

AI MASTER CLASS- AI FOR TOURISM INDUSTRY

Overview

This program equips tourism and hospitality professionals with practical knowledge on how AI can be applied to improve customer experience, marketing effectiveness, operational efficiency, and tourism planning. Participants will learn how generative AI can be used for content creation, personalised experiences, demand forecasting, and service innovation while addressing ethical and sustainability considerations in tourism.

Course Objectives

By the end of this program, participants will be able to:

1. Understand how AI is transforming tourism globally
2. Use AI to improve marketing, personalization, and service design
3. Apply AI for content, pricing, and demand planning
4. Design AI-driven tourism initiatives responsibly.

Duration

2 Days

Who Should Attend

1. Tourism and hospitality industry professionals
2. Tour operators, hotel and resort managers
3. Travel agencies and destination management organisations
4. Marketing, communications, and customer experience teams
5. Tourism-related government agencies and industry bodies

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Prerequisites

1. Familiarity with tourism or hospitality operations
2. Basic computer and digital marketing literacy
3. No technical or AI background required.

Training Methodology

1. Virtual or Physical Delivery
2. Interactive lectures
3. Case study discussions
4. Hands-on exercises
5. Group activities & role-play

Tools & Resources Needed

1. Generative AI tools (e.g. ChatGPT)
2. AI content creation tools (text, image, and itinerary generation)
3. Basic analytics or dashboard tools (optional)
4. Internet-enabled laptop for workshops and group activities

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PROGRAM OUTLINE

Day	Module	Topics Covered
1	AI Fundamentals for Tourism	What AI means for tourism & hospitality AI vs traditional digital tools Tourism industry AI trends
2	AI in Customer Experience & Personalisation	AI-powered travel recommendations Chatbots & virtual travel assistants Guest journey optimisation
3	Hands-on: AI for Tourism Marketing	AI-generated itineraries Social media & campaign content creation Multilingual marketing with AI
4	AI for Tourism Operations	AI in reservations & scheduling Demand forecasting basics Service quality improvement
5	Generative AI for Content & Branding	Destination storytelling AI for brochures, websites & ads Brand consistency using AI
6	AI for Data & Insights in Tourism	Visitor behaviour analysis Seasonality & trend insights Feedback & sentiment analysis
7	Ethics, Sustainability & AI	Responsible AI in tourism Over-tourism risk management Data privacy & trust
8	Mini Capstone: Tourism AI Use Case	Identify a tourism challenge Design an AI-enabled solution Group presentation & discussion