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## **Level Up Your Lessons: Easy Ways to Bring AI into Your Hospitality Education**

*Dr. Suzanne Bagnera*

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### **Team Challenge Activity**

*Teams of 3 • Total time: 15 minutes*

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#### **Team Setup & Objective**





You'll be using a generative AI tool (e.g., ChatGPT or OpenAI Playground) to complete a mini-hospitality design challenge.

**Your goal:** Use AI to build a small solution to a real-world hospitality problem—and explore how this supports students' critical thinking, communication, and tech fluency.

#### **STEP 1: Team Challenge**

##### **Team Challenge**

##### **Mission**

 <b>Sales Agent Chatbot</b>	Build a chatbot that books events and answers customer questions. [1/2]
 <b>Hotel Virtual Staff</b>	Create an AI agent that responds to in-room guest queries and suggestions. [3/4]
 <b>Itinerary Generator</b>	Plan a 3-day personalized resort itinerary based on season and interests. [5/6]
 <b>Social Media Planner</b>	Draft 5 weekly AI-generated social media posts for a fictional hotel. [7/8]

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#### **STEP 2: Use AI to Explore**

1. Open ChatGPT or OpenAI Playground.
2. Try one of these prompt starters (or create your own):
  - “You are a hotel virtual assistant. A guest asks for vegan room-service options. How do you respond?”
  - “Write a social-media announcement for a beachfront resort launching a new spa.”
  - “Plan a 3-day itinerary at a mountain resort in autumn that includes hiking and relaxation.”

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3. Refine the AI output: edit tone, add specifics, make it classroom-ready.

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### **STEP 3: Prepare Your 5-Minute Share-Out**

Your team's presentation should include:

1. **Topic** (e.g., "Itinerary Generator")
2. **Sample output** generated and refined
3. **Classroom connection:** How students would use this
4. **Skills focus:** What critical thinking or soft skills are developed

Feel free to share visuals or just present verbally.

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### **Tips for Success**

- Provide clear context to the AI (who is speaking to whom, in what scenario)
- If the AI output isn't great, tweak your prompt and try again
- Encourage student reflection: prompt them to critique and refine the AI's work

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### **Reminder**

This is about **exploration, creativity, and reflection—not perfection.**

The goal is the learning process.

### **Tools Needed**

You will need the following tools to complete this case study:

- Open AI Free Account at <https://openai.com/>
- Open AI Assistants overview info on <https://openai.com/>
- Open AI Playground

### **AI Concepts Used:**

- LLMs providing context and memory capabilities
- Generative AI enabling the production of engaging responses

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**Case Study Instructions**

### **Topic 1: Conversational AI for Sales Agent**

Utilize Conversational AI to create a sales agent for an events venue. This sales agent should be able to hold a conversation with prospect about hosting an event, by answering any questions they might have, asking all the info like number of attendees, type of event, etc. and if they are interested take their name, email and phone number.

#### **Instructions:**

1. Design a conversational flow for the sales agent. Outline possible user queries and AI responses.
2. Implement sentiment analysis to detect user tone. Detail how responses adapt based on sentiment.
3. Test scenarios such as casual inquiries and booking inquiries.

#### **Sample conversation:**

AI: Hello, how can I help?

Prospect: I'm looking for host an office get together on 15<sup>th</sup> Dec evening

AI: That's great. This venue is a great place for hosting office get together with both indoor and outdoor options

AI: How many people are we looking at?

Prospect: 100

AI: What type of event is this and tell me about the requirements around food and beverages.

The AI should have the following minimum capabilities:

- Be polite and customer friendly
- Understand user sentiment and adjust dialogues accordingly
- Answer all general questions about the venue e.g. parking, opening times, location, can I bring my own decoration etc.
- Bring customer back to the conversation about booking the venue

#### **Learning Objective**

After completing this case study, you'll be able to:

- Understand concepts and capabilities of Generative AI
- Understand the technology ecosystem of Generative AI
- Build AI Assistants that can take your instructions and leverage LLMs and uploaded files to respond to user queries

#### **Evaluation Criteria:**

- Ability to handle multiple user scenarios
- Accurate sentiment adaptation
- Responsiveness to user questions about amenities and logistics

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## Topic 2: Virtual Hotel Staff Agent

Utilize Conversational AI to create a virtual hotel staff agent taking care of in-house guests. This staff agent should be able to answer all guest questions that will typically come from a hotel guest e.g. do you offer room service, do you serve coffee, do you have any vegan options, I need a change of towels, can I setup a wakeup call, etc.

### Instructions:

1. Design an interaction protocol for common hotel queries (e.g., room service, amenities).
2. Incorporate upsell features for menu items. Document decision paths for upselling.
3. Run tests on polite and customer-friendly responses.

### Sample conversation:

AI: Hello, how can I help?

Hotel Guest: Do you have any vegan options in the room service menu?

AI: Yes we serve a variety of vegan options. This includes vegan burger, ...

AI: Do you want to place an order?

Hotel Guest: Yes

AI: Do you want any drink? We offer soft drinks, alcoholic drinks, select of local beers and wines.

The AI should have the following minimum capabilities

- Be polite and customer friendly
- Understand user sentiment and adjust dialogues accordingly
- Know the food menu
- Know the channel guide
- Answer all general questions about the hotel e.g. restaurant opening times, check-out time, channel etc.
- For room service, upsell sides and drinks

### Learning Objective

After completing this case study, you'll be able to:

- Understand concepts and capabilities of Generative AI
- Understand the technology ecosystem of Generative AI
- Build AI Assistants that can take your instructions and leverage LLMs and uploaded files to respond to user queries

### Evaluation Criteria:

- Accurate, contextual responses to user inquiries
- Effective upselling and suggestion capabilities
- Politeness and adaptability in customer interactions

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### Topic 3: Resort Itinerary Generator

Utilize Generative AI to create 3-, 5- and 7-days itineraries for a resort. Besides the neighborhood, the itineraries must include activities and amenities provided by the resort like spa, tours etc.

#### Instructions:

1. Develop inputs for itinerary customization (e.g., duration, interests, season).
2. Structure daily itineraries based on resort offerings and local attractions.
3. Use LLMs to retrieve information about the surroundings.

#### Sample itinerary:

##### Input from user:

Number of days, interests (free style input), and season (summer, fall, winter, spring)

##### Sample output:

Based on your interests, and the season, here is your 3 days itinerary.

- Day 1: Check-in
  - Check in anytime after 4
  - Depending on when you arrive, enjoy a drink and meal at one of our restaurants
  - Have a good night sleep and rest up for the next day
- Day 2: Golf & Adventure
  - Start with breakfast (open 7am to 10am)
  - Head towards Rocky Mountain National Park (around 1/2-hour drive from the resort).

The AI should have the following minimum capabilities

- Be polite and customer friendly
- Know the resort offerings and time each activity takes
- Know the resort food and beverage options
- The surrounding knowledge should come from LLM, no need to feed that data

#### Learning Objective

After completing this case study, you'll be able to:

- Understand concepts and capabilities of Generative AI
- Understand the technology ecosystem of Generative AI
- Build Conversational Agent that can take your instructions and leverage LLMs and uploaded files to create personalized and localized content

#### Evaluation Criteria:

- Relevance and accuracy of itinerary suggestions
- User customization adaptability
- Use of contextual AI for surrounding knowledge

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## Topic 4: Social Media Post Planner

Utilize Generative AI to write 5 social media posts which will be posted weekly to build a story. The posts need to be specific to a fictional hotel at a location of your choice.

### Instructions:

1. Use Generative AI to create 5 social media posts for a fictional hotel located at a destination of your choice. Each post should build on the story of the hotel and its offerings, highlighting a new feature or aspect every week.
2. The posts should be written in a tone that aligns with the hotel's brand and should be appropriate for the intended social media platform (e.g., Instagram, Facebook).
3. Each post should be concise yet engaging, and feature relevant hashtags, emojis, and calls to action. Make sure the posts flow naturally, with a storytelling approach that increases engagement over time.

### Sample Post:

🌴 **Escape to Paradise!** 🌊

Tired of the daily grind? It's time to recharge and relax at [Resort Name]! ☀️✨

### 🌈 What We Offer:

- Stunning beachfront views 🌴
- Luxurious rooms with all modern amenities 🛏️
- Infinity pool overlooking the ocean 🌊
- World-class dining 🍽️
- Exciting activities like snorkeling, kayaking, and more! 🚣

🐼 Whether you're looking for a romantic getaway, a family vacation, or just a weekend escape—[Resort Name] has something for everyone!

📅 **Book your stay now** and experience pure bliss.

The AI should have the following minimum capabilities

- All posts should have the same tone of voice and build on each other
- Based on the intended social media platform, the length should be appropriate

### Learning Objective

After completing this case study, you'll be able to:

- Understand concepts and capabilities of Generative AI
- Understand the technology ecosystem of Generative AI
- Leverage ChatGPT to take your instructions and to create a social media post

### Evaluation Criteria:

- Consistency of tone and voice across all 5 posts.
- Clarity and relevance of content related to the hotel's offerings.
- Appropriateness of the posts for the chosen social media platform, including the correct length and engagement strategies (e.g., hashtags, emojis).

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**Micro Credential**

## **ADVANCED HOSPITALITY TECHNOLOGY: INTEGRATING AI AND MACHINE LEARNING**

**Instructors**

**Suzanne Bagnera, Ph. D. | Dale Gomez, M.S.**

**Course Start Date: September 1, 2025**

**Duration: 10 weeks, approximately 2 hours per week**

**Course Overview:** This self-paced, online executive education course is designed for hospitality professionals seeking to enhance their skills in Artificial Intelligence (AI) and Machine Learning (ML) applications within the industry.

**You will receive:**

- **Fundamental Knowledge:** Understand the basics of AI and ML and their applications in hospitality.
- **Practical Skills:** Analyze and implement current AI and ML trends to improve customer service, operational efficiency, and strategic decision-making.
- **Ethical Insights:** Evaluate the ethical and operational implications of AI in hospitality.
- **Real-World Solutions:** Develop AI-driven solutions for real-world hospitality challenges.
- **Career Advancement:** Reflect on the competencies and skills gained and discuss how earning the Micro-Credential will impact your career trajectory.

**Course Structure:**

- **Duration:** 10 weeks, approximately 2 hours per week.
- **Format:** Online, self-paced with weekly discussions and assignments.
- **Content:** Videos, curated resources, discussion groups.
- **Assessment:** Knowledge checks, written reflections, and a case study project.

### **Contact us-**



**Suzanne Bagnera,**  
305-919-4775

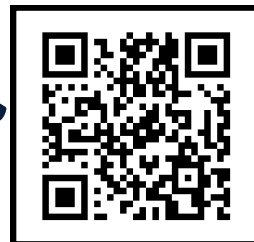


**hospexed@fiu.edu**



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## Instructions for Creating Slides Using Gamma.app

**Gamma.app** is recommended as the tool for creating your slides. Here are the step-by-step instructions:

1. **Create the First 10 Slides:**
  - **Step 1:** Visit [gamma.app](https://gamma.app) and sign up for a free account.
  - **Step 2:** Start a new presentation and select the format that works best for your case study (clean, minimalist designs are effective).
  - **Step 3:** Create **10 slides** for the first half of your Pecha Kucha. Each slide will advance automatically after 20 seconds, so focus on visuals with brief, impactful text.
2. **Download the First 10 Slides:**
  - **Step 4:** Once your first 10 slides are ready, export them as **PowerPoint (PPT)** files. This can usually be done by selecting the export or download option from Gamma's interface.
3. **Create the Second 10 Slides:**
  - **Step 5:** Go back to **Gamma.app** and create the next **10 slides** for the second part of your presentation.
  - **Step 6:** Again, export these slides as a PowerPoint file.
4. **Combine the Two Decks:**
  - **Step 7:** Open **both PowerPoint files** (the first 10 slides and the second 10 slides) on your computer.
  - **Step 8:** Copy the slides from the second deck and paste them into the first one, making sure to arrange them in the correct order to complete your 20-slide presentation.
5. **Final Adjustments:**
  - **Step 9:** Review the combined PowerPoint presentation to ensure that the slides transition smoothly and align with your script. Ensure that your images are high-quality, text is minimal, and the flow of content is coherent.
6. **Export and Rehearse:**
  - **Step 10:** Once your slides are finalized, rehearse your presentation. track.

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**Adding Voiceover to Your PowerPoint**

**For PC (Windows):**

1. **Prepare Your PowerPoint File:**
  - Open your final PowerPoint presentation (with 20 slides) on your PC.
2. **Start Recording Your Voiceover:**
  - Click on the **"Slide Show"** tab at the top.
  - Select **"Record Slide Show"** (on the ribbon, it's in the "Set Up" group).
  - Choose **"Start Recording from Beginning"**. This will record your voice and timings for each slide.
3. **Record Your Voiceover:**
  - Click **"Start Recording"**. Begin narrating your slides as they automatically advance every 20 seconds.
  - You can pause and resume recording as needed by pressing **Esc** or clicking the pause button.
  - Once done, click **Stop** and save the changes.
4. **Review and Edit (if necessary):**
  - Play your presentation to ensure everything is synced with your narration.
  - If you need to re-record a slide, click the slide and select **"Record Slide Show"** again to start from that slide.
5. **Save Your File:**
  - After ensuring everything is correct, save the PowerPoint file.

**For Mac (MacOS):**

1. **Prepare Your PowerPoint File:**
  - Open your PowerPoint presentation on your Mac.
2. **Start Recording Your Voiceover:**
  - Click on the **"Slide Show"** tab at the top of the screen.
  - Select **"Record Slide Show"** from the drop-down menu.
  - You'll be prompted to choose whether to record from the current slide or the beginning. Select **"Record from Beginning"**.
3. **Record Your Voiceover:**
  - As each slide advances every 20 seconds, narrate your presentation.
  - You can pause or stop recording at any time by using the options in the recording toolbar.
4. **Review and Edit (if necessary):**
  - Play your presentation to make sure the slides advance correctly, and your voice matches each one.
  - If needed, click on a slide and start the recording again to re-record only that slide's narration.
5. **Save Your File:**
  - Once satisfied, save the PowerPoint presentation with your voiceover included.

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## Uploading Your Voiceover PowerPoint to YouTube

Once you've recorded your voiceover in PowerPoint, you'll need to convert your presentation into a video and upload it to YouTube. Here are the steps:

### 1. Export Your PowerPoint as a Video:

#### **For PC:**

- Click on the **"File"** tab.
- Select **"Export"**.
- Choose **"Create a Video"**.
- Select the video quality (typically "Full HD" is sufficient).
- Under **"Seconds spent on each slide"**, choose **20 seconds** for your slides to match the Pecha Kucha format.
- Click **"Create Video"**, choose a destination, and click **Save**.

#### **For Mac:**

- Click on **"File"**.
- Select **"Export"**, then choose **"Create a Video"**.
- Choose the video resolution (e.g., 1080p).
- Select **"After 20 Seconds"** for slide timing.
- Click **"Next"** to save the video file.

### 2. Upload Your Video to YouTube:

- Go to [YouTube](https://www.youtube.com) and log into your account.
- Click the **"Upload"** icon (the camera with a "+" sign at the top-right of the page).
- Select **"Upload video"**.
- Drag and drop the video file you exported from PowerPoint or click to browse your computer.
- While your video uploads, fill in the title and description (optional).

### 3. Set the Video to Private:

- Once the upload is complete, under the **Visibility** section, select **"Private"**. This ensures that only those with the link can view it.
- Click **"Save"** to confirm.

### 4. Generate and Share the Link:

- Once the video is uploaded and set to private, click on **"Copy Video URL"** from the video's details page.
- This URL is the link that you will share.

### 5. Submit the Link in LMS:

- Go to your LMS submission page.
- Paste the **YouTube private video link** into the designated field for your assignment submission.

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