


Chapter 2

Delineation of Artificial Intelligence in the Hospitality and Tourism Industries

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ABSTRACT

By understanding how AI affects organizational operations, stakeholders can plan and profit from these improvements. This chapter summarizes AI-related hotel marketing trends. For competitiveness, artificial intelligence enhances internal processes by using data and information better. Worker capabilities are increased, and bulk customisation is possible. By measuring ROI, improving sustainability, and regulating data use laws and ethics, AI affects stakeholder relationships. AI focuses on and integrates commercial networks, changing distribution paradigms. AI makes product and service design and customer support smarter and more predictive. Product and service development is improved and predictive using AI. AI's impact on hospitality and tourist marketing is discussed. Academics and industry people discuss its research. To maximize income, deliver customized experiences,

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and increase operational efficiency, hospitality and tourism are using AI. AI-driven research and automation may help digital organizations stand out, create unique customer experiences, and grow sustainably.

INTRODUCTION TO HOSPITALITY AND TOURISM SECTOR

Tourism and hospitality, including hotels, restaurants, travel, events, and entertainment, booming. The field is exciting and dynamic since it adapts to customer needs and trends. Tourism and hospitality jobs range from entry-level to executive management, catering to varied interests, abilities, and qualifications. Hospitality includes hotels, restaurants, bars, resorts, cruise ships, theme parks, and other service-oriented businesses that provide housing, food, and drinks. Hospitality involves making people feel welcome and meeting their needs. Being a good host means going above and beyond for your guests, meeting their needs before they even know they have them, and making sure they're completely satisfied. The hospitality industry is crucial because of the strong relationship between tourism and it.

Travel for pleasure, business, or both is known as tourism. It includes visiting different cities, nations, natural wonders, historical sites, and cultural events to immerse oneself in different ways of life. Domestic and international tourism include travelling within one's own country and visiting other countries. Tourism (Nagar, R., et al., 2022) also includes visiting sites, taking adventures, encouraging environmental protection, seeing different cultures, and doing business (Lourens, M., et al., 2022). This industry generates jobs and revenue in many countries, contributing to the global economy. It includes airlines, hotels, restaurants, travel agencies, tour operators, and transportation firms. Tourism and hospitality are two separate but related industries. Air travel is a part of both the hospitality industry and tourism. Services and facilities provided by the hospitality industry are essential to the tourist industry because they meet the needs of visitors. However, transportation, lodging, and attractions are all part of the broader tourism sector.

Foundation of AI in Hospitality and Tourism

Artificial Intelligence (AI) refers to a collection of technologies that can identify, examine, take action, acquire knowledge, and exhibit sophisticated aspects of human intelligence while solving problems. AI, like humans, can apply rules, enhance its performance over time, acquire knowledge, and adjust to changes in the environment (Russell & Norvig, 2016) in various sectors (Kumar, P., et al., 2024). AI has undergone significant advancements; while formerly, systems were considered AI as long as they had some level of rudimentary intelligence (Buhalis et al., 2019).

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