MAGNA SKILLS DEVELOPMENT INSTITUTE

Capacity Building • Professional Training • Organisational Development

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Course Profile Document

AI for NGO, Government and Business

AI for Travel, Tourism, Events and Hospitality Management

Prepared as a professional course profile for delegate review, sponsorship approval and organisational training planning.

COURSE CODE	DELIVERY	DURATION	PREPARED FOR
MSDI	**Online / Face-to-Face**	**Flexible**	**Organisation Approval**

Register for this Course **View Online Course Page**

Course Overview

Travel, tourism, events and hospitality organizations can use AI to improve marketing, itinerary planning, customer communication, bookings, guest experience, delegate management and operational efficiency.

This Magna Skills course is practical for service-focused teams that want to improve planning, communication, event coordination and customer satisfaction using AI-supported tools.

Participants will learn how to apply AI in tourism promotion, event planning, guest communication, feedback analysis, logistics checklists and service improvement.

Course Outcomes

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1. Use AI tools to improve event planning, itinerary design and tourism service coordination.
2. Create better marketing content, destination promotion materials and customer communication.
3. Improve guest, delegate and client experience through AI-supported service personalization.
4. Analyze customer feedback, complaints and service trends for operational improvement.
5. Apply responsible AI practices when handling client, guest and travel information.

Course Outline / Curriculum

Course Outline

Module 1: AI in travel, tourism, events and hospitality

- Key concepts, practical examples and sector-based discussion.
- Workplace application activity, templates and implementation considerations.

Module 2: AI for itinerary design and event planning

- Key concepts, practical examples and sector-based discussion.
- Workplace application activity, templates and implementation considerations.

Module 3: Customer communication and automated service support

- Key concepts, practical examples and sector-based discussion.
- Workplace application activity, templates and implementation considerations.

Module 4: Marketing content and destination promotion

- Key concepts, practical examples and sector-based discussion.
- Workplace application activity, templates and implementation considerations.

Module 5: Guest experience and service personalization

- Key concepts, practical examples and sector-based discussion.
- Workplace application activity, templates and implementation considerations.

Module 6: Feedback analysis and service improvement

- Key concepts, practical examples and sector-based discussion.
- Workplace application activity, templates and implementation considerations.

Module 7: Booking coordination and logistics workflows

- Key concepts, practical examples and sector-based discussion.
- Workplace application activity, templates and implementation considerations.

Module 8: Risk planning and event contingency support

- Key concepts, practical examples and sector-based discussion.
- Workplace application activity, templates and implementation considerations.

Module 9: Privacy and responsible AI use in hospitality

- Key concepts, practical examples and sector-based discussion.
- Workplace application activity, templates and implementation considerations.

Module 10: Developing AI templates for tourism and events

- Key concepts, practical examples and sector-based discussion.
- Workplace application activity, templates and implementation considerations.

Target Audience

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Tourism officers, event managers, travel consultants, hospitality managers, destination marketers, customer service teams, administrators, conference coordinators, protocol officers, logistics officers, training coordinators, hotel teams and travel operations professionals.

Key Course Benefits

Work-Ready Skills

Delegates leave with practical tools, templates and methods they can apply immediately at work.

Better Institutional Results

The programme supports stronger planning, reporting, compliance, accountability and service delivery.

Sponsor-Friendly

This document is designed to help supervisors, HR units and sponsors approve delegate participation quickly.

Professional Recognition

Delegates receive training documentation and a certificate of completion after successful participation.

Our Training Centres & Delivery Options

Magna Skills offers flexible delivery through face-to-face training centres across Africa and beyond, plus Online / E-Learning for delegates who prefer remote participation.

Southern Africa

Practical training destinations with strong travel access and delegate support.

- Pretoria, South Africa
- Vic Falls, Zimbabwe
- Livingstone, Zambia

East Africa

Popular regional centres for government, NGO and donor-funded project teams.

- Kigali, Rwanda
- Kampala, Uganda
- Nairobi,
- Zanzibar, Tanzania

West Africa & Islands

Strategic locations for regional networking and executive capacity building.

- Accra, Ghana
- Port Louis, Mauritius

International Executive Venue

Premium destination training for senior teams and international delegates.

- Dubai, United Arab Emirates

Online / E-Learning

Attend from anywhere through live online, blended or self-paced learning options.

- Online, E-Learning
- Remote Teams
- Flex

Organisation-Based Training

Magna Skills can also arrange dedicated in-house training for ministries, NGOs and companies.

- Onsite
- Custom Dates
- Group Training

Ready to Nominate Delegates?

Use the links below to register, review the live course page or contact Magna Skills for organisation-based training support.

Register / Apply Online | **View Full Course Page**

About Magna Skills

Magna Skills Development Institute provides practical capacity building programmes for government departments, NGOs, public institutions, donor-funded projects and private sector professionals across Africa. Our training approach combines expert facilitation, real workplace case studies, practical tools, post-training support and professional documentation that helps organisations strengthen staff performance and service delivery.

Government Training | NGO Capacity Building | Corporate Workshops | Online Learning | Face-to-Face Training | Certifica

Approval & Authorisation Form

This section may be completed by the organisation, department, HR office, finance office or sponsor approving delegate participation. It can be attached to an internal memo, procurement request or training approval submission.

Organisation / Department	
Delegate Name(s)	
Approved Course	AI for Travel, Tourism, Events and Hospitality Management
Preferred Delivery Mode	☐ Online ☐ Face-to-Face ☐ Organisation-Based Training
Preferred Training Venue / Date	
Estimated Number of Delegates	
Budget / Vote Number	
Contact Person	
Email / Mobile	

Authorised Name _____ Signature / Stamp _____ Date _____