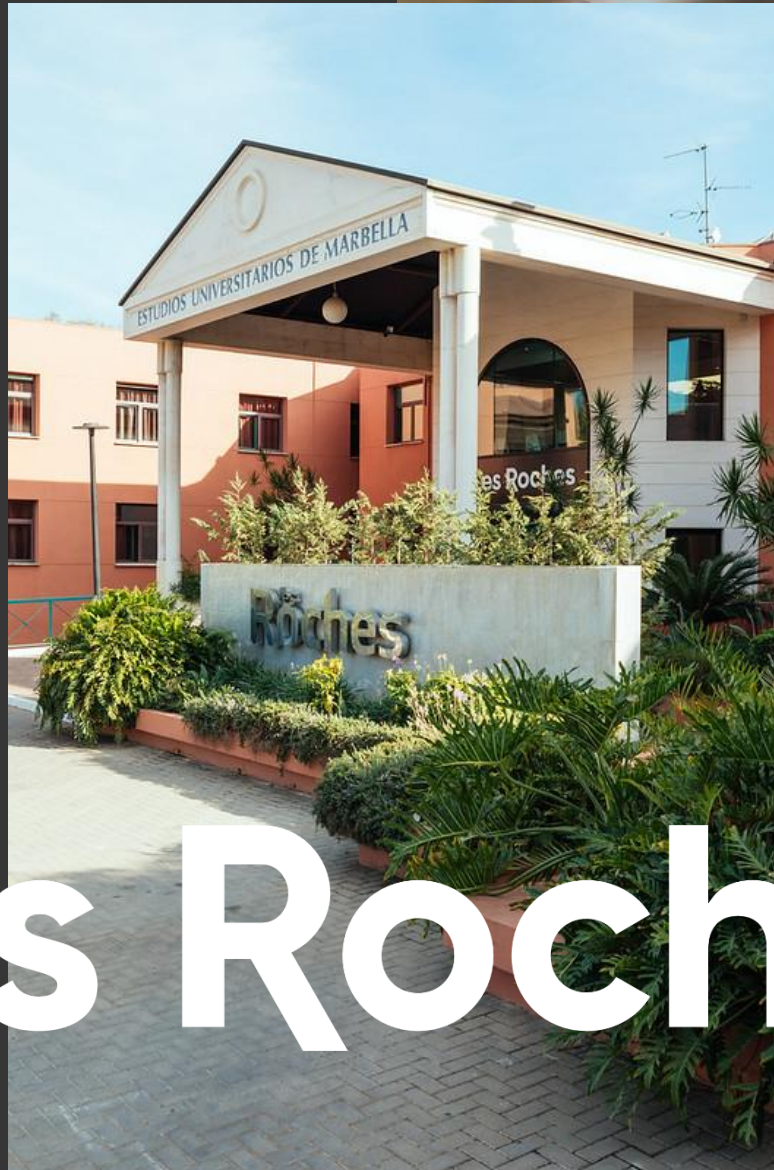


Shaping your *Future*



Les Roches



Shaping your *Future*

Training
Leaders to
Transform
Greek
Tourism

Les Roches





“70% of hospitality
leaders say
innovation is their
#1 challenge in the
next 5 years.”



Les Roches



Les Roches is not just a school — it's a way of life

"We don't train students — **we shape decision-makers** for global hospitality."

Les Roches



Why Greece? Why Now?

- Greece has one of the strongest **hospitality cultures** in the world.
- Guest expectations are shifting fast**
- AI is the **bridge** between tradition and future excellence.

Les Roches

The talent Imperative

- Global demand for hospitality professionals will exceed supply.
- The industry will need **thousands of skilled workers.**
- Universities are the **frontline of transformation.**

What Industry Wants

Skills beyond textbooks:

- Emotional intelligence.
- Guest journey design.
- Tech literacy.
- Sustainability & ethics.



Les Roches

AI in Hospitality Today

Mobile check-in & smart rooms.

Chatbots and digital concierges.

Dynamic pricing & revenue optimization.

Guest journey mapping through data.



Les Roches



Ai is not
replacing
anyone in
Hospitality

Les Roches

AI in the Classroom

- Personalized learning for students in hospitality.
- Preparing students to **use AI responsibly** in their careers.

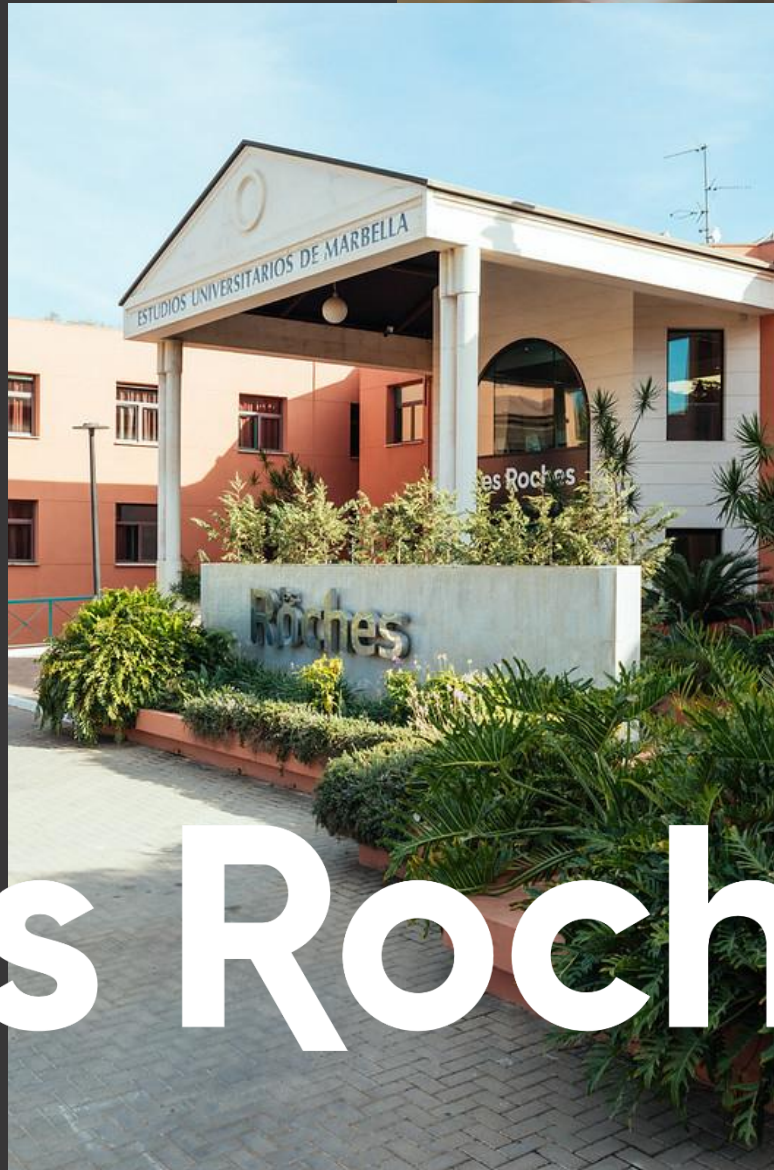


Les Roches

Shaping your *Future*

The Guest of
the Future

Les Roches



Hyper-connected, always online.

The guest of the future

- Values **personalization, authenticity, and sustainability.**
- Chooses brands that align with their lifestyle & values.
- Expects seamless integration of digital + human touch.

SPARK

INNOVATION SPHERE
BY LES ROCHES

A **SPARK**



Les Roches

SPARK initiatives already in campus

- CLASSROOM ENTRANCE
- ALL YOUR CAMPUS INFO IN LRM APP
(inc. academic info)
- RESTAURANT BOOKINGS
- PAPERLESS EXAMS
- CASHLESS LRM



X-PERIENCE ROOM



HOUSEKEEPING

INNOVATIVE PRODUCTS

“The hotel room of the future”

DEMO KITCHEN



LIVE STREAMING

RECORDED CLASSES

EVERY ANGLE, EVERY DETAIL



Key Skills:

Curiosity & adaptability.

Asking better questions to AI.

Quick Wins for SMEs:

Automate emails.

Create marketing visuals & copy.

Analyze data.

Les Roches

Getting Started with AI

Start Small. Start Today. Start with a Problem.

- Identify daily pain points → repetitive tasks, communication, data.
- Use simple tools.
- Focus on *impact*, not technology.

Recommended tools to start





