AI IN HOSPITALITY CERTIFICATE

Program Description

Seeking to harness the power of AI to drive innovation and efficiency within your hospitality organization? This five-and-a-half-day executive education program provides an essential overview of AI so you can feel empowered to plan, adapt, and capitalize upon AI strategies in your hospitality organization. You will gain hands-on experience using various AI tools to solve industry-specific challenges, enhance operational workflows, increase daily productivity, and improve customer engagement.

Midway through the program, you'll participate in an Executive Hospitality panel discussion facilitated by the Dean of the Nolan Hotel School, Kate Walsh. Industry executive panelists will provide you with an insider view of the top challenges and opportunities facing the hospitality industry.

Throughout the course, industry guest speakers will provide real-time insights into how AI is being leveraged in leading hospitality companies, sharing cutting-edge innovations and strategies. By the end of the program, you will have a clear understanding of AI's transformative role in hospitality and practical knowledge of how to apply these tools to increase efficiency and improve service quality in your organization.

Please note that your course materials will be available digitally and that you will be actively using AI tools during class. You will need to bring a laptop to access the course materials, and you will need to have the ability to download free versions of software (like ChatGPT, bigML, Zapier, etc.) to fully participate in the course.

Key Takeaways

- Explore automating essential tasks in hospitality operations to increase efficiency and reduce manual workloads
- Practice engineering AI prompts and editing AI-generated content to improve guest engagement and internal communication
- Explore the fundamentals of machine learning and its applications in enhancing decision-making processes
- Create your own virtual assistant to demonstrate the integration of automation and AI tools
- Hear from industry experts about the latest AI innovations being implemented in global hospitality, with practical examples of their success
- Expand your network of hospitality peers from across the globe

What You'll Earn

- AI in Hospitality Certificate from Cornell's Peter and Stephanie Nolan School of Hotel Administration
- 44 Professional Development Hours (4.4 CEUs)

Who Should Enroll

- Hospitality leaders seeking to apply AI in their organizations
- Hospitality managers
- Hospitality directors
- Marketing professionals

How To Enroll

For more information on how to enroll, please visit AI in Hospitality Certificate (https://ecornell.cornell.edu/courses/hospitality-and-foodservice-management/ai-in-hospitality/).

Courses

Code	Title	Hours
AI IN HOSPITALITY		
eCornell SHA881	Leveraging Predictive AI in Hospitality	0
eCornell SHA882	Appyling Generative AI in Hospitality	0