

IT in Hospitality Operations: Enhancing Guest Experience

2027 □□□□□ 15 – 11
Casablanca (Morocco)

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IT in Hospitality Operations: Enhancing Guest Experience

2022-2024 **1996-2011** **Location:** Casablanca (Morocco) **Fees:** 4200 GBP

Why This Course

Information Technology has become a core driver of modern hospitality operations. From property management systems and revenue tools to guest experience platforms, cybersecurity, analytics, and smart technologies, hospitality businesses now rely on IT to improve service quality, operational efficiency, profitability, and guest satisfaction.

This intensive 5-day Hospitality Information Technology Training program equips participants with practical knowledge of the systems, tools, and digital strategies used across today's hospitality industry. The course covers PMS, CRM, RMS, channel management, guest technologies, business intelligence, procurement systems, energy management, cybersecurity, data protection, and emerging technologies such as AI, IoT, and blockchain. Through hands-on exercises, case studies, and real-world examples, participants will learn how to use technology to enhance hospitality performance and deliver better guest experiences.

What You'll Learn and Practice

By joining this program, you will:

- Master core hospitality IT systems and their role in daily operations.
- Understand how Property Management Systems support hotel workflows.
- Use CRM systems to improve guest relationship management.
- Integrate IT systems across hotel departments for smoother operations.
- Apply revenue management and distribution technologies.
- Use channel management tools, dynamic pricing, and forecasting systems.
- Explore mobile check-in, keyless entry, smart rooms, and guest communication platforms.
- Apply data analytics to personalize guest experiences.
- Use business intelligence and reporting tools for better decision-making.
- Improve operational efficiency through inventory, procurement, energy, and maintenance technologies.
- Apply hospitality cybersecurity and data protection best practices.
- Explore future hospitality technologies and digital transformation trends.

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A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) arranged on it. The board is white and black, and the pieces are gold and silver.

The Program Flow

Day 1: Foundations of Hospitality IT

- Understand the role of IT in modern hospitality operations.
- Explore Property Management Systems and their daily operational functions.
- Understand Customer Relationship Management systems in hospitality.
- Identify how IT supports front office, housekeeping, sales, finance, and guest services.
- Review system integration opportunities across hotel departments.

Day 2: Revenue Management and Distribution

- Understand Revenue Management Systems and their role in profitability.
- Explore channel management and online distribution platforms.
- Apply pricing strategies and dynamic pricing concepts.
- Use forecasting and demand analysis tools to support revenue decisions.
- Connect revenue technology with sales, marketing, and operational planning.

Day 3: Guest Experience Technologies

- Explore mobile check-in and keyless entry systems.
- Understand in-room technology and smart room controls.
- Use guest communication platforms to improve service responsiveness.
- Apply personalization strategies using guest data and analytics.
- Identify technologies that improve convenience, satisfaction, and loyalty.

Day 4: Operational Efficiency and Analytics

- Use business intelligence and reporting tools to monitor performance.
- Explore inventory and procurement systems for better cost control.
- Understand energy management systems and their role in efficiency.
- Apply predictive maintenance technologies to reduce downtime and service issues.
- Use analytics to identify operational improvements and cost-saving opportunities.

Day 5: Cybersecurity and Future Trends

- Apply cybersecurity best practices in hospitality environments.
- Understand data privacy and compliance requirements such as GDPR and PCI-DSS.
- Identify risks linked to guest data, payment systems, and connected technologies.
- Explore emerging technologies including AI, IoT, and blockchain.
- Develop awareness of the future of hospitality IT and digital transformation.

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Individual Impact

- Build confidence in managing and optimizing hospitality IT systems.
- Strengthen understanding of PMS, CRM, RMS, analytics, and guest technology platforms.
- Improve the ability to use data for revenue, operations, and guest experience decisions.
- Gain practical awareness of cybersecurity and data protection in hospitality.
- Develop readiness to support digital transformation initiatives.

Work Impact

- Improve hotel operations through better use of integrated IT systems.
- Enhance guest experience through mobile, smart, and personalized technologies.
- Support stronger revenue decisions using forecasting, pricing, and distribution tools.
- Reduce operational costs through analytics, procurement, energy, and maintenance systems.
- Strengthen data security, compliance, and digital resilience across hospitality operations.

Training Methodology

This program combines hospitality IT concepts with practical application through:

- Case studies on hotel technology and digital transformation.
- Hands-on exercises using hospitality system scenarios.
- Revenue management and distribution technology workshops.
- Guest experience technology analysis and planning activities.
- Business intelligence, reporting, and operational analytics exercises.
- Cybersecurity, data protection, and emerging technology discussions.

Beyond the Course

Upon completion, participants will be able to:

- Manage and optimize core hospitality IT systems more effectively.
- Use technology to improve operational efficiency and reduce costs.
- Apply data-driven revenue management and distribution strategies.
- Enhance guest experiences through digital and smart technologies.
- Apply cybersecurity and data protection practices in hospitality environments.
- Support future-focused digital transformation in hospitality operations.

A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver. The board is checkered and has a subtle grid pattern. The text 'UK Training PARTNER' is overlaid on the right side of the board.

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