


# Chapter 7


## Embracing Technological Disruption: Exploring the Adoption of AI-Driven Solutions in Tourism and Hospitality

**Milan Sharma**

 <http://orcid.org/0000-0002-3320-8129>

*Lovely Professional University, India*

**Amrik Singh**

 <http://orcid.org/0000-0003-3598-8787>

*Lovely Professional University, India*

**Rohit**

*SGT University, India*

### ABSTRACT

*In recent years, the tourist and hospitality business has undergone substantial technological disruption due to the rapid progress and use of artificial intelligence (AI) based solutions. This research study seeks to investigate the present status of AI implementation, namely chatbots, in the tourism and hospitality industry. It will analyze the primary factors that motivate the acceptance of these revolutionary technologies, as well as the obstacles encountered, and the services offered in accepting them. The article examines the use of AI in improving the customer experience, streamlining operations, and fostering innovation in different parts of the tourist and hospitality business. This is done by doing a thorough study of relevant literature and analyzing case studies from the industry. The results of this study can provide valuable insights for decision-making, influence future research priorities,*

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*and ultimately assist the industry in effectively utilizing AI to remain competitive and adaptable to the changing demands of customers in the digital era.*

## **INTRODUCTION**

With the advancement of technology, numerous applications have been created utilizing artificial intelligence (AI). Artificial intelligence (AI) pertains to the utilization of tools that assist firms in creating a form of engagement channel with clients. AI-based technologies that are innovative have attracted considerable attention in the past decade, both for theoretical research and practical application (Tran et al., 2021). Artificial intelligence (AI) finds use in several domains such as autonomous automobiles (e.g., Tesla), smart systems for advice (e.g., Salesforce Einstein), and the processing of natural languages (e.g., chatbots). Numerous hospitality & retail chains utilize e-service marketing techniques to enhance their competitiveness in the current era of digitization.

The COVID-19 epidemic gave AI-driven services a boost, allowing them to better inform customers and keep their experience consistent. As a result of globalization, AI, and digital marketing, the traditional role of the service agent is evolving. E-service agents, on the other hand, are available 24/7 and help with crucial buyer relations, customer time optimization, and product performance analysis (Jansom & Pongsakornrunsilp, 2021). Researchers in the hotel industry have spent a lot of time looking at how different forms of automation and technological improvements might improve service delivery. Unfortunately, the majority of these studies have focused on bad technology (Gursoy and Chi, 2020). Chatbots, AI, and robots are some of the cutting-edge technologies that are revolutionizing the travel business. Advances in artificial intelligence and service robots have prompted the use of AI-powered technologies in the provision of services (Belanche et al., 2020). Many major corporations have begun to use AI and e-service agents. Due to the near-zero additional expenditures, a fully virtual chatbot (text- and voice-based) is the best technological application for SMEs (J. Wirtz et al., 2018).

This study aims to enhance the use of AI-driven solutions in the Hospitality industry by comprehending the specific traits of Hospitality clients in their implementation. The research question addressed in this study is as follows:

- (1) Technology integration into hospitality operations specially AI driven technology.
- (2) What challenges do these technology have.

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