

GenAI for Hospitality Leaders - 2-Day Intensive

The full programme, compressed into 4 half-day blocks across 2 days

4 modules - 4 half-day blocks - 2 days on-site

AUDIENCE	FORMAT	DURATION	CATEGORY
Executive teams, innovation leads, and functional owners	Intensive, multi-session deep dive	6 modular sessions	Capability building

This curriculum translates agentic AI concepts into concrete hospitality use cases. Participants move from mental models and governance basics to workflow design, prompting patterns, and internal operating system setup.

What you take home

- A shared vocabulary for agentic AI and workflow design.
- A prioritised list of hospitality use cases.
- An approach to capturing the institutional knowledge that walks out the door with every shift change.
- A grounded roadmap for responsible adoption across teams.

Curriculum

4 modules - 4 half-day blocks - 2 days on-site

01 4 hours

Foundations - Understanding AI + Prompting

A combined morning that opens the cohort

Objective: Build a shared mental model of how AI works in hospitality, classify the tasks where AI fits, and construct structured prompts that consistently produce usable outputs for daily hotel work.

Audience: Leadership, department heads, all staff

A fast, combined opening that gives the cohort a shared mental model of how AI works in hospitality, then turns that frame straight into the most transferable skill of the programme: writing structured prompts that consistently produce usable output for daily hotel work. Governance and playbook references travel with participants as take-home material.

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| 1.1 | AI primer (compressed) | 55 min |
| | How AI actually works, what's hype and what's real in hospitality, and where to apply it across your property. | |
| 1.2 | Communicate with AI (compressed prompting workshop) | 150 min |
| | A structured prompting method that consistently produces usable AI output for real hotel tasks, applied to your own work in-session. | |
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02 4 hours

Research & Knowledge Management

Smarter research, stronger institutional memory

Objective: Conduct AI-augmented research with verification, configure AI workspaces, and evaluate RAG technology options.

Audience: Management, strategy teams, operations leads, HR/training

Hotels lose critical knowledge every time an experienced team member leaves. This workshop addresses the knowledge retention challenge head-on, using AI to capture institutional expertise, accelerate research, and make your organisation's collective knowledge accessible to everyone.

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| 2.1 | The Institutional Memory Problem | 25 min |
| | Name the categories of institutional knowledge your property routinely loses and articulate the operational cost - the strategic frame for everything that follows in the module. | |
| 2.2 | AI-Augmented Research & Verification | 85 min |
| | Research methods with fact-checking workflows. Never trust AI output blindly. | |
| 2.3 | Knowledge, Workspaces & RAG | 100 min |
| | Configure a working AI workspace pre-loaded with your property's documents, then understand the architectural step to RAG and how to evaluate vendor proposals. | |
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Data, Excel & Analysis

Turn data into decisions faster

Objective: Use AI to query data in plain language, automate Excel tasks, and produce decision-ready narratives from hotel datasets.

Audience: Revenue management, finance, operations, spreadsheet users

Every hotel sits on valuable data (occupancy trends, guest feedback, revenue patterns), but extracting insights usually means waiting for reports or wrestling with spreadsheets. This workshop unlocks self-service analysis for non-technical staff, turning data into decisions faster.

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| 3.1 | Connecting Your Data to AI
File types AI can read, upload basics, PII discipline, and what to never put in a consumer-tier AI tool. | 15 min |
| 3.2 | Natural Language Data Queries
Ask questions of your data in plain English, with a live demo on real hotel datasets. | 60 min |
| 3.3 | Excel Automation
Automate formulas, pivot tables, and charts with AI assistance. | 70 min |
| 3.4 | Data Storytelling & Self-Service Analysis
Turn numbers into stakeholder-ready recommendations and build self-service workflows for your team. | 75 min |
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Rapid Prototyping (Vibe-Coding)

Build working tools with AI, no coding required

Objective: Translate operational problems into specifications, direct AI to build prototypes, and evaluate feasibility.

Audience: Operations managers, department heads, IT teams

Every hotel has operational frustrations that nobody has time to fix: manual processes, information gaps, repetitive tasks. This workshop shows how to turn those problems into working software prototypes using AI, without writing a single line of code.

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| 4.1 | Specification-First Thinking
Define before you build. Translate operational problems into clear specs. | 65 min |
| 4.2 | Build Your Prototype
Hands-on. Direct AI to build a working prototype from your specification. | 55 min |
| 4.3 | From Prototype to Production
Evaluate feasibility, plan next steps, and know when to involve IT. | 75 min |
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Tailor this around your room

The Horwath team can adapt the format, the cohort mix, and the working agenda around the decision you actually need to make. Share what you're working through and we'll come back with a brief.

REACH US

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<https://workshop.horwathhtl.com/workshops/ai-training>

REACH FOOTPRINT

Australia - Cambodia - Fiji - India - Indonesia - Japan - Malaysia - Maldives - New Zealand - Philippines - Singapore - South Korea - Sri Lanka - Thailand - Vietnam