



Contemporary Themes in the Hotel and Hospitality Sector (BMIH6001)

Conference Presentation

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ANTOINETTE MILNE

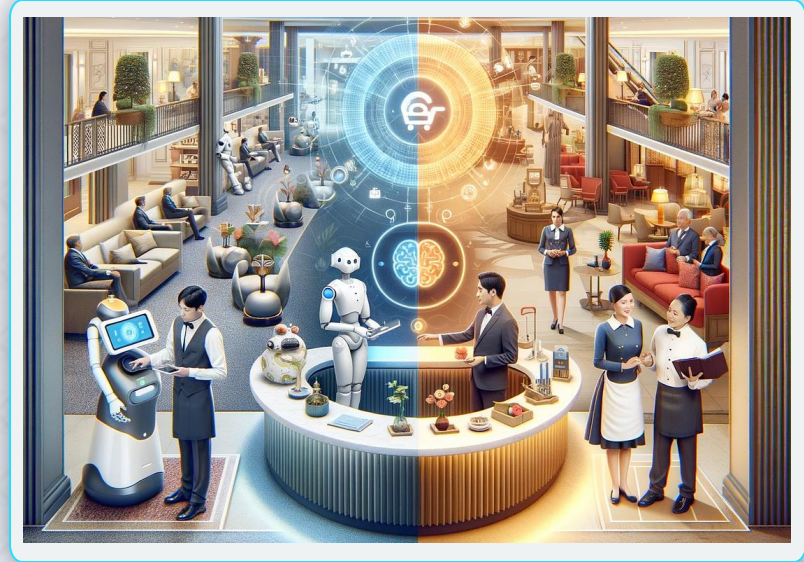


I acknowledge the use of Grammarly App on 05.06.2025 to check my work.
I confirm that I have not presented any AI generated text as my own work. I confirm I have copies of my drafts, notes, and other resources I used before, and after the use of AI tools which I may be asked to provide in evidence.

Context and Relevance

(Karagiannis, 2024)

- AI is now part of everyday hotel operations
- Key drivers: staffing shortages, guest expectations, cost pressures
- Not replacing people, but supporting them
- Relevance: impacts guest satisfaction, staff experience, and service quality



Balancing Innovation and Empathy

*Artificial Intelligence in the
Hospitality Sector*



(Lybra, 2024)

AI in Hospitality Operations



Typical uses: chatbots, check-in kiosks, voice assistants (Dutta, 2024; Buhalis and Moldavska, 2020)



Efficiency and personalisation benefits



Emotional labour and empathy are still required (Huang & Rust, 2018)



Staff reactions: mixed depending on training, support (Yin et al., 2024; Kong et al., 2023)



Guest trust varies, especially in high-contact services (Rauf et al., 2022; Tan et al., 2025)

Methodology

01

Based on secondary research and case analysis

02

Thematic focus: service delivery, staff roles, guest interaction

03

No primary data collection

04

Informed by recent academic literature and industry cases

05

Recognises limitations of evolving tech landscape

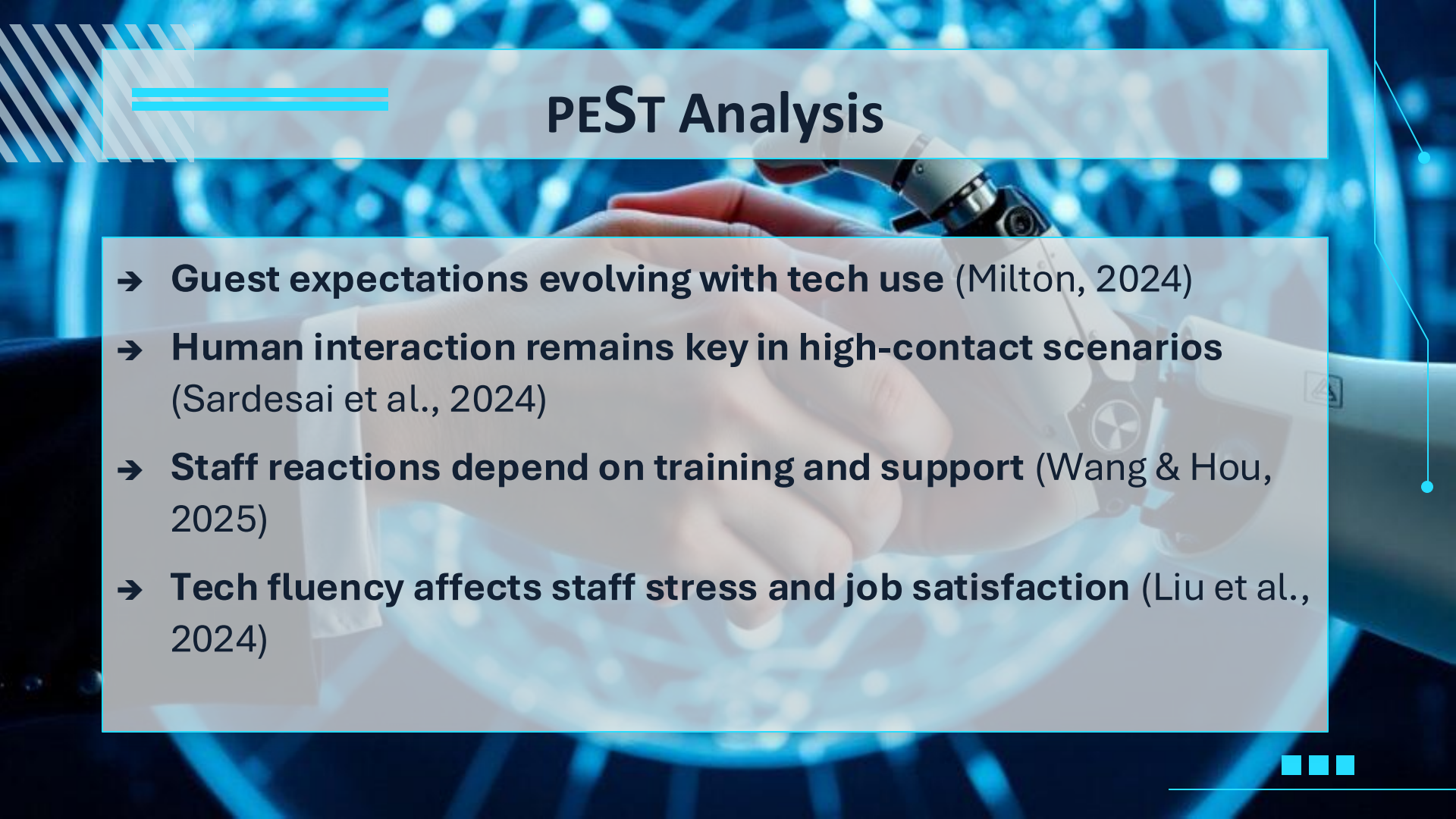
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Analysis

- **Political**: GDPR and data use obligations (Adrianto et al., 2025)
- **Labour concerns**: union resistance, job security (Zielinski, 2024)
- **Economic**: AI reduces long-term costs, improves efficiency
- **High initial investment** limits adoption by smaller hotels (Ng et al., 2024)
- **Automation targets entry-level roles**, raising equity issues

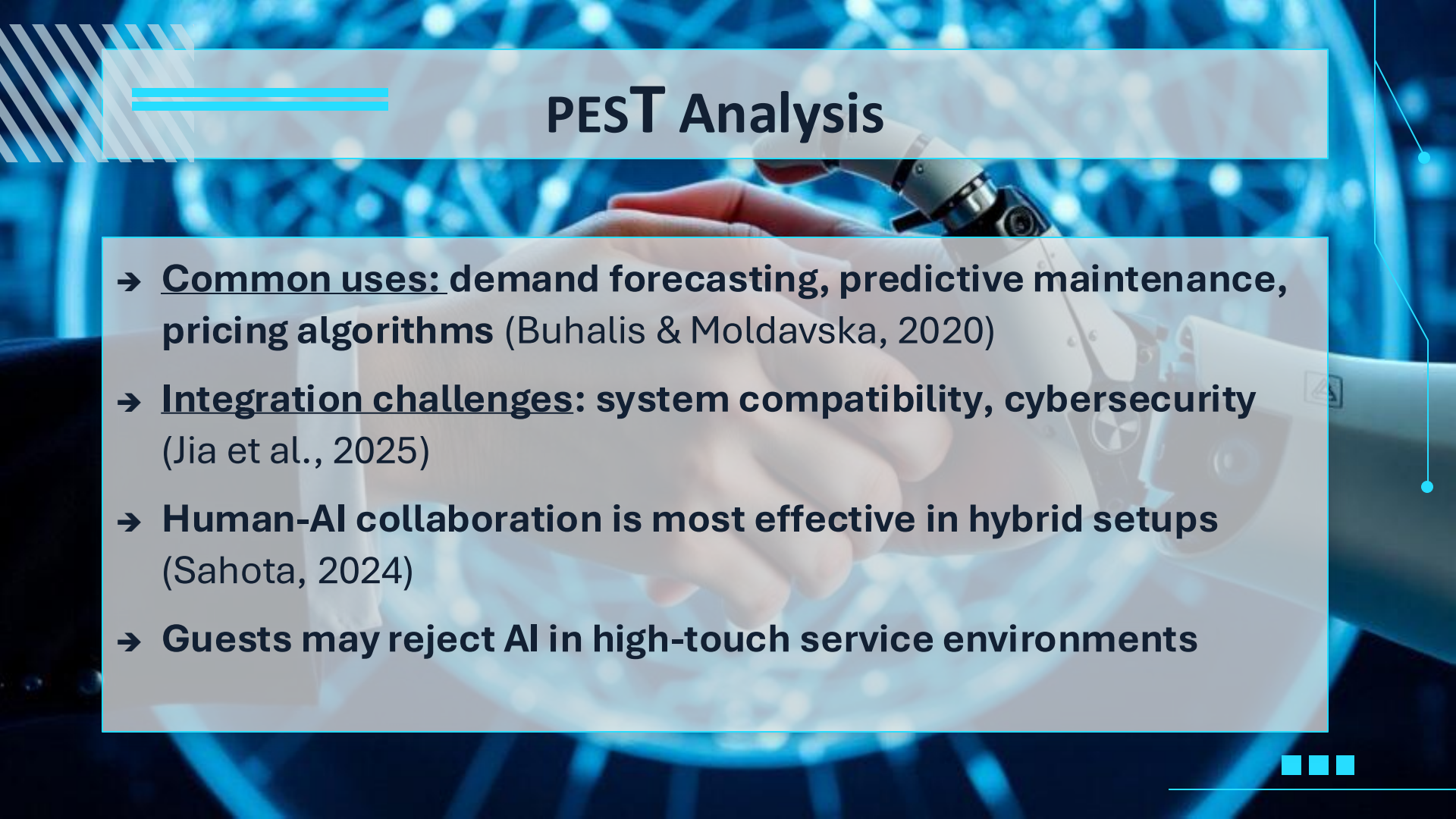


PEST Analysis

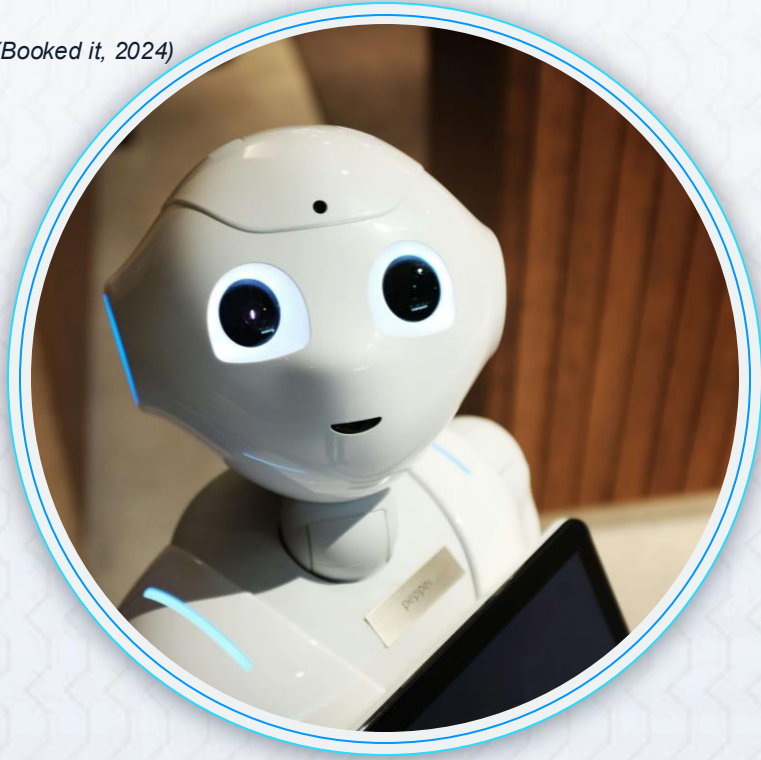
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- **Guest expectations evolving with tech use** (Milton, 2024)
 - **Human interaction remains key in high-contact scenarios** (Sardesai et al., 2024)
 - **Staff reactions depend on training and support** (Wang & Hou, 2025)
 - **Tech fluency affects staff stress and job satisfaction** (Liu et al., 2024)



PEST Analysis

- 
- **Common uses:** demand forecasting, predictive maintenance, pricing algorithms (Buhalis & Moldavska, 2020)
 - **Integration challenges:** system compatibility, cybersecurity (Jia et al., 2025)
 - **Human-AI collaboration is most effective in hybrid setups** (Sahota, 2024)
 - **Guests may reject AI in high-touch service environments**

(Booked it, 2024)



Critical Reflection

- AI improves operational speed and customisation.
- Concerns remain job displacement, training gaps, and cost barriers
- Human qualities like empathy and judgement remain essential
- AI works best when complementing, not replacing, staff



Conclusion

- AI supports speed and efficiency, but not full replacement
- Emotional service moments remain human-dependent
- Hybrid models offer the best balance
- Thoughtful implementation is key to success



Recommendations

- **Begin with low-risk tools** (Pan & Fu, 2024)
- **Invest in staff training** (Wang & Hou, 2025)
- **Use AI to support and not replace human staff** (Herrmann & Pfeiffer, 2023)
- **Collect ongoing feedback from staff and guests** (Buhalis & Moldavska, 2020)
- **Maintain brand identity in premium services** (Adrianto et al., 2025)

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