

GenAI for Hospitality Leaders

Practical AI skills for every hotel department

6 modules - 20 lessons - ~21 hours - 6 half-day workshops

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

6 modules - 20 lessons - ~21 hours - 6 half-day workshops

01 4 hours

GenAI Landscape & Governance

Understand AI, set guardrails, enable adoption

Objective: Develop shared understanding of AI capabilities in hospitality, governance frameworks, and adoption approaches.

Audience: Leadership, department heads, all staff

Your team is already hearing about AI from every direction, but most of what they hear is hype. This workshop provides a grounded, hospitality-specific understanding of what AI can and can't do, where the real opportunities are, and how to adopt responsibly.

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| 1.1 | How AI Works | 45 min |
| | Large language models explained with hotel analogies, no maths required. | |
| 1.2 | AI in Hospitality: Hype vs Reality | 40 min |
| | Real vs overhyped AI applications with named hospitality case studies. | |
| 1.3 | Task Classification & Opportunity Mapping | 45 min |
| | Classify your tasks (automate / augment / leave alone) and map AI opportunities across your property. | |
| 1.4 | Governance, Risk & Future Outlook | 70 min |
| | Establish governance principles, risk guardrails, and a responsible adoption framework - plus where AI is heading. | |
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02 4 hours

Prompting as Thinking

Communicate with AI effectively and consistently

Objective: Construct structured prompts that consistently produce high-quality, usable outputs for daily hotel tasks.

Audience: All staff

The difference between useful AI output and wasted time comes down to how you communicate with it. This workshop teaches a structured prompting method that consistently produces high-quality results for real hotel tasks, from guest communications to operational analysis.

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| 2.1 | Prompt Structure & Decomposition | 85 min |
| | The five layers of a good prompt, with live rewriting of weak hotel prompts. | |
| 2.2 | Constraints, Iteration & Troubleshooting | 80 min |
| | What to do when AI output misses the mark: chaining, constraints, and iteration. | |
| 2.3 | Building Your Prompt Playbook | 60 min |
| | Create a reusable prompt library for your most common daily tasks. | |
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03 4 hours

AI Content & Media Production

Write, design, and create with AI

Objective: Produce brand-consistent written content and visual assets using AI tools with repeatable workflows.

Audience: Marketing, communications, F&B, front office, content producers

Marketing teams are under constant pressure to produce more content across more channels. This

workshop shows how to use AI to maintain brand-consistent output at speed across written content, visual assets, and campaign materials, without sacrificing quality or voice.

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| 3.1 | Brand Voice & AI Writing
Translate brand guidelines into AI instructions and produce consistent hotel content. | 95 min |
| 3.2 | Visual Content Creation
Create images, social graphics, and marketing visuals with AI generators. | 70 min |
| 3.3 | Content Workflow Design
Build repeatable workflows from brief to published, with quality control checkpoints. | 50 min |
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04 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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| 4.1 | The Institutional Memory Problem
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. | 25 min |
| 4.2 | AI-Augmented Research & Verification
Research methods with fact-checking workflows. Never trust AI output blindly. | 85 min |
| 4.3 | Knowledge, Workspaces & RAG
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. | 100 min |
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05 4 hours

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.

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

06 4 hours

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.

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

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

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