Chapter 3
From Bits to Brilliant Teams:
AI and Digital Talent Management in Tourism and Hospitality

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ABSTRACT

The tourism and hospitality industry is experiencing a significant digital shift, with the incorporation of AI and other digital tools into talent management becoming increasingly imperative. This chapter thoroughly examines AI and digital technology applications in talent management. It emphasizes the advantages and prospects of this integration, exploring various technologies such as AI-powered talent acquisition, AI-driven talent development, AI-enhanced employee engagement, and AI-facilitated workforce analytics and planning. The chapter concludes by proposing recommendations for tourism and hospitality organizations to maximize the benefits of these transformative technologies and refine their talent management strategies.

INTRODUCTION

In the fast-paced and competitive realm of tourism and hospitality, effective talent management is crucial for sustaining excellence and leading the market. Given that the workforce is vital for delivering exceptional customer experiences, organizations need to prioritize attracting, nurturing, and retaining individuals with technical skills, customer service expertise, and adaptability. The industry's reliance on seasonal workers and the growing need for digital proficiency further emphasize the neces-

sity for flexible talent management strategies. By embracing innovative, AI-driven solutions, businesses can cultivate a skilled and engaged workforce, enhancing their resilience and competitive edge (Gaafar, 2020; Farahat et al., 2022). Current trends and challenges within the tourism and hospitality sector highlight the pressing need for strong talent management frameworks. The workforce is becoming increasingly diverse, with employees from various age groups and backgrounds, each bringing distinct expectations and skill sets. To thrive, organizations must modify their strategies to effectively engage, develop, and retain talent at different career stages (Masenya, 2022; Moore & Hanson, 2022). The persistent gaps in digital literacy, technological skills, data analytics, and innovative service delivery further necessitate focused recruitment, training, and upskilling initiatives. Additionally, the industry's vulnerability to external factors like economic fluctuations and global health crises underscores the importance of talent strategies that prioritize flexibility, mobility across roles, and continuous learning. Such approaches enable organizations to adapt to changing market demands and customer preferences, thus securing a sustainable competitive advantage (Masenya, 2022; Al-Romeedy, 2023).

The tourism and hospitality industry is undergoing a significant digital transformation, with AI and various digital tools becoming essential for talent management. These technologies are revolutionizing how organizations attract, develop, engage, and retain talent, offering innovative solutions to address the evolving workforce landscape (Busulwa, 2020). AI-driven recruitment is transforming hiring processes in the sector by leveraging advanced technologies. AI platforms expand the talent pool, while automated resume screening and candidate shortlisting ensure accurate matches. Chatbots enhance initial interactions, and predictive analytics refine hiring decisions. Meanwhile, AI-enhanced talent development is reshaping traditional learning methods by providing customized programs and real-time feedback on performance. Career planning tools help identify potential leaders, fostering both growth and adaptability. Together, these AI solutions elevate talent management, aligning with industry needs and driving organizational success (Pandey et al., 2023; Farahat, 2023).

AI innovations in employee engagement are also transforming HR practices in tourism and hospitality, enabling more personalized and responsive interactions. AI-powered chatbots and virtual assistants offer immediate HR support, boosting efficiency and employee satisfaction. Furthermore, AI-based recognition and rewards systems cultivate a culture of appreciation and motivation, while real-time sentiment analysis and pulse surveys provide valuable insights into employee well-being, contributing to a supportive and engaged workplace (Patawari & Bairwa, 2023; Paciello, 2024). Additionally, AI-driven analytics and strategic planning tools are reshaping talent management by using advanced algorithms and data insights to anticipate workforce needs, address skills gaps, and align talent strategies with

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