

# Chapter 13

## Exploring the Impact of Emerging Technologies on the Hospitality Industry

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### **ABSTRACT**

*Automation and robots transform hotel service delivery, improving operational efficiency and increasing client happiness and sustainability. The paper focuses on the positive and negative aspects of this new technology. Robotics and automation optimize the operations from room service to cleaning and concierge, which saves costs and increases speed and consistency. These technologies provide customized on-demand services for modern passengers' efficiency and convenience. Employment displacement, visitor acceptability, and significant investment in new technology and training remain despite all the benefits. Energy and resource management gives more significance to automation in an ecologically friendly future. The report found that in the future, hospitality will lie as a balance between the two conflicting forces- automation and human interaction- and technology will be incorporated to*

DOI: 10.4018/979-8-3693-7127-5.ch013

*fine-tune visitor experiences and ensure economic models.*

## **1. INTRODUCTION OF AI IN HOSPITALITY**

AI is changing the hospitality business with its innovative solutions aimed at improving efficiency, quality, and experience delivered as well as to achieve customized experiences on scales that were hitherto not previously imagined. The introduction of AI technologies has transformed the hotel sector and brought a profound change in visitor engagement and administration.

### **1.1 AI-Powered Guest Experience and Customer Service**

A fundamental aspect of modern hospitality service is the employment of virtual assistants and artificial intelligence chatbots. Such chatbots can be programmed to give customers available round-the-clock care by mostly anticipating frequently asked questions, ordering from room service, and answering booking queries. Hotels can improve customer satisfaction significantly if they manage to automate such interactions, as people may then respond more quickly and efficiently (Ivanov & Webster, 2019). One of the ways that NLP-enabled chat bots may help international visitors is through the interpretation and responses to consumer inquiries in several languages. Additionally, as innovations in AI continue to advance, so too will its ability to handle more complex interactions, like making personalized recommendations for what activities or foods they would be interested in.

Over time, with the help of guest inputs, these AI systems become increasingly accurate and efficient. Because of their flexibility, hotels can uniquely provide experiences that attract visitors. AI customer service serves customers more effectively by freeing human employees to focus on the more intricate, personal aspects of hospitality services.

#### **1.1.1 Maximizing Revenue Management with AI Artificial intelligence and machine learning algorithms have improved revenue management significantly.**

Traditional models of revenue management were highly dependent on intuition and analysis of past performance. AI algorithms can, however, process large data amounts including booking patterns, market conditions, local happenings, and competitive prices to give considerably accurate demand forecasts (Buhalis & Sinarta, 2019). This paper would allow hotel pricing strategies to be fine-tuned in real time thus dynamically adjusting room prices to maximize revenue and occupancy. Hote-

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