



Student name: Renáta Kapus

Student ID: 2226188

Programme: BA International Hotel Management

Department: Academic Discipline of Hospitality & Tourism Management

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Project Supervisor name: Kathryn E Flynn

Use of AI in Hospitality: Advantages and Disadvantages

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I confirm that I have not used any AI tools in the research and creation of this assignment. I confirm that I have not presented any AI-generated materials as my work. I confirm I have copies of my drafts, notes, and other resources I used, which I may be asked to provide as evidence.

Acknowledgement

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Abstract

This research paper has examined the usage of artificial intelligence (AI) in the hospitality industry in connection with the placement hotel, Leonardo Hotel, Croydon. The aim of this study is to investigate the advantages and disadvantages of AI usage in this field.

Natural language processing enhances customer service using AI chatbots and virtual assistants that effectively manage visitor questions, assist with reservations, and resolve issues through human-like interactions. Since labour shortages and rising costs are operators' main concerns, there is potential for automation of hospitality services, such as room service, client check-in, and requests, which reduces the time strain on personnel and staff expenses.

AI tools are transforming corporate management and service delivery, which will eventually have a big impact on the general customer experience in everything from upscale hotels to fast food restaurants.

Usage of artificial intelligence has negative and positive sides as well.

Machine learning and natural language processing, which examine customer data for preferences, provide personalised service and recommendations. Through timely and accurate responses, virtual assistants and AI chatbots improve customer satisfaction and loyalty by offering round-the-clock assistance and making personalised suggestions while learning from encounters.

AI technologies in the hotel sector are heavily influenced by customer evaluations and online data. The value proposition of AI, including ROI, its effect on human resources, and the necessary technology infrastructure, must be understood by hoteliers. However, as consumer behaviour evolves toward technology, changing

their demands for tailored experiences and close contacts, a dependence on AI during hotel stays may put interpersonal relationships and interactions between customers and service staff at risk.

Leonardo Hotels and Beekeeper developed the internal employee communication app, "Leapp," to give staff members of the company quick and simple access to information. Leonardo Hotels can quickly notify employees, encourage communication among them, and get direct feedback due to Leapp. During the COVID-19 pandemic, the app has shown more promise by bringing individuals together when they need to be apart. Unity and a sense of belonging are so strengthened when they matter.

By employing AI to manage pricing, staffing, and marketing, hotels may improve results while reducing the likelihood of human error and missed opportunities. Finance departments can utilise AI to boost efficiency in areas like investment analysis, such as evaluating potential hotel or real estate renovations, indicating a move toward more strategic use of human resources. Strategic planning for successful AI deployment in hotels includes overcoming acceptance hurdles, developing a phased rollout strategy, selecting the appropriate software solutions, and understanding industry-wide developments that impact the competitive stance.

AI offers real benefits to both guests and lodging establishments. It enables smooth operations, customised touches at scale, and 24-hour service. However, AI also carries significant risks. Loss of personal connection, job loss, privacy concerns, and setup challenges are all important factors to take into account.

All in all, AI usage is considerable for hotels, but it can make their operation easier, faster, and more effective if hotels use it properly.

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Chapter 1

1. Introduction

1.1 Definition of AI (Artificial Intelligence)

AI is the technology that makes it possible for computers to simulate human intelligence. To gain a better understanding of its surroundings, it analyses data, including visitor preferences and activity trends (Mercier, 2025). It can carry out activities, resolve issues, and engage in interactions that we generally identify with human thought processes due to the information, such as providing personalized recommendations, answering customer inquiries, and optimizing service delivery in various sectors. It is no longer a futuristic idea; for many people, it is already a part of daily life. AI is changing the way we live and is rapidly emerging as a useful tool in the hospitality industry as well, from voice assistants and smart home appliances to automated systems in automobiles (Mercier, 2025).

1.2. Background

Making a lasting impression is the aim of the hospitality industry. By putting in place a strong customer experience strategy, hospitality businesses may increase customer satisfaction and retention rates (Marshall, 2026). But with more options than ever, it is difficult to make an impact in a crowded market. That is where artificial intelligence (AI) comes in. For hotels, restaurants, travel and transportation companies, and any other businesses that host, serve, or entertain visitors, artificial intelligence improves the customer experience (Marshall, 2026).

This research project is based on Leonardo Hotel Croydon, which is situated in the centre of Croydon, South London, and is only 20 minutes from Central London by train (H-REZ, 2026).

HiJiffy's Guest Communications Hub has been successfully incorporated into Leonardo Hotel's 213 hotels (HiJiffy, 2026). Leonardo Hotels successfully addressed current issues and improved the pre-stay guest experience under the knowledgeable direction of HiJiffy's Customer Success team. In order to improve the guest experience, the first tasks were to lessen the strain of front-office workers while simultaneously increasing efficiency and service quality (HiJiffy, 2026).

Unquestionably, artificial intelligence (AI) is changing the hotel and tourist sector by providing strong tools to improve client satisfaction, expedite processes, and increase income (Jakins, 2025). AI provides creative solutions that meet the efficiency and convenience demands of contemporary travelers, from robotic concierge services to tailored trip suggestions. AI's advantages must be balanced against its drawbacks, though. It is important to give careful thought to legitimate worries about the loss of personal touch, job displacement, data privacy, and exorbitant implementation costs (Jakins, 2025). A balanced approach is necessary for the hotel and tourism sectors to utilise AI's capabilities properly. Businesses that use AI carefully and morally stand a good chance of prospering in a market that is becoming more and more digitally driven and competitive as the sector develops (Jakins, 2025).

1.3. Research Aim and Objectives

This research paper aims to investigate the use of artificial intelligence in hospitality, focusing on Leonardo Hotel Croydon, the placement hotel, as the primary case study.

This study's objective is to examine the advantages and disadvantages of using AI in hospitality based on the placement hotel, Leonardo. This research project has relied on secondary research to gather the necessary information.

Chapter 2

Literature Review

2.1. The beginning

Karagiannis (2024) mentioned that one of the main forces behind the modernisation of the hotel sector is artificial intelligence (AI). AI has raised the bar for individualised service and operational effectiveness in hotels, restaurants, and other hospitality enterprises with its capacity to handle enormous volumes of data, identify trends, and make choices. Machine learning, natural language processing, robotics, and data analysis are just a few of the technologies that fall under the umbrella of artificial intelligence (AI), which aims to mimic human intelligence and behaviour.

These solutions improve visitor experiences, streamline operations, and eventually increase profitability in the hospitality industry (Karagiannis, 2024).

With COVID-19, AI and robotics started to help hospitality businesses by reducing human interaction to stop the disease's transmission. COVID-19 altered how the hospitality industry operated. Numerous eateries and lodging facilities were having difficulty surviving. During the epidemic, these businesses' ability to endure the new standard became crucial. The global use of AI technology was made possible by COVID-19 (Malone, 2024).

2.2. The role of AI in the hospitality industry

Through the analysis of interaction patterns, machine learning supports individualised guest experiences, allowing properties to transition from reactive to

proactive service by providing customised options (Glion, 2025). Through AI chatbots and virtual assistants that efficiently handle visitor inquiries, help with reservations, and address problems with human-like interaction, natural language processing improves customer service. Predictive analytics makes use of market trends and past booking data to forecast demand, improve marketing tactics, and increase revenue opportunities through customised experiences and targeted promotions (Glion, 2025).

By enhancing hotel and tourist operations and management systems, artificial intelligence (AI) contributes intelligence to the hospitality sector, transforming it into an intelligent hotel and tourism sector (Ruel and Hjoku, 2021). Customers can access accurate and dependable information that allows them to personalise their requests, make reservations, and buy hotel and tourism products and services directly through technological platforms, which has also disrupted the traditional system and changed the models of tourism and hoteling (Ruel and Hjoku, 2021).

There is potential for automation of hospitality services, including room service, customer check-in, and requests, which lessens the time burden on employees and staff expenses, as operators' top worries are labour shortages and growing costs (Bastable and Clark, 2024). A number of low-cost hotel chains currently use automation. Their clientele, who seek convenience, tend to stay for shorter periods of time and may be content to forego the guest interaction that guests staying at a luxury chain would anticipate, but they can be satisfied while lowering staff overheads.

AI robots communicate with visitors, deliver rooms, and store luggage in some branches (Bastable and Clark, 2024). AI is different from typical chatbots in that it learns from past encounters, which makes the consumer experience more

personalised over time and produces new content instead of automatic responses. Nonetheless, hotel managers want to keep an eye on how visitors interact with the new virtual helpers (Bastable and Clark, 2024).

2.3. Opportunities of using AI

Customer service is greatly enhanced by AI in the hospitality and tourism industries, especially through customisation (Sharma, 2024). Customised services and recommendations are made possible by technologies such as machine learning and natural language processing, which examine consumer data to determine preferences. Virtual assistants and AI chatbots provide round-the-clock assistance, answering questions and offering tailored recommendations while continuously learning from exchanges. As a result of prompt, precise responses, client satisfaction and loyalty rise (Sharma, 2024).

Talukder and Das (2024) mentioned that through resource allocation, waste management, and the application of energy best practices, AI technologies support environmentally beneficial behaviours. This aligns with the tourist industry's increasing emphasis on environmentally friendly travel (Talukder and Das, 2024).

According to Salama (2024), the implementation of cutting-edge technology and sophisticated AI systems by the hospitality sector offers great chances to enhance marketing, customer service, customer experience, and retention. AI has been included in hotels' sophisticated sensing and all-inclusive service delivery systems, which include functions like illumination sensing and pre-arrival room temperature control. Cost reductions and resource preservation have been the outcomes of these deployments (Salama, 2024).

Correia (2021) has shown that modern examples of technology utilised in the hotel industry that are effective marketing tools for boosting customer loyalty, improving customer interactions, and improving the customer experience include mobile devices, virtual reality, and virtual assistants. Travelers these days typically adopt a "digital-first" strategy because to the proliferation and development of mobile phones (Correia, 2021). This implies that clients utilise their mobiles for all of the basic tasks included in the process, starting from the time they book the hotel and continuing until the day of check-out. Since individuals are already accustomed to using smartphones for everything with a single tap or click in their daily lives, smartphones are revolutionising the hospitality sector's ability to provide better services (Correia, 2021).

2.4. Disadvantages of using AI

The hospitality business may find it difficult to implement AI-based technologies for certain reasons, such as organisational estimates and budgetary constraints (Bisoi, Roy and Dr.Samal, 2020).

Online data and user reviews are common sources of input for AI technologies. However, phony reviews have the power to damage a company's reputation and influence commercial decisions, and bad or "poisoned" training data can cause AI to make biased or incorrect decisions (Winston, 2025).

According to Khlusevich, Schegg and Allesandro (2024), it is not only that many hoteliers, particularly those from older generations, are hesitant to use the technology. They are reluctant because they do not fully comprehend the concrete advantages of AI that are unique to the hotel sector. According to studies, the

difficulties presented by the digital transformation of tourism are similar to the necessity for a customised teaching strategy for hotels. The value proposition of AI, including its possible return on investment, its effects on human resources, and the necessary technology infrastructure, must be thoroughly understood by hoteliers (Khlusevich, Schegg and Alessandro, 2024).

In addition, during hotel stays, a reliance on AI technology may jeopardise the interpersonal relationships, interactions, and enthusiasm between customers and service staff. This is because consumers' behaviour gradually shifts as a result of using various technologies, changing their initial preferences for personalised experiences and close interactions. It is also possible that the link between customer pleasure and AI technology's automated services is changing (Cheng, 2024).

2.5. AI use in Leonardo Hotels

Leonardo Hotels' customer service experience has been completely changed by using HiJiffy's chatbot system. In the past, handling questions was difficult, which led to delays and unhappy visitors (HotelTechReport, 2026). However, since the chatbot was put into place, response times have greatly decreased because of how well it handles frequently asked questions and resolves complicated problems. This improvement has strengthened their brand recognition, increased guest happiness, and expedited their processes. For Leonardo Hotels, working with HiJiffy has undoubtedly been a significant advancement (HotelTechReport, 2026).

HiJiffy's Guest Communications Hub is a revolutionary tool that uses cutting-edge conversational AI to improve visitor experiences (Florek, 2024). Conversational AI manages more than 200 themes related to hospitality and provides round-the-clock

assistance through Facebook Messenger, WhatsApp, and website chat. Guests are guided through the booking process with ease. Through integration with current hotel systems, unified communication centralises all channels. The Loyalty program uses decision-tree logic to promote Leonardo Hotel's Advantage CLUB (Florek, 2024).

Chapter 3

Methods

This research project has used secondary qualitative research as a significant method, including available, official, up-to-date academic resources, reports, journals, articles, and websites in order to investigate, evaluate, and analyse the relevant information. The investigation connects to the placement hotel, Leonardo Hotel, Croydon, as a primary case study.

An effective way to obtain insights that primary data analysis cannot provide is through secondary qualitative data analysis. Numerous studies have used primary interview data; however, frequently these data only represent a small sample size or a restricted geographic pool. Additionally, it is challenging to integrate the various primary study findings in the literature since they frequently lack continuity or relationship (Cheon *et al.*, 2023).

Secondary data research has some limitations. The technique of gathering data is outside the researchers' control. As a result, researchers have fewer chances to fix any mistakes. A significant number of missing values for specific variables is a common problem with secondary datasets. It is possible that secondary datasets do not contain all the information that researchers are looking for (Sisira, 2022).

Nevertheless, there are some advantages of the secondary research method. Depending on the sources you utilise, obtaining secondary data may be quicker and less expensive. Some research topics and hypotheses can be tested with the aid of

secondary research. Analyse primary research data since it can reveal some broad patterns in a sector or product category (Relevant Insights, 2026).

This study has applied SWOT and PESTLE theories and frameworks to present the external and internal factors and identify the important forces behind organizational environment change.

The limitations of PESTLE analysis can be the assessment, measurement, and dimension; it does not use a quantitative approach to measurement. Although the majority of the PESTLE variables are qualitative in nature, the measurement is also qualitative in nature and cannot be broadly compiled. Using such an assessment does not assign the elements that make up the organisation's external environment to be analysed individually and logically (Ramsudeen, 2025).

The advantage of applying the PESTLE is to give organisations valuable insights into long-term trends and changes, as well as macroeconomic factors that may have an impact on their business environment and industry. Organisations could develop and formulate strong long-term approaches and strategies that anticipate future challenges and opportunities in the macro environment by obtaining thorough knowledge of how political, economical, social, technological, legal, and environmental factors evolve (Ramsudeen, 2025).

There are certain limitations on the SWOT analysis method. Listing the organisation's characteristics gives managers the starting point for conducting a more thorough strategic study. SWOT analysis, however, is unable to provide them with a competitive edge (Gürel and Tat, 2017).

The advantages of SWOT are that formal training or technical proficiency are not necessary for SWOT analysis. Instead, it can be carried out by anyone who has knowledge about the organisation in question and the industry in which it works

(Vadivel, 2022). Facilitating a brainstorming session where the four SWOT analysis components are examined is part of the process. Finding the benefits, drawbacks, opportunities, and risks that could affect a project, business, or organisation is done methodically (Vadivel, 2022).

It can be used to identify and evaluate a company's projects, goods, or even the opportunities, threats, weaknesses, and strengths of an individual. It could be used to assess a company's current situation or the feasibility of a new product or business venture. Businesses may identify the primary opportunities and risks in any given market by using SWOT analysis (Vadivel, 2022).

Chapter 4

Finding and discussion

This section has provided the project findings and results organised around the set project themes and objectives.

Findings

4.1. What is AI in hospitality?

AI is used by hospitality companies in a variety of settings that have two main goals: increasing profitability and enhancing client services. Hotel and lodging organisations are using AI-enhanced business intelligence analysis in their operational systems to help them make better judgments regarding basic procedures like pricing and cost control (Schwarz, 2025). Through staff augmentation and automation that expedites and customises services, AI is enhancing the visitor experience in the front of house. Furthermore, a lot of hospitality businesses are utilising AI to cut waste, which improves their bottom lines and helps them reach their sustainability goals (Schwarz, 2025).

In the hotel industry, artificial intelligence (AI) refers to technology that assists with task automation, data analysis, and service personalisation. Among these are machine learning tools for pricing and forecasting. Sentiment analysis and chatbots using natural language processing (Grenside, 2025).

Many operators are unclear about where to begin, despite increasing interest. The secret is to concentrate on results. AI functions best when it supports specific business objectives, such as decreasing food waste, increasing GP%, or improving visitor pleasure (Grenside, 2025).

4.2. Benefits of using AI in the hospitality industry

AI use by hotels usually results in quantifiable improvements in three areas: predicting accuracy, cost control, and revenue. Improved dynamic pricing and more direct booking conversations are the sources of revenue benefits. Before arrival, supplemental revenue is increased by AI-powered upsell algorithms (Hollander, 2026). Marketing ROI is increased with predictive segmentation. Repetitive work automation, improved energy efficiency, and labour scheduling optimisation all result in cost savings. Anticipating instead of reacting reduces operational variance. Enhancements to forecasting provide operators with more confidence when allocating capital, staffing, and inventories (Hollander, 2026).

According to Michalis (2025), 82% of hotels are experiencing high employee turnover and staffing challenges. However, there is still greater need than ever for a high-touch, customised service.

4.3. SWOT Analysis

Table 1.

Strengths	Weaknesses
can spot trends in visitor reviews and point out the hotel's strong points (Are Morch, 2024)	lack the capacity to communicate with clients in a customised manner (Qu, 2024)
Opportunities	Threats
The robots might be able to provide more individualised interactions in the future as technology advances. A distinctive selling proposition that sets it apart from rivals and might draw in more clients is the deployment of AI robots (Qu, 2024).	may keep an eye on what rivals are doing and warn the hotel of possible problems (Are Morch, 2024).

SWOT, which stands for Strengths, Weaknesses, Opportunities, and Threats, is a helpful method for identifying risks and understanding a company's features. Promoting a practical plan to implement AI in the travel and hospitality sector is essential due to the novelty and popularity of AI techniques in the current technological era (Linh, 2019). This SWOT analysis was developed based on the results of the findings and the ideas that were presented.

Similarly, using AI in the hotel sector presents enormous opportunities as well as risks for clients and businesses. The scarcity of open positions, the possibility that AI may take over the world, the security of consumer data, and the effects on the environment are all threats worth considering. The true potential of AI in the land, air, and water environments has been found by scientists. On the other hand, excessive energy production into the environment could result from the widespread usage of AI without any sustainable approach (Linh, 2019). Furthermore, according to Bill Gates, artificial intelligence is comparable to nuclear energy, which is both dangerous and hopeful. Nevertheless, in my opinion, how individuals utilise AI matters more than how risky or hopeful it is (Linh, 2019).

According to the SWOT analysis, it can be seen that there are more benefits of using AI in hospitality than disadvantages. However, AI usage requires continuous monitoring to work properly.

4.4. PESTLE Analysis

Table 2.

Political	Economical	Social	Technological	Legal	Environmental
Regulatory Environment	Budgetary and Cost Factors	Acceptance and Trust by Patients	Developments in Artificial Intelligence Technology	Laws pertaining to privacy and data protection	Sustainability
Finance and Investment	ROI (return on investment)	Effect on the Workforce (Božić ,2023).	Data Quality and Availability	Accountability and Liability (Božić ,2023).	Privacy and Data Security (Božić ,2023).
Standards for Interoperability (Božić ,2023).	Models of Reimbursement (Božić ,2023).		The Challenge of Integration (Božić ,2023).		

Gaining understanding of the external elements that could affect an organisation's operations, strategy, and decision-making is the aim of a PESTLE analysis. While adjusting to the ever-changing external environment, it assists in identifying opportunities to capitalise on and hazards to mitigate. Each hotel's unique context and circumstances, as well as the location or nation in which it operates, can affect the subjective PESTLE analysis (Božić, 2023).

This analysis, is on table 2, shows the PESTLE analysis of using AI in hospitality.

1. Political Factors: Regulatory Environment: Hotels' adoption and usage of AI may be impacted by laws and policies pertaining to data protection, security, and ethical AI use (Božić, 2023). Funding and Investment: The availability of financial resources for hotels to implement AI solutions can be influenced by government funding programs and policies that encourage research and development. There has been a significant development in AI technologies. Interoperability Standards: The integration and sharing of AI-driven technologies across various hotel industry contexts may be impacted by laws or programs that support the interoperability of hotel information systems (Božić, 2023).
2. Economic: Cost & Budgetary Considerations: Adoption rates may be impacted by the financial ramifications of deploying AI technologies in hotels, including initial investment costs, continuing maintenance costs, and training (Božić, 2023). Return on Investment (ROI): In order to estimate the ROI and economic viability of AI projects, hotels must evaluate the possible cost savings and efficiency improvements. (Božić, 2023).

3. **Social: Guest Acceptance and Trust:** The effectiveness and implementation of AI in hotels may be impacted by public attitudes, perceptions, and acceptance of AI technology in the hotel industry, including worries about security, privacy, and the human element in hospitality. **Workforce Impact:** Hotel workers may experience job displacement or changes in their duties as a result of the adoption of AI technologies, necessitating steps to reskill or upskill the workforce to accommodate AI integration (Božić, 2023).
4. **Technological: Technological Developments in AI:** More complex and precise AI-driven applications in hotels may be made possible by the development of sophisticated AI algorithms, machine learning strategies, and natural language processing skills (Božić, 2023). **Availability and quality of data:** AI algorithm training and dependable results depend on the availability of extensive and high-quality data (Božić, 2023).
5. **Environmental: Sustainability:** Hotels must follow sustainable practices while implementing AI and take into account the environmental effects of AI technology, such as energy consumption or the development of e-waste. (Božić, 2023).
6. **Legal: Laws pertaining to data protection and privacy:** Hotels are required to abide by laws and rules pertaining to the gathering, storing, and usage of guest data in AI applications. **Liability and Accountability:** These two topics need to be covered by the legal system in certain instances (Božić, 2023).

4.5. Drawbacks of using AI in hospitality

The loss of human interaction is one of AI's main problems. Automated customer service systems and self-checkout kiosks are examples of impersonal interactions that might have a detrimental impact on consumer satisfaction (Stampede, 2026).

People desire interpersonal connections. They want a real person to personally address their problems and validate their worries, particularly in customer service. Even so, AI's models continue to advance tremendously, becoming increasingly humanlike. It improves the visitor experience and boosts brand loyalty by fostering deeper ties (Swanson, 2026).

Artificial intelligence will never be able to completely replace human judgement and intuition, which might sometimes result in mistakes and inaccuracies in services. Without a question, human interaction is essential to establishing a cozy and friendly atmosphere. Customers feel appreciated when they have a sincere relationship with employees, and those relationships are what keep them returning time and time again (Stampede, 2026).

Large volumes of visitor data are gathered by AI systems, raising privacy issues. Hotels must make sure their visitors' data is sufficiently protected. Some hotel sector positions may become obsolete or suffer significant change as a result of AI-powered job automation. Many of a hotel's operations could be severely compromised in the case of a server failure or internet issues (Niedermaier, 2023).

AI systems can occasionally encounter technical issues, just like any other technology. Visitors may have unpleasant experiences as a result, which could harm the company's reputation (Quinan, 2023).

Furthermore, inaccurate data can occasionally teach these computers incorrect knowledge. Even if the internet is incredibly powerful, consider how much false information there is. Now, keep in mind that this is where AI systems learn. Although it does not happen frequently, it can be a devastating blow to your company when it does (Quinan, 2023).

Discussion

In this section, the research findings have been interpreted and analysed, addressing the research objectives, exploring implications, acknowledging limitations, and highlighting the valuable areas critical to Leonardo Hotel, Croydon's operation.

Chatbots driven by AI are revolutionising the way hotels interact with their visitors. By adding a chatbot to the website, the hotel has an additional way to interact with current and prospective visitors. Both hoteliers and visitors are increasingly using chatbots. Visitors are becoming more at ease utilising them to look for information and get answers to questions. These five ways chatbots boost direct reservations are worth considering for hotels interested in this new technology (Leonardo, 2024).

4.6. AI usage in Leonardo Hotel

According to Duve (2026), with more than 255 properties spread across more than 117 locations, Leonardo Hotels started incorporating Duve into its Central European

hotels. In order to progressively integrate technology to enhance the visitor experience, the first deployment used Duve for online check-ins (Duve, 2026).

To meet Leonardo Hotels' operational and legal requirements, Duve offered a full suite of services, including digital check-in, a guest app, and improved communication capabilities (Duve, 2026). Crucial features were a smooth connection with current property management systems and adherence to local e-signature regulations.

The implementation of Duve by Leonardo Hotels revolutionised their hospitality management strategy throughout their European portfolio (Duve, 2026). By simplifying processes, the technology not only improved guest happiness but also offered the flexibility required to adjust to regional laws and customs. Leonardo Hotels demonstrated the scalability of the technology by implementing Duve in two to three new hotels every week (Duve, 2026). Duve's adaptable platform made it possible to make small adjustments and improvements in response to particular hotel requirements and visitor input. This case study, which demonstrates a well-defined rollout strategy and notable increases in operational effectiveness and guest engagement, attests to Duve's influence on major hotel chains (Duve, 2026).

4.7. Findings

The study's overall findings indicate that AI has a great deal of potential to change the hospitality sector in several ways, including revenue management, hotel operations, and customer experience (Kadagidze and Ugrelidze, 2023). Even though AI has many advantages, industrial adoption will not be successful unless issues, including implementation costs, technical know-how, and privacy concerns, are

resolved. According to the findings, AI is beneficial in all three categories (Kadagidze and Ugrelidze, 2023). AI has the potential to improve operational effectiveness, cost reduction, and service quality. Additionally, it can enhance the visitor experience by offering tailored promos and recommendations, which will boost customer happiness, loyalty, and repeat business. Through dynamic pricing, demand forecasting, and inventory allocation, AI may also improve revenue management, resulting in higher occupancy rates, profits, and revenue (Kadagidze and Ugrelidze, 2023).

AI is the ability of a computer system to use flexible adaptability to comprehend external data in order to accomplish particular tasks and goals. Thus, artificial intelligence (AI) is capable of learning, analysing, and understanding data in order to perform tasks and solve issues. The algorithms found in many software programs, including chatbots, financial platforms, search engines (like Google), and social media networks (like Facebook), are the most well-known instances of artificial intelligence (Touni and Magdy, 2020).

4.8. Acknowledging the limitations of AI

It is a crucial first step in maintaining scientific integrity to admit limits (AI Impact SK, 2026).

AI limitations and capabilities should be openly disclosed so that consumers are aware of what the AI is and is not capable of. This recipe encourages open discussion on the limits of knowledge, possible mistakes, and areas that require human skill (Craft Framework, 2026).

When it comes to employing AI, data privacy is the biggest problem any organisation faces. The agreements and releases guests sign, permitting hospitality providers to use their personal information for commercial reasons, must be comprehensive and legally sound (Versfeld, 2024). Additionally, the rules governing how private and public organisations may handle and communicate private data vary by legal jurisdiction. In one jurisdiction, a hospitality operator might be compliant, but in another, they might not be (Versfeld, 2024).

Intellectual property (IP) may not be the top issue for hospitality operators when utilising AI tools, but it is important to stay up-to-date on the consequences of IP (Versfeld, 2024). For instance, if an employee utilises an AI tool to create a marketing campaign, issues may be raised right away regarding the idea's source, the framework utilised to carry it out, and whether or not it actually belongs to a third party and whether or not its use constitutes intellectual property infringement or damages. It is essential to update intellectual property regulations to address the use of AI (Versfeld, 2024).

Moreover, even with its benefits, artificial intelligence has drawbacks. Errors can still occur in machine learning models and complex algorithms. Furthermore, using AI can entail a large financial commitment; it is critical for hotels to successfully balance costs and advantages.

AI is already a crucial component of the hotel sector, improving visitor experiences and increasing operational efficiency. AI's use in the hospitality industry is anticipated to increase much more as it develops (CIHMS, 2022).

One of the main barriers to AI's wider adoption in the hospitality sector is the possibility that it will not realise its full potential due to the extremely high

implementation costs (Sirivadhanawaravachara, 2025). Ongoing maintenance costs continue to be a significant concern, in addition to the substantial initial expenditure required to deploy AI-driven initiatives. Senior-level individuals with extensive training and expertise are necessary for the successful deployment of AI in order to oversee such intricate initiative controls and offer insightful opinions on strategic decision-making procedures. The ability and skill of the top staff members tasked with overseeing these systems and technologies are, therefore, crucial to the successful application of AI in the hotel industry (Sirivadhanawaravachara, 2025).

Value, risk, and usage barriers are the three main categories of obstacles to AI adoption in the hospitality industry. Users may consider a new technology to be of lower value than alternatives that are already available if they believe that the costs of implementing it outweigh any possible advantages (Cozzio, Arteaga and Maurer, 2025). As a result, value barriers could appear, which would make people reluctant to embrace the new technology or prevent its acceptance. Because they may have a detrimental effect on consumers' opinions of a new good or service, high implementation costs and worries about return on investment are seen as value barriers (Cozzio, Arteaga and Maurer, 2025).

The degree of uncertainty and related hazards present in novel products, processes, services, or technologies that are influenced by user perceptions or experiences are revealed by earlier research as a risk barrier. Concerns about privacy and security fall under the category of risk barriers, which center on ambiguities surrounding regulation compliance, such as the General Data Protection Regulation (GDPR), in order to preserve consumer confidence (Cozzio, Arteaga and Maurer, 2025).

4.9. Valuable areas critical to Leonardo Hotel operation

Leonardo Hotels Central Europe introduced an employee communication and collaboration tool in November 2015, and it is turning out to be the best way to connect staff members now and help them in the future (Rohn-Maas, 2021).

The internal employee communication app, “Leapp,” was created by Leonardo Hotels in collaboration with Beekeeper to provide employees of the company, which operates 200 hotels across 18 countries, with quick and simple access to information (Rohn-Maas, 2021). Newsletters cannot provide this degree of communication in a hotel setting where not all staff members have access to computers. As a result, the smartphone app was a fantastic answer. For this technology deployment, Leonardo Hotels was awarded the 2016 European Excellence Award in Human Resources in the “Employee Engagement” category (Rohn-Maas, 2021).

Thadani (2021) has mentioned that Leapp is introducing a new e-Learning program that will augment leadership training by covering a wide range of hotel industry themes. Additionally, an onboarding program will be used to greet returning staff members (Thadani, 2021).

The data demonstrates how crucial the application became during the pandemic: The app’s usage rose by almost 50% during COVID-19. Before the epidemic, about 1000 employees used the app each month; today, that figure stands at 1500. With an average of 500 daily active users, there are now 750 (Thadani, 2021).

(Thadani, 2021).

Despite difficult market conditions, Leonardo Hotels, a part of the Fattal Hotel Group, used cutting-edge technological solutions to grow its MICE (Meetings, Incentives, Conferences, and Exhibitions) business (Cvent, 2026). Leonardo Hotels improved

their visibility among event planners and expedited the inquiry and booking process by utilising Cvent's Venue Directory (Cvent, 2026). They also used Instant Book to speed up online reservations for smaller events and Cvent Event Diagramming to provide precise and expert images. Leonardo Hotels was able to focus on converting larger bookings, managing leads more effectively, and boosting response rates due to these technologies (Cvent, 2026).

4.10. The Imperative of Leadership

Adoption of technology is no longer the focus of AI in the hotel industry. It has to do with strategic development (Morch, 2025). In an era of automation, leaders who comprehend these changes will do more than simply implement technologies; they will retrain people, restructure procedures, and rethink what "guest experience" actually means (Morch, 2025). The hotels with the most artificial intelligence will not be the victors in 2026. They will be the ones who strike a balance between efficiency and creativity, data and empathy, and accuracy and individuality. The fundamental fact of hospitality is that, even in an AI-first society, it is about humans building a sense of belonging rather than computers servicing visitors (Morch, 2025).

Chapter 5

Conclusion and Recommendations

5.1. Conclusion

In conclusion, it can be claimed that AI usage also has a positive and negative side. This section of the research contains the key findings and essential points connected to the topic of AI usage in hospitality.

Analysing the findings, it is more beneficial for the hotel industry to apply artificial intelligence for various reasons.

Over the past ten years, artificial intelligence (AI) has drastically changed the hotel sector. AI tools are changing how services are provided and how businesses are managed, which will ultimately have a significant impact on the overall consumer experience in everything from fast food restaurants to luxury hotels (Sone, 2026).

The COVID-19 pandemic has shown how much tourism depends on technology. Institutional innovation is necessary to develop tactics that are both adaptable and resilient. Travel, hospitality, and leisure (THL) are being impacted by smart technologies, like artificial intelligence (AI) and robotics, which present new business models and chances for value co-creation (Koo *et al.*, 2021).

Around the world, hotels are already utilising artificial intelligence in both front-of-house and back-end operations. Revenue management is one such back-office application where AI forecasts demand and simplifies pricing methods using algorithms. AI chatbots, contactless check-in, and reservations are examples of front-of-house applications of AI (Statista Research Department, 2025).

The workforce and employment prospects in the hotel sector are impacted by AI technology in both positive and negative ways. Modern technology and a high degree of AI-based systems are being used by the hospitality sector, offering travel firms a fantastic chance to enhance marketing, customer service, customer experience, and retention. Marketers may utilise AI to match client expectations, process enormous volumes of data, and make personalised sales (Limna, 2022).

The primary advantages of AI are cost reduction, client preferences, operational efficiency, and content development. These advantages are assessed based on observations or personal experiences (BAŞER, 2025).

The primary challenges faced by luxury hotel companies when considering the integration of AI-enabled technologies into their business operations were privacy concerns, resistance from guests, difficulties in developing a data infrastructure that permits the implementation of AI technology, and organisational ignorance of AI technology (Snäll, 2023).

Traditional face-to-face communication in the tourism and hospitality industries is gradually giving way to communication between people and machines, and eventually between people and robots. AI is anticipated to be crucial in automating and simplifying many processes, which will lessen the strain for workers in the sector. In spite of this, human experts' knowledge and supervision are still crucial (COŞELEVA and CEAIKOVSKII, 2024).

As a conclusion, AI has genuine advantages for both visitors and hotels. It makes it feasible for seamless operations, personal touches at scale, and round-the-clock service. However, AI also poses serious threats. Loss of human connection, job losses, privacy issues, and setup difficulties all warrant careful consideration.

AI-savvy hotels keep one thing in mind: technology should enhance hospitality, not take its place. (Rawat, 2026). As a result, a common worry with technological breakthroughs is the fear of losing one's job owing to artificial intelligence (AI). Employment difficulties were also a major concern. Policies addressing workforce transition, retraining initiatives, and financial steps to lessen the burden on displaced workers are among the repercussions (Sousa, Cardoso and Dias, 2024).

Analysing the whole hotel industry and Leonardo Hotel, it can be claimed that their customer service has been entirely transformed because of using HiJiffy's system. This is a chatbot system operated by AI. Fast response to customer requests and questions, via emails, was a very complicated task for the hotel; since introducing AI usage, this problem has been solved successfully. It can make the work of the hotel staff much easier and faster; that is why competence is increasing. As a result, the guests are satisfied and happy.

HiJiffy's Guest Communication Hub is used by Leonardo Hotel to provide a better guest experience. Its role is to manage the conversations via social platforms like Facebook and so on. It is useful in reservations as well.

Moreover, Leonardo Hotel has been promoted by Leonardo Hotel's Loyalty Program by applying decision-tree logic.

Nevertheless, it is important to remember the limitations of AI usage in hospitality. First of all, artificial intelligence cannot replace human contact; it can also make mistakes. This is a problem because people need and miss human connection. On the other hand, data privacy is also a huge issue; guests' permission is necessary to use their personal information, especially for marketing purposes.

Besides, intellectual property (IP) may be a problem for the hotels if an AI tool is used for marketing purposes and it is connected to a third party, which may lead to intellectual property infringement.

Furthermore, hotels have to face very high operational costs, which can endanger the hotel's operation if these charges are too

5.2. Recommendation and Practical Strategies

Future studies should look more closely at how practical measures are managed and how similar technological solutions might be used to lessen difficulties in medium-sized hotels like the Leonardo Hotel, Croydon.

Hotels may achieve better outcomes while lowering the possibility of human mistakes and lost opportunities by using AI to handle pricing, personnel, and marketing. According to Planday's research, luxury hotels are leading the way in the adoption of AI, with nearly 70% of respondents anticipating that AI will have a major impact on the sector in the upcoming year. 67% of these hotels allocate more than 10% of their budget to AI tools, indicating a significant investment in AI (Floris, 2025). AI can be used by finance departments to increase productivity in areas like investment analysis, such as assessing prospective real estate or hotel improvements, suggesting a shift toward more strategic use of human resources (Chemmanur, 2024). AI can improve asset management and operational costs by optimising scheduling and resource allocation.

For example, an AI-powered hospitality operations platform is used by a North American hospitality brand to optimise personnel levels and job distribution for its

properties, thereby increasing operational effectiveness, lowering labour costs, and boosting visitor happiness (Chemmanur, 2024).

Overcoming acceptance barriers, creating a phased rollout strategy, choosing the best software solutions, and comprehending industry-wide developments that affect the competitive positioning are all important areas of strategic planning for successful AI implementation in hotels (Elphick, 2025).

The following suggestions help hotels stay discoverable:

Digital material that is machine-readable and provides consistent answers to traveler queries on all devices; distribution preparedness for AI-driven settings, where new revenue and placement models are increasingly linked to suggestions' prominence and relevance; and more dynamic revenue management that constantly modifies channel distribution and pricing in response to changes in demand (Hanson, 2026).

Adoption of AI is essential to establishing long-term commercial success and unlocking exceptional guest experiences, going beyond technology innovation. In an industry characterised by constantly changing visitor expectations, hotels may change service delivery, cultivate guest loyalty, and achieve sustained success by carefully integrating AI into operations (Gibson, 2025).

Starting small is the best approach for new hotels. In one or two areas where the property is most stressed, such as maintenance, pricing, or visitor communication, implement AI solutions that offer instant advantages and measurable results. Establishing specific objectives and progressively implementing them cultivates internal confidence, ultimately leading to improved results (Neves, 2025).

It is critical to comprehend what AI needs in order to be successful, including AI systems that depend on clean, organised data to function properly; executive

sponsorship to direct staff adoption and uphold vision; well-defined processes and quantifiable goals that allow AI to function consistently; and strong AI governance to guarantee ethical, scalable, and safe operations (Heinig, 2025).

By optimising energy use, AI also significantly contributes to hotel sustainability. By adjusting lighting and climate control according to hotel occupancy, smart systems can lower expenses and lessen their negative effects on the environment (Triquell, 2025).

Using motion sensors and AI-based energy management systems is an excellent idea (Triquell, 2025).

Improving guest satisfaction requires personalisation. From the time of reservation, AI may customise the visitor experience. AI can provide individualised lodging selections, unique amenities, and tailored welcome messages by examining historical behaviour and preferences. AI-powered systems can recommend services, dining options, and activities that fit the visitor's interests while they are there (Johansson, 2024).

AI gives weight to user-generated material such as YouTube reviews and travel blogs. The brand is validated by these third-party mentions, which also provide AI technologies with additional vocabulary to link to the property (Cook, 2025). AI systems' descriptions of the hotel may be influenced by mentions on Reddit and Tripadvisor. Make sure the information is correct if the brand is mentioned, or think about entering the discussion. Similar to reviews, tourists prefer peer recommendations over marketing material, and authenticity is important (Cook, 2025).

Furthermore, another practical strategy is to determine the brand voice of AI response models to ensure that AI communications align with the brand's values

(Verkalets, 2026). Feedback loops are created to make it easier for employees to report AI limitations so that the models can be improved regularly, which in turn enhances the the authenticity and reliability of AI communications in alignment with the brand's values. It is an investment in continuing education for staff members so they may advance to high-value interactions that can foster customer loyalty (Verkalets, 2026).

Continuous measurement and optimisation are key to the success of AI in the hospitality industry. Compared to hotels that implement technology and then forget about it, those that actively monitor performance, analyse data, and modify their tactics fare better (Risalat Consultant, 2026).

Room rates are automatically modified by smart pricing management according to competition, demand, and season. This tool makes recommendations for the best prices to maximise occupancy and revenue by analysing market behaviour in real time. The hotel now uses a more accurate and profitable data-driven revenue management method instead of human checks and intuition (Ramiro, 2025).

AI can expedite guest interactions, from responding to FAQs to managing communications pertaining to reservations. To help the model learn how to answer consistently, hotels can upload FAQs, paste web copy, or even feed in previous correspondence. Faster responses, improved service, and more satisfied customers are the outcomes (Brown, 2025).

By utilising AI, hotels are outperforming their rivals and changing the hotel marketing environment. AI in digital marketing presents previously unheard-of possibilities for efficiency, strategic decision-making, and personalisation. Adopting AI is essential for CMOs and marketing directors to stay ahead in a cutthroat industry. AI is driving the hotel marketing of the future (Hammond, 2024).

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