


Chapter 16

Leveraging AI for 24 / 7 Support: A Guide to Implementing Intelligent Chatbots in the Hotel Industry

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ABSTRACT

Throughout the post-pandemic period, the hospitality and tourism industry has experienced phenomenal growth in the number of customers with a growing need for excellent customer service. In the tourism and hospitality industry, customer service may be revolutionized in the hotel business by implementing chatbots. These AI chatbots increase client trust through customization, anonymity, and empathetic answers. Their advantages, including contextual awareness and natural language processing, are revolutionizing how consumers look for information and make decisions. Their perceived usefulness, humor, and ease of use are key criteria that make them preferable. AI chatbots positively affect consumer behavior by raising the caliber of interactions and willingness to pay for hotel services. For example, KLM Royal Dutch Airlines uses a chatbot named Blue-Bot to answer questions about booking, boarding, and other travel-related inquiries; the City of San Francisco uses

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a chatbot called Muni Bot to provide information about public transportation options; Hilton Hotels uses a chatbot to answer questions about reservations, amenities, and other hotel-related inquiries. Understanding these aspects and successfully utilizing AI technologies will enable hotels to improve client experiences, offer round-the-clock assistance, and expedite service delivery in the hospitality sector. Therefore, this chapter is aimed at examining the current uses and obstacles associated with Chatbots, implementing generative artificial intelligence (AI) and other related symbols as well as suggesting a roadmap for potential research under this area.

INTRODUCTION

Artificial intelligence is getting more and more integrated into our daily lives (Kemmeren, 2023). In the current digital era, visitors anticipate timely and helpful service at all times and locations. Here's where artificial intelligence (AI) comes into play, providing lodging establishments with a potent instrument to transform client assistance (Bulchand-Gidumal, 2020). Tourists' information search can be significantly influenced and decision-making processes facilitated by gathering and analysing data about their individual needs. As such, a number of sectors within the tourism industry have already begun to use artificial intelligence to some degree. Despite Alan Turing's 1936 introduction of the concept of artificial intelligence and the fact that there are examples of its successful application in the travel industry dating back to the turn of the century, there is still a dearth of scientific literature on the subject (Ramiro et al., 2022). Companies will undoubtedly be impacted by the notable rise in communication on well-known instant messaging services like Facebook Messenger, WhatsApp, Snapchat, and Skype Businesses could take advantage of this chance, particularly in the tourism industry, to enhance their current offerings by utilizing chatbots (Husain, 2022). Regular contact with stakeholders is crucial in the tourism and hospitality industry due to its information-intensive nature. Customers specifically want to know what businesses are offering right now, and they look for this information on websites as well as other channels like phone calls and instant messaging. Every year, tourist and hospitality companies invest a significant amount of money on desk officers and inquiry representatives to ensure continuous connection. Artificial intelligence systems can be classified into two categories: fully digital and digital-physical hybrids, also known as robots. There are several applications for both systems in the travel and hospitality sectors. The airline industry's mobile boarding cards and online check-in systems are examples of pure digital artificial intelligence systems; nevertheless, the development of various chatbot kinds has resulted in the biggest improvements to the travel and hospitality industries.

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