

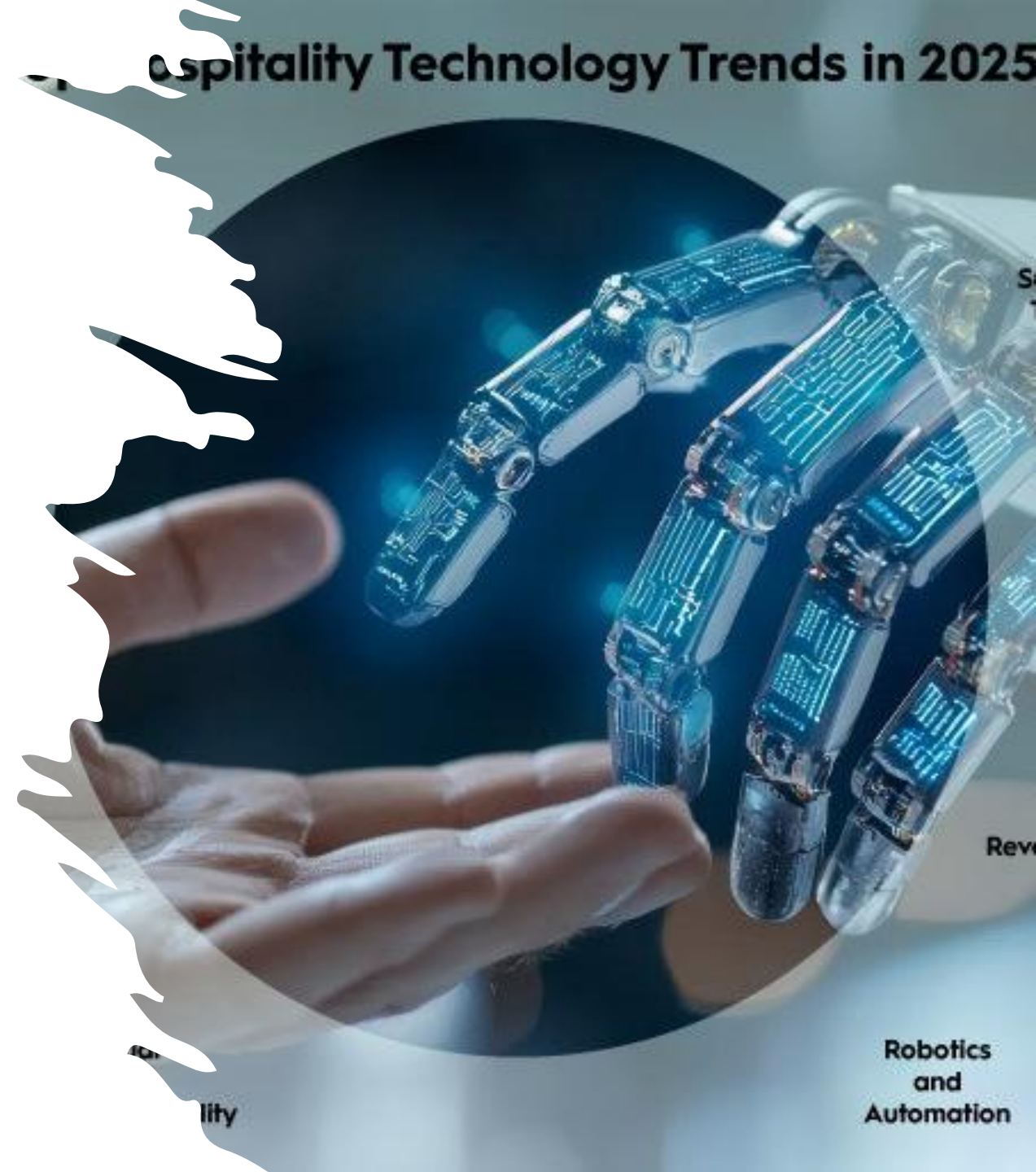
Contemporary Themes in the Hotel and Hospitality Sector Conference Presentation

The future of work: Artificial Intelligence
and Human Collaboration in Hotel and
Hospitality Sector Raluca Soroceanu
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Introduction

- Hotel and hospitality sector has been experiencing a considerable transformation because of application of emerging technologies.
- This enables the organisations to adapt with the changes in consumer demands and expectations (Vinnakota *et al.*, 2022).
- The key theme of this research is to show the future of work with increasing technology adoption and personalisation, where human-AI collaboration can be observed.





Introduction

- • The implementation of emerging technologies has a tremendous influence on transforming the hotel and hospitality sector.
- • The innovation enables the organisations to keep pace with the changing consumer demands and expectations (Vinnakota *et al.*, 2022).
- • The primary theme of this research is to demonstrate the future of work with more technology adoption and personalisation such that human and AI collaboration can be observed.

Personalized
Services



Streamlining
Operations



Personalized
Room Settings



Security &
Surveillance



Personalized
Recommendations



Literature Review

- Relevant pieces of literature were utilised to draw attention towards AI powered personalisation, operational efficiency and better workforce planning.
- A key benefit of technological adoption in hotels was AI driven personalisation by considering guests' individual or specific needs and preferences (Saxena *et al.*, 2024).
- By collecting data from individual customers, it enables them to modify accommodation and dining experiences that better suit their demands.
- So, this also means anticipating their needs with the help of AI and delivering them accordingly to gain customer satisfaction and loyalty (Saxena *et al.*, 2024).

Literature Review



Going beyond its application for guests, research also shows that how workforce efficiency can be improved that benefits both the employees and employers.



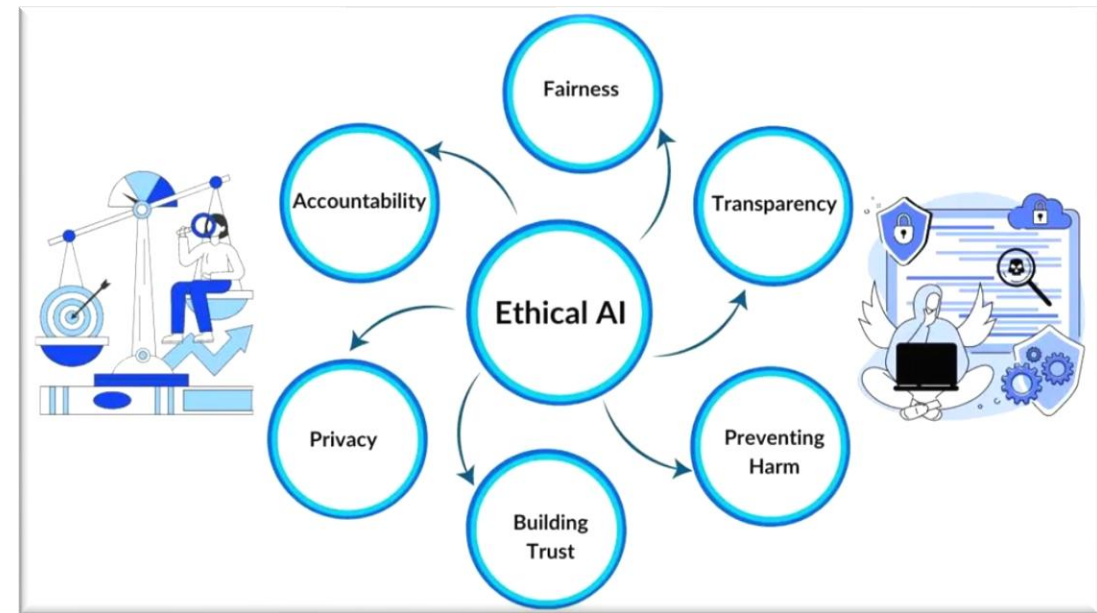
AI allows for creating optimised work schedules that are well-suited to improve employees' work performance and increase their productivity.



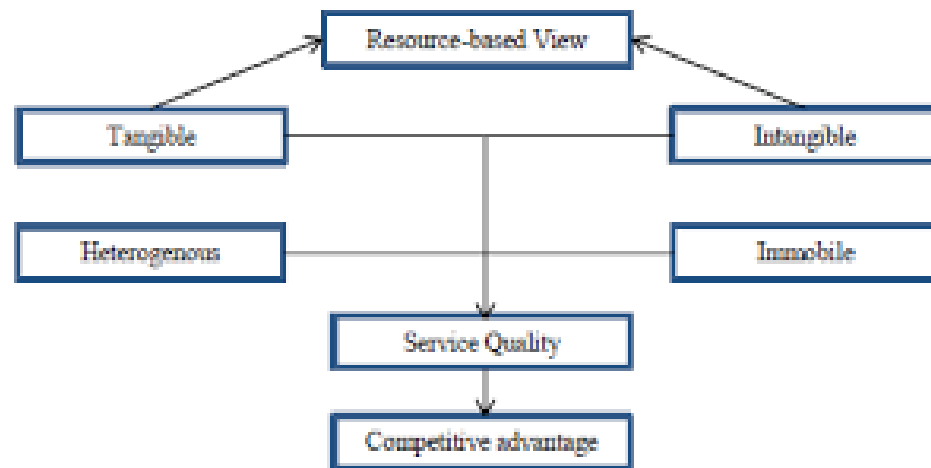
In this case, streamlining the duties of daily operations like housekeeping enables employees to work more effectively and it also reduces their workload, which is the key to increasing productivity (Alawami *et al.*, 2025).

Literature Review

- At the same time, the literature has also focused on the ethical issues that are presented by AI usage.
- AI powered booking platforms can have biased algorithms integrated.
- So, when customers look up accommodation or other services, they can get biased or discriminatory search results (Shaik, 2021).
- Meanwhile, the issue of data privacy is well known when it comes to AI adoption because it stores and processes massive amount of customer data for creating data driven insights (Ferhataj and Memaj, 2024).
- It is also about transparency regarding how consumer data is being used.



Literature Review



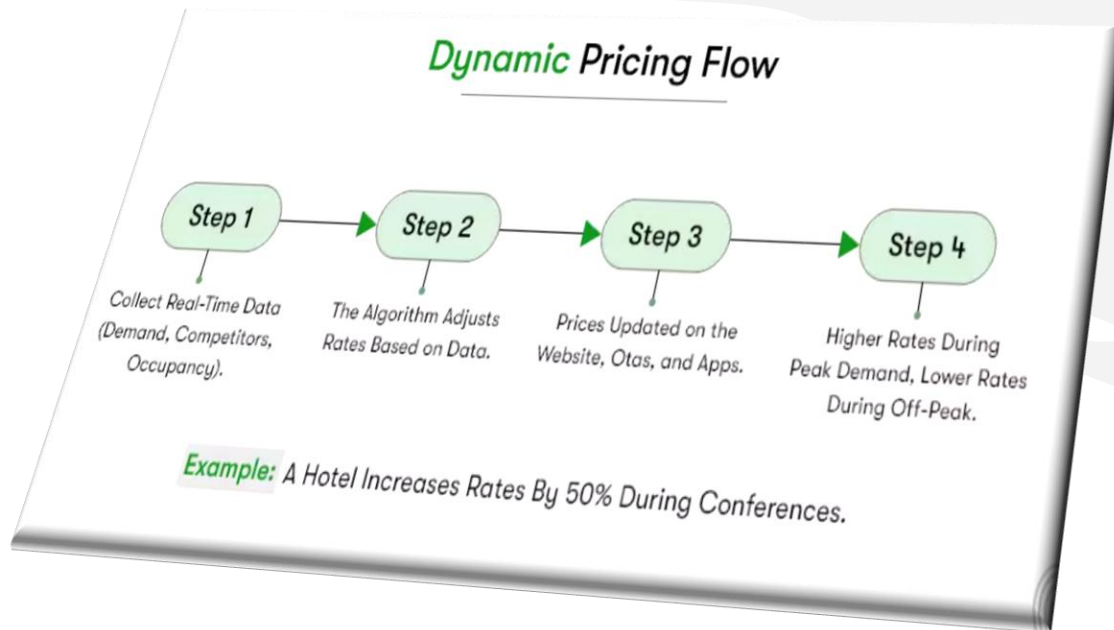
- Given the findings from recent literature, theories can be applied for examining, explaining and establishing them in the research.
- For instance, as per the RBV (Resource based View) Theory, organisations utilise their rare or unique resources for developing capabilities that can give them a competitive edge in the market over competitors (Mehmood *et al.*, 2023).

Method

- Applying the PEST analysis framework was critical to thematically analyse the impact of AI powered personalisation and human-AI collaboration in hotel and hospitality.
- Integrating AI directly benefits the organisations but the data privacy and ethical concerns cannot be overlooked.
- In this case, the regulations within GDPR have been modified by the UK government for ensuring consumer data protection (Khan and Mer, 2023).
- Organisations are obligated to comply with it for utilising AI ethically and responsibly so that it does not lead to affecting their data privacy.



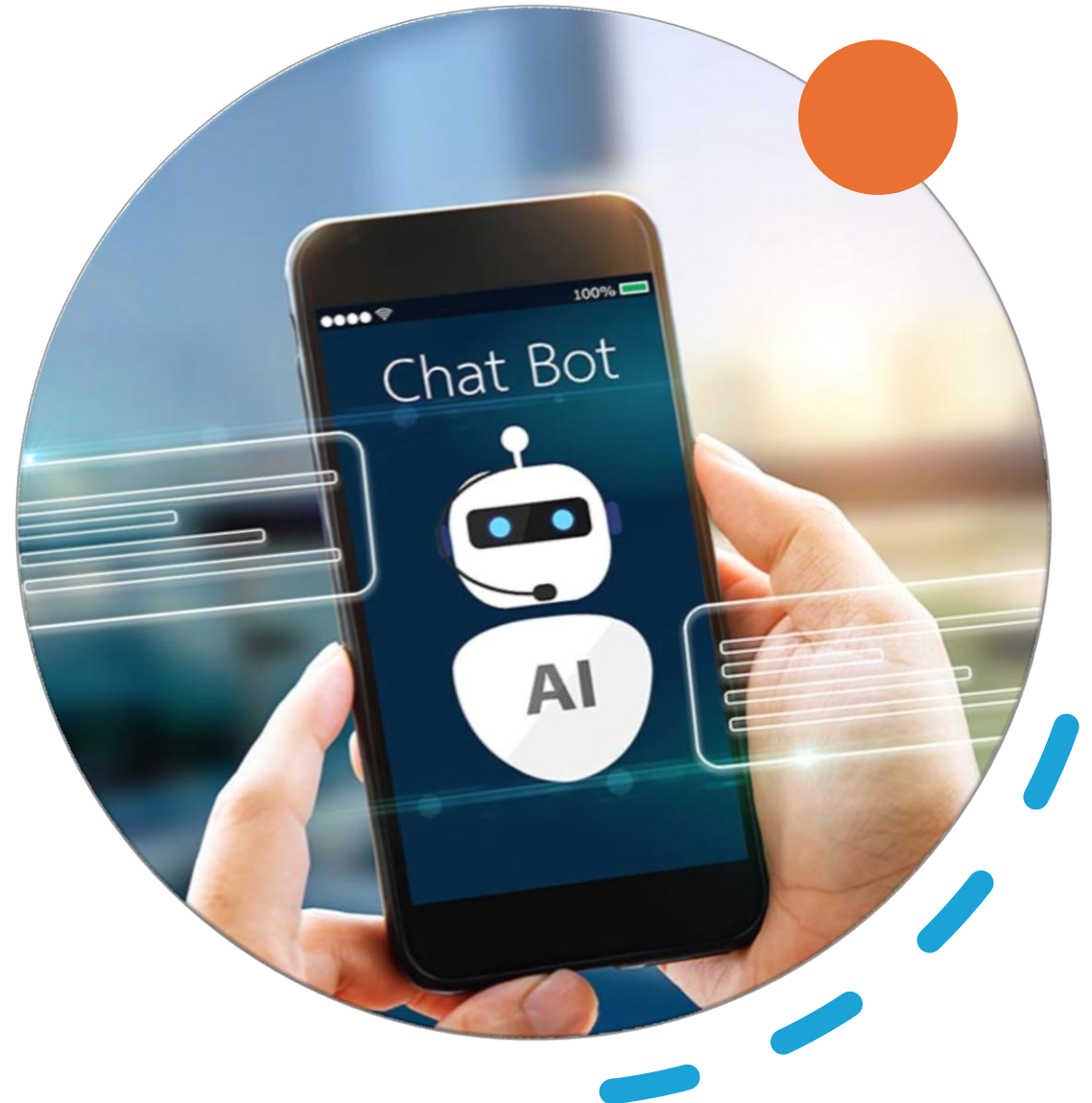
Method



- Seasonal demand fluctuation is common occurrence in this sector and AI has allowed for adjusting pricing accordingly.
- Using dynamic models for pricing strategies helps businesses with their revenues and attract guests (Rekiek *et al.*, 2024).
- However, the economic aspect also focuses on the high upfront investment associated with this because it prevents small and medium businesses from adopting it.

Method

- The social factors reflect on consumer expectations about personalised services and experience that is key to increasing their satisfaction level (Astuti *et al.*, 2024).
- It enables them to schedule workers as per bookings and priorities, where optimising this helps to increase their productivity level, showing another instance of human-AI collaboration (Alawami *et al.*, 2025).
- Application of chatbots in Edwardian Hotels London shows how AI can quickly and effectively assist customers (Fernandes *et al.*, 2024).
- At the same time, potential issues like job displacement are also brought to attention.



Method

- Reviewing the technological benefits showed examples like Premier Inn UK, where smart room technologies are used for upgrading the rooms.
- These technologies are meant to assist guests and make their staying experience better (Abdelmoaty and Soliman, 2020).
- So, budget hotels like Premier can also create competitive advantage for themselves in the market.





Conclusion

- This research report has clarified technological adoption and AI driven personalisation in the hotel and hospitality sector surrounding the theme of human-AI collaboration.
- Using AI has enabled the hotel businesses to improve their overall operations and service delivery because of personalisation.
- This has also created scopes for collaboration because it frees up more time for human labours to focus on other tasks.

Recommendations

In order to achieve the balance, reskilling employees are critical.

By identifying their current skill gaps skill development opportunities and workshops can be created to upgrade their technological skills and improve familiarity (Islam and Zhou, 2024).

Recommendations

- Luxury hotels should utilise AI for creating 24*7 and instant customer support services.
- This can be achieved with the help of AI-powered chatbots, service robots, and concierge services (Sharma *et al.*, 2024).
- Meanwhile, human employees can handle more critical concerns or attend guests that expect human interaction.



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Thank
you

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