**A Review Article About Artificial Intelligence (Ai) In The Hospitality Sector**

Dr. Sushil S. Gadekar,Assistant Professor,Dr. Ambedker Institute of Management Research & Studies Nagpur, India.

Dr.Chetan D.Bagul, Associate Professor, MGV and SPH College of Catering Technology, Nashik.

Dr.NITIN R. JADHAV , Professor, MGV and SPH College of Catering Technology, Nashik.

**Abstract**

**Abstract Goal**

Artificial intelligence (AI) implementation is vital in the era of digital technology. This review article's objective is to evaluate the AI research that has been done in the hotel industry.

A narrative synthesis was used in the review article's methodology. A detailed analysis of the literature was also done to look into AI in the hotel industry. Among other databases, the literature and data were located on EBSCO, Google Scholar, Scopus, Web of Science, and Science Direct.

All published, English-language, peer-reviewed studies that specifically included AI in any aspect of the hospitality industry complied with the inclusion criteria. It was done via content analysis.

**Results**

Economic progress depends on the wise and effective use of AI.

Additionally, AI technologies are being used to construct digital assistants throughout time. They help businesses in the hospitality industry in a variety of ways, including by improving customer service, expanding operational capacity, and cutting costs. However, there are also issues associated with the development of AI, such as job losses in low-tech areas, a loss of control as a result of robot autonomy, and concerns about privacy, safety, and security.

Conclusion

Both good and negative effects of AI technology are felt by the workforce and employment in the hotel industry.

Recommendations

A quantitative study on the adoption of AI in the tourism industry or other industries is urged to be considered. A qualitative approach may also offer a clear picture of the insights discovered for subsequent research.

Research Consequences

The amount of knowledge on the application of AI in the hotel industry was expanded by this review article. Therefore, it might be used to guide future research on the application of AI in the hospitality industry. By including additional potential components, it may also assist academics in broadening the area of their research.

Practical Implications

: After reading this review paper, you may have a better understanding of how AI is being used in the hotel industry. Business owners, managers, and marketers in the hospitality industry or any other sector may be assisted in achieving and enhancing high business performance by the use of appropriate methods to satisfy the wants and expectations of both customers and employees through the use of AI.

Key Words ; - Adoption, hospitality industry, artificial intelligence (AI),

INTRODUCTION

In the age of digital technology, the adoption of artificial intelligence (AI) is essential. Since its creation, it has presented both opportunities and challenges to numerous industries, including the hospitality sector. AI must be considered, just as innovation must be incorporated into a global economy. The economy may benefit from a number of AI-powered technologies that have been developed (Allam, 2016; Koo et al., 2021; Limna et al., 2021).

Today's customers want outstanding service, are a major source of innovation, work in a highly competitive environment, and are regularly confronted by escalating costs.

The ability of a business to continue depends frequently on how well it does financially overall, how well it can adapt to its environment, and how well it can grow and modify its services to meet the needs and expectations of its customers (Van Niekerk, 2016; Wikhamn, 2019).

The hotel and tourist industries are adopting cutting-edge technologies like artificial intelligence and robotics (AIR) to enhance the customer experience.

service and expertise. Ingenious tools for customer service have been created from these scientific and technical advancements, and they are now being applied to improve the customer experience (Goel et al., 2022). Additionally, the creation and application of contemporary information and communication technologies (ICT) have significantly transformed and mechanised every aspect of the tourist experience.

Moreover, the rapid development As an example, the hospitality industry, and specifically the hotel industry, is a data-intensive industry that collects vast volumes of data in a variety of forms. The use of AI in the hospitality sector has the potential to improve financial results. To preserve a competitive edge and enhance corporate performance, many organisations employ AI-powered technology, such as point of sale (POS), Facebook Ads, and LINE Ads (Dash et al., 2019; Limna et al., 2021; Tong-On et al., 2021). Because of this, the tourism and hospitality sectors have a lot of opportunity to improve their everyday operations and ensure that their customers receive high-quality services thanks to AI and automation technologies (Drexler & Lapré, 2019; Kumar et al., 2021). The search for the perfect harmony between technology and human interactions goes on.

Although providing more individualised guest experiences is still debatable, the use of AI, robots, and service automation is becoming more significant in terms of service quality in order to gain a competitive advantage (Naumov, 2Therefore, it is imperative to discuss the use of AI in the hotel sector.019)

. **REVIEW OF LITERATURE**

The lodging and hotel industry, According to Martnez et al. (2019), the hospitality industry is crucial to the economic well-being of many countries. Greeting and entertaining guests are examples of being hospitable. The primary focus of hospitality services is on providing food, drinks, and other consumables. both commercial and non-commercial settings may offer accommodation. (Naumov) In 2019. According to Sisson & Adams (2013), the hospitality sector includes the hotel, tourism, food and beverage, and meeting and event industries. Because it is based on human services, the hospitality industry heavily depends on representation and consumer feedback.

Modern technology can also make the perspective of the client the main objective of operations. Utilising AI technologies can improve customer interactions while ultimately needing less human labour. In order to expand and boost revenue, several hospitality firms have consequently raised their technology spending in recent years (Loureiro et al., 2021).

The worldwide hospitality and tourism industry is among the most important, largest, and fastest-growing in the world. It generates $7.6 trillion in revenue and employs 292 million people, with additional jobs expected to be created in the coming years due to its predicted steady growth (Ruel & Njoku, 2021). It accounts for around 10% of the global GDP and one out of every ten jobs globally. As a result, the hotel industry is essential.

since it belongs to the most important economic sectors and the market is currently characterised by high levels of competition.

According to Limna et al. (2021) artificial intelligence (AI) is thought of as a thinking skill produced by individuals. The term artificial intelligence (AI) is made composed of the phrases artificial and intelligence, where artificial denotes something developed by humans and intelligence denotes the capacity for independent thought. The imitation of human intellectual functions by computers is known as artificial intelligence (AI) (Wang et al., 2020). AI is highly effective at many different tasks. By allowing computers to make informed decisions.

It also changes almost every area of a country's economy in ways that result in more efficient operations (Holzinger et al., 2021; Kumar et al., 2021). Additionally, AI increases worker productivity, which enhances business outcomes, but it also necessitates the development of new skills and abilities, ranging from technological expertise to social and emotional intelligence to creative aptitudes (Ivanov & Webster, 2019; Ruel & Njoku, 2021). The hospitality and tourism industries may need to adapt their organisational structures and operational procedures as a result of the potential for AI to replace certain human knowledge with technology (Saini & Bhalla, 2022). Additionally, using digital analytics and AI tools to manage and track performance results in boosting talent attraction, development, deployment, and productivity in human resource  (Hecklau et al., 2017; Nocker & Sena, 2019).

Due to the potential effects on service quality and customer satisfaction, there is a great deal of interest in the hospitality and tourism study to better understand the effects of AI technology on employee engagement, retention, and productivity levels (Ruel & Njoku, 2021). As a result, AI is needed in many different contexts. Artificial Intelligence and the Hospitality Sector.

Thanks to technological advancements like AI-powered technologies, businesses operating in the digital economy are predicted to be able to transition to more digital ways of working, managing, organising, and facilitating change in a variety of organisational processes (Attaran, 2020; Rosário & Dias, 2022). The hospitality industry is also expanding swiftly as a result of technological developments in AI, robots, and big data (Reis et al., 2020). For instance, the hospitality industry is changed into an intelligent hotel and tourism sector thanks to AI-enhanced hotel and tourist operations and management systems (Ruel & Njoku, 2021).

The hospitality industry has also used AI and automated procedures in systems like revenue management, property management, and customer relationship management. management's compilation of key performance indicators (Mariani et al., 2018). In addition to supporting human intelligence and physical skills, AI-powered smart services and robotics, such as AI-based chatbot technologies, are also employed to deliver individualised services in the hospitality sector (Chi et al., 202The use of AI technology in the hotel industry has a substantial impact on employee productivity as well.

Given that AI service quality significantly contributes to overall service quality in the hospitality industry through employee service quality (Prentice et al., 2020), a better understanding of how AI technologies can affect service quality, customer satisfaction, and loyalty through employee-related outcomes, such as employee engagement, productivity, and service quality is required.(Pillai and Sivathanu, 2020) 0. AI is crucial for the hotel industry for a number of reasons as a result.

The Effects of Artificial Intelligence on the Hospitality Industry

Modern technological applications, such as AI and robotic technologies, are widely used in the hospitality industries, which include hotel businesses, tourism businesses, food and beverage businesses, as well as meeting and event businesses (Drexler & Lapré, 2019; Yang et al., 2020). Moreover, the advancement of AI, robotics, and improved digital connectivity has an impact on all business sectors, including the hospitality industry. These smart and cunning technologies are used by businesses to optimise processes, reduce costs, enhance customer experiences, and even suggest new ones (Mingotto et al., 2021). There are numerous effects of robotics and AI on the hotel industry.

For instance, AI in point-of-sale systems can reduce employee theft and fraud in the cafeteria and restaurant industries (Berezina et al., 2019).

Additionally, the usage of AI and automated services has the ability to predict the future in addition to reducing human errors and blunders. Because of this, AI and automation services can analyse enormous amounts of data and turn them into useful business data.

Additionally, they are able to give their customers better customer experiences as their business's knowledge grows. The aid of AI in identifying and optimising possible sales prospects will satisfy business clients (Lu et al., 2020; Kumar et al., 2021; Thong-On et al., 2021).

In order to ensure that their customers constantly receive high-quality goods and services, the hotel industry has a number of opportunities to improve both short- and long-term strategies, as well as daily operations, thanks to AI and robotic technology. (Yang et al.) 2020. Thus, AI has an impact on the hotel industry.

The Risks Presented by Artificial Intelligence Advancement

The implementation of intelligent automation implies risks, such as the elimination of low-tech jobs, a loss of control due to robot autonomy, as well as concerns over privacy, safety, and security (Tussyadiah, 2020). Because of their accessibility and dependability, a number of businesses in the tourism and hospitality sectors are concerned about the security and risks associated with adopting AI and robotic systems (Kumar et al., 2021). A lack of communication between a robot and a human, for instance, could allow a robot to behave in a way that is not under the control of a person, compromising the safety of the workers. This is because AI-assisted robots have a certain level of autonomy.

Intelligent automation entails hazards, including the loss of low-tech jobs, a loss of control owing to robot autonomy, as well as worries about privacy, safety, and security (Tussyadiah, 2020). Many companies in the travel and hospitality industries are worried about the security and risks related to implementing AI and robotic systems because of its dependability and accessibility (Kumar et al., 2021). For example, if a robot and human cannot communicate, the robot may operate in a way that is not within the control of the human, endangering the workers' safety. This is due to the degree of autonomy present in AI-assisted robotics. and privacy concerns may impact internet of intelligent things (IIUT) and AI technologies. For instance, machine learning models' client data may be easily reversed by hackers (Tussyadiah, 2020). As a result, there are some risks associated with AI development.

Previous studies that support the study

Bisoi et al. explored the effect of AI on the hospitality industry in 2020. AI strategies have repeatedly shown to be worthwhile to employ in the hotel industry for the benefit of clients since they are unusually focused on finding work progress indicators and increasing organisational performance. In this era of innovation, AI methods in the hospitality industry are viewed as cutting-edge tools that can both lower customer dissatisfaction and offer incentives.

Travel companies have a great opportunity to improve their marketing, customer service, customer experience, and retention strategies as a result of the hospitality sector's embrace of cutting-edge technology and a high concentration of AI-based systems.

Citak et al. (2021) discussed how potential guests might persuade the hotel industry to use specific AI solutions. The most widespread applications are in-person customer assistance, messaging and chat platforms, business intelligence tools powered by machine learning, and virtual and augmented reality. Therefore, hotels and other hospitality-related enterprises can employ AI to more effectively utilise their on-site services and operations. Maintaining overall quality also requires staying in touch with customers and meeting their needs. In the future, Davenport et al. (2020) predict that AI will significantly affect business structures, sales procedures, customer service options, and consumer behaviour. Understanding the impact of artificial intelligence requires a thorough examination of three key areas: Conclusion: Artificial intelligence has already had an impact on marketing and will continue to do so significantly. It will change (1) how marketing strategies are used and (2) how consumers behave. Furthermore, there is still a great deal to learn. will transform; and In order to make better use of their on-site services and operations, hotels and other hospitality-related businesses can use AI. It's important to stay in touch with clients and fulfil their wants if you want to maintain overall quality. According to Davenport et al. (2020), artificial intelligence (AI) will have a substantial impact on business structures, sales techniques, customer service options, and consumer behaviour in the future.

A careful analysis of these three crucial areas is necessary to comprehend the effects of artificial intelligence: In conclusion, artificial intelligence will continue to have a huge impact on marketing. It will alter both (2) consumer behaviour and (1) how marketing methods are employed. In addition, there is still a tonne to discover. will change; and It will alter both (2) consumer behaviour and (1) how marketing methods are employed. In addition, there is still a tonne to discover. will change; andKhatri (2021) underlined the use of AI in digital marketing to change consumer behaviour. Digital marketing can have a greater impact on consumer behaviour by utilising AI, a new technology. Even though it's a new technology, there are still a few drawbacks to be aware of. Due to the fact that India has the third-highest number of internet users worldwide, businesses can increase their online marketing efforts. On the basis of useful customer insights gained using AI algorithms, they can target particular audiences. They can use AI-based support to fortify their client relationships by providing satisfying customer experiences. In conclusion, AI in digital marketing has a lot of potential.

METHODOLOGY

Narrative synthesis, according to Papaya et al. (2006), is the process of doing a systematic evaluation and synthesis of findings from multiple studies that mainly depends on words and language to describe and explain the synthesis's conclusions. In this review, a narrative synthesis was adopted. A detailed analysis of the literature was also done to look into AI in the hotel industry.

Among other databases, the literature and data were located on EBSCO, Google Scholar, Scopus, Web of Science, and Science Direct. All published, English-language, peer-reviewed studies that specifically included AI in any aspect of the hospitality industry complied with the inclusion criteria. The data was analysed between January 15 and April 10, 2022. The database was searched using a set of terms related to AI in the hotel industry. The keywords "artificial intelligence adoption," "artificial intelligence technology," "smart technologies," "AI service robots," and "hospitality industry" were discovered. Research design, data collection, data analysis, and report writing are the four key research phases in the qualitative approach (Erickson, 2012). Content analysis is a flexible data analysis technique that can be applied in qualitative systematic reviews.

Additionally, it is suggested that content analysis approaches be modified or tailored to accommodate data that is, by definition, extremely context-specific and arranged for qualitative systematic reviewers who aim to advance knowledge and theory (Finfgeld-Connett, 2014). Consequently, a qualitative content analysis was performed in this review work.

Results

The hotel and food and beverage industries are only two of the sectors of the tourism and hospitality industries that have already embraced AI. AI application is a critical and important part of economic development. Digital assistants are also developing from AI-based technologies. They benefit hospitality businesses in a variety of ways, such as through enhancing customer service, expanding operational capability, and reducing costs. However, there are also drawbacks to the growth of AI, such as job losses in low-tech sectors, a loss of control over robots due to their autonomy, and concerns with privacy, security, and safety. The workforce and employment in the hospitality business are thus impacted by AI technology in both positive and bad ways.

DESCRIPTION AND ADVICE

The idea of AI is not new. AI technology has both positive and negative implications on employment opportunities and the workforce in the hospitality industry. According to Bisoi et al. (2020), the hotel industry is utilising a considerable amount of AI-based systems and adopting cutting-edge technology, providing travel agencies with a wonderful opportunity to improve marketing, customer service, customer experience, and retention. According to marketers, AI is helpful since it enables them to handle massive amounts of data, carry out tailored sales, and meet client expectations.

Aggarwal and Jain (2020). Khatri (2021) also got to the opinion that AI-based support can be used to improve customer relationships through fostering pleasant customer interactions. Tussyadiah (2020) asserts that security and privacy flaws can have an impact on AI systems, including the internet of intelligent things.

Not to mention, Davenport et al. (2020) asserted that AI has already had an impact on marketing. There will be a lot greater impact in the coming years, and there is still plenty to learn.

Owners, managers, employees, and marketers of firms in the hospitality sector should therefore be knowledgeable about AI technologies so that organisations may more properly assess their capacity to successfully integrate AI and decide which Understanding how AI can be used will help organisations make better decisions about where to implement AI solutions in their value chain. By being aware of the possible drawbacks of adopting AI, businesses can be better prepared to implement it into their operations. It is imperative to concentrate on these technologies and have the proper plans in place in order to deploy AI technology to meet the demands and expectations of both customers and employees. As a result, high business performance will come.ovements to make.

RECOMMENDATIONS

The recommendation is to consider empirical study, particularly on the long-term consequences of robotic and AI technologies on actual behaviours, potential downsides, as well as ethical issues for customers and service employees (Lu et al., 2020). A quantitative analysis of the use of AI in the tourism industry or other industries, using tools like online surveys, is also advocated. An accurate image of the results of the insight process may also be obtained using a qualitative technique, such as focus groups and interviews.

IMPLICATIONS

Reading this review article may provide you a better understanding of how AI is used in the hotel industry. The implication might be used by business owners, managers, and marketers in the hotel industry or any other industry to more fully comprehend and put into practise appropriate plans to satisfy the needs and expectations of both consumers and staff through the application of AI.

As a result, high business performance will come. The amount of information on the application of AI in the hotel industry was also expanded by this review article. Therefore, it might be used to guide future research on the application of AI in the hospitality industry. By including additional potential components, it may also assist academics in broadening the area of their research.

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