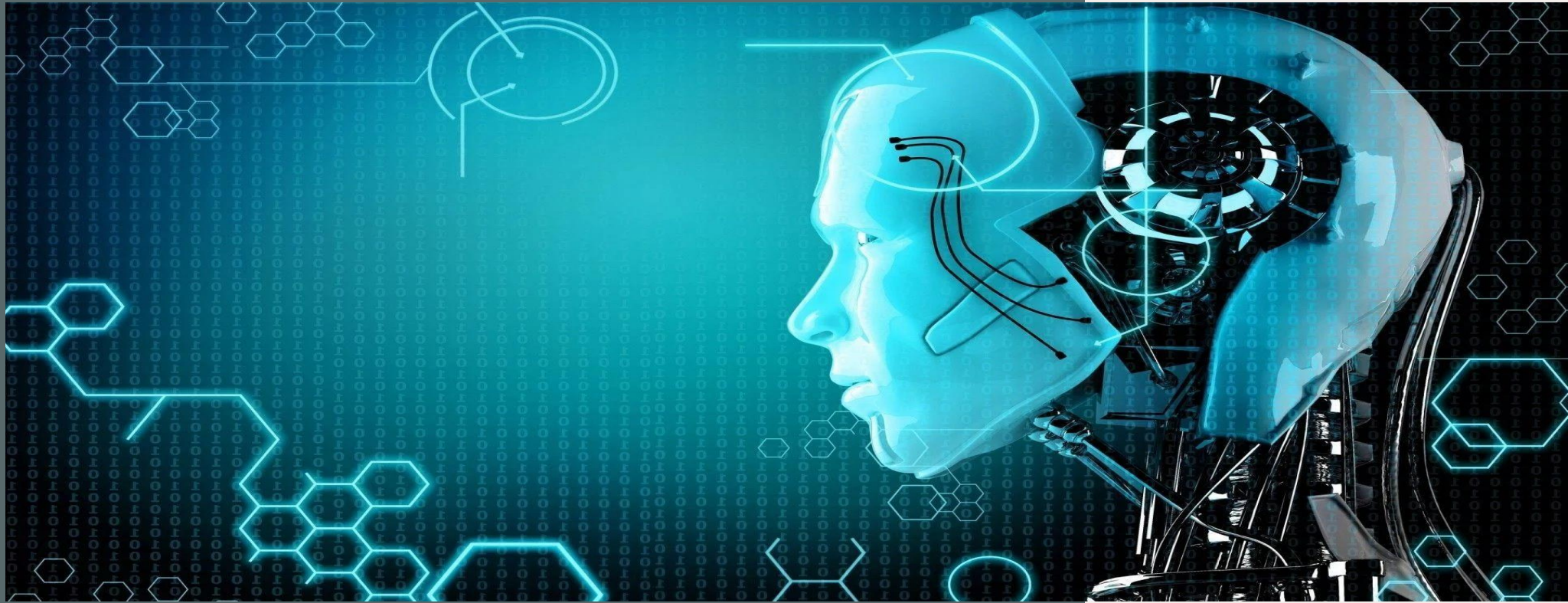




The future of work: Artificial Intelligence and human collaboration in hotel and hospitality

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MODULE:BMIH6001
MODULE LEAD: ERNEST
WAVEI

- • The theme chosen in the study is impact of AI on human collaboration in
- the hotel and hospitality sector.
- • The hotel sector is witnessing transformation due to AI in terms of guest personalisation, operational excellence and service delivery.
- The major factors driving competitive advantage of the sector are efficiency and customer satisfaction.



What will be your choice as A
GUEST????





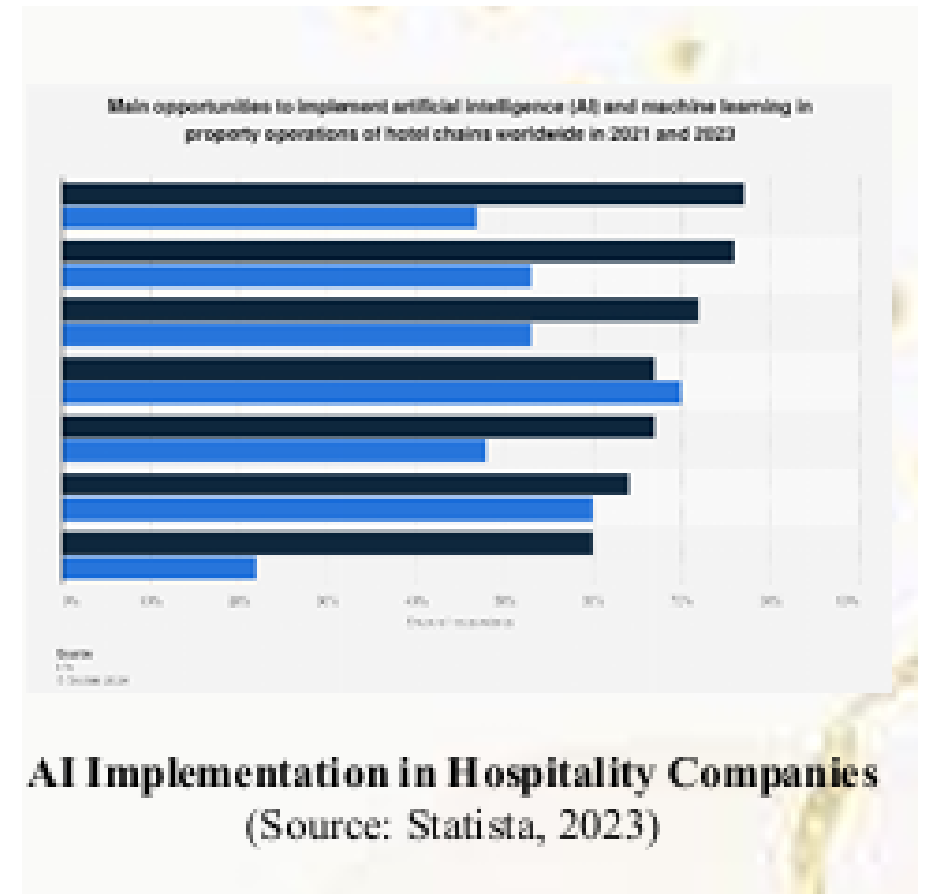
Pandemic has accelerated shift in contactless service and digital transformation in the hotel and hospitality sector.

- The challenge faced is maintaining balance between service quality and human interactions.
- However, there are ethical and legal concerns including job placements, AI bias and data privacy.
- AI is used by Marriott for managing reservations and respond to customer queries.

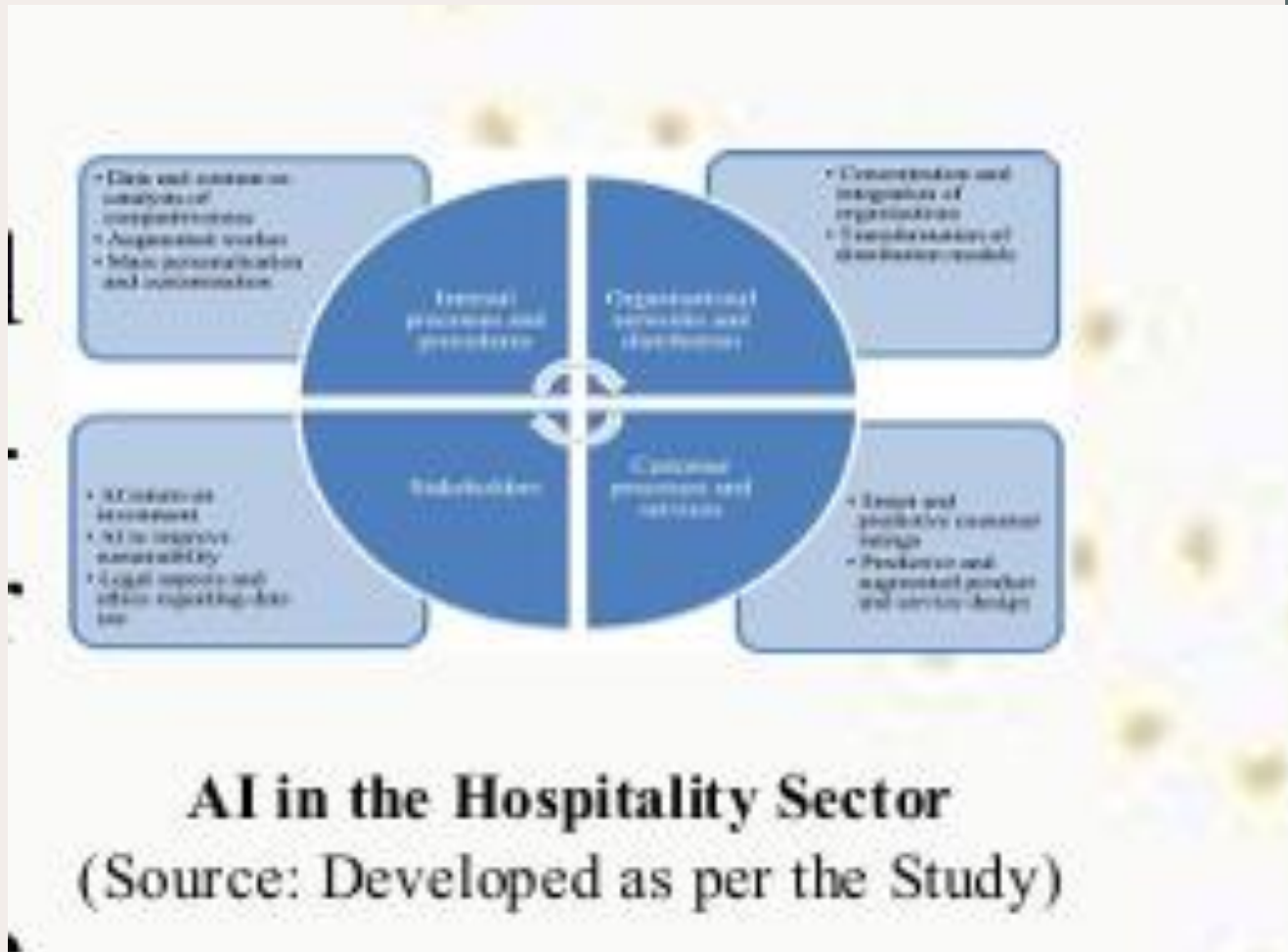


AI Tools for Enhancing Overall Operations

- AI helps to enhance overall speeds of multiple hospitality services, including check-in, booking, promotions, advertisements, feedback collections, and others (Batra and Chatterji 2024).
- Through Chatbots and Continuous Customer Connection tools, AI helps hospitality companies to make uninterrupted connections with customers.
- AI helps to reduce repetitive workloads for employees and provides expanded opportunities to meet employees expectations as per the Herzberg's Two-Factor Theory (Ruel and Njoku, 2021).



AI Integration for Transforming Roles



- In this current, AI is responsible for changing operational roles among employees of the hospitality sector (Ellingrud et al., 2023).
- Instead of traditional work approaches, artificial intelligence opens numerous ways to coordinate human-centric and digitalised support to enhance customer satisfaction levels (Zahidi et al. 2024).
- As per the Job Characteristics Model, these innovative roles influence traditional autonomy, expertise and operational activities of employees throughout the workplace.
- Creates displacement of jobs in SME hospitality companies (Challoumis, 2024).

Collaboration of AI and Human to Identify Guest Perception

- **Customers are willing to adopt artificial intelligence in luxurious hospitality services (Ruel and Njoku, 2021).**
- **Among the young generation, the adaptability of AI in hospitality services is comparatively higher than elderly demographics.**
- **Many companies throughout the global platform use collaboration of AI and human efforts to enhance guest service standards.**
- **Due to complex operations and comparatively less popular applications, still a huge number of visitors prefer human involvement instead of totally automated services (Al-Hyari et al., 2023).**
- **Without human interference, chatbots might misinterpret the indication and bring this satisfaction to guests**



Theoretical Perspective and Critical Reflection

- Early adopters' competitive advantage as per Innovation Diffusion Theory
 - YOTEL gains a competitive advantage due to its unique experiences
 - Requirement implementation, of a balanced considering both businesses' growth and employee well
- Figure: Innovation diffusion
(Source: Modelled on García-Avilés, 2020)
being



Figure: Innovation diffusion
(Source: Modelled on García-Avilés, 2020)

Strengths and Limitations



Strengths

- Provides 24/7 availability of services
- Enables personalised guest-based experiences
- Offering instant responses to inquiries by AI chatbots

Limitations

- Lacks human empathy and emotional intelligence
- Struggles with handling sensitive or complicated guest-related concerns

PESTEL

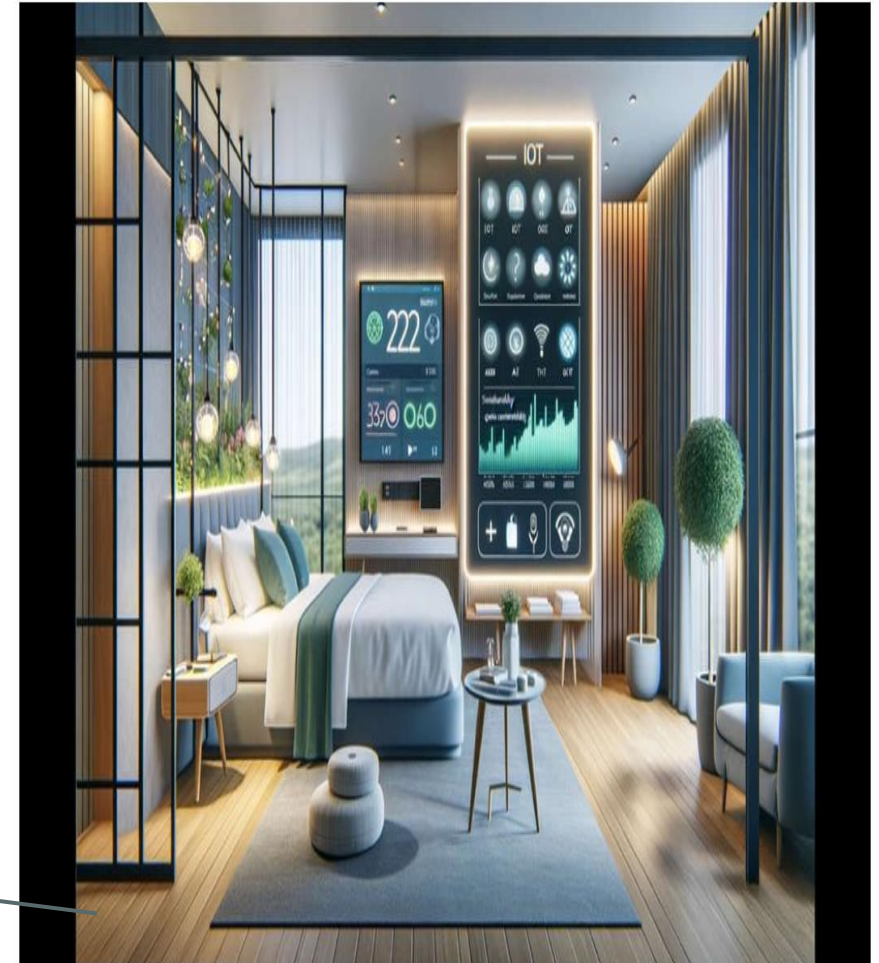
Political	● UK Government's AI Sector Deal and AI adoption (Gov.UK, 2025) ● Automation due to shortages of labour associated with Brexit
Economic	● AI's capability of enhancing the GDP of the UK by 10% (PwC, 2025) ● Pressure to maintain service quality due to inflation at 4.2% (ONS, 2025)
Social	● Millennials' and Gen Z's preference for contactless systems (Chourasia, 2024)
Technological	● 97% penetration rate of smartphones, supported by 5G and cloud computing in seamless AI integration (Statista, 2025)
Environmental	● AI-based data centres' production of sizeable electronic waste
Legal	● Concerns regarding privacy as per GDPR guidelines

Table: PESTEL Analysis

(Source: Self-developed)

CONCLUSION

Hence, it can be concluded that the balance of technological advancements with the interaction of humans is vital. A number of ethical issues in the form of the displacement of jobs, the privacy of datasets, and the bias of AI must be paid attention to. Business entities such as Marriott obtain benefits from AI in customer-focused services. However, organisations must consider inclusivity and support for a number of guests, associated with less familiarity with technology.



RECOMANDATIONS

- Staff
upskilling for understanding the advancements
and automation
- Government funding
for integrating AI (Watney and Auer,
2021)
- Guest feedback monitoring

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**ANY
QUESTIONS?**

**Thank
you!**

