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Ai Acknowledgement

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 own work. I confirm I have copies of my notes and other materials I used, which I may be asked to provide in evidence.

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Introduction

For my report, I have selected the option of doing WestJet Airlines Operating Out of Cardiff Airport. “WestJet is a leading Canadian airline providing critical infrastructure to Canadians through scheduled service to over 100 destinations” (Onex, 2019). Brining WestJet into Cardiff airport brings an increase of passengers and also revenue for the airport. Stated from Cardiff Airport itself, they mentioned that “The addition reinforces Cardiff airport ambitions for continued development and enhances global links for Wales” (Cardiff Airport, 2025). However, to add to this statement, I believe from personal experience myself that it’s easier to travel to local airports rather than creating more of a distance to larger airports like Heathrow/Gatwick.

Artificial Intelligence also known as AI, is increasing massively in the sector of hospitality, tourism and travel by enhancing what day-to-day tasks operates with things like, different customer experiences and major revenue since it looks like it will be going to plan. “The new Cardiff-Toronto route makes travel to north America easier, perfect for family visits, business trips and bucket-list adventures” (Cardiff Airport, 2023). Using AI in Cardiff airport has changed over the recent years with introducing the next-generation of VEOVO “provide role-based information, alerts and recommendations, making it easier for staff to prioritise activities and proactively respond to peak-demand periods” (Veovo, 2023). This will give off an easier strategy for the business to have more of a flow when peak times start to rise.

Since WestJet has been around for some time now, it has already had the chance the chance to introduce AI into their systems. This report will go onto examining the use of AI in many places within the airport like CRM (customer relationship management, job recruitments, guest serving training and hospitality operations. This will show us how AI is becoming more demanding in the world and how it is changing our life

Main Body

AI in Recruitment

Getting a job in the beginning can be tough, let alone recruiting for an airline that's coming into a small airport. Job roles like check-in staff, baggage handles, customer services, cabin crew, pilots, lounge staff, control centre and many other different careers to choose from, just be able to make the airline operate as a whole.

AI over the years have helped the company producing a quicker and more efficient way of spotting up to date candidates for different roles. Recent studies show that AI is being seen as a tool that is enhancing their effectiveness rather than replacing it, by doing simple tasks of CV scanning, keyword matching and scheduling, allowing HR to be more efficient with relationship and cultural fit to the team (MHC, 2025). Brining in Cv screen can come with many benefits in a fast-working industry, benefits like:

- "Reduces time to decision by over 50%
- Help identify and filter out ai-generated resumes
- Integrates skill verification directly into screening (Feenyx, 2026)

This would be beneficial for WestJet bringing in many applicants for Cardiff Airport, which is facing numerous amounts of recruitment for the opening of their airline in Cardiff.

Another option would be brining in AI chatbots onto their recruitment page, this can bring in many positive aspects for WestJet, examples like:

- Expedite your hiring process
- Encourage a better candidate experience
- Improve the quality of your hires (indeed Employer, 2026)

Introducing this at Cardiff Airport would bring a positive experience for WestJet, since they get a major volume of recruitments in everyday. Having Chatbots to help fasten the pace and guide them into the first few stages of

the hiring process would not only reduce the pressure for the HR teams but also have a more positive experience for the applicant. This would therefore support WestJet efficiency as it expands into a new area.

Personally, bringing this system of the recruitment stage would enhance the speed and process of things in the beginning, however, after AI has done the simplest stages at the beginning, I believe that the interviewing stage and final decision making comes down to the managers of WestJet, for many different reasons, such as:

- "Recruitment is about people, not just CV's
- You can't automate emotional intelligence
- Context matters and AI doesn't truly understand context
- Humans are essential for ethics and fairness" (No Author, 2026)

Overall, I do believe AI should come into existence to a certain extent for the beginning of the recruitment stage and then leave the rest for the HR team to deal with. AI would improve the speed, efficiency and steadiness for the processing.

Ai Guest Service training

Training is one of the main priorities in the aviation sector. "It's about building resilience, optimising safety, and preparing for a future shaped by technology and sustainability" (Kubrick, 2025) but adding onto that it is also of a way in how you deal with different scenarios like, complaints, delays, and disruptions.

One way in which Ai comes into use for training is a system called Body-swaps, which is an immersive experience where you would be able to have the chance to experience real life scenarios and human interactions through a screen."It helps learners practise, receive feedback and improve real world human interactions in a safe, scalable and evidence-informed way."
(Bodyswaps, 2026)

There are many different scenarios in which Bodyswaps can help WestJet practice their training, to have a better understanding of what real life scenarios you could get yourself into for example:

- Dealing with different complaints
- Managing delays and cancellations
- Emergency situations inside the terminal
- Customs and immigrations issues
- Overbooking on flights
- Special assistance needs

Different scenarios like that can boost your training on Bodyswaps. According to the Harvard Business Corporate Learning, they mention that “Experiential learning is a critical element of truly learning and mastering a new skill.” (No Author, 2021). WestJet introducing this during their training can boost their confidence in a “real life” VR environment but not only that it gives every member the same training experience to boost their communication and problem-solving skills.

Hospitality operations with AI

As we introduce WestJet coming to Cardiff airport, the AI systems is a big opportunity for them to introduce the positive ways in which it can help the industry.

Self- service check in- “Airlines and airports stand to benefit from increased efficiency, reduced operational cost as and improved customer satisfaction” (Objective, 2026). AI generated kiosks can reduce the waiting times and make it more of a smoother process, making it more efficient for Cardiff airport

Baggage tracking and handling- “baggage 260 is an advanced baggage tool that analyzes baggage data from multiple sources and forecasts baggage flows base on AI algorithms” (Tech Insights, 2024). This being beneficial for WestJet will show a positive impact for their future in a new industry.

Travel disruption- “They gather weather forecasts and information about delays to inform about disruptions in advance, and automatically suggest alternative solutions” (Ginimachine, 2022). This gives the chance for AI to notify the customers in advance of the issues they come across.

AI in Customer Relationship Management (CRM)

“CRM is a set of integrated technologies used to document, track and manage an organisation relationship and interactions with existing and potential customers” (Finn, 2021). Using CRM in the airlines is important to them because having continuous loyalty with the customers will create a long-lasting relationship with them, not only that CRM comes with benefits like:

- “Faster query resolution
- Real-time plates
- Reduce manual workload through automation
- Seamless multi-channel support intergration” (Singh, 2025)

Having AI to help out can help look into past bookings, what routes they have been going to most and what they enjoy most out of their trips, so that AI can use this information to create an ideal customer profile. By sending notifications to the customer could increase the chance of them going on a holiday with WestJet, notifications like:

- Target the most well-known places they travel
- Shout out offers via email, SMS and notifications
- Rewarding them with points every time they travel

“Personalisation will boost your airport marketing efforts, enabling you to drive more even use from targeting passengers with product, services and offers their interested in” (Tull, 2026)

Conclusion

To come to my ending of this report, from what I have discovered AI does give off a massive opportunity within the hospitality and guest service experience,

more towards the aviation sector. Yes, AI does come in handy for this sector, but I do believe that it won't cover every position within aviation.

While WestJet airline is so far operating out of Cardiff Airport, AI has become convenient in many different aspects such as recruiting, training, hospitality operations, and CRM, giving the chance increase customer experience and bring in more revenue for the company and the airport.

To conclude this up, having AI come into force at Cardiff airport would be a chance to show how useful they can be in certain areas, giving the reason it is supported along with the staff there.

Operational recommendations

- Review how AI is managing each month and continue to see how you can make them better
- Allow staff to be on hand with every AI system just to make sure there isn't any complications and everything runs smoothly
- Keep up with customer feedback to understand how their journey could be more smoothly and what could change from their arrival to departure

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