


Chapter 2

A Panoramic View on the Impact and the Comprehensive Technological Applications Adopted by the Hospitality Industry

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ABSTRACT

Business in the hospitality arena are quickly adopting the use of Artificial Intelligence (AI) to perform customer related operations and this is more important especially for Hotel and Resorts. The present study gives a comprehensive analysis of the effects and other technological uses implemented by the hotel business. Hospitality industry is thus characterized by constant growth and huge developments. This paper focuses on the discussion of virtual reality, augmented reality, internet of things, robotics, blockchain, facial recognition system and voice-based control systems. It makes it possible to determine in which areas these technologies can be used with good outcomes in terms of operations and services delivery. It is noteworthy

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that this study will turn out to be highly helpful for executives engaged in the hotel segment. Thus, more research can be carried out in all the mentioned domains on complicating factors, user satisfaction, and people management.

1. INTRODUCTION

Businesses are quickly adopting artificial intelligence (AI) to perform customer relations tasks and particularly the hospitality industry where hotels and resorts exist. The present study offers a holistic view of the literature and different technological uses that have been employed by the hotel industry. (Barten, 2024g) It could be noted that extremely dynamic and intense growth of the amplitude is the hallmark of the hospitality industry. This paper also seeks to look into the following technologies; virtual reality, augmented reality, Internet of things (IoT),

Robotics, Blockchain, Facet recognition system (FRS), and Voice based control (VBC). This helps to determine where these innovations can be implemented reliably in order to increase productivity within the organization's operations without negatively impacting the services that are being offered. In this respect this study will be of great useful to managers and executives charge with the responsibility of managing hotels. Thus, further research can be performed in all the stated domains concerning intricacies, satisfaction levels, and workforce.

1.1 The notion of artificial intelligence

Artificial intelligence or also called as AI is clear as the capacity of a machine to perform tasks that are distinctly intelligent in nature. It is quite astonishing to understand that the element of artificial intelligence has been in circulation since the 1950s. Still, it is only in the present epoch that technological advancement has reached a certain reliability that organizations can tap into for vital corporate business procedures. AI, or artificial intelligence, is the use of computers or machines to perform operations that was taught to be cognitive.

It is associated with concepts like automation and the phenomenon of big data. Today, it is possible to capture customers' information and apply the concepts of artificial intelligence in various tasks. (Barten, 2024g) Some of it is broker clerical duties, while the second is individual account assignments, complex problem-solving, sales activity, and sending/receiving messages. According to The Annual McKinsey Global Survey, respondents indicate that the use of gen AI is common in organizations where at least one business function is managed through such a tool with the frequency of 33 percent (Gillis, 2024; Chechi, 2023).

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