



# تكامل التكنولوجيا في الضيافة الحديثة: دور استراتيجي في تحسين تجربة الضيوف

**Duration:** 5 Days

**Language:** ar

**Course Code:** IND15 - 133

## Objective

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

- Explain how IT supports different areas of hospitality operations
- Integrate digital tools to improve service and streamline workflows
- Use technology to enhance the overall guest experience
- Apply IT systems for both front-desk and back-office functions
- Follow best practices for choosing and managing hospitality IT systems
- Create and apply an IT plan tailored to a hospitality setting
- Evaluate the impact of new technologies like AI and VR on hotel operations

## Audience

This course is designed for professionals in hospitality and technology roles who aim to improve service quality and operational efficiency through IT. Ideal participants include

- Hotel and Hospitality Managers
- IT Managers and Coordinators
- Guest Services Supervisors
- Systems Administrators

- .Hospitality Technology Vendors
- .Operations Specialists
- .CRM and Data Analysts
- .Training and Development Officers

## Training Methodology

The course is structured to offer both conceptual understanding and hands-on knowledge. Participants will engage in interactive discussions, review case studies, and work on group activities focused on real-world applications. Visual demonstrations, guided simulations, and scenario-based exercises will help learners apply IT solutions in practical hospitality situations. The course emphasizes practicality, critical thinking, and adaptability to new technologies.

## Summary

Technology is now a central part of every successful hospitality operation. From the front desk to behind-the-scenes management, digital systems are used to improve how hotels, resorts, and service providers operate. This course explores how IT tools—like property management systems (PMS), CRM platforms, in-room automation, mobile apps, and smart devices—can improve daily tasks and raise guest satisfaction.

Participants will learn how to select the right systems, integrate them effectively, and maintain them over time. The course also introduces newer technologies such as artificial intelligence (AI), machine learning, and virtual reality, showing how these innovations are changing guest experiences and business operations. By the end of the course, participants will understand how to use IT solutions to solve challenges, improve service quality, and support long-term efficiency.

## Course Content & Outline

### Section 1: Introduction to Hospitality and Technology

- .Brief overview of different segments in the hospitality industry
- .Defining hospitality operations and their key functions
- .Challenges faced by hotels and service providers today

- .What is information technology (IT) and how it applies to hospitality •
- .The evolution of IT in hotel operations •
- .Benefits of digital transformation in guest services •
- .Group activity: Identify current IT challenges in hospitality settings •

## **Section 2: Enhancing Guest Experience Through Technology**

- .Defining and measuring guest experience •
- .Introduction to in-room smart controls and automation •
- .Keyless room access and digital check-in technologies •
- .Using mobile apps for reservations and communication •
- .Role of CRM systems in managing guest relationships •
- .Tools for collecting feedback and managing online reviews •

## **Section 3: Front Desk IT Applications**

- .Exploring core front-desk technologies •
- .(Introduction to Property Management Systems (PMS •
- .Integrating PMS with POS systems, energy controls, phone billing, and key cards •
- .Understanding reservation systems and how they connect to PMS •
- .Evaluating PMS outcomes through case study analysis •
- .Identifying how front-desk IT improves workflow and reduces errors •

## **Section 4: Technology in Back-Office Operations**

- .Overview of support systems in hospitality operations •
- .Housekeeping and room management technologies •
- .Maintenance and engineering system tools •
- .Technology used in food & beverage management •
- .Labor scheduling and payroll software •
- .Tools for budgeting, reporting, and analytics •
- .Ensuring cybersecurity in hospitality IT systems •
- .Safety protocols and best practices for secure system use •

## **Section 5: Choosing and Managing IT Systems**

- .How to evaluate and select the right IT systems for a hotel •

- Key criteria for choosing vendors and service providers
- The importance of regular maintenance and updates
- Role of cloud systems and internet-based platforms in hospitality
- Building a basic IT strategy for hotel operations
- Final reflections and course feedback

## Certificate Description

Holistique Training عند إتمام هذه الدورة التدريبية بنجاح، سيحصل المشاركون على شهادة إتمام التدريب من (e-Certificate) وبالنسبة للذين يحضرون ويكملون الدورة التدريبية عبر الإنترنت، سيتم تزويدهم بشهادة إلكترونية من Holistique Training.

وخدمة اعتماد التطوير المهني (BAC) معتمدة من المجلس البريطاني للتقييم Holistique Training شهادات ISO 29993 أو ISO 21001 أو ISO 9001 كما أنها معتمدة وفق معايير (CPD) المستمر

لهذه الدورة من خلال شهادتنا، وستظهر هذه النقاط على شهادة إتمام (CPD) يتم منح نقاط التطوير المهني المستمر واحدة عن كل ساعة CPD يتم منح نقطة CPD، ووفقاً لمعايير خدمة اعتماد Holistique Training التدريب من لأي دورة واحدة نقدمها حالياً CPD حضور في الدورة. ويمكن المطالبة بحد أقصى قدره 50 نقطة

## Categories

الترفيه والضيافة والرياضة، القيادة والإدارة، التكنولوجيا

## Related Articles



### ?What Is Hospitality Technology and Why Is It Important

Embrace the digital transformation in hospitality! From contactless tech to AI chatbots, explore how technology enhances guest experiences and streamlines operations, ensuring a competitive edge.