Gianni Buonsante Appointed to Lead ENIA's AI & Hospitality Commission

The R&D initiative will advance AI literacy, governance, risk management and responsible adoption across hospitality, tourism and related services.


Gianni Buonsante

BARI, PUGLIA, ITALY, September 7, 2026 /EINPresswire.com/ -- Gianni Buonsante has been formally appointed Coordinator of the "AI & Hospitality" Study and Research Commission of Fondazione ENIA – Ente Nazionale per l'Intelligenza Artificiale ETS.

The appointment, formalised on 7 August 2026 by Fondazione ENIA President Valeria Lazzaroli, entrusts Buonsante with the coordination of a Research and Development project dedicated to the responsible application of artificial intelligence across hospitality, tourism and related services.

The project will promote studies, models, methodologies, experimentation, educational initiatives and innovative programmes capable of translating AI from a rapidly evolving technology into practical, responsible value for hospitality organisations.

Its areas of activity may include applied research, AI governance, organisational innovation, AI risk management, specialist training, operational guidelines, use cases, scientific and educational publications, and national and international networking.

Initial Priorities

The Commission's first areas of focus will include:

AI literacy for hotel managers, professionals and operational teams; practical guidelines for the responsible adoption of artificial intelligence;
AI risk management models for hospitality and tourism;
the impact of AI on the guest experience and service personalisation;
the evolving role of the General Manager in organisations increasingly supported by intelligent systems.



Gianni Buonsante attending the 52nd Annual General Meeting of the European Hotel Managers Association (EHMA) in London as speaker about Innovation, Leadership & AI in Luxury Hospitality.

The institutional remit is deliberately broad. It encompasses hospitality, tourism and connected services, while examining how technology, data, reputation, operational processes, security and human interaction can be brought together within a coherent management model.

> The challenge is not to adopt more AI, but to govern it well: strengthening decisions, reducing friction and preserving what makes hospitality profoundly human."
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> *Gianni Buonsante, Coordinator, ENIA AI & Hospitality Commission*

"The challenge is not to adopt more AI, but to govern it well: strengthening decisions, reducing friction and preserving what makes hospitality profoundly human," said Buonsante.

"The central question is not how many systems a hotel can adopt, but where AI can improve decisions, remove friction and support people without weakening accountability or the human quality of service. The Commission will work to turn debate into research, methods, guidelines, use cases and learning opportunities that can be applied by the sector."

Hospitality as a Real-World Laboratory for AI

Hospitality offers one of the most revealing environments in which to study artificial intelligence. A hotel brings together marketing, distribution, reputation, revenue management, personalisation, information security, operational processes, workforce development and direct human relationships with guests.

AI can support the analysis of enquiries and reviews, information management, multilingual

communication, content development, process efficiency and selected decision-making activities. Its adoption also raises questions about data quality, privacy, reliability, transparency, accountability, cybersecurity and the preservation of guest trust.

The Commission will therefore consider AI not merely as a technology project, but as a managerial and organisational challenge. Its work will connect innovation, literacy, governance, risk and experience quality, encouraging dialogue among hotel operators, tourism organisations, researchers, professional associations, technology providers, public institutions and other stakeholders.

A particular focus will be placed on the difference between automation and augmentation. In a sector built on care, judgement, recognition and attention to detail, the objective is not to remove the human dimension, but to use technology to give people more time and better information with which to serve guests.



Gianni Buonsante presenting Ingenia Direct in Warsaw


At JW Marriott Venice, Gianni Buonsante presents his handbook, Come affrontare il 2026, dedicated to innovation, change and AI for Hotel General Managers.

About Gianni Buonsante

Gianni Buonsante is an entrepreneur, innovator and Founder & CEO of Ingenia Direct, with more than thirty years of experience across information technology, digital communication and business-process transformation.

His career has spanned the principal stages of digital development: from early computerisation and online communication to the rise of the web, digital reputation, integrated brand strategies and the current impact of artificial intelligence on organisational, commercial and relationship models.

He founded Ingenia Direct in 2000, developing a multidisciplinary approach that connects digital

strategy, communication, branding, technology, customer experience and innovation. His distinctive area of expertise is now the intersection of artificial intelligence, digital strategy and luxury hospitality, with particular attention to aligning technology, brand identity, operational processes and the human value of service.

Buonsante is an ISO/IEC 42001 Lead Auditor in artificial intelligence management systems and an ISO/IEC 27001 Lead Auditor in information security management systems. He is also an Innovation Manager certified to the UNI 11814 standard.



At Hotel Excelsior Venice Lido, Gianni Buonsante presents Ingenia Direct's holistic approach to luxury hospitality, connecting strategy, communication, AI and human experience.

His specialist education includes the "No-Code AI & Machine Learning: Building Data Science Solutions" programme at the Massachusetts Institute of Technology and the "Certificate Program in Agentic AI" at Johns Hopkins University.

In March 2026, he delivered the keynote "Innovation, Leadership & AI in Luxury Hospitality" at The Dorchester in London before an audience of more than 200 hospitality professionals from across Europe. He has also spoken at national and international conferences and workshops on AI, innovation, leadership, digital communication, service personalisation and luxury hospitality.

He is the author of the handbook "Come affrontare il 2026 – Innovazione, cambiamento e AI da Hotel General Manager", which explores how hotel leaders can approach artificial intelligence with strategic clarity, accountability and a strong service culture.

Objectives of the Commission

Through the AI & Hospitality Study and Research Commission, Fondazione ENIA aims to establish a multidisciplinary environment for applied research, experimentation, knowledge sharing and informed discussion.

The project may produce practical resources for hospitality and tourism organisations, support specialist education, analyse real-world use cases and contribute to responsible models for AI adoption that combine competitiveness, security, accountability and guest-centred service.

Its national and international networking activity will encourage collaboration among organisations and professionals with different backgrounds, helping to connect research,

technology, management practice and the operational realities of hospitality.

About Fondazione ENIA

Fondazione ENIA – Ente Nazionale per l'Intelligenza Artificiale ETS promotes research, education, public engagement and multidisciplinary dialogue on artificial intelligence, supporting its informed and responsible development in the service of economic growth, security, knowledge and social value.

About Ingenia Direct

Founded by Gianni Buonsante in 2000, Ingenia Direct operates across digital communication, strategy, branding, technology and innovation. The company helps businesses and organisations create coherent digital ecosystems by connecting content, processes, customer experience and artificial intelligence.

In hospitality and luxury, its approach centres on the integration of technology, identity, reputation and the quality of human experience.

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