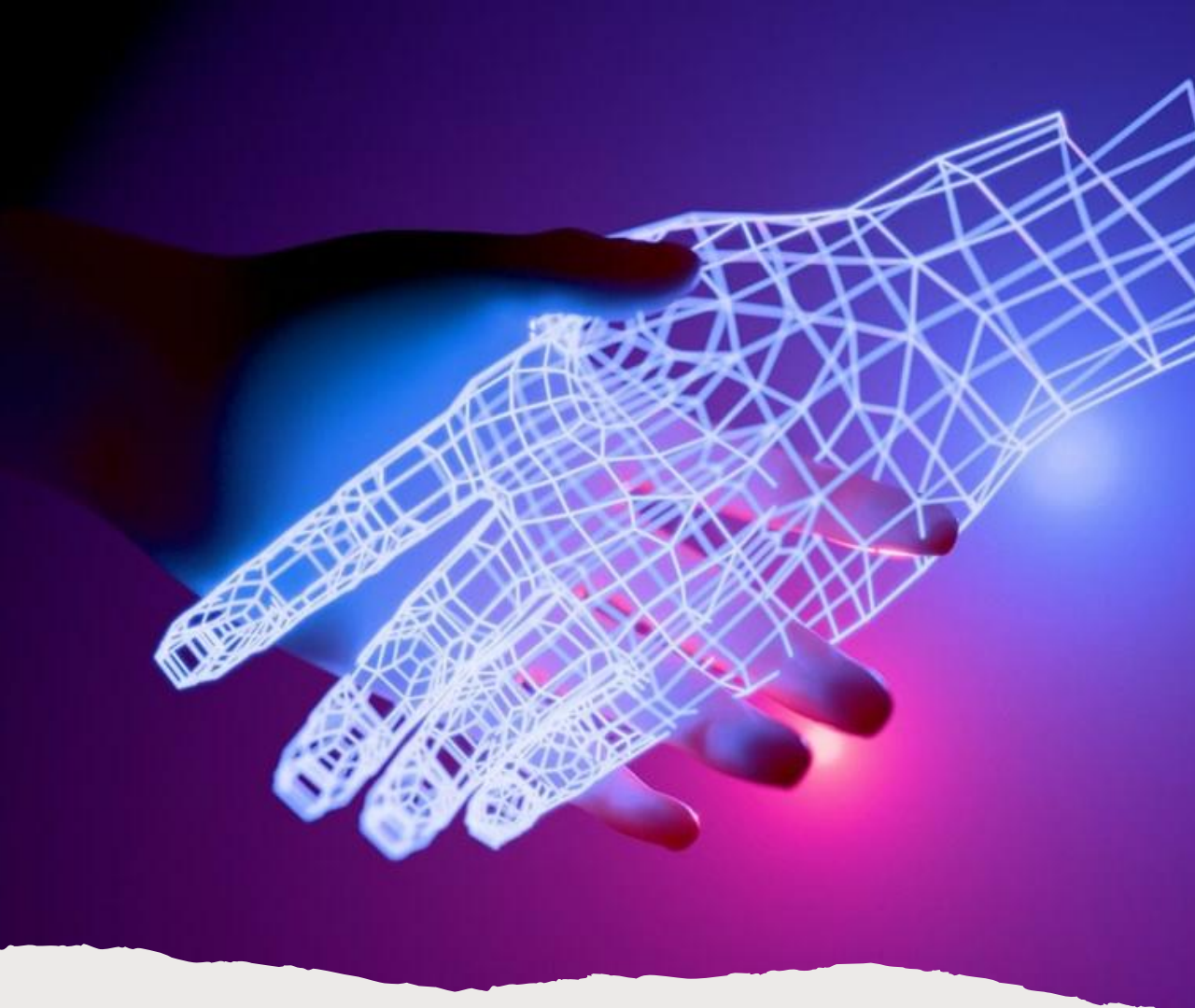




PROGRAMME: BA INTERNATIONAL HOTEL MANAGEMENT
MODULE CODE: BMIH6001
ASSIGNMENT 2: CONFERENCE PRESENTATION

Student Name: Maria Andrei

Outline of the theme

Artificial Intelligence (AI)
and
Machine Learning (ML)

Internet of Things (IoT)
and
Smart Technology

Contactless
and
Mobile Technology

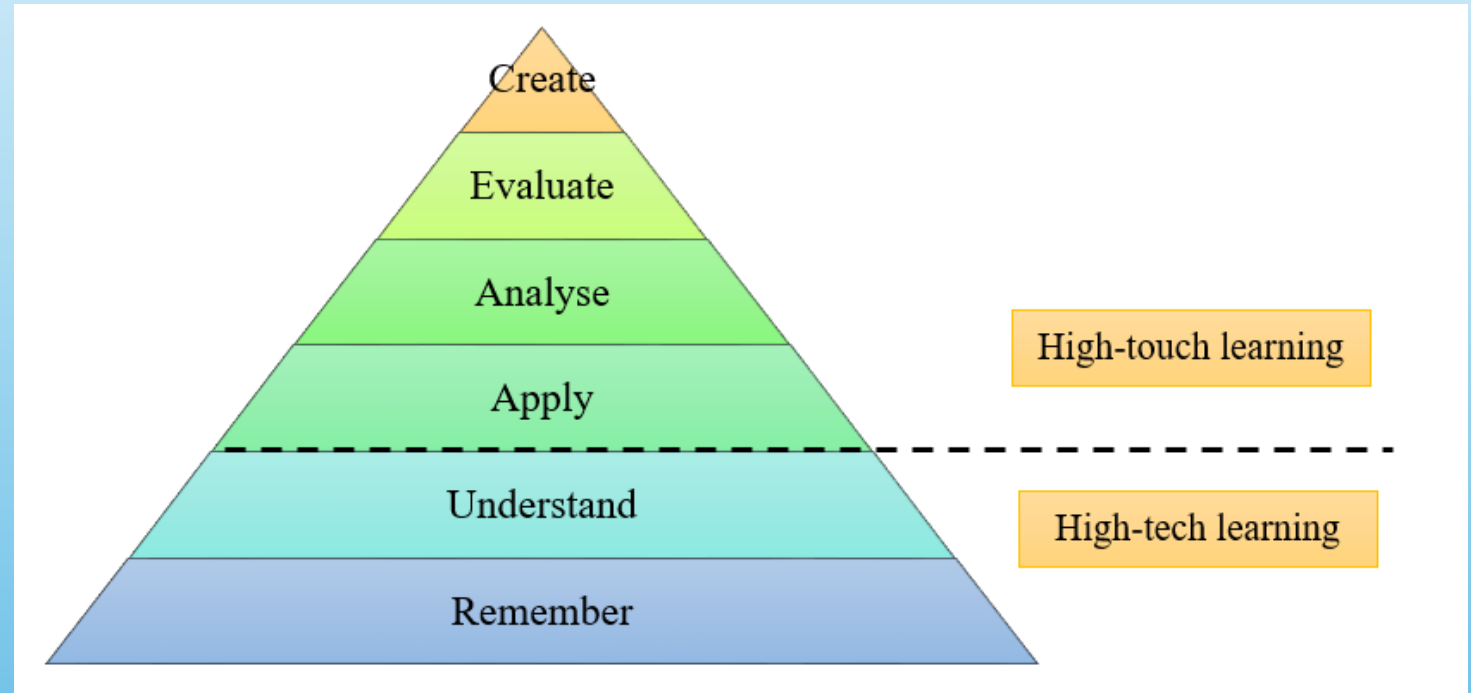
Virtual
and
Augmented Reality

Robotics
and
Automation

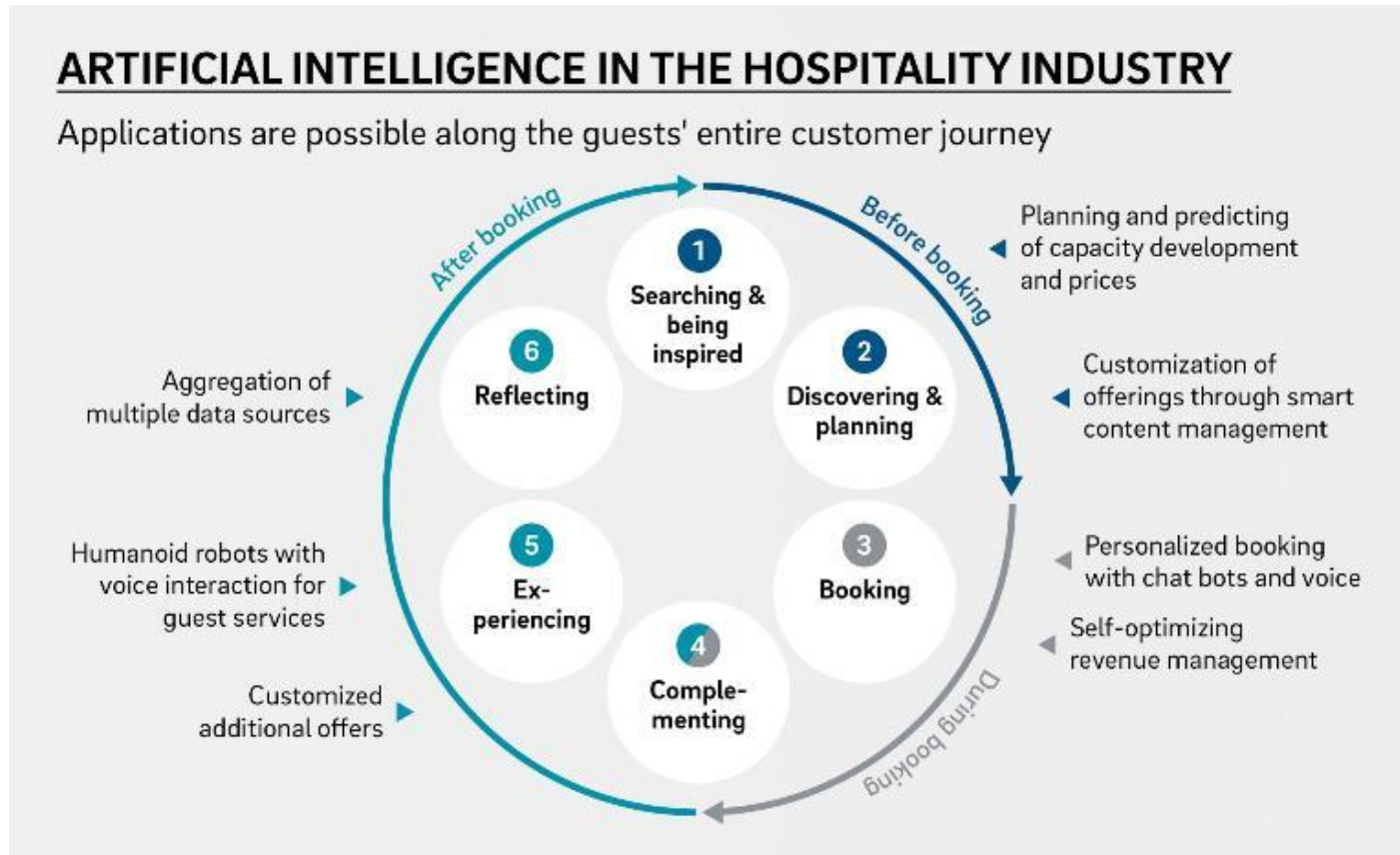
- Technology has driven a strategic growth in the hospitality sector.
- Growth in guest engagement and efficiency led the hospitality industry to leverage AI (Mlynář *et al.*, 2025).
- The focus of the study is to analyse the balance between Artificial Intelligence (AI) and human touch for effective customer experience.

Importance and relevancy

- The collaboration of human and technology is represented by a high-tech and high-touch hybrid model (Burlingame, 2022).
- This model has signified the growing demand of customers through meeting empathetic and personalised care.
- Reliability and coordination of such propositions provide significant support to guests.



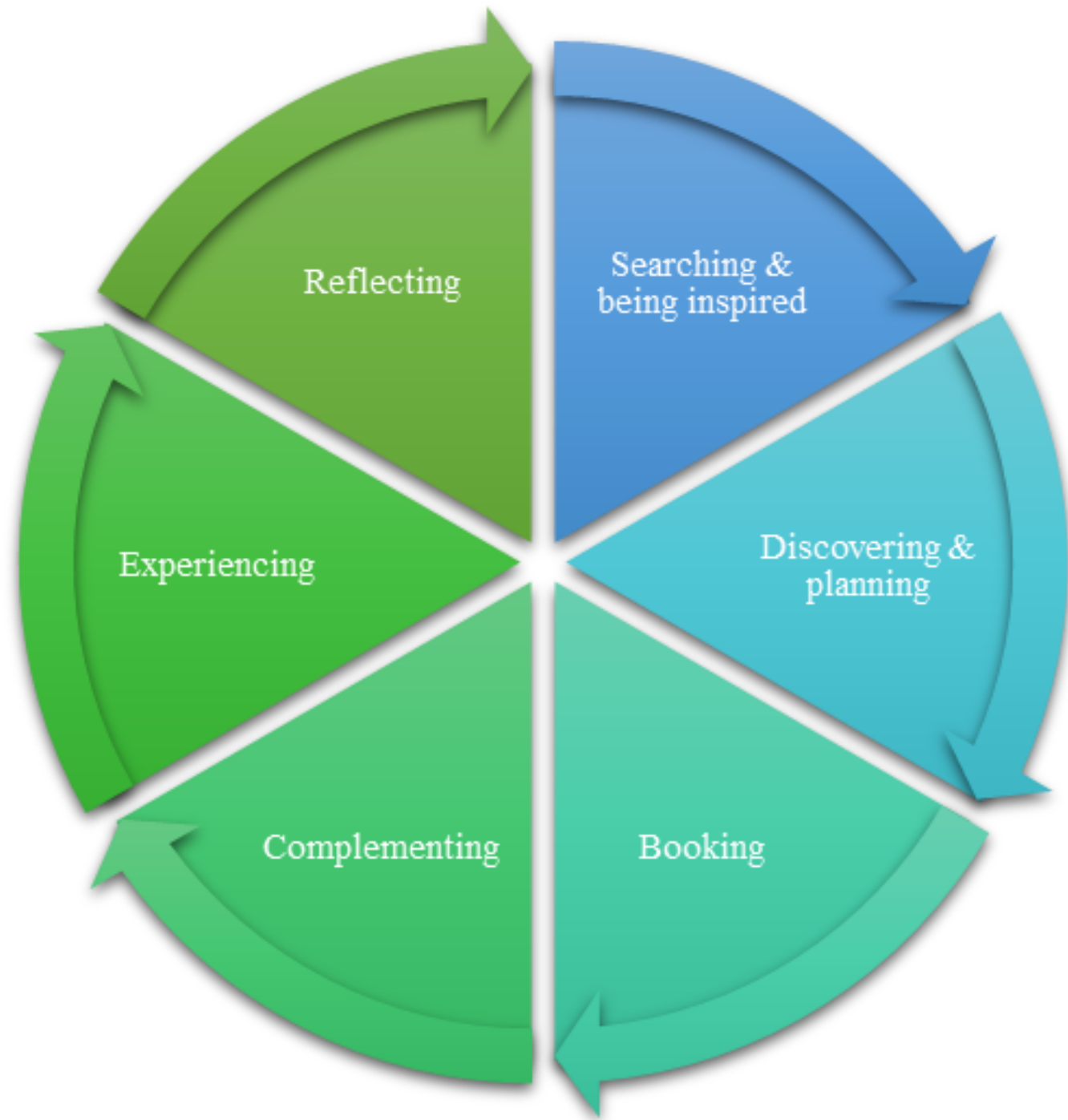
Background details



- AI is creating a strategic landscape for the hotel industry where 70% of the hoteliers are prioritising this (GLION, 2025).
- Report of Guest Experience Management identified 70% guests to be demanding an elevated level of satisfaction (Karagiannis, 2024).
- This satisfaction level is the convolution of automation and the touch of the human.

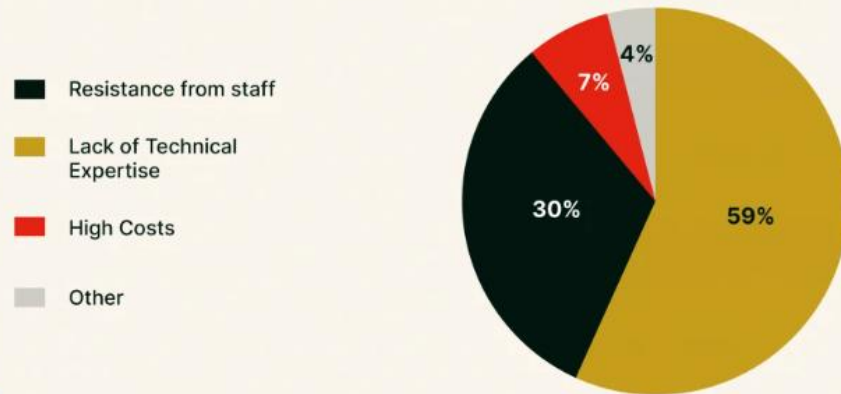
Literature Review

- Both the AI and hospitality industries have driven efficiency as well as personalisation in service provision.
- The hospitality sector has included AI such as chatbots, demand-based pricing and predictive analytics (Kaul, 2023).
- Premier Inn has gained 153% year over year growth due to the incorporation of AI (Shiji Group, 2026).



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Challenges in implementing AI technologies in hotels



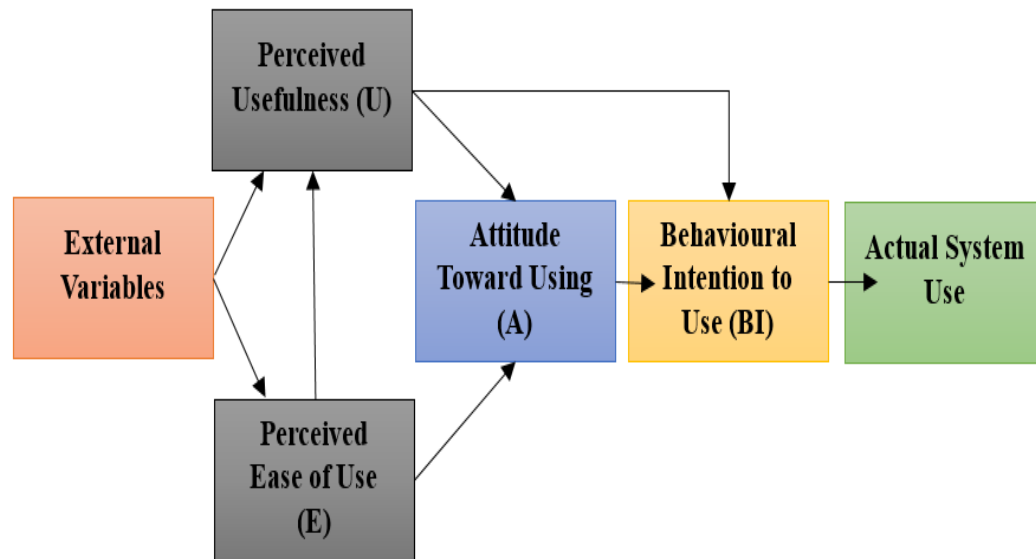
- Integration of humans in the hospitality sector is key to developing emotional connectivity with the guests.
- About 47% of the hotel business is striving to integrate human occupancy besides technology to drive effective business delivery (Rageev, 2024).
- For instance, BWH Hotel of the UK highlighted that the visitors prefer human interaction for assistance besides technology (Rumney, 2024).



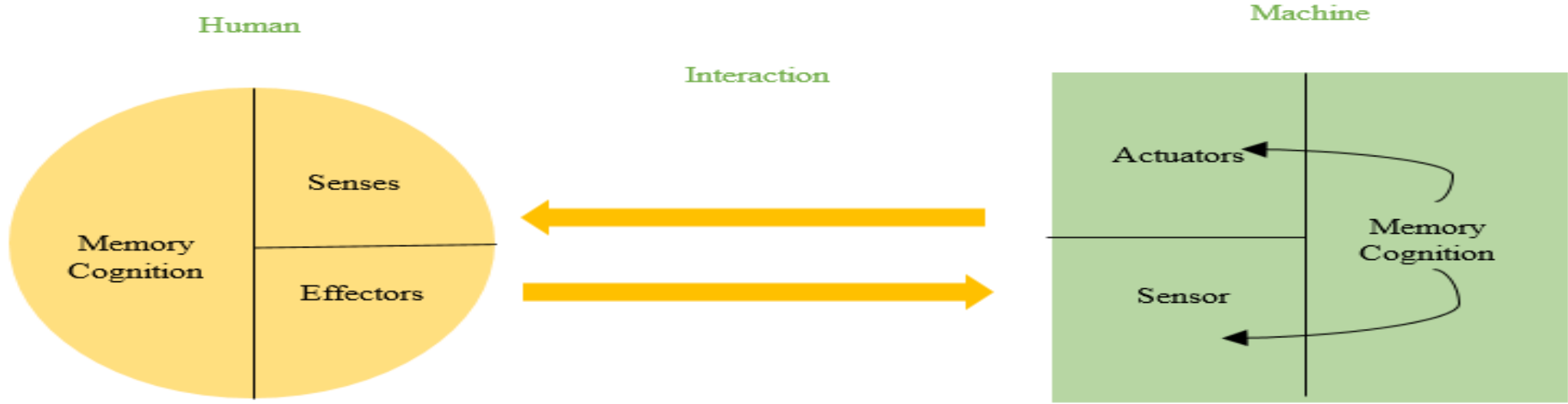
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- AI and humans have acted prudently for the sustainable growth of the hotel industry.
- The current proposition illustrates the replacement of humans with AI, which is an undeniable fact in most segments of the hospitality sector.
- Based on that, synergy built between human and AI in organisations such as Hijiffy led to a reduction of staff burnout while indulging in more potential tasks (Hijiffy, 2026).

Contd.



- The Technology Acceptance Model (TAM) highlights the perspectives of perceived usefulness and perceived ease of use.
- AI has initiated strategic change perception, while a lack of human touch has lowered the empathy, which is in high demand for the guests (Almokdad, Mouloudj and Lee, 2025).
- Perceived usefulness and the ease of use can easily be measured for the guest by the hotel industry to drive change.



Contd.

- Situated artificial intelligence oversees the intelligent behaviour to evolve direct and active interaction of the environment (Mlynář *et al.*, 2025).
- The hotel industry can analyse the present proficiency of integrating AI and humans that drives positive alteration in the hotel business.
- This signifies a strategic drive of the business value, which eventually leads to the growth of strategic perception and values.

Method using PESTLE

Political: Strategic funding and targeted strategic tax relief by investing £100 million in Visit Britain (Visit Britain, 2026).

Economical: Rise of inflation by 3.8% leading to soaring operational costs for the hotel business (Nichollas, 2025).

Social: Increased demand for personalised experiences with sustainability and wellness-focused stays.

Contd.

Technological: Widespread usage of AI integration in the booking and customer services has facilitated the hotel business of the UK (Astuti, 2024).

Environmental: Growing demand for eco-conscious services, with the reduction of waste, has created an opportunity for the hotel business in the UK.

Legal: Compliance with the minimum wage law has led the hotel business to maintain its feasibility and brand value.

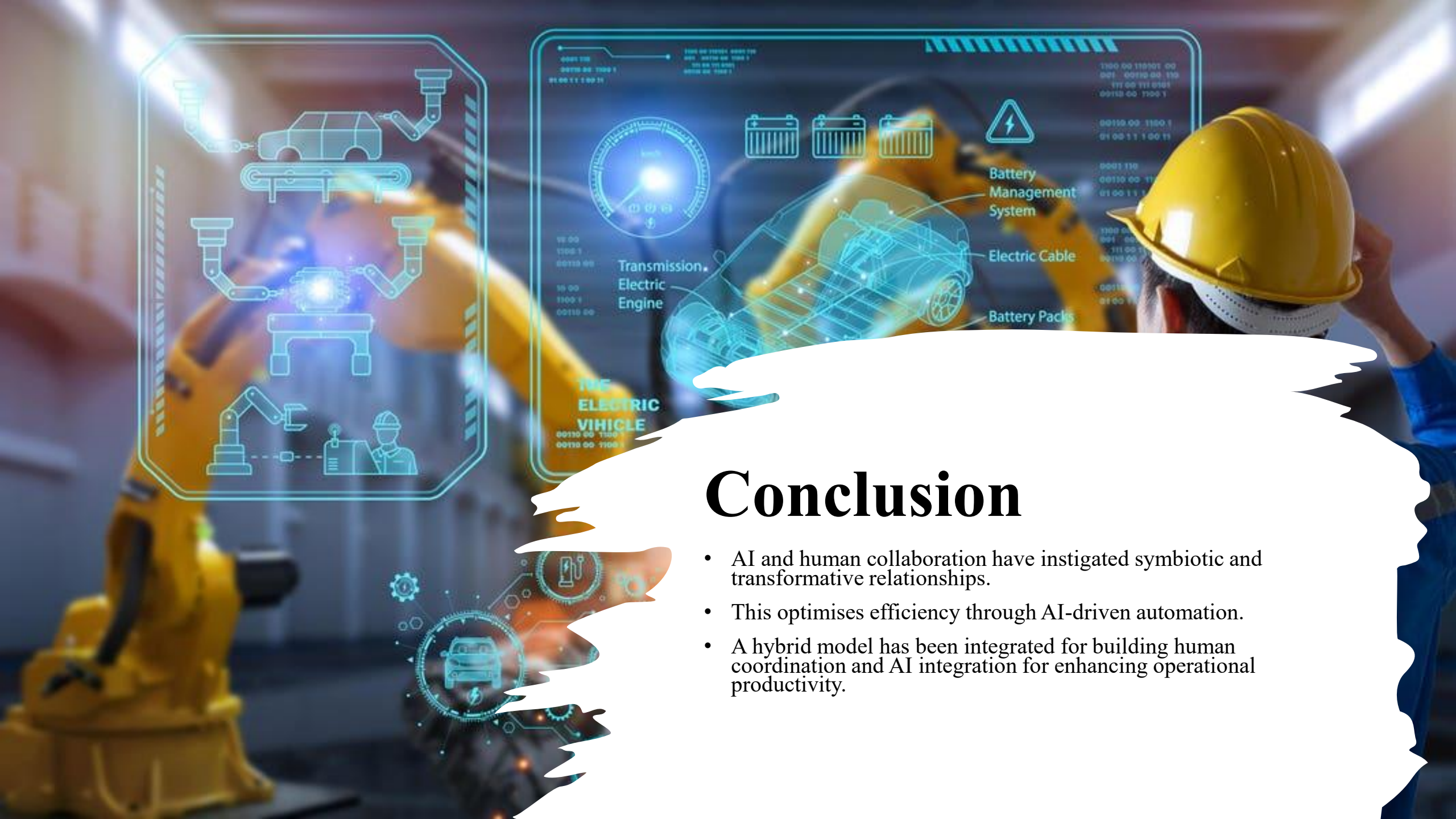
Industry responses

Industry response 1: Augmentation over replacement		Industry response 2: Hybrid service model		Industry response 3: Staff training and upskilling	
Strength	Limitations	Strength	Limitations	Strength	Limitations
AI manages the labour shortage issues, helping staff to focus on the complex aspects of meeting guests' needs.	Confusion in choosing the right technology for enhancing human productivity	Mixing AI-powered contactless services with human interaction to improve satisfaction	Complex is maintaining constructive collaboration with two distinct aspects in a single phase.	Training the staff on the aspect of AI to reduce the fear of job loss and build resilience	Ineffective skill gap identification and resistance to accepting technology.



Examples

- IHG has implemented AI to focus on augmenting the human experience through technology (Nawrat, 2024).
- Edwardian Hotel London has deployed AI-powered virtual hosts for maintaining requests and complaints that leverage employees to maintain complex tasks (Edwardian Hotels, 2026).
- AG Hotels provides effective staff training to drive integrated opportunities for business development (AG Hotels, 2026).



Conclusion

- AI and human collaboration have instigated symbiotic and transformative relationships.
- This optimises efficiency through AI-driven automation.
- A hybrid model has been integrated for building human coordination and AI integration for enhancing operational productivity.



Recommendations

- Automation of the routine tasks and empowering human action.
- This will be beneficial as it systematically removes monotonous labour.
- This has enabled businesses to build actionable data insights.

Contd.

- The hospitality industry can implement a phased application by collaborating with a human approach in an AI-integrated service.
- The hospitality sector can build strong operational growth points by combining AI and the human touch.
- This will involve personalised services to offer quality services and experience.



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A soft, pink watercolor splash or blotch serves as a background for the text. It has irregular, feathered edges and a mottled texture with varying shades of pink and some white highlights, giving it a delicate, artistic feel.

Thank
You