

Week 1: Introduction to AI in Travel

- Role of AI in travel planning
- Chatbots, virtual assistants, itinerary generators
- Case studies: AI success in tourism
- Tools overview (ChatGPT, Midjourney, etc.)

Week 2: Automation Tools & CRM

- WhatsApp & email automation
- CRM tools setup
- Integration with booking systems
- Automating lead responses

Week 3: Workflow Creation & Testing

- Creating automated journey flows
- AI-generated content (SOPs, blogs, ads)
- Google Sheets + Zapier/Make integration
- Trigger-based automation logic

Week 4: Live AI/Automation Project

- Build one automation flow (e.g., auto-response bot, form flow)
- Generate AI travel content (itinerary, ad copy)
- Present results to mentor
- Q&A + certification assessment