



Consulting and Training | Reach New Heights

Course Name

Digital Guest Journey & Smart Hotel Services

Sector Name

Hospitality & Hotel Management

Document Type

Generated by Boostlab

[Click Here To Visit Course](#)

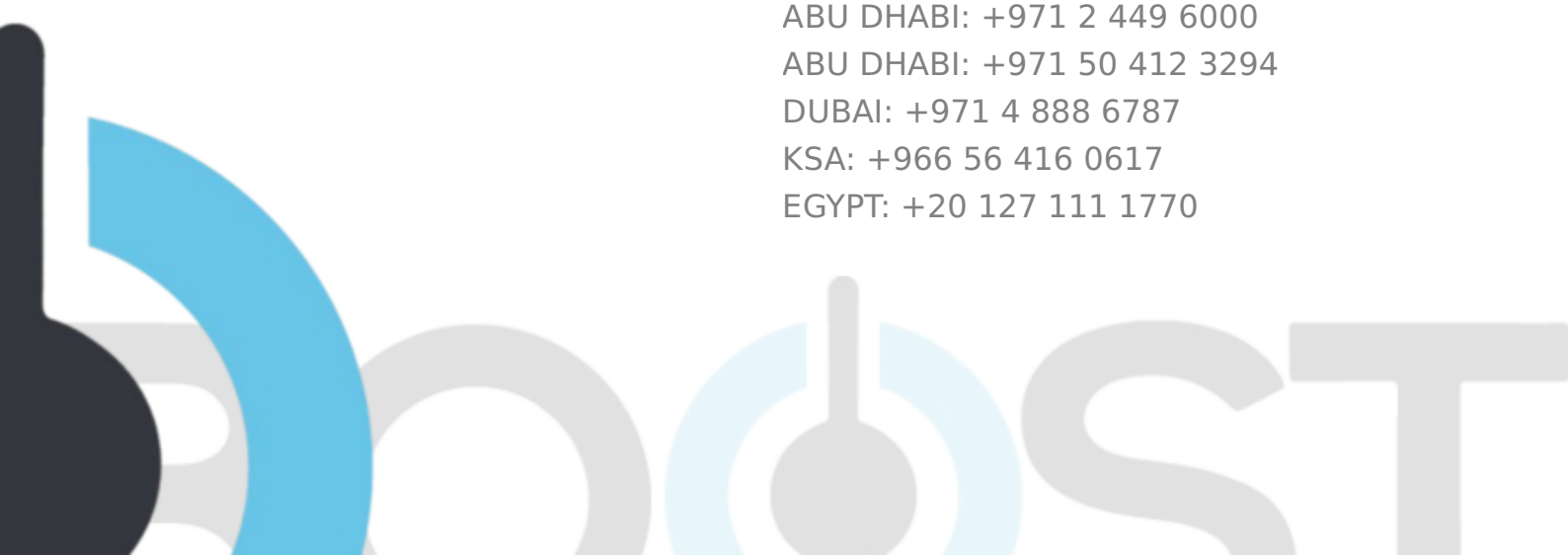
ABU DHABI: +971 2 449 6000

ABU DHABI: +971 50 412 3294

DUBAI: +971 4 888 6787

KSA: +966 56 416 0617

EGYPT: +20 127 111 1770



Digital Guest Journey & Smart Hotel Services

Course Introduction

Hotel guests increasingly move between digital and human interactions throughout their stay. Reservations, pre arrival communication, mobile check in, digital room access, messaging, service requests, payments, and post stay engagement can all be supported by technology. Yet adding more digital tools does not automatically create a better experience. Poorly connected systems, complicated processes, duplicated information, and excessive automation can make the guest journey less convenient rather than more seamless.

Boost Consulting & Training has designed this course to help hospitality professionals use digital services where they create genuine value for both guests and hotel operations. Participants will examine the digital guest journey, smart service applications, mobile interactions, self-service options, hotel system integration, guest data, automation, personalization, and technology enabled service delivery. The course emphasizes choosing the right balance between digital convenience and meaningful human interaction.

The main concept of this course is to create a connected guest journey where technology removes friction, improves responsiveness, and enables personalization without losing the human character of hospitality.

ABU DHABI: +971 2 449 6000
ABU DHABI: +971 50 412 3294
DUBAI: +971 4 888 6787
KSA: +966 56 416 0617
EGYPT: +20 127 111 1770

[Click Here To Visit Course](#)



Digital Guest Journey & Smart Hotel Services

Target Audience

- ✓ Hotel operations managers and supervisors
- ✓ Guest experience and front office professionals
- ✓ Hospitality digital transformation professionals
- ✓ Hotel managers involved in technology enabled service improvement

ABU DHABI: +971 2 449 6000

ABU DHABI: +971 50 412 3294

DUBAI: +971 4 888 6787

KSA: +966 56 416 0617

EGYPT: +20 127 111 1770

[Click Here To Visit Course](#)



Digital Guest Journey & Smart Hotel Services

Learning Objectives

- ✓ Map digital interactions across the complete hotel guest journey.
- ✓ Identify guest touchpoints where technology can improve convenience and service.
- ✓ Evaluate digital check-in, mobile services, messaging, and self-service applications.
- ✓ Understand how hotel systems and guest information support connected service delivery.
- ✓ Use guest data appropriately to enable more relevant and personalized experiences.
- ✓ Identify suitable opportunities for automation within hotel operations.
- ✓ Balance digital efficiency with human interaction according to guest needs.
- ✓ Develop practical improvements for a more connected digital hotel experience.

ABU DHABI: +971 2 449 6000
ABU DHABI: +971 50 412 3294
DUBAI: +971 4 888 6787
KSA: +966 56 416 0617
EGYPT: +20 127 111 1770

[Click Here To Visit Course](#)



Digital Guest Journey & Smart Hotel Services

Course Outline

✓ DAY 01

Mapping the Digital Guest Journey

- ✓ Understanding the Connected Hotel Guest
- ✓ Examining how guest expectations are changing through mobile and digital services
- ✓ Identifying digital interactions before, during, and after the hotel stay
- ✓ Recognizing where disconnected digital and physical experiences create friction

Mapping Digital Touchpoints

- ✓ Reviewing booking, pre arrival, arrival, in stay, departure, and post stay interactions
- ✓ Identifying opportunities for convenience, speed, communication, and self service
- ✓ Creating a Digital Guest Journey Map for a realistic hotel experience

ABU DHABI: +971 2 449 6000

ABU DHABI: +971 50 412 3294

DUBAI: +971 4 888 6787

KSA: +966 56 416 0617

EGYPT: +20 127 111 1770

[Click Here To vist Course](#)



Digital Guest Journey & Smart Hotel Services

Course Outline

✓ DAY 02

Designing Smarter Guest Interactions

- ✓ Improving Arrival & In Stay Convenience
- ✓ Evaluating online registration, mobile check in, digital keys, and self-service options
- ✓ Using digital communication to support requests and hotel information
- ✓ Selecting digital services according to actual guest needs rather than technology trends

Balancing Digital & Human Service

- ✓ Identifying interactions where automation improves the experience
- ✓ Recognizing moments where personal staff involvement remains essential
- ✓ Completing a Digital or Human Service Challenge across different guest situations

ABU DHABI: +971 2 449 6000

ABU DHABI: +971 50 412 3294

DUBAI: +971 4 888 6787

KSA: +966 56 416 0617

EGYPT: +20 127 111 1770

[Click Here To vist Course](#)



Digital Guest Journey & Smart Hotel Services

Course Outline

✓ DAY 03

Connecting Hotel Systems & Guest Information

- ✓ Creating Connected Service Delivery
- ✓ Understanding how property management, reservations, customer information, and service platforms interact
- ✓ Reducing repeated information and disconnecting guest requests across systems
- ✓ Improving information availability for relevant hotel teams

Using Guest Data for Personalization

- ✓ Identifying useful preferences and behavioral information across the guest journey
- ✓ Translating guest information into relevant service recommendations and communication
- ✓ Completing a Guest Data Personalization Exercise using different guest profiles

ABU DHABI: +971 2 449 6000

ABU DHABI: +971 50 412 3294

DUBAI: +971 4 888 6787

KSA: +966 56 416 0617

EGYPT: +20 127 111 1770

[Click Here To vist Course](#)



Digital Guest Journey & Smart Hotel Services

Course Outline

✓ DAY 04

Applying Smart Hotel Services

- ✓ Automating Hotel Service Processes
- ✓ Identifying repetitive operational activities suitable for automation
- ✓ Exploring automated messaging, service routing, alerts, and request management
- ✓ Maintaining appropriate staff intervention when situations require judgment or empathy

Evaluating Smart Service Solutions

- ✓ Assessing technology according to guest value, operational benefit, usability, and integration
- ✓ Identifying implementation barriers that can reduce technology adoption
- ✓ Running a Smart Hotel Service Selection Challenge for different operational needs

ABU DHABI: +971 2 449 6000
ABU DHABI: +971 50 412 3294
DUBAI: +971 4 888 6787
KSA: +966 56 416 0617
EGYPT: +20 127 111 1770

[Click Here To vist Course](#)



Digital Guest Journey & Smart Hotel Services

Course Outline

✓ DAY 05

Building a Connected Digital Experience

- ✓ Monitoring Digital Service Performance
- ✓ Measuring adoption, response time, completion rates, guest satisfaction, and service efficiency
- ✓ Identifying digital touchpoints that create abandonment, delays, or repeated staff intervention
- ✓ Using guest and operational feedback to refine digital services

Advancing the Digital Guest Journey

- ✓ Prioritizing technology improvements according to guest impact and operational value
- ✓ Connecting digital services with existing hotel processes and human service responsibilities
- ✓ Developing a Smart Hotel Guest Journey Blueprint for an integrated hotel case

ABU DHABI: +971 2 449 6000
ABU DHABI: +971 50 412 3294
DUBAI: +971 4 888 6787
KSA: +966 56 416 0617
EGYPT: +20 127 111 1770

[Click Here To vist Course](#)



Digital Guest Journey & Smart Hotel Services

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Jan. 4, 2027	Jan. 8, 2027	5 days	4250.00 \$	UAE , Abu Dhabi
April 5, 2027	April 9, 2027	5 days	4950.00 \$	England , London
July 5, 2027	July 9, 2027	5 days	4250.00 \$	Oman , Salalah
Nov. 29, 2027	Dec. 3, 2027	5 days	4250.00 \$	UAE , Dubai

ABU DHABI: +971 2 449 6000
ABU DHABI: +971 50 412 3294
DUBAI: +971 4 888 6787
KSA: +966 56 416 0617
EGYPT: +20 127 111 1770

[Click Here To vist Course](#)

info@boostuae.com info@boostorg.com

Generated by BoostLab •

