AI for Tourism & Hospitality Business

Murray Regional Tourism invites you to register for our FREE sessions to support Tourism and Hospitality Businesses. Don't miss out on this fantastic opportunity to accelerate your business!

AI for Tourism & Hospitality Business, presented by John Hall

This 6 week course, being offered over two convenient time frames is designed to build resilience and capacity. Being a business owner isn't easy, especially in the early days when you need to wear many hats, at times it can get stressful and overwhelming. It's time to embrace new technology and AI.

SESSION 1 - What is AI and some tools you can start using today

- AI for email - how to quickly respond to emails in your own tone of voice.
- Calendar and task management.
- How to write a prompt.
- What are the main AI websites and tools?

SESSION 2 - Staff and operational management

- How to use AI for day to day business operations and management improvement.
- Get advice specific to the tourism and hospitality industry.

SESSION 3 - The GPT store and create your own GPT

- The GPT store is full of interesting applications ready for you to use.
- Create a GPT that will write your emails, marketing copy and much more by feeding it instructions, documents and information you want it to reference.

SESSION 4 - Image and video creation

- Explore tools like Sora, Midjourney and Dalle.
- When you should and shouldn't use these tools.
- Idea creation vs posting to public.
- Logo creation.

SESSION 5 - Marketing, ads and copywriting

- How to use your trained GPT to create engaging copy for marketing.
- How to create 1 months content for your business.
- How to create and refine google and facebook ads.

SESSION 6 - Sustainability, Inclusivity and best business practice

- Learn and implement sustainable practices.
- Use AI to create image descriptions for ATDW and social media.
- Final Q&A to help attendees walk away with confidence.

2024: 6 SESSIONS ACROSS 6 WEEKS

Date: Thursday 7 November - Thursday 12 December
Time: 1.00pm - 2.00pm. **Location:** On-line.
CLICK THE BUTTON BELOW TO REGISTER

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2025: 6 SESSIONS ACROSS 6 WEEKS

Date: Thursday 10 April - Thursday 15 May
Time: 1.00pm - 2.00pm. **Location:** On-line.
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