


Chapter 5


The Digital Renaissance of Hospitality: Workforce Mastery in the Smart Revolution

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ABSTRACT

This study examines the impact of Industry 4.0 (I4.0) technologies on the hospitality industry, focusing on their role in improving efficiency, supply chain management, and personalized customer experiences. It also explores the challenges of integrating automation, artificial intelligence (AI), big data analytics, and the Internet of Things (IoT), emphasizing workforce adaptation and leadership evolution for sustainable digital transformation. A comprehensive review of academic literature and industry case studies is conducted to assess the adoption of I4.0 technologies in hospitality. The study evaluates AI-powered chatbots, smart automation, and data-driven decision-making, along with the role of virtual reality (VR) and augmented reality (AR) in vocational training. This research provides insights into workforce transformation, leadership restructuring, and AI-driven training in hospitality.

DOI: 10.4018/979-8-3373-2145-5.ch005

INTRODUCTION

Data-driven decision-making, intelligent automation, AI-powered chatbots, and the application of augmented reality (AR) and virtual reality (VR) in vocational training are all evaluated in this study. This study clarifies workforce transformation, leadership reorganization, and AI-driven training in the hospitality sector. It places special emphasis on scalable digital adoption, ethical AI governance, and cross-industry I4.0 applications. The study offers a foundation for future research and promotes the deliberate integration of technology and human knowledge in hotel management. Evaluations are being conducted on chatbots powered by AI, intelligent automation, and data-driven decision-making, as well as virtual reality (VR) and augmented reality (AR) in vocational training. This study clarifies workforce transformation, leadership reorganization, and AI-driven training in the hospitality sector (Singh & Ansari, 2024). It places a strong emphasis on ethical AI governance, cross-industry I4.0 applications, and scalable digital adoption. The study encourages a careful blending of technological and human expertise in hotel management and establishes the foundation for further research. Furthermore, hospitality leadership paradigms need to change to innovation-driven tactics that encourage adaptability, self-reliance, and a culture of lifelong learning. Furthermore, the effective implementation of I4.0 in the hospitality industry depends heavily on knowledge management (Buhalis et al., 2019). To transform unspoken employee knowledge into useful ideas, organizations need to create organized knowledge-sharing processes. Digital platforms that support collaborative learning, real-time information sharing, and the documenting of best practices can promote ongoing service delivery improvement (Manoharan & Ashtikar, 2025). By providing an organized method for managing knowledge, the SECI model (Socialization, Externalization, Combination, and Internalization) helps businesses preserve important knowledge and improve decision-making. I4.0 integration in the hotel sector ultimately hinges on striking a balance between human skills and technical improvements. The warmth, intuition, and inventiveness of human service providers cannot be replaced by automation or artificial intelligence, even though they increase efficiency (Berry & Singh, 2024). Ethical AI governance, leadership development, and workforce development must be approached strategically in order to maintain innovation while maintaining the core values of hospitality (Hsu & Tseng, 2022). To improve hospitality operations and workforce management, future research should examine cross-industry applications of IR4.0, ethical issues in AI deployment, and scalable technology adoption techniques. The sector can maintain its resilience and adaptability in the face of swift technological breakthroughs by cultivating a positive link between digital transformation and human-centric service delivery.

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