


Chapter 14


Impact of Ethical Implications of Using AI and IoT in Hotels

Rishi Sharma

 <https://orcid.org/0000-0001-8132-4063>

Lovely Professional University, India

Sanjeev Kumar

 <https://orcid.org/0000-0002-7375-7341>

Lovely Professional University, India

ABSTRACT

The guest experience, operational effectiveness, and resource management have all improved due to hotels integrating AI and IoT technology. But this integration raises several ethical questions that require serious thought. The purpose of this study is to investigate and evaluate the moral issues raised by the use of AI and IoT in hotels. AI-powered intelligent hotels, the research examines essential ethical problems about privacy, security, transparency, bias, & human interaction. The results of this study demonstrate the delicate balance between the advantages of AI and IoT technologies & the dangers they may provide. Concerns about algorithmic prejudice and discrimination might arise due to the opaqueness of AI decision-making processes, which can negatively impact visitor experiences & employee relationships. Additionally, concerns about visitor experiences and the possible displacement of human workers are raised by the degradation of personal touch in favor of automated services

DOI: 10.4018/979-8-3693-9611-7.ch014

INTRODUCTION

Artificial intelligence, or AI, is the term used to describe the imitation of human intellect in computers that have been designed to resemble human cognitive processes including learning, problem-solving, and judgment. AI is divided into two primary categories:

Narrow AI (Weak AI): This kind of AI is made for certain jobs or uses, such as recommendation engines (like Netflix, Amazon), voice assistants (like Siri, Alexa), and self-driving cars.

Strong AI, or general artificial intelligence: could carry out any intellectual work that a person could and would possess cognitive capacities similar to those of humans. Not yet a reality, general artificial intelligence is still a focus of theoretical research.

A branch of artificial intelligence called machine learning aims to provide computers the ability to learn from data and gradually enhance their capabilities without the need for explicit programming. Reinforcement learning, supervised learning, and unsupervised learning are methods used in machine learning. A form of machine learning called “deep learning” makes use of multi-layered neural networks, or “deep neural networks,” to extract knowledge from vast volumes of data. Considerable progress has been made in areas including autonomous driving, natural language processing, and picture identification thanks to deep learning. AI is being used in a number of sectors and fields, such as:

- *Healthcare:* Personalized treatment regimens and illness diagnosis via medical imaging.
- *Finance:* Algorithmic trading, fraud detection.
- *Retail:* Chatbots for customer support and tailored suggestions.
- *Automotive:* Predictive maintenance and driverless cars.
- *Education:* individualized tutoring and flexible learning environments.
- Virtual reality experiences and content recommendations for entertainment.

The use of AI presents ethical questions about employment displacement, algorithmic prejudice, privacy, and the effects of automation on society. To guarantee that AI is utilized responsibly and ethically, addressing these issues calls for serious thought and ethical standards. With current research in areas like explainable AI (making AI judgments intelligible to humans), AI ethics, and the integration of AI with other technologies like IoT (Internet of Things) and robotics, it is anticipated that AI will continue to advance swiftly. The network of actual physical objects

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