hospitality AI Foundations and Use Case Selection

Which hospitality AI uses deserve a place on the shortlist?

- Hospitality Process Inventory
- Use Case Screening Matrix
- Value and Risk Scoring Sheet
- Vendor Claim Test Questions
- Pilot Selection Criteria

Day 2: Guest Journey Tools and Personalisation

Where along the guest journey does automation help rather than annoy?

- Guest Journey Map
- Virtual Concierge Scope Statement
- Pre-Arrival and Check-In Automation Options
- Personalisation Rule Set
- Handover to Staff Protocol

Day 3: Back-of-House Automation and Demand Planning

Which behind-the-scenes tasks can be automated without harming the guest?

- Service Blueprint of Back-Stage Steps
- Housekeeping and Maintenance Scheduling Logic
- Occupancy and Covers Forecast Review
- Purchasing and Stock Alert Rules
- Service Robot Suitability Checklist

Day 4: Staffing, Service Quality and Responsible Use

How are teams, standards and guest data protected while tools change the work?

- Skills and Roster Impact Analysis
- Team Communication and Training Plan
- Service Quality Scorecard
- Guest Data Handling Rules
- AI Management System Review Cycle

Day 5: Hospitality AI Plan for One Property Group

Do the earlier tools join into a plan that an ownership group can approve?

- Applying the Session 1 Screening Matrix
- Testing the Session 2 Guest Journey Map
- Checking the Session 3 Scheduling Logic
- Reading the Session 4 Service Quality Scorecard
- Completing the Hospitality AI Plan

Methodology

The programme uses case analysis built on prepared material for two settings, one a multi-property hotel group and one a restaurant and events operator. Participants score use cases, trace a guest through a stay and defend their plan to peers acting as an ownership group.

- Suggested activity: Tracing one guest stay and marking each step as automated, assisted or staff-led.
- Suggested activity: Rewriting a virtual concierge scope so that complaints pass to a named person.
- Suggested activity: Adjusting a housekeeping roster to a forecast and checking the effect on service measures.

Capstone Output

Each participant completes a hospitality AI plan for one property group. It holds a screened use case list, a guest journey map, a back-of-house automation schedule, a staffing and training outline, a service quality scorecard and oversight rules. At work it briefs owners and guides tool selection.

Frequently Asked Questions

Is a hospitality AI course suitable for leaders who have not selected automation tools before?

Yes. Hospitality AI is taught through prepared cases and templates. The programme assumes responsibility for guests, operations or teams, but no earlier experience of buying or managing AI tools.

Which standards and models does hospitality AI rest on in this programme?

Hospitality AI rests on ISO/IEC 42001 for AI management systems, the NIST AI Risk Management Framework for risk screening, service blueprinting for placing automation, and demand forecasting for staffing.

How is the plan from hospitality AI used at work?

You use the hospitality AI plan to brief owners, choose pilot use cases, agree oversight rules for guest data and track service quality against a scorecard.

How does hospitality AI differ from a programme on hotel revenue management?

Hospitality AI concentrates on guest journey tools, back-of-house automation, staffing and oversight, while a hotel revenue management programme concentrates on pricing, distribution channels and booking mix.