

Training Title	AI IN HOSPITALITY, F&B, AND TRAVEL AND TOURISM
Trainer	<i>Nicole Younes – Carol Assaf</i>
Date & Time	Date: October 1st, 2026 Time: 9 AM – 5 PM
Venue	Lebanese Training Center – Sanayeh - CCIAB Bldg. -6TH Floor
Target Audience	✓ Restaurant owners; executive chefs; café owners; catering company leaders; F&B directors ✓ Hotel managers – GUESTHOUSE, B&B, ... ; revenue managers; front-office and operations managers; banquet and events managers ✓ Tour operators; destination marketers; travel agency managers; tourism development officers ✓ Marketing managers; CRM and loyalty managers; procurement and staffing leads ✓ Hospitality entrepreneurs; students; association members and consultants

Outline

I. AI Fundamentals & Hospitality Mindset (1 hr.)

- Core AI concepts.
- AI as concierge tool.
- Guest-centric perspective.

II. High-Value AI Use Cases (1 hr.)

- Automating routine tasks.
- Evaluating by guest impact.
- Mapping to guest journey.

III. Prompt Engineering (1 hr.)

- Goal → Context → Expectations → Source.
- Hospitality examples.
- Iterative refinement.

IV. Microsoft 365 Copilot Workflows (1 hr.)

- Word, Excel, Outlook, PowerPoint, Teams.
- Guest feedback and loyalty workflows.

V. AI for Content & Communication (1 hr.)

- Guest emails, promotions, updates.
- Tone adaptation.
- Empathy and brand alignment.

VI. AI-Assisted Data & Responsible AI (1 hr.)

- Trends, variances, satisfaction scores.
- Decision briefs.
- Compliance and trust safeguards.

VII. Measuring AI Business Value (KPIs) (45 min)

- Hospitality: RevPAR, resolution time.
- F&B: waste, upsell, average check.
- Tourism: engagement, conversion.
- CX metrics: NPS, CES, loyalty.

VIII. AI Adoption & Implementation (45 min)

- 30/60-day pilots.
- Prompt libraries.
- Guest feedback loops.

IX. Customer Experience (30 min)

- AI as guest enabler.
- Align with journey stages.
- Personalization and friction reduction.
- Monitor CX KPIs.
- Build trust through transparency.

Learning Outcomes

- ✓ **Produce sector-specific AI deliverables** — create at least one AI-generated artifact (itinerary, menu snippet, social post, or upsell script) during hands-on exercises.
- ✓ **Use ready-to-run prompts and workflows** — apply provided prompt templates and step-by-step workflows to generate marketing, menu, and guest-communication content.
- ✓ **Build a short-term implementation plan** — develop a 30-day action checklist for restaurants/tourism or a 60-day pilot plan for hotels.
- ✓ **Identify quick operational wins** — implement at least one fast improvement (faster content creation, demand forecasting to reduce waste, or automated guest messaging).
- ✓ **Translate AI into business KPIs** — map outputs to measurable targets (average check, waste reduction, response time, RevPAR).