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The Future Impact of Artificial Intelligence on the Hospitality Industry

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ARTIFICIAL INTELLIGENCE IN THE HOSPITALITY INDUSTRY

ABSTRACT

This study aims to investigate and assess the present and potential effects of artificial intelligence (AI) and machine learning on the world economy. The incorporation of AI in many businesses and its effects on those industries are both covered. The digital revolution has changed how we live our lives, and as a result, the hospitality sector has also been impacted.

INTRODUCTION

The emulation of human intellect in devices that have been designed to behave and think like humans. Machine learning is a subset of artificial intelligence that describes the idea that computer systems can automatically learn from and adapt to new data without human assistance.

HOTEL SECTOR USE

AI plays in the hospitality industry is the personalization of customer services. The firm may examine the past and present success of the given services and goods to potential, devoted, and new customers by incorporating artificial intelligence into the customer service portfolios. It may even forecast the customer's future behavior from the analysis based on the present analysis.

IMPACT INCLUDE'S

- Automation of hotel and restaurant operations
- Improved customer service using chatbots and other AI-powered technologies.
- Personalized experiences with big data.
- Increased efficiency and productivity.
- New business models enabled by AI.

IN-PERSON CUSTOMER SERVICE

Hotels are increasingly using artificial intelligence (AI) to perform tasks that may be performed by humans. The Hilton group's Connie AI robot, which was used as an illustration of this thus far, is one such case. It can book rooms, make reservations, check guests out, and resolve common issues.

- Messages and Chatbots.
- Machine Learning Tools for Business Intelligence.
- Augmented and virtual reality.

ROBOTICS

With chatbots that respond in real-time, Maruti Techlabs delivers an unmatched and automated customer service experience. The company's chatbots mirror the AI-powered home and office experiences in visitor rooms. Still, they outperform those experiences with various creative capabilities intended to lift the general visitor experience.

FOOD INDUSTRY

The production of food is starting to alter, thanks to cutting-edge AI technologies. One customer was able to evaluate the quality of avocados right away thanks to Aptean's food ERP system. The more steps of the food production process that can be automated, the lower the risk of contamination.

BIG DATA

Big data is defined as data that is too vast in volume to be handled using conventional data processing techniques. These data sets are most frequently connected to client behavior and interactions in the hotel management industry. Hotels that use big data will provide more pertinent and individualized guest experiences, improving conversion rates.

LABOUR

Awareness and professional abilities do not appear to be significantly correlated. AI knowledge promotes turnover intention and causes gloomy and cynical feelings, both of which are harmful to career capabilities. Organizations must help their staff members to keep them competent in their jobs. AI may have a detrimental impact on professional competence and a positive impact on job tiredness thanks to the mediation effect of organizational dedication. Reduced organizational dedication raises the risk of job burnout and lowers career capabilities. Employees who worry that AI could replace them in their positions are more likely to lose interest in the company.

Artificial Intelligence in Hospitality
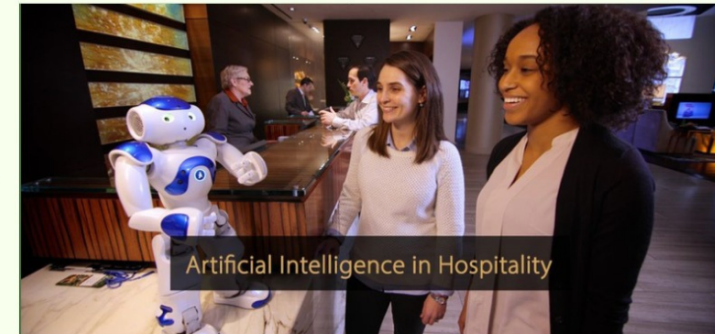
TECHNOLOGY

Stephen Hawking warns that AI could be the biggest event in the history of our civilization or the worst. People will lose their jobs as algorithms can execute tasks so precisely, putting human work at risk. India's hospitality and tourism industries are on the verge of a tech-driven revolution, with everything from marketing tools to robots in kitchens. Using artificial intelligence (AI) within the bounds of fundamental safety principles would be prudent.

RECOMMENDATIONS

- When there are multiple, repetitive decisions to be made, but AI is missing necessary context, AI should recommend, and humans should decide.
- AI can help hotels to become more efficient and to improve their operations.
- As AI technology advances, it is important to keep up with the latest developments in order to ensure that the hotel industry is using the best possible AI technology.
- Industry professionals should keep up with the latest research in the field of artificial intelligence and should be prepared to adopt AI technology in order to stay competitive.
- Consider the advantages of a robot managing manual work such as luggage collection, transportation of material, and delivery tasks.