Contemporary Themes in the Hotel and Hospitality Sector
BMIH6001

ARTIFICIAL INTELLIGENCE IN HOSPITALITY AND TOURISM

A Case Study of Marriott International's Technological Integration

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INTRODUCTION

- Artificial intelligence enhances the client experience and boosts business productivity in the hotel industry through advanced technologies
- Smart hotel room gadgets, marketing automation, and chatbots improve service delivery and market competitiveness (Nam et al., 2021)
- Marriott International leads AI adoption in hospitality, using virtual assistants and predictive analytics to enhance communication and efficiency.
- Governments and investors should recognize AI's impact on commercial growth, as it strengthens global competitiveness, increases revenue, and improves customer satisfaction (Drexler and Lapré, 2019).

LITERATURE REVIEW

- AI has significantly transformed hotel guest services and operational management, improving efficiency and customer experiences.
- AI-powered chatbots, like Marriott's "ChatBotIr," handle guest inquiries, process service requests, and offer personalized recommendations
- AI-driven marketing analytics enable hotels to provide customized services based on guests' preferences and behaviors
- Smart room technologies, including voice-controlled lighting and temperature adjustment, enhance personalized in-room experiences
- AI aids in revenue management by predicting demand and adjusting pricing based on market trends and consumer behavior (Marriott, 2017).

LITERATURE REVIEW CONTINUE...

- Marriott’s mobile apps integrate AI to offer seamless experiences like mobile check-in, keyless entry, and room customization.
- AI-driven data analysis helps Marriott optimize workforce allocation based on real-time data and booking trends (Marriott Bonvoy, no date).

- AI-powered robots assist with cleaning, environmental monitoring, and maintenance alerts, improving operational efficiency.
- Marriott leverages AI for digital marketing, using customer data to create targeted ads, emails, and personalized recommendations.
- While AI offers many advantages, challenges such as high implementation costs, data privacy concerns, and the need for human oversight remain (Al-Hyari, Al-Smadi and Weshah, 2023).

METHODS

- This research employs a qualitative approach to analyze AI integration within Marriott International's operations through secondary data sources, including academic studies, industry reports, corporate whitepapers, and reputable web articles.
- Key AI-driven strategies examined include guest service automation, digital marketing enhancements, mobile app functionalities, and smart room technologies (Sanli, 2024).
- Thematic analysis is used to identify recurring patterns in AI adoption, its effectiveness, and its broader industry implications, while the PEST framework assesses AI's overall impact on Marriott and the hospitality sector.
- This study aims to enhance understanding of AI's role in hospitality, focusing on guest experience improvements and operational efficiencies, while informing future AI adoption strategies (Rane, Choudhary, and Rane, 2024).

TECHNOLOGICAL IMPACT

- Political Impact: Governments worldwide enforce strict data privacy laws, such as GDPR, which impact Marriott's ability to collect and utilize guest data for AI-driven personalization. Compliance with these regulations is essential but can be challenging (Buhalis and Leung, 2018). However, AI can aid in regulatory compliance by enhancing data security through advanced authentication and encryption systems.
- Economic Impact: AI adoption in the hospitality industry reduces labor costs by automating customer service and operational processes, allowing Marriott to optimize resource management and increase profits. However, smaller hotel businesses may struggle with the high initial investment required for AI implementation (Marriott, 2017b).
- Social Impact: AI-driven innovations, such as chatbots and smart room technologies, enhance customer experience by providing personalized services and reducing wait times. However, some guests, particularly older generations, may find AI-based interactions less satisfactory compared to traditional human service (Mandić, Panić, and Šain, 2023).
- Technological Impact: Marriott leverages AI to automate operations, manage inventory, and predict guest behaviors, ensuring efficiency. However, integrating AI into legacy systems requires substantial investment in infrastructure and staff training to maximize its benefits (Bhandari, 2024).
- Overall AI Impact on Marriott: AI adoption in Marriott Hotels improves operational efficiency, enhances guest experiences, and streamlines resource management. However, regulatory compliance, high implementation costs, and balancing technology with human interaction remain key challenges.

CONCLUSIONS

- AI Benefits: Marriott leverages AI to enhance productivity, personalize guest experiences, and increase revenue.
- Challenges: AI implementation poses challenges related to costs, data protection, and balancing automation with human interaction.
- Industry Impact: A PEST analysis suggests AI will significantly transform the hotel industry, but maintaining hospitality values while maximizing AI's benefits remains a challenge.

RECOMMENDATIONS

- I-Human Service Hybrids: Hotels should implement AI-driven visitor customization while balancing automation with human interaction to enhance customer satisfaction.
- Data Privacy and Security: Ensuring GDPR compliance and transparency in AI data usage fosters guest trust and protects sensitive information.
- AI Training & Cost-Effective Deployment: Hospitality staff should be trained to work alongside AI for efficiency, not replacement, while smaller hotels should explore cost-effective AI solutions like industry partnerships and AI-as-a-service models.

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