ANALYZING THE ROLE AND INFLUENCE OF AI IN HOSPITALITY INDUSTRY

Dr. Prajakta Kedar Parasnis

Assistant Professor, Bharati Vidyapeeth (Deemed to be University) Institute of Hotel Management & Catering Technology, Pune

Ashima Mandar Deshpande

Assistant Professor, Bharati Vidyapeeth (Deemed to be University) Institute of Hotel Management & Catering Technology, Pune

Anil Gopal Shinde

Associate Professor, Bharati Vidyapeeth (Deemed to be University) Institute of Hotel Management & Catering Technology, Pune

Rupesh Londhe

Associate Professor, Bharati Vidyapeeth (Deemed to be University) Institute of Hotel Management & Catering Technology, Pune

Abstract:

The hospitality industry has experienced considerable change due to advent of AI in operations and management. It also has great impact on customer experience and customer engagement. AI has offered many solutions in the form of chatbots, virtual assistance, facial recognition technology, Robotic Process Automation (RPA), automation in routine tasks and planning best pricing strategies as per changing market conditions and demand. Other aspects where AI has proved to be beneficial are contactless technologies, AI-powered surveillance for enhanced security, preventive maintenance with IoT, voice recognition technology and CRM (Customer Relationship Management). There are some negative aspects of AI which the respondents feel can be a hindrance in accepting AI throughout the operations. These aspects are safety and security of data, internal environment and work culture, threat to the job positions etc. The primary data was collected from employees working in various areas of hospitality industry. The data was collected with the help of structured questionnaire which was floated through google forms. 115 valid responses were received from the hospitality industry. The data was analysed with the help of charts and findings and conclusion were drawn. The study concludes with the observations that AI is effective in many aspects and proves to be beneficial for the industry. But on the other hand, one must keep the fact in mind that it ha some negative aspects as well which can not be ignored. Thus, there is a need to have a balance between the positive and negative aspects of AI. The industry professionals must give a lot of thought before implementing AI in operations and management.

Keywords: Hospitality Industry, Artificial Intelligence (AI), Hospitality Operations

1. Introduction:

The hospitality industry has long been synonymous with exceptional customer service, warm welcomes, and memorable experiences. However, the industry is undergoing a significant transformation, driven by technological advancements and shifting consumer preferences. At the forefront of this transformation is Artificial Intelligence (AI). AI refers to the use of machine learning algorithms, natural language processing, and data analytics to automate and personalize various aspects of the hospitality experience. From chatbots and virtual assistants to predictive maintenance and personalized marketing, AI is revolutionizing the way hotels, restaurants, and travel companies interact with customers. The integration

of AI in hospitality is not just a trend; it's a necessity. With the rise of digital natives and increasingly tech-savvy travelers, hospitality providers must adapt to meet evolving expectations. AI offers a competitive edge, enabling hospitality providers to: enhance customer experiences through personalized interactions and tailored recommendations, improve operational efficiency by automating routine tasks and optimizing resource allocation, drive revenue growth through data-driven insights and targeted marketing.

The integration of AI in the hospitality and service industry is revolutionizing the way hospitality industry is functioning. The industry can achieve enhanced interactions with customers, aiming to deliver fast, efficient, and personalized service experiences. AI driven tools powered by advances in natural language processing (NLP) and machine learning, are increasingly capable of handling a wide range of customer queries and performing tasks autonomously. Industries such as retail, banking, hospitality, and healthcare are leveraging AI to improve customer engagement, reduce operational costs, and ensure round-the-clock availability. Despite these advantages, the industry perceptions of use of AI vary, highlighting essential areas that affect their adoption and effectiveness, including efficiency in operations, cost effectiveness, revenue management, customer feedback, privacy concerns and trustworthiness.

With the help of AI the following aspects can also enhance the operations and customer experience in the hospitality industry:

1) Energy and Resource Management: The hospitality industry faces pressure to adopt sustainable practices and minimize environmental impact. Artificial intelligence (AI) offers solutions to optimize energy and resource management. AI offers promising solutions for energy and resource management in hospitality. AI-driven energy management systems optimize energy consumption and reduce costs.

2) Personalized Marketing and Recommendations in Hospitality:
   The hospitality industry is adopting Artificial Intelligence (AI) technologies to improve marketing efforts, customer service, and operations. The focus is on optimizing marketing strategies, enhancing guest experiences, and fostering customer engagement and loyalty.

3) Voice-Activated Technology (VAT) in Hospitality: VAT, also known as voice-controlled assistants, enables customers to interact with hospitality businesses and access services using natural language commands. VAT has provided various benefits such as :
   Personalized experiences: VAT allows businesses to engage with customers more intuitively and personally.
   Convenience and efficiency: VAT provides voice-based interfaces for customers to interact with companies.
   Enhanced customer experience: VAT can be integrated with various hospitality services to provide a more convenient and efficient experience.

4) Revenue Management and Dynamic Pricing in Hospitality:
   Revenue management and dynamic pricing involve adjusting prices in real-time based on supply and demand factors, such as:
   1. Demand: Adjusting prices according to demand fluctuations.
   2. Seasonality: Adjusting prices based on seasonal demand patterns.
   3. Competitor activity: Monitoring competitor prices and adjusting accordingly.

AI is transforming the hospitality industry by enhancing customer experiences, improving operational efficiency, and driving revenue growth. AI has various applications in hospitality, including customer service, personalized marketing, revenue management, and operational efficiency. Hospitality providers must address challenges such as data integration, employee training, and customer acceptance to leverage

AI effectively.

2. Literature Review

Farah Zahidi, Bincy Baburaj Kaluvilla, Tausif Mulla (2024) in the research paper 'Embracing the new era: Artificial intelligence and its multifaceted impact on the hospitality industry' state that the hospitality industry is experiencing the transformation because of advent of AI. This research studies the opportunities and challenges faced by hospitality industry. The research explores the potential of AI to experience the hospitality services.

The variables studied were analysed with the help of Total Interpretive Structural Modeling (TISM). The variables were identified with the help of detailed literature review from published material. The relationships then were defined by using the responses filled by experts. The panel of experts comprised of academicians and industry. The findings reveal that the hospitality education sector and the hospitality industry need to work upon innovative ways to incorporate the AI in operations. AI integrated in hotels in daily operations will help in integration of solutions and will enable to reduce negative impact related to interactions between staff and customers,

It will also contribute to increased customer satisfaction and enhanced quality of services offered to the guests. AI integration has streamlined operations, enhanced customer experiences, better business performance and led to some innovative marketing approaches. The study suggests that the operations must start using AI in regular procedures of the department. This will help in blending the core idea of Hospitality Industry and the use of technology. The strategies can be formed to make this combination effective which will benefit the stakeholders of the industry.

Huub Ruel, Esther Njoku (2021) in the research paper 'AI redefining the hospitality industry' explores the role of AI in redefining the hospitality industry. The authors have established a theoretical framework to measure the impact of AI on employee engagement, employee productivity levels, enhanced service quality and achieving guest satisfaction.

The researchers developed a Role-Service-Profit chain from the literature, theories based on role of AI in hospitality and Service-Profit chain theories. This will help the managers in talent procurement and management. The findings reveal that the Role-Service-Profit theory can be used as a tool to decide upon the advent of AI in hospitality operations and tourism sector. It proposes the usefulness of AI for managers to evaluate performances of employees, the role played by technology in enhancing quality of services rendered to the guests and achieving customer satisfaction through optimum output from the employees. This will eventually impact the employee productivity, growth of business and enhanced profitability. AI will enhance the internal environment of the organisation and the position of the organisation in the market.

Sunny Vinnakota, Mohan Dass Mohan, Johnson Boda, John Sekuini, Moinul Mustafa, Harshavardhan Madala (2023) in the research paper 'Leveraging Artificial Intelligence in the Hospitality Industry: Opportunities and Challenges' have explored the opportunities and challenges of use of AI in hospitality industry. This research investigates the implementation of AI in hospitality industry. The study focuses on elaborating upon the challenges faced by the industry professionals in the current scenario. The research talks about various applications of AI in different sectors of hospitality industry like use of virtual assistance systems, chatbots, personalized marketing, face recognition systems and most importantly, the revenue management in the organisation. The research has considered the use of AI and its impact on guest experience, efficiency in operations and cost efficiency. The paper also considers the ethical practices while using AI and the probable drawbacks of using AI in hospitality industry. The findings reveal that AI can improve guest experiences, there can be improved efficiency in operations and considerable reduction in costs. This will give significant benefits to industry. As the use of AI has

the mentioned benefits, there are few concerns which needs to be considered. Successful application of AI requires data privacy and addressing other probable security issues. Also, there needs to be a balance between mechanization through AI and human interface. Apart from the technical concerns, there is some investment required for training of employee and maintenance of the systems. The study has proposed some recommendations based on the findings which would aid in sustainable growth of the business.

Nadine Drexler, Viyella Beckman Lapré (2019) in the research article 'For Better or For Worse: Shaping The Hospitality Industry Through Robotics And Artificial Intelligence' elaborate on the positive as well negative aspects of use of robots and AI in hospitality industry. The digital transformation has a great impact on many industries and hospitality industry is not an exception. The authors have explored significance of AI in hospitality industry and the limitations of using AI due to the present level of technological implementation in the industry. The findings state that the advent of technology in hospitality industry in inevitable and is being used in many operational areas of the industry. However, there are other aspects which needs to be considered like, role of technology in hospitality industry and the level to which it is accepted in the industry by the professionals. If the technology supports the basic functions of human skills, the human efforts can be focused on delivering genuine services with hospitality to the guest. This will help in achieving the guest satisfaction. There will be enhancement in individual performance because of less workload on the employees. The study suggests that if the organisation wants the non-human workforce to join the regular team of employees, then the employees must be trained to understand the changes which will take place in the operations and procedures. The employees need to understand that the technological support will help in improving the guest experience and result in achieving guest satisfaction.

Pongsakorn Limna (2022) in the research paper 'Artificial Intelligence (AI) in the Hospitality Industry: A Review Article' takes a review of the role of AI in hospitality industry. The author takes a review of the published literature to understand the significance of AI in hospitality operations. Along with other sectors, hospitality industry also has accepted the AI in various aspects.

It is evident that use of AI is very effective and strategic for economic growth in digitally driven world. The digital assistance enhanced due to AI is quite supportive for hospitality personnel. The implications of AI can be seen in expanding spectrum of operations, enhancing customer services and achieving cost effective operations. There are some negative aspects related with implementation of AI. Loss of jobs, lack of control over procedures because of robotic automation and concerns with safety, security and privacy are to name a few. The author concludes by stating that technology always has positive as well as negative impact over the operations in hospitality industry.

Talukder, Mohammad Badruddoza; Das, Iva Rani (2022) in the research article, 'The Technology Impacts And AI Solutions In Hospitality' study the impact of technology on hospitality industry and also the solutions provided by AI in problems faced by hospitality industry. The authors state that the hospitality industry has experienced noticeable change in the operations and guest experience due to advancement in technology. The operations have become more efficient and the guest experience is enhanced quite considerably. There are many AI solutions like use of chatbots, giving personalized suggestions to guests, making procedures easy for the guests through technical assistance etc. By introducing automation in routine tasks with robotics the standards can be achieved easily. With the help of various software, it has become quite easy to do predictive analysis and offer dynamic pricing to achieve maximum yield.

There can be effective revenue management by using pricing algorithms which give the best prices to sell the products as per changing market trends and market demands. The study concludes on a positive

note. The authors observed that there are many positive aspects related with the use of AI in hospitality sector and the results can be seen from smooth operations and happy and satisfied customers as they get standard services.

Myriam Bounatirou, Andriew Lim (2020) in the research article 'A Case Study on the Impact of Artificial Intelligence on a Hospitality Company' talks about the effect of AI in hospitality organisations. AI is considered to be a reliable tool for enhanced business performance. There is a huge data available through online interactions with the guests and which needs to be managed by the hospitality organisations to provide personalized services to the guests. It is evident that aspects like revenue management and marketing have great influence in the hospitality operations as it is a business striving to have maximum profits. AI helps to improve the pricing strategies and providing innovative marketing solutions to enhance the business performance.

Ming-Hui Huang, Roland T. Rust (2018) in the article 'Artificial Intelligence in Service' have explored the role of AI in hospitality services. The authors affirm that AI has a great impact on various aspects of hospitality industry and its operations. The authors state that AI has double-edge impact on the industry. On one hand it has tremendous potential for innovations and enhanced practices and on the other hand it is a threat for the human beings of getting replaced and job-loss. The authors have suggested a model which will help in having a balance between mechanical tasks and service-related jobs. The order of jobs considered by AI is mechanical, analytical, intuitive and empathetic intelligence.The model suggests that the basic level jobs will be replaced first. The next phase will experience growth and the transition in the phase. The last phase will take over all the tasks performed by the humans and automation will replace the same. The study reveals that the analytical tasks will become less important as AI can completely take over the analytical jobs and perform it better. Even if humans are required to handle the intuitive and empathetic skills in the current scenario, the days are not too far when AI will replace even the mentioned skills and then the requirement of humans will be completely eliminated.

Jacques Bulchand-Gidumal (2020) in the research paper 'Impact of Artificial Intelligence in Travel, Tourism, and Hospitality' have explored the impact of AI in hospitality and tourism sector. The application of AI is seen in use of recommender systems providing personalized solutions, use of robots, smart conversation systems, forecasting, voice recognition systems and smart language translation assistance. This research explores the current role and implied applications of AI like improved algorithms and effective cost and revenue management. Initially the study throws light upon the use of AI in regular processes related to travel industry. The paper further talks about various AI applications in the hospitality and tourism sector. The study concludes by identifying the challenges of AI applications in hospitality and tourism sector. Also, the authors mention the future of AI in tourism and hospitality sector.

Suneel Kumar, Varider Kumar, Kamlesh Attri (2021) in the research article 'Impact Of Artificial Intelligence And Service Robots In Tourism And Hospitality Sector: Current Use & Future Trends' explore use of AI and use of AI as future trends in tourism and hospitality sector. The authors state that there is tremendous transformation in tourism and hospitality industry due to robotics and application of AI in various aspects. The article has reviewed the current literature and research related to the use of robotics and AI in hospitality industry. The research explores three major aspects of AI and automation in hospitality sector. The first being the current use and applications of automation, robotic systems in operations and implementation of AI in hospitality operations. The second aspect has analysed the impact of AI and robotic systems on jobs, consumers, business and on the society. And, lastly, the third aspect is to examine the future of AI and robotics on the tourism and hospitality industry in-terms of its advantages and disadvantages and overall impact due to application of AI and use of robotic systems.

3. Research Methodology

The study was undertaken to understand the role of AI in hospitality industry. AI has certain positive aspects which help in growth of the business, like it has a great impact on operational efficiency, standard output, customer satisfaction, revenue management etc. At the same time AI intervention can pose a threat to the employees in terms of job security. There are other concerns also which the organisation must address like security of data and other information. So, it is essential that the hospitality industry is able to maintain balance between the technology and the human resource. Both should be used to give the benefit to the business.

The respondents were the professionals from hospitality industry in Pune city. The responses were collected through structured questionnaire. The preceding section elaborates on the data analysis, findings and conclusion drawn from the responses. The responses were collected from employees working in different departments of a hotel. There were 115 responses received, out of which 97 responses were complete and were considered for the analysis. The responses were analysed with the help of pie charts and the findings were drawn from the same.

4. Data Analysis

The data was collected to understand the opinion of the employees working in hotel industry in different operational areas. The respondents represent different levels of management viz. managerial level and supervisory level. The opinion of hospitality personnel were taken on both aspects of AI i.e. the positive aspects and negative aspects of use of AI in operations and management of hospitality industry. The first section has considered the positive aspects of implementation of AI in hospitality industry.

Operational efficiency and Cost saving: The following chart shows that maximum employees have agreed that use of AI in operations has shown great impact on obtaining productivity and enhanced proficiency from the employees. This has direct impact on the output in terms of standard services rendered to the customers. Which in turn has effect on achieving guest satisfaction. It also has considerable effect on saving the cost of operations by providing the data and information as per changing demands of the market and business position.


**Enhanced employee productivity:**
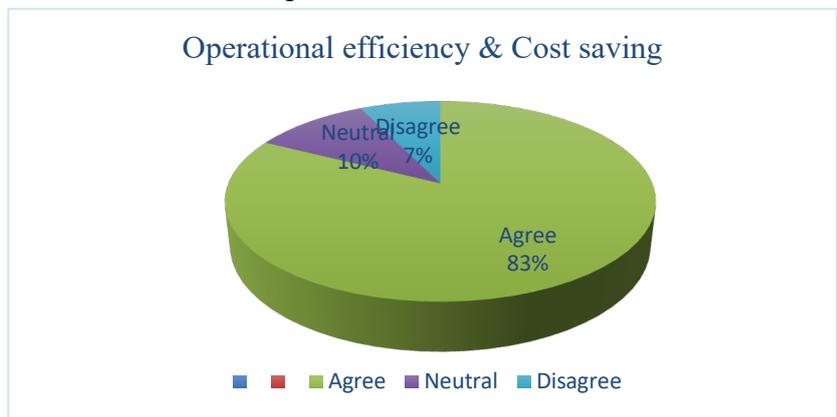
Enhanced employee productivity
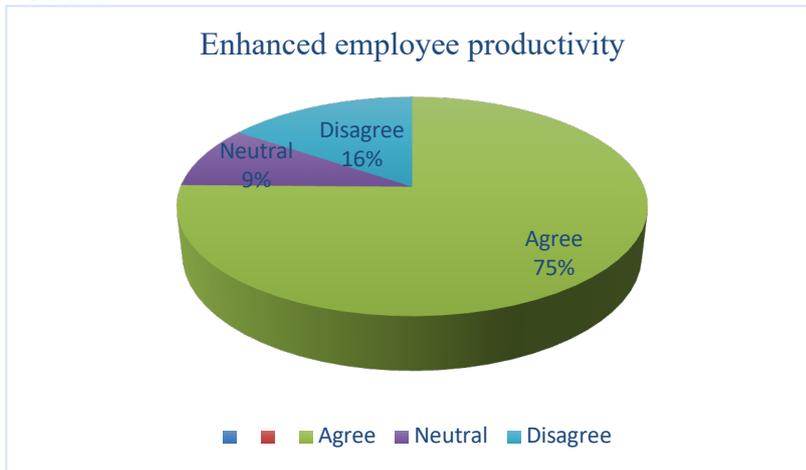
The above graph depicts the impact of AI on productivity of the employees. In this aspect also, the industry professionals affirm that AI has helped in increasing the productivity of employees as it assists in daily operations and decision making at different levels of management. At the same time there few employees who disagree with the statement and opine that AI has less impact or no impact at all on enhancing employee productivity.

Enhanced service quality:
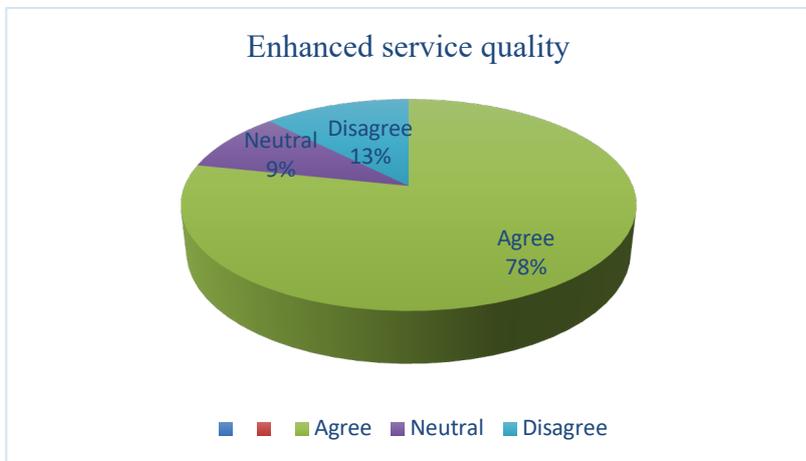
As seen earlier, AI has direct impact increased productivity due to implementation of AI in daily operations in different areas of a hotel. Due to data availability with implementation of AI, it has become quite convenient for the employees and management to provide standard services to the guests. This results in guest satisfaction, repeat business, loyal customers and positive publicity of the organisation. This reflects on the growth of the business. Again, in this aspect also there are very few respondents who disagree and state that AI has very less or no impact over service quality provided by the employees.

Guest or customer satisfaction:
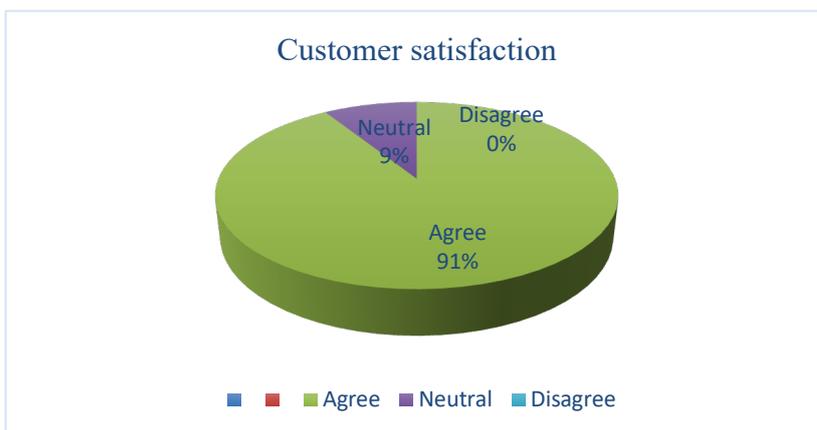
The above graphical representation shows that the maximum employees agree with the fact that use of AI in hospitality industry has a significant role to play in accomplishing guest satisfaction. The hospitality industry offers products and services to the customers. It is of utmost importance that the guest must be provided with standard services along with different products. Without the service standards being maintained, the products will have no value. A great service experience will result in guest satisfaction and repeat business.

Customised guest experience:
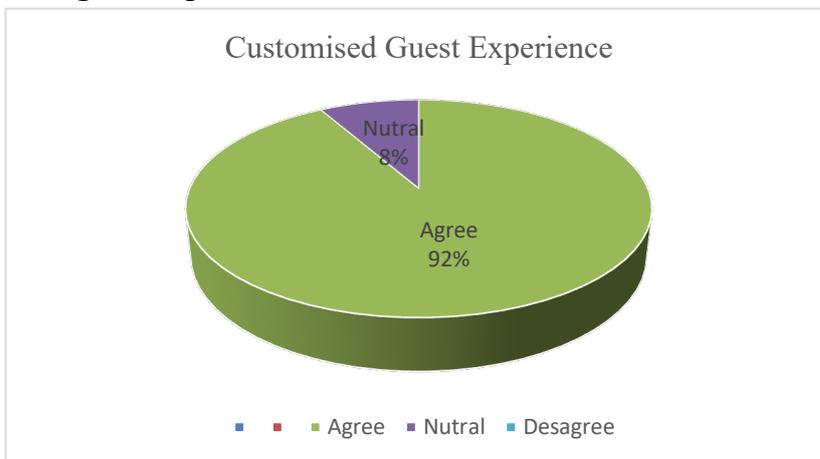
Every guest is different and has different expectations in terms of services provided the hotel employees. It is easy and convenient to provide different solutions to the guests and serve them in a better way. This is possible with application of AI in operations of hospitality industry. Every guest would feel special if they are provided with services that they expect and leave them with positive impression of the employees and the organisation. Again, very few respondents are not sure of the role of AI in customized guest experience.

Increased profitability:
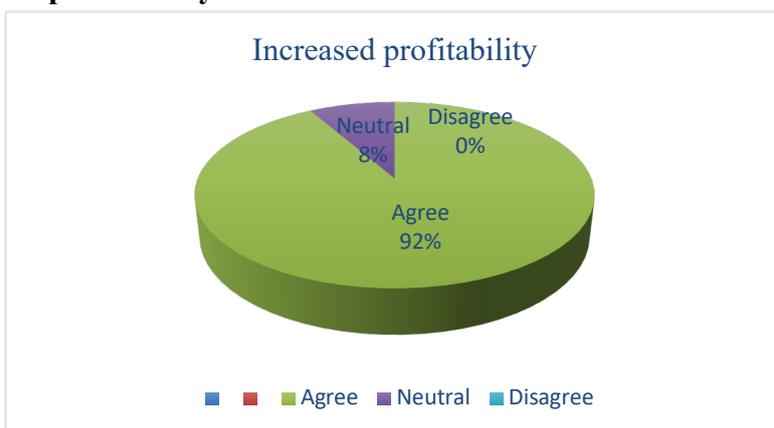
The above graph depicts the opinion of respondents on impact of AI on the profitability of the business. The graph shows that the respondents affirm that the use of AI in hospitality operations and management definitely has positive impact on profit margins of the organisation. It is evident that the business will grow due to increased business by the customers. The business will show growth only when you have business from customers on regular basis, in other words, a repeat clientele. The customers would be loyal with the organisation only when they are satisfied with the services and facilities offered by the hotel. This shows that AI intervention has great impact over guest satisfaction and which results into profitability and growth of a business.

Talent management:
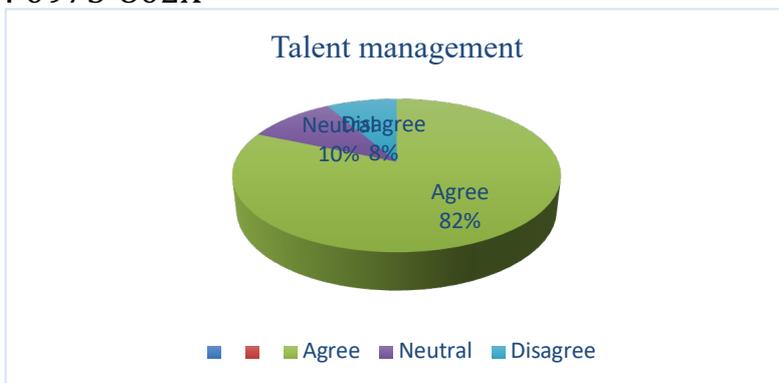
Talent management

The above pie chart shows the opinion of the respondents on role of AI in talent management. It is evident that the industry professionals feel that it is very convenient to manage the talent pool by using AI, especially at HR department and managerial level. It is easier to maintain the employee records, update it from time to time and view the summery during performance appraisals. It is quite easy to maintain the stock of the excellent employees. And also, to use the information in case of any grievances. The grievances can be handled effectively and appropriate solutions can be drawn for the betterment of employees as well as the organisation. The above are the positive aspects of implementation of AI in hospitality industry. The industry professionals have taken note of the constructive side of the technology and have recognized the benefits of the same. On the other hand, there are some negative aspects of the same. Respondents feel that there are some undesirable aspects related with use of technology in the organisation. The following pie charts and the analysis talk in detail about the adverse effects of technology on the employees and the business.

Security concerns and detection of fraudulent practices:

**Security concerns and detection of fraudulent practices**
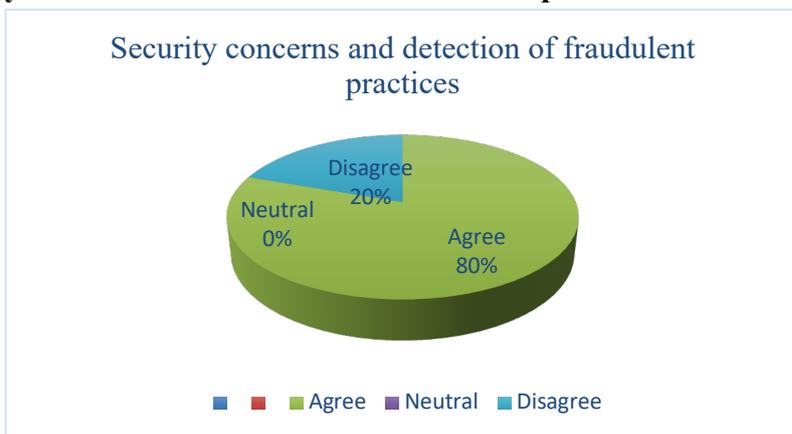
The above chart depicts the negative aspect of using of AI which is a major concern. The respondents feel that the confidentiality of the data can be compromised and there can be some fraudulent practices taking place due to the same. But some respondents state that these practices can be curbed with proper care and provisions in software.

Employee empowerment:

Employee empowerment

Agree 54%
Disagree 36%
Neutral 10%

Agree | Neutral | Disagree
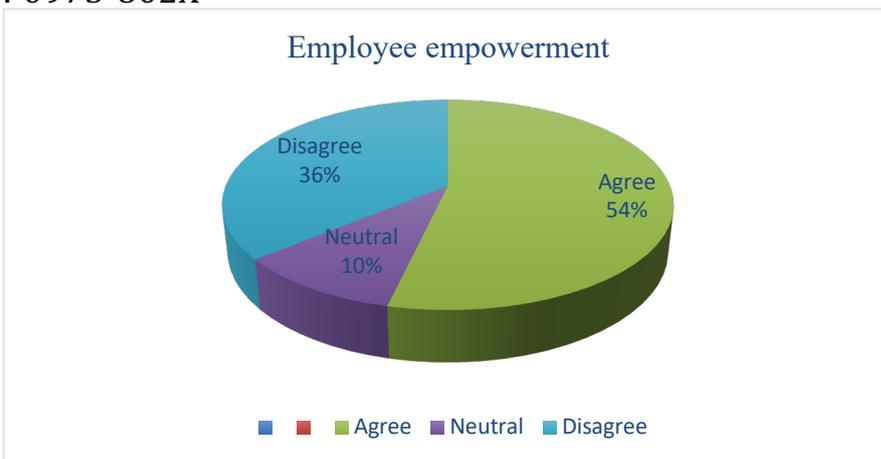
Majority respondents state that implementation of AI has no impact over the growth of employees in their career. Some respondents agree to the fact that AI can be helpful in empowering the employees and career progression. Very few respondents choose to be neutral on the statement.

Improving internal environment of the organisation:

Improving internal environment of the organisation

Agree 13%
Neutral 10%
Disagree 77%

Agree | Neutral | Disagree
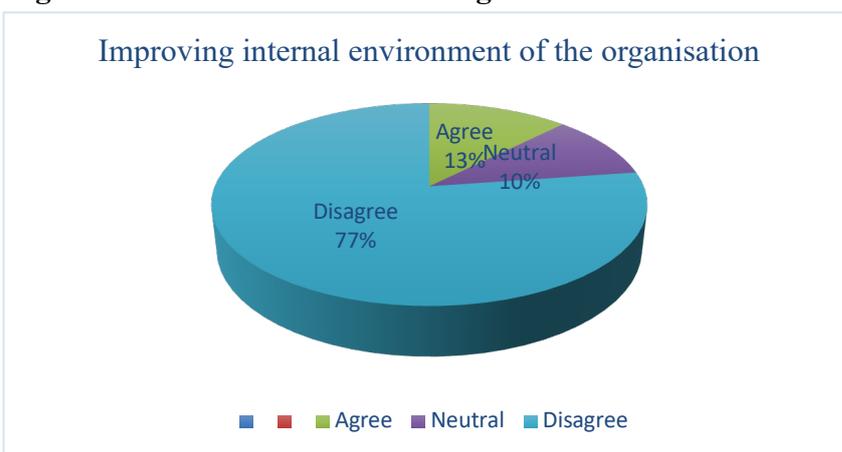
The above chart talks about the role of AI in improving the internal environment of the organisation. Majority of the respondents opine that AI has no role to play in the kind of environment or the culture of the organisation. The work culture or the environment is a part of the systems and the policies adopted by the management and being implemented in the organisation. Very few employees feel that the internal environment can be improved with the intervention of AI in hospitality organisations.

Employee satisfaction:

Employee satisfaction

Agree 26%
Neutral 13%
Disagree 61%

Agree | Neutral | Disagree

The employee satisfaction is another important aspect which was to be studied by the authors. It is evident from the above chart that majority of the respondents disagree with the relation of AI and employee satisfaction. They opine that AI does not have any impact over employee satisfaction aspect. Few respondents feel that due to ease in operations provided because of AI implementation, the employees

find the work to be easier and comfortable. This aspect contributes towards the satisfaction of the employees.

5. Findings of Study:

Artificial Intelligence is of importance in the hospitality industry for fostering customer satisfaction and ensuring the smooth relation between the service provider and the customer.

1) It has been observed that Artificial Intelligence has helped in increasing the productivity of the employees and it helps them to take quick decisions and helps them in daily operations.

2) AI has direct impact increased productivity due to implementation of AI in daily operations in different areas of a hotel. Due to data availability with implementation of AI, it has become quite convenient for the employees and management to provide standard services to the guests.

3) AI in hospitality industry has a significant role to play in accomplishing guest satisfaction. The hospitality industry offers products and services to the customers. It is of utmost importance that the guest must be provided with standard services along with different products. A good service will ultimately result in great customer satisfaction.

4) AI has played a significant role in providing great service experience without which it will not be possible for industry to get repeat business.

5) It is easier to maintain the employee records, update it from time to time and view the summery during performance appraisals. It is quite easy to maintain the stock of the excellent employees. And also, to use the information in case of any grievances. The grievances can be handled effectively and appropriate solutions can be drawn for the betterment of employees as well as the organization.

6) AI powered sentiment analysis and natural language processing enable proactive issue resolution and improved customer feedback.

6. Conclusion:

The hospitality Industry has undergone a significant transformation with the integration of Artificial Intelligence (AI). AI has revolutionized the way hotels, restaurants, and travel companies interact with customers, providing personalized experiences, enhancing operational efficiency and driving revenue growth. As AI technology continues to evolve, the hospitality industry can expect even more innovative applications, such as: AI- powered virtual reality experiences revolutionize guest entertainment and engagement. AI driven autonomous services, such as robotic room service, redefine the hospitality experience. Predictive maintenance optimizes equipment performance, reducing downtime and improving guest satisfaction. The strategic integration of AI in the hospitality industry has the potential to transform the customer experience, drive operational efficiency and unlock new revenue streams. As AI technology continues to advance, hospitality providers must stay ahead of the curve to remain competitive and deliver exceptional guest experiences.

References:

- Chen, Y., et al. (2020) 'Chatbot – based customer service: A systematic review' *International Journal of Hospitality Management*, 89, 102654. https://www.google.com/search?q=Chen%2C+Y.%2C+et+al.+(2020)+%E2%80%98Chatbot+%E2%80%93+based+customer+service%3A+A+systematic+review%E2%80%99&oq=Chen%2C+Y.%2C+et+al.+(2020)+%E2%80%98Chatbot+%E2%80%93+based+customer+service%3A+A+systematic+review%E2%80%99+&gs_lcrp=EgZjaHJvbWUyBggAEEUYOTIHCAEQIRiP

AjIHCAIQIRiPAtIBCTI2MjBqMGoxNagCCLACAfEFk1eqNDTqxXQ&sourceid=chrome&ie=UTF-8

- Chulmo Koo1, Zheng Xiang, Ulrike Gretzel, Marianna Sigala (2021) 'Artificial intelligence (AI) and robotics in travel, hospitality and leisure' *Electronic Markets* (2021) 31:473–476 https://doi.org/10.1007/s12525-021-00494-z

- Erica Mingotto, Federica Montaguti, Michele Tamma1 (2020) 'Challenges in re-designing operations and jobs to embody AI and robotics in services. Findings from a case in the hospitality industry'*Electronic Markets* (2021) 31:493–510 https://doi.org/10.1007/s12525-020-00439-y

- Farah Zahidi, Bincy Baburaj Kaluvilla, Tausif Mulla (2024) 'Embracing the new era: Artificial intelligence and its multifaceted impact on the hospitality industry'*Journal of Open Innovation: Technology, Market, and Complexity* 10 (2024) 100390 pp 1-12 https://doi.org/10.1016/j.joitmc.2024.100390

- Gao, J. (2019) 'Exploring customer perceptions of chatbots in service encounters'
- *Journal of service management*, 30(5), 851-871 https://www.nature.com/articles/s41599-024-03212-0

- Hoyer, W.D. (2020) 'Customer experience with chatbots: A systematic review'*Journal of service research*, 23(1), 34-48 https://www.google.com/search?q=Hoyer%2C+W.D.+(2020)+%E2%80%98Customer+experience+with+chatbots%3A+A+systematic+review%E2%80%99&oq=Hoyer%2C+W.D.+(2020)+%E2%80%98Customer+experience+with+chatbots%3A+A+systematic+review%E2%80%99&gs_lcrp=EgZjaHJvbWUyBggAEEUYOTIHCAEQIRiPAjIHCAIQIRiPAtIBCTI5MTZqMGoxNagCCLACAfEFUUrM8siVFC8&sourceid=chrome&ie=UTF-8

- Huub Ruel, Esther Njoku (2021) 'AI redefining the hospitality industry' *JOURNAL OF TOURISM FUTURES* VOL. 7 NO. 1 2021, pp. 53-66, Emerald Publishing Limited., ISSN 2055-5911 DOI 10.1108/JTF-03-2020-0032

- Jacques Bulchand-Gidumal (2020) 'Impact of Artificial Intelligence in Travel, Tourism, and Hospitality' *Handbook of e-Tourism*, Vol 2 (3) pp 1-20 https://doi.org/10.1007/978-3-030-05324-6_110-1

- Kim, J. (2019) 'Understanding customer attitudes towards chatbots in the service industry' *Journal of Business Research*, 112, 341-348 https://www.researchgate.net/publication/383129196_Understanding_customer_attitudes_towards_chatbots_in_the_service_industry

- Kumar, J., et al. (2019) 'Understanding customer attitudes towards chatbots in the service industry' *Journal of service Business Research*, 112, 341-348 https://www.google.com/search?q=Kumar%2C+J.%2C+et+al.+(2019)+%E2%80%98Understanding+customer+attitudes+towards+chatbots+in+the+service+industry%E2%80%99&oq=Kuma

r%2C+J.%2C+et+al.+(2019)+%E2%80%98Understanding+customer+attitudes+towards+chatb
ots+in+the+service+industry%E2%80%99+&gs_lcrp=EgZjaHJvbWUyBggAEEUYOdIBCTIz
NjVqMGoxNagCCLACAfEFOQ02JWnsH0nxBTkNNiVp7B9J&sourceid=chrome&ie=UTF-8

- Lee, S. (2020) 'Chatbot adoption in customer service: An empirical study' *Journal of Retailing and Consumer Services*, 55, 102764

- Ming-Hui Huang, Roland T. Rust (2018) 'Artificial Intelligence in Service' *Journal of Service Research 2018*, Vol. 21(2) 155-172 DOI: 10.1177/1094670517752459 journals.sagepub.com/home/jsr

- Myriam Bounatirou, Andriew Lim (2020) 'A Case Study on the Impact of Artificial Intelligence on a Hospitality Company' *Sustainable Hospitality Management* DOI: 10.1108/S1877-636120200000024013https://www.emerald.com/insight/content/doi/10.1108/s1877-636120200000024013/full/html

- Nadine Drexler, Viyella Beckman Lapré (2019) 'For Better or For Worse: Shaping The Hospitality Industry Through Robotics And Artificial Intelligence'Research in Hospitality Management 2019, 9(2): 117–120 https://doi.org/10.1080/22243534.2019.1689701

- Pongsakorn Limna (2022) 'Artificial Intelligence (AI) in the Hospitality Industry: A Review Article' *International Journal of Computing Sciences Research* (ISSN print: 2546-0552; ISSN online: 2546-115X) Vol. 7, pp. 1306-1317 DOI: 10.25147/ijcsr.2017.001.1.103 https://stepacademic.net

- Santosh Kumar Bisoi, Ansuman Samal, Mou Roy (2020) 'Impact of Artificial Intelligence in the Hospitality Industry, *International Journal of Advanced Science and Technology,* Vol. 29, No. 5, (2020), pp. 4265 – 4276, ISSN: 2005-4238

- Sunny Vinnakota, Mohan Dass Mohan, Johnson Boda, John Sekuini, Moinul Mustafa, Harshavardhan Madala (2023) 'Leveraging Artificial Intelligence in the Hospitality Industry: Opportunities and Challenges' *Asian Journal of Social Science and Management Technology* ISSN: 2313-7410 Volume 5, Issue 3, May-June, 2023 pp 201-261 www.ajssmt.com

- Suneel Kumar, Varider Kumar, Kamlesh Attri (2021) 'Impact Of Artificial Intelligence And Service Robots In Tourism And Hospitality Sector: Current Use & Future Trends'*A Journal of HIPA, Shimla*. Vol. VIII (SI-1), 2021 pp 60-83 https://doi.org/10.53338/ADHIPA2021.V08.Si01.04

- Talukder, Mohammad Badruddoza; Das, Iva Rani (2022) 'The Technology Impacts And AI Solutions In Hospitality' *i-manager's Journal on Artificial Intelligence & Machine Learning*, Vol. 2 No. 1 June 2024, pp 56-72 https://doi.org/10.26634/jaim.2.1.20291https://openurl.ebsco.com/EPDB%3Agcd%3A6%3A26 68294/detailv2?sid=ebsco%3Aplink%3Ascholar&id=ebsco%3Agcd%3A177940088&crl=c&li nk_origin=scholar.google.co.in

- Wang, Y. (2020) 'Customer trust in chatbots: A systematic review and meta-analysis'*Journal of Business Research*, 116, 291-301 Wilson, A., Turner G. (2019) 'Customer Perceptions of Chatbots in the Travel Industry' *Journal of Travel and Hospitality*, 23(2), 67-82