

Conference Presentation

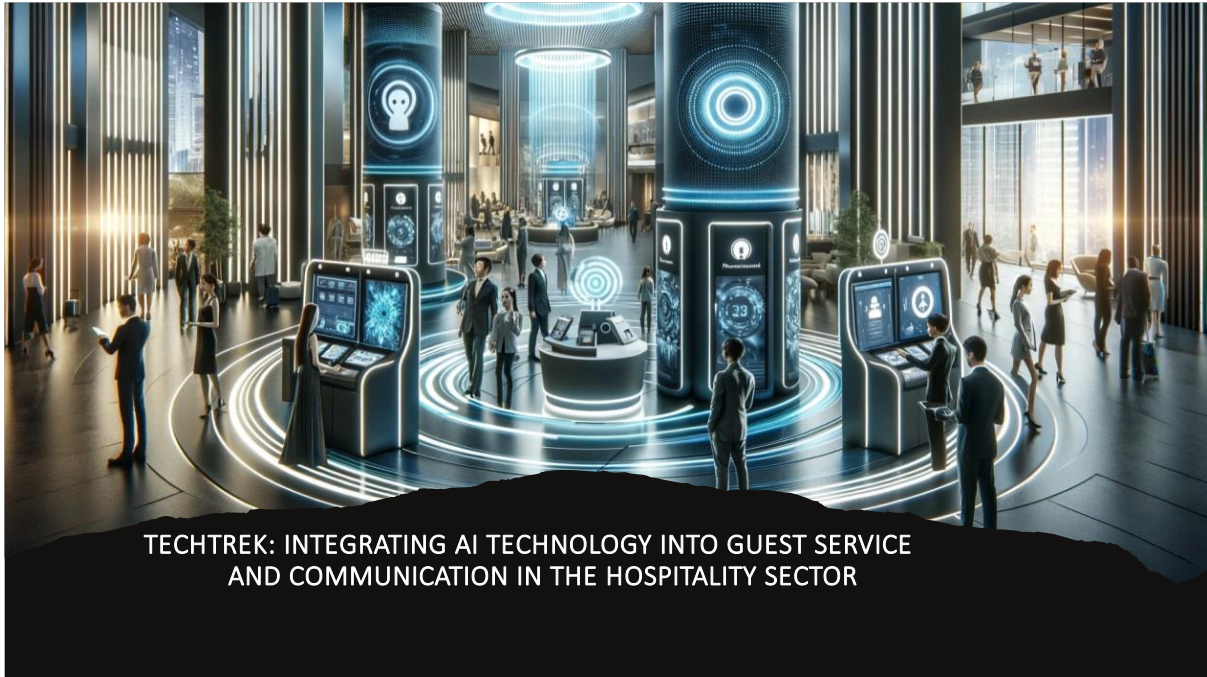
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Module: Contemporary Themes in the Hotel and Hospitality Sector

Module Code: BMIH6001

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TECHTREK: INTEGRATING AI TECHNOLOGY INTO GUEST SERVICE
AND COMMUNICATION IN THE HOSPITALITY SECTOR



INTRODUCTION

- **Digitisation in Hospitality:**
Transforming operations and guest experiences (Furman & Seamans, 2019).
- **Scope of AI:** Includes machine learning, autonomous robots, computer vision, language processing, virtual agents, and neural networks.



BENEFITS OF AI HOSPITALITY

- **Guest Satisfaction:** Enhances

guest experiences and loyalty

(Bulchand -Gidumal et al., 2023).

- **Operational Efficiency:**

Streamlines communication and

automates tasks (Kadagidze, 2023; Dogru et al., 2023).

- **Revenue Management:** Optimises

pricing and predicts demand for better

profitability (Doborjeh et al., 2021).



AI



Key AI Technologies

- **Chatbots and Virtual Assistants:**

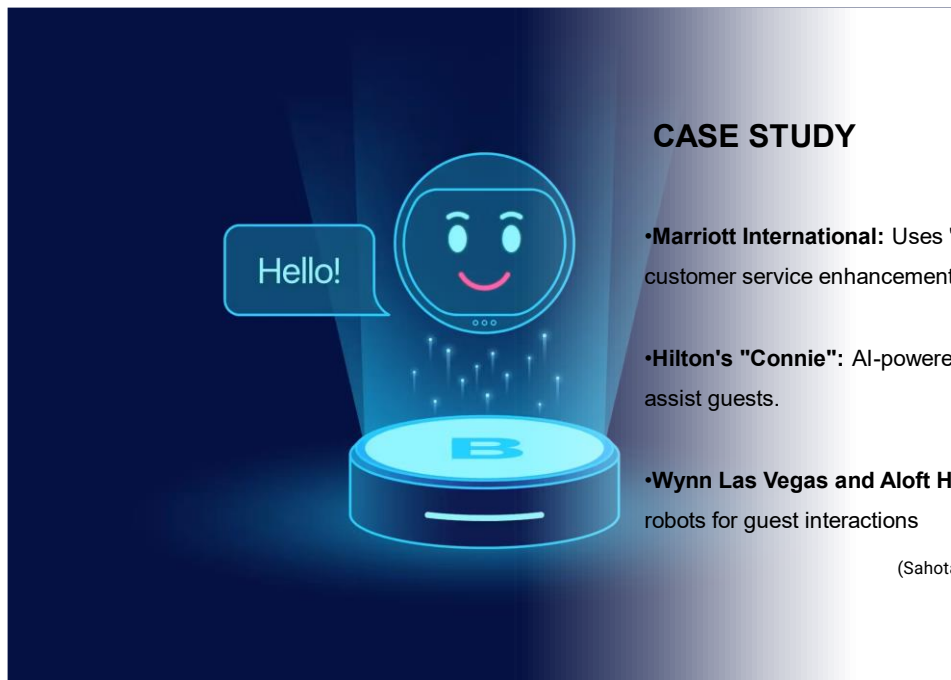
Improve communication and manage inquiries (Li & Zhang, 2023).

- **AI Analytics:**

Offer insights into visitor patterns for tailored marketing and services (Samala et al., 2020).

- **Predictive Maintenance:**

Reduces downtime and costs by anticipating equipment needs (Milton, 2024).



CASE STUDY

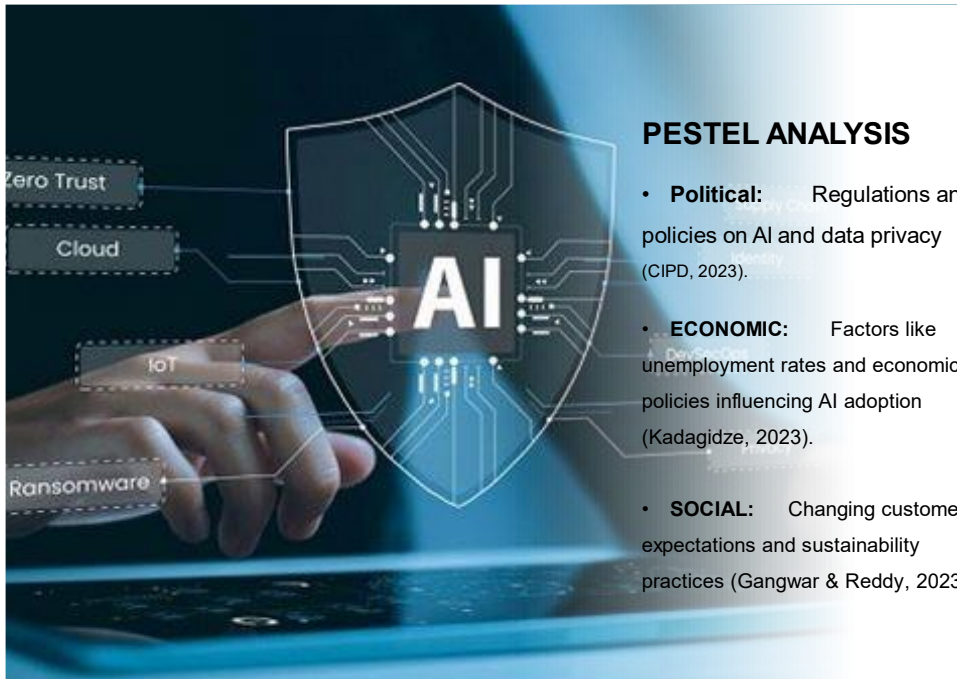
- **Marriott International:** Uses "ChatBotlr" for customer service enhancements .
- **Hilton's "Connie":** AI-powered robot maid to assist guests.
- **Wynn Las Vegas and Aloft Hotels:** Use AI robots for guest interactions

(Sahota, 2024)

CHALLENGES OF AI IMPLEMENTATION

- **Data Protection:** Ensuring privacy and security of guest data (Hunkenschroer & Luetge, 2022).
- **Ethical Considerations:** Balancing automation with human interaction to maintain personal touch (Morosan & Dursun-Cengizci, 2024).
- **Workforce Impact:** Addressing potential job displacement and retraining needs (Nah et al., 2023).





PESTEL ANALYSIS

- **Political:** Regulations and policies on AI and data privacy (CIPD, 2023).
- **ECONOMIC:** Factors like unemployment rates and economic policies influencing AI adoption (Kadagidze, 2023).
- **SOCIAL:** Changing customer expectations and sustainability practices (Gangwar & Reddy, 2023).



PESTEL ANALYSIS

(CONTINUED)

- **Technological** : Advancements in AI enhancing hotel functions (Păvăloaia & Necula, 2023).
- **Environmental** : AI's role in improving sustainability efforts in hotels.
- **Legal** : Legal implications regarding AI decision-making and data handling (Said, 2023).





FUTURE POLICY RECOMMENDATIONS

- **Data Privacy and Security:** Implement robust policies and comply with regulations (GDPR, 2016).
- **Employee Training:** Continuous training programs for staff to work alongside AI (Jaiswal, Arun, & Varma, 2021).
- **Ethical Standards:** Policies addressing fairness, transparency, and accountability in AI (Staff, 2024).

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MANAGEMENT STRATEGIES

- **Customer Experience:** Use AI to provide personalised recommendations and improve satisfaction.
- **Sustainability:** Integrate AI for energy management and waste reduction (Deal et al., 2021).
- **Investment in AI:** Allocate resources for AI research and partnerships (Huang, 2022).

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CONCLUSION

•**Impact of AI:** Significant improvements in guest satisfaction, revenue optimisation, and operational efficiency.

•**Balanced Approach:** Addressing challenges to maximize benefits while maintaining a human-centric approach in hospitality.



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Q & A

ANY QUESTIONS?



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THANK YOU

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