Chapter 4
Leveraging ChatGPT and Digital Marketing for Enhanced Customer Engagement in the Hotel Industry

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ABSTRACT

Artificial intelligence-based chat generative pre-trained transformer (ChatGPT), and provides numerous ideas for future research in consumer studies and marketing in the context of ChatGPT. It is a revolutionary technology that uses advanced artificial intelligence techniques to generate natural language responses to a given prompt or input. It has been used across various fields, from natural language processing to customer service to content creation. Since its launch in late 2022, ChatGPT has generated significant debate surrounding its hallmarks, benefits, and potential pitfalls. ChatGPT can offer enhanced consumer engagement, improved customer service, personalization and shopping, social interaction and communication practice, and cost-effectiveness. The proposed chapter aims to explore howChatGPT can be used to optimize digital marketing campaigns and overall improved business strategies and customer engagement.

INTRODUCTION AND BACKGROUND OF THE STUDY

ChatGPT represents a groundbreaking AI technology with vast capabilities that can revolutionize customer interactions across social media platforms (Dwivedi, Yogesh, et al, 2023) . This state-of-the-art language model is incredibly versatile, capable of being fine-tuned for diverse functions, including elevating customer service, crafting engaging content, developing chatbots, conducting sentiment analysis, and gathering valuable data (Mondal & Vrana, 2023). Effective customer engagement is crucial for establishing lasting relationships with customers and driving business growth (Kim, Lee & Kim, 2020). ChatGPT can play a significant role in analyzing customer engagement in digital marketing to improve overall effectiveness (Jabeen, Zaidi, & Dhaheri, 2022). The recent extensive global embrace of ChatGPT has showcased its remarkable versatility, exemplified by its application in a wide array of fields, such as software development and testing, creation, essay writing, drafting business letters, and even generating contracts. (Metz, 2022; Reed, 2022; Tung, 2023). However, it has also raised a number of concerns related to the difficulty in differentiating human versus AI authorship within hotel industry and renewed debate on the role of traditional human endeavours (Else, 2023). These challenges arise because ChatGPT can be finds extensive application in natural language processing tasks, encompassing activities like generating text, translating languages, and providing answers to a wide range of questions, which in turn results in both favorable and detrimental consequences (Dwivedi,Yogesh K.,et al, 2023). In hotel industry, customer service with satisfaction are the paramount to the success and reputation of any establishment . Guests who feel well-cared for and have their needs met are more likely to return and recommend the hotel to others. Furthermore these guest which helps build brand loyalty.By harnessing the power of ChatGPT and employing effective digital marketing strategies, hotels can deliver personalized experiences, enhance customer satisfaction, and foster brand loyalty (Haleem, Javaid & Singh, 2022). To ensure high levels of customer service and satisfaction, hotels must invest in staff training, prioritize guest feedback, and constantly strive to improve their services (Anabila, Ameyibor, Allan & Alomenu, 2022). Ultimately, in the hotel industry, exceptional customer service and guest satisfaction are the cornerstones of long-term success. Additionally, embracing technology solutions, such as guest experience management software and online feedback platforms, can help hotels gather valuable insights and address guest needs more effectively (Vujić, ĐorĐević & Lakićević, 2019). But there are challenges that need to be addressed for more effective implementation to improving customer engagement in the hotel industry through digital marketing is a complex endeavor that requires a deep understanding of both technology and customer behavior. While ChatGPTand digital marketing can be provide personalized responses but the level of personalization may not always

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