

Exploring the Impact of Artificial Intelligence Integration in Hotel Management Information Systems: Enhancing Efficiency, Customer Experience, and Operational Performance

Shivansu Sachan, Astha Shukla, Sakshi Shukla

Artificial intelligence, CSJM University

Abstract- Purpose - The adoption of artificial intelligence (AI) is critical in the digital age. The purpose of this review article is to assess the literature on artificial intelligence in the hospitality industry.

Method - This review article used a narrative synthesis. In addition, a systematic literature review was conducted to investigate artificial intelligence in the restaurant industry. Literature and information were obtained from various books and scientific articles from EBSCO, Google Scholar, Scopus, Web of Science, and Science Direct. Inclusion criteria were studies that clearly defined AI in all areas of the hospitality industry, were published and written in English, and were peer reviewed. Content analysis was used.

Results - The use of artificial intelligence is a strategic and critical factor in economic development. In addition, artificial intelligence technologies are increasingly being used as digital assistants. They help restaurants in a number of ways, including improving customer service, expanding operations and reducing costs. However, advances in artificial intelligence come with some risks, such as job losses in low-tech industries, loss of control due to robot autonomy, and safety, security, and privacy concerns.

Conclusion - AI technologies have both positive and negative impacts on workforce and employment in the hospitality industry.

Recommendations - The recommendation is to consider quantitative research on AI implementation in the restaurant industry or other industries. A qualitative approach could also give a clear picture of the results of further research.

Research Implications - This review article added to the existing literature on AI adoption in the hospitality industry. Thus, it could be used in future research on the adoption of AI in the hospitality industry. It can also help researchers expand their research by including more possible elements.

Practical Implications - This review article helps to understand the adoption of AI in the hospitality industry.

In addition, it can help business owners, managers and marketers in the hospitality industry or any industry to achieve and improve high business performance by implementing appropriate strategies with the help of artificial intelligence to meet the needs and expectations of both customers and employees.

Keywords – artificial intelligence (AI), industrial usage, hotel sector, analysis

INTRODUCTION

Within the computerized age, the presentation of fake insights (AI) is basic. Since its beginning, numerous openings and challenges have been displayed to different businesses, counting the neighborliness industry. Similarly critical, AI ought to be used to drive development within the worldwide economy. A few AI innovations have been planned to improve the economy by advancing individuals and their lives. Today's neighborliness industry faces a profoundly competitive environment with unused innovations, clients anticipating way better administrations, a extraordinary source of advancement and the steady challenge of rising costs. The maintainability of these companies is decided by their in general budgetary execution, their capacity to adjust to distinctive situations and to alter and grow their administrations to meet client needs and desires As a result, the neighborliness and tourism industry is utilizing progressed innovations such as fake insights and mechanical technology (Discuss) to move forward benefit and client involvement. These innovative progresses are interpreting into advanced instruments for client benefit conveyance and their utilize to upgrade the client encountering expansion, unused advancements and applications of progressed

advances and data innovation (ICT) have brought noteworthy changes to the tourism and neighborliness industry by changing and robotizing all angles of the tourism encounter. In addition, the quick improvement of AI in inn administration will too contribute to the change of corporate execution. For illustration, the neighborliness industry, particularly neighborliness, may be a data-intensive industry that collects a large amount of information in different shapes. To preserve a competitive advantage and move forward trade execution, numerous organizations are utilizing counterfeit intelligence-based innovations such as point-of-sale (POS), Confront book advertisements, and LINE advertisements. With AI and mechanization innovation, there are numerous openings for tourism and neighborliness companies to progress their day by day operations and give high-quality administrations to clients. In spite of the broad utilize of technology in hospitality and common neighborliness, it is still troublesome to attain the proper adjust between advanced and human exercises. The utilize of artificial intelligence, robotics and benefit computerization is progressively vital to pick up a competitive advantage in terms of benefit quality, but providing distant better; a much better; a higher; a stronger a much better client involvement remains questionable. Subsequently, it is exceptionally critical to talk about the presentation of counterfeit insights (AI) within the inn industry.

LITERATURE REVIEW

The Hospitality Industry

In many countries, the hotel industry is important for economic success. Hospitality is about welcoming and taking care of customers. Hospitality services focused on providing food, drink and accommodation can be performed in commercial and non-commercial establishments. The hospitality industry includes the hospitality industry, the tourism industry, the food and beverage industry, and the meetings and events industry. Since the hospitality industry is based on people's actions, it relies heavily on customer ratings and reviews.

1. **Technology Dependency:** One limitation is the potential over-reliance on artificial intelligence (AI), which could lead to operational challenges if there are system malfunctions or disruptions, emphasizing the need for robust backup systems.
2. **Cost and Implementation Barriers:** The integration

of AI in hotel management information systems may pose financial challenges for smaller establishments, potentially creating a divide between large and small-scale hotels in adopting these technologies.

3. **Employee Resistance and Training:** Resistance from existing staff due to fear of job displacement or unfamiliarity with AI systems can hinder smooth integration. Adequate training programs would be necessary to address these concerns.
 4. **Data Security and Privacy Concerns:** The increased reliance on AI involves handling large volumes of guest data. Ensuring the security and privacy of this information becomes crucial, with potential legal and ethical implications if not managed appropriately.
 5. **Guest Acceptance and Trust:** Some guests may have reservations about AI-driven services, raising questions about trust and personal interactions. Understanding and addressing these concerns are essential for successful implementation.
 6. **Customization Challenges:** While AI systems can provide personalized experiences, there might be limitations in catering to highly individualized guest preferences, potentially leading to a more standardized approach.
 7. **Evolution of AI Technology:** The rapid evolution of AI technology poses a challenge in terms of system obsolescence. Hotels may face difficulties in keeping pace with the latest advancements and may encounter compatibility issues over time.
 8. **Cultural Sensitivity:** AI systems may not always be culturally sensitive, potentially leading to misunderstandings or misinterpretations of guest needs and expectations, particularly in diverse international settings.
- In addition, new technologies can place the customer perspective at the center of operations. AI technology can help improve the customer experience and reduce the need for human intervention. As a result, in recent years, many hospitality companies have invested more in technology to increase profits and growth. The international hospitality and tourism industry is one of the largest, largest and fastest growing industries in the world. Globally, it generates \$7.6 trillion in revenue and employs 292 million people, approximately 10% of global GDP and one in 10 jobs, and is expected to continue to grow in the future. Therefore, the hospitality industry is one of the most important economic sectors, which is very important because it is a very competitive market at the moment.

Artificial Intelligence

Artificial intelligence (AI) is made up of two words: artificial, which refers to something created by humans, and intelligence, which refers to the ability to think for oneself, resulting in AI being defined as a thinking power created by humans. AI is the simulation of human intelligence operations by computers, particularly computer systems. Furthermore, AI enables people to work smarter, resulting in better business outcomes, but it also necessitates the development of new competencies and capabilities, ranging from technological expertise to social and emotional skills, as well as creative abilities. The impact of exploring the integration of artificial intelligence (AI) in hotel management information systems extends beyond the hospitality industry, influencing various facets of society:

1. **Improved Guest Experiences:** Society benefits from enhanced guest experiences as AI enables personalized services, streamlined processes, and predictive analytics. This sets a precedent for elevated service standards in other sectors, contributing to an overall expectation of improved customer interactions.
2. **Technological Advancement:** The research contributes to the progression of technological capabilities, setting benchmarks for AI integration. This, in turn, fuels innovation and technological advancement not only within the hospitality sector but across industries as others seek to adopt similar AI applications.
3. **Job Evolution:** While there may be concerns about job displacement, the evolution of job roles due to AI integration is an integral part of societal transformation. New job opportunities emerge in AI-related fields, emphasizing the need for continuous learning and adaptation in the workforce.
4. **Efficiency and Resource Optimization:** The efficient use of resources and improved operational performance in hotels demonstrates how AI can contribute to sustainability. This awareness may inspire societal expectations for responsible and resource-efficient practices in various domains.
5. **Data-driven Decision-Making:** The research emphasizes the importance of data-driven decision-making. This influences not only hotel management but also encourages other sectors to leverage data analytics for informed, strategic decision-making.
6. **Accessibility and Inclusivity:** AI applications can enhance accessibility for guests with diverse needs,

setting a precedent for inclusivity in service provision. The societal impact lies in fostering environments that cater to a wider range of preferences and requirements.

7. **Ethical Considerations:** As the study explores the impact of AI on customer experiences, it contributes to ongoing discussions about the ethical use of AI in society. This awareness encourages responsible AI development and deployment practices.

8. **Global Standardization:** Successful integration of AI in hotel management may set global standards for the adoption of technology in service industries, influencing societal expectations for technological proficiency and innovation across international contexts.

Simultaneously, AI may cause human talent to be replaced by technology in some cases, forcing hospitality and tourism businesses to redesign their structures and processes as a result. Therefore, AI is necessary for several ways.

Artificial Intelligence in the Hospitality Industry

New technologies, such as AI technologies, are expected to enable companies in the digital economy to transition to a more digital way of working, managing, organizing and transforming the environment into various management systems. In addition, the hotel industry is rapidly evolving due to technological advances in artificial intelligence, robotics and big data. For example, AI will add intelligence to the hotel industry through AI-powered hospitality and tourism operations and management systems, transforming the hotel industry into a smart hotel and tourism industry. In addition, the hospitality industry has implemented IT and artificial intelligence in systems such as property management systems, cash management systems and customer relationship management to compile key performance indicators. As robotics such as AI-based smart services and AI-based catboat technology are used to support human intelligence and physical capabilities, AI will also be used to enable service innovation in personal service delivery in the healthcare sector. hospitality. Additionally, the use of artificial intelligence technology to deliver services in the service industry has a significant impact on employee productivity. The service quality of AI plays an important role in the service quality of the hotel industry through the service quality of the employees. Therefore, we need to better understand how AI technologies can impact

service quality, customer satisfaction, and loyalty through employee-related outcomes such as employee engagement, productivity, and work. Therefore, AI is very important to the hotel industry in many ways.

The Influence of Artificial Intelligence on the Hospitality Industry

Modern technological applications, such as AI and robotic technologies, are widely used in the hospitality industries, including hotel businesses, tourism businesses, food and beverage businesses, as well as meeting and event businesses (Drexler & Lapper, 2019; Yanget al., 2020). Moreover, the advancement of AI and robotics, combined with increased digital connectivity, has an influence on all business sectors, including hospitality.

Furthermore, AI and automation services have the potential to not only reduce human errors and blunders but also to provide predictive insights into the future. Thus, AI and automation services are capable of analyzing massive amounts of data and converting it into useful business information. Moreover, business expertise grows, allowing them to provide better customer experiences to their customers. Therefore, AI has an impact on the hospitality industry.

The Risks Posed by Artificial Intelligence Advancements

The implementation of intelligent automation carries risks such as the loss of small jobs, loss of control due to robot autonomy, and safety, security, and privacy issues. In addition, some tourism and hospitality industries are concerned about the risks and security of implementing artificial intelligence and robotic systems due to access and consistency. For example, because AI assistance robots have a level of autonomy, communication between robots and humans is too low, and robot behavior that cannot be controlled by humans may occur, threatening the safety of workers. In addition, personnel problems; Poor mental health is a new threat posed by the presence of AI-enabled robots in the workplace.

Workers may be at risk of losing their jobs as the quality of their work is monitored by bots and there is competition between human workers and bots. This will lead to big trips and all kinds of trouble. Stress in ecosystems. Finally, AI systems, including the Internet of Things, may be vulnerable to security and privacy threats. For example, hackers can extract customer

data from machine learning models. Therefore, many problems arise from the advancement of AI.

Previous Research Supporting the Study

Because AI approaches are focused on understanding signs of work progress and increasing organizational efficiency, they are right to be continuously applied in the service industry as a benefit to customers. The approach of artificial intelligence in the hotel industry is considered a new engine that not only reduces customer turnover, but also provides attractive services in a changing era. In conclusion, the hospitality industry is embracing new technologies and advanced AI-based systems, which presents a huge opportunity for travel brands to improve marketing, customer service and customer experience stated that AI is expected to have a significant impact on marketing strategies, including future business models, sales processes, customer service options, and customer behavior. Three big areas in which to explore the scope of AI and its effects are

(1) how different marketing strategies are and

(2) how consumers are different.

(3) Issues related to data analysis, bias, and ethics.

It is increasingly important for companies to know and understand their customers. Marketers can use artificial intelligence to process large amounts of data, make sales more personalized and meet customer expectations. You can also improve promotional activities and ROI by understanding your customers and their needs in a shorter period of time. Highlighted the role of AI in digital marketing to change consumer behavior. AI is a new technology that can improve the impact of digital marketing on consumer behavior. Although it is a new technology, there are some drawbacks that can be avoided. India is the third largest country for Internet users, allowing businesses to expand their online marketing efforts. Using artificial intelligence technology, you can target specific customers based on received customer insights. Enhance customer relationships using AI to optimize customer interactions. In conclusion, AI will be very useful in digital marketing.

METHODOLOGY

Synthesis is the process of systematically reviewing and synthesizing the results of multiple studies that rely heavily on words and articles to summarize and

explain the synthesis and results. Data mining was used in this review article. In addition, we conducted a systematic review of the literature examining AI in the hotel industry. Articles and information from various books and research articles were obtained from EBSCO, Google Scholar, Scopus, Web of Science, and Science Direct. Inclusion criteria are studies that explain AI in all aspects of the hotel industry, published and written in English and peer-reviewed. The data was reviewed between January 15, 2022 and April 10, 2022. To search the database, the researchers identified a set of keywords related to AI in the hotel industry. The established keyword is "artificial intelligence" AI service hospitality." There are four main research steps involved in effective approach: research design, data collection, data analysis, and report writing. Content analysis is a data analysis technique that can be applied to qualitative systematic reviews. In addition, systematic reviewers seeking to generate knowledge and theory are encouraged to apply or adapt content analysis methods to integrate data, in a descriptive, well-organized, and contextual manner. Therefore, qualitative content analysis was used in this review article.

RESULTS

AI technologies have already infiltrated various sectors of the tourism and hospitality industries, such as hotel sectors and food and beverage sectors. The use of AI is a strategic and critical factor in economic development. Moreover, AI technologies increasingly become digital assistants. They aid businesses in the hospitality industry in several ways, such as improving customer service, expanding operational capability, and reducing costs. However, there are some risks posed by AI advancements, such as job loss in the low-tech sectors, loss of control due to robot autonomy, and safety, security, and privacy concerns. Therefore, AI technologies have both positive and negative effects on the workforce and job employment in the hospitality industry.

DISCUSSION AND CONCLUSIONS

AI isn't a unused thought. AI innovation impacts neighborliness workers and work environments. all negative circumstances. Client benefit, client involvement and maintenance are important. AI is nice

since marketers can utilize it to handle a huge sum of information, offer on their possess, and meet client desires. They too concluded that AI help can make strides client connections by giving client intuitive, showing that AI frameworks such as the Web of Things are defenseless to security and security dangers. At long last expressed that AI has as of now affected the advertise . The impact will be more noteworthy within the future, and there's still much to memorize. Hence, trade proprietors, supervisors, representatives, and marketers within the neighborliness industry ought to center on AI innovation to superior survey their organization's capacity to effectively actualize AI and choose what changes to create. Moreover, by understanding how AI is utilized, organizations can make way better choices around where to execute AI arrangements in their esteem chain. Moreover, understanding the potential benefits of AI appropriation will offer assistance organizations superior prepare to coordinated. AI into their operations. In conclusion, it is vital to center on these advances and actualize the essential methodologies to utilize AI advances to meet wants and desires of customers and representatives. The result is tall commerce execution.

RECOMMENDATION

In particular, we recommend that you consider empirical research on the long-term impact of artificial intelligence and robotics technologies on the honest behavior, potential weaknesses, and ethical risks of customers and service workers. Research such as online surveys on AI adoption in the hospitality industry and other sectors. Effective methods such as interviews or focus groups can provide information about the results.

OBJECTIVES

This review article will provide a better understanding of AI adoption in the hospitality industry. Therefore, these effects can be used by business owners, managers and marketers in the hospitality industry or anywhere to better understand and implement the strategies needed to achieve the needs and expectations of employees and customers through AI. As a result, high business performance is achieved. Furthermore, this review article contributes to the previous literature on AI adoption in the hotel

industry. Therefore, it can be used to guide future research on the adoption of AI in the hotel industry. It also helps scholars expand their research by including other possibilities.