



Leveraging Emerging Technologies to Unlock Value in the Hospitality and Tourism Industry

	Instructors	Date	Duration (hours)
Day 1	Dr. Theodosios Mourouzis	27/11/2023	7
Day 2	Dr. Kyriacos Pavlou	30/11/2023	7
Totals		-	14

Day 1 (7 hours)

9:00 – 10:45

Session 1 (1h 45 mins): Emerging Technologies and the Value of Data

- What are emerging technologies?
- Overview of the technologies covered
- Importance of Data: The oil of the 21st century
- Fostering a data-driven culture
- The art of asking the data the right questions
- Data-driven decision making
- Data Management Lifecycle / Data Governance (data capture, multiple source/system consolidation, high-quality data, data analytics, archiving, deletion)

10:45 – 11:00

Coffee Break (15 mins)

11:00 – 12:45

Session 2 (1h 45 mins): Data Analytics & AI for the hospitality sector – Part 1

- Cloud computing: CRM and PMS on the cloud
- Introduction to Artificial Intelligence (AI) and Machine Learning (ML)
- Overview of ML types (Supervised, Unsupervised, Reinforcement).
- Well-known ML algorithms and the problems they can solve

12:45 – 13:30

Lunch Break (45 mins)



13:30 – 15:15

Session 3 (1h 45 mins): Data Analytics and AI for the hospitality sector – Part 2

- Artificial Intelligence (AI) for:
 - personalized guest experience,
 - operation optimization
 - Security enhancement through facial recognition technology
 - Chatbots powered by AI for guest assistance, FAQs, room service
- Loyalty Schemes
- Content generation using AI language models like ChatGPT
- Case Studies

15:15 – 15:30

Coffee Break (15 mins)

15:30 – 17:15

Session 4 (1h 45 mins): Boosting profitability through customer data analytics

- Customer Journey Digitalization
- Product/service personalization and CRM
- Customer segmentation: analysis related to customer demographic and transactional data to identify clusters according to spending patterns.
- Customer Churning: Customer churn analysis and modelling.
- Recommending capabilities: booking and mobile application data enhanced with recommending capabilities personalized to the individual customer (Recommender System).
- Real-time probability scores for customer conversion
- Booking analytics: prediction of bookings per selected time intervals and subject to filters such as age group, ethnicity, country of origin etc.
- Cancellation rates and overbooking strategies
- Brand Metrics: brand awareness social media monitoring, sentiment analysis



Day 2: (7 hours)

9:00 – 10:45	<p>Session 1 (1h 45 mins): Data Visualization and Decision Support Systems</p> <ul style="list-style-type: none"> • Conveying Information Visually: data visualization best practices and reporting • MS Power BI and Tableau demonstrations using real-world data sets • Dynamic KPIs: Dashboard creation for viewing KPIs across different channels of customer acquisition. • Case Study: Deputy Ministry of Tourism XploreCyprus project
10:45 – 11:00	Coffee Break (15 mins)
11:00 – 12:45	<p>Session 2 (1h 45mins): Virtual and Augmented Reality</p> <ul style="list-style-type: none"> • VR and AR technologies: immersive experiences to hotel guests and tourists. • Virtual property tours • AR information on for tourist destinations/attractions • Case Study
12:45 – 13:30	Lunch Break (45 mins)
13:30 – 15:15	<p>Session 3 (1h 45mins): IoT and AI</p> <ul style="list-style-type: none"> • What is the Internet of Things (IoT)? • Smart hotels and smart room devices and guest experience. • Wearable technology and hotel amenities and services. • Context-aware Marketing
15:15 – 15:30	Coffee Break (15 mins)
15:30 – 17:15	<p>Session 4 (1h 45mins): Blockchain and Robotics</p> <p>What are Blockchain and Distributed Ledger Technologies?</p> <p>Blockchain: properties, types and examples</p> <ul style="list-style-type: none"> • Value of blockchain and smart contracts • Economic and Business Implications <p>Blockchain technology for:</p> <ul style="list-style-type: none"> • transparency and security of customer data • operational security



- streamlining payment processes
 - loyalty programs creation
- Robotics use cases:
- Room service, cleaning, maintenance
 - Concierge and luggage handling



Περιεχόμενο Κατάρτισης Ενδοεπιχειρησιακού Μέρους (4 hours)

Electi Consulting's team will circulate a diagnostic questionnaire ahead of time to assess the tech readiness, identify current pain points/gaps as well as future goals.

Based on the information gathered the trainers will:

1. Prepare relevant material to share with the company as per the company's request.
2. Formulate and present specific strategies on how to incorporate emergent technologies in a way that is aligned with the company's critical success factors
3. Recommend pilot projects the company can undertake immediately
4. Identify existing emergent tech solutions currently on the market the company could use.

The above will be presented to the company during the on-site consulting sessions.