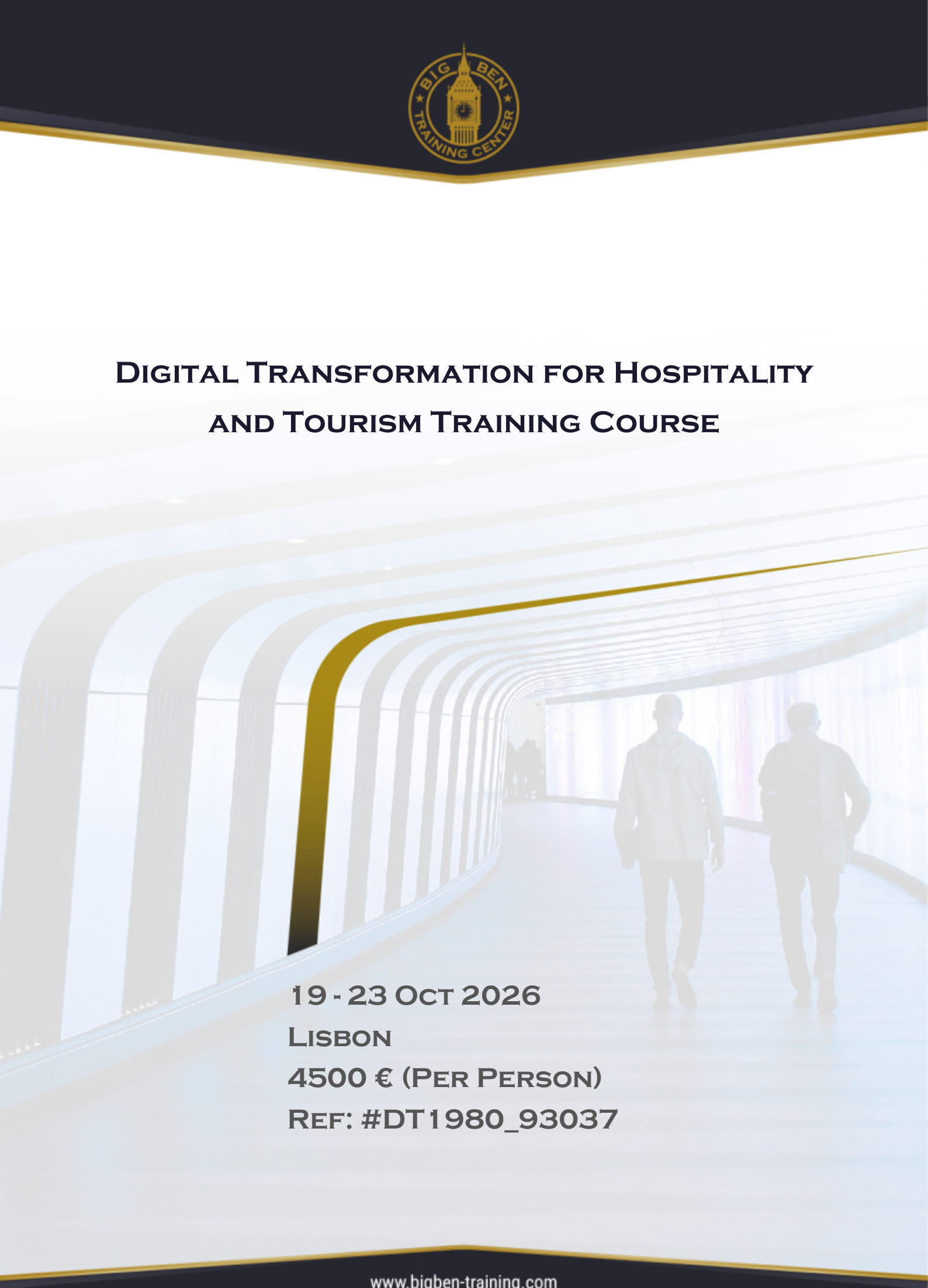
Digital Transformation for Hospitality and Tourism Training Course



19 - 23 Oct 2026

Lisbon

4500 € (Per Person)

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Course Introduction / Overview:

The global hospitality and tourism landscape is undergoing a profound shift, driven by technological innovation and evolving customer expectations. This Digital Transformation for Hospitality and Tourism Training Course is meticulously designed to equip professionals with the strategic insights and practical skills needed to navigate this new era successfully. The program moves beyond theoretical concepts to provide a comprehensive roadmap for implementing digital strategies that enhance the guest experience, optimize operations, and drive revenue growth. As marketing authority Philip Kotler discusses in "Marketing 4.0: Moving from Traditional to Digital", the journey to digitalization requires a deep understanding of the new customer path. This course, offered by BIG BEN Training Center, integrates these core principles, focusing on leveraging data analytics, AI, IoT, and other emerging technologies to create seamless and personalized guest journeys. Participants will learn to build a robust digital ecosystem, manage online reputation effectively, and lead their organizations through the complexities of change, ensuring they remain competitive and resilient in a digitally-driven market. This is an essential program for any leader aiming to future-proof their hospitality or tourism business.

Target Audience / This training course is suitable for:

- Hotel General Managers and Directors.
- Tourism and Travel Agency Owners.
- Hospitality Operations Managers.
- Marketing and Sales Managers in the tourism sector.
- Revenue and Yield Management Professionals.
- Guest Experience and Customer Service Leaders.
- IT Managers and Specialists in hospitality.
- Entrepreneurs and investors in the travel tech space.
- Destination Management Organization (DMO) staff.
- Corporate strategy and business development executives.

Target Sectors and Industries:

- Hotels, Resorts, and Lodging Accommodations.
- Travel Agencies and Tour Operators.
- Airlines and Aviation Services.
- Cruise Lines and Maritime Travel.
- Restaurants and Food Service Businesses.
- Event Management and MICE (Meetings, Incentives, Conferences, and Exhibitions) industry.
- Destination Marketing and Management Organizations.
- Governmental bodies such as Ministries of Tourism and national tourism boards.
- Online Travel Agencies (OTAs) and travel technology companies.
- Entertainment and Leisure Attractions.

Target Organizations Departments:

- Operations and Guest Services.
- Marketing, Sales, and Communications.
- Information Technology (IT) and Digital Strategy.
- Revenue Management and Pricing.
- Strategic Planning and Business Development.
- Human Resources and Training.
- Customer Relationship Management (CRM).
- Finance and Administration.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive digital transformation roadmap for a hospitality or tourism organization.
- Analyze and leverage data to personalize the guest experience and make informed business decisions.
- Evaluate and implement key technologies such as AI, IoT, and contactless solutions.
- Create effective digital marketing and social media strategies to enhance online presence.
- Optimize operational efficiency through process automation and digital tools.
- Manage online reputation and guest feedback across multiple digital platforms.
- Lead change management initiatives to foster a culture of digital innovation.
- Identify future technology trends and their potential impact on the industry.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical. This course rejects a purely lecture-based format in favor of a dynamic learning environment that fosters deep understanding and skill acquisition. Participants will engage with real-world case studies from leading hospitality and tourism brands that have successfully navigated digital transformation. Interactive sessions, expert-led discussions, and group workshops will encourage collaborative problem-solving and the exchange of ideas. A significant portion of the course is dedicated to hands-on exercises where participants will work on developing digital strategy components, analyzing data sets, and mapping out technology implementation plans. This applied learning approach ensures that theoretical knowledge is immediately translated into practical skills. Our facilitators provide continuous feedback and guidance, creating a supportive environment where participants can confidently build their capabilities and prepare to lead digital initiatives within their own organizations.

Course Agenda (Course Units):

Unit One: Foundations of Digital Transformation in Hospitality

- The imperative for digital change in the modern travel industry.
- Understanding the digital guest journey from inspiration to post-stay.
- Key pillars of digital transformation: technology, people, and process.
- Analyzing the competitive landscape and digital maturity models.
- Building a business case for digital investment and innovation.
- Overcoming common challenges and barriers to digital adoption.
- The role of leadership in driving a digital-first culture.

Unit Two: Core Technologies Shaping the Guest Experience

- Artificial Intelligence (AI) and machine learning for personalization.
- Internet of Things (IoT) for smart hotels and connected experiences.
- Implementing contactless technology for safety and convenience.
- The role of mobile applications and mobile-first strategies.
- Virtual Reality (VR) and Augmented Reality (AR) in tourism marketing.
- Understanding property management systems (PMS) and central reservation systems (CRS).
- Cybersecurity fundamentals for protecting guest and business data.

Unit Three: Data-Driven Strategies and Digital Marketing

- Leveraging big data and analytics for guest insights.
- Developing a robust Customer Relationship Management (CRM) strategy.
- Mastering online reputation management and guest feedback systems.
- Search Engine Optimization (SEO) and Search Engine Marketing (SEM) for hospitality.
- Content marketing and social media engagement strategies.
- Managing relationships with Online Travel Agencies (OTAs).
- Personalization techniques for targeted marketing campaigns.

Unit Four: Operational Excellence through Digitalization

- Automating back-office processes for improved efficiency.
- Implementing smart revenue management and dynamic pricing systems.
- Digital tools for housekeeping and maintenance management.
- Enhancing staff communication and collaboration with digital platforms.
- Supply chain and procurement digitalization in hospitality.
- Sustainable practices through technology and resource management.
- Integrating disparate systems for a unified technology stack.

Unit Five: Leading Change and Future-Proofing the Business

- Developing and executing a digital transformation roadmap.
- Principles of change management for successful implementation.
- Training and upskilling teams for the digital era.
- Measuring the ROI of digital transformation initiatives.
- Exploring the future of travel: blockchain, metaverse, and beyond.
- Fostering a culture of continuous innovation and agility.
- Final project: Creating a mini-digital strategy for a case study organization.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

As automation and AI become more integrated into hospitality, how can businesses maintain the essential element of human connection and personalized service that defines the industry?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by adopting a holistic, strategy-first approach to digital transformation, rather than focusing narrowly on specific technologies or software. While many programs may teach how to use a particular tool, we focus on the critical thinking required to build a comprehensive digital ecosystem that aligns with core business objectives. We emphasize the integration of people, processes, and technology, recognizing that successful transformation is as much about change management and leadership as it is about technical implementation. The curriculum is built upon a foundation of practical application, using real-world case studies, interactive workshops, and a final capstone project that challenges participants to solve complex business problems. Furthermore, the course content is forward-looking, dedicating significant time to emerging trends and future-proofing strategies. This ensures that participants leave not only with the skills to address today's challenges but also with the strategic foresight to anticipate and adapt to the future of the hospitality and tourism industry.