

Masterclass:

ARTIFICIAL INTELLIGENCE TECHNOLOGY IN HOSPITALITY

INTRODUCTION

Artificial intelligence (AI) refers to the performance of seemingly intelligent behaviours by computers or machines. AI, as a concept, has existed since the 1950s, but it is only in recent times that technology has advanced to the point where it can be considered reliable enough to deploy for important business tasks. Essentially, AI refers to computers or machines carrying out tasks that were traditionally thought to require cognitive function to carry out. It is associated with concepts like automation and big data.

Today, the collection of customer data, combined with the improvements to computer technology, mean that artificial intelligence can be utilised for a huge range of functions, from basic customer service, to personalisation tasks, more advanced problem-solving, and even for sales processes and direct messaging

COURSE LEARNING OUTCOMES (CLO)

- Explain the concept of Artificial Intelligence in hospitality industry.
- Examine the various types of Artificial Intelligence used in hospitality industry.
- Discuss the implementation of Artificial Intelligence in hospitality industry.

WHO CAN ATTEND THIS MASTERCLASS?

This is open to all undergraduate students.

CERTIFICATION

Certificate of Completion in Masterclass Artificial Intelligence Technology in Hospitality

COURSE OUTLINE

1. Introduction to AI Technology
2. Recognition Technology
3. Robots
4. Chatbot and Artificial Intelligence
5. Internet of Things (TOT)
6. Virtual Reality
7. Augmented Reality

