



AI in Hospitality Education: Building Critical Thinkers

Preparing students for an AI-enhanced industry

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FRLA HTM Teacher Training
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HOSPITALITY EXECUTIVE EDUCATION

Elevate your *career*

- Refine your expertise
- Expand your skill set
- Stay ahead of industry trends



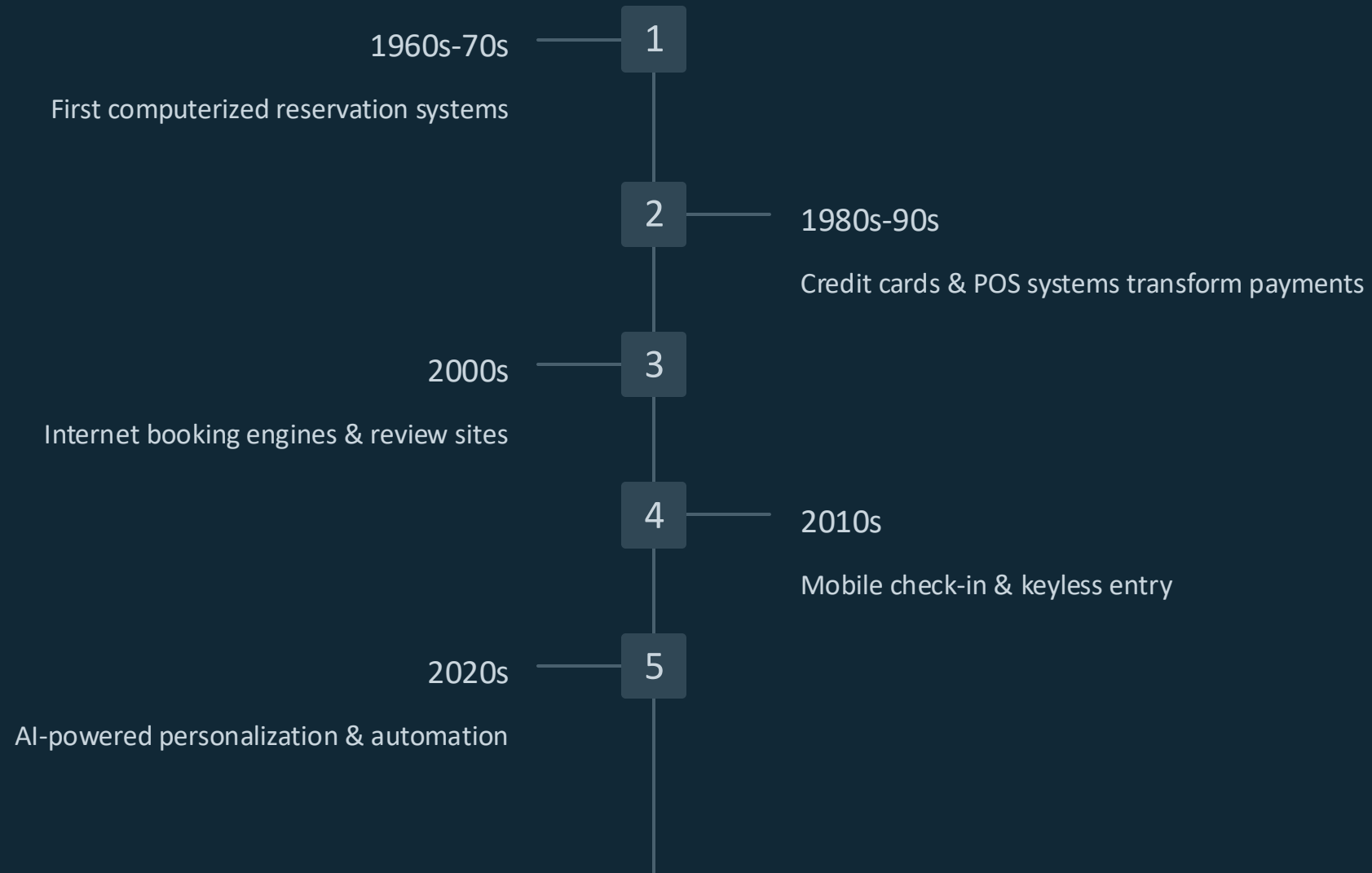
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Technology Evolution in Hospitality



What is Artificial Intelligence (AI)?



Understanding AI

Artificial Intelligence is technology that enables machines to mimic human intelligence, processing information and making decisions similar to human cognition.



Key Components

AI systems are built on several core technologies:

- Machine learning
- Deep learning
- Natural Language Processing (NLP)



Real-world Applications

AI is already present in our daily lives through:

- Virtual assistants
- Recommendation engines

AI vs. ML: What's the Difference?



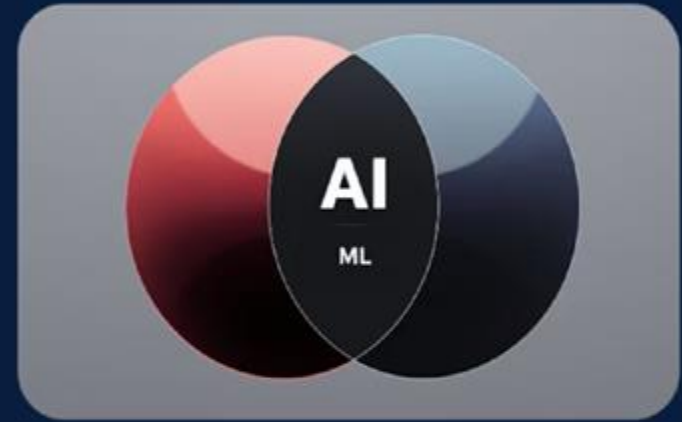
Artificial Intelligence (AI)

AI is the broader concept of machines mimicking human intelligence, as seen in virtual assistants and smart robots.



Machine Learning (ML)

ML is a specific method within AI that focuses on systems learning from data, like Netflix recommendations.



The Relationship

AI encompasses many technologies, with ML being one powerful subset that enables systems to learn and improve.

AI in Today's Hospitality Industry



Guest Service

Chatbots, virtual concierges, voice assistants



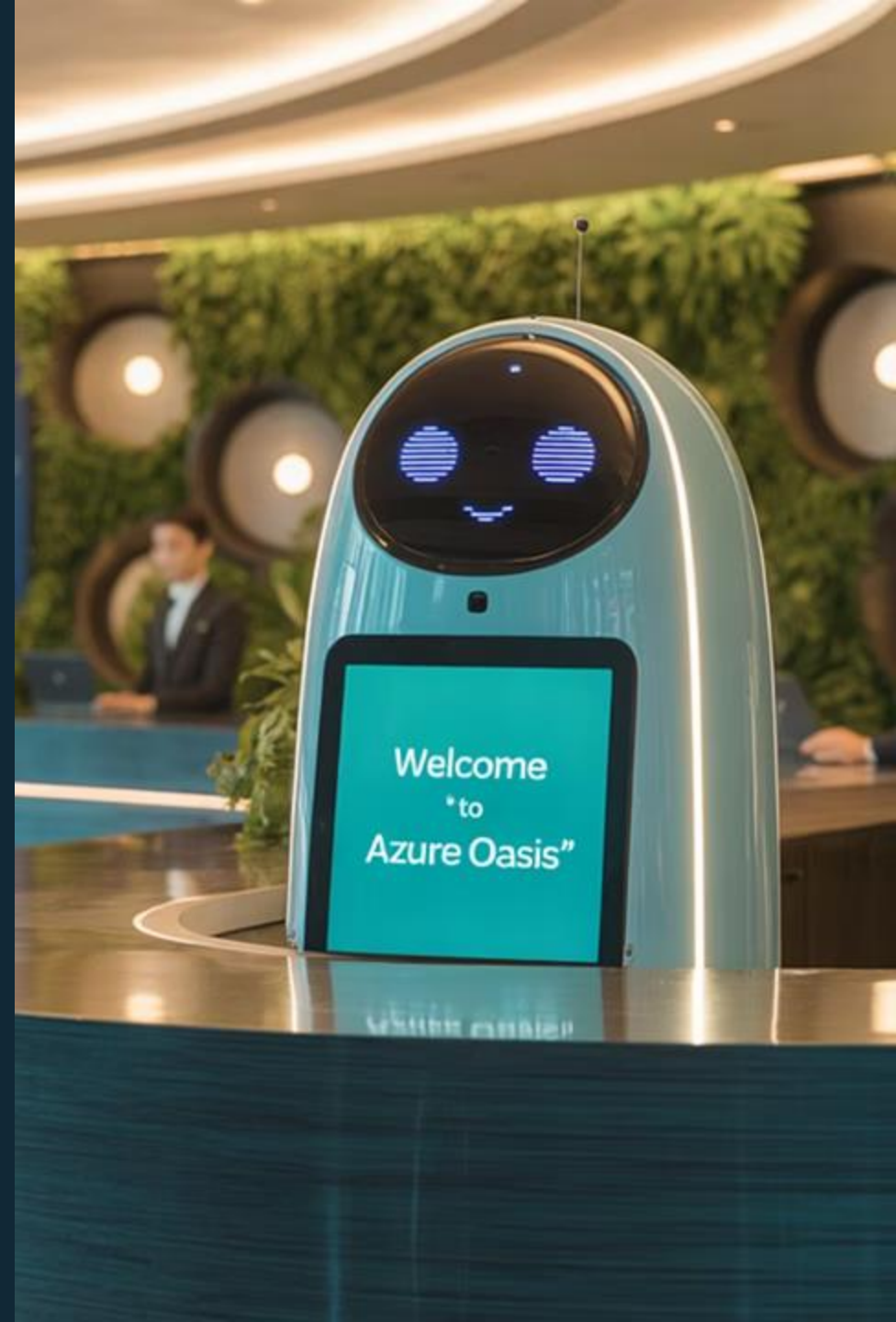
Revenue

Dynamic pricing, demand forecasting



Operations

Predictive maintenance, staff scheduling



Operational Efficiency through AI/ML



Energy Management

AI-driven energy management systems (smart thermostats to save energy)



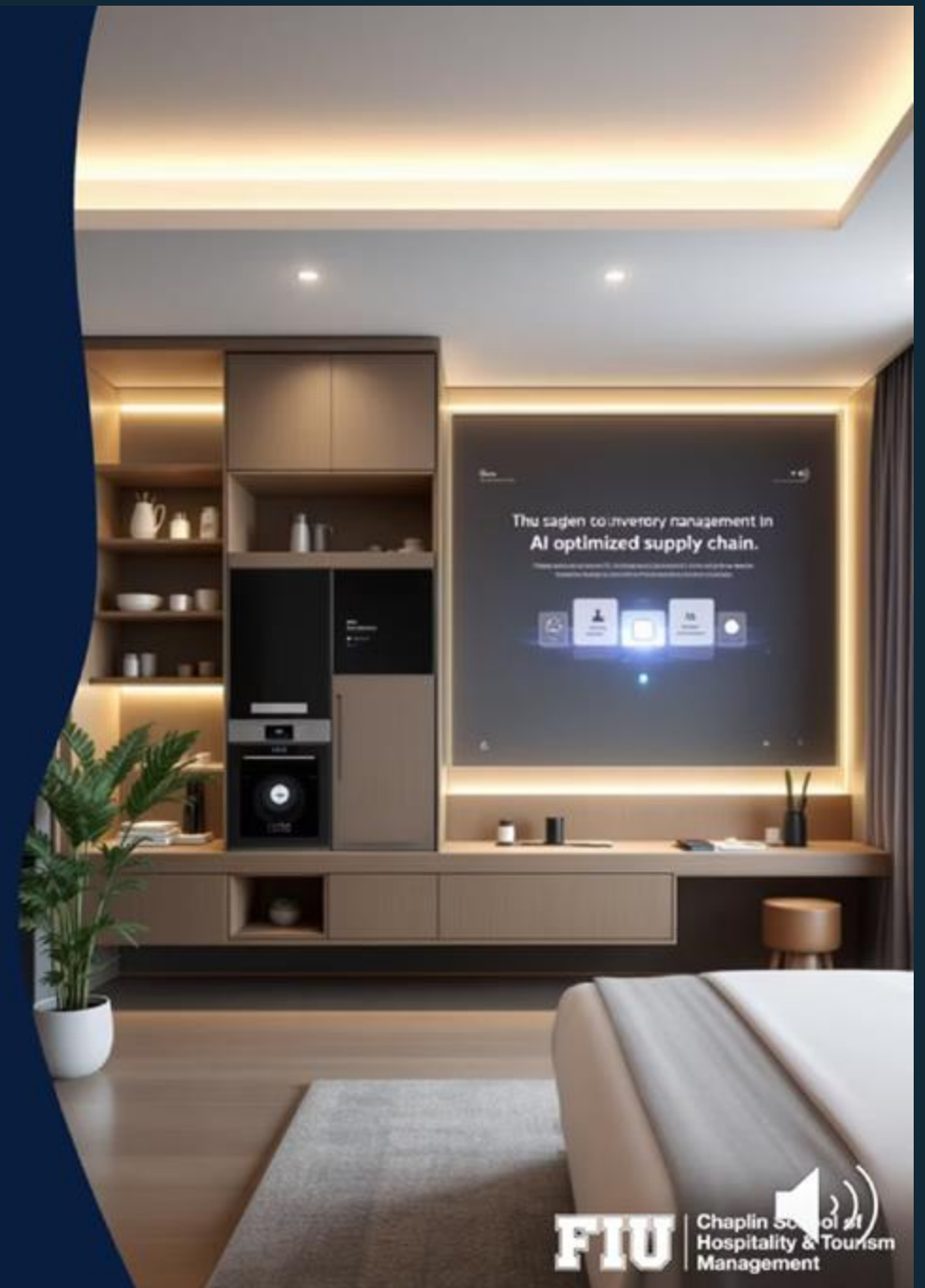
Task Automation

Automation of repetitive tasks like booking and inventory management



Streamlined Logistics

Streamlining logistics and supply chain with AI



Why Teach With AI?



Industry Relevance

Students need these skills now

Critical Thinking

Evaluate AI outputs, not just accept them

Future-Proofing

Prepare for evolving workplace demands

Critical Thinking with AI



Question

Formulate clear, specific prompts



Analyze

Evaluate AI responses for accuracy



Refine

Improve prompts based on results



Create

Develop original solutions

Classroom Activity:

AI Menu Development

- Students use AI to generate initial menu concepts
- Critically evaluate suggestions for seasonality, cost, feasibility
- Refine prompts to improve results
- Present final menu with justifications



Activity: Customer Service Scenarios

1

Generate Scenarios

Use AI to create realistic guest complaints

2

Analyze Responses

Compare AI solutions with industry standards

3

Role Play

Practice handling complaints with empathy

4

Debrief

Discuss what AI missed in human interactions



Activity:

Market Research Assistant



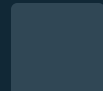
Research Project

Students use AI to analyze local hospitality market



Fact-Checking

Verify AI-generated information with primary sources



Presentation Creation

Use AI to help design compelling visual presentations



Breakout Activity

Your Turn!

- Form groups of 3
- Engage with one AI tool for hospitality
- Create a 2-minute mini-presentation
- Share with class in 15 minutes

Implementation Tips



Start Small

One activity at a time

Set Boundaries

When AI helps vs. human work

Be Transparent

Discuss AI limitations openly

Next Steps & Resources



Free AI Learning Tools

- ChatGPT, Bard, Bing AI
- Hospitality AI webinars



Planning Timeline

- One AI activity per month
- Student feedback sessions



Community Support

- Teacher sharing platform
- Industry mentorship program







AI & ML in HOSPITALITY

AI MACHINE LEARNING HOSPITALITY INNOVATION



Rankings & Stats



THE WALL STREET JOURNAL
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in ROI of the degree**



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Any Questions?